

# Talking UP

## Economic Development UPdates

University Place  
WASHINGTON



January 2020

### U.P. Marks a Milestone in Number of Business Licenses

If slow and steady wins the race, the City of U.P. is on pace to be a champion.

Recent data indicates that a record number of businesses are now located within the city. And storefront businesses now outnumber home-based businesses.

Tracking the growth of businesses since the City was incorporated 25 years ago is somewhat difficult, however. According to Becky Metcalf, program assistant in the Economic Development Department, determining business license numbers prior to 2011 are difficult. "The state began issuing the licenses in 2011, but prior to that we used a different software program that is no longer used," she explains. "Much of our early data is based on a variety of sources, not the least of which was our annual business directories, which listed the majority (but not all) of the businesses in the city."



Based on a review of data available today, however, Metcalf reports:

- In 2005, the city was home to approximately 700 businesses.
- By 2011, the number of businesses in U.P. was 1,057.
- As of Dec. 31, 2019, there were 1,497 businesses licensed in University Place.

The ongoing development in the Village at Chambers Bay and redevelopment of existing spaces such as Green Firs have contributed to this growth, but do not account for all of it. "These numbers also indicate that our growing reputation as a retail and service hub is attracting more customers--and more and more businesses that want to get in on the action," Metcalf says.

As for the number of people these businesses employ, that number is also a bit challenging to nail down with great certainty because of

everything from seasonal hires to closings and openings. But according to the City's Regional Growth Area Subarea Plan that was created in 2015, there were 6,319 people employed in University Place.

"Given that our population is just over 33,000, that represents a healthy local employment rate, but we are always looking for more and more opportunities for people to find work in U.P.," Metcalf says.

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## Learn, Prepare, Survive



During 2020, the City of University Place Economic Development Department will be covering a series of topics related to emergency preparedness designed specifically for businesses.

In each issue of *Talking UP*, we will tackle topics such as how to prepare for extended closures following a major disaster, protecting inventory amid major power disruptions, making contingency plans for financing after emergencies, how to communicate updates to your customers and stakeholders, and more.

If your business would like a personalized training session on preparedness, please contact [Becky Metcalf](#) who can assist with arranging workshops led by local experts, including City of U.P.

public safety personnel.

Learn how to protect your livelihood and prevent your business from becoming one of the estimated 60 percent that never reopen following an emergency. [Make plans to attend a workshop on Natural Disaster Preparedness for Community Leaders on Feb. 19 from 8 a.m. to noon.](#)

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## New Business Gets Creative



U.P.'s newest business is out to prove that creativity isn't just for kids. Creative & Company, an art studio at 7406 27th St. W., offers art camps, workshops and private events for aspiring Picassos of all ages. The business celebrated its official grand opening earlier this month with a ribbon cutting and tours of the studio.

Creative & Company provides a bright, open and colorful space for trying out new art forms while making new friends. Owner Mailani Cappaert says her space encourages young children to socialize and become more confident through art play groups, crafts and workshops.

Their studio targets two age ranges, from children ages 2-and-a-half to 5 and ages 7 to 12. For younger children, sensory play is offered and fun art activities bolster their fine motor, problem-solving and social skills. The older age group can participate in crafts during Open Studio time, when they are encouraged to utilize the array of art supplies throughout the studio. There are also workshops and camps with themes such as slime, tiny home, unicorn, and galaxy camp, to name a few.

But Creative & Company offers programming for teens and adults, too. During the holidays, the studio was buzzing with creativity as elves young and old alike participated in special nutcracker workshops. "We see children's creative sides come out every day, but this workshop really brought out the creative side from the adults, too," says Cappaert. Given the response, she plans to hold themed open art nights such as Mom's Night Out, Family Nights, and more. The studio is also available for birthday parties and other private events.



A few of the more than 100 nutcrackers that were created during special workshops during the holidays.

To learn more about upcoming workshops and events and to see a gallery of smile-inducing works of art, be sure to visit [Creative & Company's website](#).

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## Let Us Help You Get the Word Out

In 2020, the Economic Development Department would like to highlight news from our local business community in each issue of *Headlines*, the City's e-newsletter that is published every other Wednesday.



Has your business been recognized with an award? Do you have new products or services that you'd like the public to know about? Perhaps you have new leaders or managers to introduce to the community. Are you expanding your digital or bricks-and-mortar footprint?

This is your opportunity to let the residents of U.P. know more about what you've got going on. Just send a quick note to [Becky Metcalf](#) and we will do what we can to get your good news in the news!

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