

## UPDate

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[www.cityofup.com/economic-development/economic-development.asp](http://www.cityofup.com/economic-development/economic-development.asp)

### We want you!

We are developing a new business directory to promote the products and services of UP businesses. If you have some great ideas and enthusiasm to share with the project committee, please contact Becky Metcalf at 253-460-5442.

## “27th Street” continued...

that the businesses located there are speaking as one.

The group’s organizers also hope to work more effectively with other community stakeholders such as neighborhood and community groups and developers. “It is a lot easier to deal with one organization than 30 different people,” Hays says.

Although the district has been getting some help from the UP Economic Development staff, their effort to organize has been largely grassroots, another important lesson Hays learned from his days on Sixth Avenue. “It is important that people understand this organization is not another arm of

the City. This is a group of people who are organizing because they are interested in addressing issues that are important to them,” he says. Hays says the 27th Street businesses recognize there are no quick fixes or magic pills when it comes to business district revitalization. “But I’ve seen the process work, so I have a vision of what is possible,” he says.

Now the eye doctor just hopes he can help others see that vision as well.

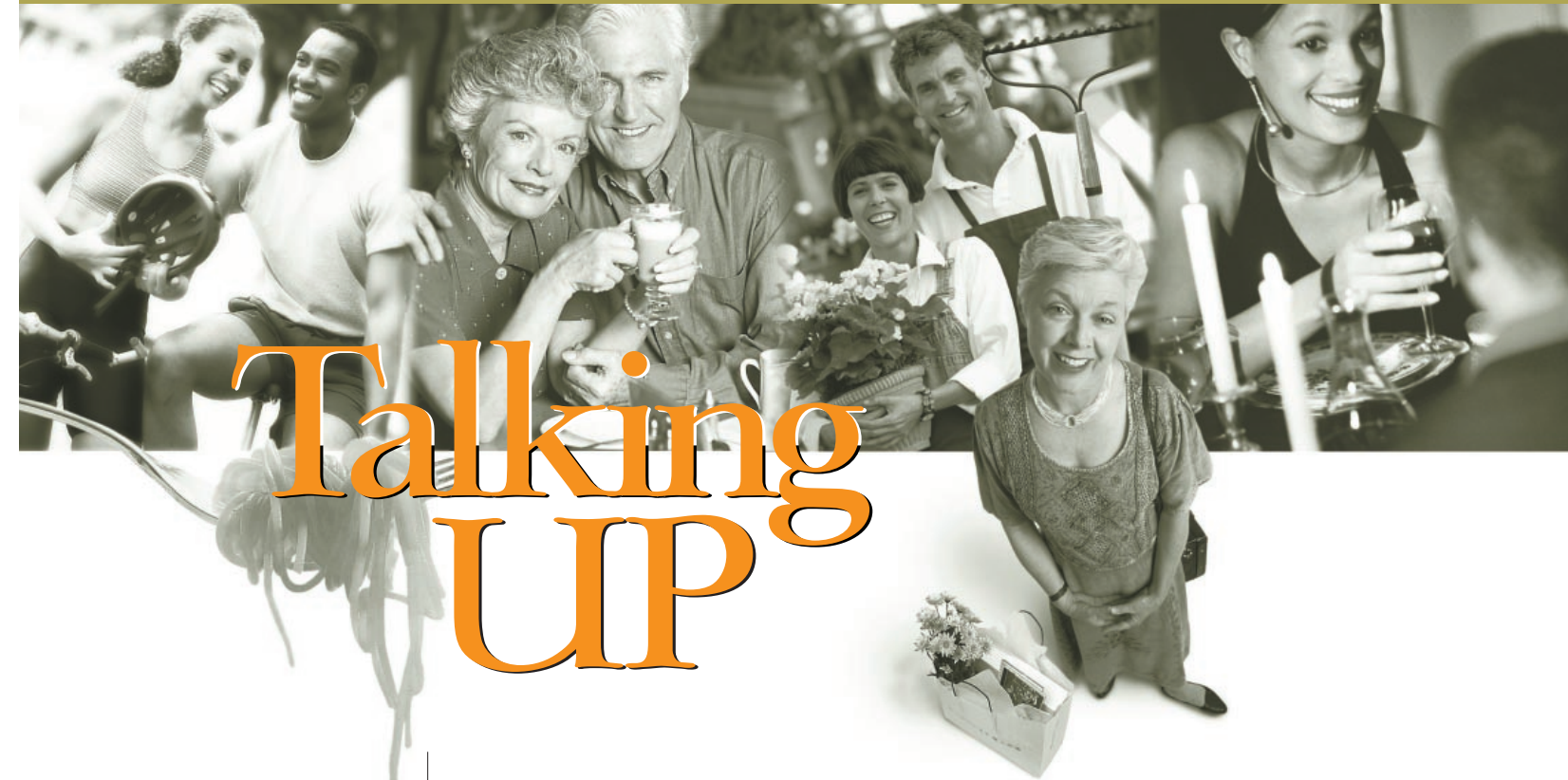
*The new 27th Street Business District Association meets on the second Tuesday of every month. For meeting times and locations, contact Dr. Hays at 253-564-9262.*

