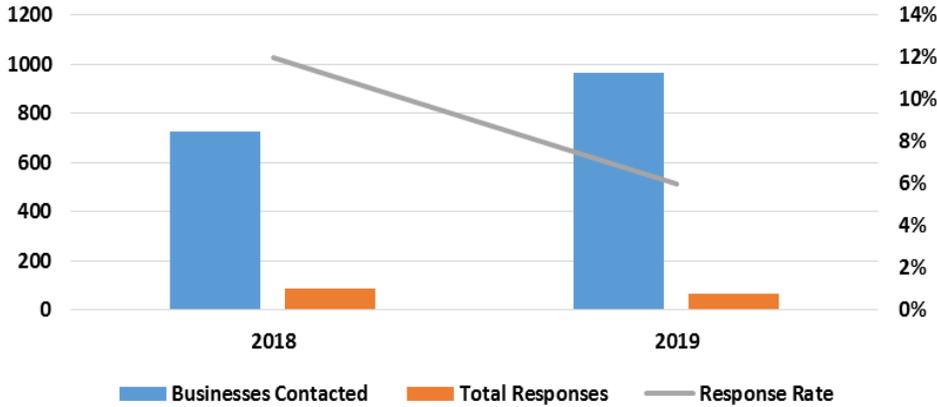


MONROE BUSINESS PROFILE

Outreach and Response Analysis



2019 MONROE BUSINESS SURVEY

The **2019** Monroe Business Survey is concluded and results are in; Monroe's unprecedented period of growth continues.

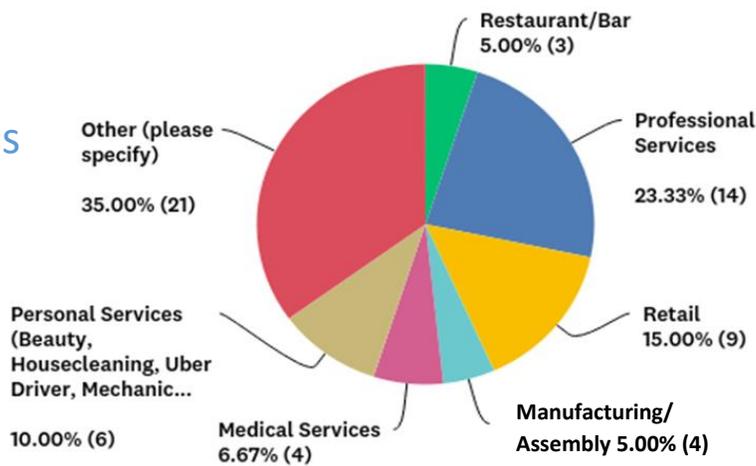
The information gathered provides insight into the profile of Monroe's businesses and informs Monroe's elected officials on the issues most important to our community's employers.

In 2019 966 businesses were sent the survey, an increase of 33% over 2018. In spite of a larger polling, the response rate was down nearly 50%. The Economic Development Advisory Board has requested that the 2020 survey include a more robust rollout and campaign to increase participation in the survey.

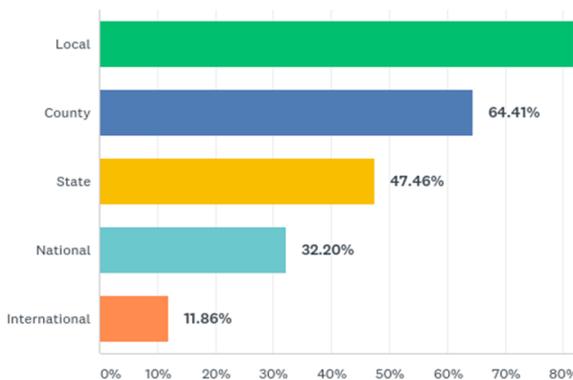
A typical Monroe business is a small businesses, providing a service (retail, personal or professional) run by the owner and selling to a local market. The overall consensus is businesses are doing well; Employers are hiring and or stable in their employment and a majority are planning expansions in the next 3 years. All bodes well for the City of Monroe in the coming year. Thank you to all that participated.

Economic Development Report

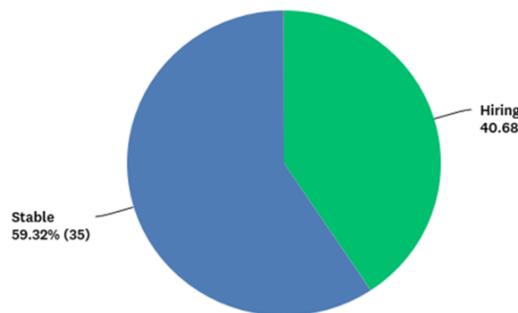
Monroe's Diverse Industry Profile



Reaching Markets Locally and Internationally



With a Positive Employment Outlook



MONROE BUSINESS PROFILE

THE ISSUES



The survey polls businesses in Monroe on issues that city officials deal with on a daily basis; public safety, homelessness and other efforts that impact the city's budget. The survey ensures the voice of business gets into the decision making process.

Question: *Please share any additional comments regarding this survey or actions the city should take to improve the business climate in Monroe.*

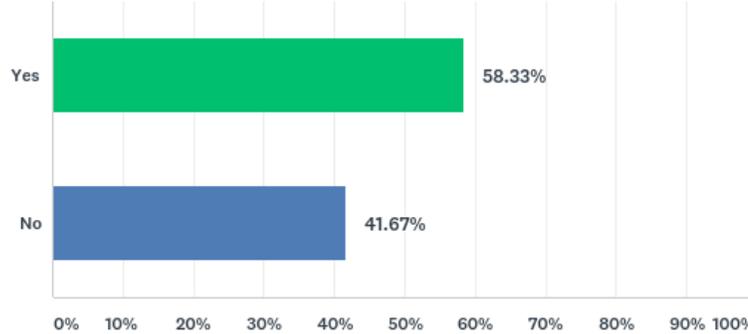
"The city continues to lack any real identity or brand.. the downtown lacks any cohesiveness and continues to house businesses that are not Main St businesses.. they lack symbiosis..."

"Monroe lacks an aesthetic. The city should focus on branding, marketing, and drawing foot traffic into our parks and businesses as well as pulling traffic off of Highway 2 and into our businesses. We also need a tourism destination area (downtown)."

"The 522 completion is huge, Traffic (including the train) is a big problem. "

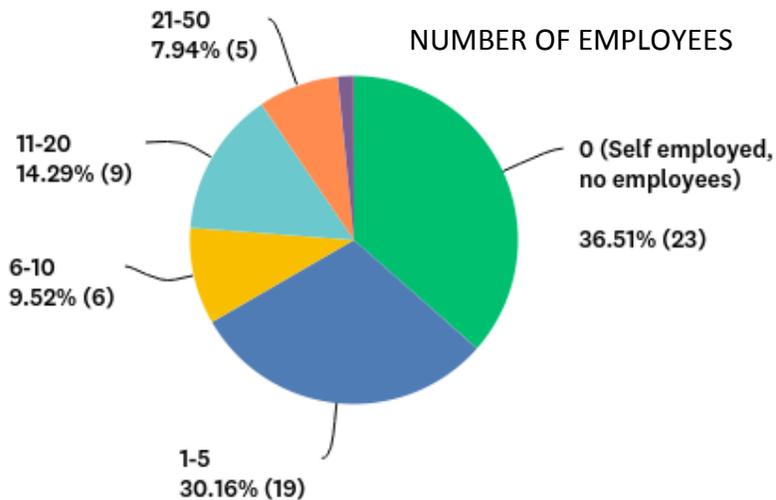
"More diversity in business content."

ARE YOU PLANNING AN EXPANSION OF YOUR BUSINESS IN THE NEXT 5 YEARS?



A Community Growing and Expanding

A Healthy Mix of Small Businesses and Larger Manufacturers with Total Wages in 2018 of \$462,110,346*



Investment Priorities Based on Growth and Compassion.

