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Monroe, Washington Economic Development Newsletter for November, 2018

Monroe Business

Message from the Mayor >>>

One of the most important ways businesses influence government decision-making is providing elected officials with detailed input on the issues they feel most impact them. Recently we reached out to 726 businesses to understand what those issues were. We had 88 respondents providing a 12% response rate. According to the online survey site, SurveyGizmo, an average for external customer surveys is a 10-15% response rate so we're within expectations. But we can do better. It is my hope that participation in the Business Survey will increase over time and will become the broadest-based assessment of the issues the city must deal with if they are to retain and grow our local businesses. One of the things we learned from this year's survey was the majority of the respondents are either growing and making investments or are stable and expect growth in the coming years. Fifty-two percent of the respondents expect to make investments in equipment next year with over 60 percent of that group saying the investment will be over \$10,000. In addition, the majority of respondents are either adding employment or stable in their employment. Sixty percent of the respondents indicated they intended to add employees in 2019 with 90 percent of that group saying they intended to add up to 5 new employees. Growth can also mean challenges. Through the survey we have also learned that our businesses struggle with finding adequate candidates for open positions, are challenged by transportation issues and are impacted by the social issues of homelessness and drug use in public areas. We hear you and acknowledge those challenges as ones the city needs to continue focusing on.

Your participation and input is essential to our success in meeting these challenges. If you would like more detailed results, please go the city's website at www.monroewa.gov/economic-development. I thank all of the businesses that participated in the survey and look forward to your continued participation. In closing, I wish everyone a wonderful holiday season.

Yours in Service,
Geoffery Thomas, Mayor



Business Survey Results >>>

Monroe Business Composition

BUSINESS SECTORS –

Personal Services	5.75% Responses - 5
Manufacturing	6.90% Responses - 6
Medical Services	6.90% Responses - 6
Restaurant/Bar	9.20% Responses - 8
Retail	18.39% Responses - 16
Professional Svs	20.69% Responses - 18
Other	32.18% Responses – 28

NUMBER OF EMPLOYEES –

0 (Self employed, no employees)	35.63% Responses 31
1-5	24.14% Responses 21
6-10	16.09% Responses 14
11-20	13.79% Responses 12
21-50	8.05% Responses 7
51-100	1.15% Responses 1
101-300	0.00% Responses 0
>300	1.15% Responses 1

MARKETS SERVED –

Local	83.91% Responses 73
County	60.92% Responses 53
State	45.98% Responses 40
National	21.84% Responses 19
Intl.	13.79% Responses 12

Monroe Business Districts >>>

The Fryelands

The City of Monroe is currently conducting a citywide zoning code rewrite based on its 2015/16 Comprehensive Plan Update. The City is considering changes to the LI Zone to restrict uses and limit commercial and other non-industrial activity. The following recommendations are from a recent analysis:

- > Maintain a strong and diverse light industrial district to keep the City's light industrial area as an employment center
- > Constrain allowable retail/hospitality uses except as a component of production uses by limiting standalone retail and prohibit outright, except possible overlay for craft food & wine.
- > Develop appropriate parking regs, traffic mitigation, buffering from general industrial
- > Consider incentives, such as fee reductions or exemptions for new production uses in the industrial area (see Kenmore program for "Brew Row")

North Kelsey

In an effort to further stimulate development on the last remaining sector for commercial development within the North Kelsey area, the City has revisited its past development plans and has remade and re-envisioned Tjerne Place by:

- Including residential uses;
- Increasing heights up to five stories – the City is currently modifying its land use regulations to allow for this to occur and is expected to be completed by 2019;
- Updating its programmatic Environmental Impact Statement completed in 2004 to account for the new vision for Tjerne Place providing greater certainty for the development community.

The City expects this real estate offering will result in the City and the selected development team entering into an exclusive Letter of Intent.

