Market Programs Committee Meeting Agenda

Date: Tuesday, January 14, 2020  
Time: 4:00 p.m. – 6:00 p.m.  
Location: Economy Building Classroom, 1433 First Avenue (3rd Floor)  
Committee Members: Patrice Barrentine (Chair), Paul Neal (Vice-Chair), Betty Halfon, David Ghoddousi, Colleen Bowman, Mark Brady and Ali Mowry

4:00pm  I. Administrative  
A. Approval of Agenda  
B. Approval of the Market Programs Committee Meeting Minutes for December 3, 2019  
Chair

4:05pm  II. Announcements and/or Community Comments  
Chair

4:10pm  III. Programs and Marketing Report  
Amy Wallsmith

4:30pm  IV. Reports and Discussion Items  
A. 2019 Costumes on the Cobblestones and Magic in the Market Recap  
Madison Bristol  
B. 2019-2020 Education Program – Half School Year Report  
Scott Davies  
C. 2020 Love in the Market Preview  
Amy Wallsmith & Madison Bristol

5:35pm  V. Action Items  
A. Proposed Resolution 20-01: Authorization for a Non-Exclusive Trademark Licensing Agreement with Sasquatch Books  
Amy Wallsmith

5:45pm  VI. Consent Agenda  
Chair

5:50pm  VII. Public Comment  
Chair

5:55pm  VIII. Concerns of Committee Members  
Chair

6:00pm  IX. Adjournment  
Chair
Market Programs Committee
Meeting Minutes

Tuesday, December 3, 2019
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Patrice Barrentine, David Ghoddousi, Ali Mowry, Colleen Bowman

Other Council Members Present:

Staff/Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, David Dickinson, Madison Bristol, Scott Davies, Maggie Mountain, Zack Cook, Brady Morrison, Kathryn Horter, John Turnbull

Others Present: Graig Anderson

The meeting was called to order at 4:03 pm by David Ghoddousi.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.

   B. Approval of the Market Programs Committee November 5th, 2019 Minutes
      The November 5th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    None.

III. Programs and Marketing Report
    Amy Wallsmith began by providing some updates for upcoming programs:
    - Small business workshops wrapped up and they are in the process of planning for 2020.
    - Market Insider goes out Thursday
    - Magic in the Market survey will go out tomorrow
    - A brief overview of the highlights of Magic in the Market was provided, which included the wrapping paper given away as the shopping incentive which was a big hit. Amy shared examples of the materials that were handed out to promote the events. It was noted that by analyzing pedestrian counts, the 2019 Magic in the Market had the highest attendance and people seemed to stay longer, with the busiest hour from 2-3 pm. 117 more parking tickets were pulled compared to last year and the parking garage reached capacity at 2:30 pm, resulting in the closing of the garage entrance for 30 minutes. A complete report will be provided in January.
    - Upcoming events include holiday activation with Crafty and planning for Love in the Market starts shortly.
January programs agenda will include 2019 Costumes on the Cobblestone and Magic in the Market recaps, 2020 Love in the Market preview and 2019-2020 education program – half year report. In February the 2020 Marketing plan will be reviewed.

Colleen Bowman asked how the Magic in the Market survey was administered. Amy Wallsmith responded there is a survey link in the Market Insider. Colleen asked if it could be printed. Amy Wallsmith responded yes.

Colleen Bowman asked if all the wrapping paper was handed out. Amy Wallsmith responded no. A lot was ordered to be able to use at future December events, including the Visit Seattle Holiday Breakfast.

Colleen Bowman asked if there was a parking incentive. Amy Wallsmith responded no.

Madison Bristol added different types of surveys were created depending on the level of participation.

David Ghoddousi asked if in 2018 the garage ever hit capacity. Amy Wallsmith responded she doesn’t think the garage ever hit capacity.

David Ghoddousi asked how many wrapping paper packets were handed out. Amy Wallsmith responded she hasn’t had a chance to calculate that number.

IV. Reports & Discussion Items

A. Meet Graig Anderson: Market Holiday Artist

David Dickinson introduced Graig Anderson, who started selling in the Market in 1984. David shared the design for the 2018 and 2019 buttons. The 2019 button is the 20th button created. David shared images of the 2018 holiday mural designed by Graig as well as the larger-than-life-sized character cutouts that have been created in the past, as well as the new cutouts unveiled for 2019. Also new in 2019 was the unveiling of the snow monkey from the 2002 button and turned it into a life-sized mascot named “Crafty” as well as a holiday arch leading into the Desimone Bridge.

David Dickinson shared images of the kid’s activity in the Pavilion at Magic in the Market. The four tables that kids could sit and color wrapping paper were full all day from 11 am – 4 pm.

B. 2019 Farm Program Recap

Zack Cook started by reviewing all of the programs under the farm department which includes daystalls, remote farmers markets, CSA, farm development, food access, and MarketFront Plaza food activation. Zack introduced the farm staff which include himself (farm program manager), Leigh Newman-Bell (farm development specialist), Sidra Schkerke (farm program coordinator), Carter Grant (farm program coordinator), 3-seasonal employees and help from the daystall team.

Zack Cook reviewed a table showing the number of active permits from 2004-2019 and the attendance for those same years. There were 99 permits issued with 10,106 attendance days.
Zack Cook reviewed a table showing the revenue at the remote markets from 2009 – 2019, which includes a breakdown of the revenue over the years at each of the remote markets. This table also includes remote markets that are no longer in service.

In 2019 the total sales at the Remote Markets were:

- **City Hall (11th year)**
  - $212,480 with an average of $867 per farmer per day
- **Denny Regrade (3rd year)**
  - $154,313 with an average $712 per farmer per day
- **South Lake Union (9th year)**
  - $456,890 with an average $1,213 per farmer per day
- **First Hill (6th year)**
  - $135,472 with an average of $870 per farmer per day

Zack Cook reviewed a series of pie charts breaking down the vendors and sales by type. City Hall vendors consist of 75% farmer and 25% processed foods and their sales consider of 84% farmer and 16% processed foods. At the Denny Regrade, vendors are broken down as 50% farmer, 31% ready to eat and 19% processed foods and sales consist of 47% farmer, 51% ready to eat and 2% processed foods. South Lake Union was comprised of 50% farmer, 25% ready to eat and 25% processed foods with sales showing 50% farmer, 40% ready to eat and 10% processed foods. Lastly, First Hill was comprised of 60% farmers, 30% ready to eat and 10% processed foods with sales 53% farmer, 42% ready to eat and 5% processed foods.

David Ghoddousi asked if there are value added (processed foods) and ready to eat opportunities at the Market. Zack Cook responded some ready to eat vendors participate on the MarketFront but the way the Daystall rules are written, there are not opportunities for processed foods to be sold by the day.