Number 1 Priority

- 64% Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
- 13.2% Provide Shelter and Services to Chronically Homeless
- 12% Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
- 7.6% Support Multi-family Housing adjacent to Work Centers
- 5.6% Partner with Everett Community College

Number 2 Priority

- 38.8% Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
- 22.6% Partner with Everett Community College
- 17.8% Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
- 15.3% Support Multi-family Housing adjacent to Work Centers
- 9.4% Provide Shelter and Services to Chronically Homeless

Click to view the full results of the [2019 Monroe Business Survey](#)

2019 City of Monroe Business Survey

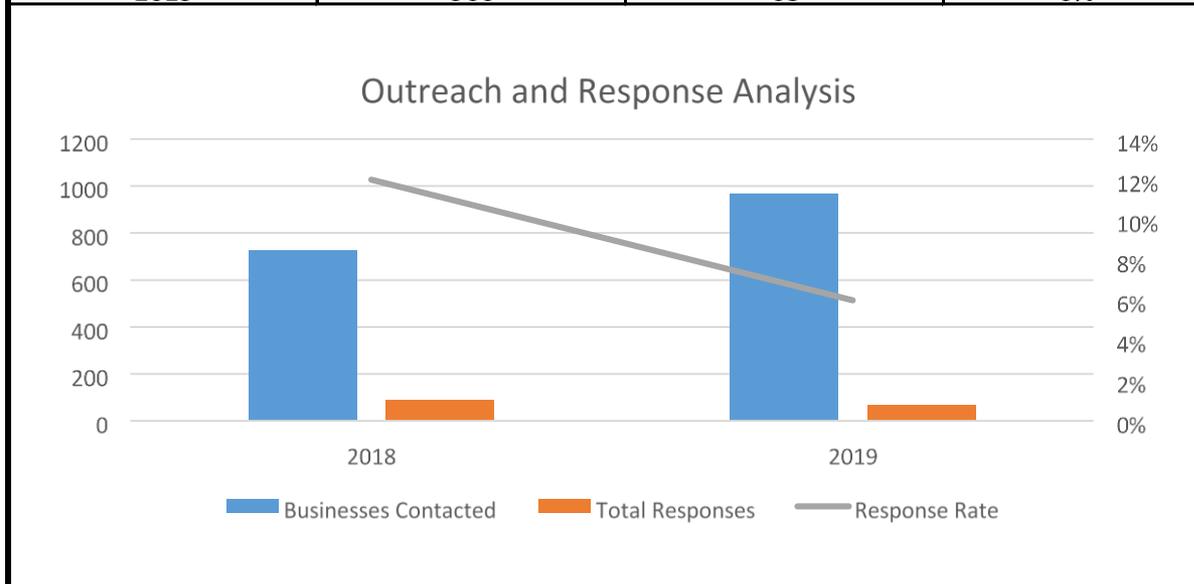


Presentation of 2019 Results



- Questions 1 through 7 containing company specific information has been omitted
- Questions 11 through 16 regarding potential business district meeting times has been omitted
- Question 34 describes specific expansion plans of businesses and has been omitted
- Question 37 asks for suggestions to improve the economic conditions in Monroe. A separate addendum with full text included
- Question 39 asks to identify the most critical issues facing their business. A separate addendum with full text included
- Question 41 asks respondents to identify Economic Development priorities they would like to see the city focus on. A separate addendum with full text included
- Question 46 ask respondents who are home based businesses about potential meet up/networking schedules and has been omitted
- Questions 50 – 53 ask respondents in the Downtown Promenade Area specific questions regarding the Downtown Monroe Association. These questions have been omitted
- Question 55 asks what information they would like to see on the ED Page of the website. A separate addendum with full text included.
- Question 56 asks for any final comments. A separate addendum with full text included

	Businesses Contacted	Total Responses	Response Rate
2018	726	88	12%
2019	966	65	6%

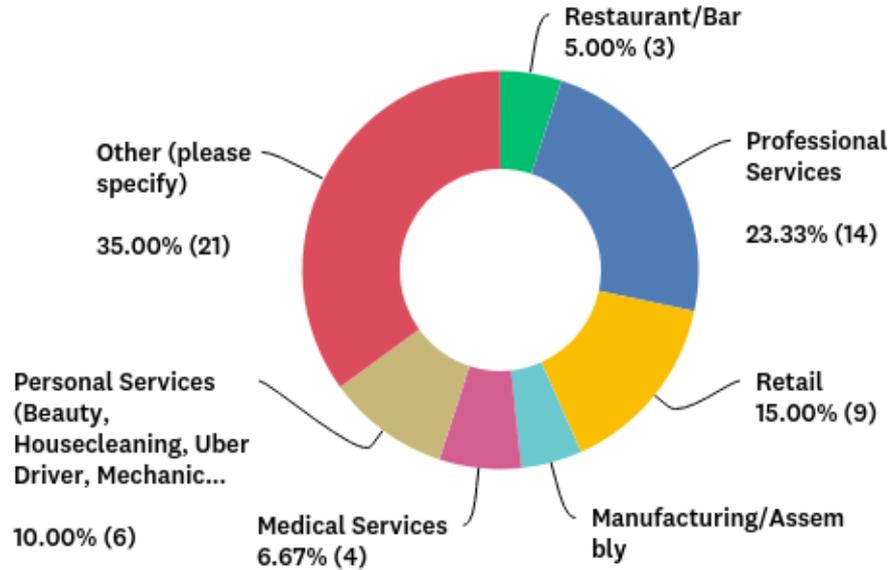


2018 to 2019 Trend	Businesses Contacted	Total Responses	Response Rate
	Up 33.05%	Down 26%	Down 50%



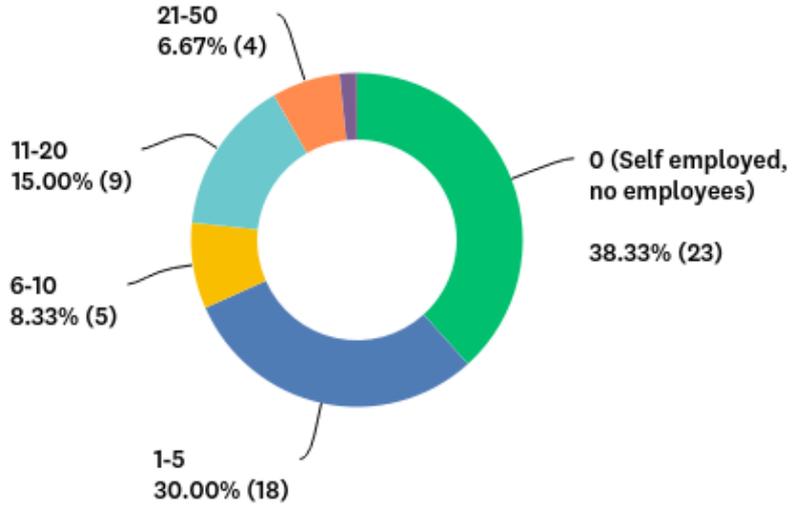
Q8: Products/Services

Answered: 60 Skipped: 0



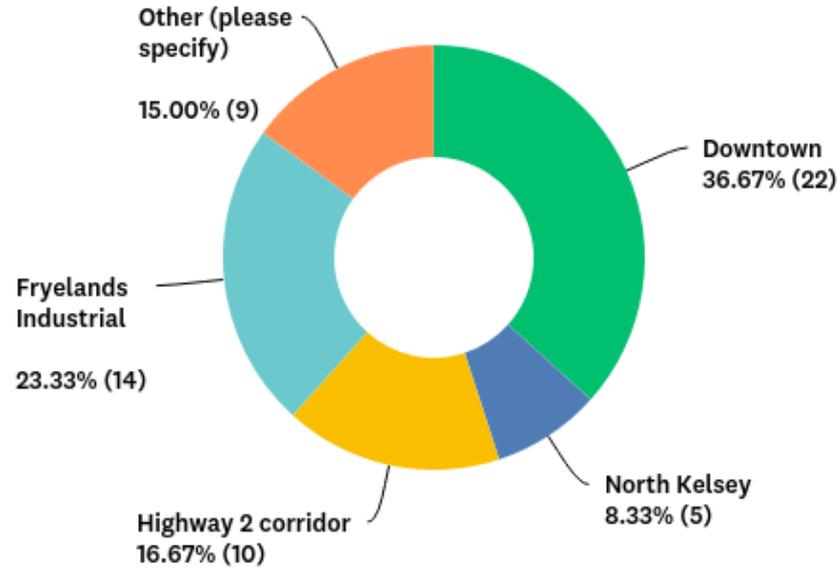
Q9: Number of Employees

Answered: 60 Skipped: 0



Q10: Which commercial business district do you identify as being a part of?

