



Talking UP

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A link to economic development

Chambers Creek Golf Course slated to open in 2007

In economic development terms, you might say the Chambers Creek gravel pit is a gold mine.

A portion of the 650 acres that was the former Lone Star Northwest gravel pit, nestled between Grandview Drive West and Puget Sound, will soon become a championship-style golf course created by one of the leading names in golf course design. When completed, planners hope the course will become a regional destination, much like the Bandon Dunes golf course in Oregon, and serve as an economic development tool for University Place, Pierce County and indeed, the entire Puget Sound region.

Purchased by Pierce County in 1992, the Chambers Creek Properties were initially intended to support expansion of the County sewer utility's wastewater treatment plant. But thanks to the vision and leadership of the Pierce County Council and others, the site which totals 930 acres is now the largest piece of undeveloped waterfront property on the West Coast and will eventually become the largest park facility on the West Coast and the second largest in the nation after New York City's Central Park.

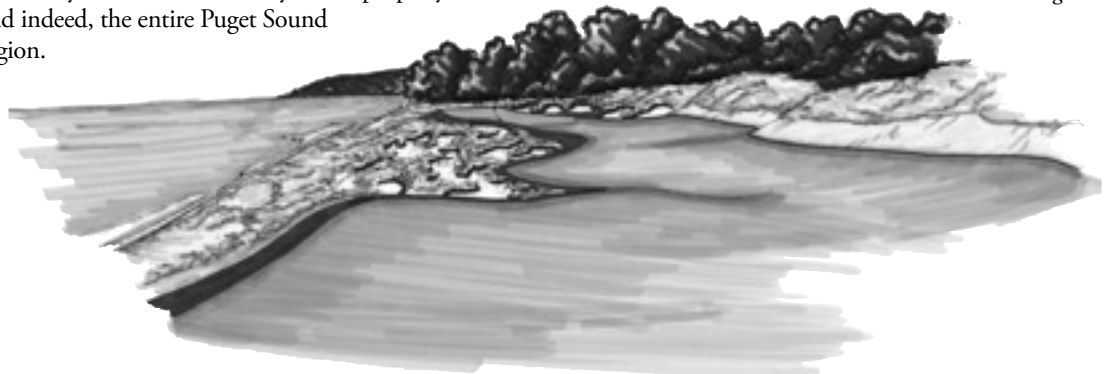
Although Pierce County is the property's

owner and developer, University Place officials have been actively involved in plans for the property since the majority of it falls within the city limits. University Place officials and residents were also actively involved in the public planning process that led to the development of the Chambers Creek Master Site Plan which was adopted in 1997 and spells out long-range plans for developing the property.

The renowned golf course design firm Robert Trent Jones II will create the 27-hole course plan-

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We welcome your comments and suggestions for this newsletter. Please let us hear from you. Call us at 460-5442 or email mcraig@cityofup.com.



Chambers Creek

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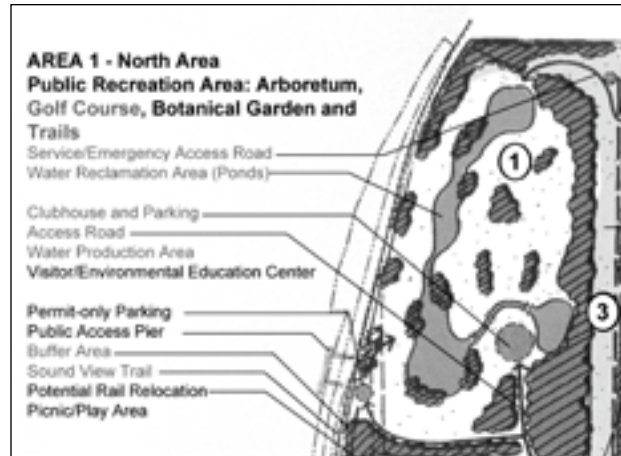
ners hope will attract United States Golf Association (USGA) and Professional Golfer's Association (PGA) events. It is scheduled to open in May 2007 and will also include a clubhouse and restaurant, a golf academy and small-scale lodging to support golf patrons. No new taxes or tax rate increases will be required to pay for the course because Pierce County will issue bonds that will essentially enable it to borrow against future revenue generated by the course.

