



# MONROE CITY COUNCIL

## Agenda Bill No. 20-080

<b>SUBJECT:</b>	<b>2019 Economic Development Update</b>
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<b>DATE:</b>	<b>DEPT:</b>	<b>CONTACT:</b>	<b>PRESENTER:</b>	<b>ITEM:</b>
06/16/2020	Administration	Deborah Knight	James Palmer	Discussion Items #1

- Discussion:** 03/17/2020  
**Attachments:**
1. 2019 Business Survey Results
  2. Economic Development Annual Report
  3. PowerPoint Presentation

**REQUESTED ACTION:** Receive a presentation from James Palmer, the City’s Economic Development Specialist, on 2019 Economic Development activities with a focus on the Business Survey Results, Economic Development Annual Report and how they factor in the current COVID-19 crisis. Ask questions regarding the results. Based on the results, provide direction to Mayor Thomas and City Staff regarding the City’s Economic Development Strategies.

### POLICY CONSIDERATIONS

*RCW 35.21.703 provides that, “it shall be in the public purpose for all cities to engage in economic development programs...” Further, the City Council adopted economic development goals and policies as outlined in Chapter 5 of the 2015 Comprehensive Plan.*

*The purpose of the annual Business Survey is to ensure the voice of the business community is considered by the City Council during the decision making process. The survey will be used to identify needs, inform the Economic Development Advisory Board work plan, and make decisions.*

### DESCRIPTION/BACKGROUND

This is the City’s second business survey and the first Economic Development Annual Report since forming the Economic Development Advisory Board (EDAB) in 2018.

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.

The overall consensus from the survey was businesses at the time were doing well; Employers were hiring and or stable in their employment and a majority were planning expansions in the next three years. How the current conditions impact that sentiment is yet to be seen.

The Economic Development Annual Report is designed to convey important information in a short, easy to read format with an emphasis on infographics. Infographics are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.

The report is divided into four sections:

1. Who we are;
2. What we want to accomplish;
3. How we are changing; and

4. What our business community thinks.

Next year, the report will include a “what we’ve accomplished” or “what’s new” section to highlight how our business community and economy are changing over time.

**FISCAL IMPACTS**

The Business Survey was conducted using “Monkey Survey” an on-line survey tool. The survey is available on the City’s Economic Development Webpage [www.monroewa.gov/87/Economic-Development](http://www.monroewa.gov/87/Economic-Development). There are no direct fiscal impacts associated with survey.

The annual report was produced and printed in-house. The report is available on the city’s economic development webpage [www.monroewa.gov/87/Economic-Development](http://www.monroewa.gov/87/Economic-Development). There are no fiscal impacts associated with this report.

**TIME CONSTRAINTS**

None. The survey and annual report are used as a part of the City’s business recruitment, retention, and expansion program.

**ALTERNATIVES**

None. This is a presentation intended to provide the City Council with information and receive feedback and direction.

# 2019 City of Monroe Business Survey





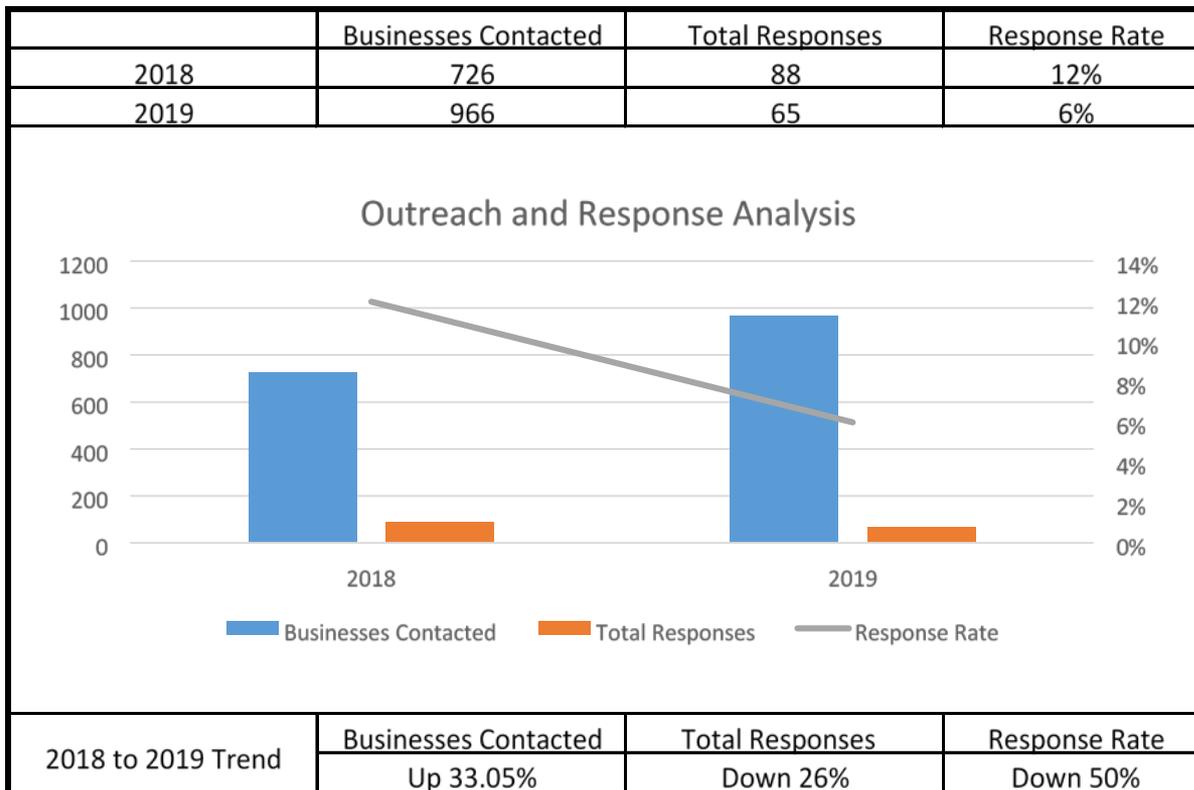
## Message from Mayor Thomas

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.

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.

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

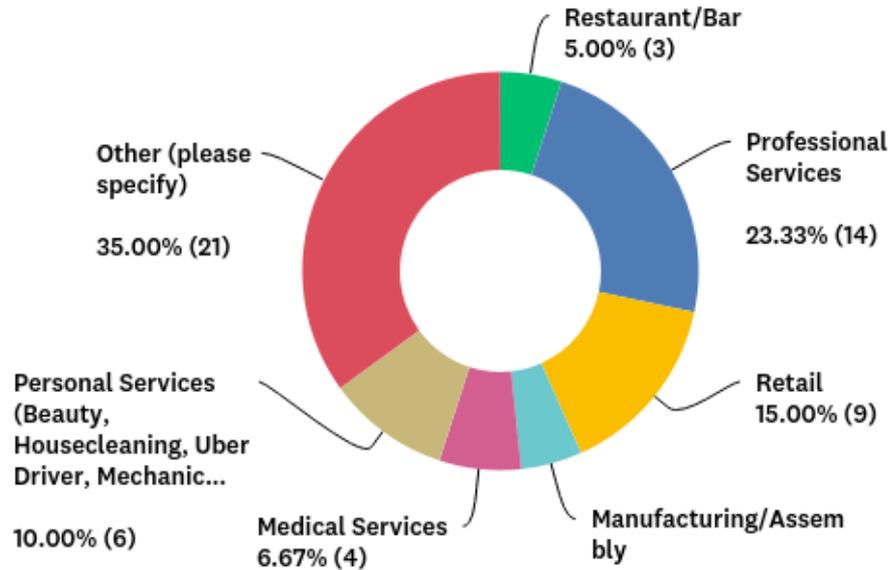
In 2019 966 businesses were sent the survey, an increase of 33% over 2018. In spite of a larger polling, the response rate was down nearly 50%. The Economic Development Advisory Board has requested that the 2020 survey include a more robust rollout and campaign to increase participation in the survey.





