

BRAND RESEARCH REPORT

Prepared for City of Monroe



JAYRAY A PLACE TO THINK

Branding | Advertising | Strategic Communications

May 23, 2023

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The City of Monroe hired JayRay, a creative marketing and strategic communications firm, to guide the City and community through a rebranding effort. Through research, JayRay seeks to uncover an authentic brand for Monroe that helps it become more cohesive, efficient and effective in its marketing and economic development efforts, and fosters civic pride in the community.



Summary

This research aimed to uncover key strengths and opportunities that will help the City of Monroe understand the current state of its brand and uncover its personality, position and promise.

BRAND AUDIT

The audit component of the research assessed the City's brand across various marketing tactics and channels. Using proven scoring criteria, the JayRay team analyzed key documents for the brand messaging and visuals.

COMPARATIVE ANALYSIS

The City of Monroe was compared against other similar communities to identify commonalities and differences. JayRay specifically reviewed for place branding initiatives, brand architecture, messaging and positioning.

BRAND SURVEY

Online surveys captured residents' brand sentiment (feelings and emotions associated with living and working in Monroe). Community experiences, general awareness of offerings and what makes Monroe unique in the eyes of residents and businesses were shared. JayRay identified survey findings that would benefit from additional evaluation.

FOCUS GROUPS & INTERVIEWS

Focus groups and interviews involved gathering opinions and feedback from residents, business owners and visitors in English and Spanish. This effort provided space to better understand key findings from the brand survey in smaller groups, ultimately resulting in brand themes and takeaways.

CONSISTENCY IS KEY

Maintaining a uniform and cohesive brand identity across all touchpoints and channels is crucial to achieving a recognizable brand. All research efforts affirmed the audit findings that consistency in look, feel and message is affecting the memorability and authenticity of Monroe's brand.

DEFINING SMALL TOWN

The term "small town" has earned a variety of meanings over the years. Some may be valuable to adopt and lean into, while others may be challenging to shed. Small town is a point of distinction in the eyes of those JayRay engaged with. They find pride in peace and affordability while maintaining access to big city amenities – all while avoiding the challenges of Monroe's larger metropolitan neighbors.

ACCESS TO NATURE

Proximity to the mountains was a point of pride among respondents. Access to nature was important, yet it's also an asset claimed by other cities we reviewed in the comparative analysis. Finding Monroe's unique take on what nature means is a theme to test further.

SAFETY AT HOME

Monroe feels like a safe place. The feeling of home, security and community are paramount to survey respondents. This is especially worth discussing as a city that can be easily described as a prison town.

NEXT STEPS: TESTING THEMES

We recommend convening brand workshops comprised of key individuals to test which themes in this report are most authentic, relevant and different. This includes asking questions related to "Why do you feel safe in Monroe?"



METHODOLOGY



Methodology



1,036 online survey responses



586 survey respondents live in Monroe



256 survey respondents live *and* work in Monroe



117 survey respondents work in Monroe



77 survey respondents visited Monroe for leisure or work



9 total interviews



21 total attendees at **2** focus groups



2 languages, English and Spanish, for surveys, phone interviews and focus groups



6 comparable cities reviewed





FINDINGS



Brand Audit

Reviewing Monroe's messaging and visuals

As part of the research for the Monroe branding initiative, JayRay evaluated the effectiveness of five communication pieces that express Monroe's current brand. A proven and standardized assessment form was used to establish rankings and provide input for recommendations on each piece, and for suggestions overall.

ITEMS REVIEWED

1. [Choose Monroe Magazine](#)
2. Social Media ([Instagram](#) and [Facebook](#))
3. [Website](#)
4. [Monroe This Week](#)
5. [Economic Development Newsletter](#)

METHODOLOGY

Each item was reviewed for best practices in two key areas:

- Copy and messaging
- Visuals and graphic design

A series of questions or "criteria" guided the process. This process helped us pinpoint current strengths and weaknesses and identify opportunities to sharpen brand identity.

Specific recommendations will follow in this report, and key themes emerged throughout the audit process.

BRAND CONSISTENCY

In the current age of content saturation and information overload, consistency is key to building an impression to capture a share of your audience's attention. There is an abundance of information in the pieces audited. Adding a consistent and unified look and feel, brand message and visuals will help generate a memorable impression, carve out an identity for Monroe and build loyalty with your audience.

COMPELLING VISUALS

Digital communication channels such as social media, newsletters and websites are continuously evolving. While technology moves at a rapid pace, the need for compelling visuals over lengthy content is always at the forefront. Focusing on photography that communicates Monroe's unique sense of place will leverage a photo-first ecosystem of digital channels and share the Monroe story in a more authentic, scannable and exciting way.

PRIDE IN MONROE

The Imagine Monroe work clearly shows what Monroe residents are proud of – its access to nature and the sense of community among those who live, work and play in Monroe. Show off the best of the best in all of your materials, through visuals and the way you talk about the City.



Brand Survey

Quantitative research

The survey plays a significant role in the overall branding process. It is important to uncover basic themes at the onset of the research to identify what findings need further examination. Initial takeaways from this survey report are only partial to the full research report that will be presented later in this report.

GROUPS SURVEYED

1. Those who live in Monroe, only
2. Those who work in Monroe, only
3. Those who live *and* work in Monroe
4. Those who visited Monroe for leisure *or* work

METHODOLOGY

- Survey was open Dec. 15, 2022 - Jan. 13, 2023
- Survey was distributed via email and social media
- Logic was applied to the survey in order to understand different groups and their unique responses

RESPONDENT DEMOGRAPHICS

Approximately 68% of respondents identified as female. The largest age group reflected in the survey results are ages 35-44. 75% of respondents identified as white, and 14% preferred not to identify their ethnicity or racial group.

SMALL TOWN RURAL THEMES

A majority of respondents agree that “small town” and “rural” are the first words that come to mind when they think about Monroe.

GATEWAY TO NATURE THEMES

The term “gateway” was mentioned several times throughout the survey as it pertains to the distance between Monroe and surrounding points of interest -(Snohomish, mountains, etc.).

COMMUNITY THEMES

Analysis eventually leads to visual manifestations of the research conducted through the branding process.

A large portion of respondents saw “community” in their visual mind’s eye. The word “community” as a visual can take on a wide variety of shapes and forms. In the focus groups, the term community was most connected with inclusive and joyful.



Comparative Analysis

Comparable messaging and visuals

The competitive analysis helps determine the City of Monroe's brand strategy by looking at how it naturally stands out against similar communities that compete for its audience's attention, or is positioned differently from similar communities. This analysis compared Monroe to six cities. In this report, you will find each location's assets, what it is known for and how it positions itself.

CITIES REVIEWED

1. Bothell
2. North Bend
3. Lynnwood
4. Everett
5. Moses Lake
6. Puyallup

METHODOLOGY

Each city was reviewed for their:

- Similarities to Monroe
- Advantages over Monroe
- Disadvantages compared to Monroe (viewed as opportunities for Monroe)

SIMILARITIES

Monroe shares similar attributes/attractions with the other cities, including an abundance of parks, outdoor recreation opportunities, and special local events

ADVANTAGES

Other than North Bend, Monroe is the smallest city in population of those reviewed. The inviting nature of Monroe as a close-knit, welcoming place with an abundance of local activities and attributes is a major plus for attracting visitors. Monroe is the only city that included a positioning descriptor ("Imagine Monroe") statement on the City's website homepage.

The concept of everyone feeling at home in Monroe and that they belong is a unique selling point that can be leveraged and expanded upon.

DISADVANTAGES (VIEWED AS OPPORTUNITIES)

Monroe's name recognition is less than the other cities, since many are larger locales (Everett, Lynnwood, Puyallup) or known for other public factors (North Bend and "Twin Peaks"). Though it is right off Highway 2, Monroe is also somewhat off the beaten path in comparison to the other locations.

However, this can be used as an advantage in potentially incorporating the idea of Monroe as a "hidden gem" or "best kept secret" in certain messaging strategies.



Focus Groups

Qualitative research

Upon completion and analysis of quantitative research, the JayRay team in partnership with City leadership gathered insights from key groups, including representatives from communities who were identified as underrepresented. The purpose was to dig deeper into themes using qualitative research methods and online engagement tools that offer participants the flexibility to be transparent and the safety of anonymity.

GROUPS REPRESENTED

1. Residents
2. Visitors
3. Students
4. Spanish-speaking constituents

METHODOLOGY

Focus groups were conducted:

- Live, online in English

Data compiled via Mentimeter, an online engagement tool for live data gathering

- In-person, in Spanish

Data compiled via Spanish-speaking partner, incentivizing underrepresented groups for their time to provide feedback

BRAND INSIGHTS

Themes from the first three words that come to mind within the focus group:

- Monroe is: Growing
- Monroe is: Kind
- Monroe is: Small

WHAT WILL ALWAYS BE TRUE?

"Regardless of how big Monroe gets, it will always be small"

"Monroe will always have roots and a rural lifestyle"

"Monroe will always have people who know each other"

"Monroe will never be the next Seattle or Everett"

"Monroe will never be unfriendly"

"Monroe will never be unsafe"

DEFINING QUANTITATIVE (ONLINE SURVEY) BRAND THEMES

Small Town Rural means: Welcoming and Friendly

Community means: Neighborly and Small

Gateway to Nature means: Outdoorsy and Peaceful



Interviews

Key partners

JayRay facilitated nine phone interviews, with key participants identified by City leadership to gain perspectives on Monroe as a city. Similar to the focus groups, individuals provided an additional layer of qualitative research that offers in-depth insight into themes from the brand survey. These findings will help shape the overall brand. City leadership helped identify participants who they believed offered valuable insight about Monroe to share what makes it a unique place to live, work and experience.

GROUPS REPRESENTED

1. Current business owners operating in Monroe
2. Former business owners operating in Monroe
3. Business owners serving customers in Monroe

METHODOLOGY

Interviews were conducted in English and Spanish:

- Live, over the phone in English or Spanish
- Approximately 20-30 minutes on each call
- Data compiled using a proven interview guide developed with uncovering the brand platform in mind
- Conducted confidentially

The interview guide focused on putting a finer point on quantitative themes, especially the City's position amongst comparable cities that business leaders would likely frequent.

THE VIBE IN MONROE

Interviewees uniformly identified the value of relationships in Monroe. Interviewees characterized relationships as feeling:

- Quiet and safe
- Friendly, down to earth
- Supportive and respectful

As business owners and leaders, attributing high value to relationships makes sense as it is their job to build rapport with the people of Monroe, whether they are customers, peers or City leaders who they appeal to for support.

MONROE'S POSITION, ACCORDING TO BUSINESSES

Compared to North Bend, Maple Valley and Lynnwood, interviewees applauded first-responders who enforce safety. Safety directly relates to business owners because it allows them to operate their business more easily. Some participants commented:

"Safe compared to other cities"

"Quaint getaway, but close to other cities"

"More hardworking than hipster"

"It feels like home"





KEY INSIGHTS



Process

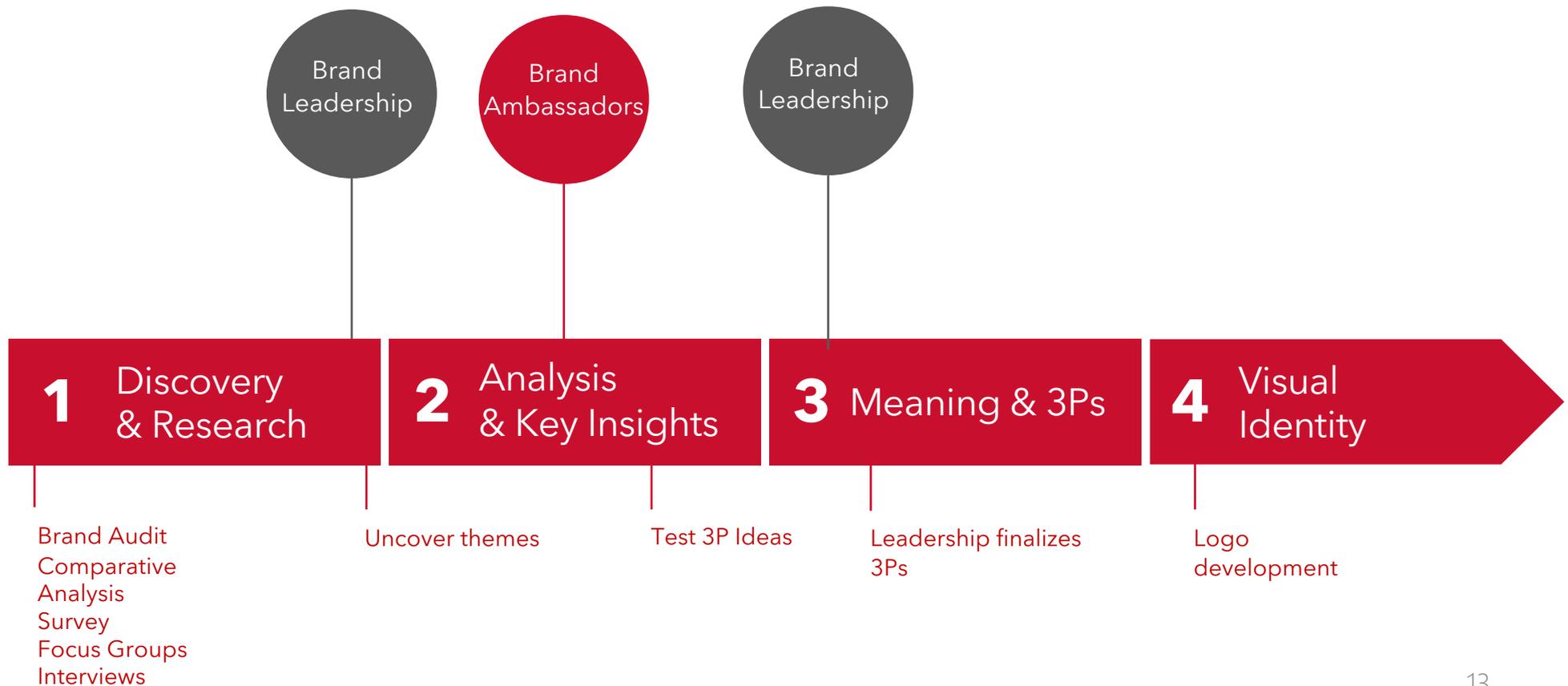
What is next?

WHAT KEY INSIGHTS ARE

Loose themes to define
Patterns in the research to guide ambassador input
Ideas to test with ambassadors

WHAT KEY INSIGHTS ARE NOT

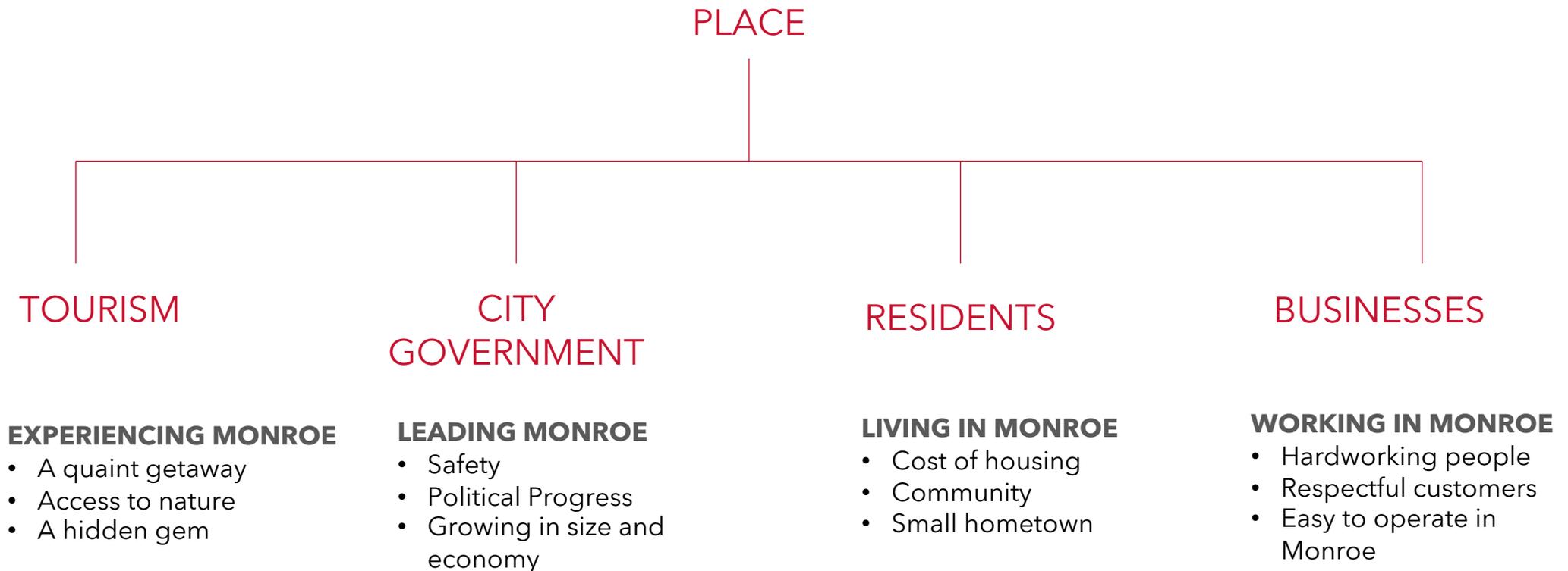
3P drafts
Precise wording or verbiage
Finalized recommendations on words or colors



Place Brand Insights

Architecture informed by research

Brand architecture is a simple theory with complex application. Every brand has different themes that inform the architecture of parent brand with sub-brands. A parent brand remains dominant and connected but allows for each sub-brand to have its own identity. The visual connection is often subtle but visual elements may share formatting, font and overall look-and-feel. Based on research efforts, key themes arose that can be organized in different categories for consideration. For example:



Place Brand Insights

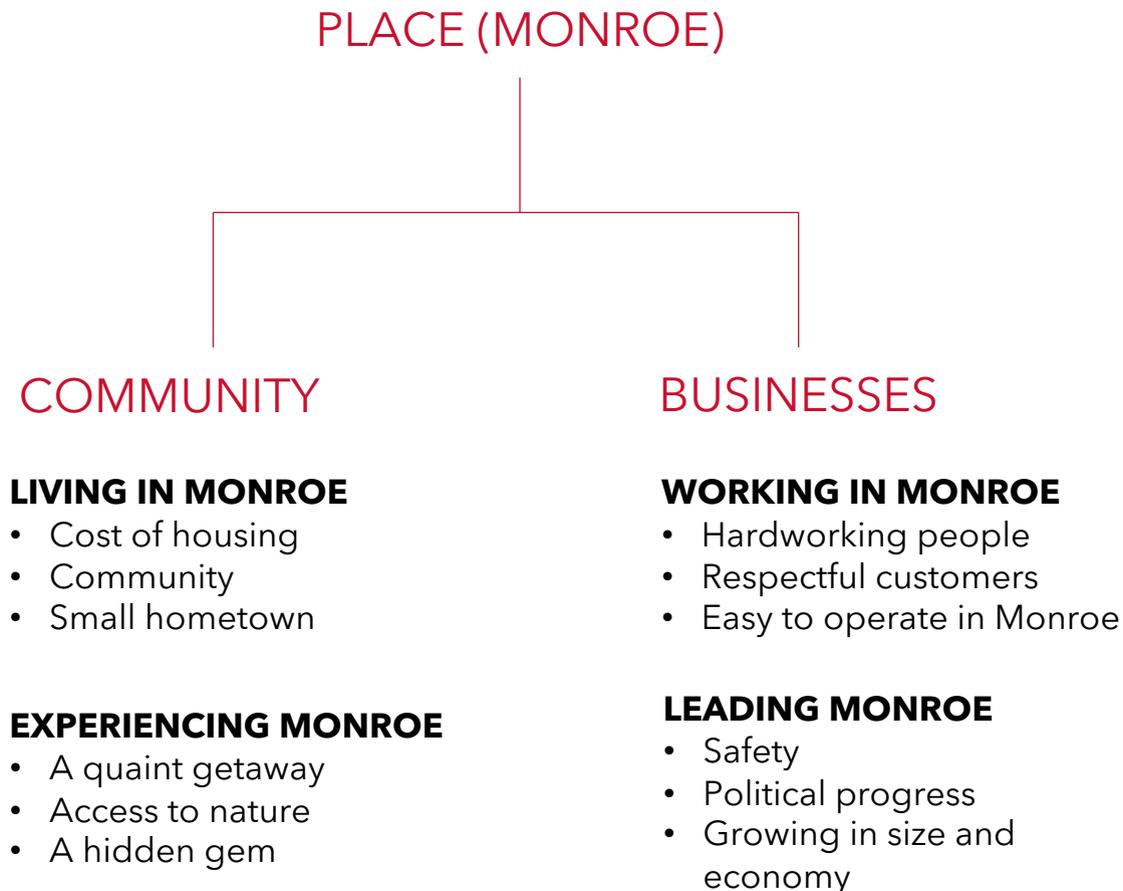
Architecture informed by research



Place Brand Insights

Architecture informed by research

Brand architecture is a simple theory with complex application. Every brand has different themes that inform the architecture of the parent brand with sub-brands. A parent brand remains dominant and connected but allows for each sub-brand to have its own identity. The visual connection is often subtle but visual elements may share formatting, font and overall look-and-feel. Based on research efforts, key themes arose that can be organized in different categories for consideration. For example:



Place Brand Insights

Architecture informed by research



Place Brand Insights

Architecture informed by research



Insights to Personality

Framing a branding question in a creative way helped uncover how people characterize Monroe. Animal representations indicate Monroe's personality traits such as friendly, community-oriented, peaceful and introverted.

