

Marketing & Programs Update
OPSCOM 10/15/09

Marketing

- A) Promotions/outreach efforts to promote the Market during the holiday season begin the week before Thanksgiving via print advertisements in *The Seattle Times*.

- B) The Market's holiday tree will arrive at Pike Place during the noon hour on Monday, Nov. 23 (delivered on the Market's vintage farm truck). KING-5, The Seattle Channel, & KIRO TV will cover the tree arrival.

- C) The Pike Place Market's annual *Magic In The Market* seasonal promotion will kick-off Saturday, Nov. 28 with several family-friendly events including the Dickens Carolers roaming the Market from 1pm-4pm, photos with Santa Clause, free hot apple cider, a food drive for the Pike Market Food Bank, all culminating in a free classical music concert under the clock and sign from 4pm-5pm with the lighting of the Market's tree at 5pm. This entire event will be advertised in *The Seattle Times*, and *The Seattle Weekly*.

- D) In early October we mailed a survey to all Market stakeholders (Commercial, Farm and Daystall) asking about sales and customer flow in 2009 as well as opinions/sales data, etc. based on the Sunday street closure from June-Sept. '09. Merchants have until 11/5 to return survey and so far more than 15% have – an excellent response and a varying degree of opinions about everything. At the November '09 OPSCOM meeting a full report with survey results will be shared with committee. Many creative ideas came in from tenants and are being considered as we look at planning for 2010.

- E) The winter issue of Pike Place Palate will be available and mailed to approximately 5,000 households Nov. 28.

- F) On Oct. 6 James met with WA. State Representative Jamie Pedersen (43rd Dist.) to talk about how to get Pike Place Market direction (overhead signs) on the 5 Freeway through downtown. Rep. Pedersen and James are working with WASHDOT on preliminary ideas.

Marketing & Outreach 2010

We are currently working with Horton Lantz & Low (HL2) in planning for outreach and advertising on behalf of the Market and its tenants in 2010. We know from talking with merchants and other market stakeholders (and their customers) that two distinct modes of advertising/outreach are most seen by customer: Comcast advertising which we spread over 8-9 channels (Travel, E!, Fox News, CNN, KING-5, KIRO, NW Cable News, Food TV, and HDTV). Also, direct mail advertising is most-often reported seen/used and this includes the twice yearly *Pike Place Palate* and the \$5.00 off farm coupons we direct mail annually to zip codes in the immediate Market area. In 2010 we are trying to be as creative as possible with less marketing dollars and working with the HL2 to identify mediums with the broadest reach.

In November a complete DRAFT Marketing plan will be presented at OPSCOM.

Farm & Daystall

The farm season officially ended (from a promotional point of view) at the end of September. A complete farm report (Pike Place Market farm program-specific) will be given at the January 2010 OPSCOM meeting. We will by then have collected a full calendar-year of attendance data (1/1/09 thru 12/31/09) as well as sales revenue data which we collect on a “voluntary” basis (i.e. farmers are not required to provide).

At the November OPSCOM a full report on the two satellite markets (Cascade & City Hall Plaza) will be presented by staff with recommendations about which Market(s) to continue with in '10.