

## **Economic Development Advisory Board**

### January 9, 2020 Meeting

- Update on Arrivalist Data including new geo-fenced areas in Monroe: historic business district, Lake Tye, and North Kelsey (**see attached for details**).
- Reviewed gateway sign concepts. The city retained Tangram to design gateway and wayfinding signs. Tangram submitted 7 concepts as a starting point for discussion and to get feedback on basic sign elements. There is an opportunity for public input scheduled for February/March.

### January 23, 2020 Draft Agenda

- 2019 Business survey data report
- 2019 Annual Economic Development report
- 2020 work plan
- Food Truck regulations

The business survey data, annual economic development report and work plan will be included in future economic updates to the city council.

## **Permit Activity**

- Coastal Farm and Ranch – A new tenant, Coastal Farm and Ranch, has submitted an application for interior demolition to the old Albertson's store located at 19881 State Route 2. There are stores located in Marysville, Auburn and Mt. Vernon. Coastal Farm and Ranch carries clothing and footwear, sporting goods and outdoor equipment, pet and animal supplies, and small farm equipment.
- Goddard School at 14961 Chain Lake Rd. – Currently in the process of a T/I - Daycare with playgrounds.
- Carwash at 14679 Chain Lake Rd. (North of Goodwill) – New building permit has been issued, no work has begun at this time.
- Gymnastics Gym at 13675 Roosevelt Rd. – T/I permit has been issued – previous occupant was Dynamite Diesel.

## **Openings and Closures**

### Adams Northwest Bistro and Brewery

On January 3, 2020, Adam Hoffman, chef at Adam's Northwest Bistro and Brewery, and Madison's announced he was closing his restaurants in Monroe effective immediately. Chef Hoffman was a great contributor to the Monroe community. His restaurant was the site of many family and community celebrations. No announcement has been made regarding the future of the space.

Maebe's Place

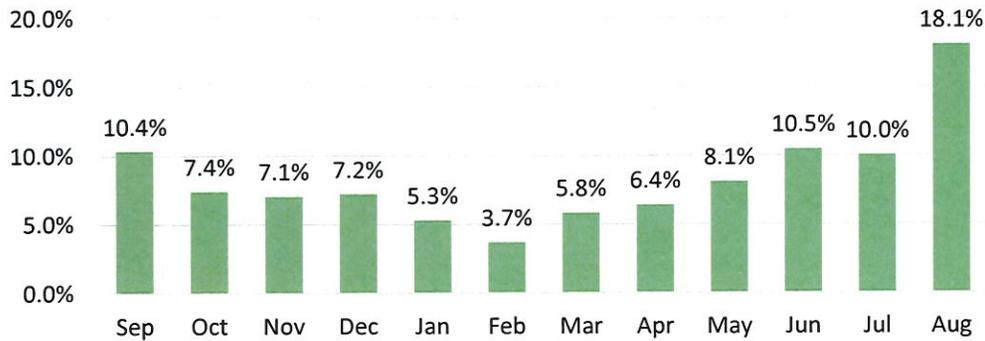
Maebe's Place on the corner of Lewis and Main Street has closed.

Thai on Main Street

Thai on Main is under new ownership effective December 30, 2019.

# Monroe Yearly Visitor Profile – Sep 2018-Aug 2019

Yearly Trends



Top Origin Market Areas (DMA) Based on Volume

Origin DMA	% Visits	Avg. Stay	Repeat Visits
Seattle/Tacoma	80.7%	7 Hours 7 Min	30.8%
Spokane	5.2%	15 Hours 27 Min	23.1%
Portland	4.8%	16 Hours 19 Min	28.0%
Yakima/Pasco	3.1%	13 Hours 12 Min	29.5%
Los Angeles	0.5%	17 Hours	2.0%