IF MONROE WERE AN ANIMAL, WHAT WOULD IT BE?

<i>Friendly and Community Oriented</i>	<i>Peaceful and Introverted</i>
<ul style="list-style-type: none">• Duck• Horse• Bear• Gazelle• Parrot• Coyote	<ul style="list-style-type: none">• Turtle• Cow• Snail• Platypus• Caterpillar• Sloth

DEFINING QUANTITATIVE BRAND THEMES:

Survey theme means ____ according to focus groups

Small Town Rural means: **Welcoming and Friendly**

Community means: **Neighborly and Small**

Gateway to Nature means: **Outdoorsy and Peaceful**

3Ps

PERSONALITY

Your outward face

POSITION

Differentiator, relative to the competition

PROMISE

We will always...



Insights to Position

After a focus group question that prompted participants to discuss Monroe's reputation, the top words that came to mind were:

1. Community
2. Growing
3. Nature

WHAT THREE WORDS COME TO MIND WHEN YOU THINK ABOUT MONROE?



3Ps

PERSONALITY
Your outward face

POSITION
Differentiator, relative to the competition

PROMISE
We will always...



Insights to Promise

Size was of significant interest in the survey. Focus groups and interviews gave an opportunity to probe deeper on overarching survey findings, and what they mean for Monroe's brand promise.

*"Regardless of how big Monroe gets, it will **always** be small"*

*"Monroe will **always** have roots and a rural lifestyle"*

*"Monroe will **always** have people who know each other"*

*"Monroe will **never** be the next Seattle or Everett"*

*"Monroe will **never** be unfriendly"*

*"Monroe will **never** be unsafe"*

3Ps

PERSONALITY

Your outward face

POSITION

Differentiator, relative to the competition

PROMISE

We will always...



Visual Themes

Color theory

Survey respondents were given a set of thematic words. Each set correlated to a color and meaning supported by color theory. Each respondent was asked to identify the word set that most closely matched their current experience of Monroe.

TOP THEMES



28%

Nature
Renewal
Service
Balance
Growth



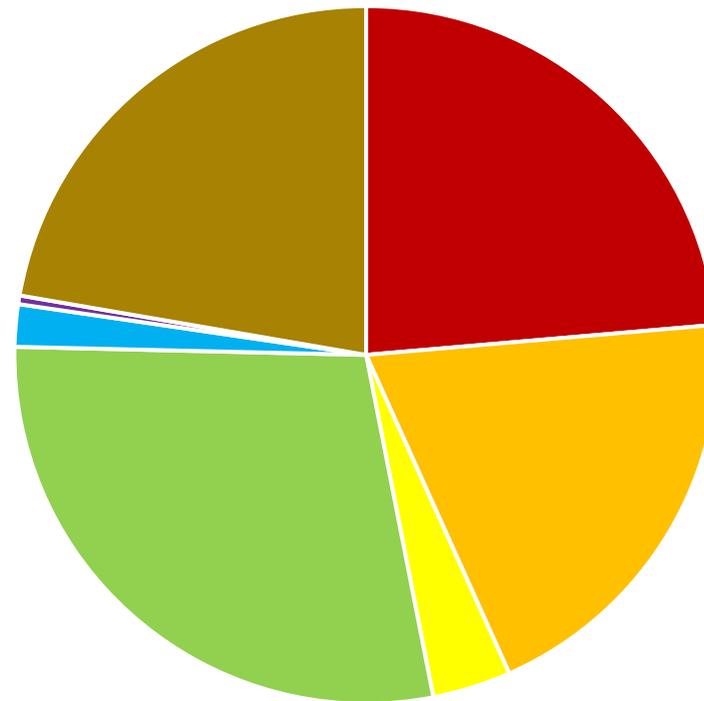
24%

Intensity
Passion
Urgent
Power
Speed



22%

Reliable
Earthy
Safety
Comfort
Endurance



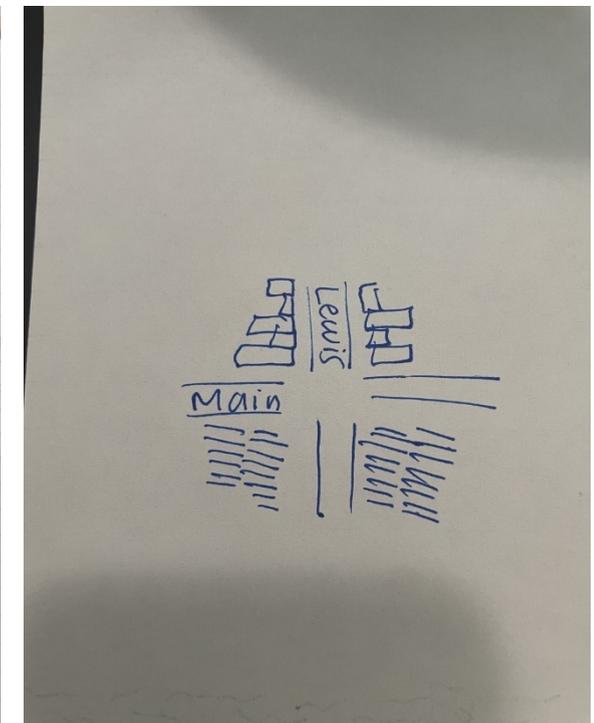
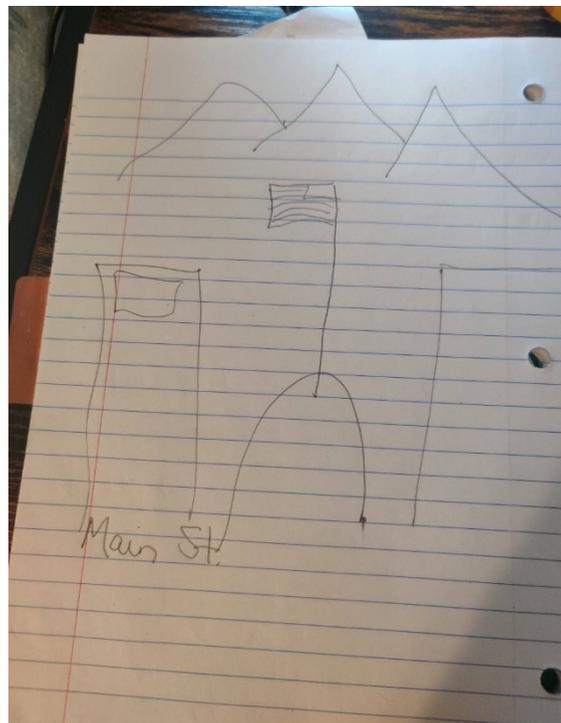
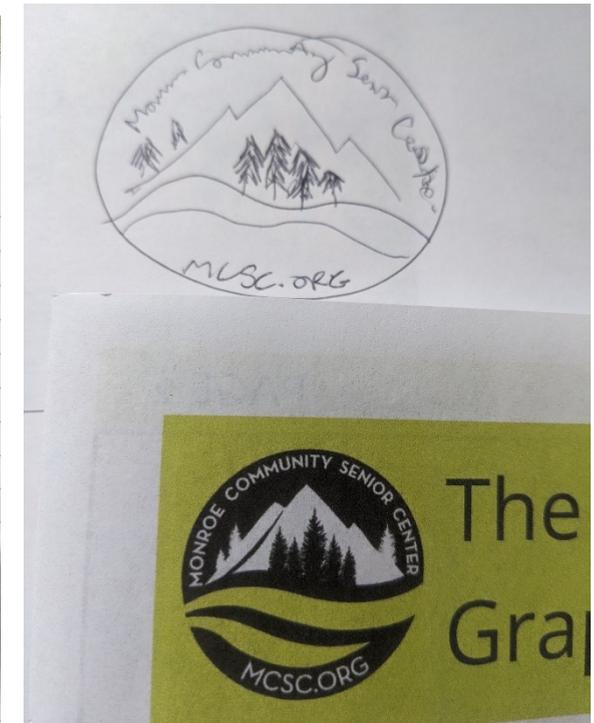
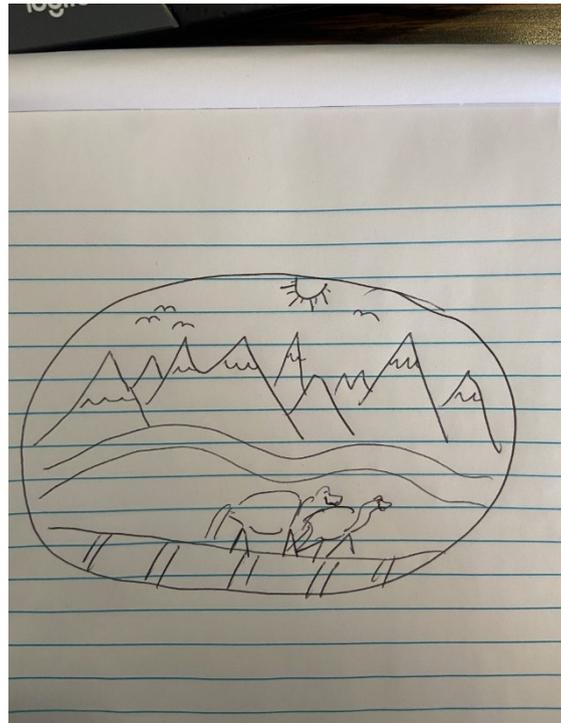
■ Red ■ Orange ■ Yellow ■ Green ■ Blue ■ Purple ■ Brown



Visual Themes

The mind's eye

After detailed discussion to uncover the brand platform, JayRay facilitated a creative stretch that encouraged focus group participants to picture Monroe in their mind's eye and quickly doodle what they saw. As we took words and formed them into visuals, these rough sketches were useful for analysis to clarify how respondents view Monroe, visually.



Appendices

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- 77 English Focus Group: Anonymous
- 90 Spanish Focus Group: Anonymous
- 101 Interview Guide





BRAND AUDIT



Brand Audit Criteria

A series of questions to identify opportunities and summarize findings

COMMUNICATION CRITERIA

- ✓ Purpose of communications is clear
- ✓ Target audience is clear. Piece is appropriate and useful to the audience
- ✓ Copy is useful to a resident
- ✓ Copy is useful to a visitor
- ✓ Copy communicates something distinctive and memorable about Monroe
- ✓ Copy elicits a positive emotional response
- ✓ Copy uses a consistent brand voice that fits Monroe
- ✓ Copy helps Monroe stand out from other cities
- ✓ Copy helps tell the story in a meaningful way
- ✓ Copy enhances understanding of Monroe and its offerings as a city
- ✓ Readers would want to learn more about Monroe
- ✓ Readers would be inspired to visit Monroe

VISUALS CRITERIA

- ✓ The logo reflects the city's vision statement, is distinctive and appealing
- ✓ Design has a consistent look and feel
- ✓ Designs are useful to a prospective resident
- ✓ Design presents Monroe as a distinctive and memorable city
- ✓ Design is useful to a resident
- ✓ The design is useful to a visitor
- ✓ Design helps Monroe stand out from other cities
- ✓ Design elicits a positive emotional response
- ✓ Design communicates something distinctive and memorable about Monroe
- ✓ Design enhances understanding of Monroe and its offerings as a city

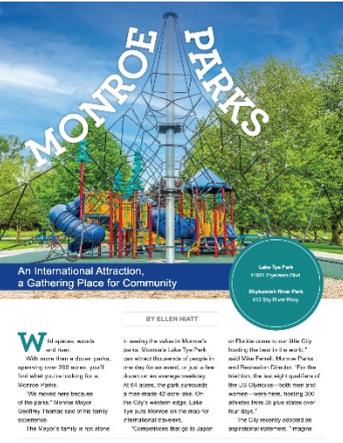


Choose Monroe Magazine

Create consistency and cohesion

FINDINGS

- The look and feel of the publication is not cohesive with other pieces and mediums (such as website and social media).
- Pages are saturated with information, and sometimes hard to read.
- Page layouts are monotonous and difficult to follow. Excessive information combined with a lack of layout variety and page-breaks make the content difficult to follow.
- Information is most useful for residents.
- Content transitions between topics (food to parks), but design does not transition.



Choose Monroe Magazine

Create consistency and cohesion

OPPORTUNITIES

- Consider aligning the brand more closely with the City to unify Monroe's identity to enhance trust and familiarity.
- Use larger photos and incorporate more white space to help your stories stand out and embrace a scannable approach.
- Consider more editorial content to break up advertisements.
- Develop more layout and avoid losing your readers by incorporating additional layout options for visual variety.
- Consider broadening the audience beyond locals by developing name options that are more inclusive of visitors.

Consistently presented brands are 3.5 times more visible to customers, which can help you stand out in a crowded marketplace.

Source: Demand Metric

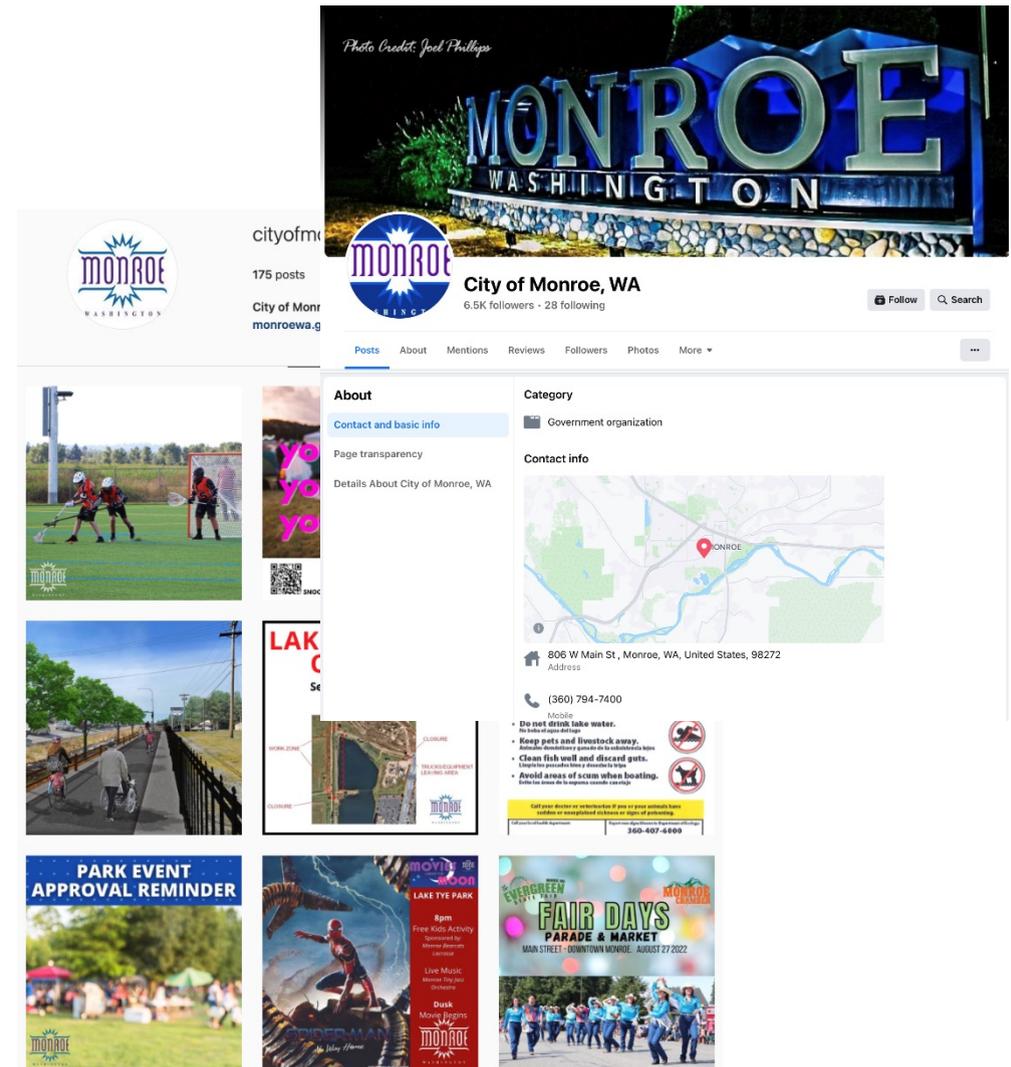


Social media

Photos finish first

FINDINGS

- About sections, bios and Instagram highlights are not developed.
- Profile photos and headers appear dark and cropped.
- Nearly all photos on Instagram include overlay text.
- Content mix is heavy on informational updates and closures.
- Instagram feed is the primary feature being used.
- Twitter is inactive.



Social media

Photos finish first

OPPORTUNITIES

- Consider leveraging bios, compelling profile pictures and “about” sections to greet and build a relationship with followers.
- Consider following local businesses as a way to expand Monroe’s digital presence.
- With social media increasingly prioritizing photo and video content, consider using text fields instead of text overlays to leverage algorithms and increase accessibility.
- Add variety to content by including positive news and storytelling on FB and IG, and Twitter for informational alerts.
- Consider using more features that each channel has to offer such as stories, reshares and hashtags to fully take advantage of social media and increase engagement.

Photos are 156% more likely to achieve likes when compared to graphics or text overlay.