Zack Cook reviewed the summer CSA Pike Box program.

<table>
<thead>
<tr>
<th></th>
<th>2019 Goals</th>
<th>2019 Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxes</td>
<td>4,000</td>
<td>4,565 (14% increase, 1600 subsidized shares and $31,772 in Fresh Bucks)</td>
</tr>
<tr>
<td>Revenue</td>
<td>$86,000</td>
<td>$105,902 (23% increase)</td>
</tr>
<tr>
<td>Paid to farmers</td>
<td>$73,100</td>
<td>$95,914 (31% increase)</td>
</tr>
<tr>
<td>Other</td>
<td>Move to compostable packaging</td>
<td>Offered compostable packaging</td>
</tr>
</tbody>
</table>

Zack Cook reviewed the Fresh Bucks to Go CSA program:

<table>
<thead>
<tr>
<th></th>
<th>2019 Goals (50 weeks)</th>
<th>2019 Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxes</td>
<td>5,500</td>
<td>6,216 (13% increase)</td>
</tr>
<tr>
<td>Revenue</td>
<td>$143,296</td>
<td>$147,022 (3% increase)</td>
</tr>
<tr>
<td>Paid to farmers</td>
<td>$80,358</td>
<td>$73,000 (9% decrease)</td>
</tr>
<tr>
<td>Other</td>
<td>100% funded by Seattle Sugary Beverage Tax</td>
<td>1 fully funded FTE and program will continue in 2020</td>
</tr>
</tbody>
</table>
Zack Cook reviewed the totals for the 2019 CSA program:

<table>
<thead>
<tr>
<th></th>
<th>2019 Goals</th>
<th>2019 Annualized Actuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxes</td>
<td>9,500</td>
<td>10,781 (14% increase)</td>
</tr>
<tr>
<td>Revenue</td>
<td>$229,296</td>
<td>$233,022 (2% increase)</td>
</tr>
<tr>
<td>Paid to farmers</td>
<td>$166,090</td>
<td>$176,272 (6% increase)</td>
</tr>
<tr>
<td>Other</td>
<td>1 FTE fully funded by Sugary Beverage Tax</td>
<td>1 FTE fully funded by the Sugary Beverage Tax and compostable packagin</td>
</tr>
</tbody>
</table>

Zack Cook reviewed the 2019 activities for farm development.

- Seven farm visits
- Workshops and trainings for farmers: 6
  - Five farmers on track to finish the IDA pilot
  - Partnered with HAFA on Food Safety Training for 2020
- Issues/Advocacy Meetings: 26
  - Hosted 5th annual Small Business Resource Fair
  - Hosted two end of season farmer meetings at the Market Commons and one in Fall City
  - Leigh is the vice chair of King County Ag Commission
- Grant dollars secured: $15,604
- Safety Net requests processed: 3

Zack Cook reviewed the Food Access programming:

**City of Seattle Funding**

- Farmer Market Fresh Bucks to Go: $13,213
- Bonus Card: $12,829
- CSA Subsidy: $37,508
- Fresh Bucks to Go: $147,022
  
  **TOTAL:** $210,572

**Market Foundation Funding**

- Pike Buck – Highstall: $25,000
- Food Insecurity Gap: $17,730
- Bulk Buy: $16,000
  
  **TOTAL:** $58,730

**PDA Funding**

- Pike Buck – Farm: $21,200

*Patrice Barrentine entered the meeting at 4:45 pm*

Zack Cook reviewed the MarketFront Plaza programming, which included the Wednesday CSA pickup and the Ready to Eat food program. 3,540 CSA boxes were picked up on Wednesday afternoons with 13 different participating farms offering a Meet the Producer opportunity. Seven vendors (5 food and 2 drink) participated in the pilot Ready to Eat program on the
MarketFront. They were provided an alternating schedule and made $300,000 in sales, with $25,000 coming to the PDA in rental revenue.

Ali Mowry asked who is in charge of the Fresh Bucks program. Zack Cook responded there are two programs. The Fresh Bucks EBT Match is managed by the Office of Sustainability and Environment (OSE, City of Seattle) and paid for out of the general fund. The blue Fresh Bucks is a food insecurity gap coupon also managed by OSE but paid for by the sugary beverage tax. At remote markets the PDA farm team manages both programs but at the Market, the Market Commons manages them.

Colleen Bowman asked how MarketFront Plaza vendors are charged. Zack Cook responded there is a sliding scale, which starts at $40 per day and maxes out at $150.

Colleen Bowman wondered if it’s worth having the CSA boxes if they are being provided compostable bags. Zack Cook responded the boxes are no longer given to people and serve as a great way to organize the CSA product in the fridge before they are picked up. CSA participants receive a canvas bag on the first pick up day and many use that to pick up their produce.

Patrice Barrentine are any grants going away. Zack Cook responded the Specialty Block Crop Grant ended in 2018 but we had a no cost extension through Q1 2019 which we used to buy Pike Boxes.

C. Refract: Raise Your Glass Event
Madison Bristol began by reviewing the event overview and activities. The event was on Sunday, October 20th from 3:30-6:30 pm and it was in partnership with Washington Wine Commission. The list of activities included:
- Glass artist showcase featuring 10 Market artists
- Glass blowing demos
- Special guest: Janusz Pazniak from Netflix series Blown Away
- Glass-themed food and wine pairing from Washington State Wine Commission and Atrium Kitchen
- Live music from local swing band Good Co.

Madison reviewed the event goals and results which included the activation of the MarketFront north pavilion by building an event program that explores new partnerships and activities that bring in visitors and expand the Market audience reach through partnerships with Washington Wine Commission, Visit Seattle, and Chihuly Garden and Glass. A full report from the partners on the marketing campaigns will be provided in January. The attendance goal was exceeded by 844 people.

Madison reviewed the PR plan in action, which included a press release, two pitches, a media mailer, and media alert. The PR outreach resulted in 12 pieces of organic coverage (over 4.6 million impressions) in top local outlets included Seattle Magazine, Seattleite, and The Stranger. For social and digital there was an event created on the website and Facebook, two social posts a week from October 1-20, email to Market database, email to Love in the Market wine tasting participants and a concierge email. Those posts and emails resulted in 4,421 website page views, 1,061 marked interested or going on Facebook, 63,691 people reached through Facebook, 86,334 people reached on Instagram posts, and 13,412 people reached via Instagram Stories.
Through emails there was a 32% open rate for the entire database, 60% open rate for the Love in the Market wine tasting participants, and a 25% open rate for the concierge email.

Madison reviewed the attendee demographics and data. There was 1,844 total event attendees with 211 ticketed attendees ($2,761 in revenue), 81 PDA VIP attendees and 130 Eventbrite tickets. 52% of the people attending were local, 31% did not provide a zip code and 17% were out of state/country. 81% of tickets were sold through the Market website and 19% through Eventbrite and PPM social channels. Parking totals for the day were up compared to the same day last year.

