



**WELCOME**

Economic development advisory  
board

March 12, 2020

# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – February 27
- Board member comments/Updates

## Part 2 – BRRE/Tourism & Marketing Update

- Wine Tasting Recruitment Letter
- Downtown Fee Waiver Brochure
- Cascade Loop and Welcome Magazine Ads

## Part 3 – Old Business

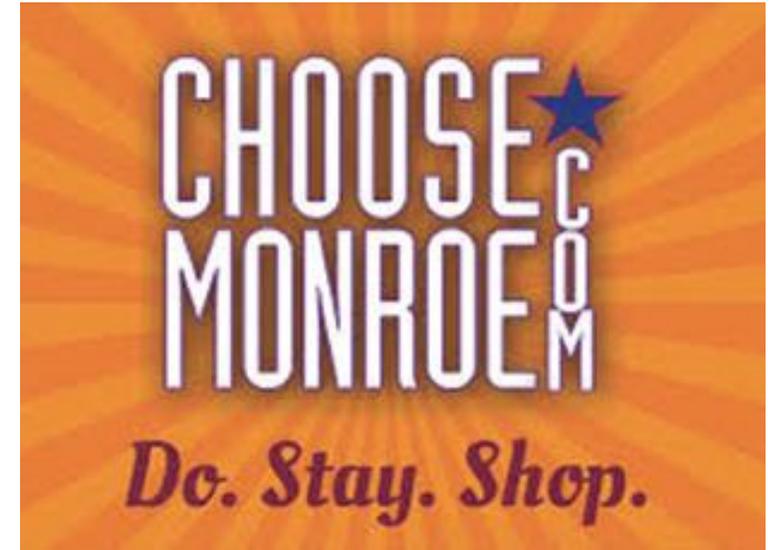
- Final Annual Report

## Part 4 – New Business

- Business Survey Feedback – Action Items
- Covid-19 SBA Loans

## Part 5 Next Meeting – March 26

- Demographic Data
- Interim Economic Development Website





# APPROVE MEETING MINUTES

February 27, 2020

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# BOARD MEMBER COMMENTS/UPDATES



Janelle Drews  
Sally King

## Tourism

Geofencing  
Tourism Data  
Choose Monroe  
LTAC Funding Priorities  
Wayfinding/Gateway Signs



Mike Buse  
Allen Dye  
Katy Woods

## Business Recruitment

North Kelsey (Tjerne Place)  
Recruitment Strategies  
ED Webpage Update  
Data  
Business Survey  
Small Business Development  
Workforce Development



Bridgette Tuttle  
Meghan Wirsching

## Growth & Development

Vision 2050  
Zoning  
Land Use  
Infrastructure  
ED Element Comp Plan  
Growth Management Act  
Airport Zone

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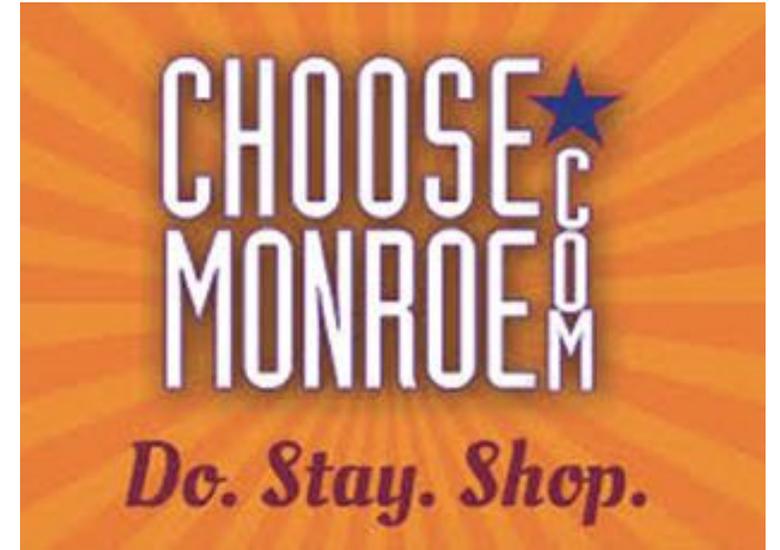
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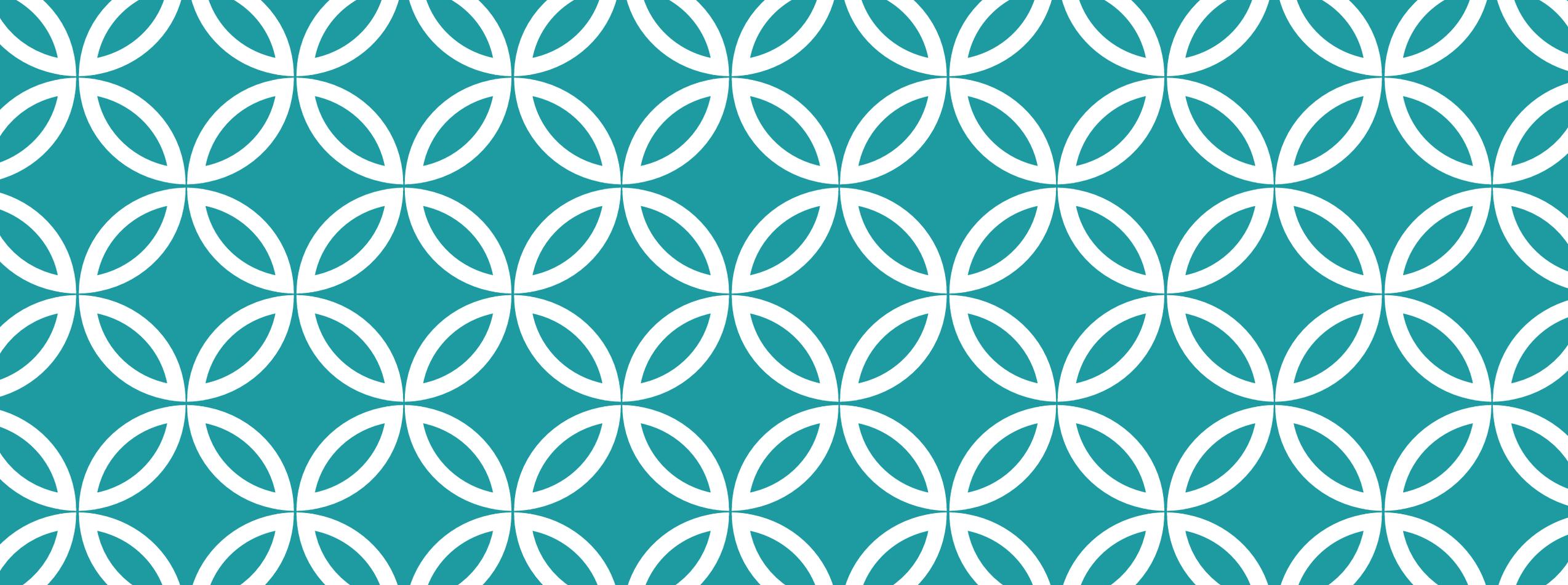
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# BRRE AND MARKETING UPDATE

