

Your Business is Our Business

# Talking UP

Economic Development  
UPdates

University Place  
WASHINGTON



May 2021

## With Gratitude, a Fond Farewell

U.P. City Manager Steve Sugg has announced that after 19 years of service to the City of University Place in the dual role of director of Economic Development and assistant city manager, Mariza Craig will be retiring on May 31.



As of June 1, Kevin Briske, who currently serves as principal planner in the Department of Planning and Development Services, will assume the role of director of the newly named Department of Community and Economic Development. Becky Metcalf will become the new Business Outreach Liaison with an expanded focus on business outreach and communication, while also continuing many of her current duties.

“Mariza’s contributions to the City of U.P. cannot be understated,” said Sugg. “She helped bring the idea of a vibrant town center to life, understanding how an appropriate mix of public and private uses would create a destination that would draw both residents and visitors to U.P. We thank her for all she has done and wish her the best as she dives into retirement.”

## Welcome The Joint Chiropractic to U.P.



Please welcome our newest U.P. business as The Joint Chiropractic celebrates its ribbon cutting on May 20 from 5-6 p.m. at its new location at 3836 Bridgeport Way W. in the Green Firs Towne Center.

The Joint Chiropractic employs licensed chiropractors who can serve the entire family to provide both pain relief and preventative care. To provide maximum accessibility and convenience, The

Joint Chiropractic will see patients on evenings and weekends, including walk-ins with no appointments required.

For more information on their services, including ways to help address lower back pain, sciatica and migraines, visit their [website](#). And please stop in to welcome The Joint Chiropractic to U.P.

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## Avoid Business Scams and Fraud

First Financial Northwest Bank is presenting a free Fraud Prevention for Businesses Webinar on Wednesday, May 26 from 2 to 3 p.m.

During this informational session, First Financial Northwest Bank Treasury Management Vice President Amanda Caillouet will help you recognize the signs of scams that can hurt your business or nonprofit's reputation and bottom line. You'll also learn what to do if you become a fraud scam victim.



To register for this free event, contact your First Financial Northwest Bank Business Banker or email [marketing@ffnwb.com](mailto:marketing@ffnwb.com).

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## Restaurant Grant Applications Available



Apply now for the latest round of COVID-related assistance through the Small Business Administration's [Restaurant Revitalization Fund](#) which provides funding to help restaurants, bars and other qualifying businesses that have experienced pandemic-related revenue loss.

Eligible applicants include:

- Restaurants
- Food stands, food trucks, food carts
- Caterers
- Bars, saloons, lounges, taverns
- Snack and non-alcoholic beverage bars
- Bakeries (if onsite sales to the public comprise at least 33 percent of gross receipts)
- Breweries and/or microbreweries (if onsite sales to the public comprise at least 33 percent of gross receipts)
- Wineries and distilleries (if onsite sales to the public comprise at least 33 percent of gross receipts)

- Licensed facilities or premises of a beverage alcohol producer where the public may taste, sample, or purchase products

The minimum award is \$1,000. Get all the details and apply [here](#).

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## Things Are Looking UP

As of Tuesday, May 18, Pierce County and all counties in Washington are in **Phase 3 of Washington's Roadmap to Recovery**. This means indoor dining is available at 50 percent capacity with alcohol service and delivery available until 12 a.m. Outdoor or open-air dining is available with 10 people max per table and fitness, training and indoor sports facilities may operate at maximum 50 percent capacity. Retail stores must also restrict indoor shopping to 50 percent capacity.



These restrictions will hopefully be temporary, however, with Governor Jay Inslee indicating that the entire State of Washington is expected to fully re-open on June 30—or sooner if the state reaches the 70 percent vaccination rate.

On Friday, May 14, the Centers for Disease Control also updated their **mask guidance for fully vaccinated individuals**. Anyone who has misplaced their immunization cards can visit the **Department of Health website** to print their information (including COVID vaccines).

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## May's REcovery Theme: RE-think Your Products and Services

*Throughout 2021, each issue of Talking UP will feature an aspect of how you can strengthen and enhance your post-COVID recovery efforts.*



You've heard it time and time again: our post-COVID lives will be a "new" normal.

The challenges of the past 15 months will shape the way we live and do business for the foreseeable future. That means just as we have been forced to rethink how we travel and how we work, businesses may benefit from rethinking their products and services.

Is your business prepared to:

- Help People Make Physical Connections Again? For food retailers or restaurants, that might mean preparing picnics-to-

go. For salons, it might mean offering “Bring a Buddy” deals for couples’ manicures or pedicures.

- **Offer Products that Inspire?** People want to get moving again. Can you tailor some of your services or inventory products to help them embrace the freedom of travel, or provide personalized financial check-ups that can help them take that trip they dreamed of during the shutdowns?
- **Pair UP?** The pandemic showed us that we are not alone in the world. So why not build upon some of those support systems you created during the shutdown? Seek out other businesses who offer complementary products or services so you can build on each other’s successes. Think bike-and-foodie tours. Or fitness class and massage packages.
- **Adapt and Embrace?** Many consumers have come to enjoy the convenience of online shopping and home delivery. Have you upgraded your online presence to reflect this trend? Are you regularly updating your website and posting updates to social media so that the public knows what you have to offer and how they can get it?
- **Throw a Thank You Event?** Businesses that made it through the pandemic might consider holding some kind of simple event—an open house, special offers, small giveaways, etc.—to thank customers for their loyalty and support during the pandemic. They stood by you during the dark days; thank them with a special invitation to a celebration of your survival.
- **Seek Feedback?** The landscape has changed. To ensure you are offering the products and services customers want in the post-COVID world, ask them how their needs and patterns have changed. Then do what you can to meet their expectations.

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## And finally...

Don’t forget to let folks know you have Opened UP for business. Email [Becky Metcalf](#) to get your window clings. And be sure your business is [Linked UP](#) to the City for important emails and announcements from the Economic Development Department.

