



# Monroe BUSINESS

City of Monroe, Washington  
Economic Development Newsletter

## April 2024 Newsletter



### **T.H.R.I.V.E.** *Emerging Leaders Reimagined*

T.H.R.I.V.E. provides entrepreneurship education for executives of small, poised-for-growth companies. Through in-person sessions, online curriculum, 1-on-1 coaching with subject-matter experts, and development of strategic growth plans, participants will gain the tools and guidance to pursue their next stage of business growth. The program is open to small business owners/execs that:

- Have annual revenues of at least \$250,000
- Have been in business for at least three years
- Have at least one employee, other than self
- Can commit to completing the full program, including trainings, submitting assignments, participating during sessions, and reaching out for help
- Are coachable, ready to be challenged and supported, and willing put in the necessary work to accelerate growth

There is **no cost** to participate, but participants must invest their time and commitment to complete all training sessions over the **six-month program**.

Applications are open now until April 28, 2024. Training cohorts in Spokane and Seattle begin on June 18, 2024.

[Apply Now!](#)

**American  
Express and  
Main Street  
America  
Offer**



**\$10,000 "Backing Small Business" Grants**

The Backing Small Businesses grant program supports economically vulnerable and under-resourced small businesses with community reach. This year, eligible small business owners can apply for up to \$10,000 grants for projects that grow or improve their businesses by building community, supporting their economic viability, or bolstering meaningful change.

Applications will be accepted from 9:00 am Central Time on March 14, 2024, through 11:59 pm Central Time on April 7, 2024.

**[More information here.](#)**

A flyer for a seminar. At the top left is a logo with a tree and the text "www.snocoflaco.com". Below the logo is the text "Marketing Made Easy" in large, bold, black font. To the right of the text is a photo of a woman, Tracy Yang, smiling and holding a bouquet of tulips. Below the photo is the text "Presenter: Tracy Yang". At the bottom right, it says "Saturday, April 20th 12:30pm - 2:30pm". At the bottom left, it says "Hosted by: SnoCo. Flower Collective" next to a logo of an arrow pointing up and to the right. At the very bottom, it says "SNOHOMISH LIBRARY - MEETING ROOM // 311 MAPLE AVE SNOHOMISH, WA 98290".

**Marketing Made Easy**  
*Free Seminar*

Sign up for an insightful FREE session on Saturday, April 20th, tailored to empower entrepreneurs with practical strategies, creative solutions, and essential tools for effective marketing. From social media tactics to budget-friendly campaigns, this event equips small business owners with the skills to navigate the competitive marketing landscape seamlessly. Don't miss this opportunity to revolutionize your approach and propel your business to new heights with simplicity and success.

[Register for the Marketing Workshop Here](#)

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**Snohomish County**

**Small Business Innovation  
Assistance Program**

## Snohomish County Small Business Grants

Funded by federal American Rescue Plan Act (ARPA) funds, Ventures has a limited number of grants available to support Snohomish County small

businesses that were open before the COVID-19 pandemic to help continue their economic recovery. Grant awards start at \$5,000. All eligible applicants will be entered into a lottery for grant selection.

The grant application is a 4-step process:

- **Fill out the Snohomish County Existing Business Grant Pre-Screening Tool:** This will determine whether your business is eligible based on industry type or location.
- **Attend a required Small Business Grant Training.** After filling out the Pre-Screening Tool, you will receive a link to register for one of 6 Small Business Grant Trainings that are available virtually and in person, in Spanish and English.
- **Receive the link to the Snohomish County Existing Business Grant application** at the grant training.
- **Complete** the full grant **application** and provide the **required documentation**.

Interested learning more about this grant and other ways Ventures could support your small business? [Sign up here for one of our information sessions.](#) (Next session: Thursday, April 4, 6-8pm)

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## Bid Opportunities

**Washington State:** For a list of current bid opportunities, go to [Washington Electronic Business Solutions \(WEBS\)](#). To see detailed solicitation documents and contract with the state, you must be [registered in WEBS](#).

**Snohomish County:** [Register for free](#) on the Snohomish County Purchasing Portal to find opportunities that match the goods and/or services that your company provides.

**Community Transit:** Find bid opportunities on Community Transit's Procurement Portal. [Register for free](#).



## Public Works Certification is Coming!

The Office of Minority and Women's Business Enterprises (OMWBE) is launching a new Public Works Small Business Enterprise (PWSBE) Certification that will be available in **Spring 2024**.

This program is designed to help small businesses seeking work on public works contracts. PWSBE Certification uses the same criteria as OMWBE's State Certification program. This certification is race- and gender-neutral, available to any qualifying small business.

"Public Works" refers to all work, construction, alteration, repair, or improvement paid for by state and local governments, public universities, and other public organizations. Public works projects include road construction, roof repair, HVAC upgrades, building remodeling, or parking meter installation.