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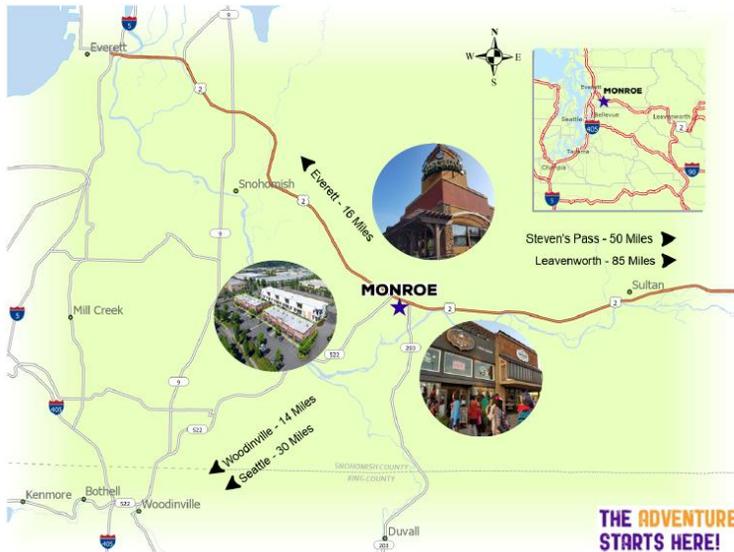
# WINE TASTING RECRUITMENT LETTER

10,000 Annual Visitors to Monroe



Top Origin Market Areas (DMAs) Based on Volume

Origin Metro Area	% Visits	Avg. Stay	Repeat Visits
Seattle/Tacoma	80%	7 Hrs 7 Mins	30.80%
Spokane	5.20%	15 Hrs 27 Mins	23.10%
Portland	4.80%	16 Hrs 19 Mins	28%
Yakima/Pasco	31.10%	13 Hrs 12 Mins	29.50%
Los Angeles	0.50%	17 Hrs	2%



Date

Recipient Name

Recipient Business Name

Business Street Address

Business City, Zip

Dear (Recipient Name),

As a member of the fast growing locally crafted food and beverage industry, I would like to invite you to explore Monroe, Washington as an opportunity for business expansion. With more than 1,000 active winery licenses, Washington is the second-biggest wine state in the country. The number of beer and craft distilleries continues to grow. With such a competitive landscape, finding new customers in an increasingly crowded market becomes critical for success.

## Why Choose Monroe

Recent studies done for Snohomish County by consumer trend analysts *Arrivalist* reveals Monroe had:

- **Nearly 10,000 unique visitors in 2019 who traveled more than 10 miles;**
- **Each visitor spent on average 10.9 hours in Monroe;**
- **About 80% of these visitors traveled from Seattle/Tacoma;**
- **About 5.25% from Spokane;**
- **About 4.8% from Portland, Oregon.**

This data does not include Canadians who make up a portion of our tourism visitors.

Additional incentives:

- **Waiver of tenant improvement permit fees in the City's downtown;**
- **Waiver of sign permit fees in the City's downtown;**
- **Immediate availability of real estate accommodating to the unique footprint of a winery/tasting room;**
- **Dedicated Economic Development Specialist James Palmer, who can work with you to show you properties, discuss the benefits of operating a business in Monroe, and assist in any preliminary planning specific to your needs.**