Madison reviewed information provided by the artists obtained in a survey.

- 75% of artists reported sales $601 and above (3 artists)
- 25% of artists reported sales between $0-$150 (1 artist)
- 75% of artists would like to participate in Refract again (3 artists)
- 25% of artists would not like to participate again
- Comments from the artists included:
  - The demo area should have a microphone or an MC describing what is happening
  - Demo area should have more space away from the walkway
  - Allow people to purchase a glass of wine and not participate in pairing

Madison would we do it again?

- Based on feedback from our Market artists the PDA would like to be involved in Refract in some capacity next year
- The Market’s involvement will depend on the growth of Refract based on its success this year
- The PDA is evaluating how best to participate in future Refract events; whether it is through an event or Market artist flame work demos. The PDA is also researching permitting for flame work inside the Pavilion.

David Dickinson highlighted the importance of this event in relation to the craft program. This helped to elevate Market glass artists within the overall glass artist community and provided a great opportunity for Market glass artists to have a leadership role in program development.

David Ghoddousi asked if there are ways to project the demo on a screen. Amy Wallsmith responded David has done that before with his craft demo vision. There was a conversation on other ways to help people learn and see what is being done during the craft demos.

D. Meet the Market Concierge Program
Madison Bristol provided an overview of the program which took place from June – November. This was a residential concierge program and at each event 3-4 Market businesses attended to create a pop-up Market. Each business provided samples. Visitors also received custom Pike Place Market welcome bags filled with Market coupons, swag, and door prizes. In addition there was Market trivia to help residents learn about the Market and a PDA information table.

Madison reviewed the event goals which included:
Goal 1: Showcase to locals what is in their own backyard and encourage them to get to know their Market. The ultimate goal is to increase local resident visitors. By recording the number of people who participated (in trivia or by receiving tote bag), there were 305 participants.

Goal 2: Engage target audience (local residents) to #MakeItAMarketDay. 1,153 #MakeItAMarketDay posts were counted since June.

Goal 3: Keep neighboring residential and hotel buildings in the loop about what is happening at the Market through monthly outreach and visits. Since February our concierge click thru rate has increased from 18.8% to 28.6%

Madison reviewed each of the four Meet the Market events that took place at West Edge apartments (June 13th), Newmark Towers (October 3), Premiere on Pine (November 5th) and The Olivian (November 20th).

Madison reviewed the lessons learned, which include:

- PDA will re-evaluate targeted residential buildings for this event as many overestimated the number of residential attendees.
- Conduct a survey for the best time of year to offer this program. We found in the fall it was difficult to get Market participation.
- Potentially reformat this program to create a concierge day at the Market where we invite local concierge members to the Market to showcase all that the Market has to offer, new businesses, upcoming events, etc.
- PDA will continue to send monthly Market news blasts and build our concierge database

David Ghoddousi noted this is a great beginning and it would be good to know how many people live in each of the residential buildings visited.

Colleen Bowman asked if vendors are compensated for their time and product. Amy Wallsmith responded yes.

Patrice Barrentine noted it would be great to continue the program and to have a concierge day at the Market.

Ali Mowry asked how they picked which residential buildings were selected. Amy Wallsmith responded a consultant helped to identify the buildings in the surrounding downtown core that have a concierge and are able to host such events. Originally there were seven events planned, but three had to cancel due to changes in concierge staffing. Ali Mowry noted she feels it’s important to have a diversity of incomes represented at the events and also feels that it’s important to have people experience the Market. There was a conversation of this outreach program versus an onsite experience.

Patrice Barrentine asked if #MakeItAMarketDay posts are connected to the people who attended the concierge events. Madison Bristol responded it’s possible, and that’s the hope, but there is no way to definitively know.

E. Small Business Workshops 2019
Madison Bristol began by reviewing the program and the classes offered in the fall, which included:

- September 24 Instagram Refresh
- October 1 Facebook Level 1
- October 8 Facebook Level 2
- October 15 Facebook Level 3
- October 29 Email Marketing for the Holidays
- November 5 Taxes for Small Business
- November 19 Building a Brand

Madison reviewed the program objectives which were to build a relevant educational curriculum, increase opportunities for financial success, support and develop existing small businesses, cultivate in-house professional educators, recruit high-quality new artisan vendors and tenants and provide resources to help businesses make “Arcade to Internet” connections.

During the seven fall classes there were 49 participates. 96% of participants felt their knowledge had increased from attending the workshop. Out of the 49 surveyed, only two people noted their level of knowledge stayed the same and on average 48% of people felt their knowledge had increased “a lot” from the workshops. Email marketing and Facebook advertising were noted as the areas of least knowledge before the workshops and areas of most improvement included scheduling Facebook posts, Facebook insights, comfort level creating Facebook Business page and understanding out to build a cohesive brand and that persona leads to success.

Madison reviewed the attendance numbers for each of the seven classes. Participants represented 20 different businesses and of those 20 different businesses, 75% attended more than one workshop. To address goal number three, which is to develop a consistent and return customer base, attendance was compared against the 2019 spring and 2018 fall workshops offered. Business signups from 2018 fall to 20198 fall increased by 25% while 14% of the businesses that signed up for the 2019 spring workshops signed up for the 2019 fall workshops. The PDA has noticed a decline in Market participation in the fall vs the spring. This is noticeable in other programs such as Meet the Market. The PDA will explore this trend further as we plan for 2020 programs.

There was a conversation on why people didn’t attend the fall workshops or the Meet up with Mary. Workshop participant reported being too busy was one of the main reasons they could not attend, not the topics being presented.

Patrice Barrentine noted that goal three is really interesting. She wonders if people don’t come back for another class because they have learned what they needed to. Amy Wallsmith responded they do change the classes so they hope people come back to learn more.

Patrice Barrentine wonders if there is a way to package support offerings to businesses who are not reaching their potential and requiring them to take a class to help. Maybe those classes could be required once a year.
Madison Bristol continued by reviewing outreach for the classes, which included information in the Market Insider, email news blasts to all Market tenants, and personalized emails to tenants who had participated in the spring, but had not currently signed up.

Madison reviewed the overall findings, which were overall very positive. People appreciated handouts that allow for future practice, hands on attention during the class, the small class size which allowed for more one-on-one time and the opportunity for a 1-hour private consultation from Ventures. Ways to improve for the future include more examples of how to use Google analytics and homework! Madison noted there is data for each class included in the packet.

David Ghoddousi asked if attendees bring computers to the classes. Madison Bristol responded for these classes participants were asked to bring a smart phone, computer or tablet.