Photos are 302% more likely to receive comments when compared to graphics or text overlay.

Source: Agorapulse

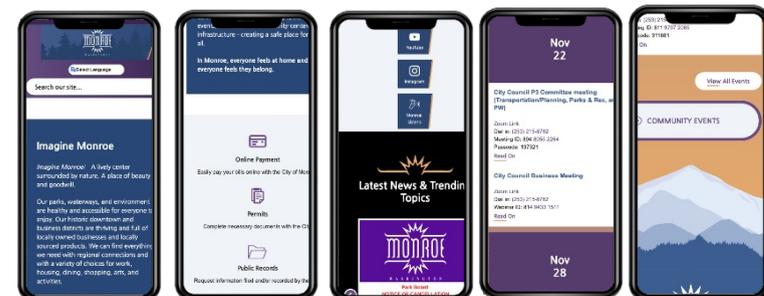


Website

Show off what you are most proud of

FINDINGS

- Users need multiple scrolls on both desktop and mobile to arrive at relevant information.
- Visuals don't contain people.
- Most news items are about law enforcement updates.
- Laundromat is the most prominent photo featured.
- Height of homepage images takes up a large portion of a standard screen.
- Imagine Monroe is the first piece of content users see.
- "How do I" prompt is the first and main menu item on the navigation.
- Icons on desktop are presented in seven columns.



Website

Show off what you are most proud of

OPPORTUNITIES

- Shorten scroll time to lower the barrier to information.
- Develop a media library of photography that includes people experiencing what you are most proud of in Monroe (outdoors, people, parks, etc.).
- Consider adding different criteria for news items so not all updates are about law enforcement, which can read as unwelcoming.
- Revisit navigation copy. Users may not know to click on “our community.” Consider adding copy to inspire users to plan a visit.
- Consider adding a call-to-action element (button or link) under homepage copy (currently Imagine Monroe) to get users to begin exploring.

It takes 50 milliseconds for users to form an opinion of your website.

Source: Carleton University Study

People remember 10% of information for three days, on average; stronger photographs and compelling visuals can improve recall to 65%.

Source: Microsoft Corp Advertising Insider



Monroe This Week

Less is more to get your message across

FINDINGS

- Images are placed in the same spot across the newsletter.
- Articles are detailed and technical.
- There are no obvious links in the newsletter.
- The newsletter is text-heavy.
- Headlines and body text font are closely related.



Thank you for reading Monroe This Week.

This week's edition includes details on residential window replacement requirements, the graduation of a Monroe Police Department officer from the Police Academy, the East County Coordinated Entry Program's recent successes, updates to allowed entertainment uses in downtown Monroe, the Monroe Historical Society's cemetery walking tour next weekend, the Monroe Chamber of Commerce's announcement of their annual Downtown Trick or Treat event, and a summary of the October 11 City Council meeting.



Please contact me with any and all feedback regarding the articles below. I can be reached at GThomas@MonroeWA.gov.

Yours in Service,

Mayor Geoffrey Thomas

REQUIREMENTS FOR WINDOW REPLACEMENTS

The Building Department has received several inquiries regarding window replacements in single family residences. Per section R105.1 of the State adopted Residential Code, window replacements **do** require building permits.



Several of you may be asking why this is now required when it wasn't in the past, and below are a few examples of safety and energy code items that get reviewed and confirmed through the permit and inspection process.

- Safety glazing based off location per section R308.4 of the 2018 International Residential Code.
- Emergency Escape and Rescue Openings: size, location, sill height etc. per section R310 of the 2018 International Residential Code.
- Max .30 U-Factor per Table R402.1.1 of the 2018 Washington State Residential Energy Code.

With this new requirement, City staff are attempting to make the permit and review process as quick and simple as possible for our customers. Below are the two items they need to achieve this goal, so please ensure your submittal includes these.

1. Completed and signed Building Permit application, which can be found [here](#).
2. Window Schedule including size, operation, U-Factor and location. A bid from the window seller often includes all these items.

Lastly, it is very important that you apply for permits prior to purchasing the windows in case anything not in conformance with code is found in review. Thank you for partnering with the City of Monroe to ensure your investment is safe and energy efficient.

MONROE OFFICER GRADUATES POLICE ACADEMY

Congratulations to Officer Angela Patton, who graduated from Police Academy this past Thursday. Joined by friends, family and members of the **Monroe Police Department**, Officer Patton now begins a field training phase, partnering her with experienced officers for the next few months. Please join us in welcoming Officer Patton to our community and be sure to give her a "hello" when you see her out and about.



EAST COUNTY COORDINATED ENTRY SUCCESSES

At the beginning of 2021, East County service providers applied for and received a County contract to host the East County 211 Coordinated Entry Navigator locally, with Volunteers of America (VOA) as the lead agency.



East County Navigator, Mr. Roger Evans, has been advocating for Monroe community members who need rapid rehousing and



Monroe This Week

Less is more to get your message across

OPPORTUNITIES

- Consider a bulleted list of what is inside the newsletter to encourage scanning.
- Consider adding links, either to website or anchor links to articles so more information is easily accessible and newsletter is more easily scanned.
- Consider incorporating the City's brand into the design to unify visuals.
- Add variety by changing image placement on each article and choosing more compelling photography.
- Consider developing content from a resident's angle by clearly stating how the information affects you as a resident.

43% of people admit to skimming content.

On average, 5 times more people read the headline vs. read the body copy.

Source: Hubspot Marketing Statistics



Economic Development Newsletter

Let your audience receive a consistent impression across all channels

FINDINGS

- The look and feel is separate from other collateral from Monroe.
- The newsletter is formatted as a PDF.
- Heavy use of clip-art as visuals.
- The City logo appears at the end of the newsletter.
- The copy is straightforward, not too technical.
- Links are helpful leading users to more information
- Links do not create a new tab.

In This Issue

- 2021 Economic Development Annual Report
- Highlights of Business Survey Results
- County & State Grants for Business
- Regional Economic Perspective
- Monroe Board and Committee Openings
- Calendar & Upcoming Events

ISSUE 25

MONROE WASHINGTON

Monroe, Washington Economic Development Newsletter for May 2022

Monroe Business

2021 Economic Development Annual Report

SERVE RESULTS ARE IN!

The Annual Economic Development Report is normally conducted once a year. Last year was anything but normal and the release of the 2020 report was interrupted by the state-wide lockdown. The 2021 report will look back two years covering the cumulative effect of the "Pandemic Years." The report looks at several indicators; population, incomes, unemployment, housing starts, tax collections and other data, taking a retrospective look at the Monroe economy.

The report also details how the Economic Development Strategy, including the Business Recruitment, Retention and Expansion (BRRE) plan, is being developed as part of the city's update of the Comprehensive Plan for 2025.

For the full report go to => [2021 Economic Development Annual Report](#)

Highlights of the 2021 Monroe Business Survey

SERVE RESULTS ARE IN!

- Response rate continues to decline
- The Industry Sector composition of the community continues to show a large segment in Professional Services (Accounting, Legal, Medical, Dental, Architecture, Engineering, Consulting) and Personal Services (Salons, Gyms, Wellness, Tattoo)
- Main obstacles to businesses right now are finding an adequate workforce and dealing with current inflationary pressures.
- Majority of Businesses will be looking to expand their business in 2022.
- Most choose Monroe as their business location to be close to home and reduce commuting time.
- Top Priority for businesses is mitigating traffic issues from Hwys 2 & 522

Check out the survey results at => [2021 Monroe Business Survey](#)

PERSPECTIVE

Dr. Cohen, a leading regional economist, was the economist's "OneEastSide" to talk about the economy and what's ahead. Watch his perspective: [Dr. Cohen's Regional Economic Perspective for "OneEastSide"](#)

Dr. Cohen was commissioned to conduct a Demand Analysis Report. You can read his analysis and see how he could capture more market share of the region by spending here => [Demand Analysis Report](#)

SERVE ON A BOARD, COMMISSION OR COMMITTEE

Are you looking for ways to serve the community you live in? The City of Monroe has openings on multiple Boards, Commissions and Committees.

- Parks and Recreation Advisory
- Economic Development Advisory
- Ethics
- Salary
- Lodging Tax Advisory Committee

Click the links below to review more information on the duties of each board or commission and current vacancies (including how to apply).

Join a Board or Commission Get Involved!

Boards & Committees

Vacancies & Applications

For any additional questions about small business grants, you can email biggrants@commerce.wa.gov or visit [Commerce Grants](#) where their small business grant programs will be posted once available.



Economic Development Newsletter

Let your audience receive a consistent impression across all channels

OPPORTUNITIES

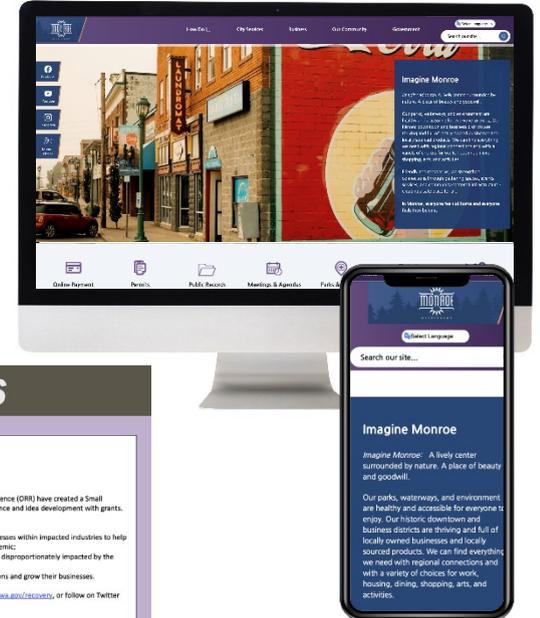
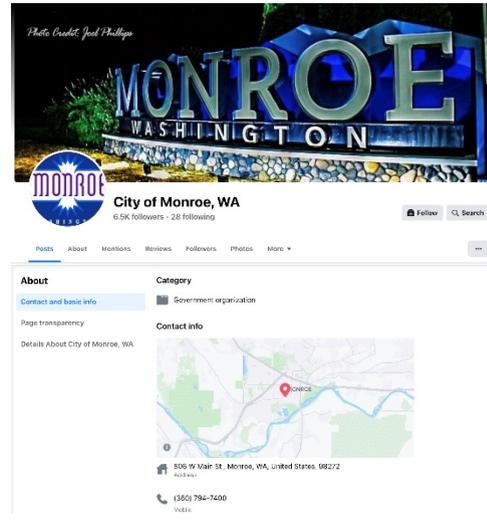
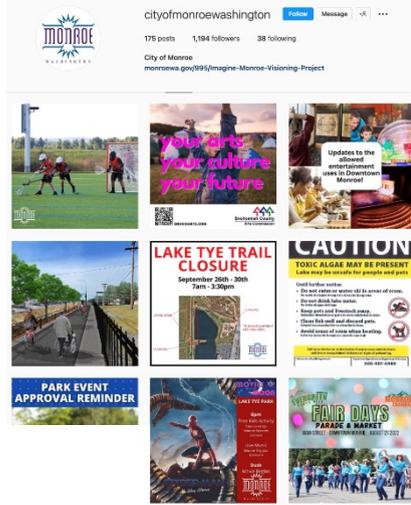
- Lead with the brand by placing the logo at the top of the newsletter, using a consistent masthead with brand fonts and colors.
- Consider replacing stock graphics with photos of Monroe.
- Consider transitioning away from PDF and into an email builder to enhance usability, readability and mobile display.
- Create links that open in new windows and tabs, so readers don't lose the newsletter as they navigate to more information.
- While information is useful, consider adding context and takeaways, especially for dense material such as the annual report.

Consistent presentation of a brand can increase revenue (and engagement) by 33%

Source: State of Brand Consistency: Marq (Lucidpress)



Audit Pieces



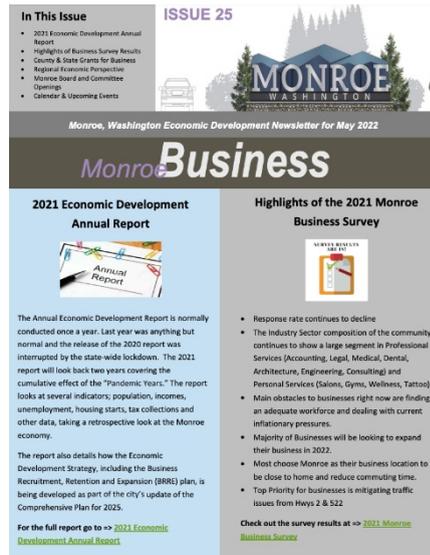
Thank you for reading Monroe This Week.

This week's edition includes details on residential window replacement requirements, the graduation of a Monroe Police Department officer from the Police Academy, the East County Coordinated Entry Program's recent successes, updates to allowed entertainment uses in downtown Monroe, the Monroe Historical Society's cemetery walking tour next weekend, the Monroe Chamber of Commerce's announcement of their annual Downtown Trick or Treat event, and a summary of the October 11 City Council meeting.

Please contact me with any and all feedback regarding the articles below. I can be reached at GThomas@MonroeWA.gov.

Yours in Service,

Mayor Geoffrey Thomas



JAYRAY A PLACE TO THINK



BRAND SURVEY



Brand Question 1

When you think of Monroe, what three words first come to mind?

Top Themes

- Small town/rural
- Fairgrounds
- Mountains
- Rivers
- Parks
- Community
- Home
- Traffic
- Prison



Brand Question 2

When you picture Monroe, what three visuals first come to mind?

Top Themes

- Fair
- Rivers
- Small Town
- Traffic
- Prison
- Community
- Farms
- Mountains



Brand Question 3

What sort of “vibe” or feeling do you experience when you’re in Monroe? Please describe

Top Themes

- Small town
- Community
- Friendly people
- Country/rural



Brand Question 4

Where do you (or would you) take friends and family visiting Monroe from out of town?

Top Themes

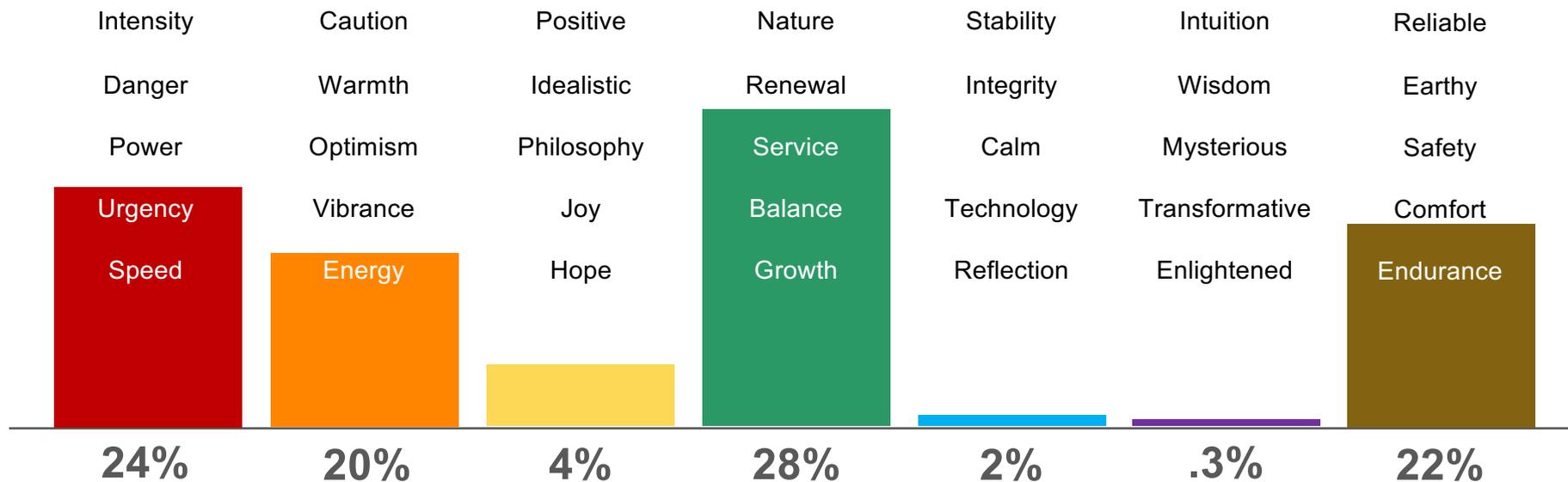
- Lake Tye
- Restaurants
- Parks
- Surrounding attractions (mountains, Woodinville, Snohomish, etc.)

"I would take them to the mountains nearby. We have one amazing antique shop on Main Street, one Mexican restaurant in town that has really good food, and the lake with nearby coffeeshop. During the summer there is music/movies in the park to take a guest to."



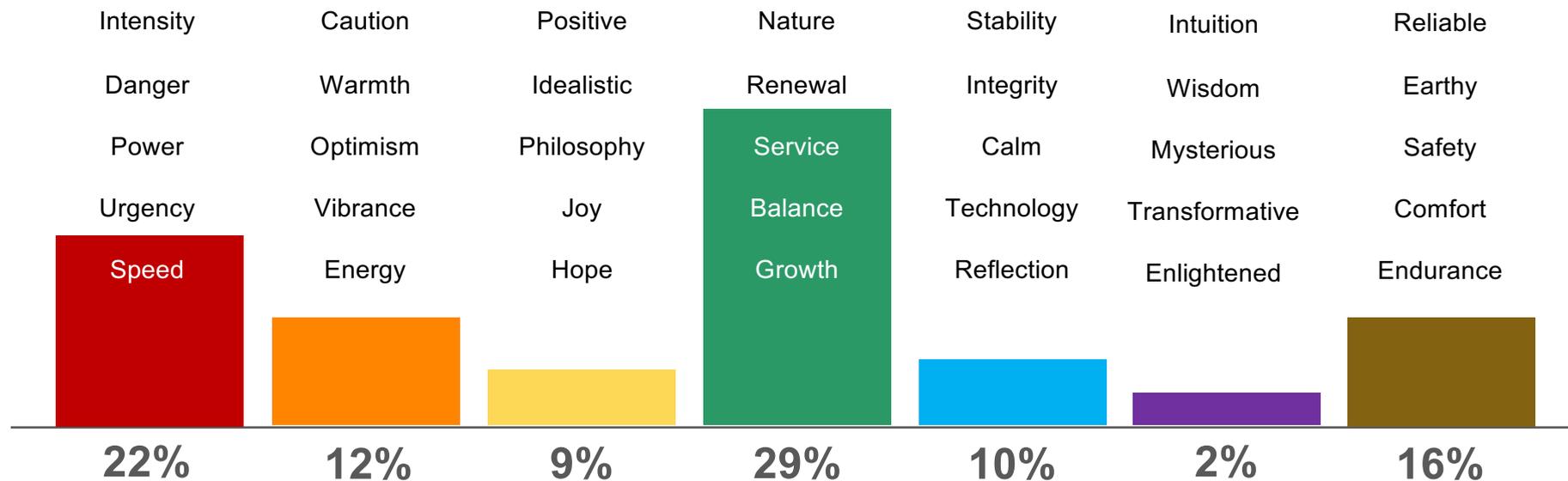
Brand Question 5

Which line has the most words that best represent your current experience in Monroe? (Select one.)



Brand Question 6

Which line has the most words that best represent where you see Monroe going in the future? (Select one.)



