

Your Business is Our Business

Talking UP

Economic Development
UPdates

University Place
WASHINGTON



November 2020

City Awards Second Round of CARES Act Grants



As of Monday, Nov. 23, a total of 55 University Place businesses have been awarded grants of up to \$10,000 (based on the number of full-time employees) as a result of the City's second round of federal CARES Act funding from the Washington State Department of Commerce.

These additional funds will be used to provide more support to the city's businesses and their COVID recovery efforts.

The grants, which totaled \$344,000, were distributed to 22 first-time applicants as well as 33 businesses that received grants in the first round of funding.

The second-round grant application process opened on Oct. 21 and closed Oct. 30. Applications were reviewed and approved by Nov. 6. Check distribution began last week and concluded on Nov. 23.

“Our goal is to get these funds to businesses as quickly as possible, especially since we are entering the critical holiday season,” said Becky Metcalf, project assistant for the City's Economic Development Department.

This project was supported by a grant awarded by the U.S. Department of the Treasury. Points of view in this document are those of the author and do not necessarily represent the official position or policies of the U.S. Department of the Treasury. Grant funds are administered by the local Government Coronavirus Relief Fund thru the Washington State Department of Commerce.

Holiday Cheer UP!

To celebrate the holidays, the City of University Place and the businesses located in the Village at Chambers Bay and Green Firs Towne Center will showcase stationary parade “floats” in front of their businesses on Friday, Dec. 11 from 4 to 8 p.m.



Amid the glow from the festive lights of the University Place Christmas tree, individual businesses will invite the public to visit the sidewalks in front of their storefronts. The attention-grabbing sights may include anything from themed characters and mascots to special attractions such as bubble machines and individually packaged holiday treats, gifts and prizes that visitors can receive from the safety of their own vehicles.

In addition, those coming out to enjoy the sights are encouraged to decorate their cars to signal their participation in the fun and are invited to bring a toy (or toys) to donate to the annual Toys for Tots campaign.

Businesses located throughout the city are also encouraged to develop special holiday Holiday Cheer UP ideas, including eye-catching decorations and seasonal promotions designed to attract traffic and drive sales.

To learn more about the Village at Chambers Bay and Green Firs Cheer UP event, email [Dawn Morris](mailto:Dawn.Morris@cityofup.com) or call her 301.922.4306.

Keep Your Customers and Employees Safe this Holiday Season



Although the Governor's latest emergency order requires retail business to limit their capacity to 25 percent of indoor occupancy limits, any business that will be allowing the public to enter should follow a couple of key safety measures to ensure the safety of customers and employees during the holiday season:

- Use decorations that are fire-safe. Only use battery-operated candles. Do not overload extension cords. Keep all decorations away from heat or other ignition sources.
- Don't overcrowd aisles with seasonal displays that block safe exit from the property. Do not cover emergency exit signs.
- Don't overstock shelves that could lead to merchandise falling onto staff or customers. The same applies to shelves in the stock room. Don't create hazards for your employees either.

- Make sure you provide places for people to wipe off wet shoes and leave wet umbrellas behind so they don't create slipping hazards inside.
- Avoid anything on aisle floors that could pose tripping hazards, including throw rugs and cords.

Don't forget to count your customers and have someone available to manage the capacity limits so that you do not violate COVID-19 requirements. For the latest updates from the Governor's Office, visit the dedicated [COVID-19 webpage](#).

City Hall Holiday Closures

Please note that City of University Place offices will close for the Thanksgiving holiday on Wednesday, Nov. 25 at 3 p.m. and will reopen on Monday, Nov. 30 at 8 a.m. They will be closed Thursday and Friday, Nov. 26 and 27.

Please have a happy and SAFE Thanksgiving!



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October 2020

More Grant Funds Available to U.P. Businesses



The City of University Place has received an additional \$496,350 from the Washington State Department of Commerce as part of its federal allocation of CARES Act funding. These additional funds will be used to provide more support to U.P. businesses for their COVID recovery efforts.

Unlike the first \$500,000 in CARES grants that the City distributed in August, these funds will NOT be distributed in tiers and are open to all U.P. businesses that have 25 or fewer full-time equivalent employees (FTEs) whose primary workstation is within U.P. In addition, there is no requirement to be a business that submits sales tax to the state. The cap on all grants is \$10,000.

All applicants must possess a valid U.P. business license as of March 16, 2019 or meet additional criteria for newly established businesses. The business should be in good standing and meet other regulatory requirements as necessary.

For U.P. businesses that received funds during the first distribution of grants, the money was a lifeline that prevented them from sinking. “We used our CARES funds for payroll after our Paycheck Protection Program (PPP) funds were exhausted,” says Jessie Puryear, managing director of Urban Float in the Village at Chambers Bay. “The funds allowed us to keep our doors open and to serve our clients.”

The new business grant application process will open on Oct. 21 and close on Oct. 30. The goal is to review and qualify applicants from Nov. 2 – 6, with distribution of grant funds by Nov. 20. Watch your mail for more details.