Downtown Promenade

The Downtown Monroe Association is pleased to present the 2nd year of Marry Me in Monroe - now renamed to Merrily In Monroe to cover not only weddings, but all extensions of event planning in our area! Looking for a venue to host a special anniversary? Perhaps a birthday soiree? Monroe and the greater Sky Valley provide exquisite landscapes and valuable resources for all your event planning needs. An easy drive from surrounding urban areas, Monroe can provide a great escape from high-priced planning along with creative ideas for your event. Explore a variety of venues, event professionals and businesses all collaborating to help you on your event adventure. Our venues have unique amenities, including lush gardens, rustic barns and historic chapels. From contemporary to traditional, do-it-yourself or down-to-earth, our tour will provide you with an exciting day of exploration. For more information contact Sarah at <downtownmonroeassociation@gmail.com>

AVAILABLE PROPERTY HIGHLIGHTS

For more available properties, contact James Palmer at (360) 631-0050 or <jpalmer@monroewa.gov>

When comparing commercial properties, remember that commercial properties can be offered in a variety of ways. Most common is "Triple Net" or NNN. With Triple Net the lessee agrees to pay all real estate taxes, building insurance, and maintenance (the three "nets") on the property in addition to any normal fees that are expected under the agreement (rent, utilities, etc.). Another lease type is "Full Service" or "Gross Lease." A Full Service lease is where the landlord directly pays all or most usual costs. These costs are often passed on to the tenant in rent as a "Load Factor." Another factor that contributes to varying \$/sqft price is the allowable uses at the location. Industrial property that does not allow retail activity will generally be priced lower per sqft than areas that allow consumer traffic.

District	Address	sqft	\$/sqft	Broker	Contact
Downtown	Hwy 2 & Main Monroe Shopping Center (Office Retail)	1066 to 4483 sqft	\$9.00 to \$15.00/yr NNN	NAI	425-586-5625
Downtown	Village Way Business Park 154 Village Ct.	49,991 sqft	\$0.55, warehouse - \$1.20 NNN Office - \$0.19 NNN	Kidder Mathews	425-454-7040
DT Promenade	101 E. Main - Monroe Town Center #101 & #204 (Retail)	2234 2500	\$22.00 FULL	NAI	425-586-5625
DT Promenade	125 E. Main St.(Office/Retail)	865	\$18.00/year	Salish Sea Properties	425-218-1337
North Kelsey	19139 St. Rte. 2 (Retail)	2000 to 4000	\$18.00/year NNN	West Coast Commercial	206-283-5212
North Kelsey	14650 N. Kelsey St. Kelsey Rd. Station #102, #104-105, #113, #107 (Retail)	905 to 2760	\$26/year NNN	First Western Properties	425-822-5522
North Kelsey	19191 Hwy 2 (Retail)	10,489	\$32/year NNN	First Western Properties	425-250-3285
Fryelands	13675 Roosevelt Rd. SE (Industrial)	17907	\$0.89	Kidder Mathews	425-454-7040
Fryelands	14655 Fryelands Blvd. #163 (Retail)	1200	\$25 NNN	Kidder Mathews	425-454-7040
Fryelands	16642 146 th St. SE Industrial (Industrial)	4653	\$0.84 NNN	Kidder Mathews	425-454-7040
Fryelands	16726 146 th St SE #105 (Industrial)	5200	\$0.81 NNN	Kidder Mathews	425-454-7040

News of Monroe >>>

On November 1 the City of Monroe hosted a meeting at Town Hall to discuss the issues around finishing State Route 522. Mayor Thomas opened the meeting which was attended by members of the City Council, County Council, State Legislators, School Board Members, Public Safety Officials and citizens of the community. The meeting began with a project update from Hung Huynh, Engineering Manager at Washington State Department of Transportation. Mr. Huynh detailed some of the issues that have affected the cost of the project including recent court rulings on fish habitat that require fish culvert upgrades. SR522 has several of these fish culverts. Other speakers included State Senator Guy Palumbo of the 1st Legislative District and Senator Keith Wagoner of the 39th Legislative District, who are working together to include the project in future transportation packages. Both Senators indicated that public involvement is essential to get this project funded and completed. Senator Palumbo said finishing SR522 requires a gas tax be approved and members of the community must voice their support for the project to ensure it is included in the list of projects that gas tax will fund. If you would like to sign the petition to support this project, please contact Pam Baker at PamB@MonroeWA.gov for more information.