Ali Mowry commented she attended several classes and really enjoyed them. People she talked to were unsure about Instagram before the class but after taking a course better understood the benefits of using it. Madison noted that Tanya Sinkovits provided customized packets for Instagram class attendees.

Patrice Barrentine how to show the value of the classes and the investments of the PDA and the participants.

Patrice Barrentine asked if it’s worthwhile to anecdotally track some of the success stories. Amy Wallsmith responded that’s part of the reason why Tanya started offering Instagram Takeovers, which is to provide more avenues for tenant growth. In addition, insights could be reviewed but that would take participation from the business. Amy shared the story of Graig Anderson, who had to create an Instagram account in order to be listed on the marketing rack card for the holiday season.

David Ghoddousi believes success is in seeing someone being active in using what they learned at the class. David noted his appreciation of the PDA investing in the community and thanked PDA staff.

V. Public Comment
None.

VI. Concerns of Committee Members
Patrice Barrentine noted that she attended Magic in the Market and her grown son stated he wanted to make it a family tradition to attend. She appreciated seeing the crafters staying late and overheard many people saying they loved the event.

VII. Adjournment
The meeting was adjourned at 5:53 p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Quarter 4
Marketing Programs

Costumes on the Cobblestones
October 26, 2019

Magic in the Market
November 30, 2019
2019 Recap
Costumes on the Cobblestones
Event Overview

*Costumes on the Cobblestones*
Saturday, October 26<sup>th</sup>
11:00am – 4:00pm

This is a family fun event to celebrate the spirit of the Market in Fall.

Visitors got to enjoy Harvest themed murals, a costumes parade, apple cider pressing, craft projects and more!
Event Activations

All 9-Acres
- Harvest Themed Pop Up Murals with Trick or Treating
- Storefront/Table/Tent Decorating Contest

Cobblestones
- Costume Parade

Under Clock & Sign
- Shopping Incentive
- Farm Truck Entertainment

DownUnder
- Activity: Acorn Bell Necklaces (level 3)
- Activity: Community Mural (level 4)

MarketFront Pavilion
- Kids Crafts with Market Makers
- Cider Pressing
- Sugar Pumpkin Decorating with Donation to the Foundation
- Foundation & Preschool Fundraising Activity
- Foundation Charm Booth with Pig Costumes
Event Goals

**Goal 1:** Bring people to the Market by creating activities that move visitors in, around and through the entire Market

**Actions:** Activate multiple levels of the Market, create pop-up murals, interactive maps and decorating contest that guides visitors across the whole 9-acres

**KPIs:**

**Market Pedestrian Counters** (2018: 55,612 total visitors. Goal is to maintain or increase number of visitors)

**Results:** Increased number of visitors by 40.6% (78,183 total visitors)

Measure attendees with stickers at each activity (150 or more visitors at each activity)

**Results:**
- Acorn Necklace Making: Over 200 participants
- Community Mural: Over 200 participants
- Pavilion Coloring Project: 63 participants

**Mural social media** (300 murals tagged with #PikePlaceMarket or #MakeItAMarketDay)

**Results:** 132 tagged photos (559 photos tagged for 2019 Flower Festival, 1,162 photos tagged for 2018 Love in the Market)

- Potential reasons for decrease: less foot traffic at mural locations (some at different locations from prior two) and none of the murals went viral fueling additional interest
Event Goals

Goal 2: Build audience of new locals to engage them with the Market as a whole

**Actions:**
- Conduct outreach to local residential and hotel concierge (in person and through online newsletter)
- Offer shopping incentive for purchases over $50
- Create ambassador program to help direct visitors throughout the entire Market and distribute interactive maps for locals to get to know *their* Market

**KPIs:**

**Open rate from local concierge outreach** (30% open rate, 10 or more in-person visits)

**Results:** Hotel Concierge: 28.6% open rate, Residential Concierge: 21.8% open rate

30 in-person visits with Market gift and event information

Collect demographics data on visitors from shopping incentive forms

(increase local participants from 56% seen at Mom’s Market Day to 65%)

**Results:** 50% local shoppers (45% from Seattle, compared to the 40% at Mom’s Market Day)

Record number of interactive maps distributed (300 or more)

**Results:** 400 maps distributed by Market ambassadors (this does not account for the additional maps taken from passersby at the Event Information tent)
Shopping Incentive Data

For Costumes on the Cobblestones, the Pike Place Market PDA offered a shopping incentive to visitors. When shoppers spent at least $50 at Market shops, restaurants, farm tents, craft tables they qualified for a custom Market apron.

In total 224 people participated. Shoppers participating in the incentive generated over $17,793.78 in Market sales.

*45% of Washington attendees were from Seattle zip codes
Event Goals

Goal 3: Create opportunities for commercial tenants, daystall/farm, and the community to participate

Actions:
• Incentivizing commercial, daystall and farm to decorate their storefront or table in theme
• Work with Daystallers to teach kids crafts
• Work with Foundation and Preschool on community activity
• Offer pumpkin decorating to anyone who makes a contribution to the Foundation
• Create opportunities for farmers to showcase skills with cider press activity

KPIs:
Measure level of participation from commercial, daystall and farm in decoration contest (new initiative brought forward by the community, goal is to increase Market participation by 20% from 2018 Costumes on the Cobblestones)

Results: 2018 Trick or Treat participation: 35 Businesses
2019 Storefront/ Table decorating contest: 27 Businesses

Record money raised for Preschool from pumpkin fundraising efforts (new initiative with the Foundation)

Results: $301 was raised for the Pike Market Child Care & Preschool playground renovation
PR Results

• Media outreach for Costumes on the Cobblestones resulted in 10 pieces of print coverage (over 24,690,000 impressions) in top outlets including The Seattle Times, Seattle Refined, and The Stranger.

• TV Broadcast coverage of the events resulted in 5 segments (2,270,842 impressions) from Q13, KING and KIRO.
Social Results

Pike Place Market’s posts about Costumes on the Cobblestones received 587,989 impressions across Facebook and Instagram.

