



# Monroe BUSINESS NEWSLETTER

City of Monroe, Washington

## March 2025



### Wealth of Small Business Resources Available

#### **Get Access to Capital**

Are you a small business owner with fewer than 50 employees and an annual revenue of less than \$5 million? Are you looking to take your business to the next level? We may have a great solution for you — The Small Business Flex Fund 2. **Learn more.**

#### **Food Biz Academy**

Through the Food Biz Academy, **Washington's Small Business Training & Education Center** offers you a competitive advantage. It's FREE, and available **online and on-demand** 24/7! Food Biz Academy just might help you whip up a recipe for success. **Learn more.**

#### **Web Academy**

Your 24/7 Storefront: Build Lasting Customer Connections Online! A website is like having a second storefront, one that is open 24/7. With a well-designed online presence, you can build deeper relationships with your customers. Check out the listing of **FREE online on-demand training**, including **Web Academy**.

#### **Partners In Exporting 2025 Series**

The Export Finance Assistance Center of Washington (EFACW) provides tailored export training programs developed through strategic partnerships, led by nationally recognized experts in export and international trade. **Learn more.**



## **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 resources and how to incorporate new strategies and tactics.

**Sign up for March 7 event by emailing Mark Johnson at [markj@economicalliancesc.org](mailto:markj@economicalliancesc.org)**

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

### **March "Start Simple" Course - Starts March 5, 4 - 6 pm**

Our Start Simple Business Course will help you quickly test the feasibility of your business idea. In just four two-hour group sessions, you will learn how to apply business fundamentals to assess the feasibility of your business goals. The course includes FREE access to one of our Business Advisors for one-on-one homework assistance and a final assessment of your completed Start Simple Plan. [Register here](#)

- Mar 5, 4-6pm. **Foundation:** Orientation, Readiness Mindset, Personal Finance
- Mar 12, 4-6pm. **Opportunity Discovery:** Bring Value to Your Target Marketing
- Mar 19, 4-6pm. **Money In & Money Out:** Projecting Sales & Costs
- Mar 26, 4-6pm. **Bottom Line:** Projecting Cash Flow & Break Even

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

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## 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.

**April 4** is the **deadline** to place an ad in the next issue of MONROE. 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](mailto:Katie@ColibriNW.com) or (206) 914-4248.

SHOP LOCAL | PLAY LOCAL | DINE LOCAL

# MONROE

Magazine

**BREWING  
INSIGHTS FOR  
ECONOMIC  
GROWTH IN  
SNOHOMISH  
COUNTY.**

## **Coffee Chats**

Free Monthly Interactive Virtual Event!



### **EASC Monthly Online Coffee Chat** *Green Economy: Building a Sustainable Future*

Join EASC for the March's Coffee Chat, presented by **Herald Media**, featuring an insightful discussion on how clean energy initiatives, sustainable business practices, and emerging technologies are shaping Snohomish County's economic landscape.

**8:30 - 9:30AM, 18 March**

**Reserve your spot.**

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### **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.**

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## 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)

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# 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").*

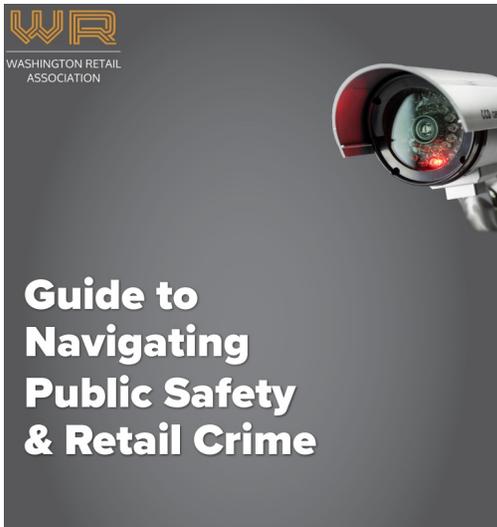
*Send to Monroe City Hall, Attn: Shelley Rowe,  
Parks & Rec. Admin. Asst., 806 W. Main St.,  
Monroe, WA 98272.*

*For more information, email Patrick Doherty at  
[pdoherty@monroewa.gov](mailto: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:**

Breaking down some practical guidance for small business owners facing the **challenges** of new and potential international **tariffs**. With current 10% tariffs on Chinese products and ongoing negotiations affecting trade with Mexico, Canada, and potentially the European Union, Main Street businesses need strategies to maintain resilience and adapt their operations.

**[Listen to the episode here to get 12 tips for navigating tariffs.](#)**

And if you'd prefer, you can watch the video episode below. Want even more data and insights? **[Read a companion blog here.](#)**

**[Follow the series.](#)**

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*Katy Woods, Manager, Coastal Community Branch Manager*

## **Boost Your Business with Coastal Business Coaching**

Ready to take your business to the next level? Join the Coastal

Business Coaching program -- designed to take your business to new heights. The program offers small-group, in-person coaching sessions at the Monroe Coastal Community Bank Branch, led by experienced Branch Manager and Certified Coach, Katy Woods. These sessions provide the essential tools and strategies needed to succeed in today's competitive market.

Participants will benefit from personalized guidance and actionable insights tailored to their unique business challenges. Coaching covers a range of topics, including setting achievable goals, overcoming challenges, cash flow planning, and more. You'll gain access to a supportive community of like-minded business owners, fostering collaboration and growth.

Apply now to join Coastal Community Bank's Business Coaching Program and take the first step towards achieving your business goals.

<https://www.coastalbank.com/business-coaching/>

## Monthly Business Profiles

- *Downtown Monroe* -



### Ahrens Valley Eyeworks

Serving the Greater Monroe community for over 30 years, owner Richard Ahrens and his friendly, knowledgeable staff have



### M & M Antiques & Collectibles

Original owners Melanie and Mildred lend their initials to the name of this consignment-based

occupied a bright and decorative storefront at 121 East Main Street since 2017.

Unique eyewear and stellar customer service distinguish Ahrens from the competition. The mostly local-based staff provide no-charge adjustments and repairs.

Among many services, eyewear for sporting activities and prescription sunglasses are a stand-out. And Ahrens is one of few opticians accepting State insurance.

Stop by Mondays through Fridays when you're Downtown and peruse the wide variety of eyewear on display!

antiques mall, now in its 12th year of ownership by Rebecca Johnson at 110 East Main Street, Suite 200.

Manager Cheryl Valentine juggles management of 17+ vendors in a shop that is true to its name - with over 80% of items truly **antiques**.

Specializing in "American primitive" furniture, artwork, and décor items, M&M is a feast for the eyes.

Occupying its third location, M&M will hit the 22-year milestone this May.

M&M anchors a key location on Main Street and is open **seven days** a week! Come by and say hi to manager Cheryl as you peruse a seemingly endless array of antiques and collectibles!



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.

**SCORE**   
FOR THE LIFE OF YOUR BUSINESS

**Greater  
Seattle**

**Owning a business is both exciting and intimidating.**

If you're looking for local resources, free business templates, e-guides,

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.

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

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](#)



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. **March 11 featuring Department of Commerce representative speaking on Clean Building Performance.**

Engage Monroe, Networking at Bugu Brewing - Mar 25, 5pm - 7pm

Monday Morning Mingle - Mar 31, 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](mailto: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](mailto:Councilmembers@MonroeWA.gov)

Council  
Agendas/Minutes



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

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