Given its potential to draw thousands of visitors annually to University Place, the golf course project is welcome news to University Place officials. "We see the golf course as a part of our overall economic development initiatives," says John Caulfield, UP's deputy city manager. He says most of the direct benefit from the golf course will be to UP's general fund that supports services such as police, fire and parks. "The sales tax benefit of the golf course alone is expected to be \$100,000 to \$300,000 annually," he says. "That kind of money equates to one to three new police officers for our city."

Joe Scorcio, Chambers Creek Properties manager for Pierce County, says the sales tax generated from the golf course is just one benefit the project will bring to UP. "You have the second-tier effect of people coming to play the course, but also spending money in UP to buy gas, shop, eat, etc. With the Town Center project coming on line at just about the same time, it creates a great synergy," he says.

But Caulfield is also quick to point out that dollars are not the only factor being considered in this project. "The key to any development that occurs down there is that it needs to be very adaptive to the environment and in fair balance with the neighborhoods that surround the property."

Indeed, the golf course is just one part of the entire



Chambers Creek Master Site Plan. When completely finished the property will also feature:

- Walking and bike trails
- An environmental education center
- Arboretum
- Botanical garden
- Boat launches
- Playgrounds and picnic area
- Ball fields
- The View restaurant, which will provide unobstructed views of Puget Sound, the Tacoma Narrows Bridge and the Olympics.

Caulfield says the underlying zoning for the Chambers Creek Properties is residential and that, had it wanted to, the County could have sold some of it off to developers. "But they decided to do something that would add to the quality of life of all Pierce County residents," he says. "The County has been an outstanding partner to work with because we both see the long-term benefits of this project and our goals are the same."

Scorcio agrees. "The public is the benefactor of our partnership," he says. "We want to do a top drawer project and could not have done what we've done without the support of the City."

UP launches Home-Based Business forums

They may be home, but they are not alone.

Thanks to new monthly forums, University Place's home-based business owners now have the opportunity to avoid the isolation that often comes from working at home while they also learn more about topics important to them and their businesses.

The UP Economic Development Office developed the Home-Based Business forums based on feedback received from the business climate survey conducted last fall.

When we learned that nearly 40 percent of the survey respondents were home-based business owners, we wanted to know what we could do to help their businesses succeed. We held a focus group with several home-based business owners and they told us they would like more opportunities to network with owners of other home-based businesses

as well as learn more about topics such as emerging technologies, marketing and time management.

Based on that input, we launched the Home-Based Business forums this summer. Les Barnett, small business consultant from Bates Technical College Business and Management Training Center, facilitates the free sessions that are held at The Coffee House at 2620 Bridgeport Way.



Mark Tuttle, owner of Tuttle Marketing Communications, listens to fellow home-based business owners share their thoughts at a recent forum at The Coffee House on Bridgeport Way.

A recent survey by International Communications Research revealed that one in 10 U.S. households, nearly 11 million total, operate some type of full- or part-time home-based businesses, up from 8.4 million home-based businesses in 1997.

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We want you in our new business directory!

As part of our on-going economic development initiatives, we are working with a committee of community volunteers to develop a comprehensive University Place Business Directory.

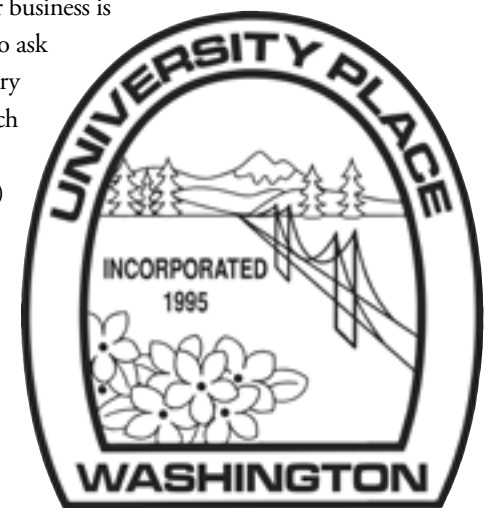
The committee members are working from a list of businesses we provided to them based on city records and information we gathered from our business climate survey last year. Because we know information can change quickly, you will be receiving a letter in the mail in the next few weeks asking you to make sure the information we have for your business is accurate. We will also ask you to select a category for your business (such as automotive, gift shop, restaurant, etc.)

since the directory will feature categorical listings of UP businesses. Any corrected information, as well as category selections, must be returned to the committee by Dec. 15.

