



Monroe BUSINESS NEWSLETTER

City of Monroe, Washington

November 2024

Verizon Small Business Digital Ready

Grow your small business with valuable resources like free online courses, tools, coaching, peer networking and grants.



Verizon Announces New Round of Grant Funding for Small Businesses

Verizon announces \$10,000 grant funding opportunities for small businesses via the **Verizon Small Business Digital Ready** platform. Registered small business owners can receive free, personalized access to over 50 online courses in English and Spanish, mentorship opportunities with industry experts, 1:1 and group expert coaching, virtual and in-person community events, plus the opportunity to apply for **grant funding**.

Until December 13, 2024 at 11:59pm PT, small businesses can unlock the application for this round of grant funding by first registering on the **Verizon Small Business Digital Ready portal** and completing at least two courses, coaching or community events, in any combination, between July 1, 2024 and December 13, 2024 at 11:59pm PT. Small businesses that complete the application will be eligible for consideration to receive a \$10,000 grant.



Business Resource Navigator

Evergreen BizLink Resource Navigator

The Evergreen BizLink Resource Navigator will connect you and your business with nonprofit resources in your area to help you **grow and thrive**. Use the search tool on their website to search for customized resources by location, area of assistance, business stage, business type, industry, demographics, and key words. For more information or to get started, check out: EvergreenBizLink.com



Make the Most of Your Holiday Sales *Holiday Offers, Ads and Marketing Funnels*

For many business owners, the holidays are a golden opportunity. But plan well, so you don't leave money on the table!

In this webinar, you'll learn how to structure your offers, headlines, ads, and landing pages for the holiday season, so as to garner more prospects and convert more prospects into buyers.

You'll also learn how you can increase your "average unit sale" or "average transaction size" -- *that is*, how much each customer generally spends with you.

Get your Thanksgiving, Black Friday, Small Business Saturday, Cyber Monday, and December offers and ads all lined up to produce results. If you implement the strategies and tactics from this webinar, you'll finish 2024 stronger and go into 2025 with momentum!

November 7 | 11 a.m. - 12:30 p.m.

Register by emailing to this link: training@wsbdc.org



U.S. Small Business
Administration

Important & Useful Webinars from the US Small Business Administration

Veteran-Owned Small Business Certification Program

Each year, the federal government awards a portion of contracting dollars specifically to businesses owned by veterans. SBA Certification allows businesses owned by veterans and service-disabled veterans to compete for federal sole-source and set-aside contracts. Join SBA staff to learn more about program eligibility, program benefits, and application process.

Wednesday November 20 | [Register Here](#)

Funding Your Business Needs with SBA Programs

Whether it is \$500 or \$5 million, the SBA has loan programs to help your business secure the funding it needs to start, grow, and expand. Join SBA Seattle District staff for an overview of SBA loan programs, how to find a local SBA lender, and the technical assistance to help prepare you for your funding request.

Tuesday November 19 | [Register Here](#)

Operation Entrepreneur 2024 (Hosted by VBOC at Business Impact NW)

Featuring daily webcasts with experienced business coaches and peer entrepreneurs, this event will explore the latest business trends, strategies for overcoming challenges, and insights into achieving sustainable growth. Whether you're just starting or expanding your

business, this event provides you with actionable tools and a supportive network.

November 12 - November 14 | [Register Here](#)



How to Master Soft Skills for Small Business Success

Thursday, November 21 | 4 p.m. EST

Boost your productivity with essential tools and skills like Google Workspace, AI, and more.

[Register Now](#)



WASHINGTON

Secretary of State

Beneficial Ownership Information Report (BOIR)

Effective January 1, 2024, most business entities registered with the Secretary of State are required to submit a Beneficial Ownership Information Report “**BOIR**” to the U.S. Treasury Department's Financial Crimes Enforcement Network “FinCEN”.

- Business entities formed prior to Jan 1, 2024 must file by Jan.

- 1, 2025.
- New business entities formed in 2024 must file within 90 days of formation.
 - New business entities formed after Jan. 1, 2025 must file within 30 days of formation.
 - Is your business exempt from reporting? Review the [FAQs from FinCEN](#).

Watch out for Misleading Notices!

The Secretary's office has been made aware of individuals and business entities receiving misleading notifications to send in a BOIR paper form with payment or being provided with a link to file the BOIR and submit payment.

BOIR Facts:

1. There is **NO FEE** to file the BOIR.
2. The BOIR **must be filed online** with the U.S. Treasury Department's Financial Crimes Enforcement Network at [FinCEN.gov](#).
3. **Stay informed! Learn about misleading notices and attempts to solicit information from those subject to reporting requirements under the CTA. Review alerts at [FinCEN.gov](#).**

The Office of the Secretary of State **does not file the BOIR**; however, [visit their website](#) (under the Business Entities tab) for helpful information about the reporting requirements.

ADOPT-A-PLANTER!