**3,945% increase in total impressions from last year**

**12 Photo Posts**
13,738 total likes with an average of 1,145 likes per post

174 total comments with an average of 15 comments per post

389,563 total impressions with an average impression of 32,400 per post

**Instagram Stories: 3 Stories**
11,446 total impressions with 31 profile visits and 9 link clicks

**285.7% increase in interest on Facebook event page from last year**

2019: 594 people marked “interested”
2018: 154 people marked “interested”

**10 Posts**
4,065 total moments of engagement (Reactions, Comments & Shares).

186,980 total impressions with an average impression of 19,000 per post

**796% increase from last year**

2019: 1,408 page views (1,269 unique)
2018: 162 page views (152 unique)
Advertising Results

SOCIAL MEDIA ADVERTISING
Platforms: Facebook
• Event boost on Facebook performed good (58,915 impressions, 22,904 reach/unique)
• Post Engagement was high (1,246 clicks to event, 279 to website)
• Engagement Rate was rate for this boosted event was well above our goal of 1% (Ave 0.17% - Costumes Ad 2.11%)

Audience:
• 21+ who live within 10 miles of Downtown Seattle
• Parents, with children in-household.
Advertising Results

NEW RADIO ADVERTISING
Station: WARM 106.9
Dates: Oct. 13 – 26

Schedule – 31 Spots highlighting the event
• ON-AIR SCHEDULE :15 and :30 (96 Spots)
85% running PRIME SPOTS: M-F Drivetime, Morning (6-10am), Mid Day (10am-3pm)
IMPRESSIONS: 362,000 Women 25-54; 9% of Women 25-54 heard our spots an average of four times.
IMPRESSIONS: 842,000 delivered to general market Adults 18+. Reach- 7.6%; 3 frequency (heard spots).

• :15 BONUS SPOTS (35 Spots) early mornings or evenings (5am - midnight)

Bonus
• E-BLAST – 33,572 sent - 4,274 opened - 70 clicked on - 13% open rate
• WEBSITE FRONT PAGE – 18,741 unique (PPM: 51,453 unique)
• EVENT PAGE - 1,366 unique
• Social Media – promoting the event and onsite
Parking Results

We doubled our numbers from last year!

Costumes on the Cobblestones (11am – 4:00pm)
• 130 Validations (increase of 68.8% from 2018)
• $972.27 in revenue

Costumes on the Cobblestones (All Day)
• 1263 Tickets Pulled (increase of 39.3% from 2018)
Survey Results

On October 28th the PDA Marketing team sent out surveys to PDA staff members, Costumes on the Cobblestones participants, performers, volunteers and all Market businesses to gain a deeper understanding of the highlights for this event and how we can improve it next year. 27 people participated in the surveys.

When asked what percent increase our merchants saw in sales from last year’s Costumes on the Cobblestones the majority of respondents (54%) said their sales increase by 0% - 20%

100% of respondents would like to see Costumes on the Cobblestones continue in the future

The average rating for the 2019 Costumes on the Cobblestones was 4.0 (out of 5)

On average approval rating for each activity was 87%

Additional Feedback:
• Create a large map at the information tent to cut down on paper usage
• Bring back trick or treating
• Continue to offer shopping incentive
• Create a scavenger hunt with the murals
Lessons Learned/ Looking Ahead…

- Based on the lower mural engagement and close timeline with Magic in the Market we are going to provide more guidance with artists and potentially chose the artists as we did in the 2019 Love in the Market.

- Based on survey feedback we will bring back trick or treating in 2020
  - Currently brainstorming least disruptive ways to do this

- We will continue to offer a shopping incentive
  - Brainstorming new special offer to tie in with Halloween

- We will reach out to different companies to find new Halloween themed activities for the DownUnder

- Based on the low participation in the pumpkin decorating we are brainstorming new ways to include farm.

- We will continue to grow the costume parade
  - Potentially adding a costume contest
2019 Recap
Magic in the Market
Event Overview

**Magic in the Market**

November 30th

11:00am – 5:00pm

5:00pm Tree Lighting Ceremony

Pike Place Market celebrated it’s 24th Annual Magic in the Market holiday event.

Visitors got to enjoy Santa photos, reindeer, live music, holiday shopping and more!
Activities Overview

All 9-Acres
- Tree and Market lights lighting ceremony
- Graig Anderson 20th anniversary button cutouts
- Premier of Graig Anderson costume character – Crafty (2010 button snow monkey)

Cobblestones
- Growing Washington Wreaths and Trees For Sale
- Reindeer

Under Clock & Sign
- Shopping Incentive – Gift Wrapping Kits
- Farm Truck Entertainment
- Santa Photos

DownUnder
- Activity: Snowflake Ornaments (level 3)
- Chef Steps Cooking Demonstration (Level 3)
- Activity: Wall Hangs (level 4)

Atrium
- Cookie Decorating

Craft Market / MarketFront Pavilion
- Stockings and Stuffers
- Demonstrations: Wood Tops and Glass Blowing
- Coloring Activity: Wrapping Paper designed by Graig Anderson
Event Goals

**Goal 1:** Bring people to the Market by creating activities that move visitors in, around and through the entire Market

**Actions:** Activate multiple levels of the Market, create interactive maps, Graig Anderson cutout displays that guide visitors across the whole 9-acres

**KPIs:**
Market pedestrian counters (2018: 64k (2500 per hour) Magic In the Market total visitors. Goal is to increase number of visitors by 10%)

**Results:** Increased number of visitors by 27.5% (81,606 total visitors). Ped counters showed that visitors were also arriving earlier and staying longer than previous years (peak time we 2pm)

Measure attendees at each activity (200 or more visitors at each activity)

**Results:**
- Santa Photos: Over 500 families participated and we were able to capture 120 zip codes using Snappic
- Cookie Decorating: 350 Participants
- Coloring Activity: 170 Participants

Social Media Engagement (2018: 530k Impressions, 14k Engagements. Goal is to increase engagement by 10%)

**Results:** 584k impressions, 25k Engagement (increased impressions by 10.2% and engagement by 78.6%)
Event Goals

**Goal 2:** Build audience of new locals to engage them with the Market as a whole

**Actions:**
- Conduct outreach to local residential and hotel concierge (in person and through online newsletter)
- Offer shopping incentive for purchases over $75
- Create ambassador program to help direct visitors throughout the entire Market and distribute interactive maps for locals to get to know *their* Market

**KPIs:**

Open rate from local concierge outreach (30% open rate, 10 or more in-person visits)

**Results:** Hotel Concierge: 38.1% open rate, Residential Concierge: 14.5% open rate

20 in-person visits with custom Market holiday wrapping paper kit and event information

Collect data on demographics of visitors from shopping incentive forms (increase local participants from 50% seen at Costumes on the Cobblestones to 65%)

**Results:** 75% local shoppers (41% from Seattle)
- Mom's Market Day 56% Washington / 40% Seattle
- Costumes on the Cobblestones 50% Washington / 45% Seattle

Record number of interactive maps distributed (500 or more)

**Results:** 650 maps distributed by Market ambassadors (this does not account for the additional maps taken from passersby at the Event Information tent)
Shopping Incentive Data

For Magic in the Market, the Pike Place Market PDA offered a shopping incentive to visitors. When shoppers spent at least $75 at Market shops, restaurants, farm tents, craft tables they qualified for a custom Market holiday wrapping paper kit.

In total 106 people participated. Shoppers participating in the incentive generated over $11,115.61 in Market sales.