**56.6%**



Same Day

**43.4%**



Overnight

**17 Hours  
40 Minutes**



Avg Length of Stay  
-Out of State-



Visitation Trends

**When Snohomish  
County is the Primary  
Destination**

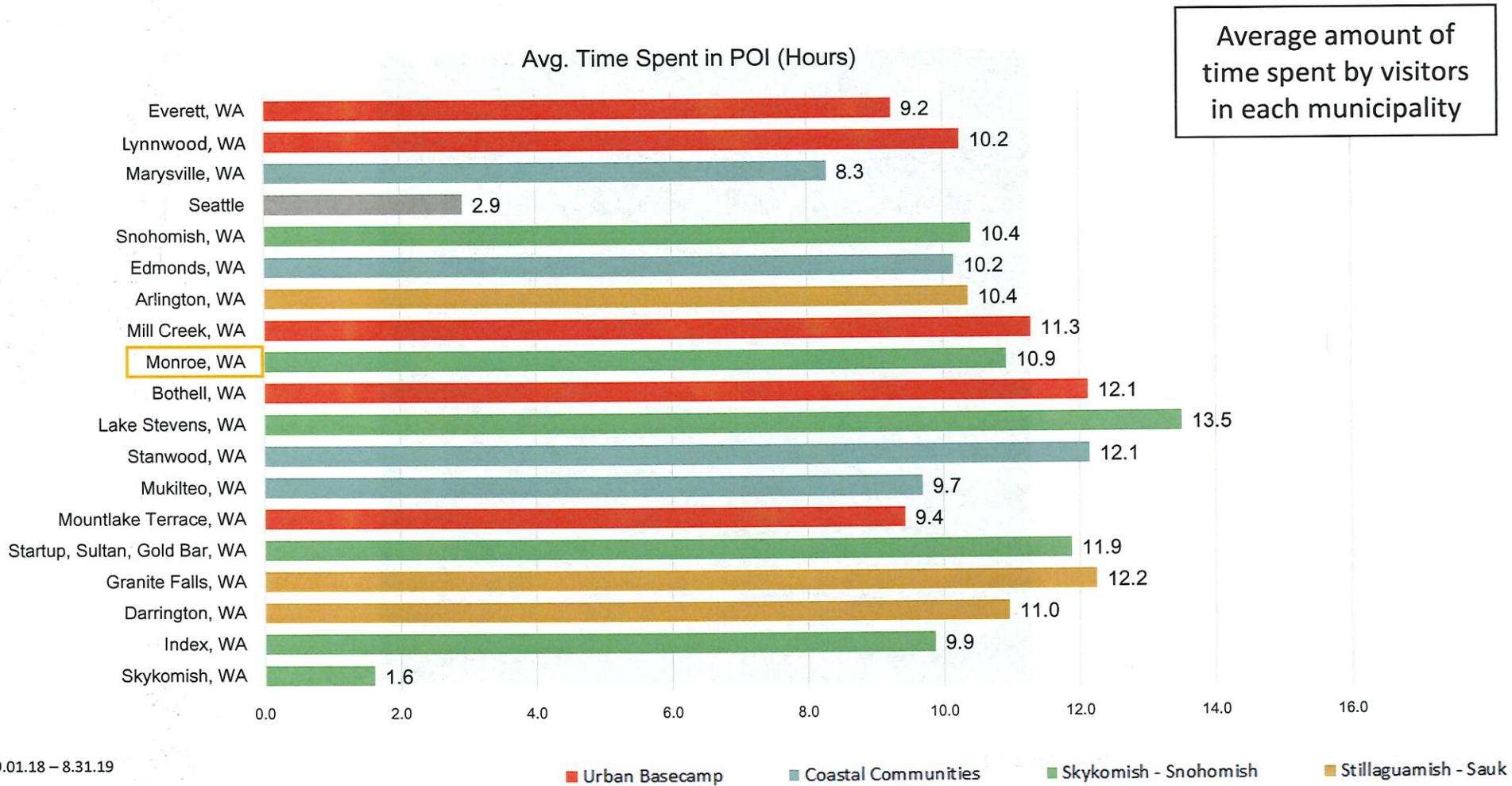
10 hours spent in Monroe  
18 hours spent in Snohomish  
County