COUNTY NEWS: November 13, 2019 - Snohomish County is currently seeking volunteers for two open positions on the Boundary Review Board. Board members are residents of the County they serve. They serve for a four-year term and are not allowed to hold other local government elected or appointed positions or jobs. For over 50 years in Washington State, Boundary Review Boards have been instrumental in resolving disputes between property owners, citizens, developers and governmental authorities. For residents in unincorporated areas, the Board often serves as the avenue of recourse in the city and special purpose district annexation processes. Boards make decisions, weighing the Growth Management Act and specific factors and objectives in state law, in order to ensure orderly growth and development of municipalities and urban services. Contact: Pamela Yount, Clerk, Snohomish County Boundary Review Board
Pamela.Yount@snoco.org or 425-388-3445.

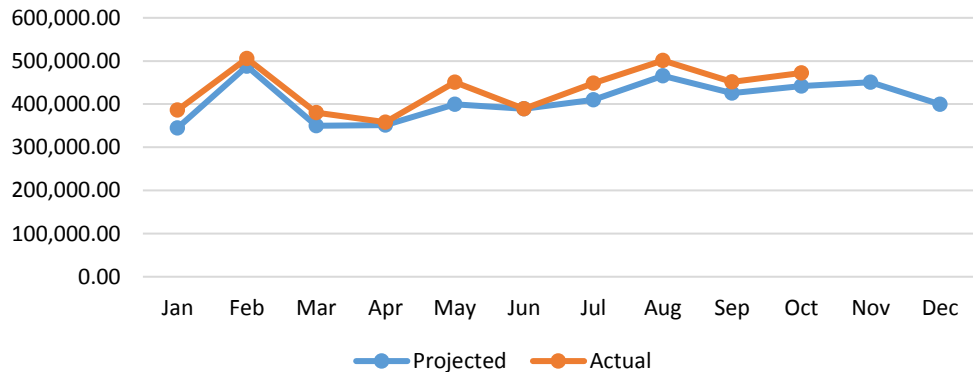
STATE NEWS: The State Department of Commerce provides funding options for small and growing businesses. Small businesses require capital to grow. Unfortunately, many loan programs are designed to serve larger businesses. To close the funding gap, the Department of Commerce offers your growing business several loan programs that can help you purchase new equipment, renovate, expand or construct facilities, support early stage product development or repurpose properties that have been abandoned or underutilized due to environmental issues. For a complete list of community and economic development funding opportunities available through the Department of Commerce, visit the [Open Grants and Loans](#) page.

November's City Indicators

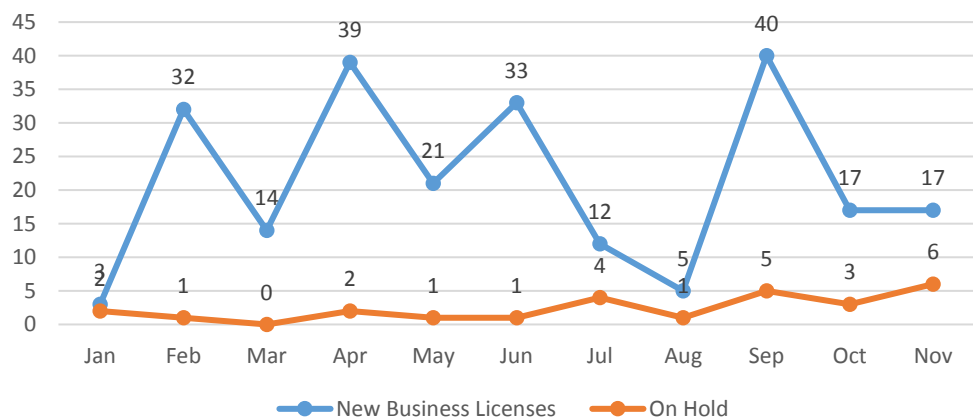


Sales Tax Collected	\$472,065.56
New Business Licenses	17
Business Licenses on Hold or Pending	27
Total Active Business Licenses	813
Building Permits (Commercial and Residential)	22

