

Talking UP

Monthly News from the City of University Place
Economic Development Office

February 2010

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Chamber promotes "You Can Find It Here!"

Mercedes Nepute, a licensed massage therapist in University Place, is the new president of the University Place/Fircrest division of the Tacoma-Pierce County Chamber of Commerce and will be overseeing the organization's new marketing initiative entitled "You Can Find it Here."

"We want to remind people that many of the things they might think of spending money on elsewhere are available right here in University Place and Fircrest," she says. "With the economic downturn, a lot of people are staying closer to home so this represents opportunities for our businesses to remind people about what they offer and open their eyes to the possibilities available to them right in their own communities."

For more information on the "You Can Find It Here!" campaign and the University Place/Fircrest Chamber of Commerce, call Mercedes Nepute at (253) 627-1489.

Talking UP Goes Digital!

A message from Mariza Craig, Assistant City Manager -- Community and Economic Development:

As reported in the last edition of Talking UP, beginning in 2010 this newsletter, like many other City of University Place publications, is transitioning to electronic format.

We hope you will like this new format, which we believe enables us to keep you informed of important events and news related to economic development in University Place in a more timely and cost-effective way than traditional print newsletters.

Please let us know what you think of our new look. And if there is a business that you believe would like to receive this newsletter and other important updates from the Economic Development Office, please ask them to contact Becky Metcalf (bmetcalf@cityofup.com) so we can add their email to our list.

Small Business Enterprise Group

For several years, the City of U.P. sponsored monthly Home-Based Business Forums for the estimated 400 businesses that operate out of homes in the city. The gatherings gave small entrepreneurs the opportunity to network with their peers and share common concerns and challenges associated with running their small businesses.

But there are nearly 400 other businesses in the city that are comprised of five employees or less. They share many of the same concerns and challenges, except they occur in traditional "office" settings outside the home.

In an effort to bring together all of the City's small businesses and give everyone an opportunity to learn from others, a new Small Business Enterprise Group has been formed. The conversations will be member-driven and those attending will have the opportunity to break into small sub-groups based on areas of interest so that common topics can be addressed and brainstormed.

The group held its first meeting in November and will meet on the first Thursday of every month at 3:30 p.m. at City Hall. The

next meeting will be held on Thursday March 4, 2010. For more information, please contact Peder Kittleson at Peder@CommunicationsOutreach.com.

From Survivable to Sustainable: 2010 Food for Thought Series

If you are like many other American business owners, you are searching for ways to stay alive and thrive in today's challenging economic landscape. Our **2010 Food for Thought** series will help you review your business priorities and practices so you can retrofit your business to succeed in the new economy.

Tina Janni of the Business and Management Training Center at Bates Technical College will present four workshops on topics that are critical to business success in the post-recession environment:

- **Feb. 24** Stats: Trends, Futurists & Forecasts
- **May 26** Diagnostics: Principles of Recovery
- **Sept. 15** Survival: Practices of Restaint
- **Nov. 17** Sustainable: Methods of Synthesis

Please reserve these dates on your calendar now and encourage others to join us for these events. Contact Becky Metcalf at bmetcalf@cityofup.com to sign up today and watch your email for more details.

New year brings changes to City Hall

As we welcome the beginning of a new year, we also welcome our new mayor, Debbie Klosowski, and the other members of our City Council:

- Javier Figueroa
- Eric Choiniere
- Ken Grassi, Mayor Pro Tem
- Denise McCluskey
- Gerald Gehring

The final council slot, vacant since the death of Jean Brooks last December, will be filled by special appointment on Tuesday, Feb. 16. If you would like to submit a question for the candidates or wish to contact Council members with your input on the potential candidates, please send your questions or comments to City_Hall@CityofUP.com or call (253)566-5656.

In other City Hall news, **Steve Sugg** has been named **Interim City Manager**, replacing Bob Jean who retired in December. Sugg is a licensed professional engineer with more than 32 years of experience in the public and private sectors, including 14 years with the City of University Place where he has served in various capacities, including City Engineer, Public Works Director, Community Development Director, and Assistant City Manager before being promoted to Deputy City Manager in 2006.

With the new year, the City has also changed its operating hours. Due to budget cuts that required reductions to core staffing levels, effective Monday, Dec. 28, 2009 City Hall business hours are now 9 a.m. to 4 p.m. Monday through Friday.

2010 U.S. Amateur at Chambers Bay -- What's the bottom line?

Although the true economic impact of the 2010 U.S. Amateur at Chambers Bay will not be known until all the receipts are totaled, a look at some figures from last year's tournament at the Southern Hills Country Club in Tulsa, Okla., leave plenty of reason to believe the event will generate millions of dollars in local spending.

According to the Tulsa World newspaper:

- 8,000 hotel room nights were booked.
- 312 players participated, each of whom was expected to bring 4.75 guests. That represented 1,800 people visiting the area just from the player pool alone.
- The U.S. Golf Association, the event's sponsor, brought 150 staff members to the site.
- The event was covered on the Golf Channel and NBC, providing national and world-wide exposure for many of the attractions, entertainment venues and restaurants in the area.