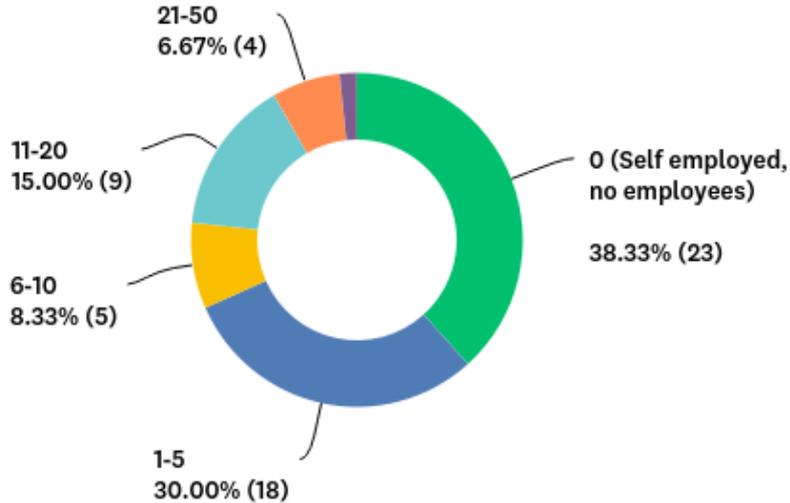
## Q8: Products/Services

Answered: 60 Skipped: 0



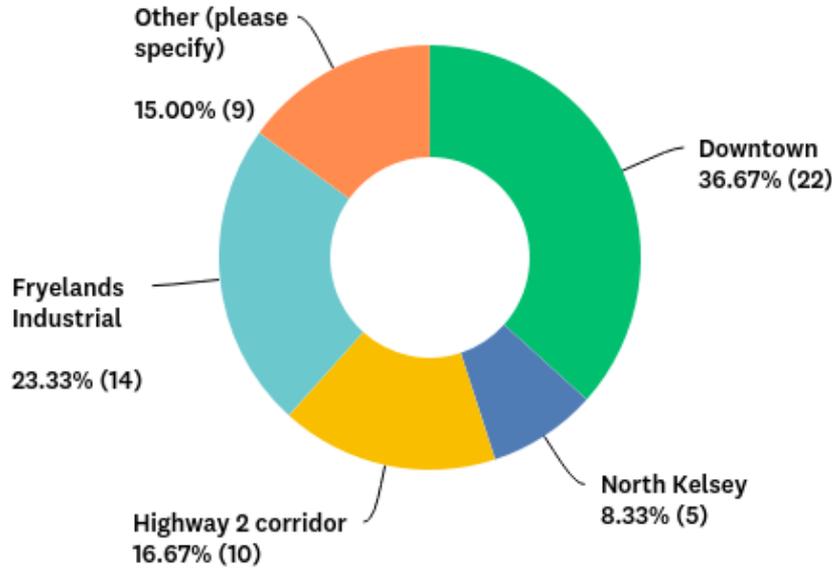
# Q9: Number of Employees

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

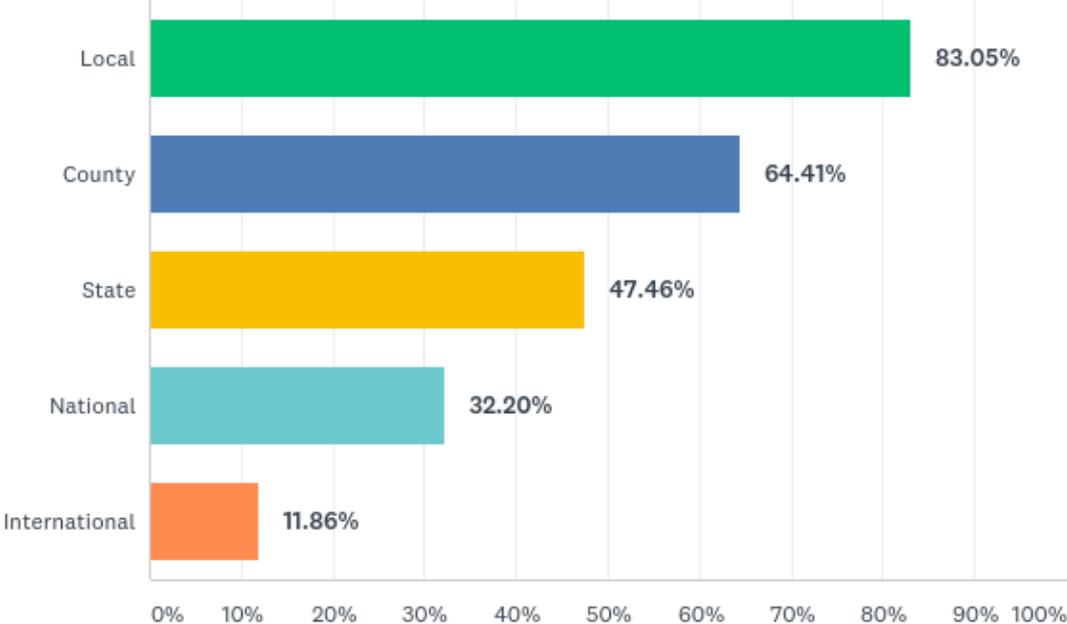
20% #1

20% #2

30% #3

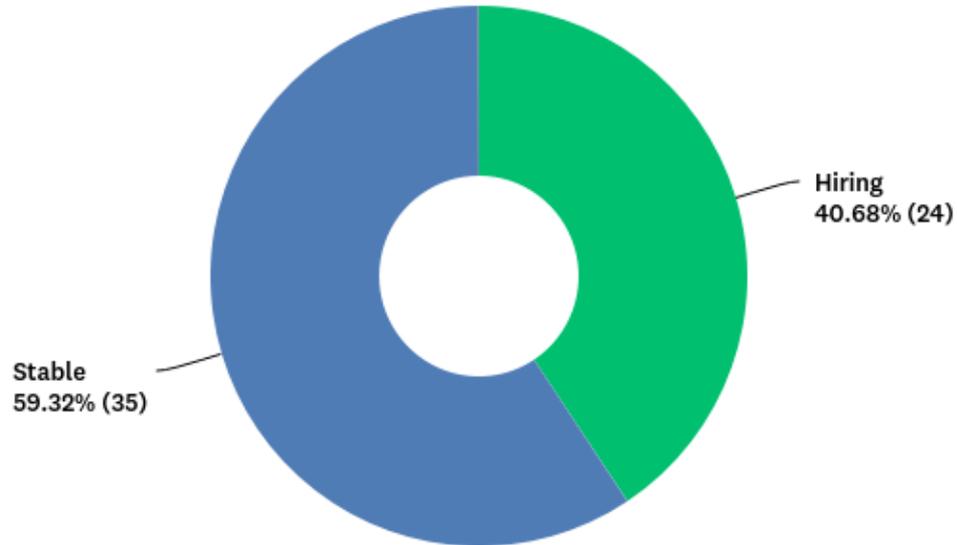
# Q18: What markets does your company serve? Check all that apply

Answered: 59 Skipped: 1



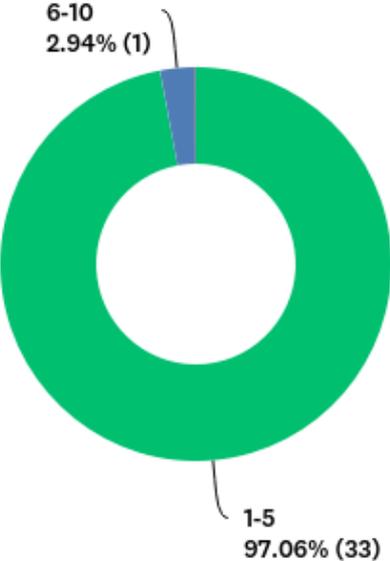
# Q19: Current Employment Status

Answered: 59 Skipped: 1



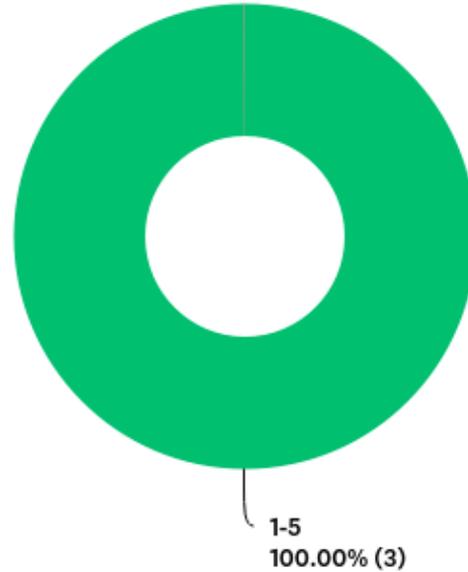
# Q20: If increasing employment, what is the approximate number of employees you intend to add?

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:

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*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"

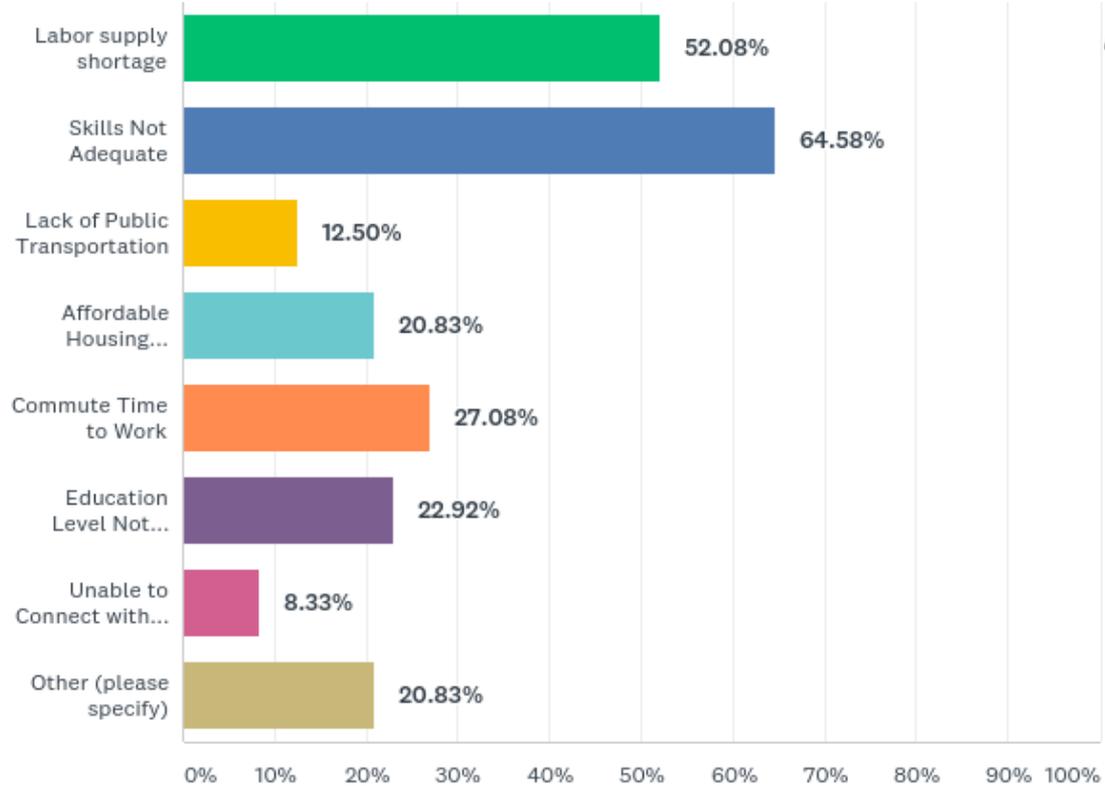
**14%** saying that group is "Poor".

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)



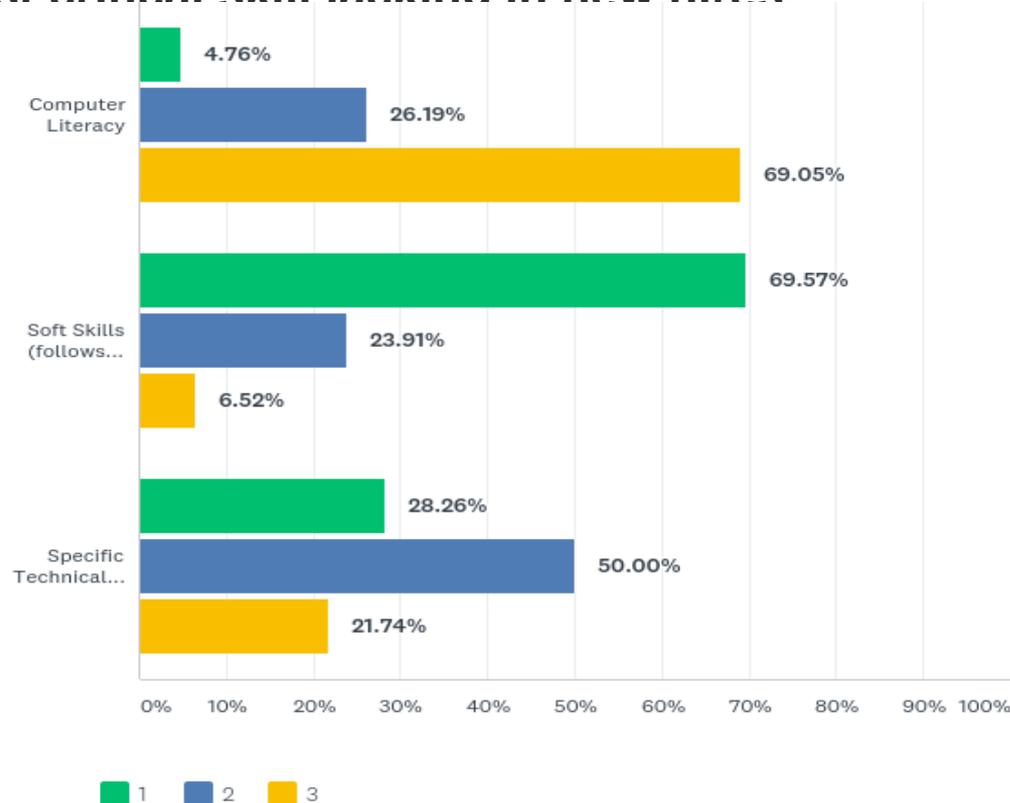
Answered: 48 Skipped: 12





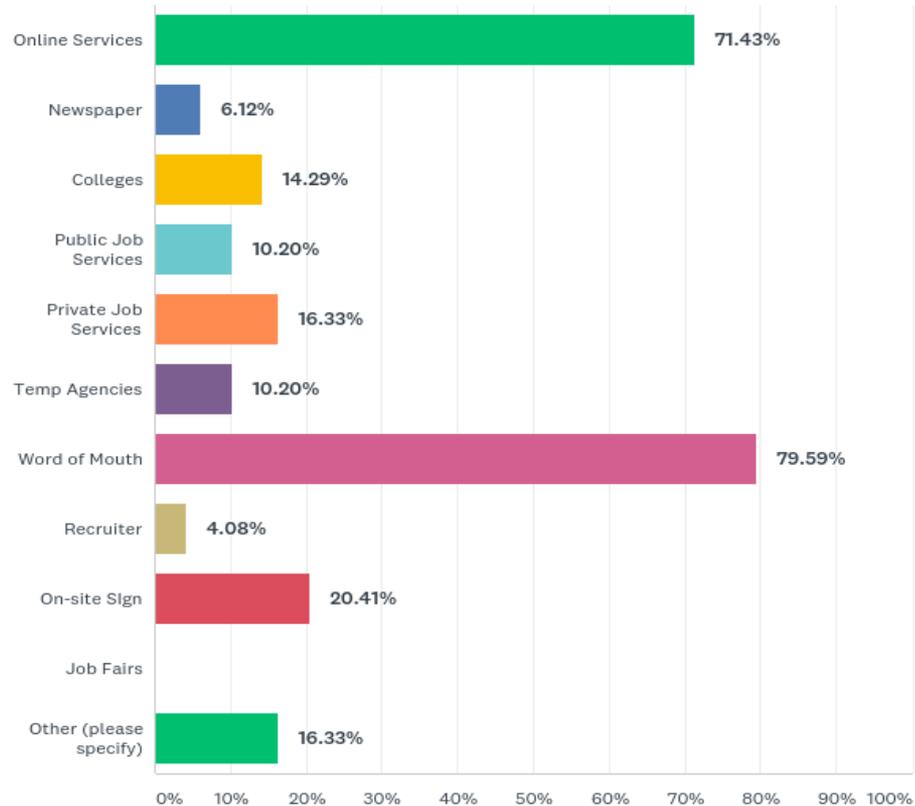
# Q24: What are the most critical skills LACKING in prospective hires? Please rank with #1 being the most critical skill lacking in new hires, #3 the least critical skill lacking in new hires

