



Monroe
**BUSINESS
NEWSLETTER**

City of Monroe, Washington

February 2025



APEX & SBDC First Friday Follow-Ups

Are you looking for a dedicated lunch hour to learn what it takes to grow your business?

First Friday Follow-up is a monthly open-forum, round table for business owners to get answers from your local APEX and SBDC Advisors.

Bring your questions regarding **government contracting** and how to grow your business.

Learn more about these two resources and how to incorporate new strategies and tactics.



WA Small Business Development Center FREE Training Events for Small Business Owners

February "Start Simple" Course - Starts February 5, 4 - 6 pm

This course will help you quickly "kick the tires" on your new business idea. In just four 2-hour virtual sessions, including one-on-one homework assistance with our First Step Business Advisor, you will learn to apply basic business concepts to know if your business goal is realistic and achievable. [Register here](#)

Curso en español - comienza 4 de febrero, 6 - 8 pm. [Regístrate aquí](#)

Plus: Training on Cybersecurity, Branding, and Business Launch

- Small Business Cybersecurity
 - Session 1: **Protection**, 2/6 11a-12:30p
 - Session 2: **Limiting Access**, 2/13, 11a-12:30p
 - Session 3: **Securing Systems**, 2/20, 11a-12:30p
 - Session 4: **Incident Response**, 2/27, 11a-12:30p
- Creating a Strong Brand Identity & Implementing Your Brand

- How to Launch Successfully, 2/26 12p-1:30p

Sign up here for any of these sessions.



Promote Your Business in MONROE Magazine

This year the City of Monroe is relaunching the former *Choose Monroe* twice-yearly magazine as once-yearly *MONROE Magazine*, highlighting local experiences, shopping, services, events, and more -- all of which make Monroe a special place to live.

15,000 copies are mailed to Monroe residents, with an additional 2,000 distributed locally. Plus, the content is shared online through Facebook and the City's website.

The publication is funded by the City of Monroe and local business owners like yourself through ad sales. Help support the project and **promote your business** by advertising in MONROE.

The deadline to place an ad in the next issue of MONROE is April 4, 2025. You can contact publisher Colibri Northwest sales director Katie Higgins to craft an advertising plan to meet your goals and stay in budget! Reach Katie directly via email or phone: **Katie@ColibriNW.com** or (206) 914-4248.

MONROE

Magazine

BREWING
INSIGHTS FOR
ECONOMIC
GROWTH IN
SNOHOMISH
COUNTY.

Coffee Chats

Free Monthly Interactive Virtual Event!



EASC Monthly Online Coffee Chat *2025 Economic Forecast*

Join EASC for February's Coffee Chat featuring an **economic forecast** for North Puget Sound. Christina Prkic from the Federal Reserve Bank of San Francisco will discuss national trends, while James McCafferty and Hart Hodges from WWU will provide local insights. Prepare your business for 2025 with expert analysis and a Q&A session.

[Reserve your spot.](#)



Business Training Center

StartUp Washington provides a FREE On-Demand Training Center

administered by the Washington State Department of Commerce. It offers no-cost education that entrepreneurs can use to build a successful enterprise. **Training for your needs - on your schedule!**

[Learn more and sign up here.](#)

Veteran Financial Empowerment Initiative

Empowering veteran-owned businesses through financial education and resources.



To register email Jonté Robinson at jonte@jmichell.com

TRAINING DATES:

November 14, 2024

February 20, 2025

May 29, 2025

August 14, 2025

Time: 6:00 PM

Location: TBD

FINANCIAL WORKSHOPS

1. Financial Literacy and Business Budgeting
2. Accessing Capital and Funding Strategies
3. Business Credit and Debt Management
4. Profitability and Growth Strategies



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](https://www.EvergreenBizLink.com)

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").