Brand Question 7

What brought you to Monroe? (Select all that apply)

Top Responses

- Cost of Housing
- Location
- Friends & Family

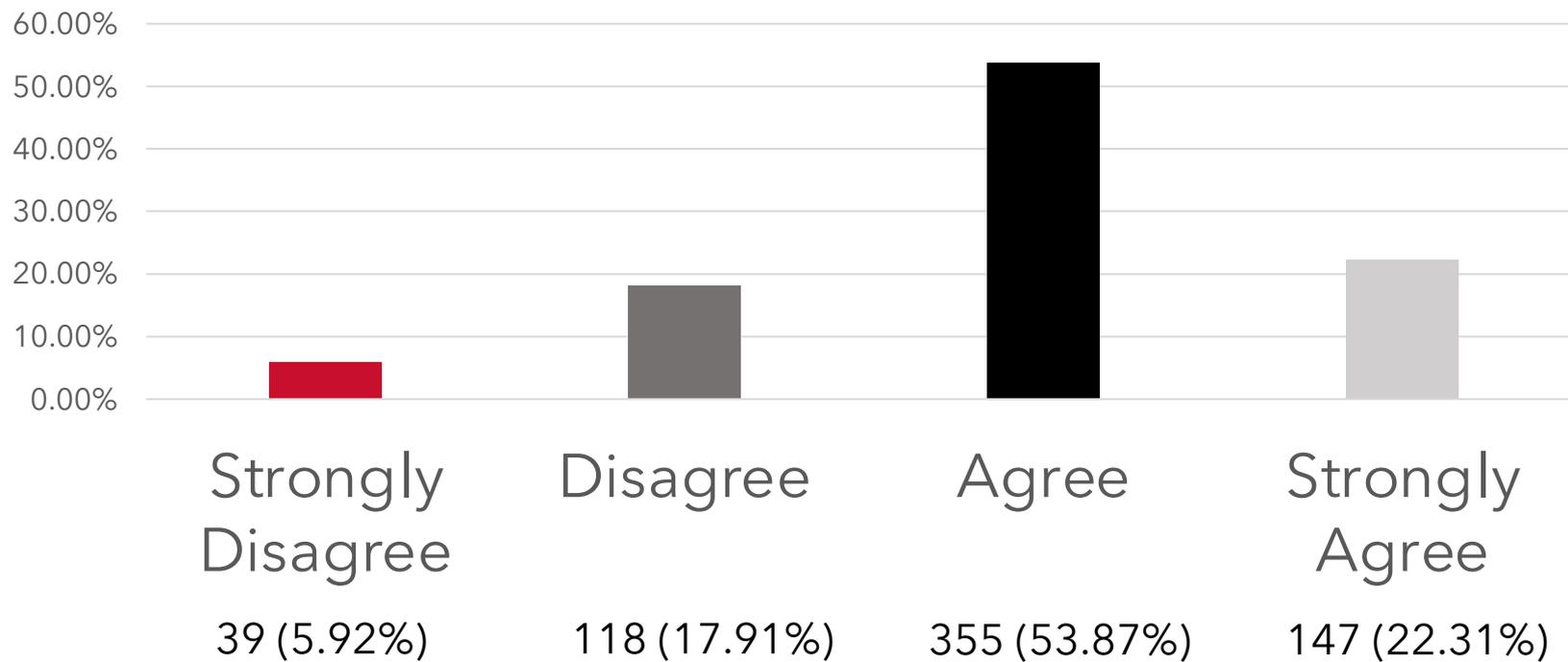
ANSWER CHOICES	RESPONSES	
▼ Cost of Housing	44.58%	296
▼ Location	34.49%	229
▼ Friends & Family	30.57%	203
▼ Natural Environment	22.89%	152
▼ Cost of Living	22.59%	150
▼ Sense of Community	20.93%	139
▼ Proximity to Outdoor Recreation	20.78%	138
▼ Work	18.83%	125
▼ Other (please specify)	17.77%	118
▼ Safe Place	13.86%	92
▼ A Variety of Small Businesses	7.83%	52
▼ City Park System	7.08%	47
▼ Leisure	6.78%	45
▼ Schools	6.78%	45
▼ Proximity to Services	6.63%	44
▼ Regional Connections	3.61%	24
▼ Military	1.05%	7
▼ Transportation Options excluding Private Vehicle	0.15%	1
Total Respondents: 664		



Brand Question 8

I would recommend Monroe as a place to live

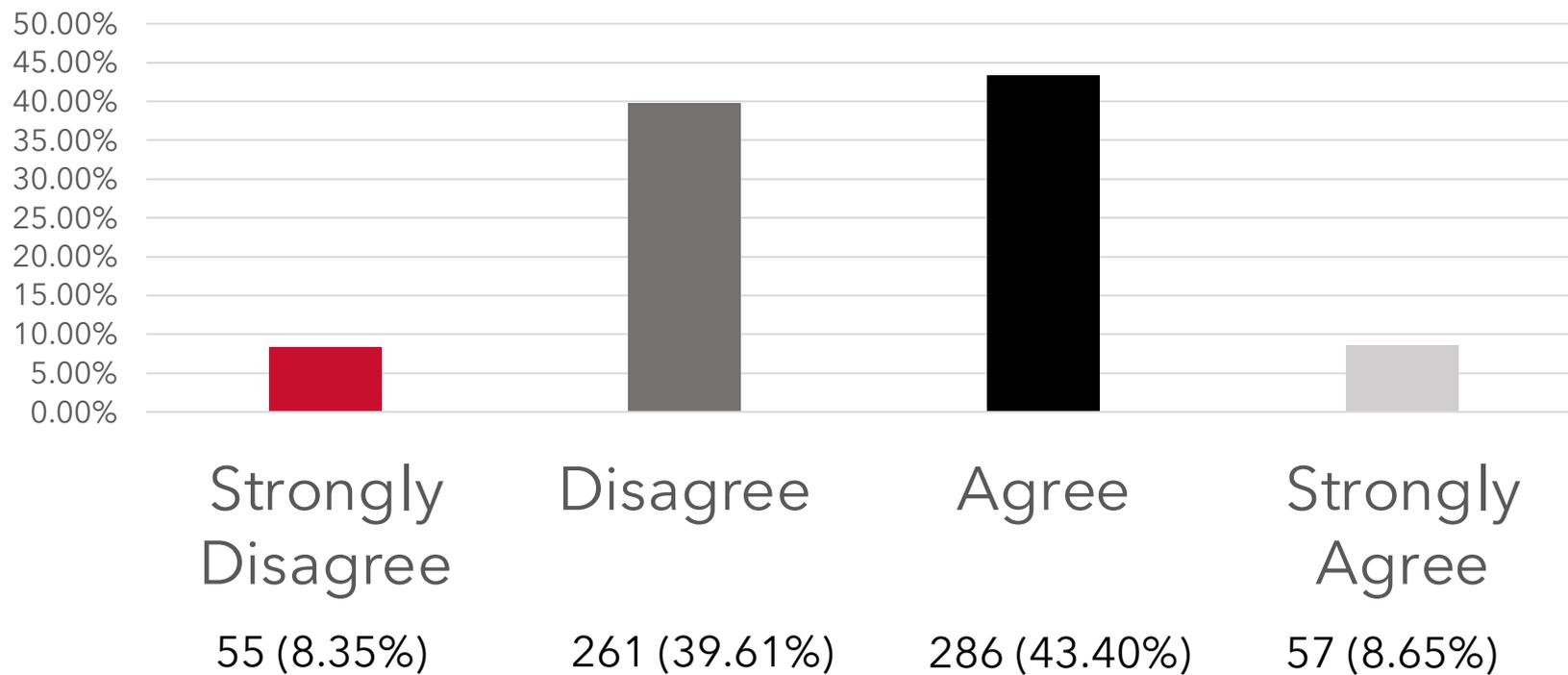
78.18% agree or strongly agree that they would recommend Monroe as a place to live.



Brand Question 9

I would recommend Monroe as a place to visit

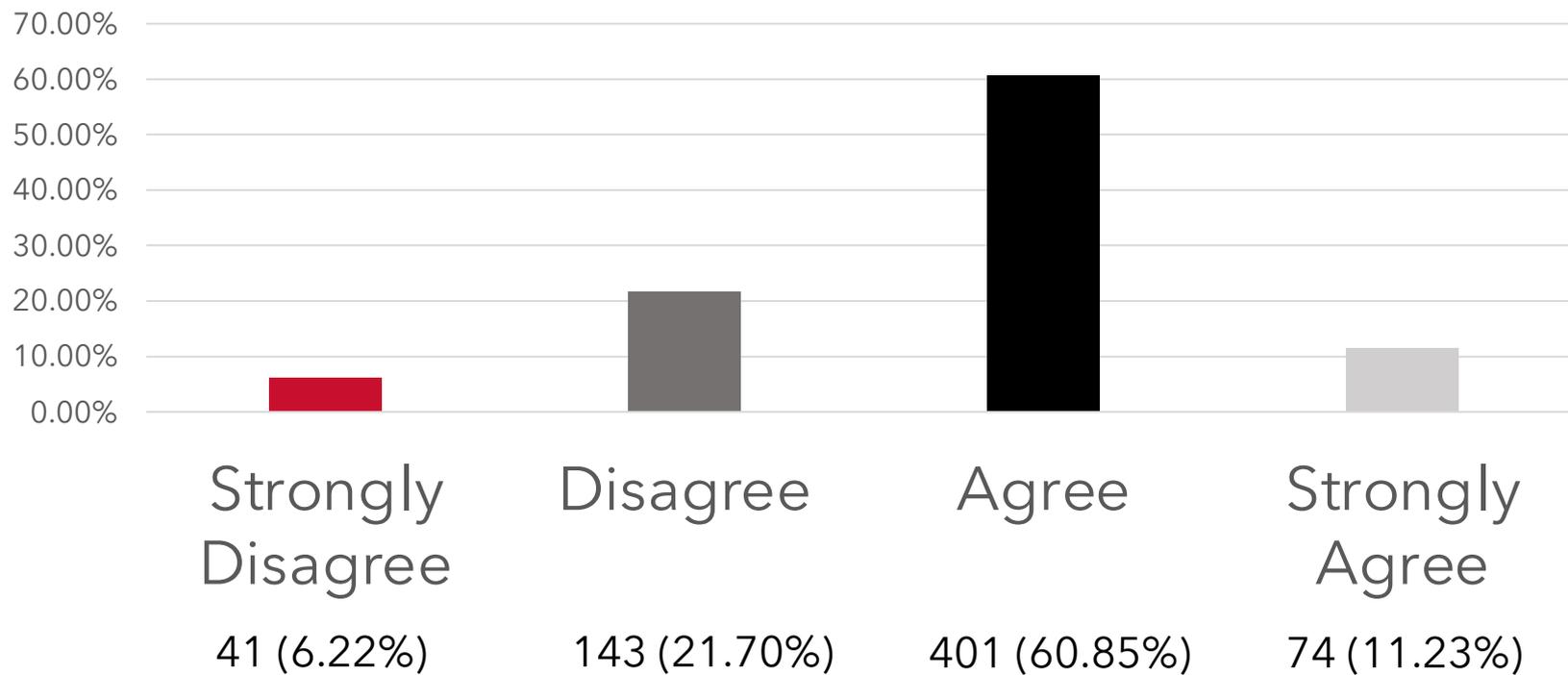
52.05% agree or strongly agree that they would recommend Monroe as a place to visit.



Brand Question 10

I would recommend Monroe as a place to do business

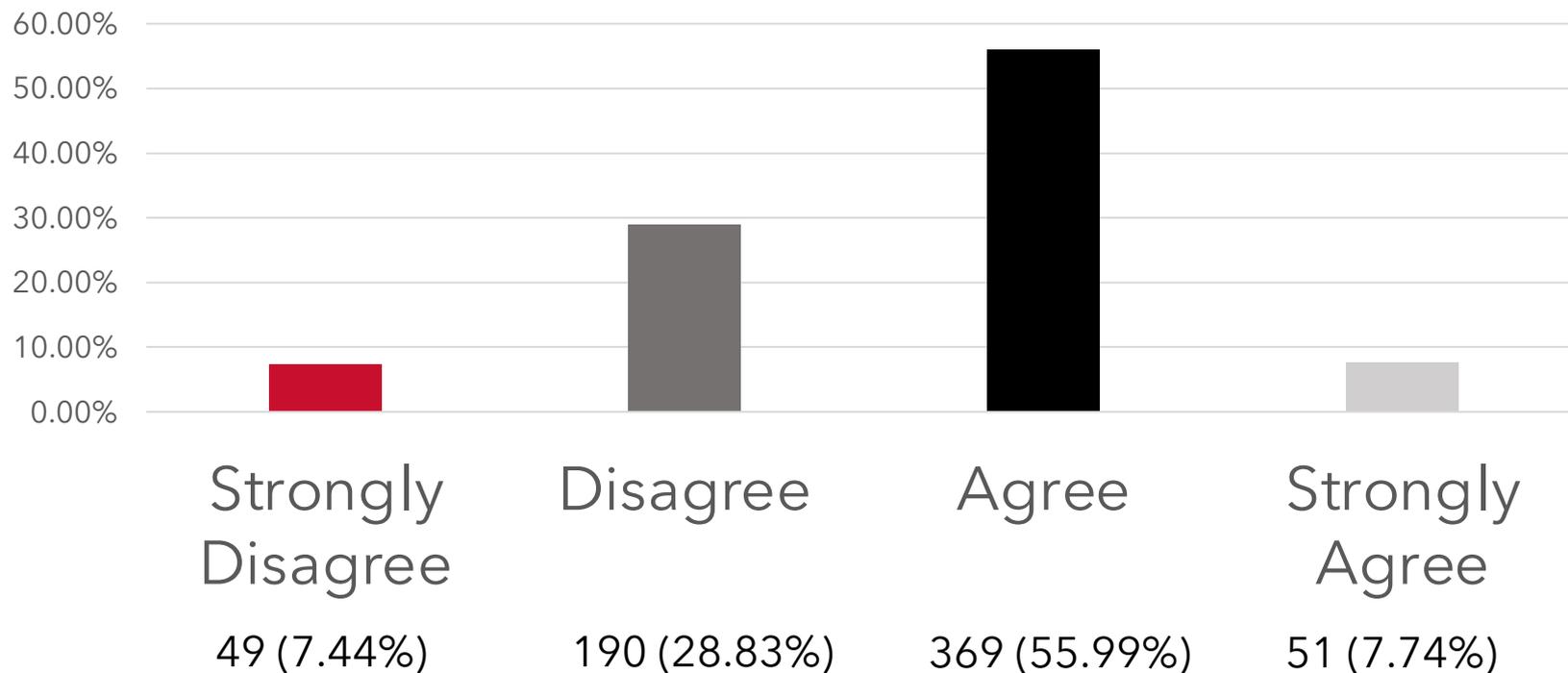
72.08% agree or strongly agree that they would recommend Monroe as a place to do business.



Brand Question 11

When new people come to Monroe, they feel like they belong

63.73% agree or strongly agree that new people will feel like they belong in Monroe.



Brand Question 12

What three landmarks best help Monroe stand out from other places? (Select 3)

Top Responses

- Evergreen Speedway & Evergreen State Fair Park (72.29%)
- Lake Tye (38.40%)
- Gateway to the Cascade Mountains (35.84%)

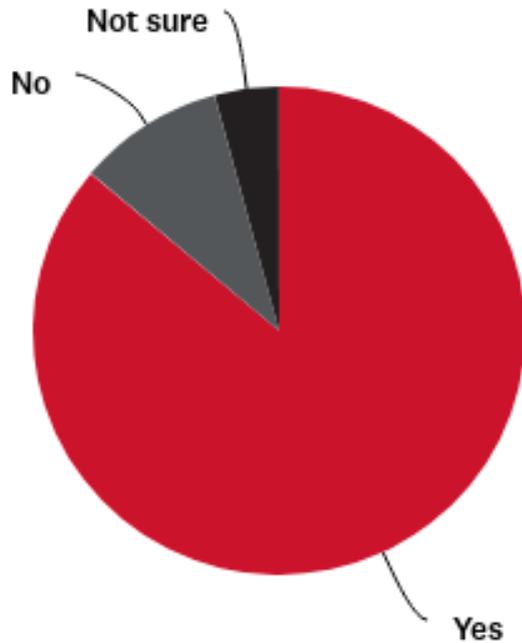
The Evergreen Speedway & Evergreen State Fair Park nearly double the rest as standout attractions.

ANSWER CHOICES	RESPONSES	
▼ Evergreen Speedway & Evergreen State Fair Park	72.29%	480
▼ Lake Tye	38.40%	255
▼ Gateway to the Cascade Mountains	35.84%	238
▼ The Steamstack	32.23%	214
▼ Downtown Monroe	24.85%	165
▼ Skykomish River/Snohomish River	23.80%	158
▼ Lewis Street Bridge	8.43%	56
▼ Main Street with Flag Pole	7.98%	53
▼ Roundabout Gateway Sign with Flag Pole	7.98%	53
▼ Other (please specify)	7.38%	49
▼ Lewis Street Flowers/Landscaping	7.23%	48
▼ Al Borlin Park	7.08%	47
▼ Sky (Skykomish) River Park	5.87%	39
▼ Frank Wagner Performing Art Center	2.86%	19
▼ Public Art	1.81%	12
▼ Rotary Field, Home of Miracle League	1.66%	11
▼ Monroe Historical Museum	1.20%	8
Total Respondents: 664		



Brand Question 13

Are you familiar with the City of Monroe's logo?



ANSWER CHOICES	RESPONSES
Yes	86.14% 572
No	9.64% 64
Not sure	4.22% 28
TOTAL	664

Nearly 14% of respondents are not familiar or unsure if they're familiar with the City's logo.



Brand Question 14

How do you feel that the logo does or does not incorporate Imagine Monroe?



Neutral
53%

“Looks like a restaurant sign. Monroe has one of the most beautiful Mountain Views, incorporate that in the logo. Maybe the same mountain outline line but in a contemporary way...”



Negative
35%

“There is no suggestion of imagination in this logo, it looks like an explosion from the 'n' rather than a suggestion of imagination.”



Positive
7%

“I like that it is simple and does not depict any one thing that someone might associate it with. It allows Monroe to be whatever anyone wants it to be.”



4% of respondents entered “n/a” or other

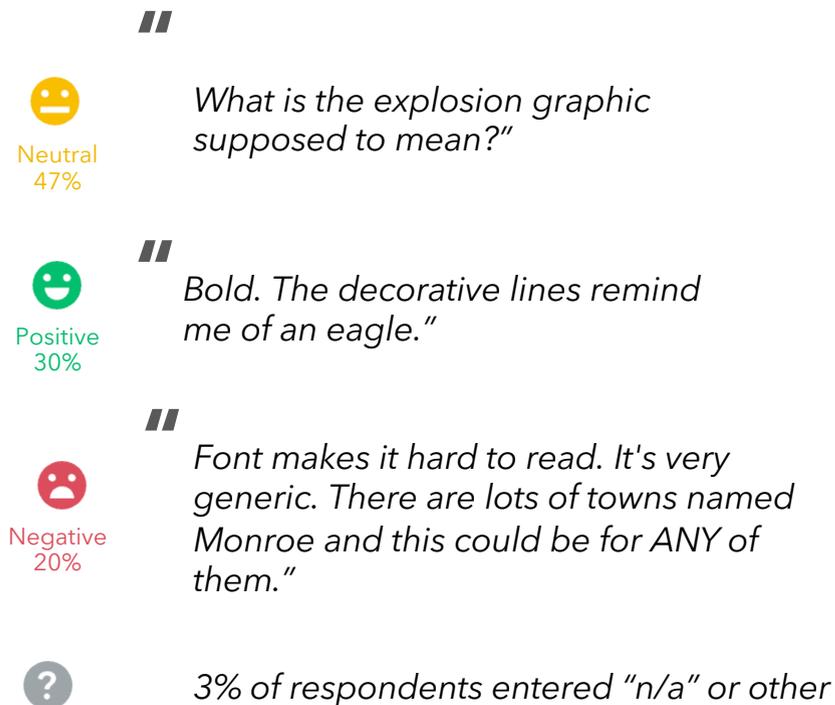
88% of responses were analyzed as a neutral or negative sentiment when asked about the current logo's relationship with Imagine Monroe. Responses that are categorized as neutral typically lack elaboration and offer little value (ex. “not sure” or “basic”) indicating **indifference** to the logo, and negative answers often highlight what the logo **lacks** rather than its potential. (ex. “it is not colorful”)

Sentiment is measured through machine learning and natural language processing (NLP) and should be treated as approximations.