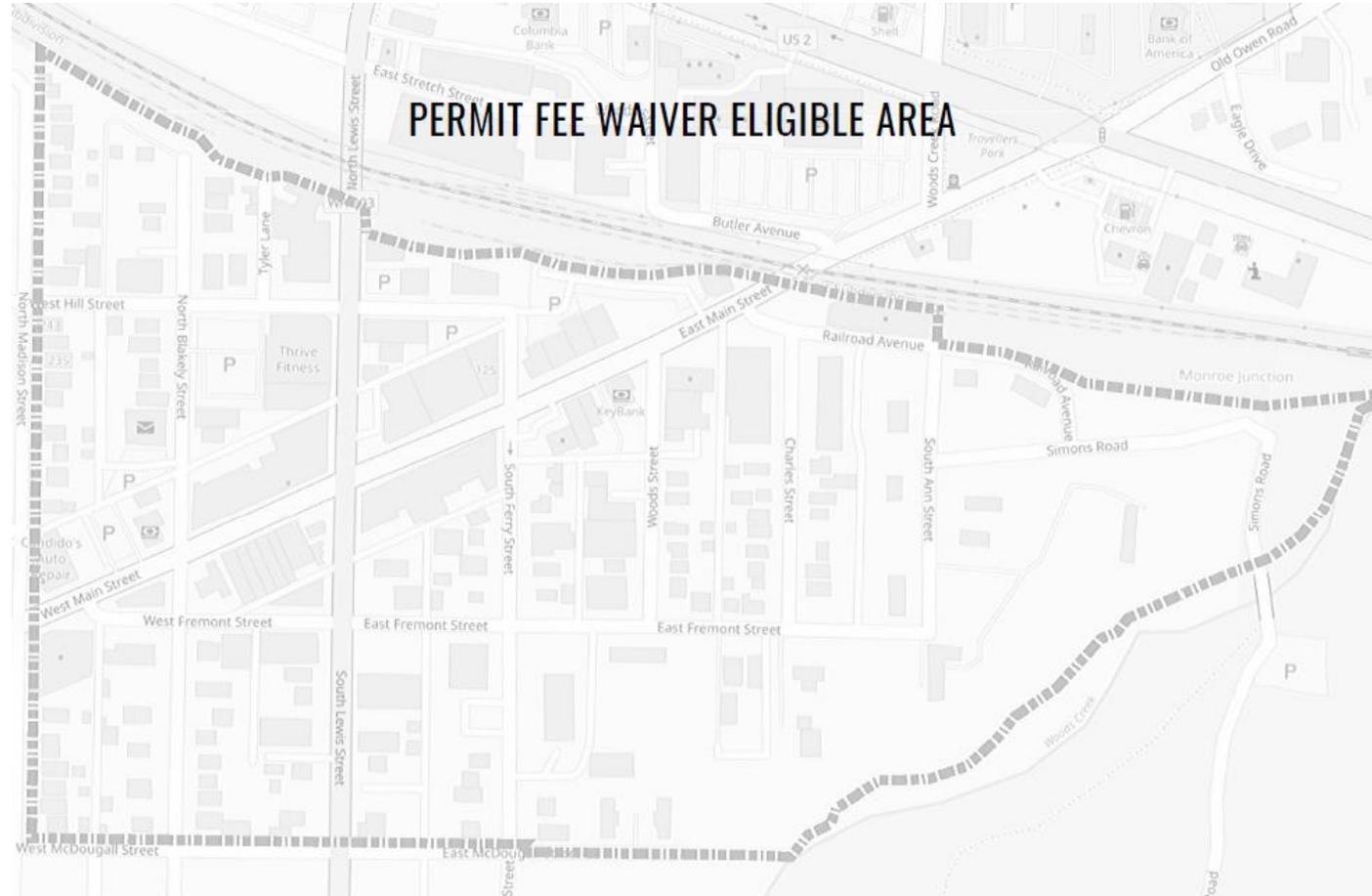
I would like to invite you to visit Monroe and see for yourself what our community has to offer. Monroe continues to develop its position as a commercial hub for the Sky Valley with new development and new residents fueling an unprecedented period of growth and seeking more options for entertainment and food choices. Along with new residents and the growing number of tourism visitors, these numbers show increasing traffic, higher demand for food/beverage choices, and solid prospects for those who wish to serve them.

With Best Regards,

Mayor Geoffrey Thomas

City of Monroe  
806 West Main Street, Monroe, WA 98272  
Phone (360) 794-7400 Fax (360) 794-4007  
[www.monroewa.gov](http://www.monroewa.gov)

# DOWNTOWN PERMIT FEE WAIVER



- Façade Restoration
- Outdoor dining areas
- Signage Upgrades
- Exterior illuminations
- New awnings
- Accessibility improvements
- And more

INVEST WITH US



# CASCADE LOOP AND WELCOME MAGAZINE ADS

**Choose MONROE**  
EAT. PLAY. STAY. SHOP.

The sports capital of Snohomish County, Monroe is a destination for athletes and outdoor enthusiasts. Featuring NASCAR and demo events at Evergreen Speedway, premier triathlon competitions at Lake Tye and year-round events. Venture off Hwy 2 to explore the unique shops and restaurants in Historic Downtown. Take a hike on one of Monroe's many trails, go fishing, kayaking or white water rafting on the Skykomish River.

**MONROE**  
WASHINGTON

**CHOOSEMONROE.COM | THE ADVENTURE STARTS HERE!**



At the base of the Cascade Mountains, the City of Monroe is where your adventure begins: river sports, off-road ATV, beer, theater, arts and shopping.

Monroe is so much more than a refueling pit stop for those who have made it their base camp. Venture off Hwy 2 to see what the city has to offer; a historic downtown with antique and upcycle vendors, public art, a bike and sports outfitter, taprooms, restaurants, breweries and more.