Tax Revenue



Business License Activity



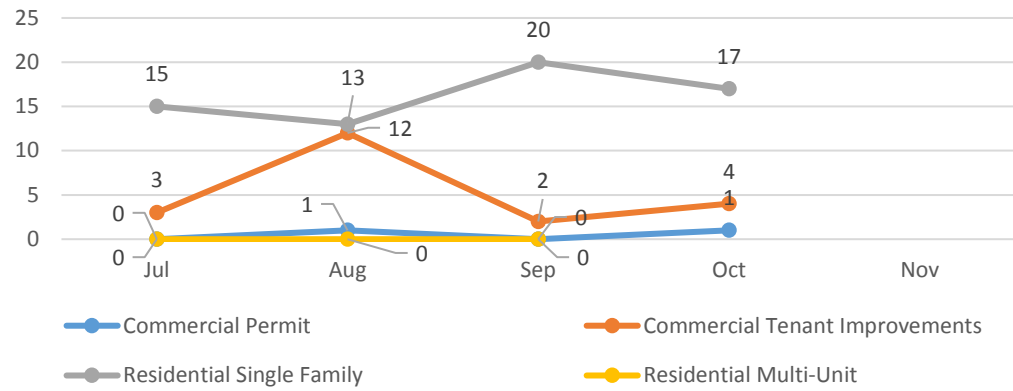
Calendar 2018 >>>

November 25, 2018 4:00 to 6:00 pm – Light Up Monroe Holiday Light Cruise. The Cruise begins at City Hall and ends at Travelers Park. Staging is on a first come-first staged and entries are limited to the first 25 entries. Please call Janelle at the Monroe Chamber of Commerce at 360.794.5488 with any questions.

November 25, 2018 through December 29, 2018 – Holiday Window Decorating Contest Participation in the contest is only \$30 (\$25 for Chamber members) and this year's theme is Walking in a Window Wonderland. Decorators must have their windows completed by Sunday, November 25th-Light Up Monroe. For More Information go to [Monroe Chamber of Commerce Holiday Window Competition](#)

December 15, 2018 - Community Breakfast 8:00 AM - 10:00 AM @ Monroe Community Senior Center with proceeds benefiting Monroe Community Senior Center. For more information call 360-794-6359.

Building Permits



November's New Business Licenses >>>

JIBRO LLC
BOSSY SISTER PRODUCTIONS
IDEAL OPTION PLLC
TEAM CAR CARE WEST
DOMINO'S
BALANCED BODYWERX
BIG WHITE RABBIT, LLC

LABORATORY CORPORATION OF AMERICA
TOKYO TERIYAKI & WOK
EL TIJERAS HAIR SALON
PATRICIA DWYER TUTOR
STRAY DOGS CLUB
PACIFIC TREE MANAGEMENT, LLC
NUGGLE BUGZ BOUTIQUE
BETTER BUILT DOOR, L.L.C.
ZFC LANDSCAPING LLC

Business Survey Results cont. >>>

How are Monroe Businesses Doing?

EMPLOYMENT STATUS -

Hiring	32.14%	Responses 27
Stable	64.29%	Responses 54
Downsizing	3.57%	Responses 3

EMPLOYMENT CHALLENGES -

Labor supply shortage	42.86%	Responses 30
Skills Not Adequate	61.43%	Responses 43
Lack of Public Transportation	8.57%	Responses 6
Affordable Housing Availability	15.71%	Responses 11
Commute Time to Work	27.14%	Responses 19
Other	18.57%	Responses 13

\$AMOUNT OF INVESTMENT IN PHYSICAL SPACE IN 2019 -

< US\$10,000	57.14%	Responses 8
US\$10,000 to US\$25,000	21.43%	Responses 3
US\$25,000 to US\$100,000	14.29%	Responses 2
US\$100,000 to US\$500,000	0.00%	Responses 0
>US\$500,000	7.14%	Responses 1

\$AMOUNT OF INVESTMENT IN EQUIPMENT IN 2019 -

<US\$10,000	55.81%	Responses 24
US\$10,000 to US\$25,000	20.93%	Responses 9
US\$25,000 to US\$100,000	20.93%	Responses 9
US\$100,000 to US\$500,000	0.00%	Responses 0
> US\$500,000	2.33%	Responses 1

For more detailed results of the Monroe Business Survey, go to: <https://www.monroewa.gov/87/Economic-Development>



Contact Us >>>

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