

The Market Insider



Monthly news for tenants of the Pike Place Market PDA

December 2017

Pike Place Market "Offline" Gift Guide

Shop Pike Place! Shop Offline!

This holiday season, Pike Place Market PDA has launched a new "offline" gift guide, inspiring Seattleites to do their holiday shopping "really, really, really local" at Pike Place Market rather than online.

The website (pikeplacemarket.org/giftguide) showcases 70 gifts from around the Market, 50 of which were submitted by vendors and merchants. Visitors can explore gift categories such as "Hand Crafted," "Farm Fresh," "Deck Your Shelves" and "Worldly Wonders," add items to a personal shopping list, and generate a customized map guiding them from store to store.

Digital, print and outdoor ads are running through December. Keep an eye out for digital ads on seattletimes.com, CBS Seattle and geo-fenced ads targeting downtown shoppers that will result in 2.7 million views, as well as 300,000 impressions via Facebook and Instagram ads. Four billboards located in Seattle's north, south and downtown core will reach an estimated 2.75 million viewers with headlines like "Who needs elves?" and "Shop Really, Really, Really Local!" and a full-page ad on the back cover of City Arts Magazine's December issue will reach 50,000 readers. Additionally, a print ad on the cover of *The Seattle Times*' holiday gift guide on Thanksgiving provided 250,000 impressions. All told, our advertising should be seen more than 5.6 million times throughout the holiday season.



New Market Tenants

Tastings Northwest

Tastings Northwest located on the 5th level of the Fairley Building next to Ventures and Miniature Car Dealer will be opening this month. Please welcome Cameron and Phyllis Fries to the Market! Their business will be a tasting room featuring their wines from White Heron Cellars along with small bites such as artisan cheeses, cured meats and chocolates from local artisanal producers.



Wild Fish Poke

Welcome to Yang Zhou and Ching Han, a husband and wife team, opening Wild Fish Poke in the Corner Market building. This business will feature fresh poke (fish) and seafood bowls with a wide selection of toppings and poke sold in bulk. Poke is a mix of Hawaiian and Japanese cultures and is cubed fresh fish that is marinated mainly in soy sauce, sesame oil, fresh green onions, sesame seeds, sweet onions and a selection of garnishes.



The Bar Bazaar

The Bar Bazaar will feature mixology classes and supplies such as artisan bar tools, drinkware, utensils and non-alcoholic potables (bitters, mixes and spice blends). Welcome, Anita "Anu" Apte-Elford to the shops on Western Avenue. Anu is well experienced in the industry (owning Rob Roy, Navy Strength and No Anchor) and is excited to share her passion and provide items that are not readily available locally.



Thank You for Supporting Giving Tuesday

Thank you to everyone who helped The Market Foundation make #GivingTuesday a huge success! In particular, thank you to the PDA for sharing our message and to Pike Place Chowder, Bavarian Meats, Chukar Cherries, Daily Dozen, MarketSpice, Sur la Table, Pike Brewing Company, Old Stove Brewing, Sosio's Produce, Pappardelle's Pasta, Le Panier, Maggie's Shoes, Wilridge Winery, Visit Seattle, Etta's, Seatown Seabar and Savor Seattle for contributing to our Market Merchant Matching Pool which helped raise \$29,680 this year! The Foundation couldn't support this thriving, caring community without all of you.

If you missed #GivingTuesday there are still plenty of ways to give back this holiday season. Giving Trees are up in the Lower Levels, the Atrium and on the MarketFront – choose a tag and shop for a holiday gift for a neighbor in need. Or visit the Foundation's website to learn about the potential impact of your holiday gift at PikePlaceMarketFoundation.org!



Downtown Conventions

December 2: Washington Federal. Holiday Party - 600 attendees

December 5: TRENDS - 2,000 attendees

December 7: Interface - 700 attendees

December 9: PodCon - 5,000 attendees

Staff Comings & Goings

Welcome aboard to **Gilbert Ortega**, custodian.

Recycling News and Reminders

Seattle Public Utilities and our mixed recycling and compostables vendor, Cedar Grove Organics, would like to remind our tenants that shredded paper is acceptable in recycling only when it is tied into clear plastic bags.

Remember: All recycling needs to be sorted. Mixed recycling and garbage cannot be mixed into food waste and compostables recycling. Mixed recycling can only be accepted in clear plastic bags, paper bags or not bagged at all. Black or any non-clear bags are not acceptable. Aluminum and unbroken glass bottles can be placed in mixed recycling. Latex gloves can only go in the garbage.

No plastic bags are accepted in compostables. Paper bags and biobags are the only bags to use. Biobags are made from cornstarch and will decompose along with the food waste. The Market's mixed recycling goes to a company in Everett called Seadrunar where it is sorted on an assembly line and they need to be able to see what is in the bags or it is tossed in the garbage.

We are having a continuing problem with garbage, mixed recycling, and food waste all being placed in the same bag, particularly with the last loads coming out of our food-based businesses and restaurants at the end of the day. The Market has had several full dumpsters of mixed recycling, food waste dumpster and totes rejected for pick-up due to large amounts of garbage and food waste mixed into loads.

Community Reception for PDA Executive Director Candidates

Market tenants, residents and community members are invited to meet the final candidates for the PDA Executive Director position Wednesday, December 6 from 5 - 7 p.m. in the Elliott Bay Room in the Economy Building. On Monday, December 4, short biographies of the candidates will be posted on the Pike Place Market website on the Market Insider page under the Community tab. The direct URL is: pikeplacemarket.org/market-insider. Coffee, tea and cookies will be served. All are welcome!

PDA Committee & Council Meetings

Meetings are in the top floor of the Economy Building.

December 4	Market Connections: 4 p.m.
December 5	Market Programs: 4 p.m.
December 7	Special PDA Council: 2 p.m.
December 12	Finance & Asset Management: 4 p.m.
December 13	Special PDA Council: 4 p.m.
December 21	PDA Council: 4 p.m.

Constituency Meetings

Meetings are on the top floor of the Economy Building.

December 12	General Assembly: after PDA Finance & Asset Management meeting
December 13	Executive Committee: after PDA Council meeting

Need more info?

Call the PDA office if you have questions.
206.682.7453