When it's time to get outside, access the river to boat, paddle, and fish. Lake Tye

is perfect for families and special events, such as Movies Under the Moon, Music in the Park, premier triathlons and national wakeboard competitions. The lake is surrounded by a 64-acre park with sports fields, courts, and a street style skate park. Within the city there are 200 acres of park land and 10 miles of trails.

If you're headed into the foothills to take

your ATV for a spin, Monroe welcomes street legal ATV's. Gas up, stay over and head East to the Reiter Pit, where 4x4's ATV's, and dirt bikes all have dedicated trails.

The sports capital of Snohomish County, Monroe is a destination for athletes and outdoor enthusiasts. Whatever you seek, your Adventure Starts Here!

*Falling Water Gardens  
"Glamp Monroe"*

Offering guests a striking balance between rustic charm and elegant sophistication for an unparalleled lodging experience.

**Choose MONROE**  
choosemonroe.com

Readers 120,000  
Copies 30,000

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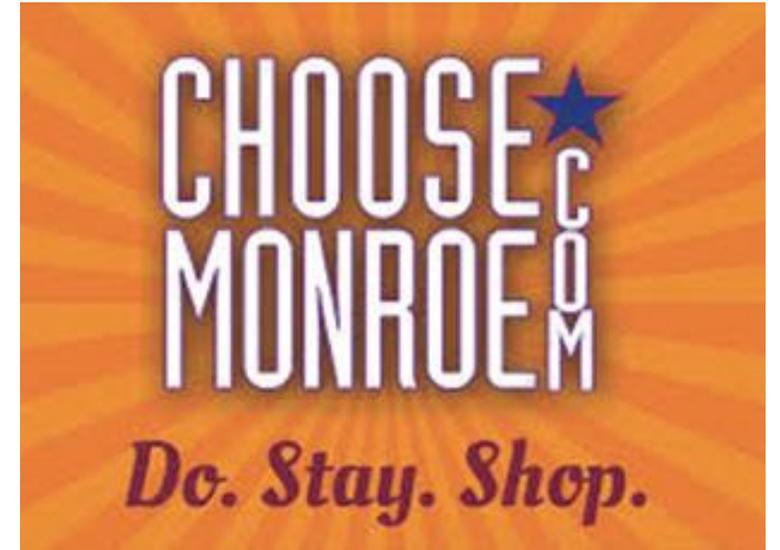
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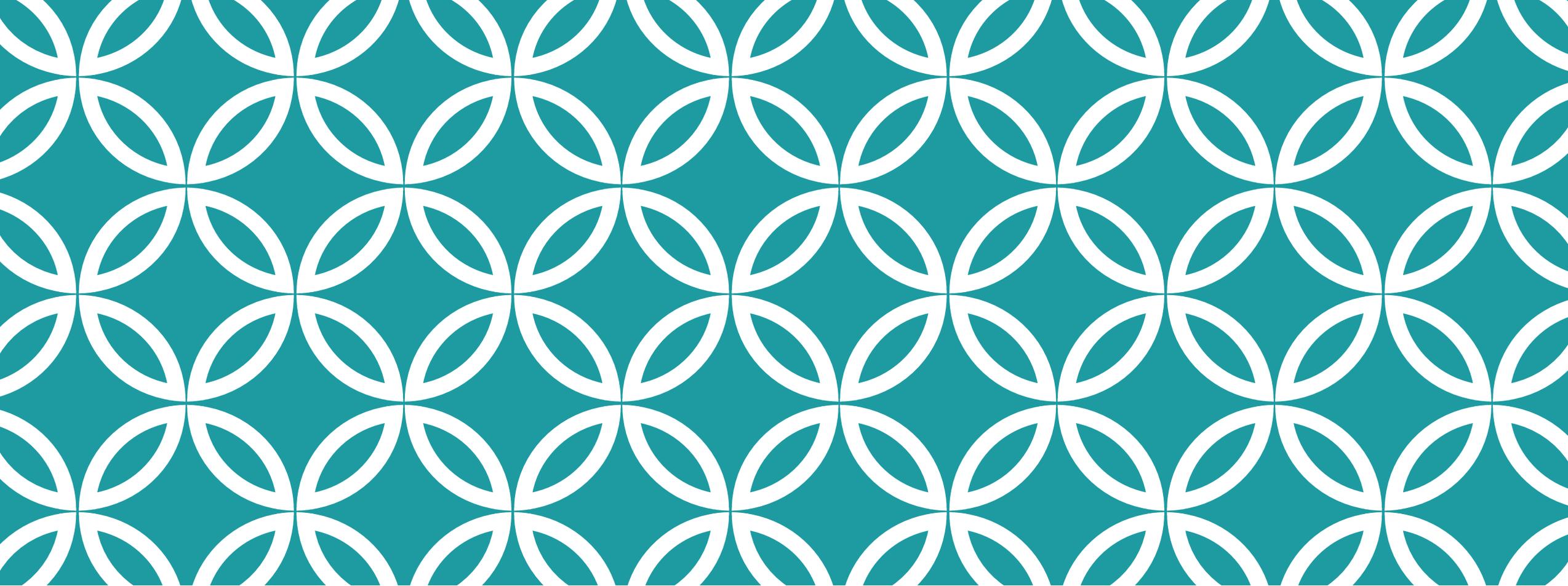
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# OLD BUSINESS FINAL 2019 ECONOMIC PROFILE