Answered: 47 Skipped: 13



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

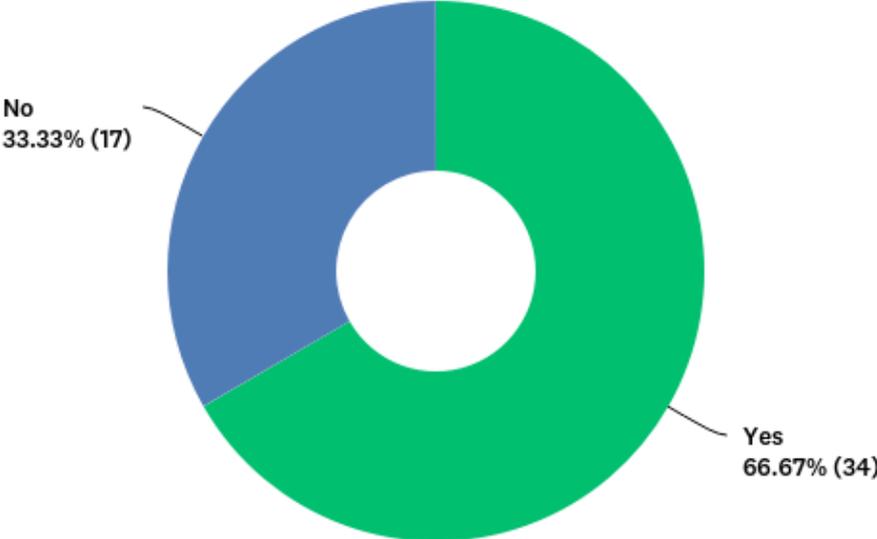
Answered: 49 Skipped: 11



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



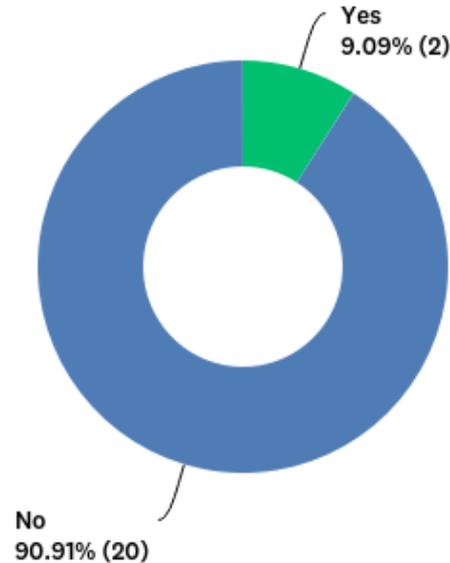
Answered: 51 Skipped: 9



# 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...

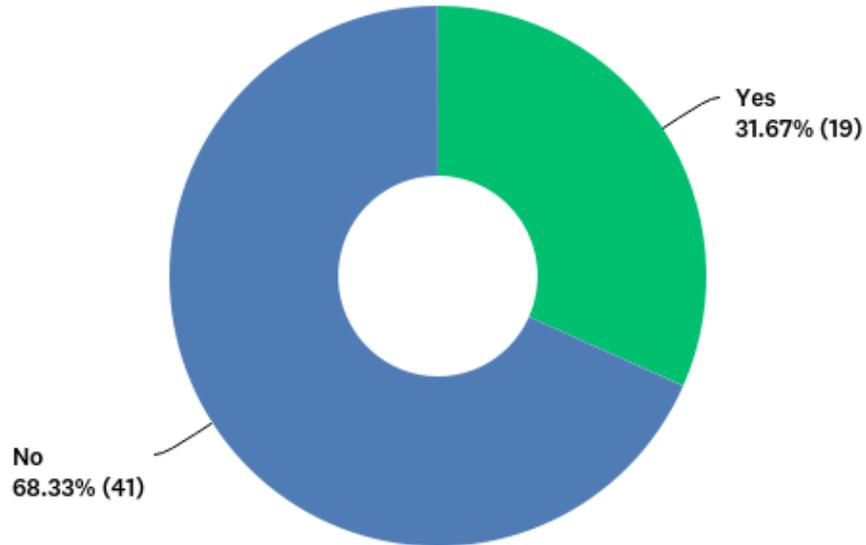
- 31.67% rate Paramedics/EMT as EXCELLENT
- 30% rate Police as EXCELLENT
- 29.51% rate Fire as EXCELLENT
- 11.67% rate Electric Svc as EXCELLENT
- 10.17% rate K-12 Education & Health Care as EXCELLENT

## 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

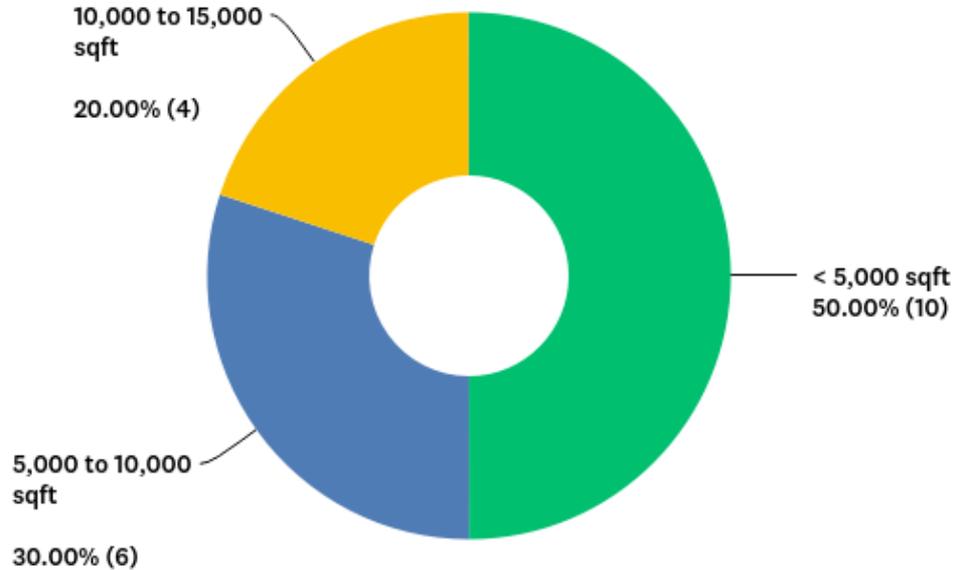
## Q29: Do you have plans to increase your physical space in the next 3 years?

Answered: 60 Skipped: 0



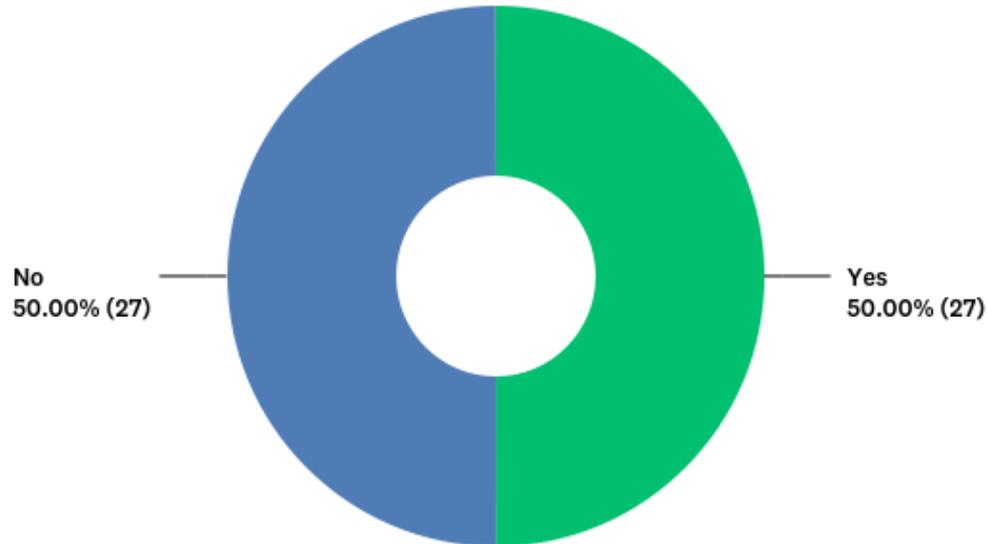
# Q30: If "Yes" how many total square feet will you require?

Answered: 20 Skipped: 40



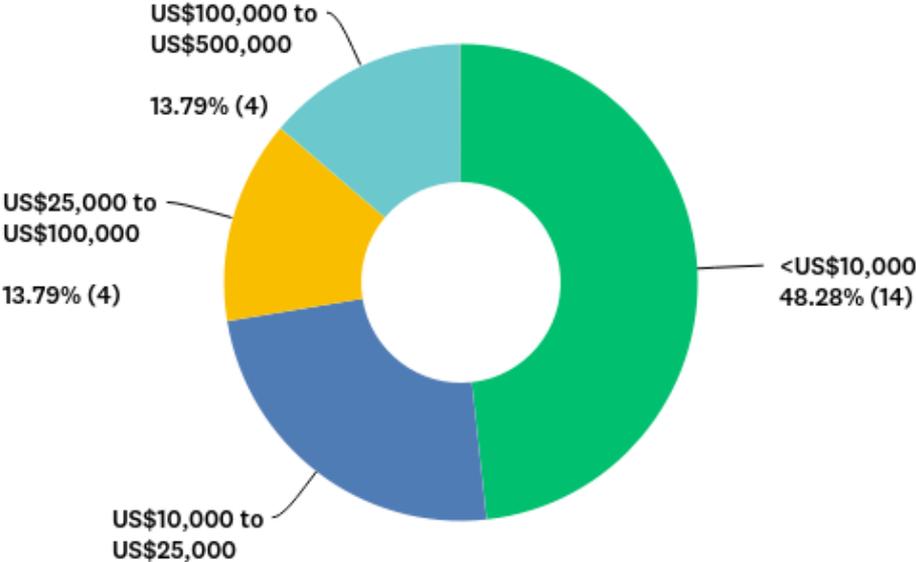
# Q31: Will you be making new investments in equipment in 2020?