<table>
<thead>
<tr>
<th>Geographic Breakdown</th>
<th>Most Shopped Stores</th>
<th>Number of Stores Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, 75%</td>
<td>1. Golden Age Collectables (9)</td>
<td>One Shop 38, People</td>
</tr>
<tr>
<td>Other U.S. State, 21%</td>
<td>2. Piroshky Piroshky (8)</td>
<td>Two Shops 27, People</td>
</tr>
<tr>
<td>International, 1%</td>
<td>3. MarketSpice (7)</td>
<td>Three Shops 24, People</td>
</tr>
<tr>
<td>Canada, 3%</td>
<td>4. Ventures (7)</td>
<td>Four Shops 9, People</td>
</tr>
<tr>
<td></td>
<td>5. DeLaurenti (6)</td>
<td>Five Shops 8, People</td>
</tr>
</tbody>
</table>

*41% of Washington attendees were from Seattle zip codes*
Event Goals

Goal 3: Create opportunities for commercial tenants, daystall/farm, and the community to participate

Actions:
- Encouraging crafters to participate in stockings and stuffers activity
- Providing opportunities for businesses to showcase their skills; cooking demos, cookie decorating, wood top demonstrations and wreath sales
- Reaching out to all appropriate locations to encourage participation in wine and food pairing ticket (not enough interest)
- Invite all Market businesses to be included in our holiday marketing campaign

KPIs:
Measure level of participation from daystall in stockings and stuffers activity (2018: 28, 2019 goal is 35)

Results:
- 2019 Participation: 23 businesses
- 2018 Participation: 28 businesses

Survey: Measure foot traffic and percentage of sales increase

Results:
- 64% percent of respondents saw an increase in foot traffic by their table or storefront from 2018 to 2019
- At least 28% reported an increase in sales from 2018 to 2019 (60% increased from 0% - 20%)

Parking: Measure parking compared to last year

Results:
- 1433 tickets pulled (8.9% increase) and $15,556 generated in revenue (1.7% increase)*
- (2018: 1316 tickets pulled and $15,289 revenue)

*Closed entrance for 15 minutes when we were at our peak capacity at about 2:30pm
PR Results

• Media outreach for Magic in the Market resulted in 41 pieces of print coverage (over 91,057,468 impressions) in national outlets including Bustle, Daily Hive, and Trip Savvy. In additional to local placement in The Seattle Times, Seattle Met and The Stranger.

• Broadcast coverage of the events resulted in 11 segments (12,803,905 impressions) from KOMO, Q13, KGO (California) and KVCT (Texas).
Social Results

Pike Place Market’s posts about Magic in the Market received **583,943 impressions** across Facebook and Instagram.

**159% increase in total impressions from last year**

- **11 Posts**
  - 19,444 total likes with an average of 1,768 likes per post
  - 206 total comments with an average of 19 comments per post
  - 404,190 total impressions with an average impression of 36,745 per post

- **Instagram Stories: 3 Stories**
  - 11,865 total impressions with 20 shares, 39 profile visits and 43 link clicks

**130% increase in interest on Facebook event page from last year**

- **2019**: 19,100 people marked “interested”
- **2018**: 8,300 people marked “interested”

- **12 Posts**
  - 5,715 total moments of engagement (Reactions, Comments & Shares).
  - 167,888 total impressions with an average impression of 14,000 per post

**19.9% increase from last year**

- **2019**: 9,341 page views (8,434 unique)
- **2018**: 7,478 page views (6,870 unique)
New Photo Technology –Snappic

Explain how it works
Snappic is a photo booth app. We take the photo on an iPad, collect a zip code, then email the guest a link to the album on our Facebook page in real-time.

Social Tie-In
Guests’ photos are automatically uploaded to an album on our Facebook page. Making it easy for guests to share and others to like it. We also share that album later as additional social content.

Participant Demographics

Out of State, 10.5%

Washington, 89.5%
(53% from Seattle)

Looking Ahead
• We plan to use Snappic at future events to create a unique experience for visitors, create great social content, and capture data.
Advertising Results

SOCIAL MEDIA ADVERTISING
Platforms: Facebook and Instagram
• Event boost on Facebook performed extremely well (82,881 impressions, 36,312 reach/unique)
• Post Engagement was high (4,305 clicks to event, 991 to website)
• Engagement Rate was phenomenal and the CTR was ALSO above average (Ave 0.17% - Magic Ad 5.19%)

Audience:
• 21+ who live within 10 miles of Downtown Seattle
• Parents
• People interested in:
  Christmas Lights
  Christmas Music
  Christmas Markets
  Christmas
Advertising Results

NEW RADIO ADVERTISING
Station: WARM 106.9, Seattle’s #1 Christmas Station
Dates: Nov. 4 – 30

Schedule – 31 Spots highlighting the event
• ON-AIR SCHEDULE :15 and :30 (66 Spots)
85% running PRIME SPOTS: M-F Drivetime, Morning (6-10am), Mid Day (10am-3pm)
IMPRESSIONS: 277,000 Women 25-54; 8.5% of Women 25-54 heard our spots an average of three times.
IMPRESSIONS: 670,000 delivered to general market Adults 18+. Reach-6.9%; 2.7 frequency (heard spots)

• :15 BONUS SPOTS (35 Spots) – early mornings or evenings (5am - midnight)

Bonus
• E-BLAST - 33,999 sent - 4,122 opened - 50 clicked on - 12% open rate
• WEBSITE FRONT PAGE - 34,469 unique (PPM: 41,130 unique)
• EVENT PAGE - 824 unique
• Social Media – onsite, performance is not as strong as the Market’s
Survey Results

On December 2\(^\text{nd}\), the PDA Marketing team sent out surveys to PDA staff members, Magic in the Market participants, performers, volunteers and all Market businesses to gain a deeper understanding of the highlights for this event and how we can improve it next year. 33 people participated in the surveys.

When asked what percent increase our merchants saw in sales from last year’s Magic in the Market the breakdown was as follows:

- 100% of respondents would like to see Magic in the Market continue in the future
- The average rating for the 2019 Magic in the Market was 4.4 (out of 5)
- On average approval rating for each activity was 73%

Additional Feedback:
- Use volunteers to help with Santa photos
- Create postcard sized handouts to give to businesses before the event to distribute
- Have Santa at the Pavilion for a photo op
Lessons Learned/ Looking Ahead...

• Based on high participation rates we will continue to offer Santa photos, live reindeer, wreath/tree sales, DownUnder, Pavilion and Economy activation projects.

• Currently brainstorming ways to enhance lighting and event to celebrate the 25th anniversary.

• Daystall and Marketing will work together to find ways to increase craft participation in Stockings & Stuffers.
2019-20 Education Program Goal

“Provide an excellent teaching and learning opportunity to a larger and more diverse student/school population, by developing an updated program.”

