



Talking UP

News from the City of University Place
Economic Development Office

January 2023



RESOLVE TO TAKE ADVANTAGE OF FREE TRAININGS IN 2023



Strengthen your
business acumen
with these free,
online courses
from

Washington's Small Business
Development Center:

Small Business Cybersecurity Part 2: Authentication

Jan. 24, 2023 1-2:30 p.m.

Are You Ready to Export?

Jan. 25, 2023 10:00 a.m.

Business Succession Strategies Overview

Jan. 26, 2023 11 a.m.-noon

Accounting Basics

Jan. 31, 2023 1-2 p.m.

Are You Ready to Start a Small Business?

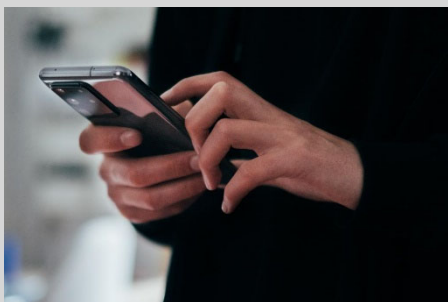
Feb. 2, 2023 11 a.m.-noon

IMPORTANT NEW RULES FOR THE NEW YEAR



With the beginning of the new year,
here are some important reminders,
courtesy of the Tacoma-Pierce County
Chamber of Commerce:

- Washington's **minimum wage** has increased from \$14.49 to \$15.74 an hour.
- There are **new requirements for workers who are exempt from overtime pay**. For small employers (1-50 employees) overtime-exempt employees must make 1.75 times the minimum wage (\$57,293.60 a year). For large employers (51+ employees), overtime-exempt employees must make 2 times the minimum wage (\$65,478.40 a year).



TIPS FOR TRANSFORMATIVE CHANGES IN THE YEAR AHEAD

Successful businesses learn to adapt to changing times, which is why this year we will provide occasional ideas on how you can make transformations to keep your business competitive even amid an ever-changing landscape.

Tip #1: Transform your digital presence

Did you know that at least half of your customers may be accessing your website from their phones?

A study by the web analytics firm Statcounter found that more than 50 percent of web traffic comes from mobile devices. Can customers easily find the information they need and complete transactions (ecommerce) without having to access your website from a desktop computer?

“Mobile first” defines a digital user experience that begins on a smart phone, ideally on sites that have been created specifically for a mobile device. It takes advantage of the accessibility and convenience of smart phones—which get smarter with each new release.

If your existing digital presence does not include a “mobile first” approach, it may be time to invest in an upgrade. Cell phones are not going away, so don’t let your customers go away, either. Make it as easy as possible for them to work with you by thinking “mobile first.”

- A **new pay transparency law** mandates businesses with 15 or more employees to include a wage scale or salary range in job postings, as well as other information.

The changes took effect Jan. 1, 2023.



HOW SWEET IT IS!

Given its popularity during the holiday season, the pop-up See’s Candies store at 3818 Bridgeport Way W. in Green Firs Towne Center will re-open on Jan. 20 and operate through Valentine’s Day. Be sure to stop by and get something sweet for your sweetie!

FACTS & FIGURES

At the end of 2022, U.P. had:

- Celebrated 19 ribbon cuttings for new, relocated or official grand openings of U.P. businesses.
- 1,700 licensed businesses, with 300 new licenses issued in 2022 alone.
- Resumed in-person events including Duck Daze, Oktoberfest, Music on the Square and the Christmas Tree lighting which attract thousands of participants and potential customers.



