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PIERCE COUNTY MEANS BUSINESS

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Clarify Your Message and Amplify Your Impact

A Message from Guest Speaker
Tyler Pigott

In a world where clarity is king, the ability to communicate your story effectively can mean the difference between thriving and simply surviving. At the 2025 EDB Annual Meeting, I'll be diving into one of the most powerful tools you can use to amplify your message and impact: the StoryBrand Framework.

For years, I've seen how transformative clear communication can be. Whether you're a small business owner trying to stand out in a crowded marketplace or a leader shaping the future of Pierce County, your message has the power to inspire action, build trust, and drive connections. But too often, our stories get lost in the noise.

During my presentation, I'll share practical steps to help you cut through that noise. Together, we'll explore how to position yourself as the guide in your audience's story, create a simple, compelling narrative, and connect with people on a deeper level. The StoryBrand Framework has helped thousands of businesses—from local startups to global brands—turn their messaging into their most valuable competitive advantage.

I believe Pierce County is a place of opportunity and innovation, and we all have a role in telling that story. Join me as we craft a vision that highlights why this region is the heart of connection and growth.

I can't wait to see you there. Let's make your message the spark that drives meaningful change.

[Reserve your spot](#) today. I'll see you at the Annual Meeting!

EDB 2025 Board Spotlight

Two new board members have been added to the 2025 slate of EDB Board members. Joining the board are Heidi Kihlman and Ryan Mello.



Ryan Mello, Pierce County Executive

Newly elected, Ryan Mello began his role as Pierce County Executive in early January. Following years of service in Pierce County from a Peace Corp Coordinator of the United Way's Youth United program, through his twelve years as the ED of the Pierce Conservation District, serving four years as a Tacoma City Council member and numerous other roles, Mello brings a vast knowledge of Pierce County government.

[Read more](#)



Heidi Kihlman, principal at BCRA

In her role, Heidi helps in running the day-to-day operations of the company while bringing in new clients and project opportunities in the door. She has nearly 27 years of experience in the interior and architectural design industry.. With specific experience in customer-centric projects, she has spent much of her career working on retail and hospitality projects centered around experiential design.

[Read more](#)





Business Spotlight

The Black Night Market will be returning this year to Mt. Tahoma High School on Sunday, February 23rd. From noon to 6 pm, attendees can experience this innovative marketplace that hosts businesses, live performances, local R&B singers, poets and musicians, and family activities that take place at the market. Plus, there will be food trucks and booths.

According to Mari Griffin, Founder and Event Director, "This event is important because it creates economic opportunities for people who don't often have them. It's a chance to share our culture in a safe space."

[Read more](#)

City Spotlight

It's a year of decade milestones for University Place, home to more than 35,000 people. 2025 marks the 10th anniversary of Whole Foods, the company's only location between Seattle and Portland, the 20th anniversary of Trader Joe's and the 30th anniversary for the City of University Place.

As the city works on plans to celebrate 30 years, the staff continue to work on their three business districts - the 27th Street Business District, the Town Center Business District and the Northeast Business District. These corridors intersect and connect, anchored by Whole Foods and Trader Joe's.

[Read more](#)

EDB Annual Meeting Tickets on Sale Now!



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NEWS BRIEFS

Port of Tacoma & Tacoma Public Schools Break Ground on Maritime Center

The Port of Tacoma and Tacoma Public Schools broke ground Wednesday, January 8th on a 20-acre parcel as the next phase in the construction of a Port Maritime Center. The project will include both a new port business and a skills center to be called Maritime/253. Built on port-owned land, located across from downtown Tacoma, the project is a joint project between The Port of Tacoma and

Tacoma to Receive \$4 Million State Grant

The city of Tacoma was awarded a \$4 million state grant through Washington's Community Reinvestment Project to foster economic growth and revitalization in communities disproportionately impacted by the war on drugs. The grant from the Washington State Department of Commerce will be distributed to support approximately 50 to 60 businesses through funding programs, including collateral-free

WorkForce Central Annual Report

As the steward of Pierce County's workforce development system, WorkForce Central saw a successful program year. The workforce system focuses on tailoring services based on individual needs, providing job seekers and businesses with support, training, and resources essential for success. Last year, more than 400 individuals reported finding permanent employment after receiving workforce services and nearly

the Tacoma Public School District. Each entity will pay for their own building with the school district contributing to the cost of the site development.

loans and commercial grants.

1,000 Pierce County businesses were supported.

[Read more](#)

[Full Report Here](#)

[Read more](#)

Tacoma Mall Unveils Revitalization Plans

Tacoma Mall recently announced their plans to update the shopping center. A fixture in the Tacoma market since 1965, the project includes enhancements to the main mall with upgraded and redesigned mall entrances and a completely refreshed food court with new flooring, community tables, upgraded seating, lighting and color palette. Further improvements will include the refurbishment of both restrooms and Nursing Lounge improvements. There will be over 100,000 square feet of new flooring throughout the mall as well as new lighting elements, seating amenities and a lighter brighter color selection, plus, a re-imagined children's play area.

Tacoma Mall will remain open throughout the revitalization process, which is scheduled to begin in Spring 2025 and is expected to be complete by Winter 2025. These enhancements will build on the momentum of Tacoma Mall's previously announced expansion, The Village. That redevelopment project is already under construction. Opening in late 2025, the project will feature two new buildings on an extensive 26,000-square-foot area featuring new retailers, cafes and restaurants with outdoor dining terraces, in addition to 90,000 square feet of total anchor space. Notable restaurant brands already committed to the space include Shake Shack, Dave's Hot Chicken and Supreme Dumpling.

For more information about Tacoma Mall visit [Simon.com](https://www.simon.com)

[View Renderings](#)

NEWS

[Pierce County Designated Fan Zone for World Cup Events](#)

[Joe Nguyen named to WA State Commerce](#)

[Charles Clark reappointed to Department of Financial Institutions](#)

[Commerce Department has Federal Funding for Affordable Housing](#)

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Onward is a service of the EDB, a non-profit corporation focused on recruitment and retention of primary businesses in Tacoma and Pierce County, Washington, USA.
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