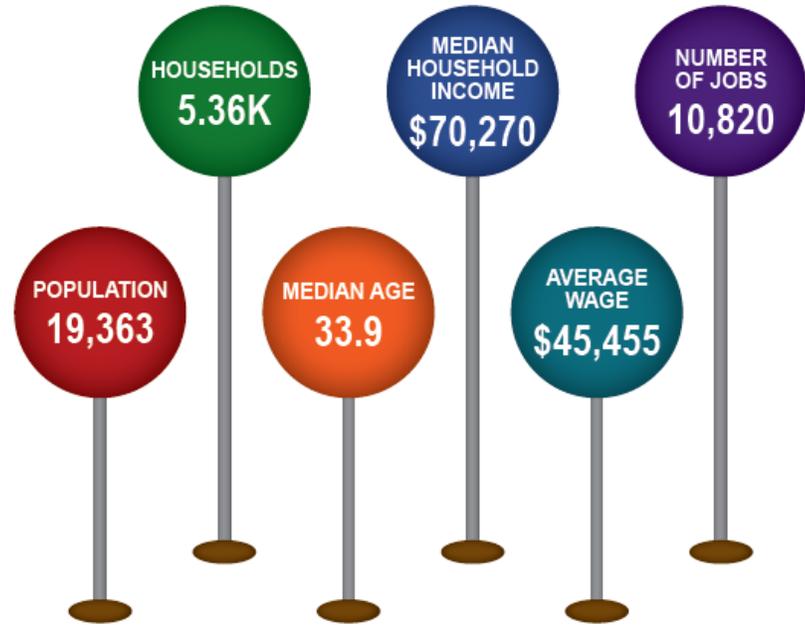
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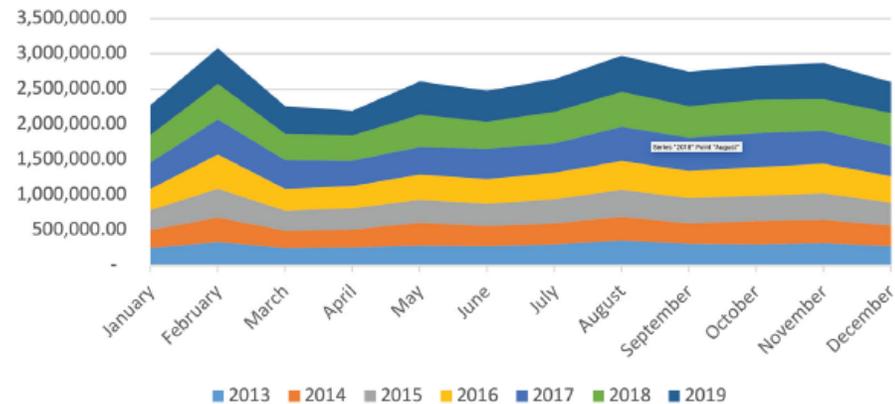
# FINAL ECONOMIC PROFILE