MAIN STREET

Your Donation Will Ensure Plants & Color in Main Street's Planters

Donate just \$100 per year

Receive:

- **City certificate from Mayor and City Council**
- **Mention in City print and online media**
- **Your Business listed in "Adopt-A-Planter" signage at Main Street Kiosks**

Make your donation of \$100 by check made out to "City of Monroe" (mention "Adopt-a-Planter").

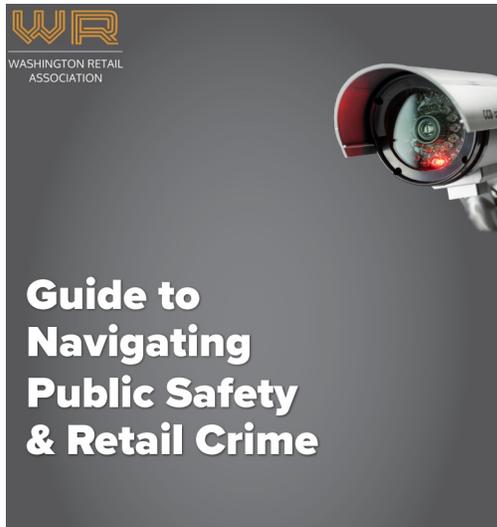
*Send to Monroe City Hall, Attn: Shelley Rowe,
Parks & Rec. Admin. Asst., 806 W. Main St.,
Monroe, WA 98272.*

*For more information, email Patrick Doherty at
pdoherty@monroewa.gov*

Useful Guide for Dealing with Retail Crime and Safety

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

[Peruse the Guide!](#)



Main Street America Offers Series of Insightful Podcasts for Small Businesses



Latest in the series:

2024 Trend Forecast: Get Your Business Holiday-Ready

This episode reveals the data-driven trends that will define the 2024 holiday shopping season — and shows you exactly how to leverage them for your small business.

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

Monthly Business Profiles - North Kelsey Business District -



Bricks and Minifigs

This establishment at 14650 North Kelsey St, Suite 102, is a Lego and figurine store with a regional draw. Owner Steve Jensen earned special acclaim recently with his re-creation of the Pelican Town map from the video game *Stardew Valley*, earning “People’s



Wyatt’s Diamond Jewelers

This shop at 14751 North Kelsey St, Suite 108, is a *rare gem!* Their specialty is custom-made bridal, anniversary or special-event rings and jewelry, with an emphasis on diamonds and

Choice” at the 2024 BrickCon. And it's on display at the local s h o p ! *Stardew Valley* creator, “ConcernedApe” (a k a Erick Barone) will even pay a visit Saturday morning, Nov 9th.

Visit the shop during its Eighth Anniversary week (Nov 5 - 8) for special offers. Manager Stephanie is always happy to help you buy, sell or trade legos and minifigs year-round. The shop also hosts birthday parties and other special events. And make sure to visit on International Lego Day in late January.

gemstones.

Giving new life to a jewelry business started in 1903, Jim Keppler bought the business over 30 years ago, now sharing ownership and management with son Dean.

Got inspiration for an engagement ring from a picture? No problem! Bring that photo in and the Wyatt's team of jewelers can re-create the ring or custom-design a ring inspired by the image. And their assortment of Swiss-precision watches is a sight to behold.



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

The **Guide** covers:

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

The State also offers an array



Owning a business is both exciting and intimidating.

If you're looking for local resources, free business templates, e-guides, check-lists, and other helpful resources for starting or growing your enterprise, SCORE Greater Seattle is your destination. SCORE's mentors can assist in putting your ideas into action.

of knowledgeable **Small Business Liaisons** who can help you with specialized resources and information.

Plus, **FREE workshops** are available, providing essential information and resources to help start and grow your business. **Next workshop: May 7, 9am-10am.**

Tools and resources to help your small business grow - SCORE



Upcoming Events

Police & Fire Luncheon - November 12, 11:30AM - 1PM

Monroe's Mistletoe Market - November 23, 10AM - 5PM

Small Business Saturday - November 30, 10AM - 4PM

Light-Up Monroe, December 1, 4PM - 7PM

Artisans Holiday Fair, Nov 30 - Dec 15, 9AM - 4PM

And More...

[More information here](#)

Monroe Listens Report Your Issue!

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



MAYOR



Geoffrey Thomas

Have a question or comment for Mayor Thomas?
Contact him at GThomas@MonroeWA.gov



Councilmember
Kevin Hanford



Councilmember
Jacob Walker



Councilmember
Jason Gamble



Councilmember
Kirk Scarboro



Councilmember
Heather Fulcher



Councilmember
Tami Beaumont



Councilmember
Kyle Fisher

Have a question or comment for your Councilmembers?
Contact them at Councilmembers@MonroeWA.gov



City of Monroe | (360) 794-7400 | 806 West Main Street | Monroe, WA 98272 US

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