## Market Programs Committee Meeting Agenda

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE VIRTUAL OR TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

**Date:** Tuesday, April 13, 2021  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** Join Zoom [https://us02web.zoom.us/j/84453904875?pwd=YmdKb1V3czFtMFZOektzbGl2RjVEZz09](https://us02web.zoom.us/j/84453904875?pwd=YmdKb1V3czFtMFZOektzbGl2RjVEZz09)  
OR Dial 253-215-8782, Meeting ID: 844 5390 4875, Passcode: 939923

**Committee Members:** Patrice Barrentine (Chair), Paul Neal (Vice-Chair), David Ghoddousi, Mark Brady, Gordie McIntyre, Abraham Dairi

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<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Presenter/Author</th>
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<tbody>
<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
<td>Chair</td>
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<tr>
<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Programs Committee Meeting Minutes for March 9, 2021</td>
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<tr>
<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<tr>
<td>4:10pm</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith</td>
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<td>4:20pm</td>
<td>IV. Reports and Discussion Items</td>
<td>Amy Wallsmith, Madison Bristol &amp; Tanya Sinkovits</td>
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<td></td>
<td>A. Marketing Quarter 1 Recap</td>
<td>Madison Bristol</td>
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<td>B. Flower Festival/Mom’s Market Day Overview</td>
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<td>5:45pm</td>
<td>V. Public Comment</td>
<td>Chair</td>
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<td>5:50pm</td>
<td>VI. Concerns of Committee Members</td>
<td>Chair</td>
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<tr>
<td>6:00pm</td>
<td>VII. Adjournment</td>
<td>Chair</td>
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Committee Members Present: Patrice Barrentine, Paul Neal, Mark Brady, Gordie McIntyre, David Ghoddousi, Colleen Bowman

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, Tanya Sinkovits, Ivy Fox, David Dickinson, Carter Grant, Maggie Mountain, Chloe Knox

Others Present: Joan Paulson, Nick Setten, Patricia Gray

The meeting was called to order at 4:00 pm by Patrice Barrentine, chair.

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

B. Approval of the Market Programs Committee February 9, 2021 Minutes
   The February 9, 2021 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
Joan Paulson commented that as high as 40% of Market tenants are not getting their leases renewed compared with 2019. If this trends continues in 2021 it will get as high as 50% of businesses without leases. She believes that puts an economic burden on the businesses for not being able to get a loan for their businesses. She wants to know why this is happening and what is being done in order to resolve the issue and something to consider for the marketing strategy.

   Patrice Barrentine noted she didn’t understand Joan Paulson’s comments but took it as a slight and asked staff to look into her comments.

III. Programs and Marketing Report
Amy Wallsmith provided the following updates regarding marketing, advertising and upcoming programs:
   • Love in the Market was canceled due to snow and the shopping offer has been moved to March 20, Daffodil Day.
Small business webinar calendar will be released soon.
Starting Monday, March 8, Daystall and Farmers will be at open seven days a week.
Quarter 1 update will be reviewed at the April meeting.
She’s looking at some new things for advertising on YouTube and the Homegrown and Handmade programs. Also looking at advertising in the local neighborhood newspapers to see what the options are and whether it’s viable to add to the plan. Also evaluating advertising on NPR.

Colleen Bowman asked when the committee will hear more about the new website. Amy Wallsmith responded she’s trying to get everything prepared for the April meeting but it will most likely be in May.

Mark Brady asked what the chances are for having a live radio station at the Market. He commented that it boosts business at the Market. Amy Wallsmith responded the radio stations have very limited staff and their promotional staff are either furloughed or at very low levels. Stations now require a buy for location callouts but a lot of stations are offering that due to COVID-19.

David Ghoddousi commented that he likes the idea of advertising in the small neighborhood newspapers. He offered up a suggestion put forth by Councilmember Gordie McIntyre about celebrating different neighborhoods around Seattle and include incentives for these different neighborhoods to encourage them to shop the Market and also to reconnect with locals.

IV. Reports and Discussion Items
A. 2021 Programs Plan – Marketing, Daystall and Farm

Amy Wallsmith began by reviewing the lessons learned from 2020. Amy outlined the successes and challenges which include:

Success

<table>
<thead>
<tr>
<th>Events/Programs</th>
<th>Social/Digital</th>
<th>Business Support</th>
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<tbody>
<tr>
<td>Love in the Market</td>
<td>Locals campaign</td>
<td>Small business online webinars</td>
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<td>Drive thru Flower Fest</td>
<td>Handmade &amp; Homegrown</td>
<td>Educators Program</td>
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<tr>
<td>Pop-up Patios</td>
<td>Lunchtime Tunes with Market Buskers</td>
<td>Safety – Signage, installations, Safe Shopper Pledge, Tenant Alerts</td>
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<td>Refract (virtual)</td>
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<td>Small Business Recovery Fund</td>
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<td>Special offer tent</td>
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Challenges included the COVID-19 global pandemic, the new website was put on hold, the Education Program was put on hold and the new Co-op advertising program participation was lower than anticipated due to the pandemic.