• Increase the number of low-income schools participating to 30% (12 schools out of 41 schools) by end of 2020 school year. (2018-19: 11 low-income schools, 22% of 49 schools) Currently, 14 low-income schools have reserved tour dates, served 2 schools in the first half (5 classes)

• Research how our program fits into Washington Education curriculum. Ongoing

• Research and budget for school bus reimbursement program. Ongoing
8-Step Evaluation Process

1. Establish benchmarks – Completed for ‘19-’20 = 41 schools (98 classes) of the total schools 14 low-income schools (32 classes)
2. Identify stakeholders Completed = Teachers, Volunteers, Market Programs Committee, PDA Leadership, Education Program Manager
3. Describe the program Completed for ‘19-’20
4. Design the evaluation Surveys created for teachers and users of Resource Bag, evaluate the registration forms as well
5. Gather feedback In progress
6. Analyze results In progress
7. Make improvements On going; done weekly
8. Continuous monitoring On going; next report July 14
New Education Program Overview

- Target Audience: Seattle-area elementary schools, grades two through five, with emphasis on low-income schools

Tour Details

**Early Sept.** – Tour Requests Open

**Sept. 30 – Jun. 11** Tour Period (93 available dates)

*Mondays, Tuesday and Thursdays*

*10:00 a.m. – noon, 1 class per day*

Sept – Dec UPDATE

**Sept. 10** – Intro email sent to prior teachers. 53.0% open rate, 35.1% clicks

Separate email sent to 37 teachers at low-income schools in Seattle and Tukwila. 16.7% open rate, 2.8% clicks
New Online Registration

Process:

• Tour requests received, via online form, and reviewed
• Confirm date selected is available
• Confirmation email and letter with tour details and links for recommended online school activities
Key Findings of Tour Request Data

• Of 95 entries, 66 stated a tie-in to teaching history. Other popular subjects included Language Arts (35), Social Studies/Community (34), Social Services (34), Art (20), Economics (12)

• Most commented about using the Market experience in teaching social studies units about history, community, and economics (goods and services)

• Some teachers have special areas of focus, like local farms/plant growth, Pigs on Parade art, cultural contributions to community, comparing and contrasting urban/suburban/rural communities
2019-20 Plan in Action
New Tour Tracks

1. History & Community
   Recommended: 2\textsuperscript{nd} and 3\textsuperscript{rd} Grades
   \textbf{First Half Update:}
   10 schools (24 classes); of these, 2 schools (5 classes) were low-income
   Content areas:
   - History
   - Merchants
   - Craftspeople
   - Farmers
   - Buskers
   - Residents
   - Social Services
   - PDA operations

2. History & Entrepreneurship
   Recommended: 4\textsuperscript{th} and 5\textsuperscript{th} Grades
   \textbf{First Half Update:}
   3 schools (7 classes)
   Content areas:
   - History
   - Meet the Producer Tradition
   - How businesses start in the Market
   - Seattle’s immigrant community at the Market
For the Educators

Communication:
• Email Blast early Sept. to prior years’ participating teachers Sept. 10
• Program introductory email to targeted low income schools and classes Sept. 10
• Flyer for distribution Was not necessary due to demand

Online Materials:
• Align online materials to complement the two tour tracks
  Revised Website pages:
  Education Intro Page  577 views (2018: 526)  INCREASED
  Educational Tours Page  520 views (2018: 247)  INCREASED
  Educator Resources Page  358 views (2018: 533+120)  DECREASED

Resource Bags:
• Revise teacher resource bags to align and support new tours. Available for check-out, returned on tour day Four teachers checked out bags (3 private school, 1 public)

Researching:
• Exploring regular newsletter First issue to be sent April 13
• Exploring hosting occasional teacher open houses/workshops on Saturday mornings May 2
• Exploring Community Center Summer Program Ongoing research for summer 2021
Surveys to Assess Program

Educator Evaluation:
• Survey Monkey evaluation sent out day after the tour
• 14 Surveys completed (out of 31. A follow-up email sent Jan. 10 to those who haven’t completed)
• All teachers were “very satisfied” with their tour and gave the highest rating (10)
• 72% of respondents (10) found the tour request and confirmation process “very easy”
• 8 of the 14 classes organized a service project
• 86% (12) of respondents would like to see a World Cultures Tour offered for their grade level
• 8 teachers used materials prior to tour
• 1 teacher used materials prior to the tour and after the tour
• 2 after the tour
• 3 did not use any online materials

Student Evaluation:
• Educators receive a packet that includes student write-and-draw evaluation sheets with pre-paid postage to send to PDA
• None received as of January
Training for Volunteers

- Review new program and practice two tour tracks (*tentatively, Sept 23*)
  
  *Completed – held 4 additional training classes*
Ongoing Research – Learning from Others

• Meet educators at Seattle Aquarium, MOHAI, Museum of Flight and Burke Museum to learn about their programs and outreach to low-income schools (August-September) Completed; learned about their processes for handling bus cost assistance and particular resources they offer to teachers, including Burke Boxes

• Meet Seattle Public Schools curriculum specialists to learn how our units/tour tracks can align with learning standards Several attempts via email and phone, with no response. Looking to gather the information from teachers

• Review programs at other markets (example: Queen Victoria in Melbourne) to generate ideas for our program Completed; used their website content and ideas for how they present the information as a template for our revised education pages
Low-Income School Outreach Plan

GOAL: 30% of participating schools will be low-income schools (defined as having 40%+ FRL enrollment). On track to meet the goal (12 schools for the school year). First Half Update: 2 low-income schools, 12 low-income schools are scheduled for second half.

- Outreach through Direct Communication (letters, flyers, emails) to 12 Seattle Public Schools with the highest FRL % we currently do not serve. We have names and email addresses of third-grade teachers at most of these schools. Sept 10 intro email
- Third-grade teachers in Tukwila (three schools) will be recruited. Reached out, heard from one who stated bus cost as the main obstacle.
- Initial contact will be an email introduction to the Education Program and an invitation to participate. Sept 10 intro email
- Identify barriers, if any, to these schools doing field trips. Examples may be pressure to raise test scores, bus costs. Both proved true, plus teacher reticence to take students away from school
- Spring 2020 for ‘20-’21 year: Give low-income schools an “Early Bird” sign-up period before opening to other teachers Looking at opening May 4
Low-Income School Outreach

• Offer incentives to encourage educators to bring their class for a Market tour:
  – **Bus Transportation Reimbursement Program:** After the tour, school submits proof of payment for cost of bus and completes PDA application. While funds last (budget to be determined), payment to school will be same percentage of bus cost as FRL percentage. **Up to $150 per bus for low-income schools**
  – Teacher must complete survey and send student evaluations in order to be eligible for reimbursement.
  – Educator will receive PDA confirmation of reimbursement eligibility when tour date is confirmed.

