

Talking UP

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

University Place
WASHINGTON



November 2024



University Place recently celebrated the opening of Five Guys at 3626 Market Place and Pearl Tea University Place at 3610 Bridgeport Way W.

Please stop by, welcome them to the community—and enjoy their fare while you're there!

IT'S ALMOST TIME TO LIGHT UP UNIVERSITY PLACE!



In what has become a popular holiday tradition, businesses in University Place, especially those located on the main commercial corridors of Bridgeport Way, 27th Street, and Mildred Street West, are encouraged to light up their

CHRISTMAS TREE LIGHTING PLANNED FOR DEC. 6



A festive crowd will fill Market Square for the City of U.P.'s annual Christmas Tree Lighting Celebration on Friday, Dec. 6 from 4:30-7:30 p.m.

Santa will arrive on a West Pierce Fire & Rescue engine at 5 p.m. before joining U.P. City Council members for the count down to the lighting of the tree at 6 p.m. He will also be available for photos in the Civic Building Atrium from 5-7 p.m.

Rumor has it that Santa will also be bringing some of his reindeer, which promise to be just one of the attractions that amuse children and adults alike. There will also be live music by the Stacy Jones Band, lots of festive food and much, much more.

Your business doesn't have to be located in the Village at Chambers Bay to take advantage of this great marketing opportunity. Invite people to check out your offerings by handing out discount coupons, free giveaways and other special promotions.

businesses with white lights for the holidays.

Lights not only bring attention to your business and encourage people to shop local, but they also help add to the festive holiday atmosphere in U.P. String them along your roofline, inside your windows and doors and on your signage. The goal is to have the lights up and on from Nov. 15 to Jan. 15, 2025.

Shine a light on your business and help us Light UP for the holidays!

FREE WEBINARS FROM SCORE



SCORE Washington has a number of free online training sessions for small businesses in Puget Sound. Get insights, resources and education from SCORE's business mentor volunteers.

[Starting A New Business in WA](#)

Nov. 9, 2024, 9 a.m.

[Google Search Ads for Small Businesses in 2024](#)

Nov. 12, 2024, 10 a.m.

[It's Time to Redesign Your Website - Key Considerations](#)

Nov. 13, 2024, 1 p.m.

[Increase Your Website Sales & Leads Using SEO](#)

Nov. 14, 2024, 9 a.m.

[Strategies for Securing a Business Loan](#)

Nov. 15, 2024, 10 a.m.

[Create a Business Plan in Three Hours](#)

Nov. 18, 2024, 9 a.m.

[Tax Essentials for New and Existing Business Owners](#)

Nov. 19, 2024, 9 a.m.

[Selling Your Business 101](#)

Nov. 20, 2024, 10 a.m.

[Pricing and Sales to Maximize Profits](#)

This is a great way to encourage residents and visitors to do their holiday shopping in U.P. Be sure to make the most of it.

A SPOOKY SITUATION



The City of U.P. Economic Development Department's Fall Partner UP brought out a spooky group of local business owners who engaged in some seasonal food and fun, thanks to the event's host, Brock's Academy.

In addition to the opportunity to network with fellow U.P. business owners, the gathering also featured a silly photo booth and great prizes from Wanna Cupcake?, Urban Float and Brock's Academy.

Thanks as well to Heath Hollensbee, owner of The Meraki Agency, who offered insights into how to think about small business marketing in a different way.

CITY HALL CLOSED ON VETERANS DAY

Just a reminder that City of University Place offices will be closed on Monday, Nov. 11 for Veterans Day. They will reopen at 9 a.m. on Tuesday, Nov. 12.

Nov. 21, 2024, noon

Lead Generation Decoded: Unlocking Growth for Your Business

Nov. 21, 2024, 1 p.m.

Business Ownership Through Franchising

Nov. 22, 2024, noon

Financial Basics for New Small Businesses

Nov. 22, 2024, 1 p.m.



THANKSGIVING HOLIDAY HOURS

U.P. offices will close at 3 p.m. on Wednesday, Nov. 27 for the Thanksgiving holiday. Normal hours will resume on Monday, Dec. 2 at 9 a.m.