Amy Wallsmith reviewed the Marketing strategy and goals. The strategy is to continue to navigate through the pandemic and begin the recovery process. The team will try to remain agile. The goals include:

Goal 1  
Continue to bring people to the

Goal 2  
Continue to build a loyal

Goal 3  
Continue to teach digital
Market, encourage them to shop local.

- Local-first marketing strategy
- Increase brand awareness

audience through the pandemic to engage with the Market businesses and carry on the tradition of Meet the Producer.

- Reassure the audience: Safety Messages
- Loyalty and Retention Marketing Program(s)
- Tourism Strategy (no cruise ships)

platforms and ecommerce to our commercial tenants, daystall/farm, and the community to strengthen the Market and our small businesses.

- Create opportunity
- Education: social media, ecommerce, new advertising, best business practices, etc.

Mark Brady would like to see more signage around the Market to help direct traffic to stores that are open on specific days. He would like to see more foot traffic in the Downunder. He noted the Rachel’s Ginger sign is a good example. Also, if the bathrooms are going to be closed we need to cover up those signs.

Paul Neal and Amy Wallsmith discussed what she meant under Goal 1 for increasing brand awareness.

Paul Neal asked if there is any data on audience loyalty. Amy Wallsmith responded no, but we might be able to pull some information from social media as we have a loyal social media following. Paul Neal thinks that would be interesting to explore.

Patrice Barrentine commented that Goal 1 made her think about trademark and the opportunities there.

Patrice Barrentine would like to learn more about the strategies for building loyal audiences. Amy Wallsmith responded staff are just starting to dive into this and are assessing tools available that will work for the Market.

Colleen Bowman suggested a passport program as a strategy for building loyal audiences.

Paul Neal asked if the new website allow for the ability to build in a digital platform to accommodate these strategies. Amy Wallsmith responded yes.

David Dickinson reviewed the Daystall Strategy and Goals. Daystall will monitor the emerging conditions related to COVID-19 and facilitate the safe re-opening of vendors and buskers returning from shutdown.

**Goal 4**
Receive returning vendors and buskers with thorough orientation while maintaining effective and updated program safety protocols.

**Goal 5**
Seek opportunities for vendor education and professionalization, utilizing and supporting professional growth of Pike Place Daystall.

**Goal 6**
Seek expanded sales and promotional opportunities and new vendor recruitment.
Paul Neal asked if there is anything being offered through the Foundation program that the Market is not offering. David Dickinson responded Daystall has been working together with the Foundation to find funding to help support the work of the small business educators and the classes being taught.

Ivy Fox reviewed the Farm Strategy which will be focused on re-stabilization and recovery. They will support the farm community by adapting previous farm programs and designing a farm season that reflects the needs and challenges of this season but also includes a longer term recovery and reinvestment in farmers through 2022.

Goal 7
Encourage farmers to diversify farm produce and bring it to our markets and CSA.
- Explore viability of 1-2 Express Farmers Markets in 2021 while continuing conversations for expansion in 2022.
- Explore CSA pilot April/May with the Market Commons
- Explore year round CSA sustainability

Goal 8
Farmer commitment and engagement in strategic plan through 2022 growing season.
- Pilot with interested farmers a seasonal extension of our CSA spring crops (2021) and potentially a winter (2022)
- Reopening Markets 2022

Goal 9
Intentional engagement with farm community (educational and informative) to expand farm opportunities at Pike Place.
- Communicate changing demographic of shoppers at Pike Place (more local)
- Encourage farmer/commercial tenant connections
- Street activation

Colleen Bowman commented that not having to commit to the whole CSA season was a great change and she heard positive feedback from the residential community.

Patrice Barrentine appreciates the long range look at planning for the CSA past one season.

David Dickinson reviewed the 2021 tactics for Daystall, which include:
- Ongoing provision of updated program safety protocols, returning vendor orientation until post-pandemic norm is established (Goal 4)
- Spring 2021 Zoom-based workshops on business taxes and Shopify (Goal 5 & 6)
- Fall business education modules for craftspeople and buskers (Goal 5 & 6)
- Position for post-COVID return to special events and promotional activities, including (Goal 6)
  - Refract 2021
  - Magic in the Market activities in Pavilion
  - Holiday Night Market(s)
- Follow up “return to normal” or re-opened crafts line with strategic new vendor recruitment (Goal 4 & 6)

Ivy Fox reviewed the tactics for farm, which include:
- Focus on farmers, building relationships and advocacy (Goal 7-9)
Work with City, King Co Public Health, the Farmers Markets of Seattle, and other community partners to ensure the voices of Washington Farmers are heard and valued.