Answered: 60 Skipped: 0



Q17: Rank the issues facing your commercial business district with #1 being the most important.



Top 3 Issues per Business District

Downtown - 20 responses

Vagrants

40% #1

20% #2

15% #3

Too Many Vacancies

21.43% #1

14.29% #2

Parking

15.79% #1

36.84% #2

N. Kelsey/Hwy 2 - 17 responses

Vagrants

43.75% #1

12.50% #2

12.50% #3

Traffic Congestion

41.18% #1

11.76% #2

23.53% #3

Signage

21.43% #1

14.29% #2

21.43% #3

Fryelands- 12 responses

Traffic Congestion

50% #1

20% #2

10% #3

Access

25% #1

25% #2

12.5% #3

Vagrants

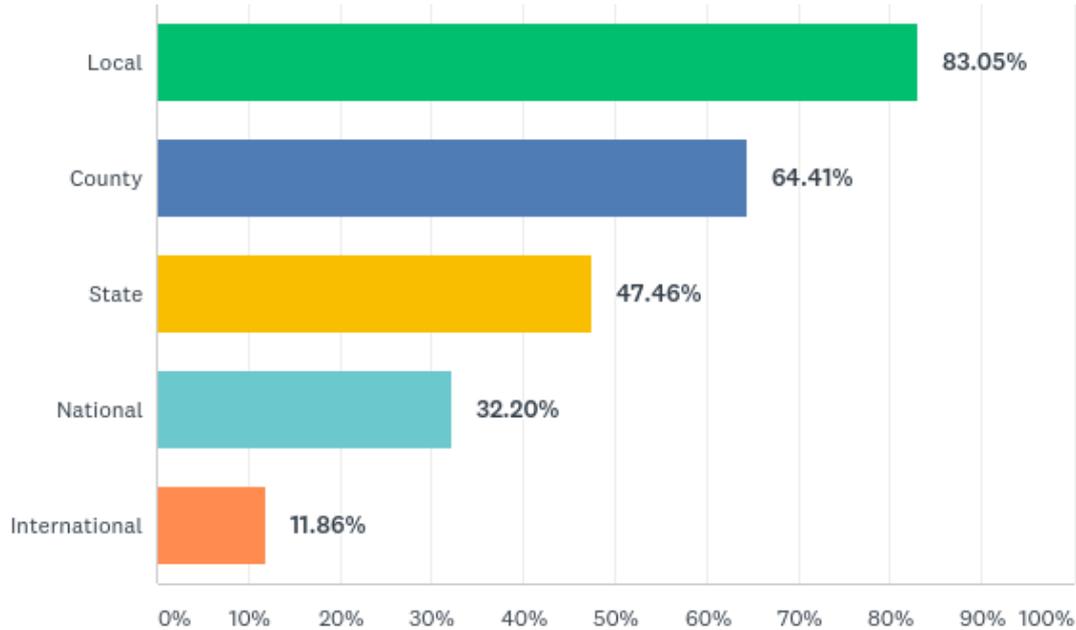
20% #1

20% #2

30% #3

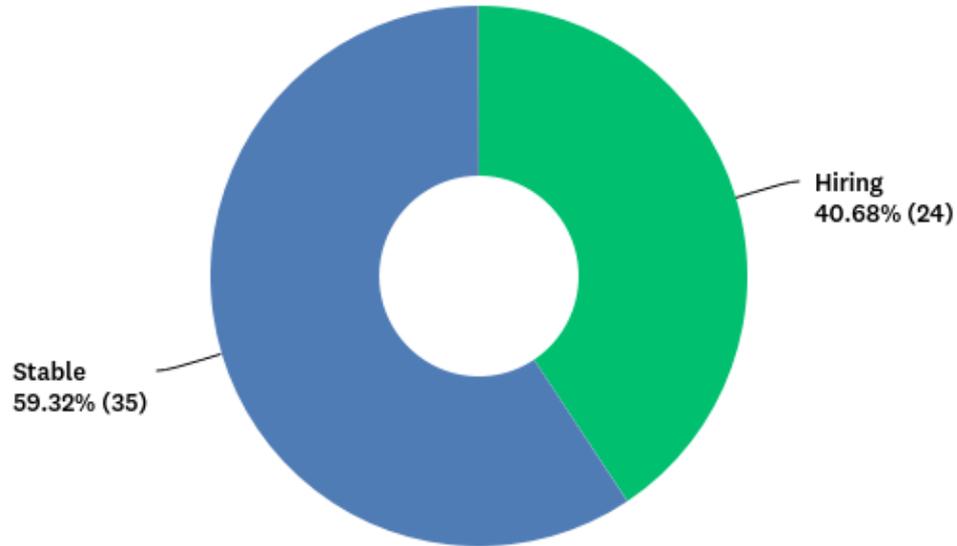
Q18: What markets does your company serve? Check all that apply

Answered: 59 Skipped: 1



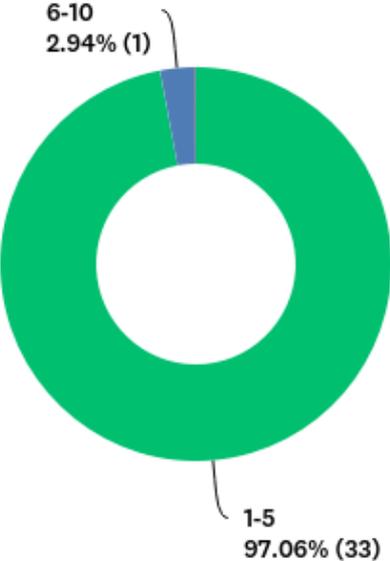
Q19: Current Employment Status

Answered: 59 Skipped: 1



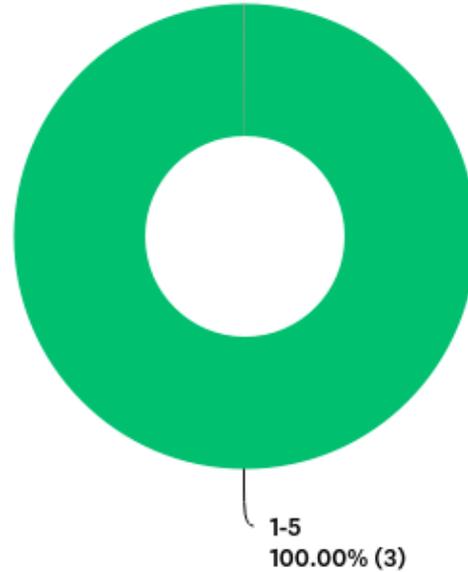
Q20: If increasing employment, what is the approximate number of employees you intend to add?