Answered: 54 Skipped: 6



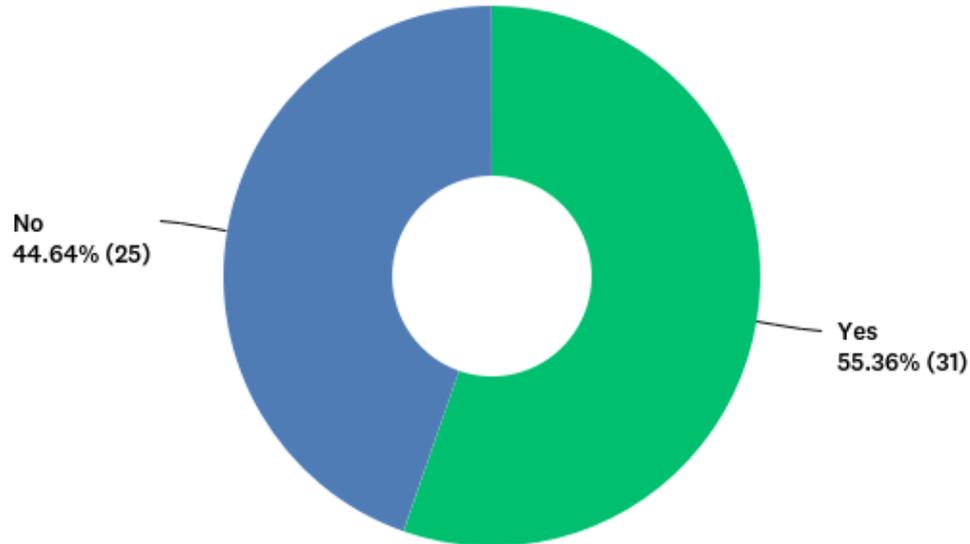
# Q32: If "Yes" what is the approximate investment amount you will make?

Answered: 29 Skipped: 31



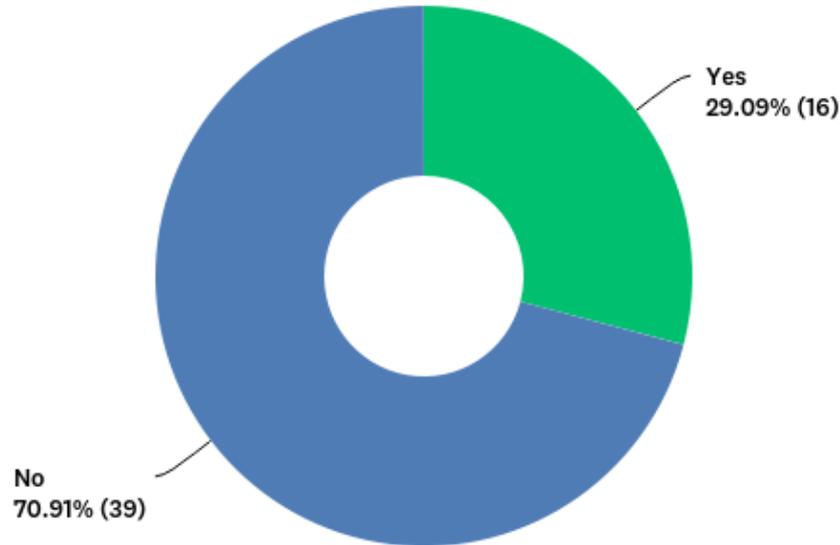
# Q33: Are you planning an expansion of your business in the next 5 years?

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%

Transportation – 23.26%

Access to Capital – 16.67%

Marketing – 30.44%

Govt/Env Regulation – 22.22%

Production Processes – 6.77%

Safety – 26.09%

Business Management – 20%

Storm water – 0%

Utilities – 25.59%

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



Answered: 59 Skipped: 1

## Number 1 Priority

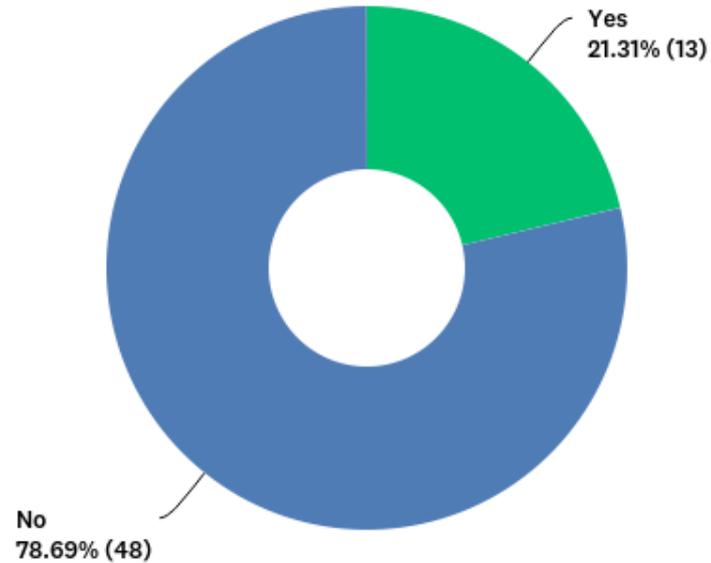
1. **64%** Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
2. **13.21%** Provide Shelter and Services to Chronically Homeless
3. **12%** Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
4. **7.69%** Support Multi-family 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

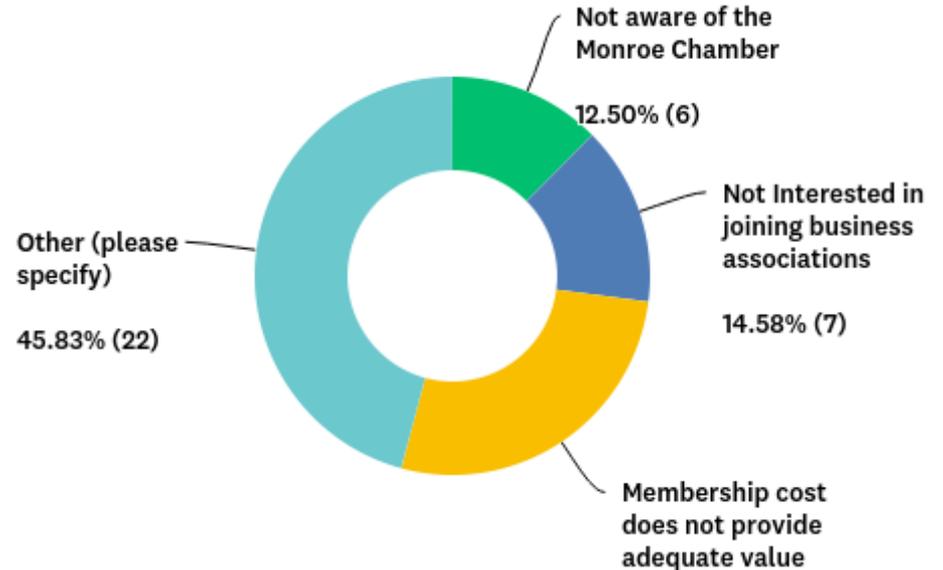


# Q43: If you answered "NO", why have you not joined the Chamber?

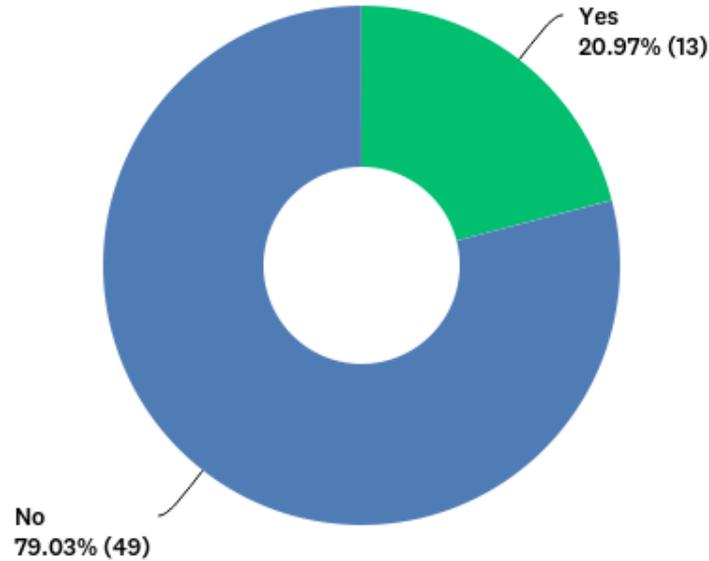
Answered: 48 Skipped: 17

## 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?

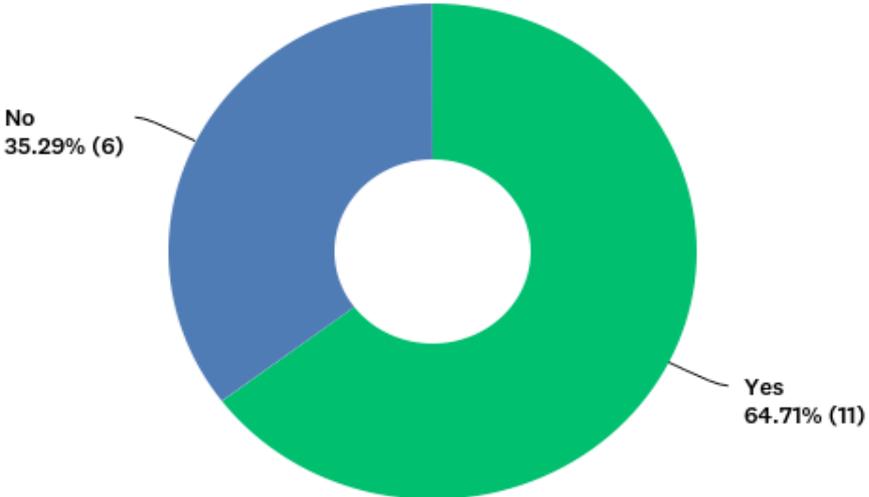




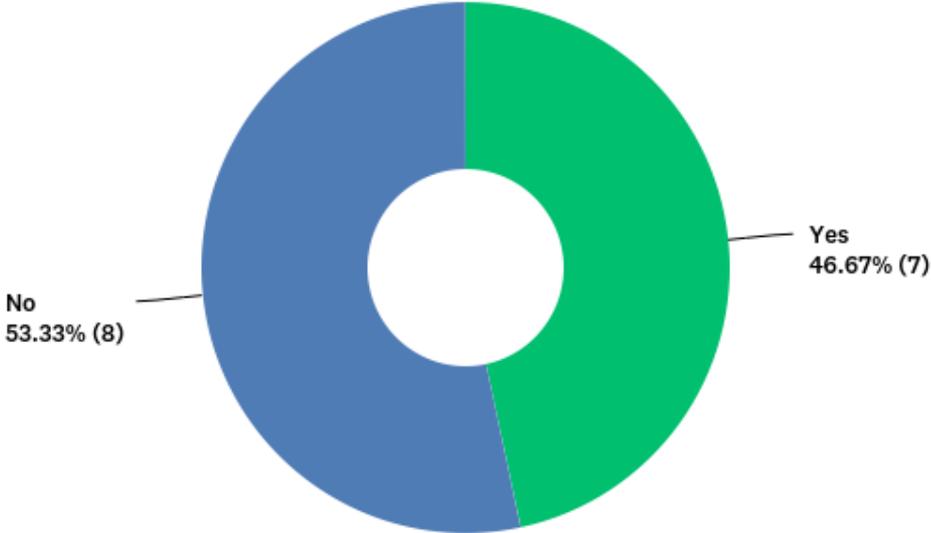
# Q45: If you answered "Yes", would you be interested in networking with other home based businesses?