- CSA Expansion and Add-on (Goal 7 & 8): Look for ways to build on our current CSA success while offering more opportunities for shoppers to access Washington produce:
  - Pilot with the Commons “PikeBag”
  - Flower CSA viability assessment
  - Full flat berry add-on (July – Sept) assessment
  - Monthly Pantry Box assessment
  - FBx2Go

- Satellite Farmers Markets (Goal 8 & 9)
  - Assess viability with Farmers Market partners at Amazon and Virginia Mason
  - Review opportunities for Farmer support where markets are not viable.

- Celebration of WA produce and flowers (monthly/weekly) (Goal 7-9): In collaboration with Marketing and interested commercial tenants, identify and highlight a seasonal flower, fruit and vegetable that can be “celebrated” Market wide!

Paul Neal commented that he likes the celebration of WA produce and flowers and it ties into the overall Marketing of the Market.

Amy Wallsmith reviewed the tactics for PDA programs, which include:

- Core events/virtual events (Goal 1 & 2) with special offer tent present at all events:
  - Love in the Market
  - Mom’s Market Day/Flower Festival
  - Fall Festival – 50th anniversary of Save the Market
  - 26th Magic in the Market

- Pop-up Murals with Woodland Park Zoo in June (Goal 1 & 2)
- Daffodil Day, March 20 (Goal 1 & 2)
- Restaurant Week(s) (Goal 1 & 2)
- Holiday programming (Goal 1 & 2)
  - Santa at the Market
  - Special Offer Tent
- Local Campaign – Market commercials (Goals 1-3)
- PikeBox (Goal 1 & 2)
- And more!

Amy Wallsmith reviewed the tactics for the internal PDA programs, which include:

- Small business webinars (Goal 3)
  - Digital advertising plus How to Use Co-Op Advertising Dollars (Feb)
  - Learn about the new website (late April)
  - Multiple Ecommerce Sessions
    - Shopify (March)
  - Other tech focused & business education classes:
    - Social media refresh (Q2 or Q3)
    - Fraud prevention (Q2)
- Co-op Advertising Program (Goal 1 & 3) Five graphic updates throughout the year.
  - New Co-op Program Refresh
Colleen Bowman commented that she is intrigued to learn more about the Woodland Park Zoom program.

Paul Neal asked if the City has made any decisions about Pride. Amy Wallsmith responded she has not seen anything about whether a parade will happen. Paul Neal commented the Night Market associated with Pride in 2019 was a huge success and asked if this program is being considered for this year. Amy Wallsmith responded they will keep an eye on whether large groups can gather by that time.

Mary Bacarella added she has not heard about Pride and added that she is part of a Downtown Revitalization Work Group in which programs are shared and Pride has not been discussed yet.

Paul Neal asked what the typical timing of Restaurant Week is. Amy Wallsmith responded it’s usually in spring and staff have been discussing whether there’s a program that could be created to piggy back on Restaurant Week or to create a special Market program. Paul Neal suggested that the WA focused produce event could fall during restaurant week.

Mark Brady asked if there will be Veteran’s Day programming this year. Amy Wallsmith responded yes and it’s listed as a program on the calendar in this packet. It’s a smaller event that will include flag’s on the roof and will base programming on what is allowed under COVID-19 guidelines.

Patrice Barrentine commented that she appreciates the separation and breakdown of public versus internal programs.

Tanya Sinkovits reviewed the tactics for social media (Goal 1 & 3), including posts associated with Facebook, Instagram, Twitter, YouTube, TikTok / IG Reels and Pinterest.

Tanya Sinkovits reviewed the tactics for the new website (Goal 1 & 3). The tentative timeline for the website launch includes content population in February, design and function review in February, internal website testing in March and a tentative launch date of April.

- Robust Market Directory & Ecommerce
  - Businesses control their listing
  - Each listing links to businesses website to shop/ecommerce
  - Social media integration
  - Each listing features multiple photos, videos, and a spot to list specials
  - Each listing is searchable with an individual URL
- Trip Planner/Itinerary Builder
  - Allows visitors to create itineraries using directory listings
  - Itineraries can be saved and shared for their Market Day
- Mobile-Friendly & Accessible
  - Easily usable on a mobile device inside or outside the Market
- Interactive Market: easily usable on a mobile device inside or outside the Market.
• New Council Portal: Streamlined and searchable website designed specifically for council information management. Look for more information and Council training soon.