CITY OF MONROE

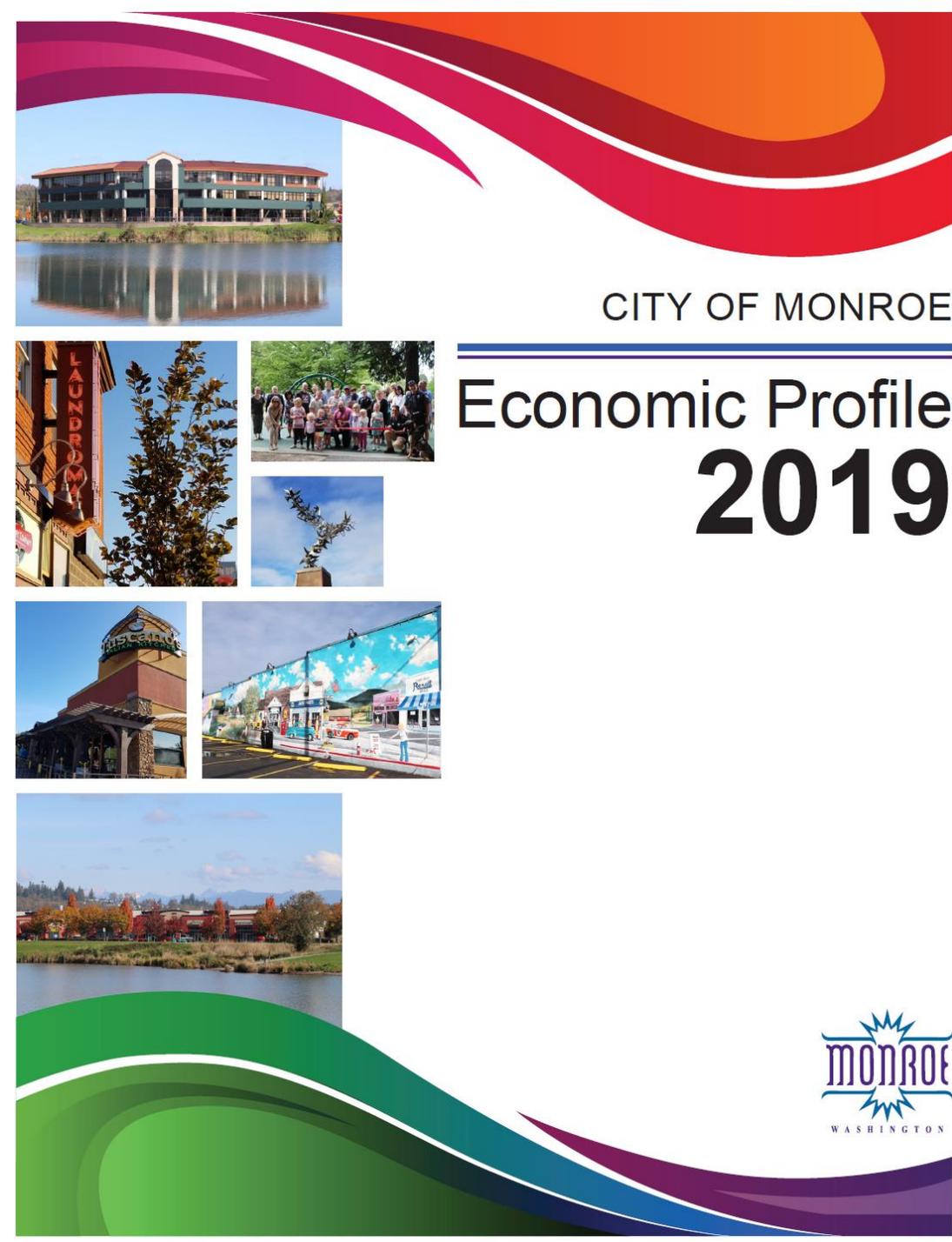
## Economic Profile 2019



SALES TAX REVENUE – 2013 to 2019



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



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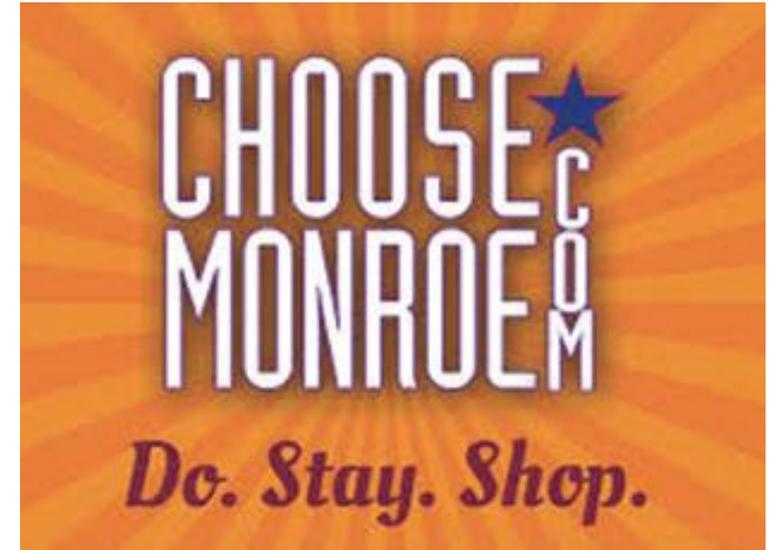
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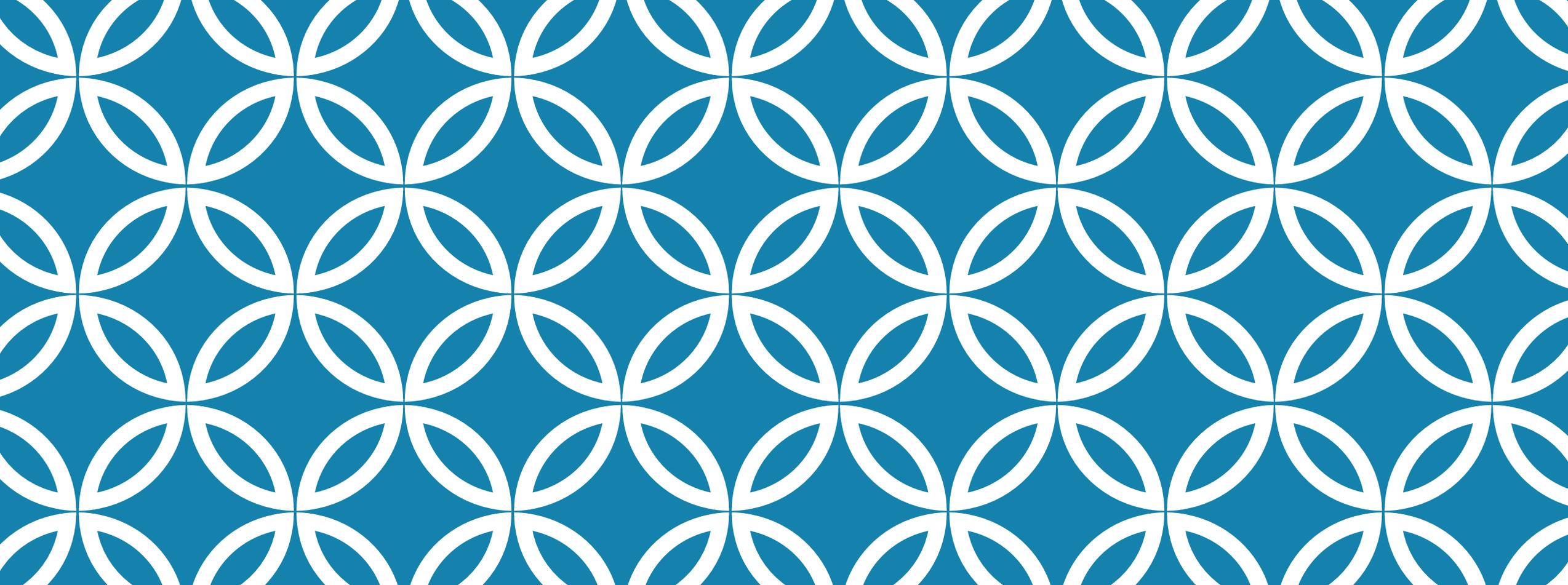
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# SURVEY RESULTS

