



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

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%



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