**When Snohomish  
County is the  
*SECONDARY*  
Destination**

4 hours spent in Monroe  
8 hours spent in Snohomish  
County

Date Range : 9.01.18 – 8.31.19

## Length of Stay for Monroe Compared to Other Municipalities



# Monroe | Origin Markets & Length of Stay

Origin DMA	% Visits	Avg. LOS	Repeat Visits
Seattle/Tacoma	80.7%	7 Hours 7 Min	30.8%
Spokane	5.2%	15 Hours 27 Min	23.1%
Portland	4.8%	16 Hours 19 Min	28.0%
Yakima/Pasco	3.1%	13 Hours 12 Min	29.5%
Los Angeles	0.5%	17 Hours	2.0%
San Francisco/Oakl	0.3%	20 Hours 23 Min	10.7%
Eugene	0.3%	18 Hours	7.7%
Boise	0.2%	12 Hours 32 Min	17.4%
Sacramento/Stockt	0.2%	22 Hours 29 Min	5.0%
Dallas/Fort Worth	0.2%	17 Hours 25 Min	0.0%

Date Range : 9.01.18 – 8.31.19

Sample Size: 9,542

LOS = Length of Stay

# Visitation Analysis | Snohomish County as Primary or Secondary Destination

**% of Visitors who make  
Snohomish County their Primary Destination  
69.4%**

**% of Visitors who make  
Snohomish County their *Secondary*  
Destination  
30.6%**

“Secondary” meaning the device spent more time on its trip  
in a destination other than Snohomish County

