

Your Business is Our Business

Talking UP

University Place
WASHINGTON



**Economic Development
UPdates**

January 2021

Help Us Get Linked UP with all U.P. Businesses

Did you miss the chance to take advantage of more than a dozen different COVID relief programs—including two specifically from the City of University Place? If you have not shared your email address with the City's Economic Development Office, it is quite possible you did.

That's because since the pandemic exploded in March, there have been numerous programs or funding opportunities introduced, but many were done so with short notice and tight deadlines. Although the Economic Development Office makes every effort to notify all businesses on our mailing list, sometimes the window of opportunity was too short to notify businesses via the post office so only those that we can communicate with through email got these short-notice updates.

During January and February, the Economic Development Office will be encouraging U.P. businesses to "Link UP." Letters will be sent to all licensed businesses within the City to encourage them to share their email addresses so they can be included on all digital updates.

If you know of a fellow business owner who may not be on our radar, please let them know that we want to make sure that every U.P. business has the opportunity to take advantage of all recovery programs for which they are eligible.

Join Our Mailing List Now!

**Dawn Morris Joins Economic Development
Advisory Commission**

Dawn Morris, one of the owners of the Bishops Cut/Color franchise in University Place, has volunteered and been appointed to serve as the newest member of the City’s Economic Development Advisory Commission.



“I believe it’s important for citizens to be involved in their local government,” Morris says. She believes this is especially necessary in light of the challenges created by the coronavirus pandemic. “Many U.P. businesses have lost revenue from the COVID-19 shutdowns. While the financial help offered by the state and city of U.P. have helped, I believe many businesses will take a long time to recover.”

Morris opened her salon in November 2019, just months before the pandemic hit, and although she admits she expected the first few years would be challenging, she did not account for a global pandemic in her business plan. “Things have been tough, for sure, but we’ve learned to think outside the box during these trying times,” she says.

That’s why she and Theresa Fouquette of Bliss Ice Cream helped organize the Holiday Cheer UP! Parade through the Village at Chambers Bay in December. The socially-distanced event gave businesses an opportunity to share the holiday spirit while also reminding the public that they were open and eager to support their holiday shopping needs.

“I visited many businesses and made connections with their owners or managers while organizing the event,” Morris says. “I hope to continue building bridges with businesses in University Place so I can be an effective ambassador for them on the City’s Economic Development Advisory Commission.”

REsolve to REcover



Throughout 2021, each issue of Talking UP will feature an aspect of how our local businesses can strengthen and enhance their post-COVID recovery efforts.

As the vaccine roll-out continues, there is hope that by the third quarter of the year (or sooner), many businesses may be able to resume a closer-to-normal level of regular operations.

But a vaccine alone won’t bring people back, so we will be focusing on a number of REcovery topics, including things such as:

- REintroduce yourself and your business to your existing customers.
- REfresh your space as part of your spring cleaning efforts.
- REthink your inventory and service offerings.
- RE-evaluate your marketing efforts.

For the month of January, our REcovery message is this:

REsolve to make 2021 the year that your business will come out stronger and more resilient than ever. Dedicate your efforts to ensuring that when the year is done, you'll know that you've made every effort to keep fighting and to keep your doors open. It will require work and dedication, but know that the City of U.P., along with Pierce County and state and federal agencies, is committed to helping you get there.