Brand Question 15

Please describe your first thoughts when seeing the City of Monroe's logo.



84% of responses were analyzed as a neutral or positive sentiment when asked about initial reactions to the current logo. Responses that are categorized as neutral typically lack elaboration and offer little value (ex. "not sure" or "basic") indicating **indifference** to the logo, and positive answers often highlight characteristics of the logo to **keep** (ex. "I like that it's clean and simple").

Sentiment is measured through machine learning and natural language processing (NLP) and should be treated as approximations.





COMPARATIVE ANALYSIS



<p>COMPARATIVE BRAND FACTORS</p>							
<p>City Website</p> <p>Tourism Website</p>	<p>https://www.monroewa.gov/</p> <p>https://www.choosemonroe.com/ (operated by Chamber of Commerce)</p>	<p>http://www.city.bothell.wa.us/</p> <p>https://www.beginatbothell.com/ (operated by City of Bothell)</p>	<p>https://northbendwa.gov/</p> <p>https://www.discovernorthbend.com/ (operated by City of North Bend)</p>	<p>https://www.lynnwoodwa.gov/</p> <p>https://www.lynnwoodtourism.com/ (operated by City of Lynnwood)</p>	<p>https://www.everettwa.gov/</p> <p>https://www.thisiseverett.com/ (operated by City of Everett)</p>	<p>https://www.cityofml.com</p> <p>https://tourmoseslake.com/ (operated by City of Moses Lake)</p>	<p>https://www.cityofpuyallup.org/</p> <p>https://www.traveltacoma.com/regions/puyallup/# (operated by Travel Tacoma)</p>
<p>About / Tagline</p>	<p>Imagine Monroe</p> <p>Choose Monroe</p>	<p>Begin at Bothell</p>	<p>Easy to reach...hard to leave</p> <p>Visit North Bend</p>	<p>Start Here</p>	<p>Visit Everett</p>	<p>Tour Moses Lake</p>	<p>N/A</p>
<p>Population</p>	<p>20,209</p>	<p>47,784</p>	<p>7,695</p>	<p>40,592</p>	<p>110,812</p>	<p>25,583</p>	<p>42,794</p>
<p>Largest Industries</p>	<p>Manufacturing (PPR Industries)</p> <p>Retail</p>	<ul style="list-style-type: none"> • Biotech • Biomedical 	<ul style="list-style-type: none"> • Government (WSDT) • Nintendo Distribution Center 	<ul style="list-style-type: none"> • Retail (Alderwood Mall) 	<ul style="list-style-type: none"> • Aerospace • Port • Healthcare • US Naval Base 	<ul style="list-style-type: none"> • Manufacturing • Healthcare 	<ul style="list-style-type: none"> • Aerospace • Healthcare • Visitor Services (WA State Fair)

COMPARATIVE BRAND FACTORS	Monroe	Bothell	North Bend	Lynnwood	Everett	Moses Lake	Puyallup
Parks & Recreation	24 parks and recreations/ activity facilities	22 parks and recreation/ activity facilities	17 parks and recreation/ activity facilities	27 parks and recreation/ activity facilities	44 parks and recreation/ activity facilities	38 parks and recreation/ activity facilities	21 parks and recreation/ activity facilities
Main Attractions	<ul style="list-style-type: none"> • Evergreen State Fairgrounds • Swift Migrations • Evergreen Speedway • Reptile zoo 	<ul style="list-style-type: none"> • McMenamins Anderson School, Pool and Theater • Bothell Historical Museum • Kenmore Airflights 	<ul style="list-style-type: none"> • Twin Peaks Locales • Northwest Railway Museum • Meadowbrook Farm Park 	<ul style="list-style-type: none"> • Alderwood Mall • NW Veterans Museum • Heritage Park 	<ul style="list-style-type: none"> • Evergreen Arboretum & Gardens • Imagine Children's Museum • Flying Heritage and Combat Armor Museum (opens in 2023) • Shack Art Center • The Equator Ship • Hibulb Cultural Center 	<ul style="list-style-type: none"> • Moses Lake Museum & Art Center • Surf n' Slide Waterpark • Grant County Fairgrounds 	<ul style="list-style-type: none"> • Washington State Fair Events Center • Spooner Farms • Meeker Mansion • Karshner Museum & Center for Cultural Arts



COMPARATIVE BRAND FACTORS	Monroe	Bothell	North Bend	Lynnwood	Everett	Moses Lake	Puyallup
<p>Messaging / Promise</p>	<p><u>City site:</u></p> <ul style="list-style-type: none"> Imagine Monroe Everyone feels at home and everyone belongs <p><u>Tourism site</u></p> <ul style="list-style-type: none"> Where the adventure begins 	<ul style="list-style-type: none"> Just the beginning of your adventure. Where the best of Washington is all within reach. Experience the eclectic downtown, whimsical shops, cuisine and crafted beverages to delight your senses 	<ul style="list-style-type: none"> Discover what North Bend has to offer Explore North Bend highlights Summertime "headquarters" for hiking, kayaking, etc. 	<ul style="list-style-type: none"> The starting place for your NW vacation You can create your vacation beginning here "Here" themed messaging (play here; stay here; shop here, etc.) 	<ul style="list-style-type: none"> Launchpad to the Northwest; Launch your adventure Emphasis on local attractions (standard categories) 	<ul style="list-style-type: none"> Water, Sun, and Room to Play Focused on all there is to do in Moses Lake (Play, Stay, Eat and Events) 	<ul style="list-style-type: none"> Host of the Washington State Fair and Spring Fair Celebrates its agricultural roots year round with festivals and locally sourced fare Emphasis on local working farms and farm to table



COMPARATIVE BRAND FACTORS	Monroe	Bothell	North Bend	Lynnwood	Everett	Moses Lake	Puyallup
Photography (Tourism site)	Large rotating hero image on landing page - outdoor focused. Minimal/snapshot photography on supporting pages	All Instagram photos -- Seasonal NW, outdoor/nature, local attractions, food and drink, Seattle imagery	Outdoor focused, one large hero photo, minimal photography on supporting pages	Combination of stock photos and local	Large hero photos include up close food and beverage images along with outdoor landscapes. Supporting photos for each attraction category. Emphasis on dining.	One Hero image (no rotation) Half pages stylized photos for each of the main categories	Large hero image (no rotation) Combination of tiles and stand alone photos (fair, outdoor, farmlands images)
Design (Tourism site)	Hero image dominates. Serif heads and subheads overlay image. Very large right rail sub page tabs with white sans serif type	Instagram heavy photography with intro video. Mishmash of serif and Ital type with sans serif subs and drop-down tabs. Classical/old fashioned wallpaper logo treatment	Sans serif; Large logo overlays hero image; tiles on landing page inconsistent in size; significant white space used on sub pages; overall feel similar to city site	Sans-serif; Content sections include bold colored bands from left to right, left side text reversed out in white and inserted accompanying photo on right bordered by color band	Sans serif. Two-color, plus white and black type. Standard left rail topic list with photo adjacent. Instagram links at bottom of home page.	Serif headers with sans serif subs and copy. Large type. White space emphasis. Airy.	Sans serif. Two-color (blue and gray) with lots of white space Blocky layout - with photos and supporting text Tiles take you to Travel Tacoma general pages (Travel Tacoma Design)



COMPARATIVE BRAND FACTORS	Monroe	Bothell	North Bend	Lynnwood	Everett	Moses Lake	Puyallup
Colors	City site: Blue and Purple Tourism site: Orange and green	City site: Dark blue and light blue Tourism site: Dark blue and teal	City site: Green and white Tourism site: Yellow and white	City site and Tourism site: Dark blue, sea foam and yellow	City site: Dark blue and white Tourism site: Dark blue and coral	City site: Blue, dark blue, orange and green Tourism site: Orange and blue with green spot color (tabs)	City site: Blue and white with multi-color buttons (yellow, green, red, etc.) Tourism site: Blue and gray
Positioning (Tourism sites)	<ul style="list-style-type: none"> Lively; safe; beautiful; diverse; welcoming A place of adventure 	<ul style="list-style-type: none"> A place to come experience all the assets of the NW A jumping off point for NW adventure 	<ul style="list-style-type: none"> Emphasis on local events. Closest city to NW winter activities "The Real Twin Peaks" Undistinguishable positioning other than the standard "visit" CTA 	<ul style="list-style-type: none"> Position themselves as Seattle North from a tourism perspective Located close to everything Ideal starting point for all NW activities, adventure, etc. Shopping destination - Alderwood Mall 	<ul style="list-style-type: none"> Launchpad to the Northwest; Launch your adventure Emphasis on local attractions (standard categories) 	<ul style="list-style-type: none"> Moses Lake is the destination "Tour" emphasis A family vacation spot that has it all 	<ul style="list-style-type: none"> Positioned as one of the main destinations in Tacoma-Pierce County Fair emphasis along with local farms Great "tastes" to enjoy (farm to table, cider, etc.)



COMPARATIVE BRAND FACTORS	Monroe	Bothell	North Bend	Lynnwood	Everett	Moses Lake	Puyallup
Personality (Tourism sites)	<ul style="list-style-type: none"> Bold 	<ul style="list-style-type: none"> Adventuresome Active http://www.ci.bothell.wa.us/DocumentCenter/View/1701/City-Logo-Guidelines-PDF 	<ul style="list-style-type: none"> Direct and straightforward Down to earth 	<ul style="list-style-type: none"> Familiar Vibrant Straightforward Helpful Forward-thinking <p>Above descriptors taken from Brand guidelines document:</p> <p>https://www.lynnwoodwa.gov/Community/Communications/Style-and-Content-Guide#section-1</p>	<ul style="list-style-type: none"> Direct Unfussy 	<ul style="list-style-type: none"> Bright Welcoming <p>Brand guidelines document:</p> <p>https://www.cityofml.com/DocumentCenter/View/923/Brand-Style-Guidelines?bidl</p> <p>Guidelines do not describe city personality other than an emphasis on water/lake activity</p>	<p>Tourism currently going through a rebranding effort:</p> <p>https://www.cityofpuyallup.org/2071/Destination-Branding-Project</p> <p>https://www.cityofpuyallup.org/DocumentCenter/View/16506/Puyallup-Tourism-Brand-Project-Update-Council-9-13-22?bidId=</p> <p>https://www.cityofpuyallup.org/DocumentCenter/View/16505/Rotator-Branding-Destination-Marketing-Proposal?bidId=</p>



COMPARATIVE BRAND FACTORS	Monroe	Bothell	North Bend	Lynnwood	Everett	Moses Lake	Puyallup
Mobile (Tourism sites)	<p><u>City site</u></p> <ul style="list-style-type: none"> Horizontal view includes section headers at top; vertical view has drop down menu Dominated by large "Imagine Monroe" message <p><u>Tourism site</u></p> <ul style="list-style-type: none"> Vertical and horizontal view identical Have to click on small "learn more" to access info on main topics 	<ul style="list-style-type: none"> Mostly user-friendly A little slow for menu to appear Cookie policy and "Take the Survey" message comes up frequently as you tour the site Vertical and horizontal views identical Includes Accessibility function/icon on every page in the same position 	<ul style="list-style-type: none"> Loads quick Main tabs (Play, Stay, Dine, etc.) do not open directly to that page. It goes to the sub list of that section Horizontal view includes section headers at top; Vertical view has drop down menu Accessibility link hard to find (listed in the "Site Links" section at the bottom of the home page). Link just includes info about accessibility 	<ul style="list-style-type: none"> Fairly user-friendly Menu tab is lengthy - includes both the main tabs and the sub list for most of the main sections Vertical and Horizontal views identical No Accessibility function or link 	<ul style="list-style-type: none"> A bit clunky Vertical view is not appealing - has spacing issues with headers; Masthead is oversized Horizontal view has drop down icons overlapping headers Translation icon is confusing and doesn't seem to work correctly Settings drop down bleeds off the screen on horizontal view Accessibility link at bottom of home page. Link just includes info about accessibility 	<ul style="list-style-type: none"> User friendly Vertical and horizontal views identical Home page is efficient with just the four main sections of information (minimal scrolling) No Accessibility function or link 	<ul style="list-style-type: none"> Travel Tacoma site so Puyallup is competing with all the other Tacoma Pierce County areas Hard to get to Puyallup information - Have to scroll down quite far. Does not immediately appear in the main drop down menu. Have to click "Menu" then "Regions" then "Puyallup"



Monroe



TOURISM LOGO

[TOURISM WEBSITE](#)

[TOURISM MAGAZINE](#)



WASHINGTON

CITY LOGO

[CITY WEBSITE](#)

[CITY NEWSLETTER](#)



Thank you for reading Monroe This Week.

This week's edition includes details on the local recognition of Veterans Day and Police & Fire Appreciation Week, the City's participation in the Toys for Tots program, how you can help out the Sky Valley Food Bank, the MHS Football Team's successful season, and the return of the Light Up Monroe Car Cruise.

Please contact me with any and all feedback regarding the articles below. I can be reached at GThomas@MonroeWA.gov.

Yours in Service,

 Mayor Geoffrey Thomas

MONROE BREWERY TOUR

Welcome Stay Play Shop Eat & More Events Recreation

Choose Adventure. Choose Monroe.
 Your adventure doesn't stop here...it's where it begins!

Light Up Monroe
 Nov 27 4:30 PM - 7:00 PM
[Learn More](#)

After Hours Shopping on Main
 Dec 10 5:00 PM - 7:00 PM
[Learn More](#)

- Play
- Shop
- Eat & Drink
- & More
- Events

Stay in Touch!

View Magazine

Top Camping & "Glamping" Destinations in Monroe!
 This sweet tiny home sits in Monroe, Washington. ... [Read More](#)

MONROE WASHINGTON

How Do I... City Services Business Our Community Government

Search our site...

Imagine Monroe

Imagine Monroe: A lively center surrounded by nature. A place of beauty and goodwill.

Our parks, waterways, and environment are healthy and accessible for everyone to enjoy. Our historic downtown and business districts are thriving and full of locally owned businesses and locally sourced products. We can find everything we need with regional connections and with a variety of choices for work, housing, dining, shopping, arts, and activities.

Friendly and responsive, we strengthen connections through gathering spaces, events, services, and community centered infrastructure - creating a safe place for all.

In Monroe, everyone feels at home and everyone feels they belong.

- Online Payment
- Permits
- Public Records
- Meetings & Agendas
- Parks & Facilities
- Employment
- Land Use

Monroe Tourism

MONROE BREWERY TOUR

Choose Adventure. Choose Monroe.
Your adventure doesn't stop here...it's where it begins!

Light Up Monroe
 Nov 27 4:30 PM - 7:00 PM
[Learn More](#)

After Hours Shopping on Main
 Dec 10 5:00 PM - 7:00 PM
[Learn More](#)

Joyous Noel Concert
 Dec 17 7:00 PM - 8:30 PM
[Learn More](#)

Welcome

Stay & Relax

Play

Shop

Eat & Drink

MONROE Welcome Stay Play Shop Eat & More Events Recreation

Arts, Culture & Entertainment Special Events Venue Sports & Recreation Outdoor Adventure

Filters

- Dog Friendly
- Non-Smoking
- Pool
- Fitness Center
- Kid Friendly
- Free Event
- Indoor Event

Location	Address	Phone Number
Lake Tye Park	14964 Frylands Blvd Monroe, WA 98272	360.863.4559
Art Merchant International	17161 Beaton Rd SE Monroe, WA 98272	360.794.7844
Evergreen Speedway	14405 179th Ave SE Monroe, WA 98272	360.513.0615
Galaxy Theatre	1 Galaxy Way Monroe, WA 98272	888.407.9874
Jump Rattle & Roll	17631 147th St SE STE 6 Monroe, WA 98272	425.381.5490

[View Magazine](#)

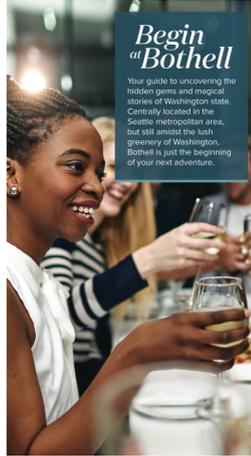
Top Camping & "Glamping" Destinations in Monroe!
 This sweet tiny home sits in Monroe, Washington. [Read More](#)

Bothell



TOURISM LOGO

[TOURISM WEBSITE](#)



[TOURISM BROCHURE](#)



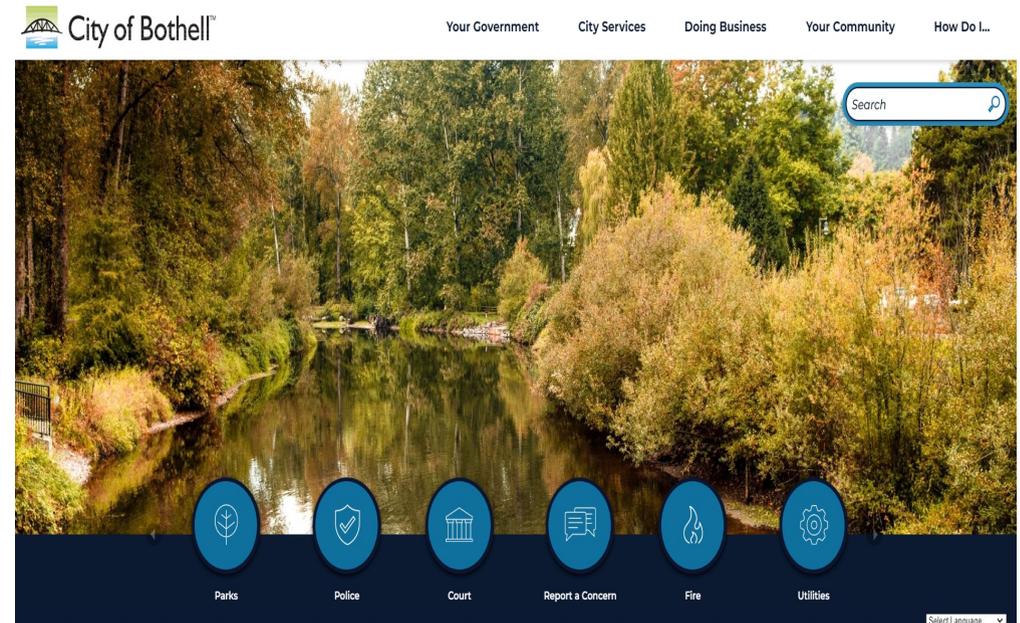
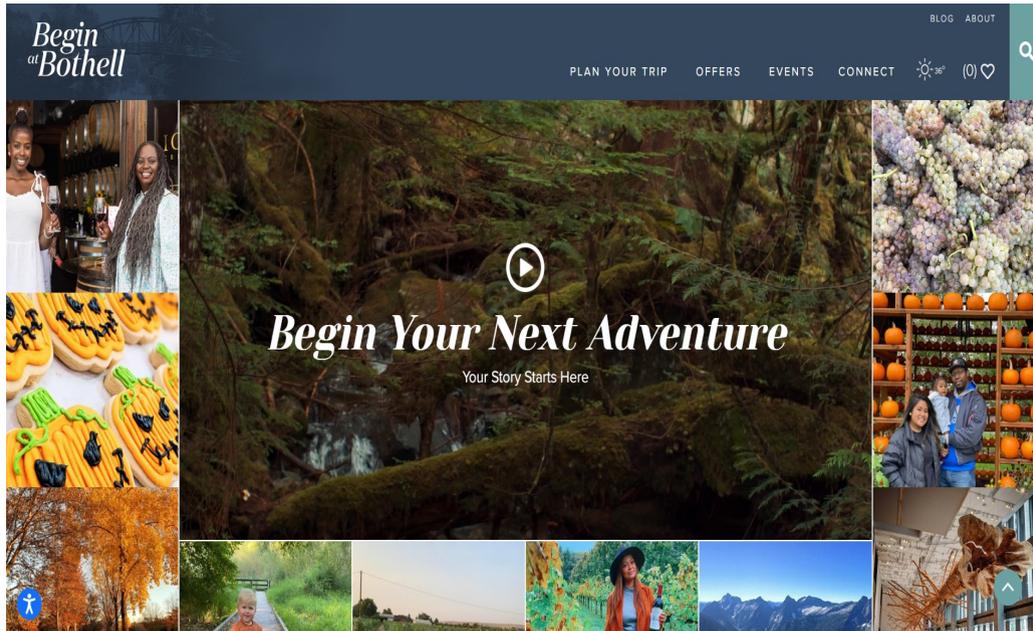
City of Bothell™

CITY LOGO

[CITY WEBSITE](#)



[CITY NEWSLETTER](#)



Bothell Tourism

The screenshot shows the homepage of the Bothell Tourism website. The header is dark blue with the logo "Begin at Bothell" on the left. Navigation links include "PLAN YOUR TRIP", "OFFERS", "EVENTS", and "CONNECT". On the right, there are links for "BLOG" and "ABOUT", a search icon, and a weather widget showing "36°" and a heart icon with "(0)".