What can your business do to get ready?

- Review eligibility requirements with OMWBE
- Gather the necessary documents to apply
- Sign up to receive a PWSBE launch notification

[Click here for more information and to be notified when PWSBE Certification is available!](#)



## Arts Project Grants Available!

ArtsWA is offering support to groups providing art programming with and for the people of Washington State. Organizations do not need to have an arts-focused mission to apply.

Funding amounts: Applicants can request between \$2,000-\$5,000 for their project. If awarded, grant amounts can vary depending on panel recommendations and available funds.

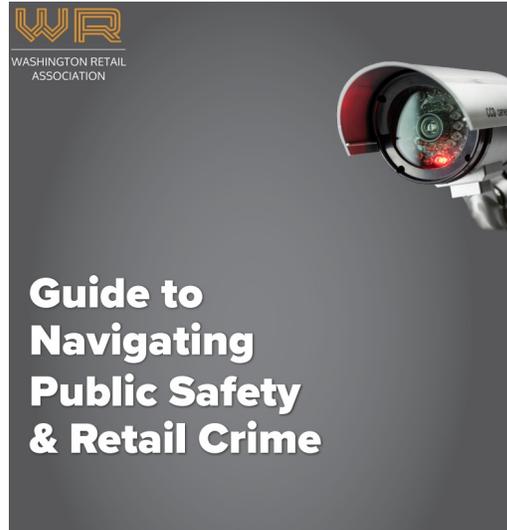
Applications due April 23, 2024, 5pm.  
Info Session April 16, 2024.

**[More information or to apply.](#)**

## Useful Guide for Dealing with Retail Crime and Safety

The Washington Retail Association has compiled a useful Guide to Navigating Public Safety & Retail Crime.

**[Peruse the Guide!](#)**



## Latest *Choose Monroe* Magazine Now Available

Sent out to households throughout Monroe, the *Choose Monroe* magazine provides insightful, informative articles and features on local businesses, activities, events and attractions.

## Main Street America Offers Series of Insightful Podcasts for Small Businesses



Latest podcast:

**Forming Meaningful Partnerships**  
*Experience from Tokeland, WA and Shoalwater Bay Tribal Community*

[Listen in and follow the series.](#)

## Renewable Energy Incentives

**Federal tax rebates** and State **sales tax exemptions** are available for purchase and installation of electricity-generating solar energy systems for your business.



## On-Going Resources for Small Businesses



No matter what phase your business is in -- from starting up or growing, to down-sizing -- the **Small Business Guide**, created by the State Commerce Department, is an in-valuable resource for your business.

The **Guide** covers:

**SCORE** 

FOR THE LIFE OF YOUR BUSINESS

**Greater  
Seattle**

Owning a business is both exciting and intimidating.

If you're looking for local resources, free business templates, e-guides, check-lists, and other helpful resources for

- Planning
- Start-Up
- Payroll
- Opening
- Management
- Growth
- Closure
- Loan Programs
- And more

The State also offers an array of knowledge-able **Small Business Liaisons** who can help you with specialized resources and information.

Plus, **FREE workshops** are available, providing essential information and resources to help start and grow your business.

starting or growing your enterprise, SCORE Greater Seattle is your destination. SCORE's mentors can assist in putting your ideas into action.

**Tools and resources to help your small business grow - SCORE**

## Tax Planning for Small Businesses - April 3 Presentation

Katy Woods, VP and Branch Manager of Coastal Community Bank, will present a short course on Tax Planning for businesses from their Money Smart for Small Business course. This course has lots of great information for businesses and individuals!

Sky Valley Chamber of Commerce  
Networking Lunch  
Wednesday April 3, 2024  
Noon - 1:00 pm  
319 Main Street



Katy Woods, VP, Branch Manager  
Presenting  
Tax Planning for Business

Registration with Lunch \$15.00  
Free & Online Options Available

[Register Here](#)

## Monroe Listens Report Your Issue!



The City offers a direct and easy way to send your questions, concerns, requests, and compliments directly to the City staff person who can help you. Potholes, graffiti, fallen tree limbs, drainage problems, etc. Please let us know at **Monroe Listens**.

### MAYOR



Geoffrey Thomas

Have a question or comment for Mayor Thomas?  
Contact him at [GThomas@MonroeWA.gov](mailto:GThomas@MonroeWA.gov)

### CITY COUNCIL MEMBERS



Councilmember  
Kevin Hanford



Councilmember  
Jacob Walker



Councilmember  
Jason Gamble



Councilmember  
Kirk Scarboro



Councilmember  
Heather Fulcher



Councilmember  
Tami Beaumont



Councilmember  
Kyle Fisher

Have a question or comment for your Councilmembers?  
Contact them at [Councilmembers@MonroeWA.gov](mailto:Councilmembers@MonroeWA.gov)

[Council Agendas/Minutes](#)



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