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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 – 20.00%

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

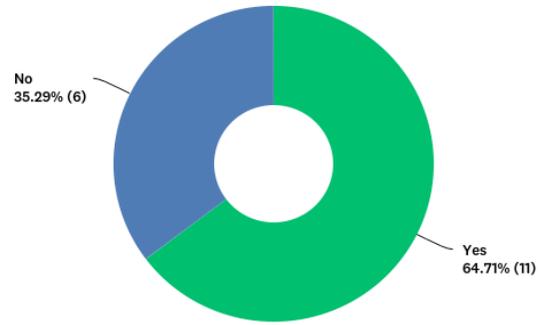
### Number 1 Priority

1. 64.00% Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
2. 13.21% Provide Shelter and Services to Chronically Homeless
3. 12.00% 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

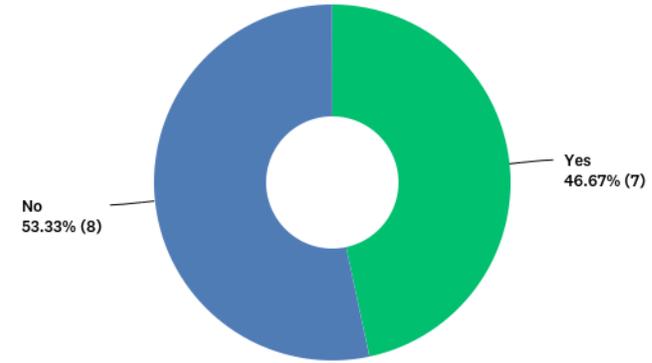
### Number 2 Priority

1. 38.00% 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

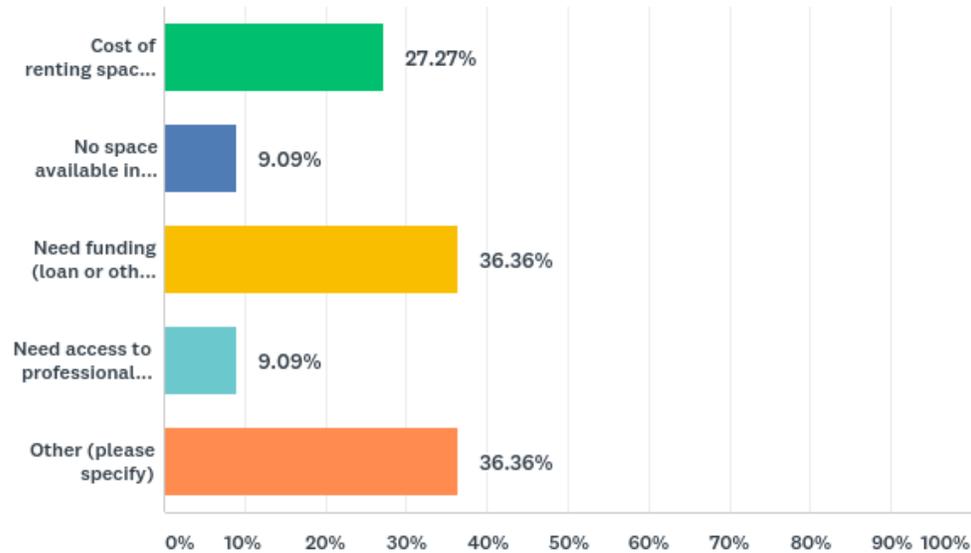
Q45 If you answered "Yes", would you be interested in networking with other home based businesses?



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

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:

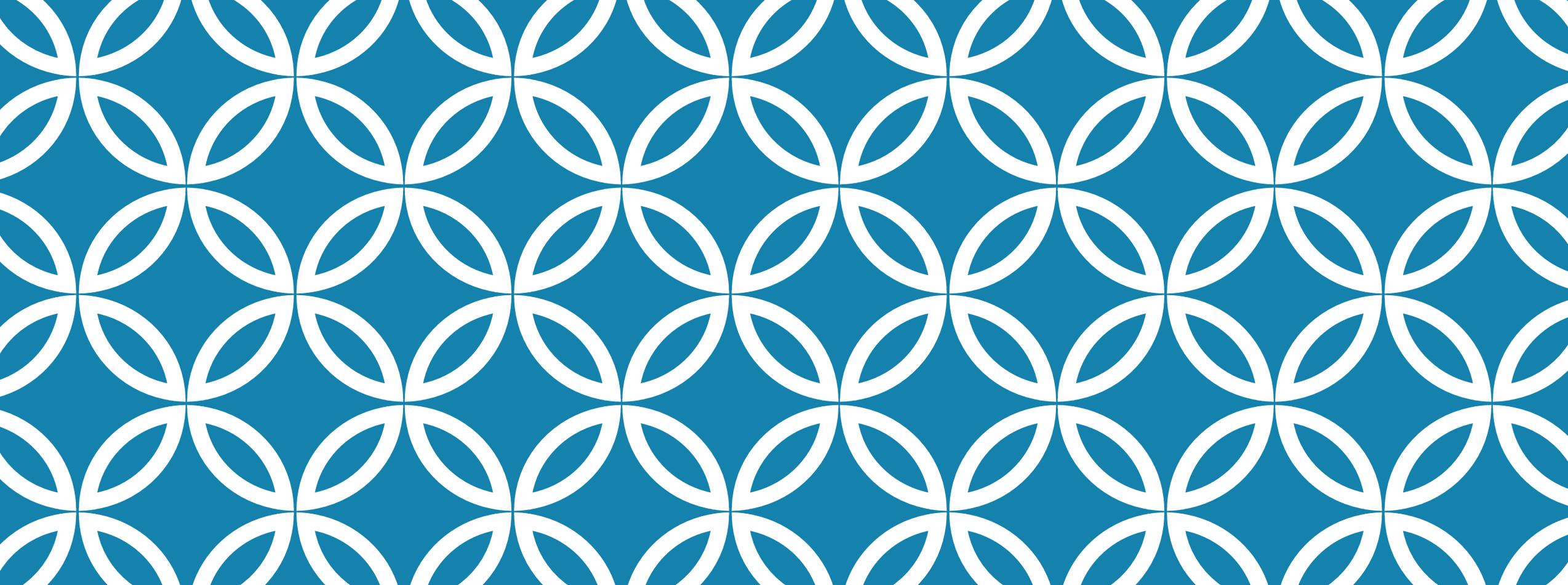
- 28% Calendar of Events
- 22.92% Available Commercial Property
- 22.22% Demographic and Statistical Data
- 12.50% Planning & Permitting Statistics
- 12.24% News & Announcements

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



# NEXT MEETING MARCH 26

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board

March 12, 2020

# NEXT MEETING THURSDAY, MARCH 26, 2019

8:00AM-9:30AM

Monroe City Hall



## Agenda

Demographic Data

Interim Economic Development Webpage

**CALL TO ORDER**

The February 27, 2020 Monroe Economic Development Advisory Board Meeting was called to order at 8:00 a.m.; Monroe Coordination Center, City Hall.

**ROLL CALL**

Members present: Bridgette Tuttle, Liz Nugent, Mike Buse, Sally King, Allan Dye, and ad-hock member Janelle Drews

Staff present: Deborah Knight, Becky Hasart, Gina Pfister, James Palmer<sup>1</sup>

Ms. Knight introduced Jim Watt, new Executive Director for the Downtown Monroe Association.

**APPROVAL OF THE MINUTES**

Board member Bridgette Tuttle made a motion to approve the minutes of February 13, 2020. The motion was seconded by Board member Mike Buse. Motion carried 5-0.

**BOARD MEMBER COMMENTS/UPDATES**

Ms. Tuttle requested an update on food truck regulations. Ms. Knight will provide a current schedule at an upcoming meeting.

Ms. Tuttle noted that Harry's on Tye and Dreadnought Brewing are both relocating to the downtown area.

Ms. Knight commented on the downtown fee waiver program.

Ms. Tuttle commented on anti-loitering efforts made by 7-11.

Ms. Nugent commented on the relocation of Core Chiropractic.

Ms. Drews commented on Apothecary, a new downtown business.

Ms. Drews commented on winery/tasting room participation at the Farmers Market.

Mr. Buse and Ms. Drews noted that the Music in the Park lineup has been finalized.

Ms. King expressed interest in a city, or chamber sponsored wine walk event. Ms. King and Ms. Drews will coordinate a meeting to discuss further.

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<sup>1</sup> James Palmer arrived at 8:20 a.m.

**BRRE Update**

A. Wine Tasting Room Recruitment Letter

Mr. Palmer noted that the recruitment letters were mailed on February 21; and that he was interviewed by Joey Thompson with the Herald.

B. Downtown Building Survey Update

Mr. Palmer updated the Board on his efforts to contact downtown business owners. Focus will begin with business owners, then efforts will be made to contact landlords; the goal being engaging businesses to maintain/upkeep their properties to attract new business owners.

**OLD BUSINESS**

A. Wayfinding Signs – Committee Feedback (round 2)

Ms. Knight reviewed the Tangram gateway signage design revisions. The Board discussed pros, cons, colors, and design features of each of the concepts. Ms. Knight asked members to email her specific feedback of each design concept by Friday, February 28, to be passed along to Tangram for the next round of revisions.

B. Draft Annual Report

Mr. Palmer presented the draft Annual Report; and reviewed topics to highlight to encourage business growth. Ms. Knight presented samples of other agency publications to help brainstorm formatting ideas.

Discussion ensued relating to the following topics: EDAB involvement in communications; publication formatting; and use of the final publication.

**NEW BUSINESS**

A. Homelessness Policy Advisory Committee (HPAC) Recommendations

Ms. Knight provided history on the formation of HPAC; reviewed the Committee's goals; and detailed the draft recommendations. Ms. Knight highlighted the areas of focus; importance of a coordinated service response; and briefed the Committee on the function of the newly formed Technical Advisory Committee (TAC).

Discussion ensued related to the following topics: service provider information sharing; local homelessness data; recommendation implementation; housing consortium; wrap-around services; and the ambassador program.

**NEXT MEETING – March 12, 2020**

A. Business Survey Feedback

B. Vision 2050

Upcoming March/April

- Tour Wet Noses and Natural Factors (Janelle Drews)

**ADJOURNMENT**

The meeting adjourned at 9:25 a.m.

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Deborah Knight, City Administrator