

## UPDate

Visit our website for the latest information from your Community and Economic Development Department – including a download-able copy of this newsletter. [www.cityofup.com/economic-development/economic-development.asp](http://www.cityofup.com/economic-development/economic-development.asp)

**“We’re really paying attention to all this information. We’re working hard to listen better and to develop services that really help our local business people.”**

—Mariza Craig,  
Economic Development Manager

## “Survey Results...”

*continued...*

like to have. But, when asked what the City can do to promote UP as a place to do business, one-third suggested that we publish a UP Directory. Others suggested that the City become more business friendly, listen to businesses, minimize red tape and bureaucracy and not impose a B&O tax. Some specific suggestions included:

- “Develop strategies to get more people to shop in UP.”
- “Make it easier to get around by removing traffic impediments”
- “Stay business friendly; don’t just focus on Town Center.”

One specific, recurring comment was that the City needs to improve communications with the business community. “We’re really paying attention to all this information,” concludes Mariza. “We’re working hard to listen better and to develop services that really help our local business community.”

To insure that these comments and recommendations are followed-through, a detailed implementation and action strategy will be included in next year’s work plan.

*To view the entire survey, including the Final Report, visit our website at [www.cityofup.com](http://www.cityofup.com).*

## “UPComing Events”

*continued...*

**Small Business Development Center** presents the following events at South Puget Sound Community College in Olympia. For information call 360-596-5365:

**January 23**  
Secrets of Successful Sales. Workshop – 6:30-9pm

**January 24**  
How to Start & Operate a Home Based Business. Seminar – 9am-3pm.

**January 28**  
Irresistible Website Promotion. Seminar – 6:30-9:30pm.

**February 11**  
Improving Cash Flow in a Small Business. Seminar – 7-9pm.

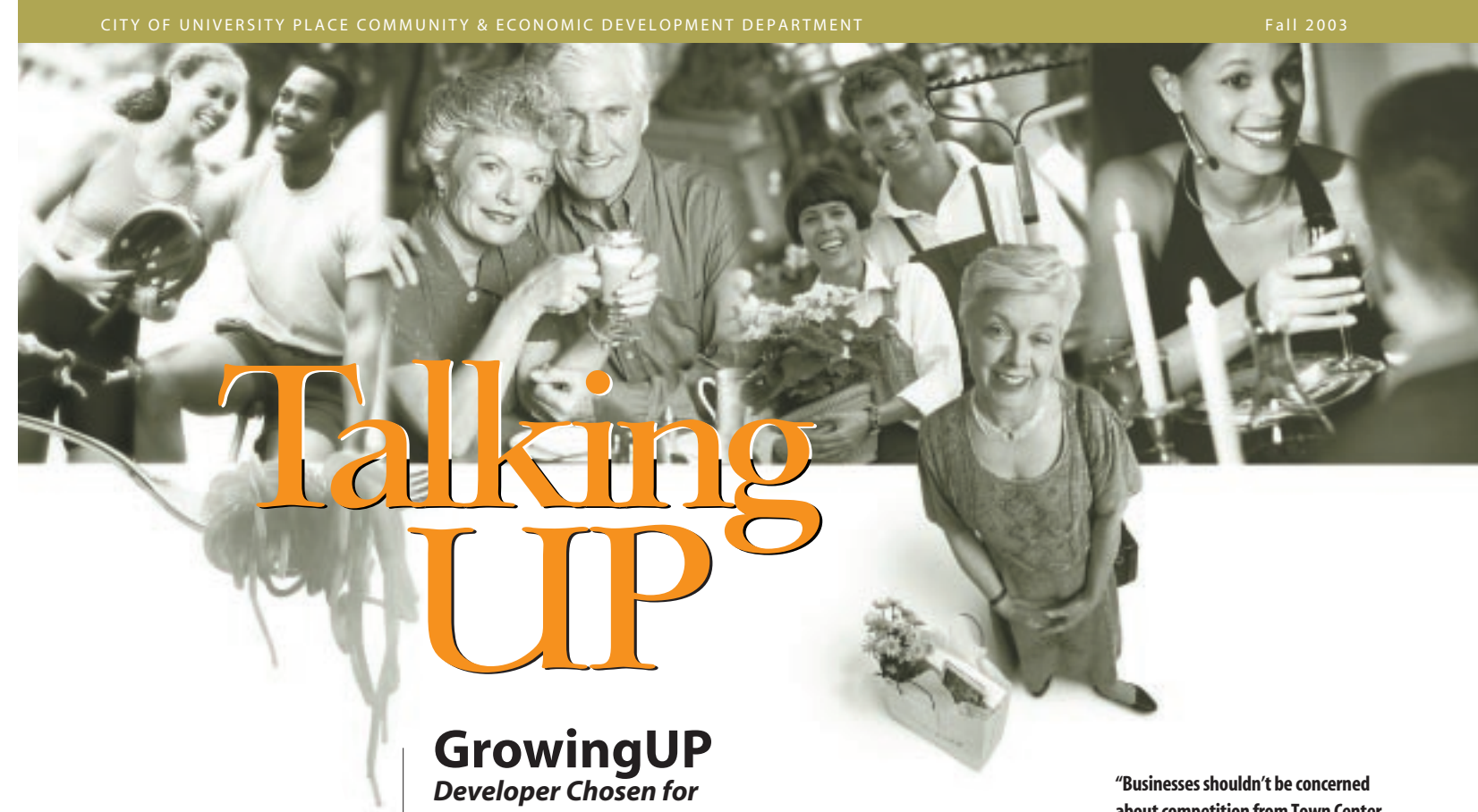
**Holiday Closures**  
City Offices will be closed December 25, January 1, January 19 & February 16.

