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, May 11, 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, Nick Setten

<table>
<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Details</th>
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| 4:00pm | I. Administrative | Chair  
|       | A. Approval of Agenda |  
|       | B. Approval of the Market Programs Committee Meeting Minutes for April 13, 2021 |  |
| 4:05pm | II. Announcements and/or Community Comments | Chair |
| 4:10pm | III. Programs and Marketing Report | Amy Wallsmith |
| 4:20pm | IV. Reports and Discussion Items | Ivy Fox  
|       | A. Pike Box CSA Preview | Madison Bristol  
|       | B. Woodland Park Zoo Partnership | Tanya Sinkovits  
|       | C. New Pike Place Market Website |  |
| 5:45pm | V. Public Comment | Chair |
| 5:50pm | VI. Concerns of Committee Members | Chair |
| 6:00pm | VII. Adjournment | Chair |
Pike Place Market PDA
Market Programs Committee Meeting Minutes

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.

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Committee Members Present: Patrice Barrentine, Mark Brady, Gordie McIntyre, David Ghoddousi, Abraham Dairi, Nick Setten

Other Council Members Present: Colleen Bowman

Staff/Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, Madison Bristol, Tanya Sinkovits, Ivy Fox

Others Present: Joan Paulson, Lexie Rodriguez

The meeting was called to order at 4:01 pm by Patrice Barrentine, chair.

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

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

2. Announcements and Community Comments
Joan Paulson thanked PDA staff for the diagrams in the packet. She referenced page 20 regarding PR coverage from 2020 to 2021 and page 28 for social media engagement from 2019 to 2021. She commented that the later provides more context for the last three years. She would like to see income for craft and farmers from 2019-2021. She would also like to see the programs and events for January – June be more robust in order to increase revenue. She would also like to see sale days increased from 4 to seven days a week. She believes the global marketing campaign needs to evolve to a 12 month marketing effort.

Patrice Barrentine welcomed new PDA councilmembers Abraham Dairi and Nick Setten to the committee.

3. Programs and Marketing Report
Amy Wallsmith provided the following updates regarding marketing, advertising and upcoming programs:
• On April 5 a new parking record was set. The parking page was the second visited page on the website that day and was aligned with marketing and ads for that time period. The Google ads are working by driving people to the parking page and then to the actual garage.

• A new quarterly email will start tomorrow and will be sent to the community. This will highlight PR coverage, upcoming events and advertising.

• Handmade & Homegrown videos continue to do well and April will feature the theme of upcycle. The following episode will be a mother’s day edition.

• In May there will be a presentation on the new website.

• Mary Bacarella was featured in a Puget Sound Business Journal article. Amy thanked Madison Bristol for helping curate the article. It’s in the print edition but has not been posted online yet.

• The Market was featured on New Day Northwest which featured many Market businesses as well as two of the Market’s social services. The video can be found on the New Day Northwest website.

Nick Setten asked how the new email will be distributed. Amy Wallsmith responded they will use the address list used for the newsletter and it will go out via Mail Chimp.

4. Reports and Discussion Items
A. Marketing Quarter 1 Recap
Amy Wallsmith began by reviewing the pedestrian counts for first quarter 2021. In January and February 2020 there were no pedestrian counts as the company went out of business. A new system was installed in March 2020. March 2021 pedestrian counts are the highest they’ve been since 2019. We hope this trend continues upward. Amy reviewed a chart showing pedestrian counts broken down by days of the week for January, February and March. Foot traffic is increasing mid-week from January to March.

Mark Brady left the meeting at 4:15 pm.

Nick Setten asked if the new pedestrian traffic counters utilize the same technology as the previous company. Amy Wallsmith responded no new technology is being used. However, the data shown on the graphs is comparing apples to apples from 2019 and 2020.

Madison Bristol reviewed PR highlights from Quarter 1. Madison shared screenshots from four stories from Seattle Magazine, CNN Travel, KUOW and The New York Times. Madison reviewed charts showing impressions, coverage and features January – March 2021 compared to same time frame in 2020. All three increased dramatically with 174% increase in impressions, nearly 1000% increase in features and 276% increase in coverage.

Madison Bristol reviewed internal communications. Market Insider open rate is 26.5%. Staff are currently polling readers and are hearing the Insider provides a “great overview” and they would like to receive it monthly or quarters. Tenant Alerts have shifted from 2020, which in the first quarter there were 25 COVID related TA’s compared with 10 Tenant Alert’s in 2021. Alternatively, the Tenant Alerts for general information has increased with 14 in 2021 compared with only three in 2020. This shows that the PDA is starting to share information about the Market and shifting away from COVID as shoppers return.
Madison Bristol reviewed the Concierge Email program. The open rate is increasing and more concierges are filling out a survey. Madison reviewed some of the data from the survey, including how they like to receive content and what their residents are interested in.

Tanya Sinkovits provided an overview of the website from Quarter 1. Total page views for March 2021 was higher than March 2020. Eight blogs were created from January to March. The top web pages in Quarter 1 include Plan Your Visit, Takeout, and Directions/Parking.

Tanya Sinkovits reviewed the Google My Business issue from 2020. 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 and erasing Pike Place Market’s 43,000 Google reviews. The issue was finally resolved on March 15, 2021.

Amy Wallsmith added that having a business listing on Google is so important to drawing people to the Market. Google does not know why this happened and the ranking has gone away.

Abraham Dairi asked why Google isn’t able replace the ranking. Amy Wallsmith responded they said they couldn’t do it. Tanya Sinkovits added Google suggested we reach out to each of the reviewers to re-rank the Market.

Colleen Bowman asked if there is anything she can do. Amy Wallsmith responded visit the website and write a review.

Abraham Dairi asked if the same issue happened to the Foundation. Amy Wallsmith explained the experience with Google and noted that when the Foundation was placed in management of the business listing they were great to work with to help sort out the issue.

Nick Setten asked what the plan is to restore the Pike Place Market Business Listing. Amy Wallsmith responded we have all 43,000 reviews and Tanya Sinkovits is still working on ensuring we have one listing directing people to Market information versus the listing that has now been created for the Clock and Sign. The Q&A and FAQ’s are all there and being responded to.

David Ghoddousi asked if Google is giving the Market the tools to ensure this doesn’t happen again and if there is compensation for this issue. Amy Wallsmith responded since the Market doesn’t pay into there is no source for compensation. We have not been given the tools to ensure this doesn’t happen again as this was an error that happened on the back end.

Tanya Sinkovits continued by reviewing social engagement for January – March for years 2019, 2020 and 2021. There was a significant increase on Instagram while engagement on Facebook and Twitter fluctuated more. This can be due to fluctuations in the news and one of the reasons we diversify content across media channels. Tanya shared some highlights for Quarter 1 including featuring 26 women business owners for Women’s History Month. Just outside of quarter 1 was a April Fools post that received a lot of attention, including being picked up by Seattle Met.

Tanya Sinkovits reviewed the email marketing newsletter which had an open rate of 26.2% and the average click rate is 168 per newsletter.
Madison Bristol reviewed the Love in the Market program, which was scheduled for February but was canceled due to a snow storm. The event promotion included an event press release and vertical pitching, social media advertising and two weeks of social media leading up to the event. On March 20th the 24th annual Daffodil Day was celebrated. This was the first time it was held at the Market. 6,000 daffodils were handed out at the Special Offer Tent. Daffodils ran out by 2 pm, 361 bags were handed out during the shopping promotion (13% higher than 2020 Love in the Market) which equated to nearly $30,000 in sales. Shopper demographic shifted a little bit with 68% being locals and 32% were from out of state. Media highlights included 57 pieces of print coverage, 32 pieces of broadcast TV coverage, and 20 pieces of radio coverage totaling over 1 billion impressions.

Amy Wallsmith emphasized that marketing staff work hard to get this coverage for the Market and it’s incredible that 1 billion impressions were reached for Daffodil Day. Mary Bacarella emphasized that every single piece is a one-on-one interaction with the media or with people on social media.

Tanya Sinkovits reviewed the Handmade and Homegrown Series highlights for Quarter 1. The Valentine’s edition garnered the most views on Facebook and Instagram.

Madison Bristol reviewed the Small Business Webinars. Daystall managed a Taxes for Art/Craft Businesses on March 18 and 25th. In addition there was a three part e-commerce series, the last of which was April 7. The packet includes a table showing attendance and some feedback gathered through surveys.

Patrice Barrentine suggested considering charging or offering an incentive to attend in order to drive attendance. Sometimes people don’t show up to free events.

Mary Bacarella commented that she was surprised not more people signed up or attended since e-commerce was such a huge topic over the course of last year. Patrice Barrentine wonders if people didn’t sign up as foot traffic at the Market has been picking up.

Madison Bristol continued by noting on April 14 she will be hosting a Digital Advertising and How to Use Co-Op Advertising Dollars webinar and on April 27th Daystall crafter Twyla Dill will host How to Set up Shopify.

Abraham Dairi thanked the staff for all the work their putting into these programs and asked what success looks like for media impressions. Amy Wallsmith responded a full analysis hasn’t been completed for cost per clicks and not tracked to a specific area.

Madison Bristol noted that in Quarter 1, three Co-Op submissions have been received. Madison shared how Metsker Maps takes advantage of Co-Op advertising.

Amy Wallsmith reviewed the schedule and platforms for Quarter 1 advertising as well as a pie chart showing advertising percentages. Amy reviewed the advertising audiences targeted in Quarter 1, which included:

- Broadcast TV and Radio: Seattle-Tacoma DMA
- Paid social and programmatic audience targeted videos and banners: 3 key downtown zip codes
- Paid search: King County (prioritizing Seattle)
- YouTube: Expanded downtown zip codes
- Streaming TV: City of Seattle
Amy Wallsmith shared a visual of the advertising funnel for Quarter 1. At the top is TV and radio advertising down to paid search clicks. The funnel includes awareness, interest, desire, intent and action. The action includes website visits for more information and increased sales at the market.

Amy Wallsmith reviewed the creative highlights for January, February and March. Most videos are above industry standards for watch time and click thru rates.

January
- Social Media video: Restaurant 15 second had an 11 second watch time
- YouTube video: Retail 15 second had a 0.58% click thru rate
- Programmatic video: Eateries 15 second had a 46% completion rate.

February
- Social Media Video: Restaurant 15 second had a 12 second average watch time
- Social Media Carousel: Crafts Set 4 had a 2.41% click thru rate
- Social Media YouTube Video: Retail 15 second had a 0.41% click thru rate.
- Digital Platform Programmatic banners: Restaurant Set 1: 0.49% click thru rate
- Digital Platform Programmatic Video: Eateries 15 second: 51% completion rate

March – restaurant creative was out performing all categories as restaurants reopened in Seattle.
- Social Media Video: Restaurant 15 second had a 12 second average watch time
- Social Media Carousel: Restaurant Set 1 had a 4.04% click thru rate
- Social Media YouTube Video: Restaurant 15 second had a 0.36% click thru rate.
- Digital Platform Programmatic banners: Restaurant Set 1: 0.53% click thru rate
- Digital Platform Programmatic Video: Restaurant 15 second: 52% completion rate

Nick Setten asked what qualifies businesses to use the Co-Op advertising platform. Madison Bristol responded that as long as a daystaller, farmer or commercial business is active and in good standing they can participate. Amy Wallsmith added daystallers need to be open two days a week and a commercial business open at least four days a week.

Mary Bacarella thanked the marketing department for their work. Mary has been hearing from many people in the community that people are seeing all of the ads the Market has out there. Mary addressed the comments made by councilmembers who have questioned what Marketing has been doing for the community over the last year. Marketing is so complicated and over the last 10 years the Market has not done this many levels of marketing. She asked for ideas on how to get the marketing campaigns and information out to the community to show all the work that is being done. Mary noted that at all the various city and community meetings she attends they mention the work being done by Pike Place to bring people back downtown to shop.

Abraham Dairi commented that each one of these metrics is a feat in itself. If anybody doubts the work and effort going into this, they probably don’t understand the metrics.

Patrice Barrentine asked if there is a better way to convey what Marketing is doing to the full council.
Mary Bacarella suggested including a presentation on quarter 1 marketing metrics on a future council agenda. Patrice Barrentine agrees that’s a good idea.

Colleen Bowman suggested putting together a resource guide about the impacts of digital marketing and how it translates to shopping dollars.

Abraham Dairi suggested including benchmarks for click thrus to help show how Pike Place ads compare to other marketing campaigns. Mary Bacarella agrees and we should include examples of the industries we are comparing the Market to.

Patrice Barrentine suggested simplifying the presentation and bringing it to full council.

Amy Wallsmith reviewed trademark management in Quarter 1. There are several licensing contract completed or close to completion, including Pike Brewing, Ellenos, Warner Records and a Kate Engle book with Sasquatch. There are currently eight open infringement cases and actively working to resolve. Five infringements have been resolved, including the iTunes App. Quarter 2 goals include finalizing an internal monitoring plan, finalize a new reporting process and portal, and complete new trademark paperwork. Amy noted that the Public Market sign is trademarked and she’s not sure why people have been told they could use that sign.

Colleen Bowman noted that in the past there was a full time employee handling trademark so if Amy needs additional resources to help with this she should let them know.

B. Flower Festival/Mom’s Market Day Overview
Madison Bristol began by sharing the new logo created for the event. Madison reviewed the event overview which notes Flower Fest will be held May 8 and 9th with Mom’s Market Day on May 8th. The event descriptions were shared. Goal 1 for the event is to continue to bring people to the Market and encourage them to shop. Goal 2 is to continue to build a loyal audience through the pandemic...

Madison Bristol reviewed the event details.
Saturday and Sunday: Flower farmers along Pike Place with socially distanced farm tens and traffic flow
Saturday only:
- Special shopping offer tent with a 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.
- Live mural painting in the MarketFront Pavilion with Market crafter (tentative)
- Photo Op – take a photo in front of our local love backdrop with your flowers and Market day goodies.

Madison Bristol reviewed the PR and communication plan. External communications will include press release, story pitches and the downtown concierge newsletter. Internal communication will include Market Insider, call for business participation and Tenant Alerts.

Tanya Sinkovits reviewed the digital content plan. The website will include an event page, feature the event page on the homepage, feature Handmade & Homegrown episodes prominently on homepage, write a Mother’s Day Gift Blog and feature flower farmers in flower blog.
Amy Wallsmith reviewed the event paid advertising plan. Traditional advertising will include KUOW and KING and KOMO TV spots. Social media will have paid advertising on Facebook and Instagram. Digital media will include AAA membership email blast going to 96,000 WA members. There will also be digital ads in several neighborhood newspapers including Queen Anne & Magnolia News and the Bainbridge Islander.

Nick Setten asked if there are any contingency plans if King County has to roll back to Phase 2. Amy Wallsmith responded the internal programs team is monitoring King County’s COVID numbers and the event will be adjusted if the rates continue to go up. Ivy Fox added the farm layout is being designed under a more restricted Phase 2. We are also working only with farmers exempt from permit from the health code.

Patrice Barrentine is curious to see if there is a correlation between the AAA membership email blast with parking stats for that weekend.

Amy Wallsmith thanked her team members for caring about the Market and working hard to draw people down to the Market.

5. Public Comment
Joan Paulson commented the Market is doing better in 2021 because it stayed open for business in 2020. It stands out in the community due to the community. She commented that marketing has historically been for the tourist season, May – October. Due to the lack of cruise ships a 12 month robust result is necessary to bring the revenue in. She believes the current marketing program leaves out 25% of the population who don’t have a computer.

6. Concerns of Committee Members
Gordie McIntyre thanked the marketing team for their work, especially for advertising in the neighborhood newspapers and addressing the bogus Apple App. He suggested placing ads in Portland, Minneapolis or Boston as people may be looking to Seattle to travel now that COVID restrictions are loosening up.

Nick Setten thanked Patrice Barrentine for a well-run meeting.

7. Adjournment
The meeting was adjourned at 5:46 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Flower Fest Success May 8th & 9th, 2021!

Flower Festival Map
Recap coming in June!
Summer 2021
CSA Preview!
1. Increase Farmer Participation and Investment in CSA Program through increased communications, expectations and long term farm planning incentives, “You plant it, we’ll buy it!”

2. Increase revenue and value of each share as well as number of shares offered

3. Increase visibility of farmers and farm program at Pike Place Market PDA sharing our focus of supporting local, BIPOC, immigrant and women owned farmers (telling the story backed by data).

4. Education and information sharing!

5. Opportunities for feedback and support!
CSA Program – Operations

• In Progress: Spring CSA Pilot with the Commons (40 half shares)

• In Progress: Fresh Bucks 2 Go (150 half shares)
• Summer Pike Box Goal: 350 shares--100 Commons+100 Public + 150 FBx2Go

• CSA Packing Tuesday Distribution
  Wednesdays

• Two sessions with potential 3rd Harvest session:
  Session 1: June 16th-Aug 11th (9 weeks)
  (Break August 18th)
  Session 2: Aug 25th-Oct 20th (9 weeks)
  (Break Oct 27th)
  *Harvest Session: Nov 3rd-Nov 17th (TBD)*
Pike Box CSA Sessions and Changes!

• Subscription per 9 week session:
  Half Share $18 ($162*) 4 items
  Full Share $30 ($270*) 7-8 items
  Flower Share $20 ($180*) market farmers
  Egg Share - Stokesberry Farm Dozen $8 ($72*)

• New Distribution home TBD!

• Updated FAQ and language around natural disasters, pandemics and general safety

• Work with our intern and Marketing to design new materials: Fresh sheets and recipes, Weekly CSA newsletter and farmer biographies!
Information Sharing, Feedback Opportunities and Evaluation

- Surveys to current and past CSA members (ongoing)
  - Did programs reach one or more stated goals?
  - Did program participants have concerns/comments/connections?
  - Did staff have concerns/comments?
  - Did attendees have concerns/comments?
  - Are there ways to shift and adapt during the season? Next season?
- Financial evaluation of programs (ongoing)
  - Cost/benefit analysis for programs and changes to operations
- End-of-season evaluation
  - Internal/PDA staff evaluation, survey, etc.
  - External/PPM community/program participants evaluation, survey, etc.
Join Us!

We invite you to enjoy and delight in the unique offerings and flavors of Washington!

Public sign up begins Monday 05/10

https://csa.farmigo.com/join/pikeboxcsa
2021 Partnership
Partnership Overview

Pike Place Market was invited by the Woodland Park Zoo to participate in their Wild at Heart social and PR campaign.

For this campaign the Market and the Zoo will be producing seven photos to represent the different parts of the Market including, Grocery, Entertainment, Craft, Farm, Restaurant, Retail and Community.
Why Woodland Park Zoo?

MISSION
WOODLAND PARK ZOO SAVES WILDLIFE AND INSPIRES EVERYONE TO MAKE CONSERVATION A PRIORITY IN THEIR LIVES.

Similarly to the Market, the Woodland Park Zoo has been around for over one hundred years (founded in 1899). The Zoo is a destination frequented by local adults and families.

- Over 35,000 member households, with the vast majority being multi-person households in the Seattle area.
- Over 1 million visitors each year
- 70% of the zoo’s social media followers are women aged 25-64

Zoo Social Media at a Glance

- 80.5K Instagram Followers
- 193.6K Facebook Followers
- 32.4K Twitter Followers
- 40.7K YouTube Subscribers

Wild at Heart Campaign to Date

- 800,000 impressions and over 50,000 engagements on the Zoo’s social channels alone.
<table>
<thead>
<tr>
<th>Category</th>
<th>Photo Concept</th>
<th>Zoo Messaging</th>
<th>Market Messaging</th>
</tr>
</thead>
<tbody>
<tr>
<td>GROCERY</td>
<td>Fishmonger tossing fish to Grizzly</td>
<td>Healthy diets, animals care</td>
<td>Shop the Market and delight in the fresh, best-tasting and highest quality ingredients</td>
</tr>
<tr>
<td>ENTERTAINMENT</td>
<td>Market Buskers with guitars in the G-O-A-T pen</td>
<td>Appreciating the beauty of wildlife, graceful movement like performers</td>
<td>Feel the energy of the Market, take in the sounds and entertainment that make the Market a unique experience</td>
</tr>
<tr>
<td>CRAFT</td>
<td>Market Crafter, in the Giraffe Pen painting</td>
<td>Appreciating the beauty of wildlife</td>
<td>Largest selection of 100% handmade, one-of-a-kind goods</td>
</tr>
<tr>
<td>RESTAURANT</td>
<td>Guinea pigs enjoying a meal at Market Restaurant</td>
<td>Healthy animals, healthy diets, shop and support local businesses</td>
<td>Taste your way around all nine-acres, enjoy cuisine from all over the world</td>
</tr>
<tr>
<td>RETAIL</td>
<td>Porcupine at Retail Store</td>
<td>Caring about our local treasures</td>
<td>Market treasures fill the Market with something special around every corner</td>
</tr>
<tr>
<td>COMMUNITY</td>
<td>Preschool kids in the Secret Garden with an Ambassador animal</td>
<td>Gratitude for our community supporting us through the pandemic</td>
<td>Our Market community is resilient, inclusive, and supportive</td>
</tr>
<tr>
<td>FARM</td>
<td>Boa constrictor at a farm Daystall table</td>
<td>Empathy, beauty in all animals,</td>
<td>The tradition of Meet the Producer and world-class flower bouquets is alive at the Market</td>
</tr>
</tbody>
</table>
Interactive Pop-Up Murals

To accompany the photos four Market artists will be completing interactive pop-up murals throughout the Market to be revealed with the campaign.

The Murals will also be a scavenger hunt in partnership with the Zoo.

**Mural Artists:**
Grocery Mural – Rosie Fern (Market Crafter)
Craft Mural – Wais Ali (Market Crafter)
Retail Mural – Ariel Parrow (Atlantis Collective)
Farm Mural – Mallory Milke (Gradient Art Gallery)
April 28: Zoo Photoshoot *(complete)*

May 17 & 19: Market Photoshoot

May 24 – June 1: Mural Paintings

June 1 – June 29: Month Long Campaign

*Releasing photos every Tuesday in June, with month long social media video, photos and teasers*

- June 1 – Retail* and Craft*
- June 8 – Farm* and Grocery*
- June 15 - Restaurant
- June 22 – Entertainment
- June 29 - Community

*Accompanying murals released*
2021 New Website
New Website Features

- **Mobile-Friendly & Accessible**
  - Easily usable on a mobile device inside or outside the Market
  - Uses Google Translate and icons to help non-English speakers

- **Robust Market Directory & Ecommerce**
  - Businesses control their listing
  - Each listing links to business’s 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

- **New Council Portal**
  - Streamlined and searchable website designed specifically for council information management. Look for more information and Council training soon.

- **Trip Planner/ Itinerary Builder**
  - Allows visitors to create itineraries using directory listings
  - Itineraries can be saved and shared for their Market Day

- **Interactive Map**
  - Easily usable on a mobile device inside or outside the Market
Current Status

Timeline: Where we are at!

- **Currently: Adding content to the website**
  - This includes adding web pages; directory listings for all businesses, crafters and farmers
  - The Trip planner functionality is in development
  - The Interactive Market map is in progress with refinements to the design being made
  - Photography projects including taking photos of crafters and farmers Daystall setup for their directory listing
  - Checking, editing and finalizing website functions and new features

- **Usability Testing**
  - PDA will select testers both inside and outside the Market

- **Classes with Market Businesses**
  - These classes will allow our Market businesses to see the website before it’s launched
  - Show Market businesses how they can edit and add to their directory listing

**Tentative Website Launch: Early to Mid July**
New Features

- Front page image carousel
- Directory quick search bar
New Features

- Market News section highlights up to 6 blog posts.
- Feature automatically slides to show more posts.
New Features

• This section highlights different businesses categories & Market Days

• Arrow buttons have a neon effect when clicked or tapped
New Features

- This 3 image carousel celebrates our community
- Photos and buttons can easily change
New Feature

- Highlights 3 upcoming events on our events calendar
- Slides to show up to 10 events
New Feature

• This section highlights pages that are helpful to visitors. The photos and buttons can be changed at anytime.
New Feature

- Shows our history on visual cards that slide back and forth
New Feature

• Most recent 10 images from the Market’s Instagram will appear in this section.

• Easy way for us to show off our wonderful Market
Website Design - Homepage Mobile
New Feature

- Visual, searchable directory
New Feature

- Each business, crafter and farmer will receive a directory listing
- Social services and iconic Market landmarks such as the Gum Wall and Rachel the Piggy Bank will also receive a directory listing
Directory Listings include:

- Photo of business
- Bio/business description
- Add to Market Day button
- Shop Now button
- Website
- Address/phone number
- Links to social accounts
- Curbside pickup/takeout icon
- Charitable Partner icon
Businesses can add:

- External link menu
- Embed videos
- Add more text/ longer bio, history section, meet the founder

Why are we called Robot vs Sloth?

People often ask why robots, why sloths? Qiu Ru, here – owner and creator of Robot vs Sloth. Well in the 90s Seattle had a terrible sloth problem. By 1999 they were everywhere. So many sloths people were stepping on them, they’d fall out of their cups and their nos. They’d climb buildings, jerry build, walk on plastic. So we decided to be Robot vs Sloth. Raising awareness on sustainability.
Businesses can add:

• Clickable image carousel that allows businesses to feature special products or to announce a sale

• Optional downloadable PDF feature allows businesses to easily share PDFs.
Businesses can add:

- Businesses can add up to three events to their listing
- Businesses can add up to three blog posts that they are tagged in

Our Events!

Dec 03, 2021 Poetry Reading: Motherhood

Parents, mothers, poets. Join us for the reading hour, or happy hour, or the hour after bedtime (if you’re on the east coast!) for a special reading of poems about motherhood in an uncertain time.

We'll be full of fear and rage; palace and beauty. Featuring Anastasia Renee, Keeke Keipers, Jonnie Ison, Matty, Jenudoku Bejot and Margot Kahn.

Read More

Dec 08, 2021 Handmade & Homegrown: Virtual Shopping List

You can find some of the best handmade jewelry, art, and one-of-a-kind gifts in the Pike Place Catfish Market. In our Handmade & Homegrown Facebook Live series, we're taking you to our Catfish Market and introducing you to the artists behind one of the largest and most diverse Catfish Markets in the U.S.

Know below to get notified when we go LIVE!

Read More
Businesses can add:

- Businesses can embed their Instagram accounts at the bottom of their directory listing
Coming Soon...

In Progress

- **Mobile-Friendly & Accessible**
  - Easily usable on a mobile device inside or outside the Market
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- **Trip Planner/ Itinerary Builder**
  - Allows visitors to create itineraries using directory listings
  - Itineraries can be saved and shared for their Market Day

- **Interactive Map**
  - Easily usable on a mobile device inside or outside the Market