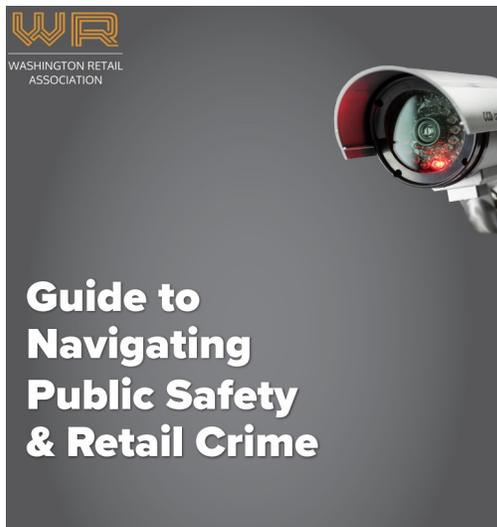
*Send to Monroe City Hall, Attn: Shelley Rowe,
Parks & Rec. Admin. Asst., 806 W. Main St.,
Monroe, WA 98272.*

*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:

What Can Main Streets and Small Businesses Expect in 2025?

In this episode, you'll hear about:

- How retail sales are expected to slow and the challenges facing small businesses
- The potential "Ozempic Ripple Effect" and its implications for various industries
- The emerging "Phygital" world and how technology is transforming shopping experiences
- AI's growing impact on non-profit data collection and reporting
- Why businesses should focus on curation over endless choices
- How the "Silver Tsunami" will reshape markets and consumer behaviors
- The role of Main Streets in addressing the loneliness epidemic

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

Monthly Business Profiles - West Main Gateway -



Speedway RV



Speedway Chevrolet

Anchoring the West Main Gateway to Monroe since April 2000 is Speedway Chevrolet, at 16957 W. Main, an integral member of the Lee Johnson Auto family, now merged with Dwayne Lane and serving north King and most of Snohomish Counties.

Majority owners and brother Tod and Brett Johnson grew up in Monroe and still live nearby, hiring a high percentage of their staff from our local communities.

Since their grandfather opened an auto dealership back in 1933 in Kirkland, which he later moved to Monroe on the West Main Street site that is now the City Hall complex, the Lee Johnson family has served the community both through the sale of quality

A subsidiary of Speedway Chevrolet, sharing the same access road off Main Street, is Speedway RV Center, now in its 11th year providing sales, accessories, and service to a wide array of recreational vehicles.

New and used “bumper-pull” RVs, as well as used motor homes, and a huge range of accessories are on offer here. And service is key to Speedway RV’s business, seeing a not-surprising number of horse trailers, given the proximity to the Evergreen State Fairgrounds Park with its frequent equestrian events.

Speedway RV is similarly very involved in the local community, serving as sponsors for raceway and other events at the Fairgrounds, as well as local charities, such as the food bank.

Manager Stacie, together with her knowledgeable staff members Jason and Sophia, make a visit to Speedway RV Center a great experience.

automobiles and amazing customer service, while also providing unwavering support of the local schools and charities.

Stop in and say hi to Managers Rick and Steve, as well as all the friendly staff. They're always willing to show you the latest models and chat about what's coming next. And for your car's service, you know you'll be in good hands.



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



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.

Tools and resources to help your small business grow - SCORE

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



Membership in the Chamber brings many advantages for member business. It may include networking opportunities, member benefits and discounts, business support and advice, and the chance to have your views represented at county, state, and national levels through the Chamber's on-going lobbying activity. [Learn more.](#)

Upcoming Events

Chamber Luncheon - Second Tuesday of each month, 11:30am - 1pm. *Feb 11 featuring Katy Woods, Coastal Bank Branch Manager offering time management seminar.*

The Great Junk Hunt - Feb 7 - 8

Chocolate Crawl 2025 - Feb 15, 11am - 3pm

Engage Monroe, Networking at Burnt Barrel Whisky - Feb 18, 5pm - 7pm

Monday Morning Mingle - Feb 24, 8:30am - 9:30am

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

[Council
Agendas/Minutes](#)



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

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