Answered: 34 Skipped: 26



Q21: If "Downsizing" number of positions currently reducing

Answered: 3 Skipped: 57



Q22: Consider the following labor-skill classes, and select the number that best represents your opinion of their availability for employment locally and the quality of basic skills possessed by new employees:

Professional Management; Skilled/Technical; Semi-skilled; Unskilled; Clerical

Answered: 51 Skipped: 14

The **most dissatisfaction** is with

"Professional Management"

2.13% say that class of candidates is "Excellent"

21.28% say that class is "Poor", the second highest "Poor" rating behind "Skilled/Technical" candidates.

The **most satisfaction** is with

"Unskilled"

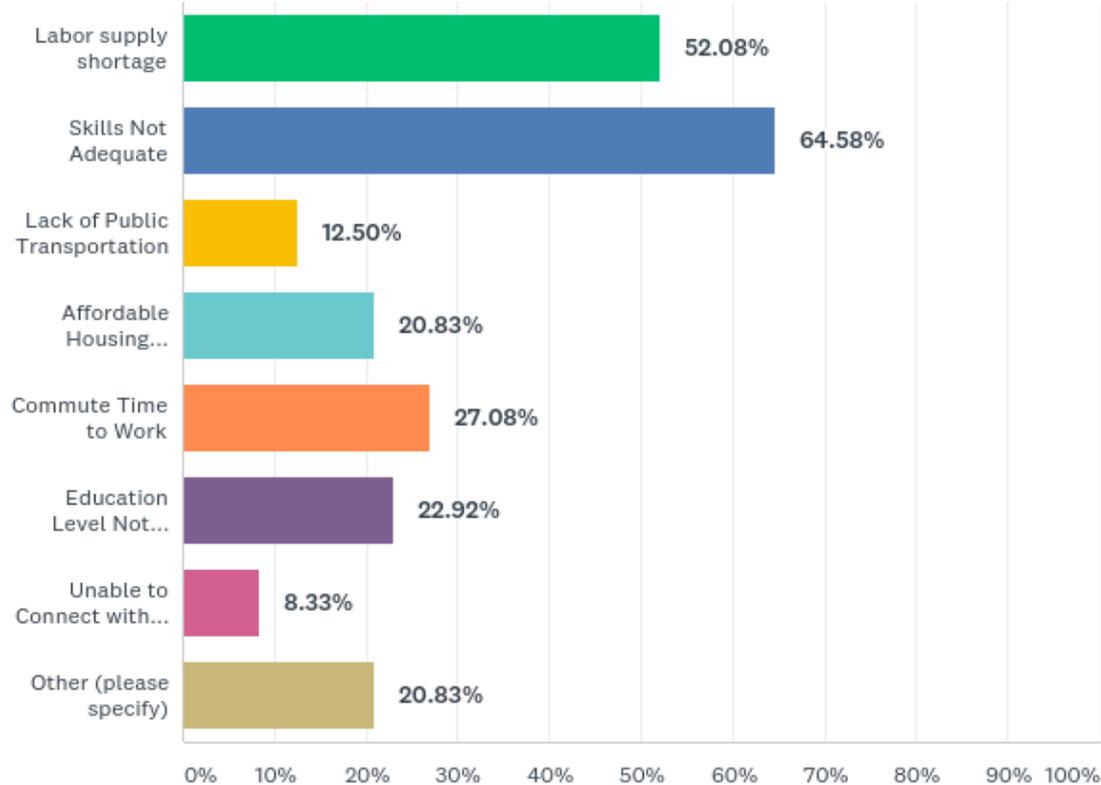
14% say that class of candidates is "Excellent"

14% saying that group is "Poor".

Overall, **nearly a quarter identify all categories of workers as "Adequate"**

Q23: If recruiting personnel is difficult, what factors contribute to these difficulties? (check all that apply)

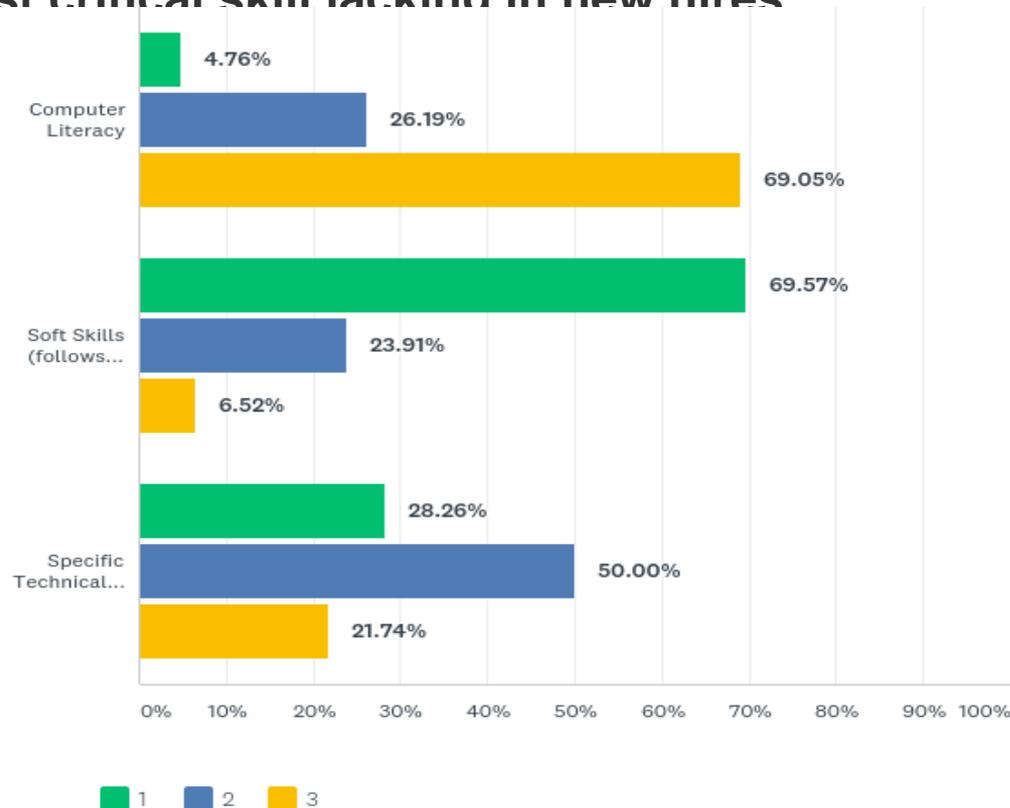
Answered: 48 Skipped: 12





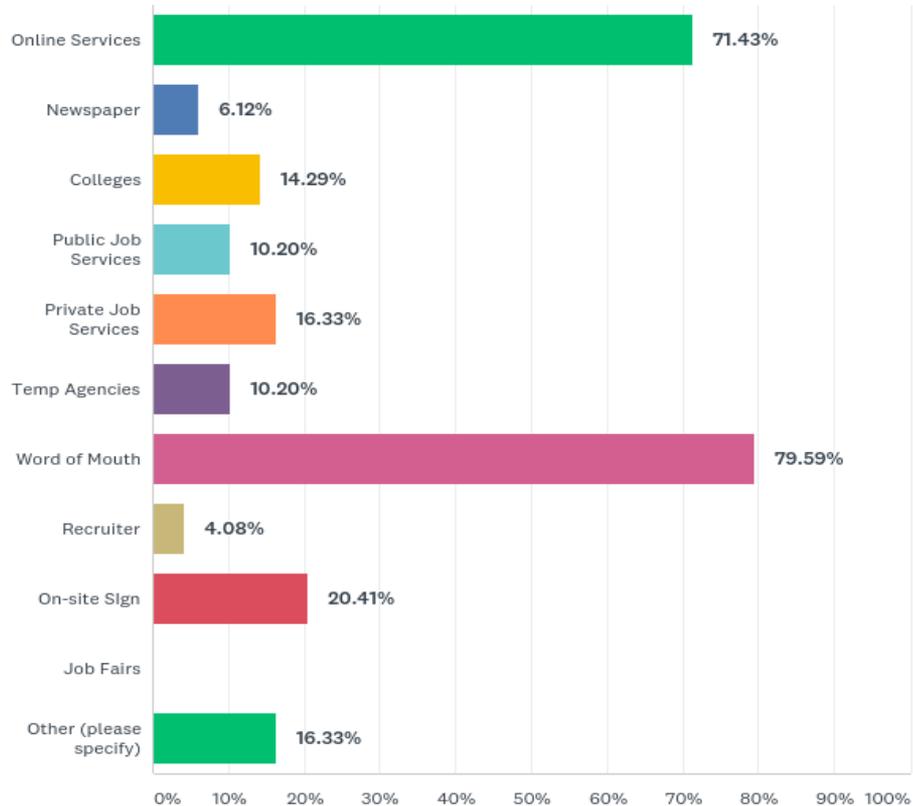
Q24: What are the most critical skills LACKING in prospective hires? Please rank with #1 being the most critical skill lacking in new hires, #3 the least critical skill lacking in new hires