UP Economic Development  
3715 Bridgeport Way West  
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



# Talking UP

## GrowingUP Developer Chosen for Town Center

By unanimous decision, the City Council has selected Robert B. Aikens & Associates of Troy, Michigan to develop our new Town Center.

Pat Lyon and Judy Hanson of our Economic Development Committee were both involved in the selection process and feel that Aikens brings a good mix of retail possibilities to our Town Center. “We and the Council liked Aikens’ history of maintaining ownership of their projects and their community outreach activities,” says Pat, the Committee Chair. “In other communities they’ve sponsored holiday parades, auto shows and ice carving show exhibits – just to name a few.”

### A Win-Win Opportunity

Everyone in University Place will benefit from Town Center – the school district, the library and, of course, residents, who’ll have many more options for shopping close to home. Our existing business community will be strengthened, since the shops, restaurants

and town houses in Town Center will bring more shoppers – and more dollars – to nearby businesses, as well.

“It’s going to be the catalyst that will strengthen the entire business community,” says Roger Gruener of UP Refuse, also a member of the Economic Development

**“Businesses shouldn’t be concerned about competition from Town Center because everyone will win—the entire business community, the residential community—everyone.”**

—Roger Gruener,  
UP Refuse

More than a month was spent evaluating proposals from three prospective developers. In addition to Aikens, proposals were also



Committee. “Businesses shouldn’t be concerned about competition from Town Center because everyone will win – the entire business community, the residential community – everyone.”

received from runner-up McCaffery Interests, Inc. of Chicago and Oliver-McMillan Co. of San Jose, California.

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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 [mrcraig@cityofup.com](mailto:mrcraig@cityofup.com).*

# Survey Results Give Profile of UP Businesses

The results are in and a picture of businesses in University Place is emerging. That picture is full of optimism, potential and opportunities for growth.

In early September the City conducted a survey of businesses operating in University Place. We mailed 1219 surveys, then, after eliminating 'non-viable' addresses and making follow-up calls, determined that approximately 910 of the addresses were valid. Based on that revised figure, our response rate of 25% (228 surveys) was acceptable.

"All answers were confidential, of course," says Mariza Craig, UP Economic Development Manager, "But business managers and owners volunteered many opinions and comments." Some answers were encouraging, some critical. All are useful.

## Here's What We Learned

- There are many long-established businesses in UP – at least a quarter have been doing business in the City for over 20 years.
- There are also many relative newcomers: over 30% have been doing business for less than 10 years.
- The primary reasons for doing business in UP are desirable location, good opportunities to rent or own and the convenience of being close to home.
- Many businesses are home-based (42%).

- Many UP businesses definitely fit a 'small business' profile – with only one employee. (43.3%). Another 32% have only 2-5 employees.
- While one-third (33.7%) report annual gross revenue of \$200,000 or more, an even higher number (35.9%) earn \$50,000 or less.
- Most commonly mentioned types of businesses were retail (14.9%) and Medical/Dental (13.6%). Other responses included Consultation (7.2%) and Accounting/Bookkeeping (5%). Over half listed 'Other' – which included Apartment Rentals and Property Management, Contractors and Construction, Insurance and Real Estate.
- Over half the businesses in the City indicate less than 10% of their revenue comes from UP.
- 61.8% own their business space; 38.2% lease. (Of those, 79.6% plan to renew their leases at their current location.)

