



T&T TIRE WELCOMES Point S to the FAMILY BUSINESS

Ed Tuck is a third generation, devout tire and auto man whose family legacy at Tacoma's T&T Tire spans 62 years. So, last spring when the change of market affiliation demanded that the long running business rebrand itself under the buying group name Point S Tire, in turn dropping their established link with Tire Factory, the response wasn't exactly a warm welcome. The revamp would cost almost \$100,000, with \$40,000 for the electronic reader board, \$30,000 for awnings, \$9,000 for paint and additional costs for interior changes and vehicle graphics including Ed's own car which he also lends to customers. The Tire Factory name that has for so long been linked to his family's business, will become a thing of the past, but it means the business and the standards will live on. Ed puts it this way: technically we're still Tire Factory behind the scenes but in order to be part of the Point S program, Tire Factory has adopted Point S on the marketing side.

Point S represents the buying group headquartered out of Lyon, France. Approximately 230 US stores and an additional 400 out of Quebec, Canada, previously tied to the Tire Factory name, are now seeing the imminent changes in exchange for the exclusive opportunity to develop the Point S brand in North America. To date, 85 percent of these recognized stores have converted or are in the process of converting to the new brand. A few who elected not to convert will have a four-year window before the Tire Factory name is no longer. The partnership requires an ambitious goal of 25 new stores each year in order to maintain the rights to the name. But it's an ambitious goal that the group does plan to attain, according to Ed.

“We elected to join,” Ed says. “As a single family, independent business, it's really important that we're part of a larger buyer group to remain relevant and competitive in the marketplace. Without a larger buying group, we would basically be squeezed out of the market.”

Ed isn't too worried about the new brand colors since the blue and green theme aligns perfectly with Seattle's Seahawks. The shop's old patriotic arrangement of red, white and blue will fade over the coming months as the physical transformation finishes on the exterior and moves inside.

There are some things that Ed is standing by, such as the reference to their family business name T&T Tire, which now shares the high-rise signage off South Tacoma Way. “They would have preferred that we drop T&T Tire all together for the Point S name but we've been T&T Tire for 62 years and we just said that was a change that we weren't willing to make.”

So far, the customer response is positive. Ed says a lot of the old “tried and true customers” don't even notice the new colors or signage but first time customers are already being attracted by the new look outside. The popular electronic reader board helps identify the shop as so much more than tires. Point S stands for Point of Service and encompasses everything from shocks and breaks to batteries and general auto services that T&T has always offered but is now being recognized for.

Ed is excited to see what the new name will mean for the business he has been invested in since the age of 18. He's also looking forward to seeing the final exterior addition of colored LED accent lights lining the apron around the building. That final touch is expected in the next few weeks.

“There was a lot of resistance initially but we're seeing the benefits and looking forward to embracing the change and moving ahead with the new technologies that will come down the road,” Ed confirms. When asked if he expects this to be a wise business move, he says he's “banking on it”.

The T&T Tire personnel has not faced changes, but T&T Tire has adopted the Next Move program with two new interns, including a Lincoln High School student assisting with the branding and content on the new electronic reader board and another from Tacoma School of the Arts who will intern as a tire and lube technician working toward his tire industry certification at the end of his commitment.

Who Should I Call?



Police-Fire-Medical Emergency.....911

TPD Non-Emergency.....253-798-4721

Tacoma Police Dept. Sector 3

Lt. Al Roberts, Comdr. 253-591-5190

CLO Jason Milles.....253-591-5692

CLO Mike Sborny.....253-594-7858

CLO Steve Storwick.....253-573-2562

CLO Debbie Vause.....253-573-2563

So. Tacoma Business District

Association Office253-475-5676

C.M., Joe Lonergan253-591-5100

C.M., Keith Blocker253-591-5100

City of Tacoma

TacomaFIRST311: CALL 311 for any complaints or questions that you may have. If they do not have an immediate answer for you, they will find out and call you back. **Just Dial 311**

BENEFITS OF MEMBERSHIP

- ▶ Spotlight your business in the STBDA Newsletter - circulation 300
- ▶ Link your website to the STBDA website at www.stbda.com
- ▶ Use the Membership Directory - to utilize your fellow business district members when you do business.
- ▶ List your events on the monthly calendar - a great way to invite your fellow district members to sales and events at your place of business
- ▶ Complimentary booth at the Annual Classic Car Show
- ▶ Introduce your business to newcomers in our "Welcome Kit"
- ▶ Host a membership meeting at your place of business
- ▶ Showcase your business at the district booth during community events.
- ▶ Additional 10% discount in Tacoma Weekly Advertising
- ▶ Your dues support the continuation of Beautification Projects.