Answered: 47 Skipped: 13



Q25: How do you recruit labor? (Check all that apply)

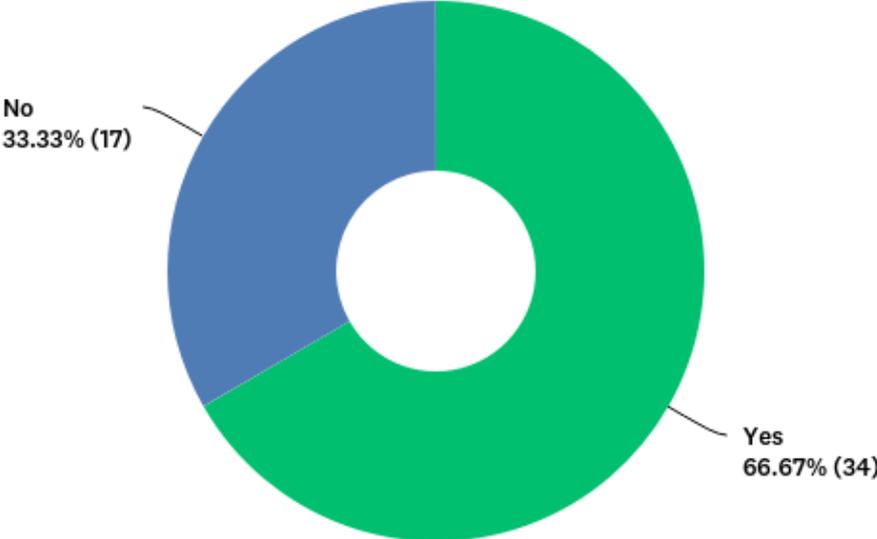
Answered: 49 Skipped: 11



Q26: Does your company provide education and training for new & current employees?



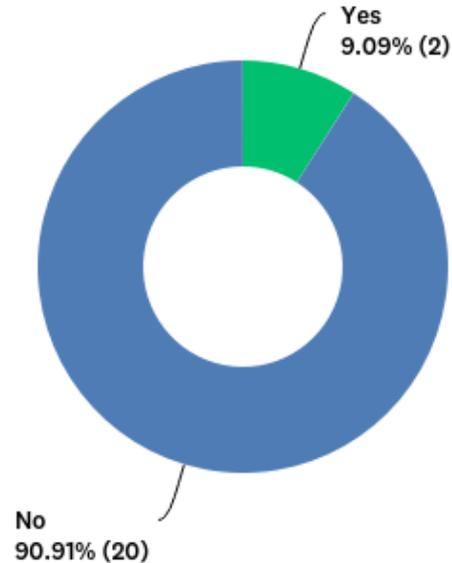
Answered: 51 Skipped: 9



Q27: If no, does your company have the resources to fund additional education and training for new & current employees?



Answered: 22 Skipped: 38





Q28: Please rate the following community resources according to their quality and cost, choose the response which best matches your opinion.

Answered: 51 Skipped: 9

Services: Water/Sewer; Natural Gas; Electric; Telecommunications; City Streets; WSDOT Hwys; Public Transportation; Health Care; Entertainment and Recreation; Education (k-12); Higher Education; Police Protection; Fire Protection; Paramedics/EMT; Land Use/Building Permits

MOST SATISFIED WITH...

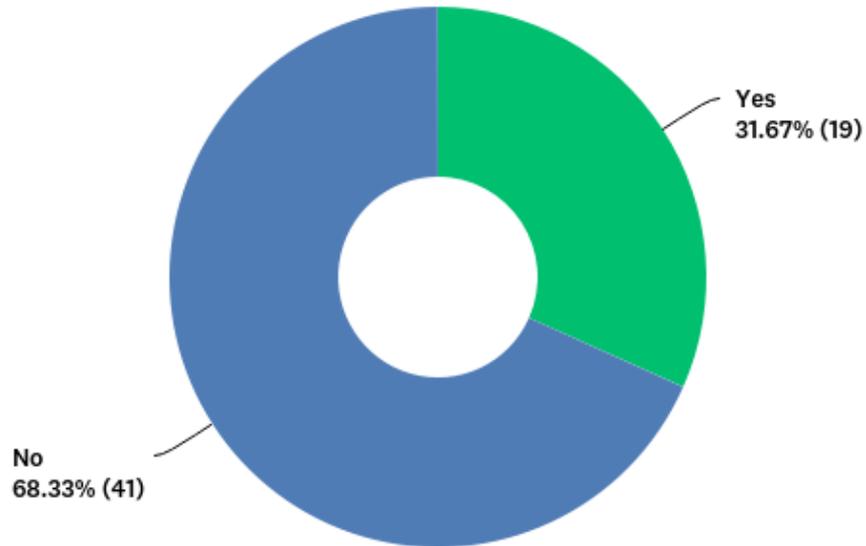
- 31.67% rate Paramedics/EMT as EXCELLENT
- 30% rate Police as EXCELLENT
- 29.51% rate Fire as EXCELLENT
- 11.67% rate Electric Svc as EXCELLENT
- 10.17% rate K-12 Education & Health Care as EXCELLENT

LEAST SATISFIED WITH...

- 22.03% rate Public Transportation as POOR
- 20% rate WSDOT Hwys as POOR
- 19.67% rate Land Use/Building Permits as POOR
- 16.95% rate Entertainment/Recreation & Higher Education as POOR
- 16.67% rate City Streets as POOR

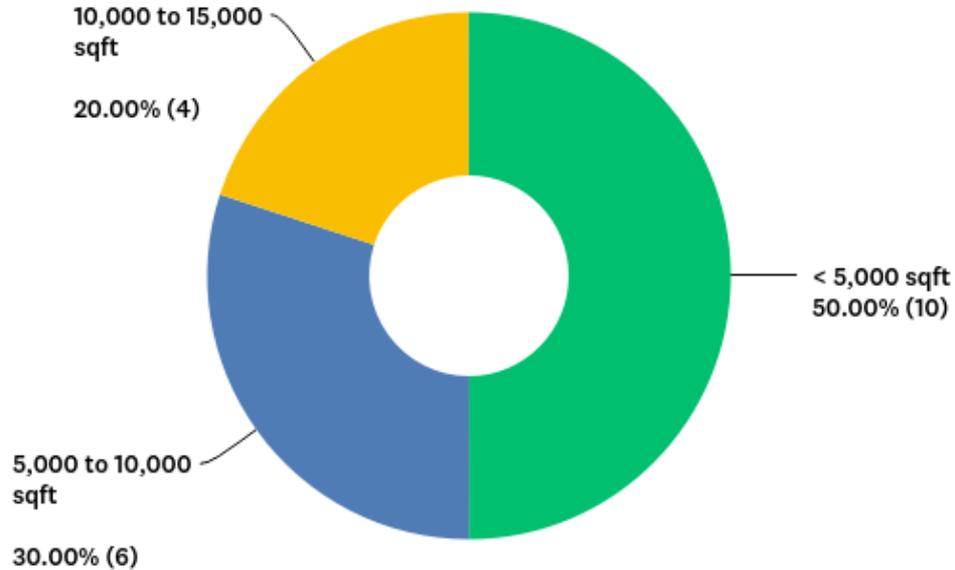
Q29: Do you have plans to increase your physical space in the next 3 years?