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It's Time to Dine-In Again!

The Pierce County Council has reallocated \$7.5 million in CARES Act monies to establish a new program to preserve jobs and help restaurants fill vacant tables. This new program will offer a 30 percent discount to dine-in customers, excluding alcohol purchases. The 30 percent discount is only available to customers eating at eligible restaurants during a two-week promotional window.



Although the specific promotional dates have not been set, several criteria have been outlined, including:

- The total amount of funding available to each restaurant cannot exceed \$90,000. During the two-week promotional period, eligible restaurants can receive compensation up to 50 percent of gross sales for dine-in meals, excluding alcohol, for each day. No participating restaurants will receive less than \$5,000.
- Full-service restaurants designated with a NAICS Code 722511 on their business license and which were in operation before March 23, 2020 and are still open are eligible.
- Businesses must agree to provide documentation of gross sales of dine-in meals, excluding alcohol, and the value of discounts given for each eligible day during the two-week promotional period.

Should the local health officer determine it is unsafe for restaurants to offer dine-in service due to increasing COVID-19 case transmissions, the 30 percent discount can apply to take out meals during the two-week promotional period.

More information about the promotional dine-in event, including participating restaurants and dates, will be shared once the program is operational. Check the [Pierce County Economic Development Department website](#) regularly for updates.

Light It UP!



U.P. businesses are encouraged to help end 2020 on a bright note by participating in the annual Light UP campaign.

This voluntary initiative, launched in 2011 and championed by Councilmember Ken Grassi, encourages businesses to illuminate both sides of Bridgeport Way from 27th to 44th streets, and 27th Street from Mildred (67th) to Grandview during the holiday season.

Stand out this holiday season by installing white LED lights along the roofline of your building, starting Nov. 1, 2020 and running through Jan. 15, 2021. A letter from Councilmember Pro Tem Howard Lee about this program will be sent out later this month.

This holiday season is sure to be a challenging one, so please consider drawing attention to your business—and those around you—by participating in this cherished U.P. tradition.

Sit in (Virtually) on the Next Economic Development Advisory Commission Meeting

Hear for yourself the important work the City of University Place Economic Development Advisory Commission does to support our local business community's interests. You can join the EDAC's Oct. 22 meeting virtually by

calling 509.342.7253 and using Conference ID 571 539 793#. The meeting runs from 8 a.m. to 9 a.m.

Please join in – and perhaps you'll want to join the Commission yourself!

Next ScaleUp Begins Monday



Minority-, veteran- and woman-owned businesses are invited to participate in a special accelerated ScaleUp FREE online training that will run from Oct. 8-Nov. 12.

Learn new strategies for resiliency and sustainability amid the global pandemic, including:

- Creating operational systems for your pivot and beyond.
- Thinking more strategically about growth.
- Strengthening your product and/or service.
- Increasing revenue in a shifting market.
- Creating a profitable and resilient marketing strategy.
- Creating your own competitive advantage.

The three-hour online training sessions include virtual classroom training, roundtables, best practices and access to other resources. A special “Study Hall” provides opportunities for private mentoring and coaching. The ideal candidate for ScaleUp: The COVID Edition is the president/owner of a Washington State business that has been in operation for two years and has annual revenues in excess of \$100,000.

This free course is made possible through partnership with the Minority Business Development Agency and a grant from the U.S. Department of Commerce. [Learn more and register now!](#)

Emergency Preparedness: Dealing with Power Outages

With the Pacific Northwest’s winter windstorm season rapidly approaching, be sure your business is ready for power outages. Tacoma Public Utilities recommends these steps:

Before the outage occurs:

- Educate employees on what to do if your business loses power, including procedures to follow if customers are on site.
- Ensure employees know where to find electrical panels and how to shut off the main power.
- Inventory equipment that could be affected by a power outage and needs to be turned off to avoid damage when power is restored. This



includes critical machinery, computers, security systems and heating and ventilation systems.

- **Protect your data by using surge protectors or an uninterruptible power supply (UPS) battery back-up system. Back up your files regularly.**
- **Check generators and emergency lighting systems to ensure they work. Have flashlights with fresh batteries on hand.**
- **Ensure you can operate electronic door locks, security systems and registers manually.**

During the outage:

- **Turn off sensitive electrical equipment and machinery.**
- **Follow all instructions on portable generators for the safety of your employees as well as utility workers.**
- **DO NOT operate machinery if ventilation or safety systems are down due to the outage.**
- **Keep refrigerators and freezers closed to minimize food loss.**
- **Use cell phones or tablets to follow local utility and news updates.**

After an Outage:

- **Turn on the most critical equipment first. Wait 10 to 15 minutes before turning on other equipment to avoid overloading the system.**
- **Check the facility to make sure everyone is safe and machinery is operating properly.**

For more information, including outage maps and important numbers to call, visit the [TPU Power Outage Business Information page](#).