When Snohomish County is the  
Primary Destination



**10 hours in Monroe  
18 hours in  
Snohomish County**

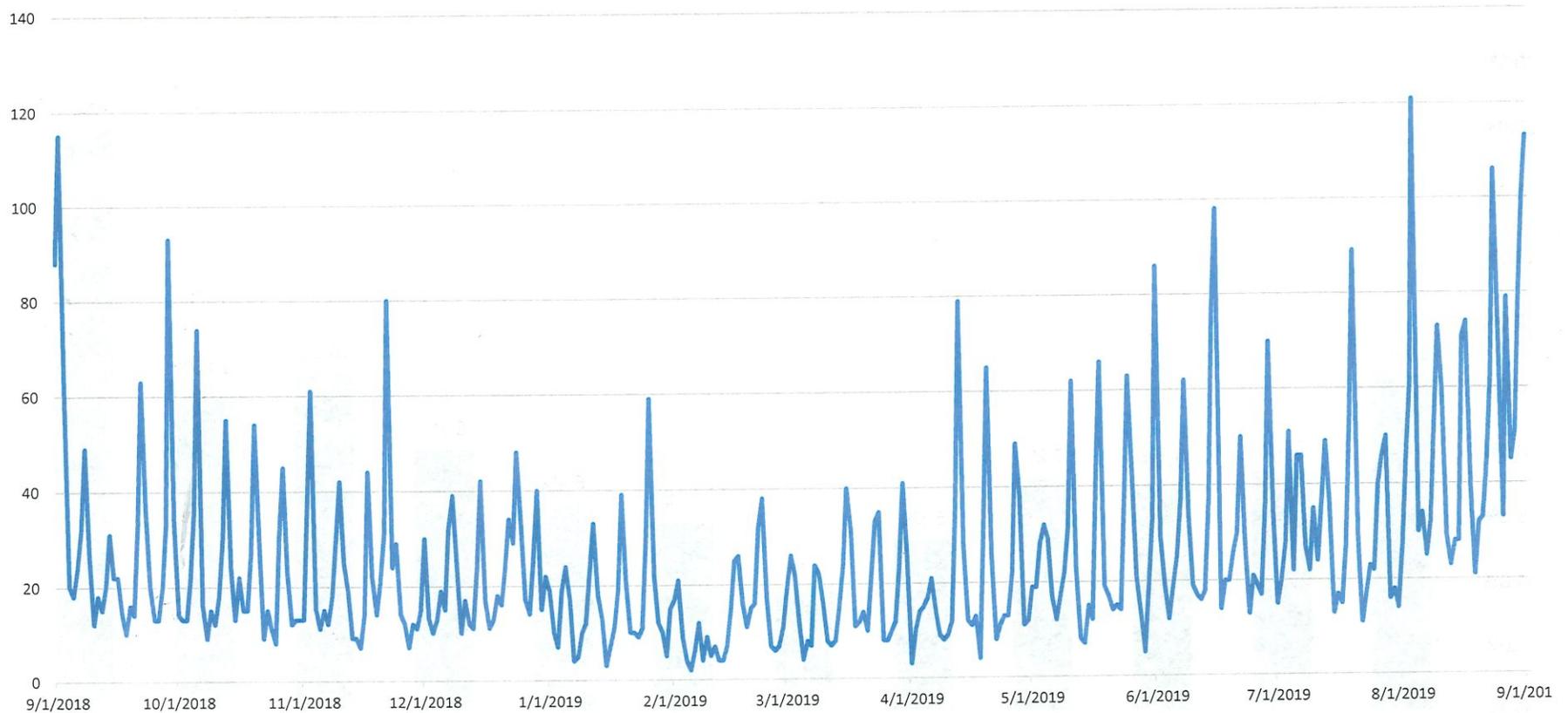
*SECONDARY* Destination



**4 hours in Monroe  
8 hours in  
Snohomish County**

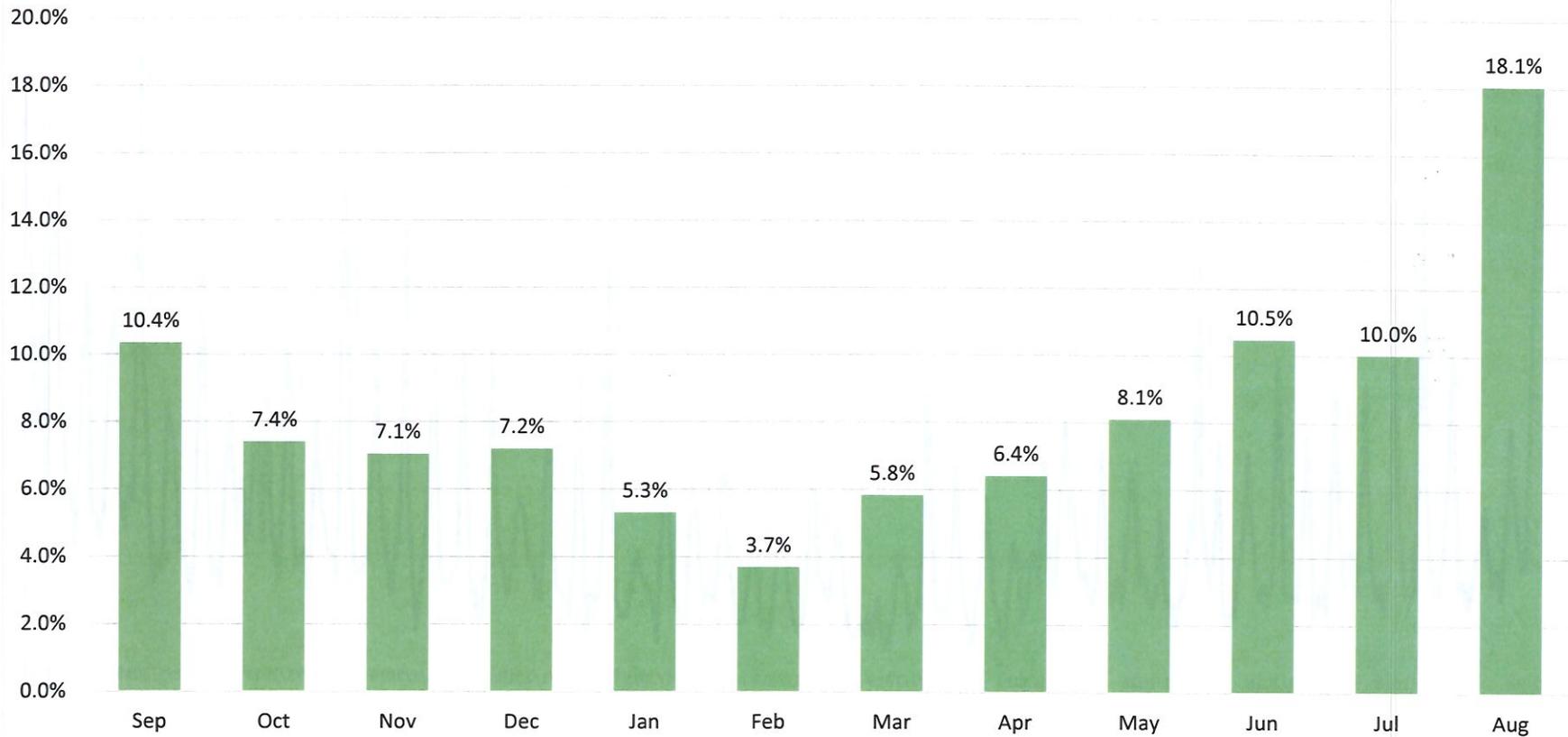
Date Range : 9.01.18 – 8.31.19

# Visitors by Day for Monroe - Sept 2018–Aug 2019



Date Range : 9.01.18 – 8.31.19

# Visitors by Month for Monroe – Sept 2018–Aug 2019

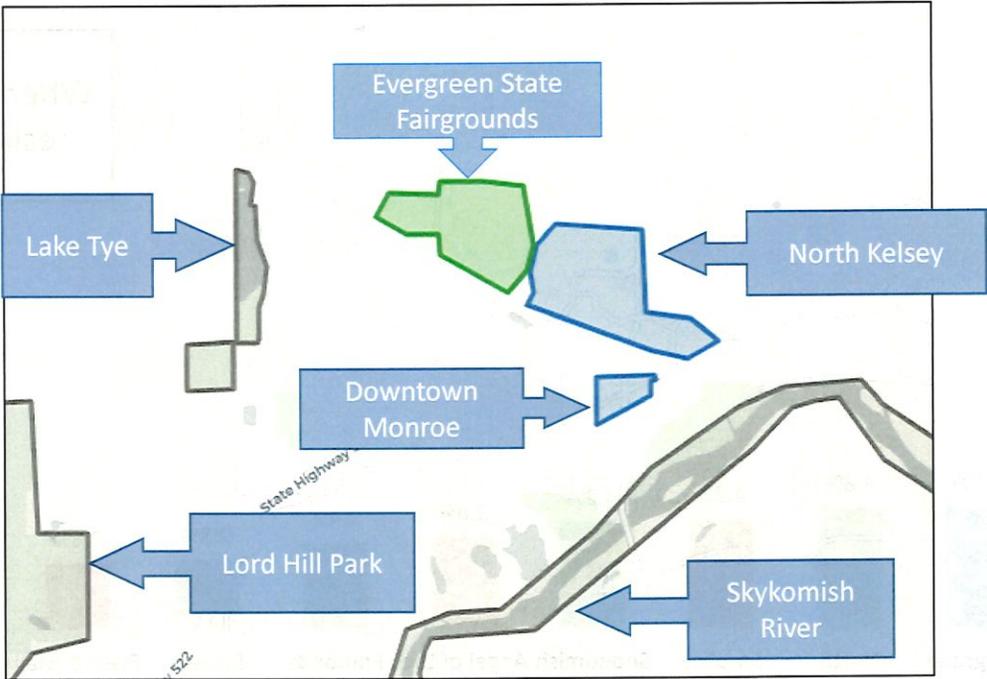


Date Range : 9.01.18 – 8.31.19

# Overview

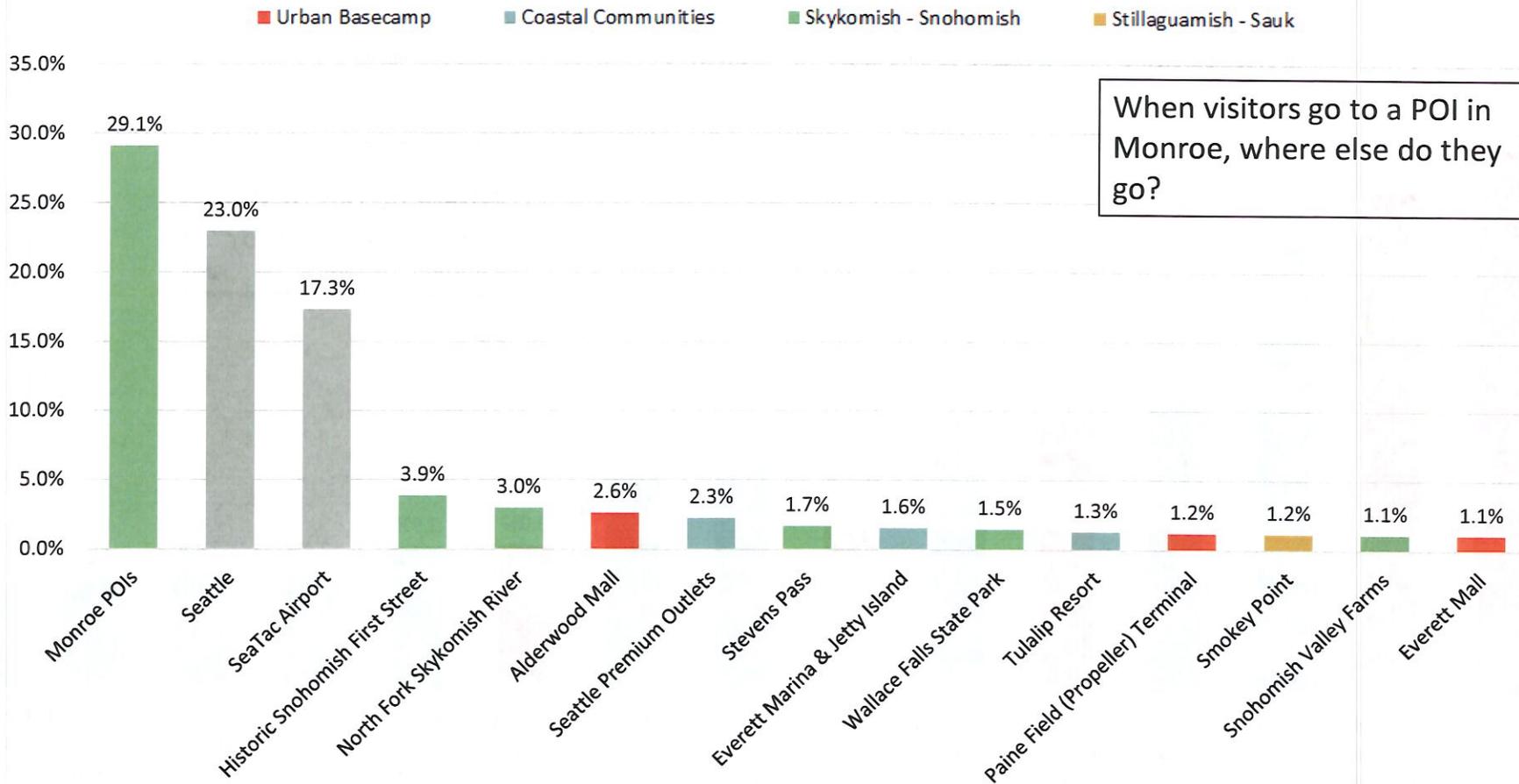
- The summer months are the biggest for Monroe, with a spike in August
  - Likely tied to the fair