If we don't hear from you, we will place your business in an appropriate category based on the information we have available to us.

You will also have the opportunity to purchase advertising in the directory, which will be free to all University Place businesses and residents and is slated to be printed and distributed by early next year.

Don't miss out on this great opportunity to tell University Place residents and other UP business owners about your business! For more information on this project, please contact Becky Metcalf in the UP Economic Development Office at 253-460-5442.



UPComing Events

If you're planning an event that you'd like us to include in our UP Coming Events section, please email the information including date, time and location to katemmcdermott@msn.com or fax to (253) 460-5449.

On-going—

UP City Council Meetings:

1st and 3rd Mondays of each month.
7 p.m. City Hall. 3715 Bridgeport Way W. Suite B1 (Windmill Village).

UP Economic Development Committee Meetings:

3rd Thursday of every month.
7:30 a.m. 3715 Bridgeport Way W., Suite D3.

27th Street Business District Association:

2nd Tuesday of every month. Please contact Dr. David Hays at 253-564-9262 for meeting times and locations.

UP Chamber of Commerce Wake UP meetings.

Last Friday of every month at 8 a.m., Affairs (2811 Bridgeport Way W.) Please call the Chamber of Commerce at 253-627-2175 for more information.

Home-Based Business Forums

2nd Wednesday of every month. 8 a.m. The Coffee House 2620 Bridgeport Way W.

Small Business Administration's Business Assistance Center Training Sessions:

The SBA offers a number of training workshops on topics of importance to the small business owner. For a complete listing of upcoming workshops, please call the Small Business Administration at 253-680-7770.

City of University Place offices will be closed

on Thursday, Nov. 11, in observance of Veterans Day as well as Thursday, Nov. 25 and Friday, Nov. 26 in observance of Thanksgiving. For all the latest information on UP events and news from other UP offices, please visit the city's website at www.cityofup.com.

Tune in!

Want to know what's going on in University Place? Tune into UPTV on Click! Channel 12 and Comcast Channel 21. Stay up to date on government activities, as well as news from the school and fire districts. Visit www.cityofup.com and click on UPTV for program listings.

Are you ready?

The holidays will be here before we know it and economists are predicting the 2004 holiday season may be the best in several years, with forecasts calling for 6 to 6.5 percent year-over-year growth in holiday sales. Now that's what we call spreading some holiday cheer!

Home-Based

Continued from Page 3...

Bridgeport Way W. Based on suggestions from the participants, Barnett researches a particular topic and then uses that information as a jumping off point for group discussion. "The idea is not for me to talk the entire time," he says, "but to get the home-based business owners to talk about what they have done so that everyone can learn from the experiences of others."

The discussions have covered everything from the impact of home-based businesses on the City of UP economy to how to brand your business and how to develop web sites. Upcoming topics will cover tradeshows – what's worthwhile, what should be avoided -- and a "show and tell" day where participants can demonstrate their products and services.

David Lobban, owner of Lobban

Photography, Inc., has attended several of the sessions and admits the topics covered may not always be relevant for everyone in attendance, but just having the opportunity to meet with other home-based business owners is valuable in and of itself. "We are a very diverse group," he says. "But we also have a lot in common. When you work from home, you don't get out much and sometimes that can be tough."

That's a sentiment Barnett knows well, having once been a home-based business owner himself. He believes one of the greatest benefits of the forums is just giving these business owners the chance to network with their peers. Barnett says participation at the monthly events has been steadily growing and the conversation between participants is continuing long after the "official" forums are over. "I know that they are now interacting with each other after the forums and they are using each others businesses," he says.

In fact, Lobban says he has actually gotten some work out of the contacts he has made through the forums. And that alone makes the forums a success in Barnett's mind. "Let's face it," he says. "Often times you get business and jobs by who you know, not what you know."

Join in!

Are you a home-based business owner? Make plans to join your peers at the monthly Home-Based Business Forums.

When: Second Wednesday of each month, 8 a.m.

Where: The Coffee House, 2620 Bridgeport Way W.

Cost: Free

RSVP: Becky Metcalf, UP Economic Development Office, 253-460-5442

UP Economic Development
3715 Bridgeport Way
University Place, WA 98466

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Talking UP is a quarterly publication from the City of University Place's Community and Economic Development Department.

Mariza Craig, Economic Development Manager
Becky Metcalf, Project Assistant