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March 2017

Live Music 7 nights a week at The Stonegate

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 Manitou Housing Development Celebration at 10 am Manitou Housing Development (6624 South Mullen)	4
5 ☐	6	7 Post Disaster Recovery Forum, free from 8 am – 12 pm Dacca Barn (2820 54th Ave E, Fife)	8	9	10 South Tacoma Executive Board Meeting at 8 am The Chili Parlor (5640 South Tacoma Way)	11
12 ○ DAYLIGHT SAVINGS TIME BEGINS	13 COT Planning & Development, Permitting 101 from 6 pm - 8 pm Gray Middle School (6229 S Tyler Street)	14	15 Car Show Meeting, 8:30 am The Chili Parlor (5640 S. Tacoma Way)	16	17 ST. PATRICKS DAY	18
19	20 ☐ SPRING BEGINS	21	22	23	24	25
26	27 ●	28	29	30	31	



ASIA PACIFIC CULTURAL CENTER NEW YEAR'S CELEBRATION

Last month on Feb. 11, thousands poured into the Tacoma Dome in honor of Guam's New Year's Celebration, presented by the Asia Pacific Cultural Center. The event was completely sold out with more than 90 vendors including live entertainment, food and drinks, cultural arts, retail booths, games and more. This annual, family friendly event was free to the public and incredibly well received. To learn more about this event and others like it, contact the APCC office at 253-383-3900.

CITY of TACOMA PLANNING DEPT FORUM on MARCH 13th

The City of Tacoma's Planning and Development Dept. is holding another forum on March 13th. This is a chance to meet Planning and Development staff (outside the office), learn about how projects are reviewed and permitted and how you can get engaged in planning and development.

Everyone is welcome. Please share this invitation with anyone you know that has had questions about Planning, Permits or Preservation. Please bring any and all of your questions.

Date: March 13th

Location: Gray Middle School, 6229 S Tyler Street

Time: 6:00 – 8:00 pm.

Agenda:

1. Permits and Inspections 101: Talk to staff about how to apply for permits, why you should apply, and what to expect
2. What's the Plan for My Neighborhood? Learn about the One Tacoma Plan and how it is implemented through zoning, capital facilities, and private development projects.
3. Development Review: Permitting and development review includes many different City staff and areas of expertise. Learn more about how staff reviews projects and how you can make an impact on the projects you care about.
4. Historic Preservation Program: Preservation staff can show you how to find historic information on your home or business as well as share upcoming events.

Web Training:

- Innovation Team Presents: Putting permit and development information in your hands.
- Long Range Planning Work Program: Where to find information about the long range planning work program, including potential area wide rezones, and what to expect from the process.

Kids Table

- There will be drawing materials, books and maps to provide entertainment for young children.



MANITOU HOUSING DEVELOPMENT GROUND BREAKING

Come join us in a community celebration of new Single Family Homes being built at the former Manitou Community Center location @ 66th & South Mullen. Tacoma City Council Member Joe Lonergan, Ricardo Noguera Director for Tacoma's Community & Economic Development Department and the developer, Ken Ritter, will all be in attendance to celebrate this ground breaking. Light refreshments will be served.

FRIDAY, MARCH 3, 10:00AM, at 6624 South Mullen

"SPRING FORWARD" on SUNDAY MAR. 12th

Sunday, March 12th at 2:00am we will turn our clocks FORWARD one hour for local Daylight Saving time. Arizona and Hawaii are the only states out of 50 that do not use Daylight Saving Time. The United States first observed Daylight Saving Time in 1918 when Congress passed the Standard Time Act, which established our time zones. This experiment lasted only until 1920 when the law was repealed due to opposition from dairy farmers (cows don't pay attention to clocks).

During World War II, Daylight Saving Time was imposed once again (this time year-round) to save fuel. Since then, Daylight Saving Time has been used on and off, with different start and end dates. Currently, Daylight Saving Time begins on the second Sunday of March and ends on the first Sunday in November

Credit for Daylight Saving Time belongs to Benjamin Franklin, who first suggested the idea in 1784.

2017 CAR SHOW PLANNING UPDATE

Things are moving forward for this annual event. Several vendors have already committed to attend and **HERITAGE BANK** will once again be our Event's Corporate Sponsor. **RooPair Specialties** and **T&T Tire Point S** will be major sponsors again this year.

Attend this month's meeting for decisions on the event Logo, decision on the STW location of the event (5600 block???), hours, entertainment opportunities and much more. We need your input. This is your event and we want you to be part of the planning.



So. Tacoma Business District Association
PO Box 9445 - Tacoma WA 98490-0445
www.stbda.com

Return Service Requested

2017 CAR SHOW MEETING
WED MARCH 15th @ 8:30AM
The Chili Parlor 5640 STW



TELEPHONE: CML (253) 472-1966 Ex. 2
(253) 472-2822 Ex. 2
FAX: (253) 475-6715
EMAIL: servicedirector@amvetswa.us

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South Hill	16314 Meridian E.	(253) 845-9727
Spanaway	13621 Pacific Ave.	(253) 535-3778

S. Tacoma Business District Board

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New Era Contract Sales 253-272-3553

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Tacoma Eagles Aerie #3 253-473-9123

Lisa Kaye, District Manager

info@stbda.com 253-475-5676

**The Board meets monthly Check your monthly
calendar. Meetings are open to Everyone.**

www.stbda.com

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