UP Economic Development  
3715 Bridgeport Way  
University Place, WA 98466

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*Talking UP* is a quarterly publication from the City of University Place’s Community and Economic Development Department.

Mariza Craig, Economic Development Manager  
Becky Metcalf, Project Assistant



## 27th Street becomes UP’s first official business district

*“This is a group of people who are organizing because they are interested in addressing issues that are important to them.”*

—Dr. David Hays,  
Vision Care Associates

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*We welcome your comments and suggestions for this newsletter. Please let us hear from you. Call us at 460-5442 or email [mcraig@cityofup.com](mailto:mcraig@cityofup.com).*

The age-old adage says there is power in numbers.

That’s why the businesses located along 27th Street from Grandview Drive to 67th Avenue West have decided to join forces and establish a new business district association. The association’s organizers hope that by speaking as one cohesive group they will be able to more effectively address concerns common to many of the businesses along 27th Street.

It is a formula for success that Dr. David Hays of Vision Care Associates saw first-hand when he got involved in Tacoma’s Sixth Avenue business district. In the mid-90s, Hays had an office on Sixth Avenue and became involved in the district’s revitalization efforts. He has since merged his Sixth Avenue location with his original office in University Place,

but the lessons learned from his experience in Tacoma have stayed with him.

It is no surprise, then, that Hays has volunteered to serve as the new president of the 27th Street Business Association. Tamara McCourt of Kids Go Round will serve as the organization’s vice president and secretary, and Joanna Jones of Jo’s Barber Shop will serve as treasurer.

“There are a lot of similarities between Sixth Avenue and 27th Street,” Dr. Hays says, noting that both are long, linear business districts and home to a majority of small, independent businesses. And despite their independent status, Hays says the issues facing most of these small businesses are the same. “The 27th Street corridor used to be the central hub of University Place,” he says.

“That has shifted, so it is going to take some intentional work to help us be seen as a viable place in people’s minds.”

Frits Akker has operated AIR Import Repairs on 27th Street for 22 years. He shares the concerns of many business owners along 27th Street who also own the properties they occupy. Unlike renters, “as property owners we have a lot more interest in addressing things and seeing what will work here,” he says. He would like to see upgrades occur along 27th Street and he hopes the UP City Council will “keep us in mind and work with us” now

*continued on pg. 4*

## We're looking for a few good businesses

**Do you have what it takes?**

They say spring is the perfect time of year to turn over a new leaf. So what better time to launch two new exciting business training programs developed specifically for small business owners who are serious about making their businesses stronger and more competitive.

### Food For Thought— Lunchtime business workshops to stimulate your mind

Our **Food For Thought** series will offer six two-hour workshops on topics of concern to many small businesses, including home-based businesses. The workshop topics will be:

**April 14 – Financing and Tax Tips:** Make sure your business is taking all the deductions it is entitled to, learn about federal, state and local tax incentives for small businesses... and more.