Answered: 60 Skipped: 0



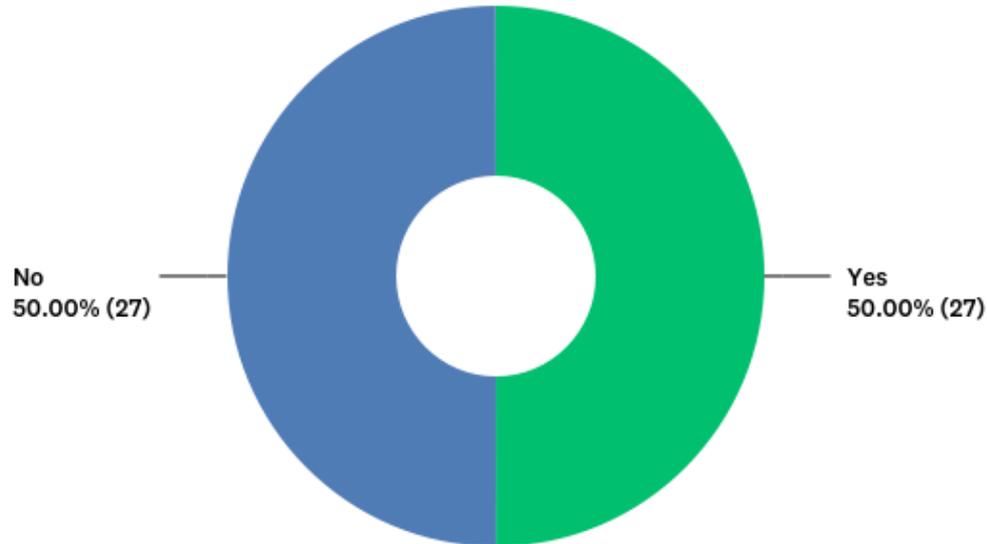
Q30: If "Yes" how many total square feet will you require?

Answered: 20 Skipped: 40



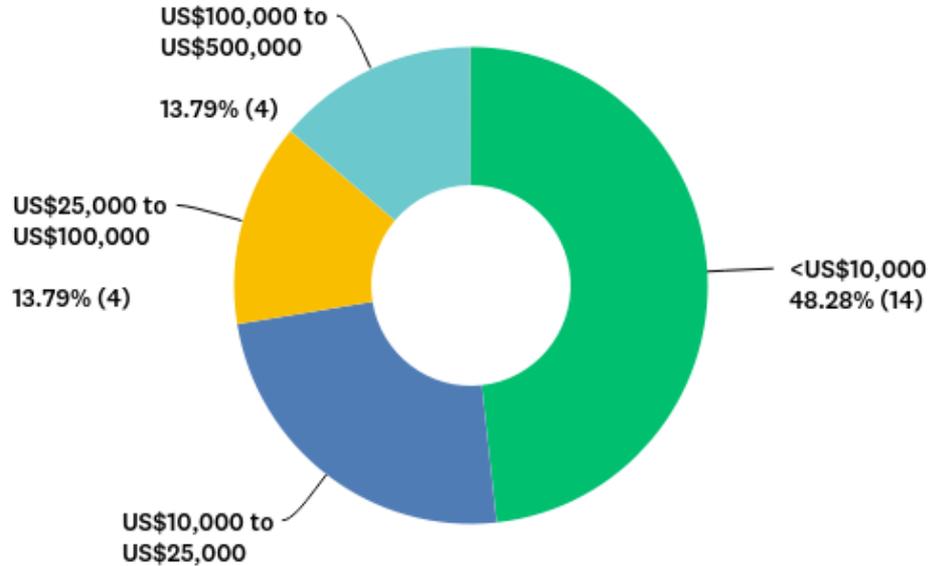
Q31: Will you be making new investments in equipment in 2020?

Answered: 54 Skipped: 6



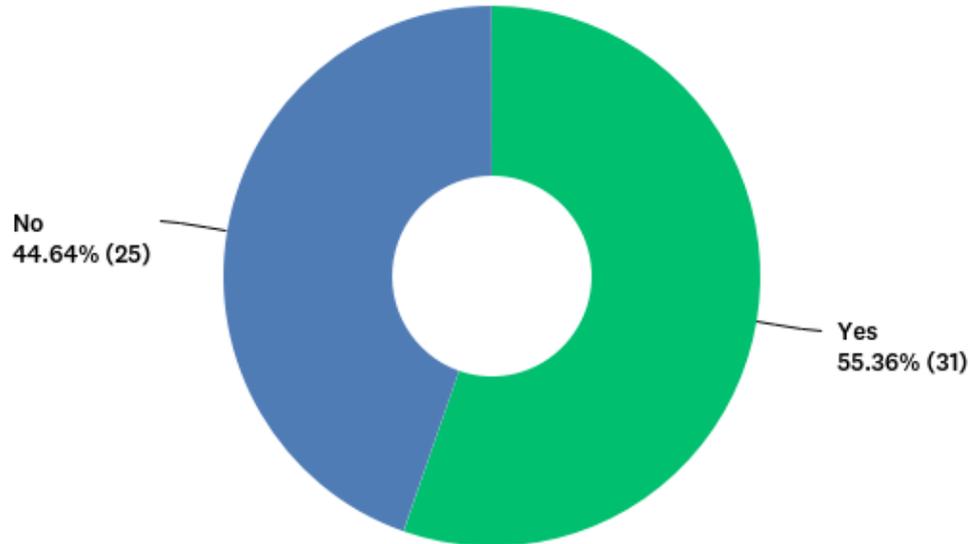
Q32: If "Yes" what is the approximate investment amount you will make?

Answered: 29 Skipped: 31



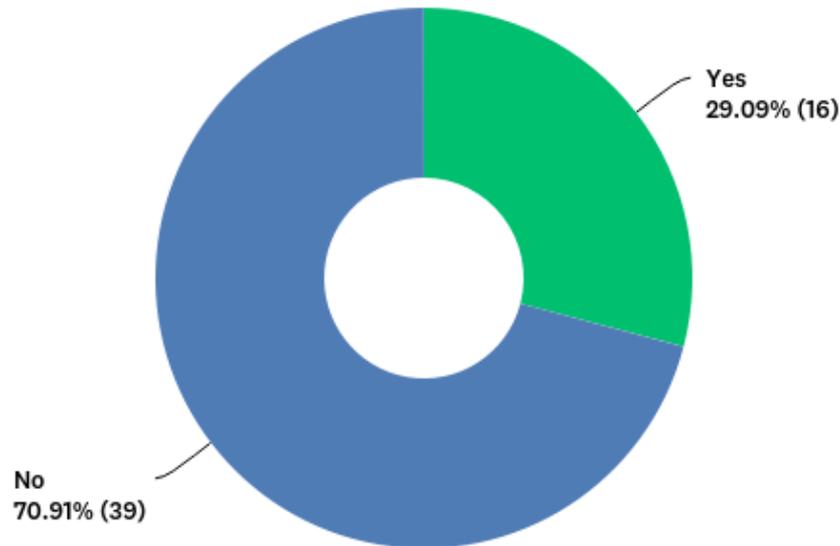
Q33: Are you planning an expansion of your business in the next 5 years?

Answered: 56 Skipped: 4



Q35: Is your company planning any new or expanded operations outside of the City of Monroe?

Answered: 55 Skipped: 5



Q36: If "Yes", where and why was Monroe not chosen to expand or create new operations?