The main content area features a large central image of a waterfall with the text "Begin Your Next Adventure" and "Your Story Starts Here". To the left of the waterfall are three smaller images: a forest path, a forest interior, and a family. To the right are two images: two women with wine and a man in a kitchen.

Below the main image is an "Events" section with a dark background and white text. It includes a paragraph: "Bothell is full of hidden gems, including several exciting events, festivals and more throughout the year. Add a new chapter to your story with one of these events and things to do in and around Bothell, and be sure to check back here often to see what new activities are coming up!".

To the right of the "Events" section is a teal sign-up box with the text "Sign-up for info on special offers, events & much more!". It contains two input fields for "First Name" and "Email Address", a "Submit" button, and a link: "You can unsubscribe at any time."

Below the "Events" section are two columns: "Featured Events" and "Live & Local".

- Featured Events:** "2022 Bothell Holiday Market" with a date badge for "DEC 03" and a "LEARN MORE" button.
- Live & Local:** "New Year's Eve at McMenamins Anderson School" with a date badge for "DEC 31" and a "LEARN MORE" button.

A small teal arrow icon is visible in the bottom right corner of the page.



North Bend



TOURISM LOGO

[TOURISM WEBSITE](#)

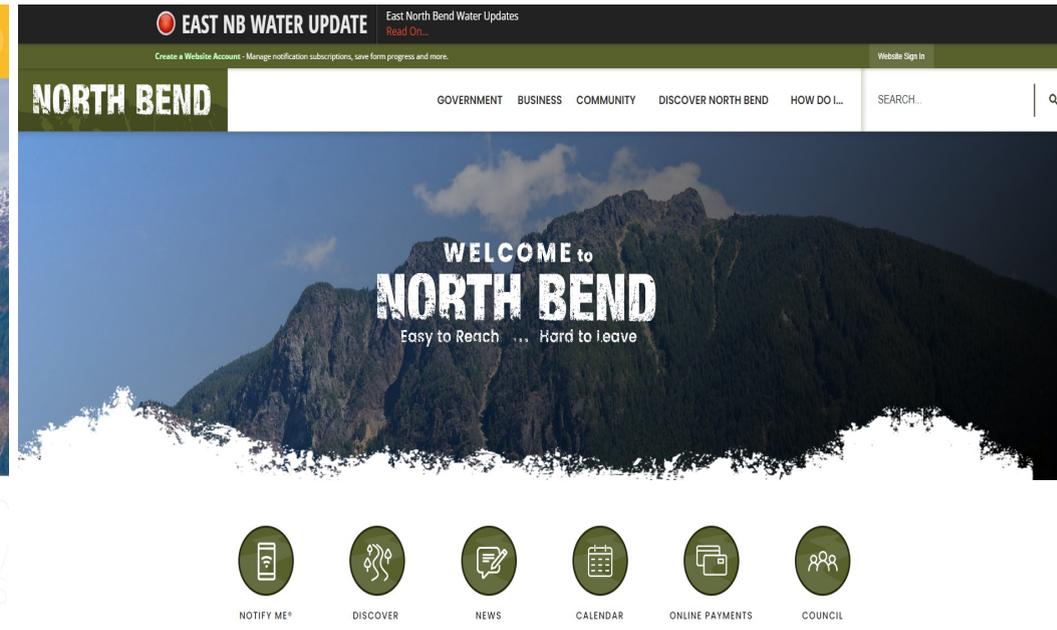
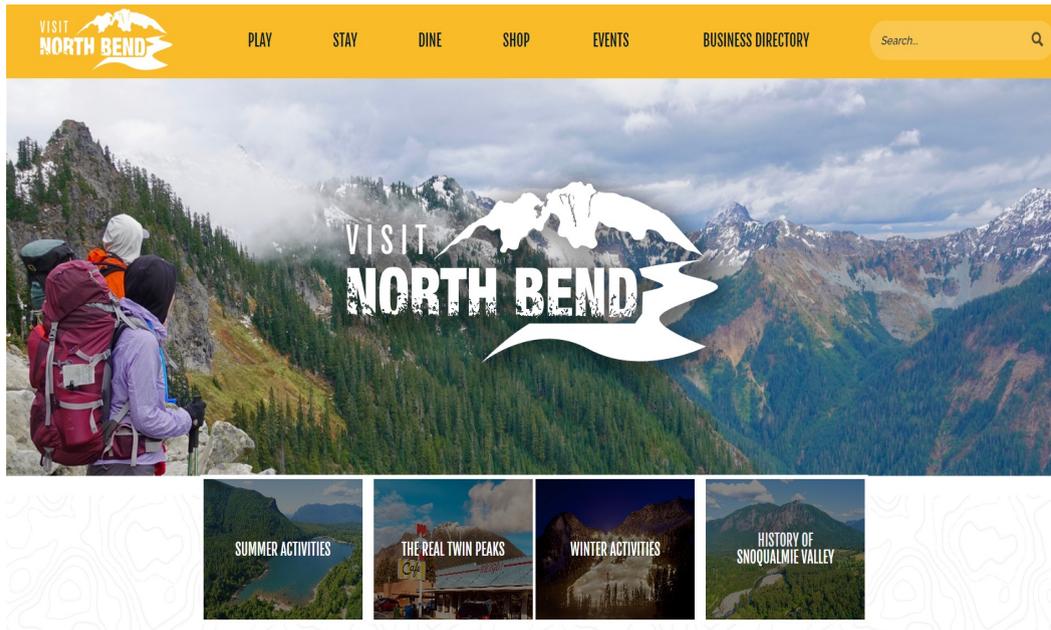
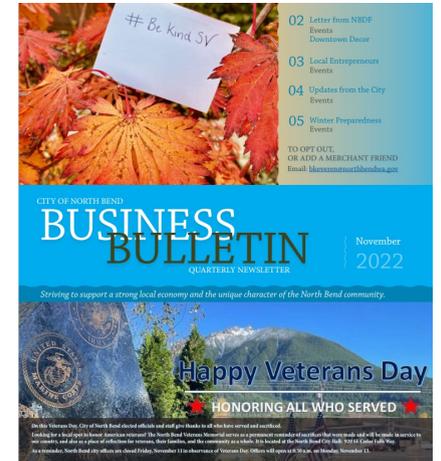
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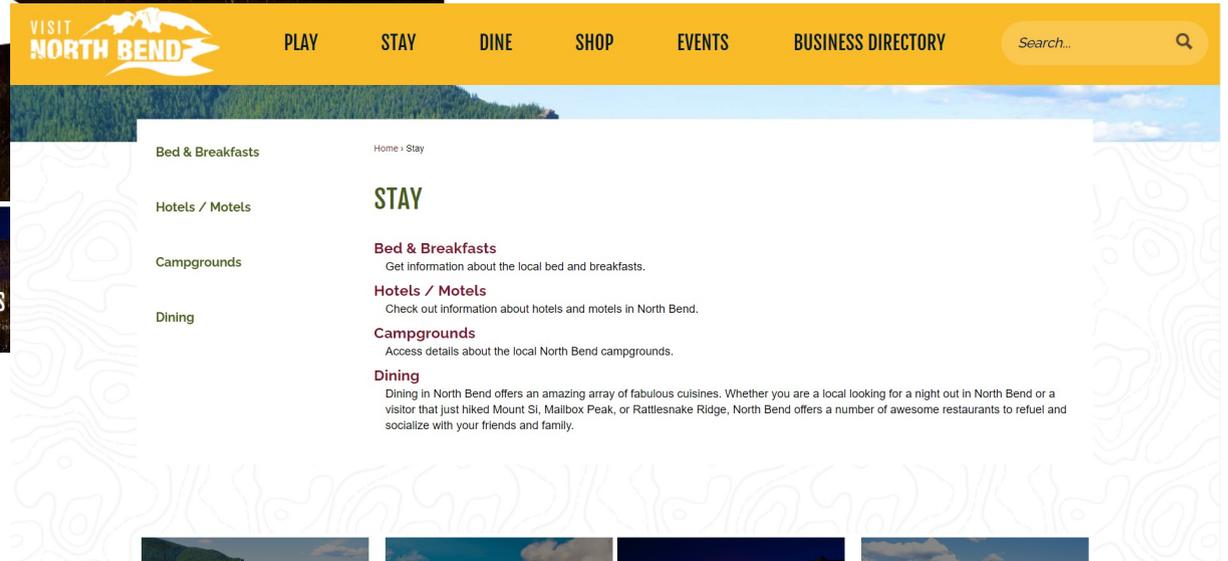
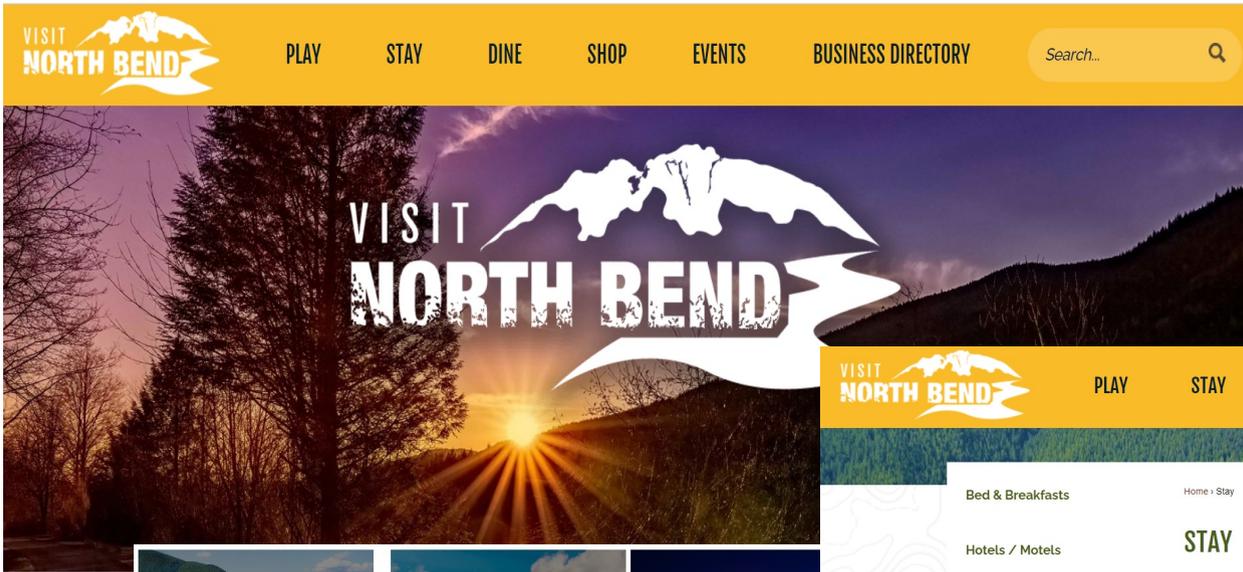
CITY LOGO

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North Bend Tourism



Lynnwood



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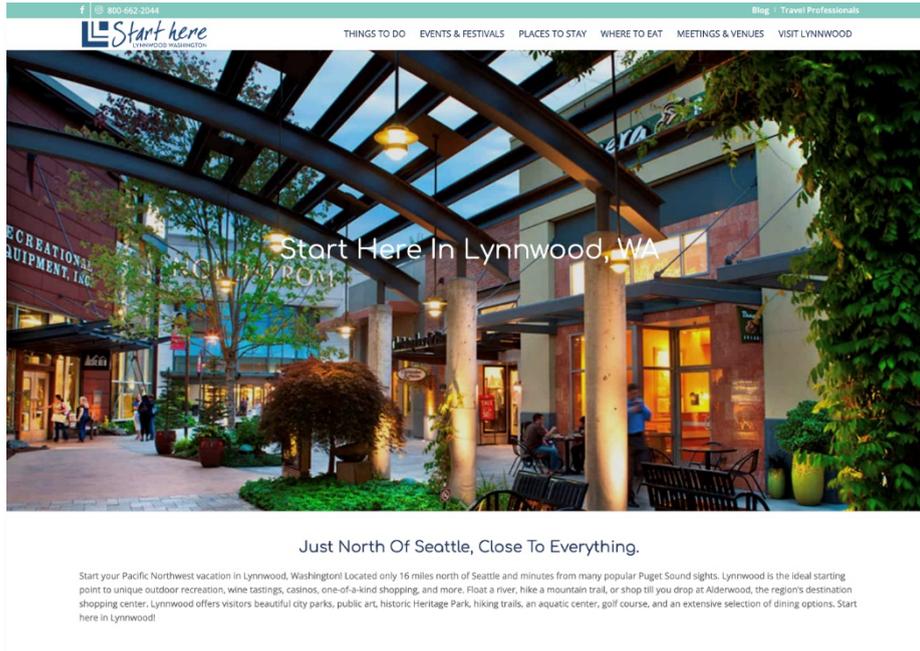
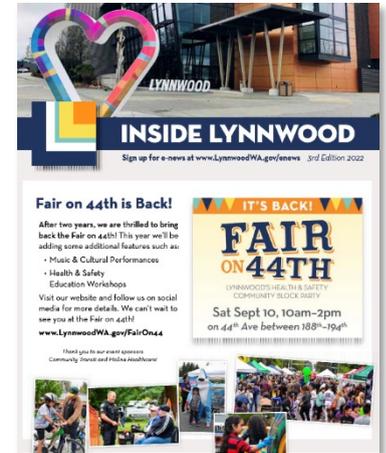
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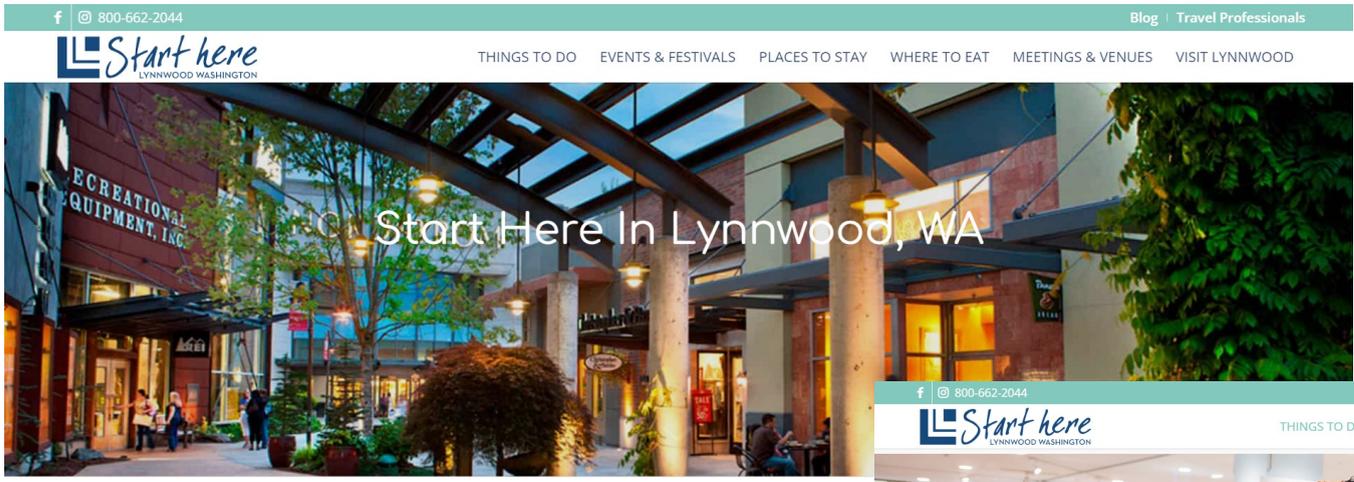
CITY LOGO

[CITY WEBSITE](#)

[CITY NEWSLETTER](#)



Lynnwood Tourism



Just North Of Seattle, Close To Every

Start your Pacific Northwest vacation in Lynnwood, Washington! Located only 16 miles north of Seattle and minutes from major transportation hubs, Lynnwood is a convenient starting point to unique outdoor recreation, wine tastings, casinos, one-of-a-kind shopping, and more. Float a river, hike a mountain, or enjoy a scenic view of the city. Lynnwood offers visitors beautiful city parks, public art, historic Heritage Park, hiking trails, an aquatic center, and more.



Shopping In Lynnwood WA

The City of Lynnwood is a shopper's delight; home of the Alderwood Mall, local shops, and box store merchants. You'll find unique one of a kind shops to the region's largest destination shopping center, Lynnwood has it all!

Lynnwood is home to Alderwood Mall, a 1.3 million square foot shopping center with a unique mix of retail, entertainment, and dining options, making it the go-to retail destination for locals and visitors alike.