Answered: 17 Skipped: 48

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

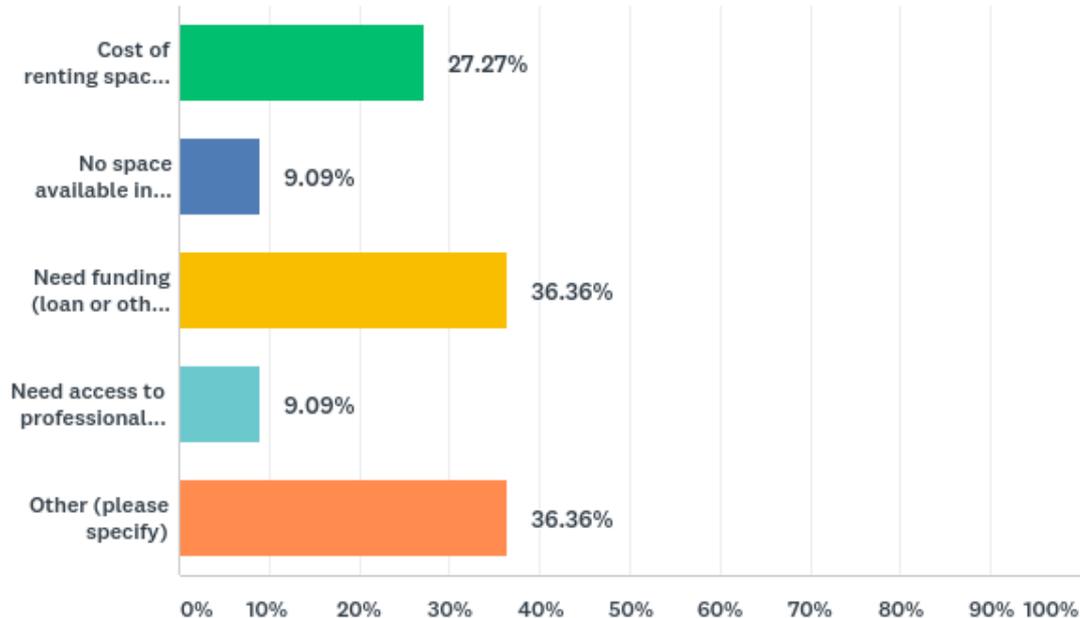


# Q47:If you are a Home Based business, have you considered moving your business out of your home?

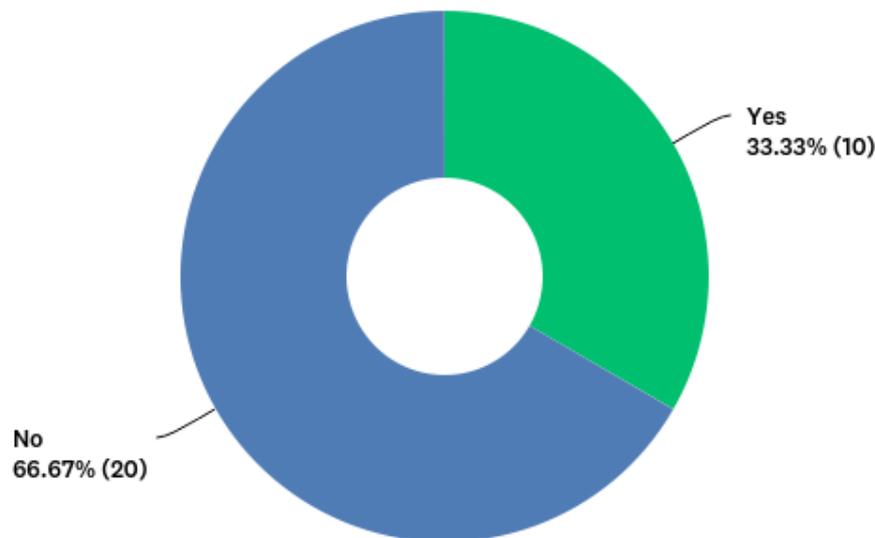


# Q48:If no, why not? Check all that apply.

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 2<sup>nd</sup> 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



CITY OF MONROE

# Economic Profile 2019



## MESSAGE FROM THE MAYOR



Dear Monroe Community,

We are very excited to put out our first Economic Development Annual Report. Our goal is to increase the level of engagement with Monroe's business community and share information assessing the economic health of our community. Information is the key to sound business decisions. I am pleased to say that Monroe's economy is strong, the indicators are positive and our economic growth continues and, barring any external forces beyond local control, our future prospects are good.

In this report you will find information on tax collections, business permit applications, building applications, population, income and labor statistics. Also included is an introduction to Monroe's Economic Development Advisory Board as well as the components of Monroe Economic Development Strategy. This information, taken holistically, paints a picture of a growing and healthy community committed to an economic development strategy and working with the business community and citizens to successfully implement that plan.

I would like to thank all of our community supporters, our businesses, members of the EDAB and city administration who work tirelessly to keep our community working, productive and successful by ensuring Monroe is providing the foundation businesses need to succeed.

Yours in Service,  
Geoffery Thomas, Mayor

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## ECONOMIC DEVELOPMENT ADVISORY BOARD

In 2018 the city passed Ordinance 019/2018 forming the Monroe Economic Development Advisory Board, or EDAB. The EDAB provides a forum for the coordination of information among entities identified as having economic development roles; recommending priorities and establishing a means to monitor progress on goals; and providing such other advice and guidance with furthering Monroe's Economic Development Strategy Plan.

### MEMBERSHIP & QUALIFICATIONS CRITERIA

The Economic Development Advisory Board (EDAB) consists of seven members. Board membership strives to include a balance of business types, locations, and sizes to represent the voice of businesses in Monroe. Appointed members are either residents of the City or business persons managing operations and/or property in Monroe.

#### Subcommittees:

**Tourism:** Areas of Focus - Geofencing, Tourism Data, Choose Monroe, LTAC Funding Priorities, Wayfinding/Gateway Signs

**Business Recruitment:** Areas of Focus - North Kelsey (Tjerne Place), Recruitment Strategies, ED Webpage Update, Data, Business Survey, Small Business Development, Workforce Development

**Growth & Development:** Areas of Focus - Vision 2050, Zoning, Land Use, Infrastructure, ED Element Comp Plan, Growth Management Act, Airport Zone

### ECONOMIC DEVELOPMENT ADVISORY BOARD MEMBERS

- 1 Position #1: Mike Buse**  
Owner, Genesis Refrigeration & HVAC.  
Business Recruitment, Retention & Expansion Subcommittee
- 2 Position #2: Liz Nugent**  
Owner, Sky Valley Business Solutions.  
Business Recruitment, Retention & Expansion Subcommittee
- 3 Position #3: Allan Dye**  
Owner, Port Gardner Supply.  
Business Recruitment, Retention & Expansion Subcommittee
- 4 Position #4: Bridgette Tuttle**  
Owner, Monroe Pizza & Pints.  
Growth & Development Subcommittee
- 5 Position #5: Sally King**  
Owner, Wild Sky Design Jewelry.  
Tourism Subcommittee
- 6 Position #6 VACANT**
- 7 Position #7: Katy Woods**  
VP Branch Manager, Coastal Community Bank.  
Business Recruitment, Retention & Expansion Subcommittee

If you have questions or wish to contact your Economic Development Advisory Board Members, please contact them at [econboard@monroewa.gov](mailto:econboard@monroewa.gov)

Discussion Item 1  
AB20-080

# ECONOMIC DEVELOPMENT STRATEGY PLAN

**S**ix key strategic economic development themes emerged from several interviews, research, workshops, and public outreach events conducted as part of the Comprehensive Planning process. These themes guide the City's economic development policies, actions, investments, and partnerships increasing its appeal to residents, businesses, shoppers, and tourists. The goal being a virtuous cycle of investment, private and public revenues, and economic health. The interviews conducted throughout the planning process showed that residents and visitors like Monroe because it is a great small city, with a strong sense of community, good neighborhoods, and access to the outdoors, among other features. Its location within the Puget Sound, which has one of the world's most robust economies, mean that Monroe has a host of opportunities to continue to build its economy. These themes provide the foundation for long-term economic development and prosperity through intentional action.

For more detailed information on Monroe's Economic Development Strategy Plan visit the Monroe website. <https://www.monroewa.gov/DocumentCenter/View/4092/Economic-Development-Strategy?bidId=>

## Develop a Thriving Downtown with Vibrant Main Street Character

Downtown Monroe is a focal point of the City. As people and businesses become increasingly mobile, quality of place is a critical piece of economic development.



## A Great Place to Start and Grow a Business

Job and business growth leads to enhanced quality of life, higher household incomes, and more stable local economy.



## Active Sports and Outdoor Adventure Destination

The city is well known to visitors for a variety of outdoor pursuits and high-energy spectator sports. The city has the opportunity to continue to build on this brand and in so doing, to enhance its appeal to tourists, businesses, and residents.



## Continued Growth and Development

Limitations on outward growth mean that it's important for Monroe to efficiently and effectively use the land within the city's boundary by encouraging appropriately scaled infill development and seeking to reuse and redevelop key sites in the City.



## Complete Regional Retail Center

Monroe's regional retail center on Highway 2 is an important generator of public revenues via sales and property taxes, a job center, and one of the City's most important gateways. This area can present a better "front door" to the community through better signage, landscaping, and other measures.



## Walkable, Accessible, and Interconnected Community

Monroe's residents repeatedly indicated their support for a walkable and interconnected community during outreach for the Comprehensive Plan update. "Quality of place" attributes such as pedestrian accessibility lead to increased housing demand and desirability, reinvestment by residents in the community, and therefore a growing tax base over the long term.



# ECONOMIC DEVELOPMENT IN THE CITY

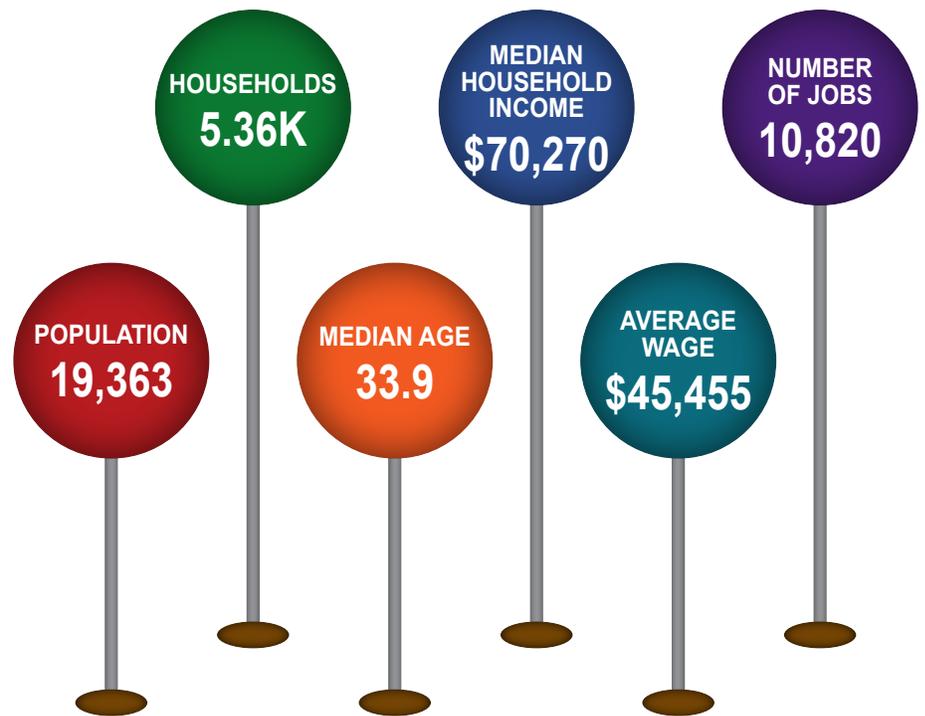
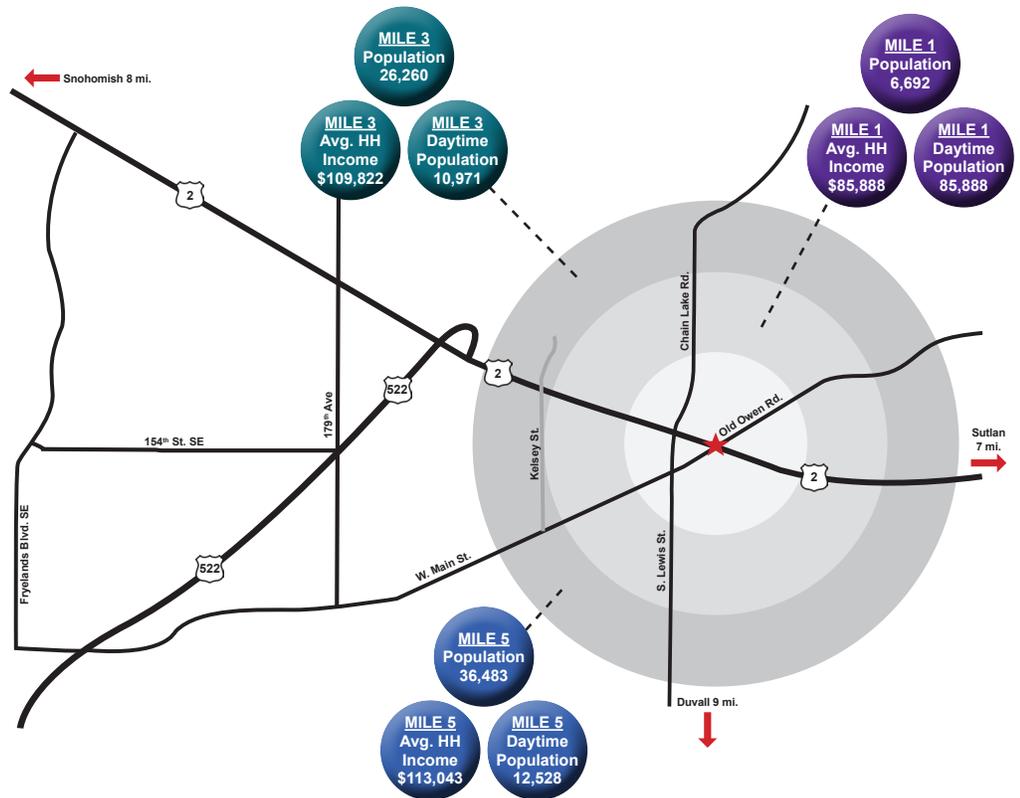
The City of Monroe is a community of approximately 18,000 residents serving more than 90,000 people located in and around the Skykomish River Valley. The City is strategically located just 33 minutes east of Paine Field and 15 miles east of Everett along the I-5 Corridor at the intersection of several major highways - US Highway 2, the second busiest east-west transportation corridor in Washington State; State Route 522 connecting Monroe to I-405 and Seattle; and State Route 203 connecting Monroe to I-90 and Snoqualmie Pass.