**April 28 – Multi-generational Marketing:** Make the most of your marketing efforts by appreciating the preferences and priorities of each generation of consumers, including the G.I. Generation, the Silent Generation, Baby Boomers, Generation X and the Millennials.

**May 12 – When you're Green, you Grow, When you're Ripe, you Rot:** Make sure your business is poised to benefit from the growth and opportunities presented by UP's new Town Center.

**May 26 – Combating Workplace Burnout:** Explore the FISH philosophy that encourages an environment of energy, passion and posi-

tive attitudes towards work, colleagues and customers.

**June 9 – The Art and Science of Customer Service:** Learn how you can excel at customer service by better understanding your customers' expectations – many of which change daily!

**June 23 – Thinking Outside the Box:** Learn how to solve difficult problems by employing creative problem-solving strategies that encourage thinking "outside the box."

All **Food For Thought** sessions will begin with a networking social at 11 a.m., followed by the workshops that will run from 11:30 a.m. until 1 p.m.. The sessions will be held at the former Kokopellis site (3715 Bridgeport Way – Suite E2) and will be catered by Affairs. The cost of each session will be \$30 and includes your lunch.

*The Food For Thought series is being offered in collaboration with Tacoma Community College's Center for Business and Professional Development. For more information on other business training programs available through TCC, please contact Linda Washburn at 253-566-5374.*

## Integrated Marketing Workshop

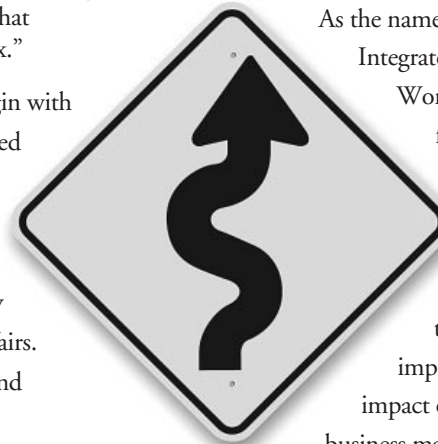
The new **Integrated Marketing Workshop** is an intense training and business coaching program designed especially for those of you who are asking why your current marketing techniques are producing little or no results.

As the name implies, the Integrated Marketing Workshop will focus on ways to employ several different marketing techniques to improve the impact of your overall business marketing efforts. Whitney Whiton, a business consultant with more than 15 years of experience in media relations, marketing and business management, will conduct the initial workshop and then conduct one-on-one follow-up training with the participants. In addition to her marketing expertise, Whiton also brings the added knowledge of small

business operations, having managed the day-to-day operations of her family's retail art store in Tacoma's Proctor district for many years.

The Integrated Marketing Workshop is free, but because this is an intense training and one-on-one coaching program, enrollment is limited to only 10 businesses.

The new **Food For Thought** and **Integrated Marketing Workshop**, along with our existing **University Place Business Solutions** program, are all part of the City of University Place Economic Development Office initiatives to offer training and technical assistance to UP businesses. For more information for these programs or to sign UP now, please call the Economic Development Office at 253-460-5442.



## PartnerUP

### Socials bring UP businesses together

Did you miss the first PartnerUP networking social at HomeStreet Bank in October? Nearly 100 people came out for the event, which was the first of a new quarterly series co-sponsored by the City of University Place Economic Development Office, the University Place Chamber of Commerce and local business sponsors. The Partner UP socials are designed to help draw together business people from around the community and give them an opportunity to mix and mingle in a casual, after-hours setting.

Fran Gieseke, assistant vice president and branch manager of the University Place HomeStreet Bank, said her business was pleased to be able to be the first local business to co-sponsor the first Partner UP and she was especially glad to see so many home-based business owners at the event. "They are an important part of our community so I think it is important for us to get to know them and for them to get to know us," Gieseke says.