In addition to all your favorite retailers in Lynnwood, antique and boutique shopping is minutes away in Edmonds and Snohomish. There are many choices and no matter what you are

Everett



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Everett Public Library Celebrates Native American Heritage Month

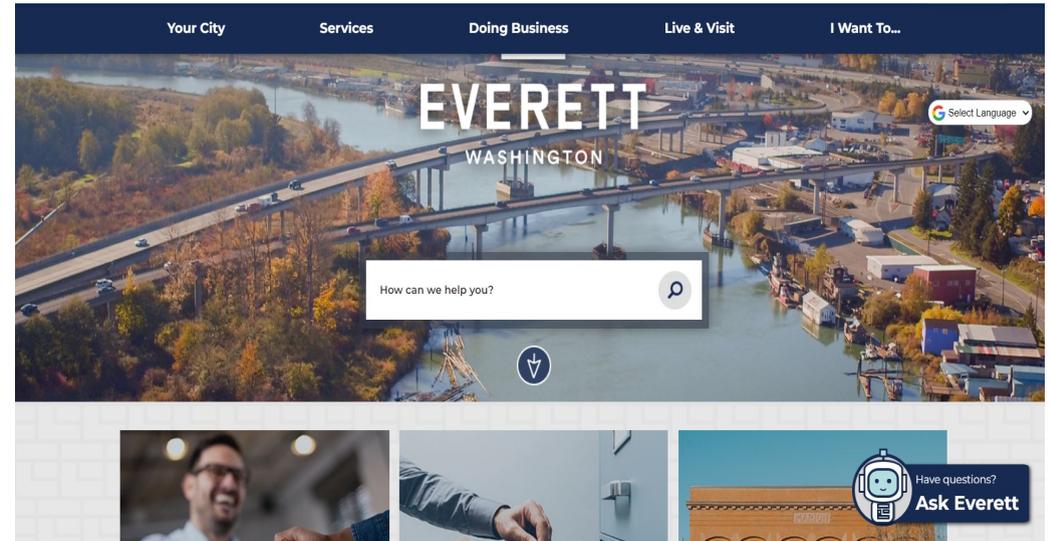
November is Native American Heritage Month! In honor of this, the Everett Public Library is sharing resources and hosting events to celebrate the rich histories, diverse cultures and impactful contributions of our nation's first people.

Tulalip storyteller, leader, and historian [Johnny Moses](#) honored the library by reading the City's land acknowledgment in [Lushootseed](#), one of the Salish languages spoken by Northwest Coast tribes. You can watch his reading at [epbl.org/LandAcknowledgment](#).

Native American flutist [Peter Ali](#) returns to the library for a free flute concert Sunday, November 6, at 2 p.m. at the main library. Peter will play from his collection of world flutes, including a Mayan style flute, a Tollec style drone, and Norwegian and Middle Eastern flutes. He will talk about some of his flutes, who made them, and how they came to him. He will perform both contemporary and traditional songs. Additional information is available on the library's [website](#).

Attend a free screening of the independent film "Honor Thy Mother," with an introduction from director Lucy Ostrander of [Stowwater Pictures](#), on Saturday, Nov. 19, at 2 p.m. at the main library. Ostrander will be available following the screening for a Q&A session. "[Honor Thy Mother](#)," The Untold Story of Aboriginal Women and Their Indigenous Children" is a documentary short about 36 indigenous women from Canada, Washington and Alaska who migrated to Bainbridge Island, the traditional territory of the Suquamish people, in the early 1950s. [Independent cinema now with a trailer on Vimeo and on YouTube!](#)

- THINGS TO DO
- EAT & DRINK
- EVENTS
- PLAN YOUR TRIP

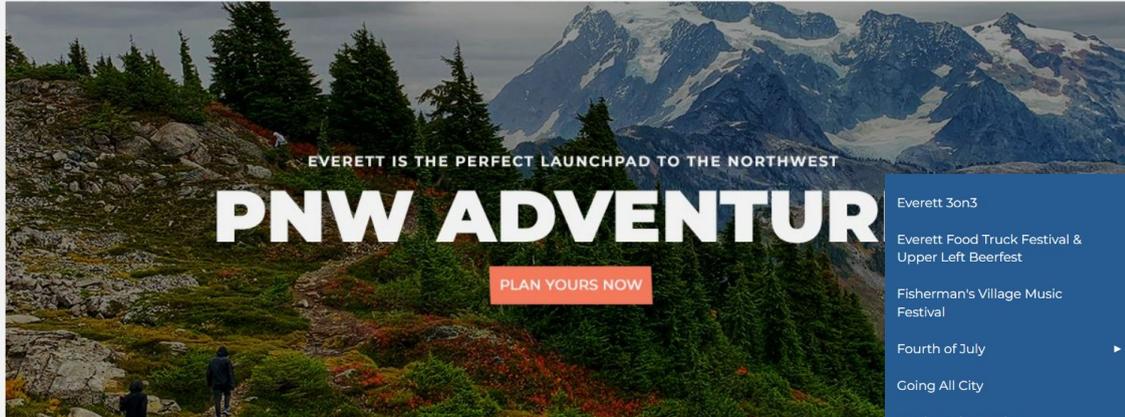


Everett Tourism

- THINGS TO DO
- EAT & DRINK
- EVENTS
- PLAN YOUR TRIP



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- Everett 3on3
- Everett Food Truck Festival & Upper Left Beerfest
- Fisherman's Village Music Festival
- Fourth of July
- Going All City
- Music at the Marina
- Sorticulture
- Wintertide
- Angel of the Winds Arena Events
- Shomish County Events Calendar
- Plan a Meeting
- Plan a Wedding

Home > Events

FESTIVALS & EVENTS



Cool things happen in Everett. View seasonal and upcoming Everett events below, or view our more [calendar](#) of day-to-day happenings in Everett to discover all kinds of fun and exciting things to do.

It's always good practice to call ahead or visit the business' website to check updated hours. Be patient, be kind, stay healthy.

Everett Farmers Market

Moses Lake

Moses Lake



TOURISM LOGO

[TOURISM WEBSITE](#)



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REPORT TO THE COMMUNITY, NOVEMBER 2021

By Alison Williams
City Manager

Greetings Moses Lake Community and Moses Lake Stakeholders:

This has been an intense fall season! The public processes, which included the adoption of the City's new Comprehensive Plan and a very competitive election that impacted four of our seven City Council members, have created significant conversation in the community. As it is with the "telephone game" the story can change and so with this Report to the Community, I will give you your City Manager's perspective.

I am so excited that our City Council took action to adopt the city's new Overall Comprehensive Plan. The City has not had this historic conversation in 20 years! Our community has changed over time and ideas and values were brought forward through an extensive community input process that resulted in a city plan that reflects the type of community Moses Lake could become if the plan is implemented, starting with a new Vision.

"Moses Lake is a diverse, connected and supportive community of innovation and opportunity that values its namesake lake, small town vibe, growing arts and cultural scene, abundance of sunshine and outdoor activities."

The Vision is supported by Goals set for the City to:

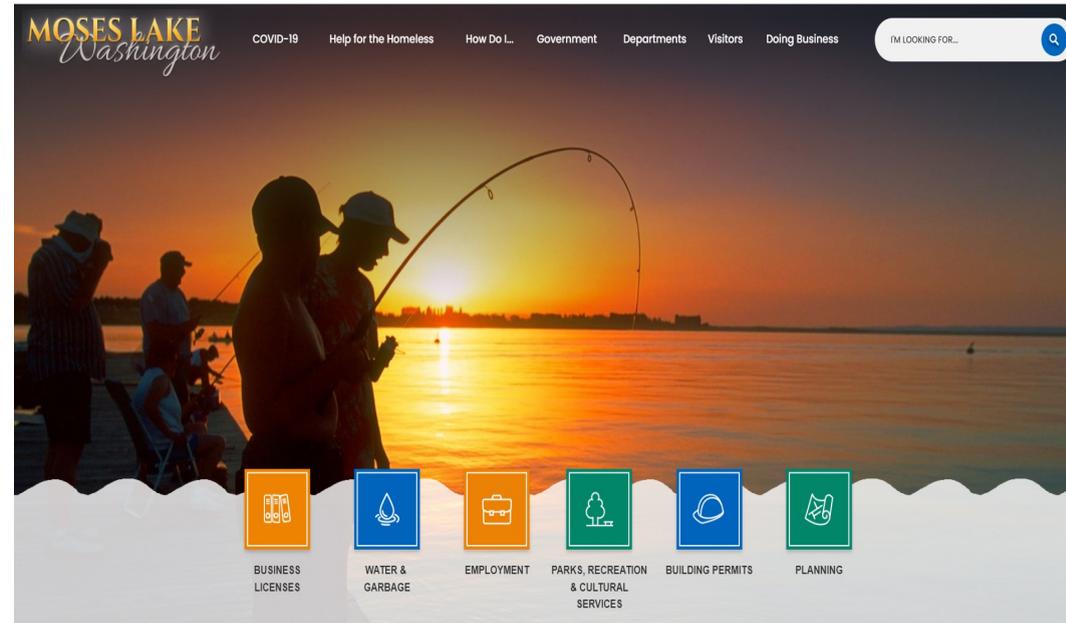
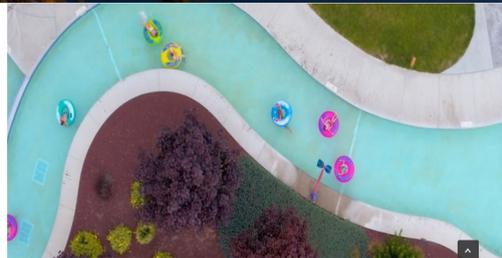
- Foster greater trust in City government
- Work with partners to improve the lake water quality
- Address homelessness and affordable housing
- Address the sprawl that is putting a strain on the transportation network
- Address the vitality of downtown and the overall community aesthetics
- Enhance the tourism economy
- Work to enhance the availability of jobs, particularly for the young



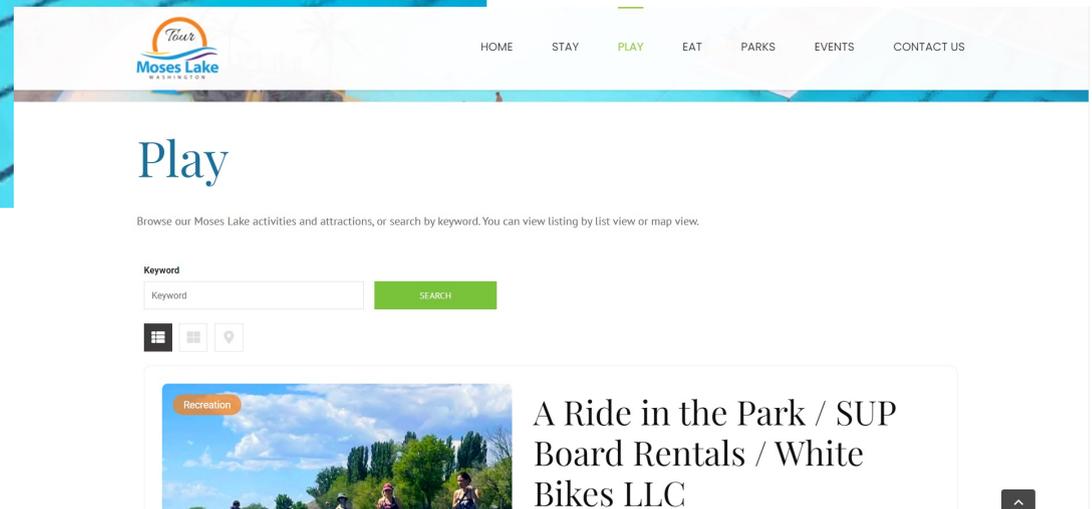
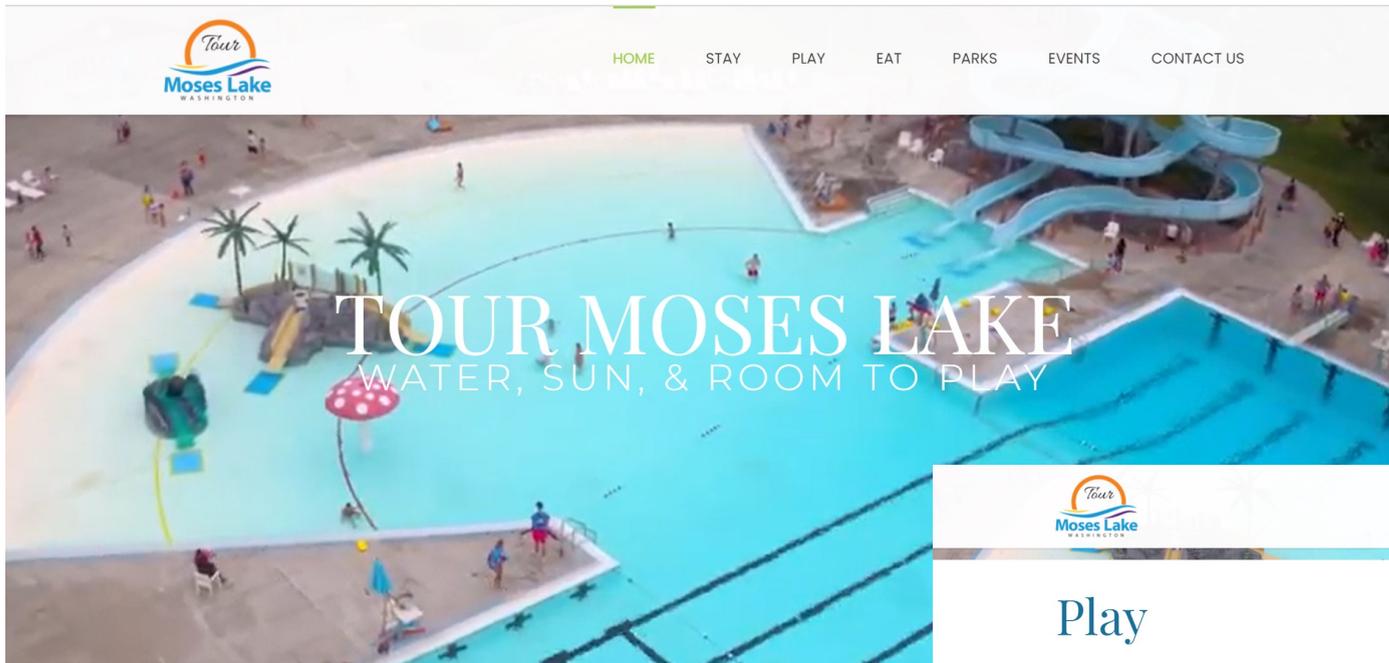
PLAY

Moses Lake has fun activities for the entire family. Enjoy our one of a kind "Surf n' Slide" water park or spend the day sampling wine from one of the local wineries. Or do both! And when the sun goes down, we have you covered with unique night spots to hang out and enjoy the friends you brought with you, or hang with the locals.

[EXPLORE](#)



Moses Lake Tourism



Puyallup

TOURISM LOGO

[TOURISM WEBSITE](#)

[TOURISM BROCHURE](#)



CITY LOGO

[CITY WEBSITE](#)



City Remembers Rosemary Eckerson



The City pays tribute to Rosemary Eckerson, a former Councilmember who recently passed away. Rosemary served one term on Council, from 2002 to 2005, and packed a tremendous amount of good work into that time. During her time on Council, she oversaw the creation of the Puyallup Activity Center, the Library

[CITY NEWSLETTER](#)

TRAVEL TACOMA MT RAINIER tourism & sports

Meetings Sports Media Tours

REGIONS THINGS TO DO RESTAURANTS HOTELS PLAN

IN THIS SECTION

- REGIONS
- MOUNT RAINIER
- TACOMA
- LAKWOOD
- PUYALLUP**
- FIFE

PUYALLUP

Puyallup [pew-al-up] is home to one of the largest State Fairs in the Country. And year-round, the town celebrates its farming roots with festivals and great farm-fresh foods.

City of PUYALLUP

GOVERNMENT OUR COMMUNITY BUSINESS SERVICES I WANT TO...

POLICE Public Safety

LIBRARY Books & More

MUNICIPAL COURT Information & Services

PARKS & REC Parks, Facilities & Programs

MEETING AGENDAS Find Meetings

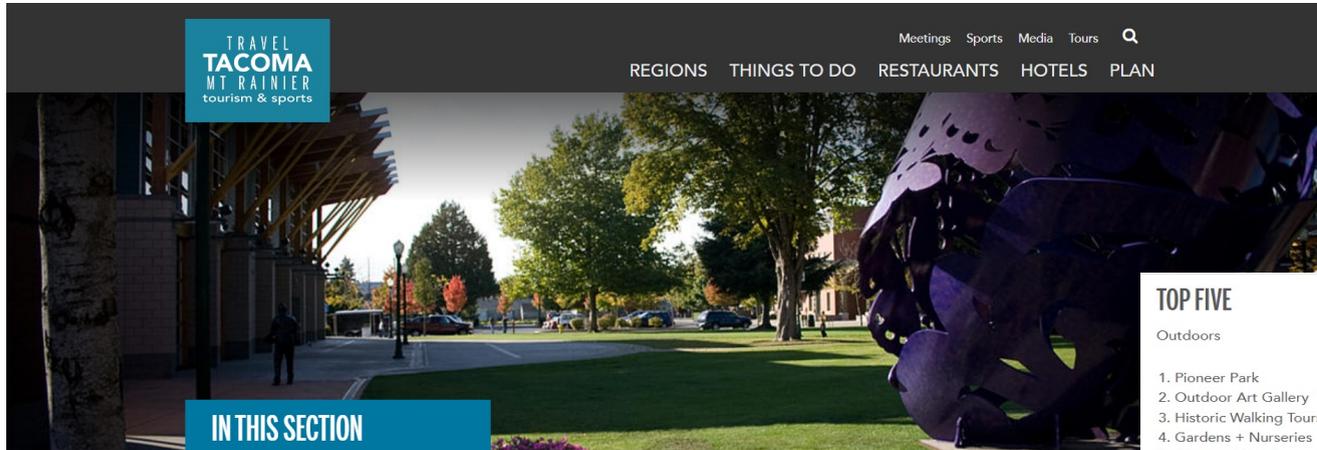
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PERMIT APPLICATION Apply Now

CITY ANNOUNCEMENTS



Puyallup Tourism



TRAVEL
TACOMA
MT RAINIER
tourism & sports

Meetings Sports Media Tours

REGIONS THINGS TO DO RESTAURANTS HOTELS PLAN

IN THIS SECTION

REGIONS

MOUNT RAINIER

TACOMA

LAKWOOD

PUYALLUP

PUYALLUP

Puyallup [pew-al-up] is home to one of the largest State Fairs in the Country. And year-round, the town celebrates its farming roots with festivals and great farm-fresh foods.



TOP FIVE

Outdoors

1. Pioneer Park
2. Outdoor Art Gallery
3. Historic Walking Tours
4. Gardens + Nurseries
5. Farmers Market

Signature events

1. Washington State Fair + Spring Fair
2. Daffodil Festival
3. Meeker Days
4. Antiquing
5. Toy + Geek Fest

RELATED LINKS

- [City of Puyallup](#)
- [Puyallup/Sumner Chamber of Commerce](#)
- [TheFair.com](#)
- [Puyallup Arts Downtown](#)

HOTELS IN PUYALLUP

[SEE ALL](#)

A VIEW WITH A ROOM

Comfortable bed and breakfast overlooking the Orting Valley. [More](#)

THINGS TO DO IN PUYALLUP

FESTIVALS

The Washington State Fairgrounds hosts the Washington State Fair starting Labor Day Weekend, and also the Spring Fair in April. Enjoy a world-famous Fischer Scone and take a ride on one of the nation's few classic wooden rollercoasters. Classic German steins and accordion music take over the city each October for Oktoberfest.