The City is uniquely positioned near major employment areas in King County including Woodinville, Bothell and Redmond as well as Interstate 405 (I-405). The Marysville Arlington Manufacturing Center is 30 minutes to the north. The City boasts its own major industrial and manufacturing area with easy access to SR522 and US 2 and a diverse retail area featuring big box stores, national restaurants and entertainment venues adjacent to US 2. The city is in the midst of a significant residential growth cycle with more than 1000 new single family residential homes constructed over the last five years.

Local businesses are vital to our community's attractiveness as a place to live and work and are an essential part of Monroe's continued success as a regional destination for the people of the Sky Valley and beyond. We look forward to working with you to make Monroe a place we are all proud to call home.

*\*Current Population, Households, Median Age, and Median Household Income, based on official 2017 United States Census Bureau American Community Survey (ACS) estimates.*

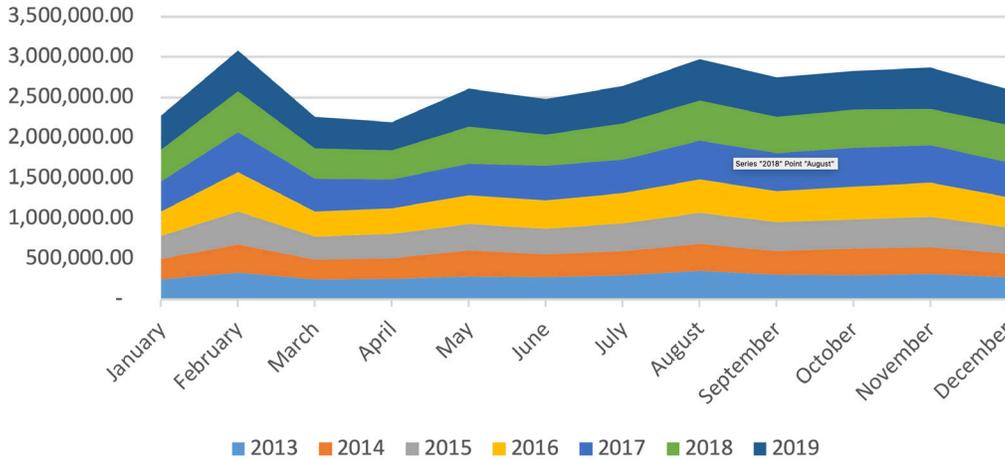
*\*2019 Average Wage and Number of Jobs provided by Washington State Employment Security Department and includes Dept. covered businesses.*



For more information on Choosing Monroe, Contact: James Palmer, Economic Development Specialist at (360) 631-0050 or [JPalmer@monroewa.gov](mailto:JPalmer@monroewa.gov)

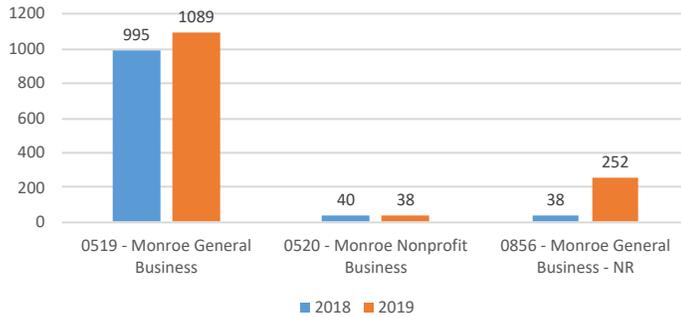
# MONROE BY THE NUMBERS

## SALES TAX REVENUE – 2013 to 2019



**59%**   
 INCREASE IN TAX  
 REVENUE FROM  
 2013-2019

## BUSINESS LICENSE ACTIVITY



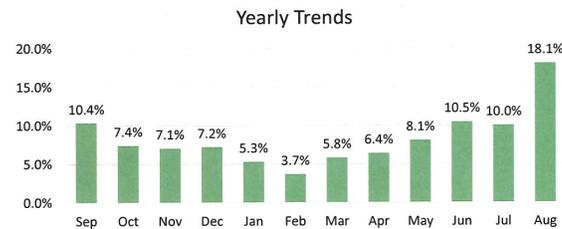
**22%**   
 INCREASE OF  
 BUSINESS LICENSSES  
 FROM 2018 TO 2019

## BUILDING PERMIT ACTIVITY

**Building Permits**  
 2018 - 190  
 2019 - 354  
**86%**   
 INCREASE FROM 2018-2019

**Building Inspections**  
 2018 - 2,466  
 2019 - 2,721  
**10.3%**   
 INCREASE FROM 2018-2019

## MONROE YEARLY VISITOR PROFILE – Sept. 2018 to Aug. 2019



### 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

# 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.

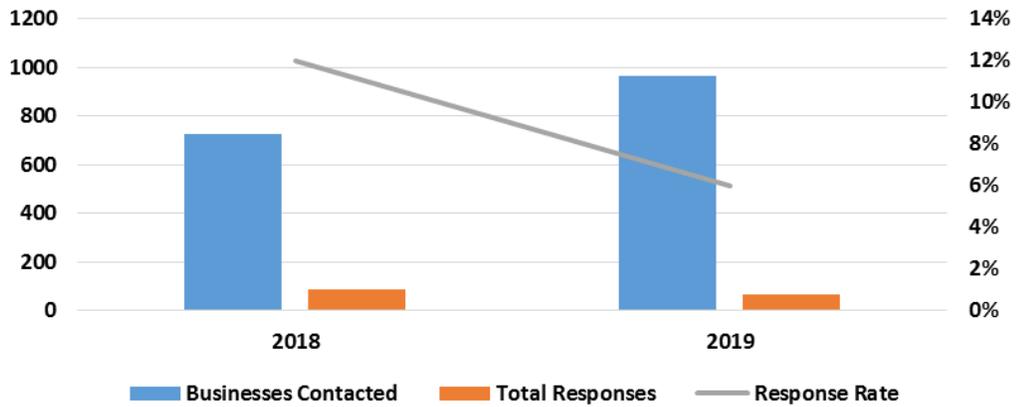
A typical Monroe business is a small businesses, providing a service (retail, personal or professional) run by the owner and selling to a local market. The overall consensus is businesses are doing well; Employers are hiring and or stable in their employment and a majority are planning expansions in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

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.

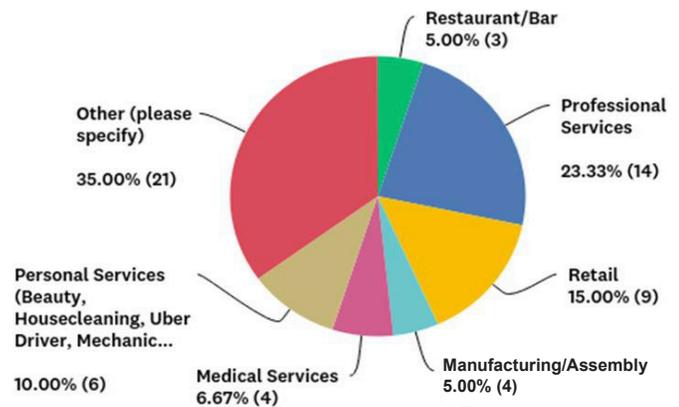


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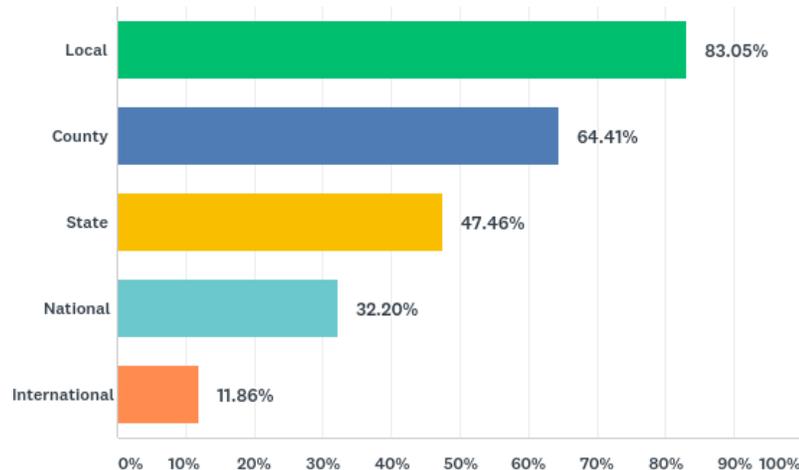
## Outreach And Response Analysis



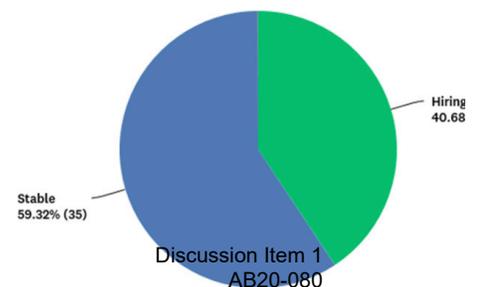
## Monroe's Diverse Industry Profile



## Reaching Markets Locally and Internationally



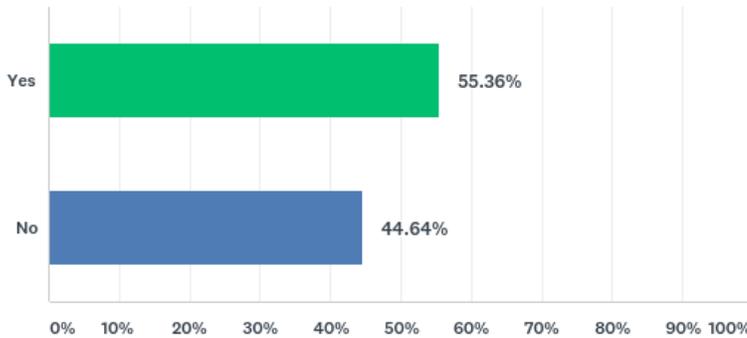
## With a Positive Employment Outlook



# BUSINESS SURVEY CONT.

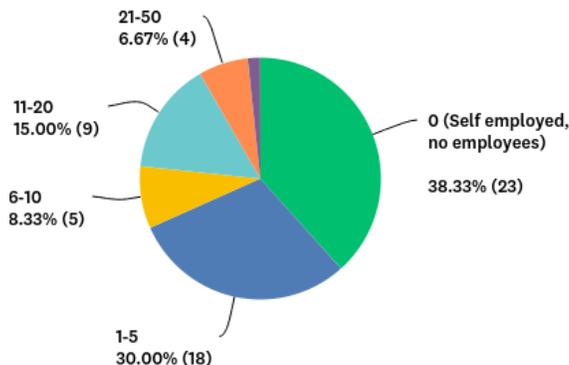
## ARE YOU PLANNING AN EXPANSION OF YOUR BUSINESS IN THE NEXT 5 YEARS?