Answered: 16 Skipped: 49



“this is a "maybe" 522 traffic is the biggest problem for our service techs to get out, causing hours of extra time daily for each job.”

“Traffic hassles make it very difficult to operate out of Monroe. The "improvements" to SR522 haven't helped at all getting in or out.”

“Because of Zoning changes from light industrial to DC restrict all growth for my business.”

“Population and disposable income limitations.”

Q 38: Please rank the following issues by the most important issue facing your company (#1) to the least important issue (#12).



Answered: 54 Skipped: 11

Categories: Utilities; Physical Space; Vandalism; Criminal Activity; Access to Capital; Transportation; Safety; Production Processes; Taxes; Government & Environmental Regulations; Storm water; Business Management; Marketing

#1 Physical Space 19.57%

Most Identified within the Top 3:

Taxes –

48.94% of respondents

14.89% #1

21.28% #2

12.77% #3

Physical Space

43.48% of respondents

19.57% #1

13.04% #2

10.87% #3

Criminal Activity

42% of respondents

18% #1

10% #2

14% #3

Vandalism – 35.56%

Marketing – 30.44%

Safety – 26.09%

Utilities – 25.59%

Transportation – 23.26%

Govt/Env Regulation – 22.22%

Business Management – 20%

Access to Capital – 16.67%

Production Processes – 6.77%

Storm water – 0%

Q40: Please rank the city's Economic Development investment priorities. #1 as the most important



Answered: 59 Skipped: 1

Number 1 Priority

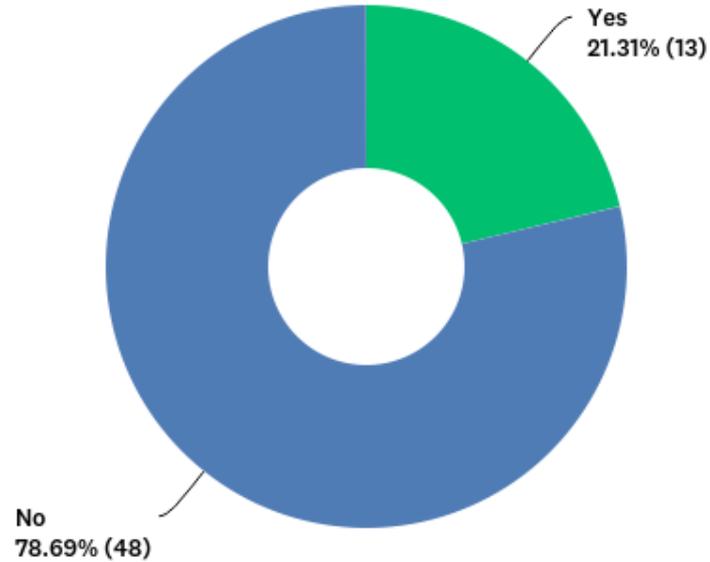
1. **64%** Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
2. **13.21%** Provide Shelter and Services to Chronically Homeless
3. **12%** Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
4. **7.69%** Support Multi-family Housing adjacent to Work Centers
5. **5.66%** Partner with Everett Community College

Number 2 Priority

1. **38%** Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
2. **22.64%** Partner with Everett Community College
3. **17.86%** Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
4. **15.38%** Support Multi-family Housing adjacent to Work Centers
5. **9.43%** Provide Shelter and Services to Chronically Homeless

Q42: Are you a member of the Monroe Chamber?

Answered: 60 Skipped: 0

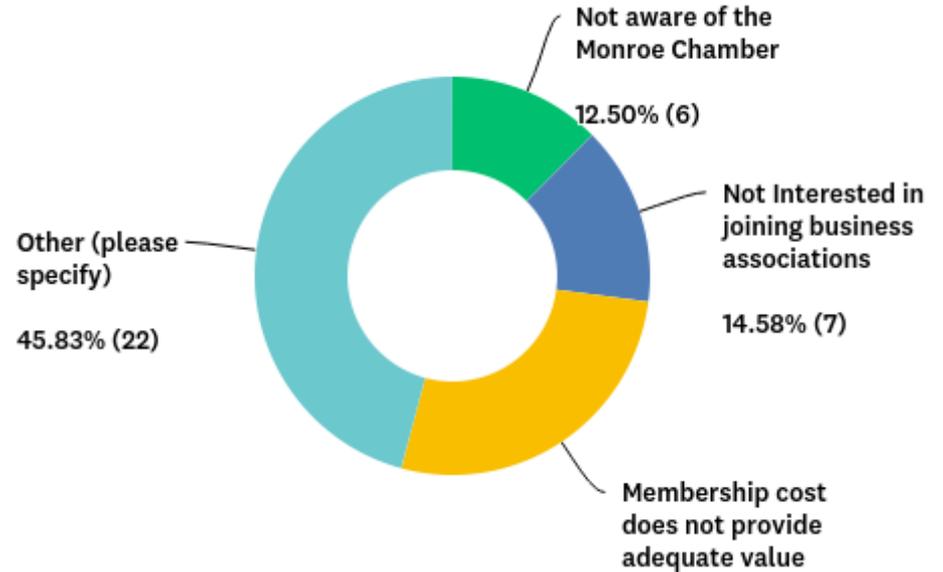


Q43: If you answered "NO", why have you not joined the Chamber?

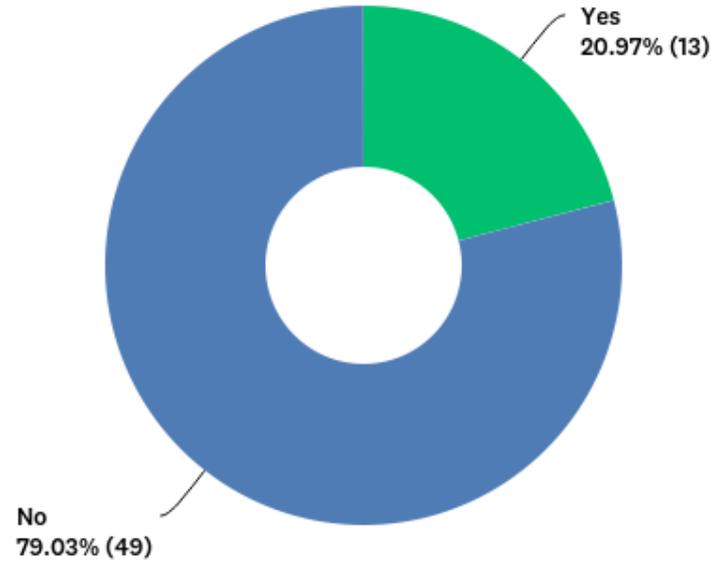
Answered: 48 Skipped: 17

Reasons given as "Other"

- Chamber is an ineffectual entity
- I'm a member
- New to town.. i will
- Currently in active
- Have never seen a reason to join, but would be interested if it was a value
- I can not make the time frame.
- We are a small business with limited time to serve on committees
- Too busy to participate.
- not sure how to get into it
- I am out of the city earning money for the business more than I am here.
- Live in Snohomish County, Not the City of Monroe. Isn't that a requirement to belong to City Counsel? Residing in the City?
- Still in build
- I have 16 locations in various cities and can not participate in every Chamber. Although I am now a resident of Monroe so I may join this chamber.
- Not enough time to participate
- Not sufficient time to invest in the organization
- No time
- Time
- I'm a new biz
- Membership cost too high for small one person/two person business
- Haven't gotten around to it
- Forgot
- Business Hours



Q44: Are you a home based business?