Colleen Bowman offered to help test the new website.

Gordie McIntyre shared a question from a Constituency member who asked if the Market has ever considered building a game app. Gordie also noted that he found a Pike Place Market app in the app store and asked if that was created by the PDA. Amy Wallsmith responded she will look into the Pike Place Market app as it was not created by the PDA.

Amy Wallsmith reviewed the marketing public relations and outreach tactics.

Media Outreach (Goal 1 & 3)
• Press Release – formal event/story
• Event/Program Outreach – pitches surrounding events or storylines
• Weekly Market Pitches – weekly pitches highlight each Mark department and timely stories
• New website: story ideas – resources for journalists developing stories about the Market
• 50th Anniversary Keep the Market – pitches and press releases surrounding and supporting the anniversary

Q1 Story Focus
• The Market is Open – We are here.
• The Faces/Stories Behind Your Market
• Local Love
• Continue to adjust, pivot and change as the pandemic dictates

Concierge Program (Goal 1 & 3)
• Membership – expanding reach to target more buildings in the greater downtown
• Emails – monthly emails outlining how residents can utilize the Market and upcoming Market programs
• Concierge Open House (Q3)

Amy Wallsmith reviewed the tactics for Marketing – internal communication and safety

Internal Communication (Goal 3)
• Market Insider – bi-monthly newsletter with Market news including events, reminders and business anniversaries
• New Quarterly Report – end of quarter report showcasing the Market in the news and program recaps as well as important things they need to know.
• Tenant Alerts

Safety/COVID News (Goal 1-3)
• Safe Shopper Pledge – reinforcing this program to our businesses and shoppers
• Tenant Alerts

Amy Wallsmith reviewed the tactics for marketing – advertising (Goal 1-3)
Local Advertising Outreach (Jan-Dec)
- Strong video presence – broadcast and digital platforms
- Social/digital
- Search marketing
- Print/mailer (postcard)
- Retargeting strategy – April – December when new website launches

Parking Garage (Jan – December)
- Google AdWords
- Digital advertising

Support Core Events
- Social/digital (introducing retargeting strategy when new site launches)
- Exploring: Direct mail options

Support Farm and Daystall Programs (Feb – Dec)
- PikeBox
- Express Markets
- Various craft market programming

Website Launch (April – Dec)
- Social/digital advertising strategy
- SEO
- Google retargeting

50th Anniversary of Keep the Market (Aug – Nov)
- Social/digital advertising strategy
- Print

Holiday Shopping Campaign (Nov/Dec)
- Social/digital advertising strategy
- Print

Amy Wallsmith reviewed the tactics for marketing – partnerships (Goal 1-3) which include a list of local partnerships and partnerships for the 50th anniversary of Keep the Market.

Amy Wallsmith reviewed the tactics for marketing – trademark management (Goal 2). This includes update processes and agreements, create tracking system and new registration to increase protection.

Amy Wallsmith encouraged councilmembers to review the timeline that is included in the packet.

Paul Neal commented that he didn’t see in the tactics around the creation of a loyalty program. Amy Wallsmith responded that would be considered a new program and she anticipates conducting research in 2021 and by the end of the year outlining a plan for 2022.
Gordie McIntyre commented that in the waterfront program he hasn’t seen any signage connecting the Market to the waterfront. He suggested creating a new iconic Market sign that faces the waterfront to the west. Mary Bacarella responded she will share the plans for new signage that were in the works prior to COVID-19.

B. 2021/2021 Daystall Rules Review
David Dickinson began by providing an overview of the Daystall Rules Review, which takes place annually as outlined in the Hildt Licata Agreement. David reviewed the Daystall Rules schedule that started in January 2020 and is continuing now in March 2021.

David Dickinson reviewed the summary of proposals that were up for consideration in 2020 before the process was paused due to COVID-19. David reviewed each of the 13 proposals, including who presented the proposal, who the proposal affects, the proposal itself, staff recommendation and the rationale, all included in the meeting packet.

With regards to proposal 11, David and Farm Manager Ivy Fox are reviewing the proposal to allow the establishment of auxiliary products. Staff are trying to assess the original intent of the proposal as all farm staff that had worked on that proposal have left the farm department. If staff can’t identify the true intent then that proposal will be pulled.

Ivy Fox commented that she believes this proposal is about a processed food item with the main, key ingredient not from the farm, but does include secondary items from the farm. She gave the example of a farmer making a baked good in which the farmer does not grow the grain but does grow the fruit used in the baked good.