### A Community Growing and Expanding



## A HEALTHY MIX OF SMALL BUSINESSES AND LARGER MANUFACTURERS WITH TOTAL WAGES IN 2018 OF \$462,110,346\*

### Number of Employees



\*Data from Washington State Employment Security Dept. includes covered businesses

## 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

- 38.0%** 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

### Additional comments regarding the business survey or actions the City should take to improve the business climate in Monroe:

*"We find Monroe to be an excellent location for our company headquarters."*

*"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..."*

*"I think the city is doing a great job and working at improving the area. I moved here from a city atmosphere so I'm having a new experience in small town operation."*

*"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)."*

*"I have to say that it is nice that the city is actually reaching out to business owners in order to try to make things better for everyone. I don't see this from most cities where I have other stores located. Thanks"*

*"More diversity in business content."*



**City of Monroe**

806 West Main Street, Monroe, WA 98272  
(360) 863-4500



**James Palmer**

Economic Development Specialist  
(360) 631-0050



# WELCOME

Monroe City Council Presentation  
Economic Development Update  
June 16<sup>th</sup>, 2020

# AGENDA

## Part I – Monroe Business Survey

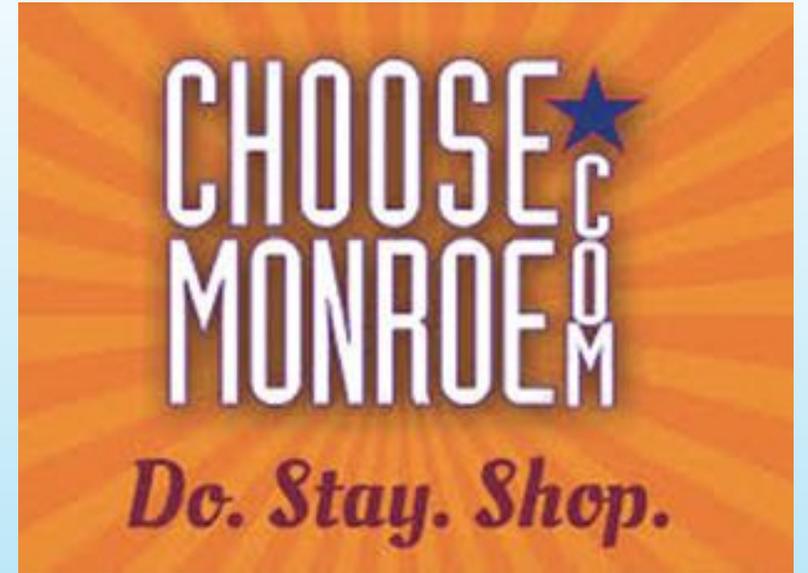
- Why Do the Survey?
- Survey Development
- Survey Highlights
- 2020 Schedule

## Part 2 – Economic Development Annual Report

- Purpose of the Report
- Report Contents

## Part 3 – Impact of COVID-19 on Monroe Business

- Current Status
- Recovery Strategy



# WHAT IS BRRE? BUSINESS RECRUITMENT, RETENTION & EXPANSION

## Business Retention and Expansion (80%)

Support locally owned businesses

Foster entrepreneurship

Understand needs (business survey)

Remove barriers to growth

Involve stakeholders

Make personal site visits

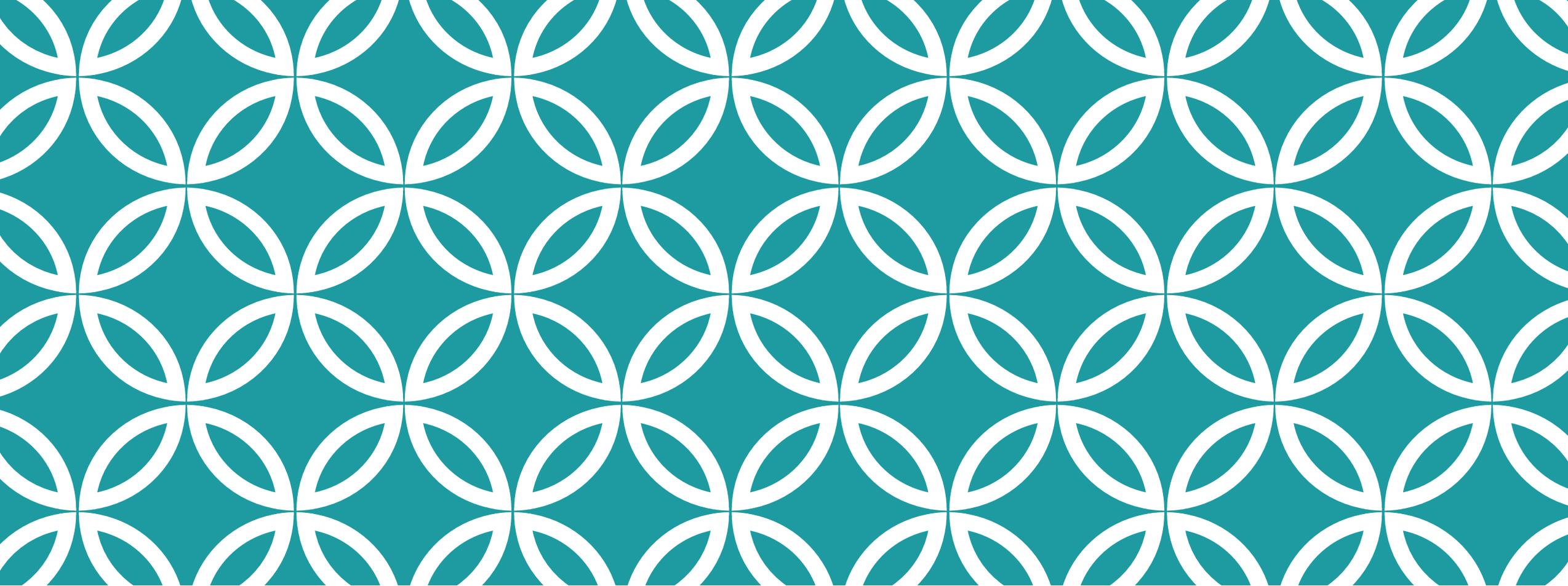
Build relationships

## Business Recruitment (20%)

Target companies that fill a gap

Provide goods and services that existing businesses need to purchase

Compliment a growing or pronounced specialty in the community



# PART 1 - 2019 MONROE BUSINESS SURVEY

# BRRE ANNUAL BUSINESS SURVEY

## Why Survey?

- Demonstrate the City's support for business community
- Build relationships with local businesses.
- Understand needs and challenges
- Identify their future outlook.
- Develop strategies and actions that will continue to support economic development.



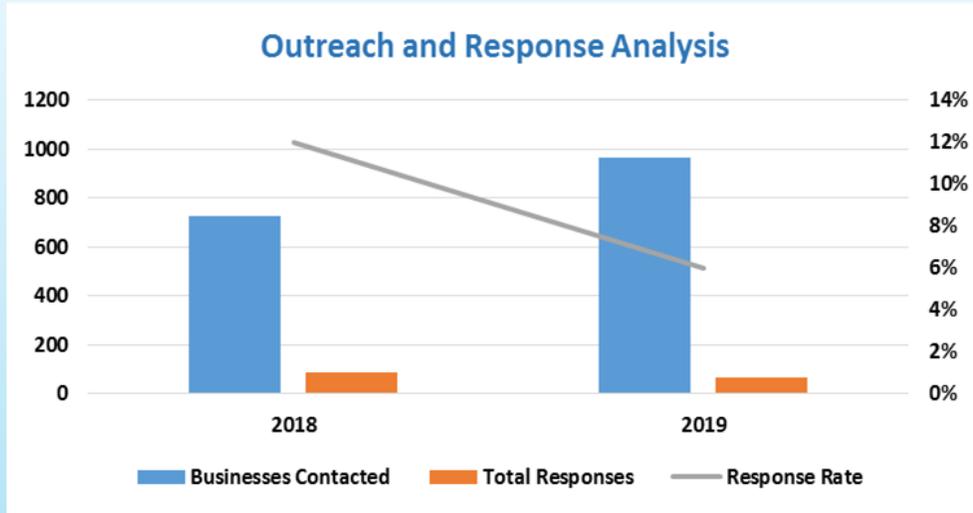
## SURVEY DEVELOPMENT

- Based on IEDC Best Practices Business Survey
- Monroe Stakeholder Information Goals
  - EDAB
  - EvCC
  - City Personnel

## SURVEY HIGHLIGHTS

- Outreach and Response
- Business Profile
- Business Priorities
- Economic Forecasts

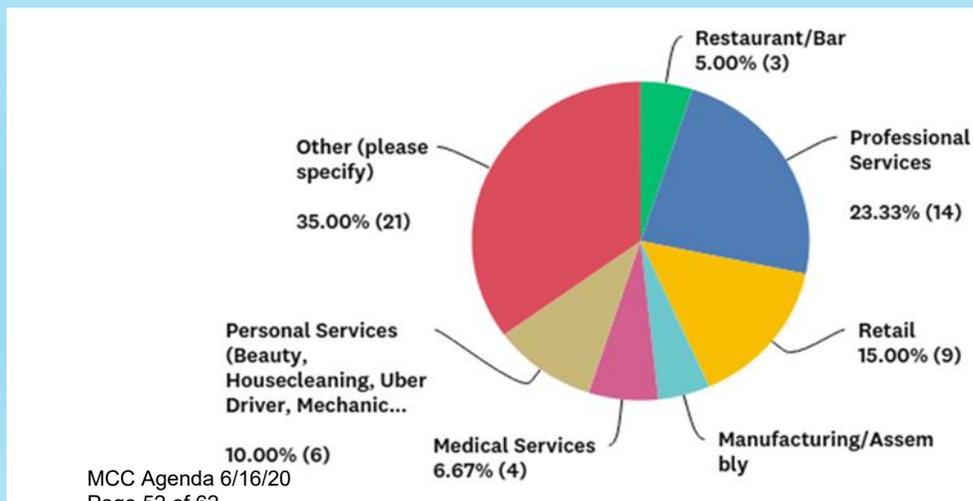
- Outreach & Response



- Business Priorities

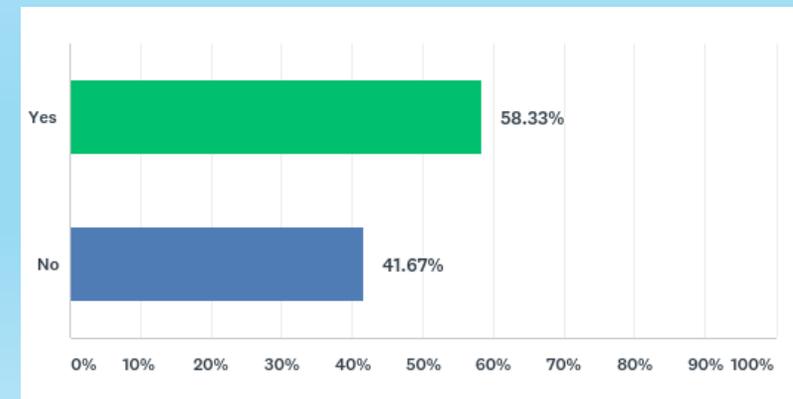
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- Business Profile



