

# Talking UP

*News from the City of  
University Place Economic  
Development Office*

University Place  
WASHINGTON



September 2024

## HELP US WELCOME U.P.'S NEWEST BUSINESS TO TOWN



Please make plans to stop by the ribbon cutting for another new business in U.P. and learn more about their services:

Link Audiology  
3560 Bridgeport Way W, Ste 3D  
Wednesday, Oct. 2  
11 a.m.-noon

## BROCK'S ACADEMY TO HOST FALL PARTNER UP ON OCT. 24

Our Fall Partner UP  
is just around the  
corner!

Please mark your calendar for Thursday, Oct. 24 when Brock's Academy will host this fall's networking social at their location at 6721 Regents Blvd. W.

The fun begins at 5:30 p.m. Watch your email in the next few weeks for more information.



## GET READY TO FALL INTO BUSINESS AT U.P.'s REMAINING 2024 SPECIAL EVENTS

The numerous special events hosted by the City of U.P. are an opportunity for local businesses to introduce their products and services to the big crowds that regularly attend events such as Duck Daze and Music on the Square concerts.

But savvy business owners know that two of the biggest events happen in October and December: Oktoberfest and the annual Christmas Tree Lighting in Market Square attract huge crowds every year and an opportunity to reach new and existing customers with special promotions.

Last year's Oktoberfest drew a record crowd, despite less-than-optimal weather conditions. Organizers fully expect this year's event on Friday, Oct. 11 to draw another big crowd. And the annual Christmas Tree Lighting on Friday, Dec. 6 is a highly anticipated holiday event that draws huge numbers of families who enjoy everything from pictures with Santa to hot chocolate and holiday crafts.

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**REMINDER: U.P. BUSINESSES  
WELCOME TO PARTICIPATE IN  
NORTHWEST MEDICAL ARTS TRUNK  
OR TREAT ON OCT. 26**



Northwest Medical Arts at 5350 Orchard St. W. will host a free Trunk or Treat celebration on Saturday, Oct. 26 from 2-5 p.m. Costumes are encouraged for a truly "BOO-YA" fun time.

If your business is interested in participating in this event, contact NW Medical Art's [Heather Hall](#).

*Did You Know...*

Consumers continue to spend more and more each year on Halloween-related items? Estimated spending on candy, decorations and costumes (including those for pets) continues to grow and in 2023 was expected to surpass pre-pandemic levels.

Take advantage of these huge marketing opportunities by offering:

- Promotional giveaways—make sure they have your social media links!
- Discount coupons
- Social media updates that tell people you'll be at the event offering incentives
- Real-time on-site updates on your social media channels showing your interactions with attendees
- Special rewards to those who sign up for your social media or email.
- Although business booths will not be available at these events, you are encouraged to walk around and introduce yourself and your business to attendees.