David Dickinson provided additional details with regards to Proposal 12 which proposes a 1-year trial of artisanal food products. This would be a very limited trial of 10 permits, roughly 5% of existing craft tables, and this is consistent with contemporary craft settings. The original proposal was slightly re-written after receiving public comment last year. There were four comments in support and 2 in opposition. Staff don’t anticipate starting this type of permit until January 2022.

Gordie McIntyre commented the records held in the Constituency office are filled with various changes in Daystall Rules throughout the years, especially during 1998 when the Hildt Licata was renewed.

David Ghoddousi commented he would like to know more about Proposal 11, the establishment of auxiliary products. David Dickinson noted that if staff cannot clarify the intent of the proposal, it will be pulled from this year’s process.

David Ghoddousi commented that it’s nice to see farmers participating in the Daystall Rules process.

Patrice Barrentine thanked David Dickinson for the proposal and now that councilmembers have heard the proposals they are ready for them to be presented at full council later in the month. If the proposal for auxiliary products remains, she suggests changing the word “auxiliary.”
V. **Public Comment**
Joan Paulson commented that the map for Daystall Rules on page 50 is a map of the Pike Place Market Historical District. It is incorrect along the southwest and north sides. This map is also incorrect in the 2018-19 Hildt Licata Agreement. If the intent is to put forward a different boundary line that is inconsistent with the historical district, this map does that. This map should be consistent with the historical district boundaries. Joan complimented the participation of activities in the marketing but January and February are still lack luster. She suggests asking the public what events they would like to see in those months.

VI. **Concerns of Committee Members**
Colleen Bowman asked if next month the committee could hear if there is a policy regarding Daystall proposals submitted year after year by the same person for which the same proposal is denied each year.

Gordie McIntyre commented that recently he’s met a lot of people visiting the Market from around the country and asked if we have reached out to people in Oregon, maybe advertising on a local Oregon NPR station.

VII. **Adjournment**
The meeting was adjourned at 6:04 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Marketing & Programs
Quarter 1 Jan-March
Pedestrian Counter

Q1 Findings
Then and Now

Sunday, March 22, 2020

Sunday, March 21, 2021
2021 Q1 Pedestrian Traffic Comparison

March 2021
Highest Foot Traffic
Since 2019
2021 Pedestrian Number

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday
---|---|---|---|---|---|---
January | February | March

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Public Relations

Q1 Coverage
The Pike Place Market weathered an exodus of farmers due to the internment of thousands of Japanese-Americans during World War II and an attempt at demolition 50 years ago, so it should come as no surprise that it is persevering during the pandemic. The Market was empty much of last year as tourism tanked and residents socially distanced, but that did not deter merchants, who pivoted to takeout and delivery and held holiday festivities, including scavenger hunts and online chats with Santa.

While some of the big draws are closed off, localities have plenty of safe ways to mark the coming of spring. For example, Pike Place Market in Seattle will be celebrating its 24th annual Daffodil Day. When shoppers visit the market, they will get a free bundle of daffodils.

The Pike Place Market has been just a great bright spot through all of this. They’ve never closed, and they’ve had to adjust plenty. So, that’s a note of activity, with a lot of tourists there. But it’s been mostly locals that are coming from other neighborhoods in Seattle.
PR Coverage Data (Jan – Mar 2020 vs Jan – Mar 2021)

**Impressions**

- **2020**: 174,295,100
- **2021**: 61,046,790

**Features**

- **2020**: 49
- **2021**: 131

**Coverage**

- **2020**: 171
- **2021**: 55

- **Increase in Impressions**: 173.9%
- **Increase in Features**: 933.3%
- **Increase in Coverage**: 275.8%
Internal Communication
**Internal Communication: Insider & Tenant Alerts**

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**Market Insider**

**26.5% Open Rate**

**Poll Results**

Of the tenants/permit holders that open the Insider the majority say it is a “Great Overview” and they would like to receive it monthly or quarterly.

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**Tenant Alerts**

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<th>COVID Related TAs</th>
<th>General TAs</th>
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<td>25</td>
<td>3</td>
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<td>10</td>
<td>14</td>
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2020 vs 2021

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**Public Market Center**

**Weekly Market Update**

- **Shoppers** come in and out at the Market Center. Market opening hours are Saturdays from 10am to 2pm.

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**THE 24TH ANNUAL DAFFODIL DAY**

Saturday, March 20th 11am - 4pm

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**2020**

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**2021**

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Community Outreach
Community Outreach: Concierge Email

2021 Concierge Survey Results

Best Form of Contact
100% Email Newsletter
73% Phone
36% In-person visits (handouts)
9% Digital Elevator Signs

Resident Interests
1. Dining
2. Takeout Options
3. Farm Stands
4. Grocery Shopping
5. Retail
6. Craft Line
7. Virtual Events

Downtown Residential Concierge Newsletter Open Rate

Increased open-rate by 17.9% year to date
Website + Social Media
Website Overview (Jan – March 2021)

Highlights!
- Total page views for March 2021 was higher than March 2020
- 8 Blogs created from Jan - March

Top Web Pages (Jan – March 2021)
- Plan Your Visit (53,521 page views)
- Takeout Blog (19,033 page views)
- Directions / Parking (16,331 page views)
- Shop Retail Biz Blog (15,254 page views)
- Outdoor Dining Blog (7,169 page views)
Google My Business Listing Issue

Overview

• On August 20, 2020, Google merged the Pike Place Market Google My Business listing with the Pike Place Market Foundation’s listing, giving the Foundation the primary listing. Google informed us it was an error on their end.

• This merge erased Pike Place Market’s 43,000 Google reviews, our Q & A section, and location on Google Maps.

• On March 15, 2021, the issue was resolved.
Social Media Engagement (Jan – March 2019 -2021)

Facebook

Instagram

Twitter
Social Media Highlights (Jan – March 2021)

- Featured 26 women businesses owners for Women’s History Month
- April Fools post received:
  - 4,222 Likes
  - 253 Comments
  - 658 Shares
- Media attention from Seattle Met
- 4 Handmade & Homegrown episode received collectively 50,000 views on Facebook, Instagram and YouTube
Email Marketing
Email Marketing Overview (Jan – March 2021)

Average open rate: 26.2% (industry standard: 18%)
Average clicks: 168 clicks
PDA Programs (Public)

Core Events & Programming
Love in the Market Summary – Event Cancelled

Event Promotion

• **PR** – Event Press Release & Vertical Pitching
• **Advertising** – Social advertising
• **Social** – Two weeks leading to event, starting promoting.

Celebration ultimately cancelled due to snow storm.
Daffodil Day Summary

24th Annual Daffodil Day
Saturday, March 20th from 11am – 4pm

Event Highlights:
• Ran out of 6,000 daffodils by 2pm
• 361 Bags Distributed – new record!
  – 13% higher than 2020 Love in the Market, 320 bags
• $28,683.51 Total Spend

Shopping Breakdown:
• Shopper Demographic
  – 68% Local
  – 32% Out of State

• Type of Business
  – 76% Commercial (504 sales)
  – 14% Craft (94 sales)
  – 9% Farm (61 sales)

Description: The Pike Place Market celebrated the first day of Spring by distributing 6,000 Daffodils to Market visitors. Shoppers could also redeem a free Pike Place Market insulated shopping bag when they spent $50 or more at any Market business.
Daffodil Day Media Highlights

57 Pieces of **Print** Coverage
32 Pieces of **Broadcast TV** Coverage
20 Pieces of **Radio** Coverage

1,021,951,868 total Impressions

Publications Including: CNN, Seattle Times, Seattle Refined, Seattle Pi, MSN, KOMO, KING5, Q13, KUOW, KIRO and more!
Handmade & Homegrown Series Highlights

Featured:
- Yang Farm
- Grey Day Candles
- Rosie Fern
- Vintage Creations

Views:
Facebook: 4,100
Instagram: 11,098

Engagement:
Facebook: 115
Instagram: 469

Featured:
- Gradient Art Gallery
- Herban Farm
- Wais Ali
- Grimm Hot Sauce

Views:
Facebook: 4,000
Instagram: 8,106

Engagement:
Facebook: 159
Instagram: 450

Featured:
- Silver & Salt
- Flying Cat Creations
- Sunny Honey Co.
- Lee Lor Garden

Views:
Facebook: 4,000
Instagram: 9,748

Engagement:
Facebook: 152
Instagram: 618

Featured:
- Alm Hill Gardens
- Sherwood Silkscreen
- Hierophant Meadery
- Moon Valley Designs

Views:
Facebook: 3,600
Instagram: 5,107

Engagement:
Facebook: 232
Instagram: 525
PDA Programs (Internal)

Small Business Webinars, Co-op Advertising
# Small Business Webinars

## Craft Focused

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>March 18 &amp; 25</td>
<td>March 24</td>
<td>March 31</td>
<td>April 7</td>
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</table>

Join us for a tax workshop where we will review the basics of filing city, state, and federal taxes and prepare for this filing season’s changes and challenges due to the COVID-19 pandemic.

Learn about the benefits of e-commerce, best practices for getting started, and tips for creating engaging content. Get tips for being successful with e-commerce and learn about how to set yourself apart from competitors.

Dive into customer targeting and analytics. Businesses will learn how to target customers, how to use keywords for SEO and the basics of google analytics.

Learn strategies for reaching new customers and creating a merchandising/promotion calendar. Practice easy ways to increase traffic, including participating in Pike Place Market Co-Op, email marketing and social media.

<table>
<thead>
<tr>
<th>Daystall Managed</th>
<th>11 attendees (3 commercial/8 craft)</th>
<th>12 attendees (3 commercial/9 craft)</th>
<th>13 attendees (5 commercial/8 craft)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100% Found this webinar helpful</td>
<td>100% Found this webinar helpful</td>
<td>100% Found this webinar helpful</td>
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<td></td>
<td>85.7% Felt more confident with e-</td>
<td>85.7% Felt more confident with e-</td>
<td>100% Felt more confident with e-</td>
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<td>commerce after taking this webinar</td>
<td>commerce after taking this webinar</td>
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<td></td>
<td>“I wish I had took this webinar</td>
<td>“I wish I had took this webinar</td>
<td>“LOVED this class. Very informative</td>
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<td></td>
<td>earlier.”</td>
<td>earlier.”</td>
<td>and extremely helpful. There was a</td>
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<tr>
<td></td>
<td>“Thank you for a great webinar.</td>
<td>“Thank you for a great webinar.</td>
<td>lot of helpful information I was</td>
</tr>
<tr>
<td></td>
<td>Robbin is very knowledgeable and</td>
<td>Robbin is very knowledgeable and</td>
<td>struggling with.”</td>
</tr>
<tr>
<td></td>
<td>all the information was very</td>
<td>all the information was very</td>
<td>“Loved these webinars, so much</td>
</tr>
<tr>
<td></td>
<td>helpful.”</td>
<td>helpful.”</td>
<td>great information.”</td>
</tr>
</tbody>
</table>

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Upcoming Small Business Webinars

April 14
Digital Advertising and How to Use Co-Op Advertising Dollars
Learn about different ways to promote your business digitally. Plus learn how you can easily take advantage of the PDA's Co-Op Advertising Program to receive money for your work.

April 27
How to Set Up Shopify with Twyla Dill (craft focused)
With customers changing the way they shop, it is now more important than ever to have multiple ways for people to buy from you as a small business. Shopify is the most robust online sales platform and can also be used as a POS for in person sales! Come learn how to set up your own Shopify website that will grow with you as your business grows in the online retail space with one of our Pike Place Educators, Twyla Dill.
In 2021 Q1 we have had three Co-Op submissions.

On April 14, the PDA Marketing team is hosting a Co-Op webinar training to help addition businesses take advantage of this program.

20 businesses registered for Co-Op webinar on April 14th
Advertising
## Schedule & Platforms

<table>
<thead>
<tr>
<th>CHANNELS</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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</thead>
<tbody>
<tr>
<td>Google Ads - Paid Search</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Social – Facebook &amp; Instagram</td>
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<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Audience Targeted Banner ads</td>
<td></td>
<td></td>
<td>x</td>
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<tr>
<td>Audience Targeted Video</td>
<td>x</td>
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<td>x</td>
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<tr>
<td>YouTube</td>
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<tr>
<td>Connected TV (Hulu)</td>
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</tr>
<tr>
<td>TV – KING and KOMO</td>
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<td>x</td>
<td>x</td>
</tr>
<tr>
<td>RADIO - KUOW</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>The Stranger - Digital</td>
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<td>x</td>
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</tbody>
</table>

### Q1 Advertising Percentage

- **KING TV**: 20%
- **KOMO TV**: 13%
- **Audience Targeted Video**: 13%
- **Google Maps Parking**: 4%
- **Google Paid Search**: 2%
- **YouTube**: 9%
- **Facebook**: 6%
- **Instagram**: 6%
- **Streaming TV**: 3%
- **Audience Targeted Banner Ads**: 13%
- **KUOW**: 12%
Advertising Audiences

Seattle-Tacoma DMA
Broadcast Television and Radio

3 Key Downtown ZIP Codes
Paid Social & Programmatic Audience Targeted Videos and Banners

King County (prioritizes Seattle)
Paid Search

Expanded Downtown ZIP Codes
YouTube

City of Seattle
Streaming TV
Q1 Highlights

KING-5 & KOMO-TV: 11,502,000 imps
Streaming Television Complete Views: 623,853
Audience Targeted Programmatic Video Complete Views: 623,853
Search Retargeted Youtube Views: 9,152

KUOW-FM NPR - Radio 1,302,000 imps
Audience Targeted Youtube Views: 125,033
Audience Targeted Banner Clicks: 1,130
Social Media Total Engagements: 160,882
Paid Search Clicks: 15,120

Actions: Website Visits for more information and increased sales at the Market.

Locals Visiting the Market!
January Creative Highlights

Social Media Video:
Restaurant 15s
11s Avg Watch Time

YouTube Video:
Retail 15s
0.58% CTR

Programmatic Video:
Eateries 15s
46% completion rate
February Creative Highlights

Social Media
Video: Restaurant 15s
12s Avg Watch Time

Carousel: Crafts Set 4
2.41% CTR

Digital Platforms
YouTube Video: Retail 15s
0.41% CTR

Programmatic Banners: Restaurants Set 1
0.49% CTR

Programmatic Video: Eateries 15s
51% completion rate
March Creative Highlights

Social Media

Video: Restaurants 15s
12s Avg Watch Time

Carousel: Restaurants Set 1
4.04% CTR

Digital Platforms

YouTube Video: Restaurants 15s
0.36% CTR

Programmatic Banners: Restaurants Set 1
0.53% CTR

Programmatic Video: Restaurants 15s
52% completion rate

Restaurant creative performed the best across all channels in March
Trademark Management
Trademark Update

Licensing Contracts Completed or Close to Completion:
• Pike Brewing - Renewal
• Ellenos
• Warner Records – THATH Live Album
• Sasquatch – Kate Endle Book (approved in 2019)

Infringements
• We currently have 8 open cases, actively working to resolve.
• We have resolved 5 cases (iTunes App store).

Q2 Goals:
• Finalize internal monitoring plan
• Finalize new reporting process and portal
• Complete new TM paperwork
Event Overview

13th Annual Flower Festival
Sat, May 8 & Sun, May 9
11am – 4pm
Celebrate the blossoming of a new season with bouquets of tulips, daffodils, irises and peonies. Over 40 tents line Pike Place featuring flower farmers from King, Snohomish and Whatcom counties.

Mom’s Market Day
Sat, May 8
11am – 4pm
Celebrate mom at Pike Place Market this year. Pickup a Mother’s Day u-color card kit from Market crafters, enjoy a family meal or grab a bouquet to enjoy at home. Be sure to stop by the special offer tent to show us your Market Day receipts and redeem for a special offer.
Core Event Goals

**Goal 1:** Continue to bring people to the Market, encourage them to shop local

**Goal 2:** Continue to build a loyal audience through the pandemic to engage with the Market businesses and carry on the tradition of Meet the Producer

How are we going to do this?
Event Details

Saturday & Sunday
• Flower Farmers along Pike Place
  — Socially Distanced Farm Tents and Traffic Flow

Saturday Only
• Special Shopping Offer Tent
  — Pike Place Market Swag Item

• Mother’s Day Packets: U-Color Cards by Market Crafters and Temporary Tattoos by Dan Gregory
  — Available at the special offer tent with proof of craft purchase (150 packets)

• Live Mural with Market Crafter (tentative)
  — Live painting in the MarketFront Pavilion (Sat)

• Photo-Op
  — Take a photo in front of our local love backdrop with your flowers and Market day goodies!
Plan in Action – PR & Communication

External Communication

• Press Release
• Story Pitches
  — Flower Farmers
  — Mother’s Day
  — Supporting Local Small Business
  — Make it a Market Day
• Downtown Concierge Newsletter (April & May)

The Seattle Times
The annual Flower Festival blooms at Pike Place Market

Internal Communication

• Market Insider
• Call for Business Participation
• Tenant Alerts
Plan in Action - Digital Content Media

Website
- Create an event page
- Feature event page on homepage
- Feature Handmade & Homegrown episodes prominently on homepage
- Write a Mother’s Day Gift blog
- Feature flower farmers in flower blog

Email Newsletter
- Included in April & May newsletter
- Send separate reminder email two days before event

Weekly Social
- Feature Flower Festival on social media channels starting three weeks before event
- Highlight flower farmers on Fridays for Fresh Flower Friday.

Handmade & Homegrown
- Two Flower Festival/Mother’s Day episode
  - 1. Visit two flower farmers
  - 2. Mother’s Day gifts
Plan in Action - Paid Advertising

Traditional Advertising:
• KUOW Messaging switched to promote event
• KING & KOMO TV Spots

Social Media Paid Advertising:
• Facebook
• Instagram

Digital Media:
• AAA Membership Email Blast (96,000 WA members)
• Neighborhood Newspapers
  – Queen Anne & Magnolia New (1630)
  – Bainbridge Islander (1,463)