- Economic Forecast

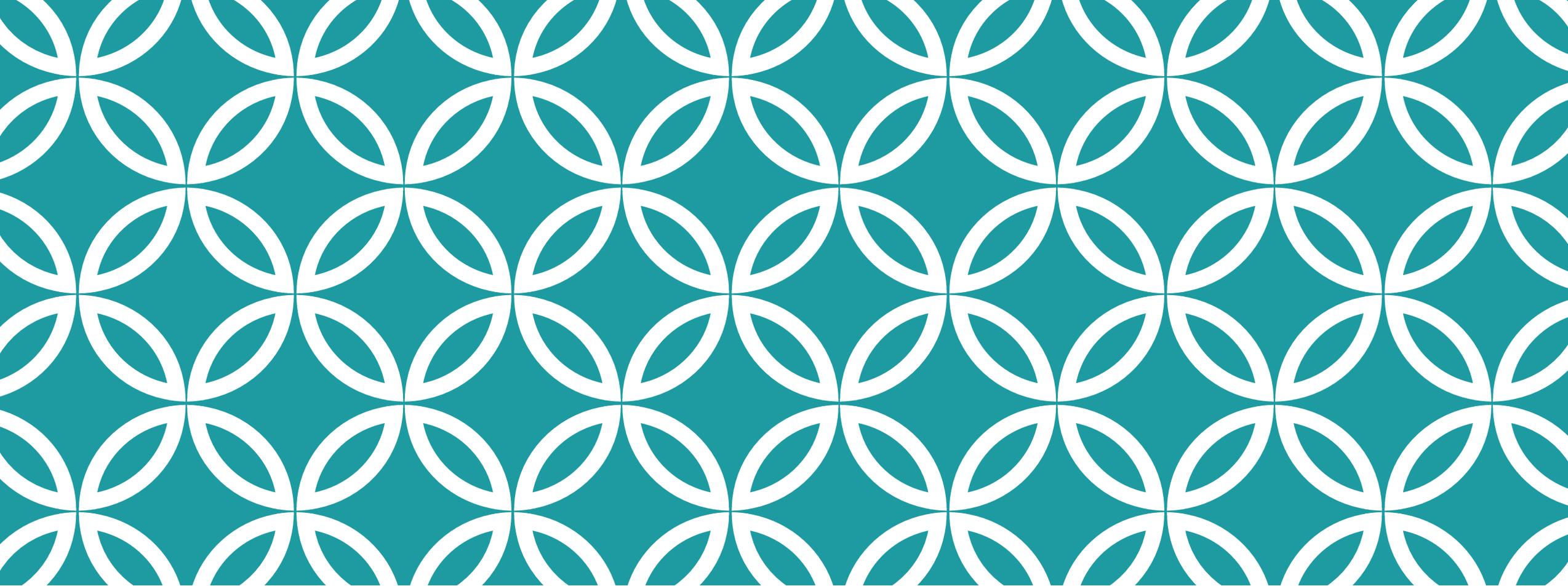
**ARE YOU PLANNING AN EXPANSION OF YOUR BUSINESS IN THE NEXT 5 YEARS?**



# 2020 Schedule

July 9	Review 2019 questionnaire & discuss survey questions
July 16	Recommend final BRRE questions & marketing campaign
August 1-31	Marketing
September 1-31	E-mail survey
October 1-31	BRRE committee site visits
November 1	Publish results





# PART 2 - 2019 ECONOMIC DEVELOPMENT REPORT

# REPORT DETAILS THE CITY'S ECONOMIC DEVELOPMENT VISION

1. Grow as a regional center and destination
2. Provide employment opportunities
3. Sustain a balanced, diverse, resilient economy
4. Establish downtown Monroe as a thriving commercial, civic and residential area



# ECONOMIC DEVELOPMENT REPORT INCLUDES FOUR SECTIONS

1. *Who We Are* – Demographic Profile
2. *What We Want to Accomplish* – Economic Development Strategy
3. *How We Are Changing* – Statistical Analysis
4. *What Our Business Community Thinks* – Business Survey

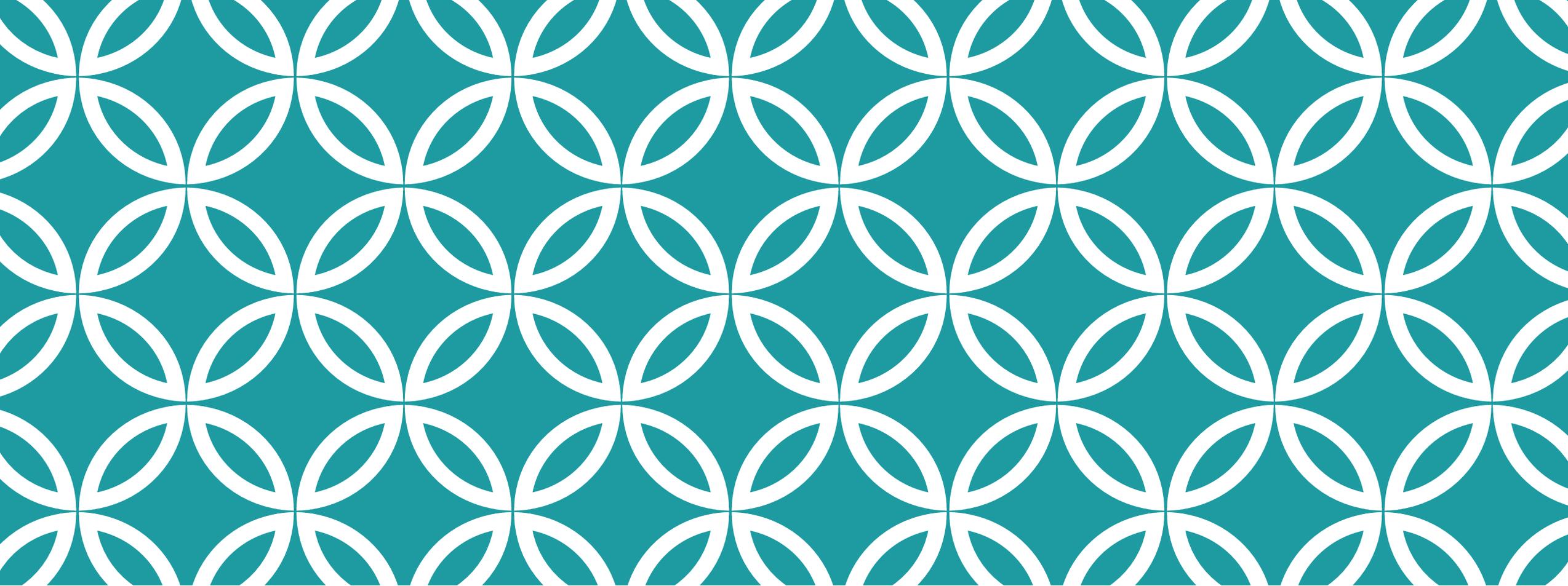
2020 Annual Report will include a “What We’ve Accomplished” or “What’s New” section to highlight how our business community and economy are changing over time.

# HOW WE USE THE ECONOMIC DEVELOPMENT REPORT

Annual Report is integrated into Monroe's BRRE efforts

- Communicates Opportunities to Potential New Businesses
- Communicates Economic Development Strategies to Existing Monroe Businesses





# PART 3 - IMPACT OF COVID-19 ON MONROE BUSINESS

# Mayor's Message from 2019 Economic Development Report

*"I am please to say that Monroe's economy is strong, the indicators are positive and our economic growth continues and, barring any external forces beyond local control, our future prospects are good."*



External forces hit March 23<sup>rd</sup> when Governor Inslee issued the Stay Home Stay Healthy Order in response to COVID-19 pandemic outbreak. Majority of Monroe's businesses forced to close.

# CURRENT STATUS



## Snohomish County is in Phase 2 of Safe Start Washington

- Most businesses open albeit at reduced capacity with safety precautions implemented
- Unemployment rate at record levels
- Federal, State & County grant and loan programs implemented

# WHAT'S NEXT?

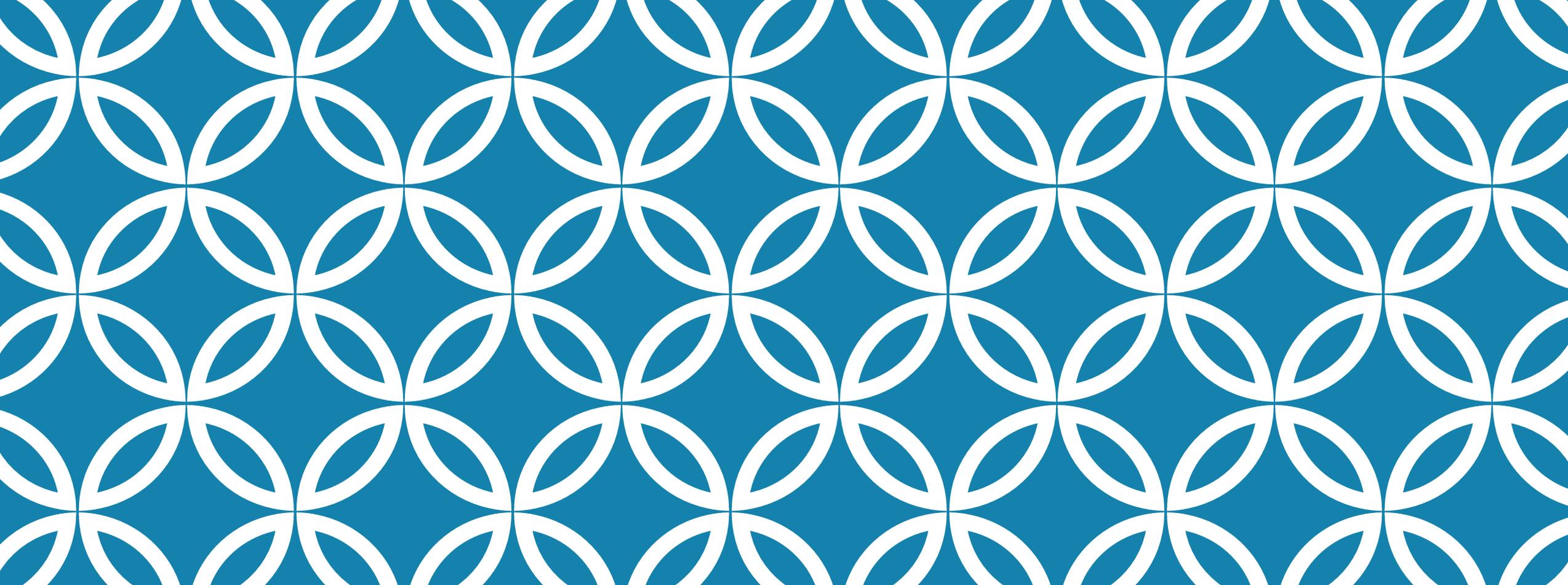
## STATE AND COUNTY ACTIONS

- Phase 2 to last for a minimum of 3 weeks until June 26th
- County Health officials will monitor WA Department of Health metrics
- One June 27<sup>th</sup> County will apply for Phase 3 or State will order us back to Phase 1

## LOCAL ACTION

- Continue outreach to educate and inform businesses of current rules and regulations
- Ensure businesses have access to resources (financial and PPE) necessary to re-open
- Implement Local Monroe Grant Program to assist businesses re-open.
- Steer recovery efforts to align with existing Economic Development Strategy





THANK YOU

Presented by James R. Palmer  
Economic Development Specialist  
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Cell: 360-631-0050