



# Talking UP

News from the City of University Place  
Economic Development Office

September 2023



## HELP US WELCOME ANOTHER BUSINESS TO U.P.

Discover how you  
can shower your  
pooch with TLC.  
Join us at a ribbon  
cutting for this new  
specialized service

in U. P.

Pampered Puppies  
Grooming Salon  
8216 27th St W, Ste. C  
Tuesday, Oct. 3, 1:30 p.m.

## HOME-BASED BUSINESSES EXPAND THEIR CONNECTIONS

Several home-based businesses attended the second in a series of receptions for those who represent the largest proportion of business licensees in the City of U.P. Joining them at the event on Sept. 20 at the Happy Duo Café were U.P. Mayor Steve Worthington and Council Member Caroline Belleci.

These casual gatherings are another way for home-based business owners to network with their peers and spread the

## BREW UP SOME BUSINESS AT OKTOBERFEST



On Friday, Oct. 13, one of U.P.'s most popular annual community events will return to Market Square.

Oktoberfest continues to grow in popularity every year and offers local businesses an opportunity to offer special promotions or discounts that can attract new—or returning—customers even after the event is over.

This is a family-friendly event that will include authentic polka music from the Lyle Schaefer Band, children's activities in the Civic Building atrium, strolling princesses courtesy of Magic in the PNW, and stilt dancer Janet Rayor. There will also be food trucks and a beer garden for those 21 and older hosted by E9 Brewing Co.

The fun begins at 5 p.m. and goes to 9 p.m. Don't miss this chance to raise the

word about their products and services. Follow Talking UP for details on the next reception planned for Spring 2024.



---

## SMALL BUSINESS NETWORKING EVENT COMES TO CLOVER PARK TECHNICAL COLLEGE



The Pierce County Community Navigator team and the City of Lakewood will host a Thriving Together Resource Event at Clover Park Technical College on Wednesday, Oct. 18 from 8:30 a.m. to 12:30 p.m. This FREE event is ideal for local small business owners and entrepreneurs who want to learn about resources available to help businesses thrive in Pierce County. The event includes:

- Connections to local non-profit organizations and agencies that offer small business programs and support
- Business resource workshops on finances, marketing, and government contracting

visibility of your business while also enjoying the great community spirit of University Place.

*Want to put your business front-and-center at this popular event? There are several **sponsorship opportunities** available. If interested, please email **Marian Holloway** or call her at 253.460-2500.*

---

## INPUT SOUGHT FOR NEW WAYFINDING SIGNAGE PLAN

The City of University Place is working on a new wayfinding plan that will provide cohesive design and branding for signage directing people to key public places such as the Civic Building, parks, Chambers Bay and more.

The consultants working on the project are seeking the input of a few community members who would be willing to serve on a short-term (two meetings) advisory committee to provide initial first impressions and feedback as the plan is developed. If you have thoughts on how to improve signage in U.P., especially in ways that consider the needs of the business community, please contact **Becky Metcalf** to volunteer for the wayfinding advisory committee.

---

## MARK YOUR CALENDAR TODAY FOR THE NEXT PARTNER UP!

Plan to join other U.P. business owners on Thursday, Oct. 26 from 5:30 TO 7 p.m. at First Financial Bank NW (3555 Market Place W).

Watch your email for details and to RSVP.

- Information on Pierce County Business Skills online training program
- Light refreshments
- Free on-site parking
- Opportunities for B2B networking. Bring your company's info for a shared resource table.

The event will be held at the McGavick Conference Center on the Clover Park Technical College campus (4500 Steilacoom Blvd. SW, Lakewood).

**Register today.**



## WHAT TRICKS AND TREATS DO YOU HAVE PLANNED FOR HALLOWEEN?

Is your business planning any special promotions or events for Halloween? If so, please let **Becky Metcalf** know so she can include your plans in the regular "What's UP with Biz" feature in the City's Headlines e-newsletter.

