

Farewell to Executive Director Ben Franz-Knight

Pike Place Market Executive Director, Ben Franz-Knight, stepped down from his position late last month. PDA Council Chair Matt Hanna said the Pike Place Market was well served by Franz-Knight's vision and leadership, and the members of the council wish him well on his future endeavor with the local project management firm, Shiels Oblatz Johnsen, Inc. (SOJ).



"Since 2010, Ben has inspired us with his dedication and passion for the Market and its unique character. His leadership ensures the Market will continue to thrive long into the future," said Hanna.

Since his first day on the job, Franz-Knight has been a champion of the Market. Over his tenure, he has built relationships across the diverse Market community, supported the continued growth of small businesses, facilitated a major renovation of the Market, guided the growth and expansion of the farm program, and supported a growing population of low-income residents. Most recently under Franz-Knight's leadership, and led by the PDA Council, the PDA completed a vision for the Market held for more than 40 years with the realization of the MarketFront.

"It has been my greatest honor to work with the Market community, the PDA Council, Market Historical Commission, Market Constituency and our numerous stakeholder groups, including the Friends of the Market, the Pike Place Producers, and the Office of the Waterfront. While it will be difficult to leave the Market I will carry forward the fundamental democracy of this place to all of my future work."- Ben Franz-Knight, former Executive Director of Pike Place Market PDA

Enjoy Magic in the Market Festivities

Jump-start the holiday celebration at the 22nd annual Magic in the Market, Saturday, November 25. This family-friendly tradition at the Market is a fun and festive way to celebrate the holidays. This year's Magic in the Market will include the following activities:

- Free photos with Santa under the clock from 11 a.m. – 5 p.m.
- Free cookie decorating for kids 12 and under in the Atrium from 12 – 2 p.m.
- Festive music including ukulele band STRUM on Pike Place from 3 – 5:30 p.m.
- Holiday trees for sale from Growing Washington on Pike Place
- Countdown to tree and Market lighting with Santa on Pike Place at 5 p.m.

New this year is "Stockings and Stuffers," a holiday event providing Market visitors the opportunity to purchase handmade stockings and small gifts to stuff them with. "Stockings and Stuffers" will be in the MarketFront pavilion until 6 p.m. Additionally, Gina Karaba will be doing live glass blowing in the MarketFront Pavilion.

Join the fun, spread the cheer and invite your friends, family

Merchant News

Please be aware that counterfeit bills have reportedly been passed on to Market businesses. There are specific safeguards built into paper bills that can be used to identify real currency. To learn how to identify real and fake currency visit uscurrency.gov.

Market Community on Giving Tuesday

After Black Friday and Cyber Monday is Giving Tuesday! This is an amazing opportunity to help support the thriving, caring community here at the Market. Join the Pike Place Market Foundation on November 28 and give back to the Market community with a donation at bit.ly/PPMFGivingTuesday. Whether you are able to give during Giving Tuesday or not, we would love for you to join us in amplifying our Giving Tuesday message. Sign on to Facebook, Instagram, or Twitter to help share our message! Or, if you want to become a Giving Tuesday Champion, contact Lindsey Falkenburg at lindsey.falkenburg@pikeplacemarket.org to learn how.



Pike Place Market Holiday Campaign

The Closest Thing to Santa's Workshop

This holiday season, Pike Place Market PDA is launching a new online gift guide, showcasing more than 75 products from Market businesses. Fifty of the items were submitted by vendors and merchants.

The website homepage will feature an interactive Market illustration with gift categories such as "Hand Crafted," "Farm Fresh," "Deck Your Shelves" and "Bundle Up." Visitors will have the ability to add items to their personal shopping list and to generate a customized map guiding them from store to store. The gift guide will go live at pikeplacemarket.org/giftguide by Thanksgiving (just in time for Magic in the Market), inspiring Seattleites to do their holiday shopping locally at Pike Place Market rather than online.

Digital, print and outdoor ads will run from late November 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, and a full-page ad on the back cover *City Arts Magazine's* December issue will reach 50,000 readers. Additionally, a print ad on the cover of *Seattle Times'* holiday gift guide on Thanksgiving will provide 250,000 impressions. All told, our advertising should be seen more than 5.6 million times throughout the holiday season.

Bonus Card Program for Fresh Produce

EBT card holders can receive 50% off fresh fruits and vegetables at select high-stall locations. This year the Bonus Card program has expanded to include Lina's Produce, Growing Washington and Corner Produce. Apply online at pikeplacemarketfoundation.org or bring your EBT card to the Market Commons resource desk between 9 a.m. and 4 p.m. Monday - Friday. The Market Commons is located at 1901 Western Avenue in Suite 100 on the southeast corner of the MarketFront.

Leland and Fairley Building Hours

The holidays are upon us! As a reminder, holiday hours for the Leland and Fairley buildings will extend to 7 p.m. effective Friday, November 24 through Monday, January 1, 2018. While this is optional, we strongly encourage businesses to take advantage of the additional hour to serve shoppers.

Jazz in the Atrium

Swing to the groove of local high school jazz combos, Saturdays in December. From 1 to 2:30 p.m. in the Economy Building Atrium, talented musicians from Garfield (Dec. 2), Ballard (Dec. 9) and Roosevelt High Schools (Dec. 16) will surprise and entertain Market guests.

Downtown Conventions

- November 3-8: CoreNet 2017 Global North American Summit
- 2,500 attendees
- November 7-11: ARN 2017 Annual Education Conference
- 800 attendees
- November 9-10: 62nd Annual Estate Planning Seminar
- 1,000 attendees
- November 17: March of Dimes Washington Nurse of the Year
- 600 attendees
- November 20-24: Macy's Parade Support Functions
- 1,500 attendees

PDA Committee & Council Meetings

Meetings are in the top floor of the Economy Building.

- November 6 Market Connections: 4 p.m.
- November 7 Market Programs: 4 p.m.
- November 14 Finance & Asset Management: 4 p.m.
- November 15 Executive: 4:30 p.m.
- November 30 PDA Council: 4 p.m.

Constituency Meetings

Meetings are on the top floor of the Economy Building.

- November 14 General Assembly: after PDA Finance & Asset Management meeting
- November 30 Executive Committee: after PDA Council meeting

Staff Comings & Goings

Welcome aboard to **Justin Nordine** and **Rick Cox** (custodians), **Victor Marana, Jr.** (security), and **Paige Ritchie** (parking attendant). Farewell and best wishes to **Julio Meneses** (parking) and Executive Director **Ben Franz-Knight** (see feature article on front.)

Need more info?

Call the PDA office if you have questions.

206.682.7453

pikeplacemarket.org