  - Seasonal access to recreation important
- Monroe has a strong connection to other parts of the Snohomish-Skykomish Valley
  - Natural partners along Highway 2
- Less cross visitation with Seattle
  - More important for people visiting Snohomish County as their primary destination
- Weekend spikes reflect leisure travelers
- Stronger than average connection with Spokane over Portland
  - Typical of the Sky Valley, not of the county as a whole

# Monroe Points of Interest (POIs)



To be added: Lewis Street Boat Launch

# Top Monroe POI Cross Visitation in 2019



Date Range : 1.01.19 – 12.31.19

# Monroe POI Cross Visitation 2019

	North Kelsey	Evergreen State Fairgrounds	Downtown Monroe	Lake Tye
North Kelsey		216	80	7
Evergreen State Fairgrounds	216		31	0
Downtown Monroe	80	31		1
Lake Tye	7	0	1	

When visitors go to a POI in Monroe, do they go to another POI in the city?

Date Range : 1.01.19 – 12.31.19

# AirDNA for Monroe

- 78 Active rentals in Q3 of 2019
  - 76% entire homes, 24% single rooms
  - 48.7% increase in volume since Q3 of 2016
- Distinct seasons of occupancy peaking in June-July-August
  - Going back three years
  - This year saw a smaller spike compared to 2018
- Current Average Daily Rate of \$119.00
  - Entire Home: \$186.00, Single Room: \$73.00
- Top Domestic Cities:
  - Seattle, Portland, Tacoma
- Top International Cities:
  - Vancouver, London, Langley