



Talking UP

News from the City of University Place
Economic Development Office

April 2024



DOUBLE RIBBON CUTTING MAY 8



Please join us in welcoming two new businesses to U.P. when we celebrate a double ribbon cutting on May 8 from 11 a.m. to noon at Radicle Nutrition and Pearl Chiropractic, both located at 7025 27th St. W. Ste. 1.

Be sure to stop by and welcome the new kids to the block.

PARTNER UP AT CHAMBERS BAY ON JUNE 13

The City of U.P. Economic Development Department and the Tacoma-Pierce County Chamber of Commerce will hold a special joint Partner UP After-Hours Happy Hour and Social at Chambers Bay on Thursday, June 13.

SUMMER EVENTS SEASON KICKS OFF WITH DUCK DAZE



Get ready to meet and greet your customers at this summer's numerous events in U.P.

The fun begins on Saturday, June 1 when Duck Daze, an annual rite of spring in U.P., returns with a parade, music and silliness.

The parade begins at 10 a.m. and the fun will continue for several hours with food trucks, live music and family friendly activities in the Village at Chambers Bay. This is a great opportunity to interact with your existing customers—and make new ones. Businesses are encouraged to consider special Duck Daze promotions, discounts and giveaways as a way to raise awareness of your products and services with the large crowd that always turns out for this event.

If your business would like to participate in the parade, you must pre-register with the City of U.P. by May 17. Find

The event begins at 5:30 p.m. Please [email Becky Metcalf](#) to let her know if you will attend.



SWEET BEGINNINGS

U.P.'s sweet tooth celebrated the grand opening of the new See's Candies store in the Green Firs Towne Center on April 20. Several members of the U.P. City Council were part of the festivities, which also included the Curtis High School cheerleaders.

Joining See's sales associates for the celebration were Pat Egan, president and CEO of See's Candies, and U.P. Councilmembers Melanie Grassi, Stan Flemming, Mayor Javier Figueroa and Mayor Pro Tem Ed Wood.



complete details, including an important parade checklist, staging information and required registration information, [here](#).

Then be sure to watch for updates in the City's Headlines e-newsletter or on the [City's Facebook page](#).

GET OUT YOUR CALENDAR AND MARK THESE DATES

Duck Daze will kick off the 2024 summer events season in U.P., but there are many other events that provide opportunities for your business to raise its profile.

Please mark your calendar for these other dates and think about ways you can interact and build your business with the crowds that attend.

- Twisted Cider 5K: Saturday, July 27
- Music on the Square: Wednesdays from July 10 to Aug. 28. Village at Chambers Bay
- Concerts in the Park: Thursdays from 18 to Aug. 15. Curran Apple Orchard
- Movie in the Park: Saturday, Aug. 3. Cirque Park
- National Night Out: Tuesday, Aug. 6