The next Partner UP social is just a few days away, so please make plans to join us then – and for all the other Partner UP gatherings in 2004:

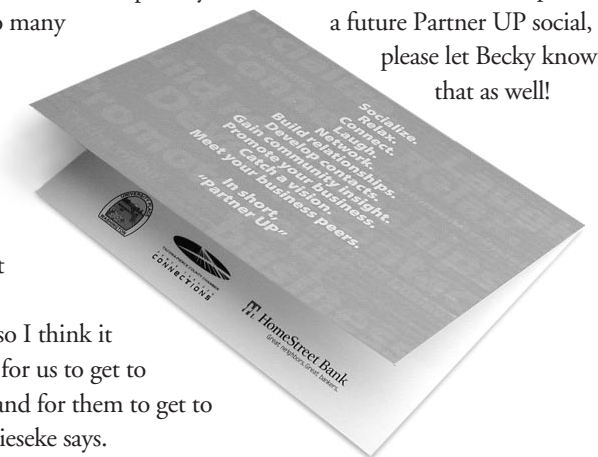
**March 24:**  
*Washington Federal Savings  
3702 Bridgeport Way W.*

**June 23:**  
*Affairs  
2811 Bridgeport Way W.*

**Sept. 22:**  
*Bridgeport Place  
5250 Bridgeport Way W.*

**Nov. 19:**  
*Year-end Black-Tie Event  
and Program  
Environmental Services Building  
9850 64th St. West*

To RSVP for the March Partner UP, please call Becky Metcalf in the UP Economic Development Office at 253-460-5442. And if your business would like to co-sponsor a future Partner UP social, please let Becky know that as well!



**City of University Place offices will be closed on Monday, May 31 in observance of Memorial Day. For all the latest information on UP events and news from other UP offices, please visit the City's website at [www.cityofup.com](http://www.cityofup.com).**

## An UPdate on Town Center

*Don't be fooled... even though the initial flurry of activity that accompanied the announcement of UP's new Town Center in September has calmed down a bit, work on the new lifestyle center continues at a blistering pace!*

*Since being selected as the preferred developer for the Town Center in November, representatives of Robert B. Aikens & Associates of Rochester Hills, Mich., have been taking potential tenants on tours of the site and will continue to work on the tenant mix through June. Plans call for design work on the project, which includes 300,000 square feet of specialty shops and restaurants and 300 residential units, to begin this summer. The first stage of construction is slated to begin in mid-2005.*

*For updates on the Town Center project, be sure to visit the City's website at [www.cityofup.com](http://www.cityofup.com).*

## UPComing Events

*If you're planning an event that you'd like us to include in our UP Coming Events section, please email the information including date, time and location to [katemcdermott2@aol.com](mailto:katemcdermott2@aol.com) or fax to (253) 460-5449.*

### On-going—

**UP City Council Meetings:**  
1st and 3rd Mondays of each month. 7 p.m. City Hall. 3715 Bridgeport Way W. Suite B1 (Windmill Village).

**UP Economic Development Committee Meetings:**  
3rd Thursday of every month. 7:30 a.m. 3715 Bridgeport Way W., Suite E2

**27th Street Business District Association:**  
2nd Tuesday of every month. Please contact Dr. David Hays at 253-564-9262 for meeting times and locations.

**UP Chamber of Commerce Wake UP meetings.**  
Last Friday of every month at 8 a.m., Affairs (2811 Bridgeport Way W.) Please call the Chamber of Commerce at 253-627-2175 for more information.

**Quarterly Partner UP Networking Social:**  
Wed. March 24, 5-7 p.m. at Washington Federal Savings (3702 Bridgeport Way W.)

**Small Business Administration Business Assistance Center Training Sessions:** The SBA offers a number of training workshops on topics of importance to the small business owner. April and May topics include small business marketing and state certification programs for women- and minority-owned businesses. For a complete listing of upcoming workshops, please call the Small Business Administration at 253-680-7770.

**18th Annual Washington Downtown Training Institute –** May 5-7. Tacoma will host this year's state-wide event that features workshops and training sessions for professionals and volunteers involved in their communities' economic development programs. For more information, please visit the Washington State Department of Community, Trade and Economic Development at [www.cted.wa.gov](http://www.cted.wa.gov)