## Perceptions about UP City Services

- Nearly 30% of respondents indicate interest in some business or technical assistance programs available within the City.
- 87% are satisfied or very satisfied with UP city services; only 13% are dissatisfied.

We didn't get many responses when we asked businesses what additional city services they'd

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## EQ vs IQ

**Emotional Intelligence is Best Predictor for Success.**  
*Special thanks to Linda Washburn, Customized Contract Training Coordinator, TCC*

Emotional Intelligence (EQ), not Intellectual Quotient (IQ) is the best predictor for success in one's chosen field of work, according to Linda Washburn at Tacoma Community College.

*What in world is EQ?! you ask?*  
Good question.

Speaking in a purely business context, EQ (or EI as it's sometimes called) is a term used to describe qualities like the ability to establish fruitful, productive relationships and to envision and create the future. "It's the resilience to perform under pressure," says Linda. "It's the strength and courage to make decisions and persevere through adversity. And, perhaps most important to business owners, EQ is the ability to build people up, bring them together and motivate them to do their best."

Unlike IQ, which is, in large part, genetic – EQ is a skill that can be learned.

Sure, a high IQ enables you to get the best grades in school, devise

clever strategies, write the perfect business plan and become an efficient, bottom-line manager.

But a high EQ empowers you to turn that business plan into a successful company, to thrive in times of change, to personalize that clever strategy and win new business. "It lets you become an exceptional teacher and mentor," continues Linda. "In short – a good leader."

*Is there such a thing as an emotionally intelligent company?*  
"Absolutely!" says Linda. "An Emotionally Intelligent Company is one in that creates innovative products and services and develops exceptional customer loyalty." And that translates into a long-term competitive advantage.

And, as we mentioned earlier, EQ can be learned. That's not always easy, of course. But it's really quite simple. It's the natural result of an atmosphere – a 'corporate culture' – in which every employee is encouraged to contribute to their fullest, and is acknowledged for their contributions.

For information on workshops and seminars that can help your business develop a high EQ, contact Linda Washburn at TCC's Center for Business Development, 566-5374.

## PartnerUP

Earlier this fall, the City of University Place Economic Development Office sponsored an after-hours get together for the businesses of UP.

We called it PartnerUP – and response was so positive that it will be just the first of many such events. The energy and enthusiasm generated by bringing city businesses together is truly contagious.

Special thanks to the Chamber of Commerce and HomeStreet Bank for co-sponsoring this very successful evening. Thanks, also, to all those who donated door prizes.

If you're interested in co-sponsoring a future PartnerUP, please call 460-5442.



*The first of many "PartnerUP" events was a huge success and was enjoyed by many UP businesses.*

## UPBeat

**Congratulations to Deborah Liebel, Loan Officer at HomeStreet Bank.**

Deborah was recently awarded a scholarship from the Puget Sound Mortgage Lenders Association. She'll travel to Tampa, Florida in January to attend the Mortgage Bankers of America School of Mortgage Banking.

*We'd like to recognize special honors received by UP business people. To be considered, please send your press release to City of UP Economic Development Office, 3715 Bridgeport Way West, Suite B-1, University Place, WA 98466.*

## UPComing Events

*If you're planning an event that you'd like us to include in our calendar, please email the information to charlee@sunburststudios.com or fax to 857-7003.*

**Ongoing–1st and 3rd Mondays, 7pm. UP City Council meetings.** City Hall – 3715 Bridgeport Way West, Suite B-1 (Windmill Village).

**UP Parks & Recreation Department** sponsors a variety of events for seniors, teens and families. For information call 460-2508.

**December 6 – Holiday Tree Lighting, 3-5:30pm** – City Hall (Windmill Village).

**December 19, January 30, February 27 – WakeUP.** 8am at Affairs. Chamber of Commerce meetings – last Friday of every month. For program info, call the Chamber at 627-2175.

**Workshops, & Seminars** – Frequent business-oriented programs are presented by the Small Business Association. For information call the SBA at 680-7770.

**SBA Sminars.**  
*The following SBA-sponsored events will be held at Bates Technical College. For information call 680-7770.*

**December 11–** Beginning Business. 9am-4pm. Workshop presented by SCORE

**January 7–** Marketing Strategy. 9am-noon. Seminar presented by OMWBE & SBA .

**January 15–** Building a Business Plan. 9am-4pm. Workshop presented by SCORE.

**February 11–** Selling to State Government. 9:30-noon. Seminar presented by OMWBE & SBA

**February 12–** Beginning Business. 9am-4pm. Workshop presented by SCORE.

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