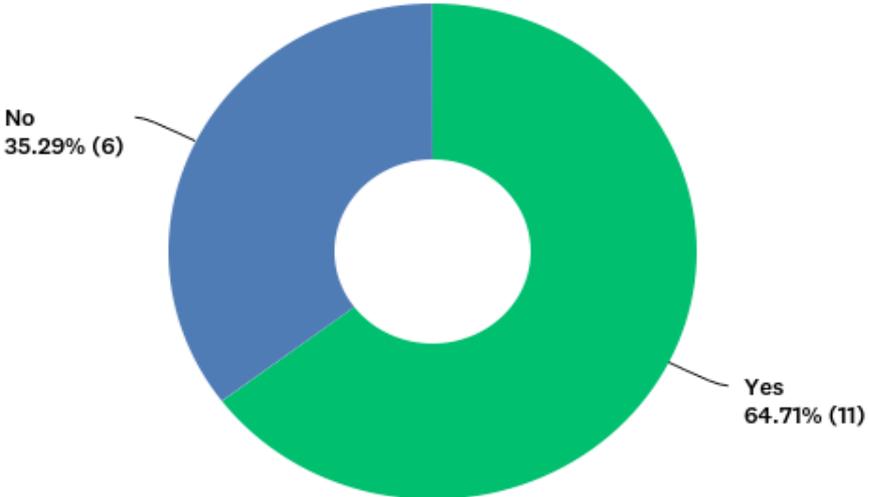




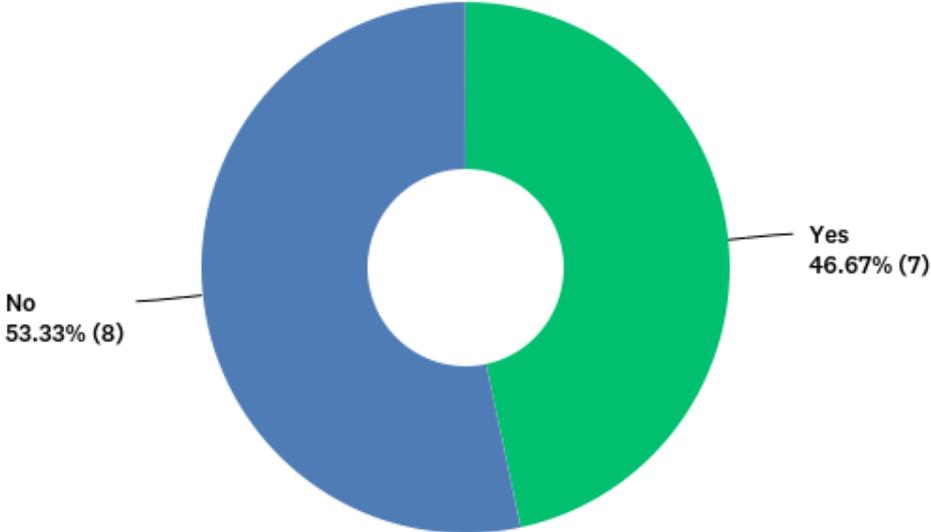
Q45: If you answered "Yes", would you be interested in networking with other home based businesses?

Answered: 17 Skipped: 48

Q45 If you answered "Yes", would you be interested in networking with other home based businesses?

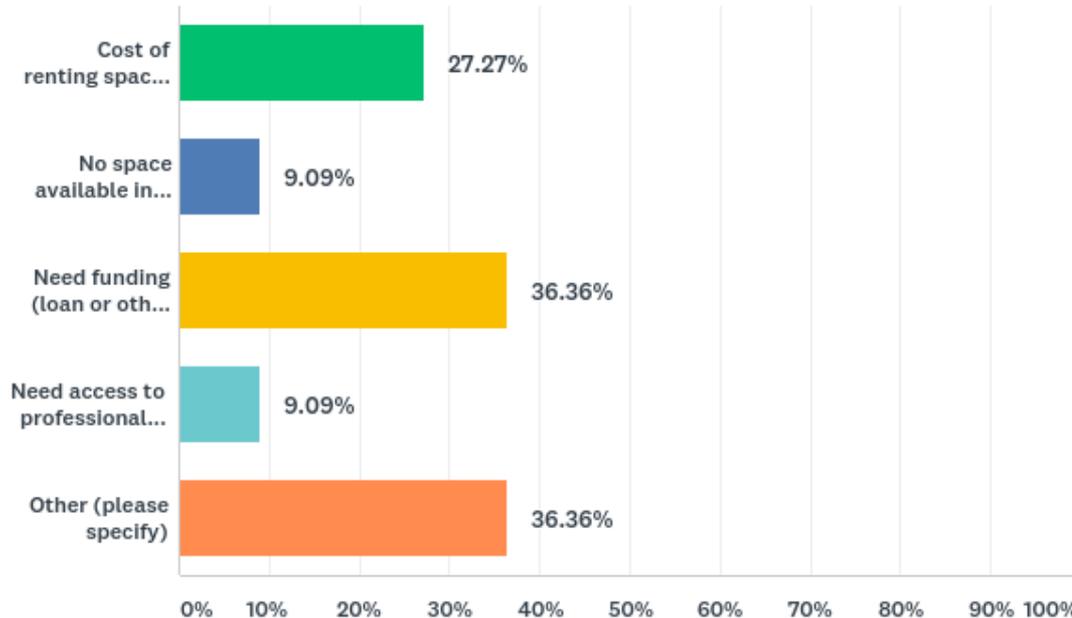


Q47:If you are a Home Based business, have you considered moving your business out of your home?

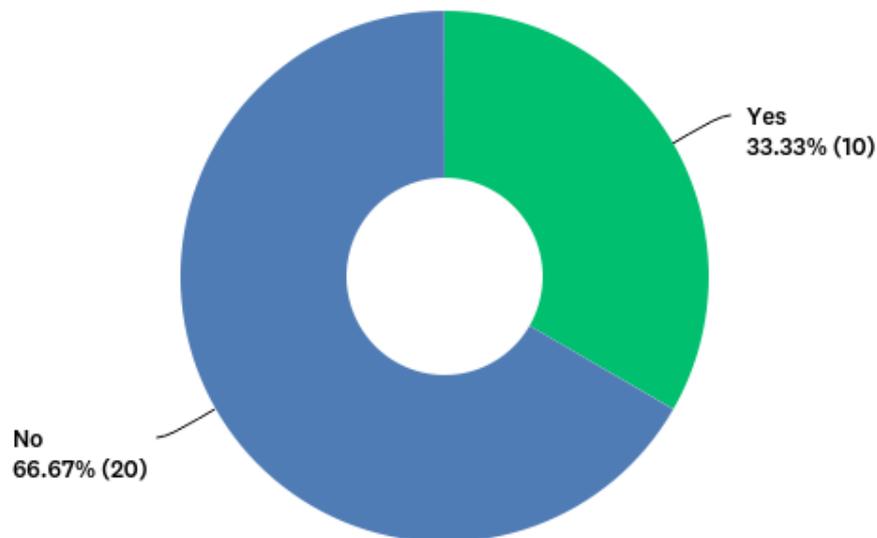


Q48:If no, why not? Check all that apply.

Answered: 11 Skipped: 54



Q49 Would you utilize a “shared work location” that provided a workspace, wireless access, printers, copiers and an independent mailing address?



Q54:What information would you like to see available on a Monroe Economic Development Website? Please rank them according to importance/relevance (1=least relevant, 5=most relevant)



Answered: 50 Skipped: 15

Rated Most Relevant:

- 28% Calendar of Events
- 22.92% Available Commercial Property
- 22.22% Demographic and Statistical Data
- 12.50% Planning & Permitting Statistics
- 12.24% News & Announcements

Rated 2nd Most Relevant:

- 34.69% News & Announcements
- 20.83% Planning & Permitting Statistics
- 18.37% Calendar of Events
- 14.58% Available Commercial Property
- 13.33% Demographic and Statistical Data

Rated Least Relevant:

- 28.57% News & Announcements
- 26.67% Demographic and Stats Data
- 18.75% Available Commercial Property
- 12.50% Planning & Permitting Statistics
- 12.24% Calendar of Events