

## ***Welcome Mary Bacarella, New Executive Director of the Pike Place Market PDA***

Mary Bacarella, former Space Needle executive and managing director of the Seattle International Film Festival (SIFF), will join the PDA as Executive Director effective January 8, 2018. PDA Council Chair, Matt Hanna, said Bacarella's experience at key Seattle landmarks and cultural organizations gave her unique insight into taking the helm of the 110-year-old institution beloved by locals and tourists alike for its vibrant mix of fresh produce, artisan producers, and independent businesses. "She has the energy, passion, and drive that is essential to be successful as the head of this complex public agency and dynamic community," said Hanna, adding that Bacarella's depth of experience and proven commitment to other major Seattle institutions was a major plus. "She has proven skills in managing operations and marketing that will serve us well as the historic Pike Place Market meets a rapidly changing cityscape."



In her 14-year career at Space Needle LLC, Bacarella was part of the executive team, overseeing the marketing and operational aspects of the 50th Anniversary in 2012; responsible for increasing attendance and revenue at the landmark's restaurant, retail operation, group sales and banquet facility; and played an instrumental role in the success of a \$24 million remodel of the Space Needle. Additionally, Bacarella was a key member of the team that spearheaded the plan to develop Chihuly Garden and Glass, a 30-year stand-alone exhibition of Dale Chihuly artworks, encompassing eight galleries, a garden, café, theater and bookstore that opened May 21, 2012.

At SIFF, a year-round film organization, Bacarella managed fundraising, operations, management and hundreds of volunteers. Her accomplishments included securing the funding for and negotiating the purchase of the Uptown Theatre, a three-theater venue the organization was leasing. She was also instrumental in securing the RFP and lease to operate the Egyptian Theatre as a year-round cinema, in addition to increasing revenue and reducing overall expenses.

Please join us in welcoming Mary Bacarella to the Pike Place Market community!

## ***Daystall News***

Off season table rental rates are in effect January - March:

Monday - Thursday: \$7.10  
Friday: \$15.91  
Saturday: \$23.45  
Sunday: \$14.83

January 1 - April 30 craft roll call will be held:

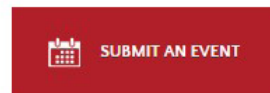
Sunday - Friday: 9:30 a.m.  
Saturday: 9 a.m.

The 2017 Annual Daystall Rules and Review is underway with Daystall rule change proposals now being accepted. Rule change proposals must be submitted on the Rule Change Proposal Form, which is available at the PDA front desk or can be downloaded from our website at [pikeplacemarket.org/market-insider](http://pikeplacemarket.org/market-insider). Completed Daystall rule change proposals must be received by the Daystall office by 5 p.m. on January 12. Questions about Daystall Rules and Review may be directed to David Dickinson at [davidd@pikeplacemarket.org](mailto:davidd@pikeplacemarket.org) or at (206) 774-5224.

## ***Update Your Business Listing on the Market Website***

The new year is a great time to check your business listing on the Market's website and make sure it's accurate. To update your information, visit [pikeplacemarket.org/directory](http://pikeplacemarket.org/directory) and click on Directory Listing Form. You can upload two photos as well.

Holding a special event in your store? Submit it to the Market website at [pikeplacemarket.org/marketevents](http://pikeplacemarket.org/marketevents) and click on Submit an Event.



*For Market merchants and vendors only. Events posted after review.*

## ***Senior Center Membership Party***

On January 4, from 1 - 2:30 p.m. the Pike Market Senior Center (PMSC) will be hosting a membership renewal party. Meet your friends at the Senior Center for punch and cookies. PMSC has a voluntary annual dues donation of \$10. No one is excluded from membership if they cannot make the donation. New member sign-up is available all year.

## Co-op Advertising Reminder

Thank you to those businesses that participated in the PDA's 2017 co-op advertising program. The program has been renewed for 2018 and is a great way for Market businesses to stretch their advertising dollars with the help of the PDA. Market businesses in good standing, who create, purchase and pay in full for advertising in established media (newspaper, magazine, radio, television, etc.), are encouraged to participate!

The PDA reimburses up to 50% of paid advertising, \$350 for daystall businesses and \$700 for commercial businesses, annually as funds are available. Please ask in advance if you're unsure that your ad qualifies. For program details and qualifications, or to submit your paid invoice and ad copy for consideration, please contact Kalyn Kinomoto at [kalyn.kinomoto@pikeplacemarket.org](mailto:kalyn.kinomoto@pikeplacemarket.org).

## Housekeeping Reminder

January is a great month to do some housekeeping in your space. Consider decluttering, removing outdated signage and old inventory that is not moving. Simple things like dusting, cleaning, and repainting can go a long way. You may want to have someone that does not frequent your store often come and look at it with "fresh eyes" to point out areas that need a little tender loving care.

## "Thank You" from the Market Foundation

The Market Foundation would like to give a huge shout out to the amazing Market community for all the incredible ways that you gave back over the last few months. Market merchants came out strong on Giving Tuesday, helping raise \$30,000 to kick off the Foundation's holiday fundraising campaign that brought in a grand total of \$700,000! Many of you gave donations to support Market social services or chose tags off the Giving Tree and donated gifts to our residents and seniors in need. Thanks to your help, the Foundation has added hundreds of new Charm donors to the Charm fence! The culture of generosity that exists here in the Market is what allows us to continue supporting our most vulnerable neighbors. The Market Foundation is honored to be a part of this community.



## Monthly Parking Rate Increase

As of January 1, monthly parking will increase from \$215 to \$250.

## Staff Comings & Goings

Welcome aboard to **Maggie Mountain**, our new Daystall Program Coordinator. Best wishes and farewell to **Jennifer Maietta**, Commercial Portfolio Manager. Happy retirement to **Jay Harris**, Day Shift Custodian III, and thank you for 26 years of dedicated service to the PDA.

## Downtown Conventions

January 5-7: Northwest Remodeling Expo - 6,000 attendees

January 12: KBCA: Reverend Dr. Martin Luther King Jr. Luncheon - 600 attendees

January 13-14: Seattle Wedding Show - 9,000 attendees

January 20-23: Seattle Gift Show - 5,000 attendees

## PDA Committee & Council Meetings

January 8	Market Connections: 4 p.m.
January 9	Market Programs: 4 p.m.
January 16	Finance & Asset Management: 4 p.m.
January 17	Executive: 4:30 p.m.
January 25	PDA Council: 4 p.m.

Meetings are on the top floor of the Economy Building.

## Constituency Meetings

January 16	General Assembly: after PDA Finance & Asset Management meeting
January 25	Executive Committee: after PDA Council meeting

Meetings are on the top floor of the Economy Building.

Need more info?  
Call the PDA office if you have questions.  
206.682.7453  
[pikeplacemarket.org](http://pikeplacemarket.org)