• Oct-Dec = 4 school buses eligible for reimbursement
  1 public school (2 classes), 1 charter school (3 classes)
  Payments pending documentation
Key Dates in 2020

• Jan. 31: Identify curriculum specialist & develop new unit
• April 13: Newsletter to go to all teachers in program + targeted low-income schools (~150 schools)
• May 2: Educator Open House
• May 4: Start accepting tour requests from low-income schools, one month before other schools
• June: Volunteer Appreciation Event
• July 14: Present ‘19-’20 recap and ‘20-’21 plan
Love in the Market
2019 Preview
Event Overview

Love in the Market
Celebrating Local Love

Saturday, February 29th
**Leap Day**
11:00am – 4:00pm

We're celebrating our love for YOU.

Come enjoy a day at Pike Place Market filled with activities we created just for our locals; whether you live in the city, county or state.

Get the perfect PNW profile pic at 7 pop-up murals designed by Pike Place Market artists, grab some swag at our locals tent, Meet the Producers in our craft line and get a ticket for our Market love tasting.
Lessons Learned / Improvements

• Based on their success in previous core events we will be adding a $50 shopping incentive and Snappic technology to obtain useful visitor data.

• We learned from the 2019 Love in the Market, murals, Love Tasting and activating the DownUnder were a huge success. We will continue to do all three in 2020.
  – Currently evaluating best ways to activate the DownUnder.

• During the 2019 Love in the Market we saw a low participation rate with the flower wall in the Economy Building. This year we will be trying a new photo op in the DownUnder with Crafty, using Snappic technology.

• 2020 Challenge: finding new locations for activation while the MarketFront Pavilion is unavailable.
**Event Goals**

**Goal 1: Bring people to the Market by creating activities that move visitors in, around and through the entire Market**
- **Action:** Activate multiple areas of the Market, create pop-up mural scavenger hunt and tasting event
- **Potential KPI:** Measure number of scavenger cards turned in (Goal: 100) and tasting tickets sold (2018: 120 (max number), 2019 is to hit max tickets again)

**Goal 2: Encourage visitors to shop in the Market**
- **Action:** Offer a $50 shopping incentive
- **Potential KPI:** Measure number of shopping incentive participants, number of stores visited and total spend (Goal: 200 participants)

**Goal 3: Build audience of new locals to engage them with the Market as a whole**
- **Action:** Create a locals tent for visitors to pickup “Official Market Local” and “Local for a Day” swag (new initiative) and a photo op in the DownUnder with Crafty
- **Potential KPI:** Measure number of local participants in shopping incentive, locals tent and crafty photo op (increase local participants from 56% seen at Mom’s Market Day to 65%)

**Goal 4: Create opportunities for commercial tenants, daystall/farm, and the community to participate**
- **Action:** Encourage community to participate in pop-up murals, craft projects/demos and tasting event
- **Potential KPI:** Measure number of participants at each event (Goal: 150) and level of merchant satisfaction from event survey
Event Activities

All 9-Acres (Various locations)
• Market Ambassadors
• 7 Interactive Pop-Up Murals
• Special Offer (Shopping Incentive)
• Love Tasting Ticketed Event

Cobblestones
• Farm Truck Entertainment (Under Clock & Sign)
• Tulip and Food Vendors
• Locals Tent with Drag Queen (Desimone Bridge Entrance)

MarketFront Plaza (Windows)
• Daystall Artist, Pam Corwin: Interactive Community Art Project

DownUnder
• Crafty Photo Op with New Snappic Technology (Level 4)
• Market Love Themed Craft Project (Level 3)
Plan in Action – PR & Partners

Media Outreach Timeline

• Jan 21: Press Release: Announcing 2nd Annual Love in the Market
• Feb 4: Pitch Event (Market love tasting)
• Feb 11: Pitch Event (Pop-up Murals)
• Feb 25: Pitch: Event reminder and summary of entire event

Residential and Hotel Concierge Outreach

• Jan 21: Send Market events email to concierge contacts
• Jan 29: Visit residential buildings (15) and hotels (5) to deliver event materials
• Feb 20: Visit top tier media (10) to deliver event materials and gifts
Plan in Action – Organic Social/Digital

Digital Content
• **Website**: Event to be predominantly displayed on the homepage slider by Jan. 17
• **Email Newsletter**: An E-Newsletter to entire database scheduled two weeks prior to event
• **The Market Insider**: Featured in the January and February Market Insider

Social
• Facebook and Eventbrite event to be published on Jan. 17
• Facebook Locals only event posting
• Event promoted on Facebook, Twitter, Instagram and Instagram Stories twice a week leading up to the event.
Plan in Action – Advertising

Social Media
• Facebook Event Boosts starting Jan. 20
• Instagram: Lookalike ads to target people who have engaged with our Instagram profile in the last 90 days

Digital Advertising
• Banner Ads
• Native Ads

Local Advertising
• Mailer: Looking into an event mailer for downtown residents.

Campaign:
For every time we have said 'if only I had an extra day', comes the once-in-four-years bonus leap day! Make the most of it. #MakeItAMarketLEAPDay
Authorization for a Non-Exclusive Trademark Licensing Agreement with Sasquatch Books
January 2020

WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and,

WHEREAS, Sasquatch Books desires to make use of the Public Market Center image and the Pike Place Market name (the design mark and word mark as defined on the PDA trademark license application) in connection with The Tail of the Market Kitty book authored by Market Artist Kate Endle and Chris Ballew; and,

WHEREAS, PPMPDA and Sasquatch Books have agreed that in accordance with the terms and conditions of this Agreement, Sasquatch Books may use the Pike Place Market name (and iterations of) and their own image or rendering of the Market entrance, including the Public Market Center sign, in the production and promotion of The Tail of the Market Kitty book for direct sales distributed by Sasquatch Books; and,

WHEREAS, Sasquatch Books agrees that it will use the terms and images related to “Pike Place Market” and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to Sasquatch Books direct sales and wholesale distribution and all related marketing of such; and,

WHEREAS, Sasquatch Books agrees to pay the PDA a trademark royalty of 5% of gross biannual sales of the first edition, life of the book, The Tail of the Market Kitty; and,

WHEREAS, Sasquatch Books agrees to provide sales reports and royalty payments biannually. Upon request of the Pike Place Market PDA, an annual report of distribution will be provided.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or her representative to execute a non-exclusive trademark licensing agreement with Sasquatch Books for the use of the “Pike Place Market” name and Public Market Center image for The Tail of the Market Kitty authored by Market Artist Kate Endle and Chris Ballew.

JJ McKay, Secretary/Treasurer
Date

Date Approved by Council:
For:
Against:
Abstained: