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, July 14, 2020
Time: 4:00 p.m. – 6:00 p.m.
Location: [Link to Zoom Meeting] OR dial +1 253 215 8782, Meeting ID: 879 4123 2312, password: 742673

Committee Members: Patrice Barrentine (Chair), Paul Neal (Vice-Chair), Betty Halfon, David Ghoddousi, Colleen Bowman, Mark Brady and Ali Mowry

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter</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</td>
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<td></td>
<td>Minutes for June 9, 2020</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>4:15pm</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith</td>
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<td>4:35pm</td>
<td>IV. Reports and Discussion Items</td>
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<tr>
<td></td>
<td>A. Daystall and Busker Program Update</td>
<td>David Dickinson</td>
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<td></td>
<td>B. Farm Program Update</td>
<td>Leigh Newman-Bell</td>
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<td>C. 2020 Marketing Plan, Revised Advertising – Creative - PR</td>
<td>Amy Wallsmith</td>
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<tr>
<td>5:40pm</td>
<td>V. Public Comment</td>
<td>Chair</td>
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<tr>
<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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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.

Tuesday, June 9, 2020
4:00 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/86853343062 OR dial +1 253 215 8782, Meeting ID: 868 5334 3062

Committee Members Present: Paul Neal, David Ghoddousi, Colleen Bowman, Mark Brady, Betty Halfon

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, John Turnbull, Karin Moughamer, David Dickinson, Zack Cook, Tanya Sinkovits, Madison Bristol

Others Present: Joan Paulson

The meeting was called to order at 4:00pm by Paul Neal, vice chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.
   B. Approval of the Market Programs Committee May 12, 2020 Minutes
      The May 12, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    None.

III. Programs and Marketing Report
    Amy Wallsmith started by thanking the Marketing team for all of their hard work as they are being pulled in many directions right now.

    Amy Wallsmith then shared that 53 Tenant Alerts related to COVID-19 have been shared with the community. In addition, the Neighborhood News page on the website continues to be a resource for information related to COVID-19 and how our tenants can reopen their businesses. Media requests are focusing on reopening and how businesses at the Market have adapted. Staff are currently working on two pieces with the Seattle PI and the LA Times regarding the Market’s safe opening.

    Amy Wallsmith provided updates on social and website. Instagram gained 3,000 new followers in April and 2,800 in May (average is 2,000). Instagram is the main social media platform that the Market has seen increased engagement with. Website is being updated multiple times each day and
staff are currently working to revise the “We Are Open” blog. New blogs include information on restaurants with dine-in options and retail stores opening. Information has also been added regarding Pike Box, which are now available to purchase. The team is working to support the Market Foundations fundraising event through social media as well as the website.

Amy provided an update on Father’s Day plans. Staff are pitching gift guides and live events, such as the Facebook Live video that is being created with Seattle Cutlery. Amy shared the video created that highlights places people can shop for Father’s Day gifts.

Amy reviewed the ways the Pike Place Market is participating in Black Lives Matter. This is being done by amplifying the black voices and businesses at the Market. The Market participated in BlackOutTuesday and that has been followed by social media posts featuring black businesses owners at the Market accompanied by quotes they provided. The PDA Council chair Rico Quirindongo has also participated and a video featuring him will be featured on social later this week. In June additional stories will be shared for Pride month. On June 19th the social media avatar will be a rainbow.

Amy Wallsmith next provided a brief overview on the locals campaign. This campaign will be strongly focused on digital media and will focus on locals, including those in the “drive market.” Those are people who are able to drive to the market for the day (1-2 hours away.) There will be a lot of digital advertising which allows for real-time creative changes, no fixed commitments, and increased data, measurement, and targeting capabilities. Advertising is seeing customers move from a 50/50 digital focus to 100/0 digital to print. Amy is also exploring a number of options, including some sort of printed piece to hand out at the Market and influencers. This is a plan that is flexible and can be adjusted throughout the year. The topics will change with what is relevant to the Market at that moment.

Amy Wallsmith noted that starting next week the early bird parking rate will go to $10 for in by 9:30 am out by 9 am. This is a way to give back to the community and allows for the general market/community employee that is less than the monthly parking rate. Mary Bacarella added that staff will keep an eye on this and adjust as necessary. She still has not heard what rates the City will be charging for parking during Phase 2.

David Ghoddousi asked for clarification on the locals campaign and a term that Amy used regarding audience. Amy Wallsmith responded that term was “drive market” which is an audience that is an hour to two hours outside Seattle.

Colleen Bowman asked how the early bird parking is going to be advertised. Amy Wallsmith responded that built into the locals campaign, garage advertising will pick up again. For now, that rate is just being advertised to the Market community though a TA. As more and more people return to the Market, the advertising will expand out to push the early bird rate to the drive market.

Paul Neal thanked marketing staff and he recognizes how hard everyone is working and the energy being put into continually updating messaging. He applauded the Market’s participating in BlackOutTuesday and feels the Market needs to be a part of this conversation. He believes it’s the absence of voices that will be remembered.
Paul Neal asked if Amy has any thoughts on why Instagram numbers were up so much. Amy Wallsmith responded that more people are working from home and looking for breaks and spending more time on social media.

Paul Neal asked if there is an update on Rally for the Market participation. Amy Wallsmith responded the name has been changed to Support the Market. The PDA is pushing it out on social and so far there are 200 RSVPs. Many people on the Facebook event have not RSVPd probably because people interested feel they can just watch it live on Facebook. Paul Neal noted it wasn’t clear to him why he should RSVP.

Paul Neal asked if there are any specifics that can be shared for Pride. Amy Wallsmith responded it will most likely be similar to last year and she can share details next week. Mary Bacarella noted it won’t be as visible since we won’t be able to repeat the craft night market.

Paul Neal has heard from some Market tenants that people visiting from farther away aren’t tending to wear masks. Amy Wallsmith noted that we’re trying to call attention to this via the shopper’s oath that have been posted throughout the Market. She said more can be done to help set the standard of mask wearing. Mary Bacarella added we’ll need to constantly be telling people to wear a mask. There is hope that the statewide mask directive will help educate people.

Colleen Bowman added that the Foundation will have a board meeting two days before Support the Market and will send an email inviting council members to the June 16th board meeting. Colleen added that Juneteenth is also June 19th and to remember our black community on that day.

IV. Reports and Discussion Items
A. Daystall Program Update
David Dickinson began by noting that reopening plans are being drafted and the current plan is for daystall craft to begin on a limited basis sometime during Phase 2. A draft plan was shared with the daystall community a couple weeks ago along with a survey seeking feedback on the plan. The survey results included:

- 111 responses
  - 11 farm
  - 100 daystall (roughly half of the community)
- 70% responded they will return, 5% no, 20% unsure
- When asked when they think they will return:
  - Phase 2: 17%
  - Phase 3: 14%
  - Phase 4: 22%
  - Unsure: 47%

Included in the survey was the opportunity to provide concerns or questions. There were concerns about how to provide safe shopping options, concerns about health and safety, concerns about not enough tables, questions about turnaways, barriers, the pavilion, and more. Staff are still reviewing the results and including them into a revised plan which Mary will review shortly. That revised plan should be sent to daystall soon. Once the plan is out, David is considering a Zoom community meeting to review the plan.
David Dickinson shared an image of the daystall table layout, revised to comply with physical distancing. He feels this map will allow for a good mix of farm and craft during Phase 2 and doesn’t feel like there will be any turnaways. The map shows 8’ tables for farmers and craft with 4’ buffer in-between that cannot be used by the vendor. The inside slabs cannot be used as there is no way to provide a 6’ safety zone and will be closed until further notice. Outside slabs will require further review to include a 6’ safety zone. The Pavilion should be available in Phase 2 and he’s hoping to get 20 tables in there. That results in 40 weather protected craft tables for Phase 2. This layout will change as people become more accustomed to physical distancing and as the state moves into future phases.

David Dickinson is considering reviewing the craft re-opening plan at the July programs meeting. In addition, he would like to continue the Daystall Rules Review. Until the city is in Phase 4, the Daystall Rules are in a modified state. At this time Daystall attendance requirements are on hold until Phase 4 and there will be a transitional program for those wanting to return during Phase 2 and 3. David does not see reinstating Daystall Rules until Phase 4.

Colleen Bowman asked if we could place crafters who sell face coverings in prominent or non-traditional spaces in the Market, such as near the Clock and Sign. David Dickinson responded that is something he has discussed with John Turnbull and would need further discussion. He would have to see if there are any mask makers that are considering returning in Phase 2.

David Ghoddousi asked for clarification on the percentage of crafters who said they will return to the Market. He heard that 70% said yes, 5% no, and 20% unsure. For when crafters will return he heard Phase 2: 17%, Phase 3: 14%, Phase 4: 22%, Unsure: 70%. David Dickinson clarified unsure is 47%. David Ghoddousi asked what the results for the farmers were. David Dickinson responded that 11 farmers answered the survey. Of those 11, 10 want to return and 1 is unsure. 7 of 11 want to return in Phase 2. Most farmers seem to be willing to return and the lower number of responses may be due to language barriers.

David Ghoddousi asked at what phase the buskers will return to the Market. David Dickinson responded there have been discussions on this. Staff are considering welcoming them back in Phase 2, however, performers, including singers, may need to wear masks. There will be a very cautious approach to buskers in Phase 2 and see how it goes. Mary Bacarella responded it will be difficult with singers due to the projection of droplets into the air.

David Ghoddousi reiterated that daystall attendant will not be enforced until Phase 4. David Dickinson confirmed that.

Betty Halfon suggested the Market could purchase paper masks to hand out to people who do not have any. Mary Bacarella responded staff have looked into that and it is very expensive to buy masks.

David Ghoddousi asked if daystall crafters will have the opportunity to open in Phase 2. David Dickinson responded yes.

B. Farm Program Update
Zack Cook began with an overview of the farm reopening plan. During Modified Phase 1 farmers will be allowed to sell Thursday and Saturday, starting this Thursday, with food, flowers, and value added products. An FAQ was sent to farmers to help with any questions they may have. There will be table
spacing to ensure physical distancing and tables assigned according to Daystall Rules. No samples or prepared food required. Also, there can be no selling on the street until SDOT reinstated the Market’s street use permit.

Zack Cook reviewed the remote farmers market program. The original plan was to run four markets at City Hall, Denny Regrade, South Lake Union and First Hill. Unfortunately, since many employers are not requiring their staff to return to work in the office, it doesn’t seem to make sense to offer a remote market during 2020. He has reached out to farmers and they are understanding and those who can will focus their efforts on selling at Pike Place Market.

Zack Cook next reviewed the Fresh Bucks to Go CSA which is funded by the City. The current contract runs through August and all indications point to this contract being renewed again in September. The original delivery sites have been closed due to COVID-19. As a result, the City has allowed for flexibility in delivery sites and they are currently delivering to school lunch sites in NE Seattle. The City eliminated some performance metrics.

The summer Pike Box CSA starts next week. The original plan was two seasons for a total of 5,200 shares. Due to COVID-19, the seasons have been broken into three for a total of 5,300 shares:

- 340/wk for 10 weeks (summer)
- 200/wk for 8 weeks (fall)
- 100/wk for 2 weeks (Harvest)

This plan allows for flexibility and less staffing and will bring the focus back to Pike Place Market. The Commons has been handling all of the sales for food access customers and farm staff will deliver boxes directly to the Commons. This year all funds will be collected in advance and reduce a lot of staff time that went into tracking payments.

Zack next reviewed farm development for 2020. In response to COVID-19 staff have been providing individual business support consultations with farmers and providing assistance in apply for loans and grants. This year flower festival had to be adjusted and the farm team experiment with using the CSA software to sell pre-order flower bouquets as well as CSA boxes. The sales goal was met and sales totaled over $40,000. Leigh Newman-Bell has been helping with a lot of Safety Net requests. Lastly, two weeks ago staff submitted an application for a $287,000 Local Food Promotion Program grant to expand expansion of the CSA program and fund a social media training program for immigrant farmers.

David Ghoddousi asked if staff expect to provide 250 boxes. Zack Cook responded the goal for the first season is 340 shares and about half have already been sold. They are looking for ways to allow people to sign up for boxes during the first few weeks if 340 is not met next week.

David Ghoddousi asked for confirmation that all remote farmers markets are on hold for 2020. Zack Cook responded yes, that is correct.

Colleen Bowman asked if the farmers are returning this Thursday to the Market. Zack Cook responded yes, this Thursday, June 11.

Paul Neal understands why the remote markets are on hold for 2020 but it could be an opportunity to promote farmers return to Pike Place Market in the locals marketing campaign. Paul noted that he
likes the three seasons for the Pike Box and looks forward to hearing how that works out. Paul also really like the idea of the LFPP grant. He asked if there is anything council members could do to support the application. Zack Cook responded the application is already in and there isn’t a way to amend the application. He feels that it’s a strong application and we’re just waiting for the decision in August.

V. Public Comment
Joan Paulson appreciated hearing there are daystall and farmers that are ready to come back and they should be promoted to the downtown community. Joan noted her comment about the 2019 annual report in which revenue for farm and daystall is over $1.1M and she estimates that revenue will be reduced to $300,000 this year. She thinks that information should be shared with downtown and Seattle to get people to come down and support the daystallers and farmers. Joan wondered if gift cards could be provided for the public to buy. That would give direct money to the daystallers and farmers. Joan likes the idea for the buskers and she noted the buskers started legitimately in the Market in 1983. Maybe there is a two part reintroduction of the buskers: those who sing and those who are instrumental. Joan likes the farm development program and she recommends doubling it in the future. She is also happy that parking is an instrument in marketing.

VI. Concerns of Committee Members
David Ghoddousi asked for clarification on reopening and an alert to merchants with some direction for reopening. Mary Bacarella responded that three Tenant Alerts have recently gone out and tomorrow another TA is going out with hours by building. The DownUnder is open Thursday – Sunday and that was included in a TA. Staff are trying to find out from the tenants on who is opening and when. Mary noted that things got confusing when Phase 1.5 happened as staff were moving towards instruction for Phase 2. She wonders if there is possibly too much information out there making it confusing. Security has been working with commercial staff to ensure buildings are set to open at appropriate times.

Paul Neal noted that this information is changing so fast and to tenants it’s probably causing some confusion.

Colleen Bowman thanked staff for keeping up on all the communication on reopening.

Paul Neal thanked everyone for their time today.

VII. Adjournment
The meeting was adjourned at 5:32p.m. by Paul Neal, vice chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
2020 Marketing Plan
Revised Advertising – Creative - PR

Plan Your Visit
Shop Groceries
Dine-In/Takeout
Retail

Shop Flowers
Online Shopping
Delivery
Shop Gift Cards
State of Downtown Seattle

Wednesday, July 8 at 12pm / Downtown Seattle - Westlake Center

5th Ave

Pine St

4th Ave
State of Downtown Seattle

Wednesday, July 8 at 12pm / Pike Place Market

Pike St and Pike Pl

Under the Clock and Sign in the Arcade
**Pike Place Market Pedestrian Counters**

**Weekly Trend for the year**

**Monthly Trend for the year**

July we have seen more pedestrians than in the entire month of April. And not far from beating May’s number with only 13 days into the month.
Pike Place Market Pedestrian Counters

Daily Comparison / Weeks:
• June 29 – July 5
• June 22 – 28

Daily Comparison / Weeks:
• July 6 – 12
• June 29 – July 5
This is where we started 2020

Marketing Goals/Strategy

STRATEGY  Make It A Market Day!

Through investing in our local community and creating opportunities for our tenants and merchants we will support the growth of Seattle's largest community of small independent businesses.

GOALS

GOAL 1
Bring people to the Market, encourage them to shop local

GOAL 2
Build an audience of new locals to engage with Market businesses and continue the tradition of Meet the Producer

GOAL 3
Support and engage with commercial tenants, day stall/farm and the community to strengthen the Market
Revised

Advertising Campaign Creative

Videos • Digital Advertising
Print • Direct Mail Piece
Campaign: How we got started

Close your eyes. What is the color of the Market?

What is the voice? (human, experienced, uncommon, salt of the earth, graced with clever humor, not too serious)

What is the music? (of the soul, cool, timeless, eclectic, imperfect, uncomplicated, pleasing, surprising, laced with energy.)

What is the vibe? (there’s beauty, there’s soul, there’s something for every local, there’s personality.)

How do we be relevant? (address the state of now—we’re all tired, we need a break, we need it to be easier, we’re stuck at home. Address how this is an advantage and how we can help the customer.)

How do we get attention? (cleverness, a little gritty, a little pretty, a little tongue-in-cheek, a reminder of the sheer variety, and the close, convenient proximity, It is there is Market.)

What does the audience want? (This is escape, convenience, romance, medication, enticing, comprehensive, pure fun, right next door, and there’s never been a time like this.)
Pike Place Market - Where Seattle Eats, Shops, Meets and Rejuvenates
As part of the first wave of recovery marketing, this video and digital ad campaign series encourages our locals to come visit their Market in the summer of 2020. We inspire them, we educate them and we are welcoming them back to their Pike Place Market.
There’s never been a better time.....
C’mon down. You deserve it.

The tourists are home.
It’s all yours to roam.

Parking galore.
Handmade art and more.

No crowds in the way.
Make it a day.

There’s beauty
There’s soul
It’s the best place to stroll

No crowds to fear.
Get your butt down here.

Less Congestion.
Better Digestion

Fewer touristas.
Happy baristas.

There’s never been a time like this to be at your world famous, one and only, open-air market.
Own it, Baby.

Hang out. Relax. Recuperate. It’s been a long summer.
DIGITAL ADS

100+ different ad sets
56 different creative designs
Featuring our businesses
UGC content

Digital Ads Categories
- Restaurants (Commercial)
- Eateries (Commercial)
- Grocery Shopping (Commercial and Farmers)
- Retail (Commercial, Crafters)
- Handmade Art (Crafters)
- Service (Commercial)
- Experience (Commercial and Buskers) – Waiting for Safe Start Phase 3 or 4
Creative

VIDEO

July Videos

• Where Seattle Eats, Shops, Meets and Celebrates – General Video
• Where Seattle Eats (Restaurant focused) “We are back” Restaurants are Open!
• Where Seattle Shops (Grocery focused) “There’s never been a better time to get the freshest groceries in town”
• Where Seattle Shops (Retail focused) “A one of a kind trip...art galleries, handmade art, unique treasures and more...all in one place”
• Where Seattle Eats (Eateries focused) “Taste your way through the Market”

Coming late summer/early fall:

• Where Seattle Meets
• Where Seattle Rejuvenates
Campaign Timeline
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<td>Direct Mail</td>
<td>Downtown Core targeted with an incentive to visit the market like a fire hose bag etc.</td>
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Top-Funnel Tactics

Streaming Television • Broadcast TV
YouTube • Audience Targeted Video
Radio • Print • Digital Local Publications
### Television

**Demographics:** Primary Adults 25-54  
**Content:** Local News & Mariners  
**King 5 News** was chosen because it’s a top-rated news station for adults 25 - 54 with competitive rates and bonus spots.  
**Mariners** were chosen in order to garner some big exposure as the ratings are expected to be very high due to pent up demand for local sports.  
**KPI:** 18% Reach and 2.5 Frequency  
**GIMPS:** 535,000  
**CPM:** $11.90

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<th>Spot Length</th>
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<th>WO 7/27</th>
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Seattle is a top NPR market, so big that we require two NPR stations! They have very little duplication in listenership and both reach our urban, educated audiences interested in dining out, shopping and supporting local businesses.

Demographics: Adults: 25-54
GIMPS: 1,010,000
KPI's: 10.3% Reach and 3.8 Frequency
CPM: $10.00
Timeline: July 20 - Aug 9
**Seattle Met**

*Seattle Met* is available at more than 900 newsstands, specialty grocery stores, and local retailers throughout metropolitan Seattle.

- **60%** Eat at full-service restaurants 5 times per month
- **29%** up to 10 times per month.
- **76%** Will attend food, drink, or wine tastings

**Circulation:** 50,069  
**Readership:** 278,603

**Package Includes:**
- Full Page Print Ad - Premium Placement (July/August) Edition On Newsstands July 23 - September 24th
- Sponsored Content Story (August)
- Holiday Gift Guide Print Ad and Digital elements (Nov/Dec)
KPI: 0.4 CTR
Timeline: July – September, 2020

Package Includes:
• 1 Dedicated Email Blast
• 14 Slog Native Blog Posts
• 7 TOC Landing Page
• 3 Tweets
• 4 sponsored posts Facebook
• 1 week - Things to Do Mobile App
• 2 Featured Events - Things to Do Eblast
**Streaming Video & Display**

**Audience Targeted Impression Bidding**

**Audience:** Locals who haven’t been to the Market since beginning of March 2020.

**Geographic Targeting:** The City of Seattle

**Video KPI:** Completion Rate (30%)

**Display KPI:** CTR

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**Audience:** People who live near the Market

**Geographic Targeting:** Downtown ZIP Codes (98104, 98121, 98101)

**KPI:** Completion Rate (30%)

---

**Audience:** People who live near the Market

**Geographic Targeting:** Downtown ZIP Codes (98104, 98121, 98101)

**KPI:** Reach, Impressions
Due to the recent boycott of Facebook/Instagram by over 800 national companies, Pike Place Market has decided to be a leader on a local level and boycott Facebook/Instagram for July (and August) to demonstrate our support for those who have been affected by the hate speech on the social media platforms. Facebook has began taking a 7 step approach endeavoring to be more transparent in who is responsible for certain content because of this backlash.

**September Social Media Advertising:**

**Tactics:**
- Boosted Posts
- Blogs
- Videos
- Events and More!

**Audience:** People who live near the Market

**Geographic Targeting:** Downtown ZIP Codes (98104, 98121, 98101)

**KPI:** CTR of .25 and Completion Rate of Videos

Detailed targeting for social media audiences will vary depending on Market initiative we are pushing.
Public Relations

Top-Funnel Tactic
Weekly Media Pitches
# July PR Editorial Calendar

## Upcoming Stories:
- CBS – How COVID has effected the small business economy and ways PPM businesses have adapted to survive COVID
- SeattlePi – Farmers and Crafters are Back!

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
</tr>
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</table>
| Jun 29 – Jul 3 | Farm and Craft are back!  
Patios for kicking off the Fourth |
| Jul 6 – 10 | Who’s Open? |
| Jul 13 – 17 | • Pick up your favorite farm fresh products. Highlighting goodies visitors will find when they shop farm.  
• Press Release: What Is Happening at Pike Place Market  
  o Who’s Open? By category (time/date)  
  o Other ways to utilize the Market  
• The weather is here and so are our patios! (Kick off the weekend!)  
  Visual roundup of all outdoor seating (best for happy hour, best views, unique finds, etc.) |
| Jul 20 – 24 | • What will you find when you when you visit our craft line?  
  o Highlight crafts visitors will find when they shop craft.  
• There’s Never Been a Better Time to Come to the Market  
  o Where Seattle Eats – a focus on the restaurants  
• Highlighting businesses who have innovated and evolved during COVID |
| Jul 27 – 30 | • There’s Never Been a Better Time to Come to the Market  
  o Where Seattle Shops – Pending |
Mid-Funnel Tactics

Facebook • Instagram
Audience Targeted Video • Video Retargeting
In-Market Audience Retargeting with Video & Display

Video Retargeting Impression Bidding

Audience: Based on Creative (people in-market for gifts; or prefer shopping brick-and-mortar; or home chefs; etc.)
Geographic Targeting: Seattle Metro Area
KPI: Completion Rate (50%)

Video Retargeting Impression Bidding

Audience: People who watched 100% of a video ad previously
Geographic Targeting: United States
KPI: CTR (0.05%)
Bottom-Funnel Tactics

Retargeting • Google Search
Waze • Direct Mail
Direct Mail Campaign

We all enjoy getting something special in the mail. Most of us have from time to time received a packet of post cards that we cannot wait to unwrap, and explore each one as a special message and piece of art.

Our direct mail campaign will feature a mailing to downtown Seattelites that arrives as a packet of postcards, each one featuring special photography and graphic images and statements about Where Seattle Eats. Shops. Meets. And Rejuvenates.

We will feature categories like DownUnder, Restaurants, eateries, bakeries add more. The message on the back reads like a message from one human to another human, talking in a voice of the joy and experiences of being at the Market.

**Audience:** 28,740 Households living directly around the Market.

**Date:** August

**Geographic Radius:** Downtown Seattle

- North: Denny Way
- South: Edgar Martinez Way
- East: I-5
- West: Waterfront
Digital Traffic Drivers

**Audience showing sincere interest in visiting the Market**

**Audience:** People searching for relevant keywords  
**Geographic Targeting:** People who live within 10 miles of the Market  
**KPI:** CTR (1%)

**Website Retargeting & Impression Bidding**

**Audience:** People who have previously visited key pages on the PPM website  
**Geographic Targeting:** People who live in Seattle  
**KPI:** CTR (0.10%)

**Audience:** People navigating via WAZE  
**Geographic Targeting:** People near the Parking Garages or searching for Parking (slightly larger radius)  
**KPI:** Avg CPA (under $3)
Ongoing Opportunities

Resources and Event Tie Ins
ON GOING OPPORTUNITIES

Co-Op Marketing

Co-Op Advertising Program – Plan is being revised, presenting in August
Stretch your advertising dollars and amplify your efforts by participating in the co-op advertising program! PDA commercial and daystall merchants in good standing can participate in various advertising initiatives from print to digital advertising.

Content Editorial Calendar – Being Revised, presenting in August

Consumer Content – Available now, working on creating an easier way for businesses to get involved.
Pike Place Market marketing team is always on the lookout for exciting – and inspiring – ways to showcase the Market. That’s where you come in. Submit your consumer-facing content ideas about your business for consideration. It doesn’t matter if it’s big, small, fully baked or just a spark – please don’t hesitate to share your story.

Public Relations Content – Available now, working on creating an easier way for businesses to get involved.
Submissions from PDA Market businesses can be included in Story Ideas, press releases, media pitches and more. The Marketing team sends out weekly and monthly emails with submission opportunities for Story Ideas, following the topics scheduled on our Editorial Calendar.

Business Directory Listings – Available now
All Market businesses have the opportunity to be listed on PikePlaceMarket.org online directory. With over 300,000 impressions, this is a great free and easy opportunity for exposure.
**ONGOING RESOURCES**

**MARKET EVENTS/Celebrations** – *Dates are subject to change for Core Events and adjustments will continue to align with the WA Safe Start Plan*

- Pike Place Market Anniversary – August 17th
- Labor Day – September 7th
- Core Event: Costumes on the Cobblestones - Fall Festival Date TBD (Oct. 31st)
- Veterans Day – November 11th
- Thanksgiving – November 26th
- Core Event: Magic in the Market – Holiday Kick off Date TBD (Nov. 28th)
- And more

**MARKET PDA SMALL BUSINESS WORKSHOPS & WEBINARS** – *Provided COVID webinars, Currently creating additional webinars to assist our businesses*

- Reopening Marketing Checklist (July)
- Learn about our new Co-Op Advertising Program (August)
- Start Planning for the Holiday Season (September)

**RESIDENTIAL CONCIERGE PROGRAM** – *Ongoing Outreach but we are revising our full plan, presenting in August*

**VISIT SEATTLE ADVERTISING CAMPAIGN** – *In progress*

**COVID-19 RECOVERY RESOURCES PROGRAM** (Current Neighborhood Page Content, Foundation Resources, etc)

**BUSINESSES AND MARKET SHOPPER OATH** – *Signage created, Complete Tool Kit in the works, presenting in August*

Resources for Market Visitors and Market Businesses to ensure the safety of our guests during their Market Day.
Appendix

Definitions & Details
Definitions

- KPI – Key Performance Indicator is a measurable value (a number) that demonstrates the effectiveness of a campaign.
- GIMP – Gross Impressions – the total amount of audience exposures to your ad.
- CPM – Cost per thousand Impressions
- TOC - Table of Contents
- CTR – Click through Rate – CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: clicks ÷ impressions = CTR. For example, if you had 5 clicks and 100 impressions, then your CTR would be 5%.
- Frequency - The average number of times a person is exposed to your ad.
- Reach - how many members of your target audience will be exposed to the message.