City Logos





ENGLISH FOCUS GROUP

Anonymous responses



What do you know about Monroe's reputation? The area in general?

11 Answers



Ray coderre

Small town feel

25 years of working here and in the area 30 years

Know the City pretty well. Have lived here since 1983

Evergreen Fair. Drive through it to get to Leavenworth. Pretty mountain views.

Monroe has a reputation for being tight-knit with small town views. Lots of nature focuses. Community wants the feeling of safety.

Close to mountains, concerned about safety, has some nice restaurants

A nice place - easy access to mountains and city of Seattle.

Friendly

Considered a rural community, far away from things. Growing, outdoor activities, more affordable than King County

Used to be very rural - now becoming less rural / more suburban. Reputation of being conservative (not progressive) - hopefully this is changing.



When you think of Monroe, what three words or phrases first come to mind?

Mentimeter



If the City was an animal, what animal would it be?

11 Answers

Mentimeter

A cow	Parrot	Sloth
Horse	Gazelle	cow
Bear	Platypus	turtle
Cow	Deer	

Why did you choose that animal?

10 Answers

shared verbally

Turtle-not objectionable. Nothing fancy. Slow moving.

Monroe is slow. It doesn't want to be Seattle. And the people who live here desire a safer, calmer, more laid back community.

Chose a cow because I associate it with farms and agriculture, and Monroe has the feel of an agricultural community to me.

Hibernating in the winter and lively in the spring and summer

City is ran pretty thin, nimble and most of the time pretty gracefully compared to big cities. People may not always agree, but most of the time respectful of other opinions.

cow - surrounding farms. It provides for people in multiple ways. Fairly docile.

Parrots talk. They like to be together; flock animal.They are colorful and friendly.They echo back what they hear.

I married into a horse family - wife & kids all ride - Monroe provides great access to equine activities & properties, while still being close to 'civilization'.

Big, slow moving,



Your friend wants to come for a visit, and they've never been to Monroe. How would you describe Monroe to them before they visit?

11 Answers

Small town but has plenty of shops and restaurants. Good gateway to the pass or outdoor activities.

Small, quiet, friendly, charming, volatile

Good stopping point, but only need a day. Good outdoor activities here and nearby (skiing, hiking), Need more good restaurants

It's a great town - we can go hike nearby and then go out to dinner on Main street. It's a small-town feel with convenience access to other activities

Welcoming. Patriotic. Community oriented. Beautiful.

Small family community surrounded by farms and mountains. Friendly atmosphere with congested traffic at times.

Last city with stores before the mountains. Beautiful Mountain View's,

Always say its a nice drive in. See some country life and beautiful mountains on the way in. Has most of what you need here.

Relatively small town, with mountain views in most directions, with easy access to a variety of outdoor recreational activities. 30 min drive east & we're in the country - other direction is Seattle



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Quiet town and easily accessible to outdoor activities

Country feel but stores and restaurants are close. Beautiful scenery.



What one or two places would you take them to?



If you haven't invited visitors to Monroe, and it has to do with the City or region, would you mind sharing why?

7 Answers

Lack of things to do IN Monroe. We usually meet friends outside of Monroe for other activities unless there is a specific reason they are coming to the area.

I don't live in Monroe, but I work here, so I haven't really had the opportunity to invite people for a visit.

Many still want to see Seattle, if they have never been. (Sleepless in Seattle)

Traffic on Hwy 2

I always invite people to come visit Monroe, without hesitation. Great city and great food and beverage places.

Not a lot of evening activities to do (family) and lack of really good food choices

A bit concerned about safety especially at night. Usually see homeless around

Small town



Rural



Nature



Community



Open



Inclusive



Joyful



Optimistic



Authentic



Other

Community



Open



Inclusive



Joyful



Optimistic



Authentic



Other

Open Discussion



GROUP 1: WHAT WILL **ALWAYS** BE TRUE?

GROUP 2: WHAT WILL **NEVER** BE TRUE?





SPANISH FOCUS GROUP

Anonymous transcript translated



What do you know about Monroe's reputation? The area in general?

Note: The consultant used M for male and F for female and numbers to differentiate the participants, yet allowing them to remain anonymous. "Me" refers to the consultant.

- M2- It is very strict. Monroe is the strictest town in the state of WA.
- Me - what do you mean by strict?
- M2- is very strict with permissions s and many things.
- F4- Now that I moved here, they made it very difficult for me to get the permit for my business. The premises where it is, is a commercial area, but as it was an area where it was Grandfathered in, meaning that the grandfather of the grandfather of the grandfather was the one who made change. I do not know what really happened, but if I know that in the area where I am is residential area, but you see the buildings. I've been working on that for that for a year, and it's not resolved yet because of how demanding they are and certain people who don't help the Hispanics.
- F3--I the reputation of the school is not very good to say. There have been "threats from shooters." Then it has a bad reputation with other schools.
- F5- I love Monroe. There may also be all that, but it's a close-knit community. Events, like in the parks, activities for the family, and for the community. I like that, that it's a close-knit community.
- F1- Monroe is a safe city, and due to how strict they are with their schedules in restaurants, with the schedules they require to close, when they can sell liquor, the city has its organization to protect the client. So that's fine with me. Let them have rules.



When you think of Monroe, what three words or phrases first come to mind?

- F4- Green, everywhere you go is green, this beautiful, smells good, smells clean.
- M1- Security, familiarity, community I could say.
- F1- for me, projects, because it is the city that is giving me the opportunity to work and that's where I plan for the future.
- F2- the town is small, but it has everything.
- M2- as I say we have, doing the events of the "jareteo", and we have done well, they have a lot of respect for us. We are at ease. And the traffic is not crazy, as we drive down the street others don't get into you.
- F3- I home and community.
- F5- yes, what I said a while ago, that I love the union that exists as a community.

Now for a fun question: If the City was an animal, what animal would it be and why? (Feel free to share an example: Jennifer, from Denver, says that if the city was an animal, it would be an elk – because it is majestic and grand just like the city of Denver.)

- F5- A caterpillar because Monroe is still growing.
- M1- after that, one can say!
- F4- Turtle; I think that it is going at a snail's pace, because it certainly has potential, but it occupies the help of the Hispanics. I read surveys, and when I came to Monroe, I was asking questions of the community.
- F3- a puppy; It lacks growth.
- M2- a coyote, because it goes from here to there and does not focus, there is no direction.
- F4- and that's why it goes like a turtle.



Let's pretend your friend wants to come for a visit, and they've never been to Monroe. How would you describe Monroe to them before they visit?

- F1- A quiet city, welcoming, a welcoming city in every sense of the word: in its means about the transportation system, arrival, restaurants.
- M1- cozy because it has everything! It has lakes, many green things, and restaurants. Whatever you need, here you will find it... F1- Segura.... M1- Yes, so very welcoming, it is the only word I find.
- F4- right now as I am new, I invite my whole family. It has lakes, restaurants and is very green and safe. It is also very expensive; however, people are always good and smiling.
- F2- take a good memory, es a small town with everything.
- M2- before there were no tortilla shops or Mexican stores, today, there are.
- F3- is small, beautiful, and safe.

What one or two places would you take them to?

- F5- To the Lake Tye Park, because it has soccer field, playground...The other place is the park close to the river, in the way to Carnation. It has a playground for the kids. To go out to eat, there are so many restaurants! For a Mexican-American breakfast, I will bring them to the Highway 2 restaurant, to El Paraiso, Las 3 Marias, " Por al sazón "= the flavor. Also, La Bamba, but it is close, now.
- F3- To Lake Tye and the Monroe River.
- M1- Something very representative is Lake Tye Park and the restaurant El Paraiso, where I work.
- F1- The lakes, la "zona verde" (the green area) = the trails to walk. The lake of the restaurant (El Paraiso).



Now, let's discuss the vibe and culture of Monroe. What "vibe" or feeling do you think visitors or new residents get when they come here?

- VILLA: cozy, friendly, warm.
- RURAL: Friendly, humble, Familiar; because I feel that Monroe is like my family, everyone knows everyone who came from the beginning. To know who is who. the cousin of such is such, if it is very familiar, so put that word.
- NATUALEZA: well: we know that it (Monroe) has everything. (words) like Adventurous and peaceful come to mind, because it is very quiet and beautiful.
- COMUNITY: cheerful, optimistic, and authentic. The same words she (NATUALEZA) says.
- F2- I the first list of words I chose: welcoming, friendly, and warm. The next RURAL: small, friendly, and humble. NATURE: peaceful, beautiful, outdoor activities because there is so much outdoors. COMMUNITY: open, cheerful, and optimistic.
- F4- I have almost all the same except ... But I have mixed feelings when it comes to "down-to-earth," because I feel that Monroe hasn't really realized that It needs of the Hispanics in order to grow, and that's why we haven't reached the growth that is required. If they support the Hispanic businesses; we can make Monroe stronger than it is now because they have many great activities. For example, the Farmers Market, it should be full of things, and yet the Hispanic is not present; the Hispanic should have many things that themselves make, that they are designing ... But they (the Hispanics) don't have the help to know that you are welcome to be a part of this.----- Now you (Me-Yorlery) are creating this place (the Focus Group)-----, but in reality there is no place where the person can look and say OK, "this is what it costs", because it is lack of information. There are many people who are afraid to ask because they don't really know the language. Actually, I don't just want to say ok we're going to open up the market, but I want to be part of it... that we need to provide information for the people. I had already talked to your son about that (referring to M2 and F2) last year, I let him know that I was willing to be part of a team of Hispanics who support Hispanics who are afraid of starting something new. This is the most important thing, otherwise they have many community-oriented activities, which promotes unity, and I point to the same thing, I have not seen that the Hispanics join, to get involved into all those events, I do not understand why not? I'm new to the area, so I don't understand why, it's not that they don't know; yes, they know what's going on, then why they're not doing it. I don't know why they don't get involved.



Now, let's discuss the vibe and culture of Monroe. What "vibe" or feeling do you think visitors or new residents get when they come here?

- F2- What he had said (referring to M2) that when he opened..., it was for parents to do as a group of children, to play soccer, which is what they like the most. And there were quite a few who were participating, but they didn't come anymore, a lot of support is missing.
- F4- Yes! because one person cannot do everything. It's hard with all the things that have to be done, to make a change.
- M2- The Hispanics (the parents of the kids) began to leave (the soccer group). I already have family grown up; my kids are adults. It is for those who have small children. If there is a complaint, or something there is already a group, so that we could discuss it. They just said: "and what am I going (gestures money) to win?" So, they didn't care about their family, but their financial benefit = "beneficio para la bolsa." ... It is not good for the one who is moving the hornet's nest. (Soft laughter from the group).
- F3- I have a feeling that my parents didn't take me to events in the city. A lot was because they always had to be working, but also because their English is not very good (the participant speaks with a Spanish that is not perfect) because if they go, they do not feel very included, it is difficult to go to an event ...
- F4-and not knowing what's going on.
- F3- aja, that you are not feeling invited there, it is like you want your children to go but at the same time you don't. (the Spanish presents conjugation mistakes, it is possible due to lack of practice or because the participant learned Spanish from people with low educational level)
- F5- At the same time they put the events, but they do not put them in Spanish only they put them in English . So when they put all the activities in the parks, they don't put them in Spanish, only in English.
- F3-I feel that there should also be someone at the event who speaks Spanish, to help.
- F4- The Hispanic population is growing, I check last year, and we were 20%. 10 years ago it was 15%, then every 10 years. I don't know who's saying that. (The group laughs)



Next, we'll break out into two groups and have each group focus on a specific question. Please assign one person to take notes and share with the group afterward. We will spend five minutes in the breakout rooms, and five minutes discussing as a full group.

Part of a brand promise is identifying what someone can always experience when they live in, work in or visit Monroe.

Group 1 will answer: What will always be true about Monroe?

Group 2 will answer: What will never be true about Monroe

- It was a discussion where everyone participated in an active way.
- F5- I take notes of what will never be true. (Group: F1, M1)
- F1- It will never be true that It will be an unsafe city, because We commit ourselves to harmony in the city and we ourselves do not invite or do not bring people who harm the city, it will never be unsafe. Another thing is...
- F1-Monroe is united, it encompasses everything. There are many social gatherings, many helps, many things that encompass that will never be disunited, the city of Monroe.
- F5- It will never be true that it is an ugly city! There are other cities... let's say Seattle, that have garbage everywhere. Monroe is more pleasant to see, it's on that perspective.
- F4 take notes of what will always be true. (Group: F3, F2, M2)
- F4- it will always be true, that as it is such a cool city, it will always have homeless problems, because we are always helping the people we see in the street, and that is what our heart makes us to do; to help the: there will always be homeless, here in Monroe. There will always be familiarity among the Hispanic because everyone knows each other and now that we are more, there is more (familiarity)... Because we all greet each other, we not only greet each other here, but by name name, we know their children and everything. And of course, the attractions and parks that we have around us. These will always be the most beautiful thing about Monroe.
- F5-It has many green areas.
- F4- And of course to top it off, the "jaripeos"



- F5- What I like is that it has many green areas, for each neighborhood it has a green area or a small park.
- M2- Yesterday I went to Ixtapa, where your parents are, (talking to F5)
- F5- whose parents?
- M2- They are not your parents?
- F5- not, those of the Ixtapa. Yes, I know them, but we are not my family.
- M2- The Tijuana's?
- F5- The Tijuana's is not family either.
- M2- those of the Sultan?
- F5- Those of the Sultan, we are not family either.
- M2- I asked them, And F5. They told me she is there in Monroe.
- F5- Then, there is another F5.
- M2- they told me, well, no, he lives in Monroe. (the group was laughing very relaxed at this interaction)
- F5- yes, they are not my family.
- M2- Well, I imagined it was your dad.
- M1- He is not.
- F5-but I do know them because they are the parents of Ctoxx and Cixx.
- No one was surprised by the answers.



In your mind, what makes Monroe unique? Why? Think of it compared to other cities you've lived, worked in or visited. Please enter your answer onto your screen and hit submit

- F4-If you want, I talk again, because I'm the new one. and I think that "jaripeos" are a very unique. Many of the Hispanics in Mt. Vernon are very jealous that here, you have the "jaripeos" and there is nothing. We had to drive for an hour and come here. Another is all the community activities that exist here. In other cities, we do not have so much. And I have brought my children on weekends because I want them to also fall in love with the city and see that it is difficult to leave their friends, but now this city can now it will be their home and here, they can make new friends.
- Me: what are the "jaripeos"?
- F4-is a rodeo.
- M2- with a rider to the bull?
- Me- To the mechanical bull? (Group laughs)
- F4- with horses, it's music.
- F2-is a big event, only twice a year, sometimes three.
- M2- and we do two inside. And then here there are chariot races, and in other cities there are none.
- F5- and the August fair. "Evergreen."
- F4-, there's the Farmers Market every Wednesday, it's going to start the following week. and then
- Me- Are there not farmers markets in the other cities?
- F4- yes, but they are very disorganized, Here it is very organized, very beautiful, but, as I said before, it is necessary that the Hispanics contribute.
- F3-It would be very nice if the Hispanic and the American joined in that area.
- F4- Ah, it would be beautiful. I am part of the Chambers of Commerce and I have already told said that, if they publish a newsletter in Spanish, I am willing to translate it so that the Hispanic also feels welcome ... It is not only asking, but also saying the answer you have for that problem.



Before we wrap up, we want to open it up for any final thoughts, observations or suggestions. Please feel free to send me an email with anything that you'd like us to know, that you didn't have the opportunity to share today.

- M2- Right now I want to say that if you support me with what I am going to start at the ranch. I want to do two events, one to start, and the other to do it with more people, with more... If people like "los bailables" = Mexican folk dances, then I put it in that, before the "jaripeo", I can put the group before.
- F2- There are dancers from different states of Mexico, is what the lady said, that she has from each state.
- M2- has 7. The "jaripeos" are in the Fairground. I will start it at the ranch, here in Monroe before the blue jinete. "los bailables" are at the rancho.
- F4- And with VIP guests, he is not going to do it for everyone, he is just going to choose who he is going to invite to see if something bigger will really work.
- M2- People from anywhere can come.
- F5- The dances are folk dances.
- M2- Each state has its clothing. ... The dancers are from here. They do a dance, and they get in and change their clothes and then represent the other state. The 20/24 by 16 boarding. I'm already doing that.
- F2- He is doing that, but there is still no date.
- F5- Do you need the permits of the city or not?
- F2- I think that the lady do this, the couple who does this, already has everything set, because they go to different places with their dances.
- F5- yes, but do you need a permit to have people on your ranch?
- F2- no, no, it's going to be like a party. (Multiple people start speaking at the same time)
- F4- it's going to be like a private party with invitation.



- F2- and it's a price because there are vaquitas, there are goats, but this year we didn't want to put much in.
- F5- have cows that pour milk. Why doesn't he invite us to take a "palomazo"? (Everyone laughs) Or a "bajarete".
- M2- a charitin type, which would be super.
- F2- We named Charitin to a cow, and you have to see; she understands!
- M2- you just talk to her: "Charitin." And she comes.
- Me- what is a "bajarete"?
- F5- it is milk just milked with alcohol.
- F4- I've never tried, but they say that...
- M2- in a glass with chocolate and alcohol the milk is poured directly from the cow. That it does not get cold, warm!
- F4- we should go there.
- F2- Right now as it has rained so much, at the entrance there is now a lot of mud.
- M1- that should be done, such as fixing the road infrastructure. How to arrange the entrance and exit of Monroe.





INTERVIEW GUIDE



Questionnaire

- ✓ Are you a resident or visitor?
 - ✓ **1A. VISITOR:** Did you visit any surrounding destinations during your trip? (*Like Woodinville, North Bend, Cascades, hiking, etc...*)
 - ✓ **1B. RESIDENT:** What attractions do you frequent in the area? (*Like Woodinville, North Bend, Cascades, hiking, etc...*)
- ✓ What brought you to Monroe? (*Friends, family, event...*)
- ✓ What sort of “vibe” do you get in Monroe? (*How would you describe the feeling/culture...*)
 - ✓ Is the City what you expected? Were you surprised?
 - ✓ Overall, is/was your experience positive? Please explain.
- ✓ When you think about Monroe, compared to cities such as North Bend, Maple Valley and Lynnwood, what do you think is most distinct about this area? (Note to interviewer: If they aren't familiar with other cities, please just focus on what they think makes Monroe distinct from other places they have been.)
- ✓ Imagine you are talking to a friend or family member. How would you describe Monroe to them?
- ✓ Are you familiar with the Monroe logo? What are your first thoughts when seeing it?
- ✓ In the online survey we asked people to identify which landmark stands out to you.
 - Evergreen Speedway and State Fair Park
 - Lake Tye
 - Cascade Mountains
 - The Steamstack
 - Downtown Monroe

Would you agree with these choices? Why or why not? What is it about these landmarks that make it stand out? (or if they offered alternatives, ask about those)

- ✓ What do you think the City of Monroe is exceptionally good at? What would you say is the City's superpower?
- ✓ Is there anything else you'd like to share with me?



Businesses Engaged

1. AMFAM
2. Canyon Creek
3. DW Monroe, Kelsey Place
4. El Paraiso Mexican Grill
5. Galaxy Theaters
6. John L. Scott Real Estate
7. Sky River Bakery
8. Thai on Mainstreet
9. Yoli's Mexican Snack Bar



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