**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, August 11, 2020  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** [https://us02web.zoom.us/j/83785396458?pwd=RU9GQmthbTRGcEjISS05FTFlzYWFDdz09](https://us02web.zoom.us/j/83785396458?pwd=RU9GQmthbTRGcEjISS05FTFlzYWFDdz09)  
OR dial +1 253 215 8782, Meeting ID: 837 8539 6458, password: 908113

**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>Session</th>
<th>Speaker(s)</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></td>
<td>B. Approval of the Market Programs Committee Meeting Minutes for July 14, 2020</td>
<td></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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</tbody>
</table>
| 4:35pm| IV. Reports and Discussion Items      | Zack Cook  
Amy Wallsmith & Madison Bristol |
|       | A. Commercial Outdoor Dining Program  |                                   |
|       | B. Marketing Resources for PDA Businesses & Permit Holders |                                   |
|       | C. Birthday Celebration Plans         | Amy Wallsmith                     |
|       | D. Lunchtime Tunes Busker Virtual Program | Amy Wallsmith                   |
| 5:45pm| V. Public Comment                     | Chair                             |
| 5:50pm| VI. Concerns of Committee Members     | Chair                             |
| 6:00pm| VII. Adjournment                      | Chair                             |
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, July 14, 2020
4:00 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/87941232312?pwd=ck8reThrODBITHhHYkJXMDRpMEdtDdz09 OR dial +1 253 215 8782, Meeting ID: 879 4123 2312, password: 742673

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

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, David Dickinson, Leigh Newman-Bell, Tanya Sinkovits, Madison Bristol

Others Present: Joan Paulson, Gordon McIntyre, Patricia Gray, Nick Setten

The meeting was called to order at 4:02pm by Patrice Barrentine, chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.
   
   B. Approval of the Market Programs Committee June 9, 2020 Minutes
      The June 9, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
   Joan Paulson noted that at a previous meeting Gerry Johnson referenced state legislation that was going to be shared. To date she has not seen that legislation and would like to get a copy.

   Patrice Barrentine noted that more information is needed in order to assist her in this request. Karin Moughamer noted she will reach out to Joan via email to get more information.

III. Programs and Marketing Report
   Amy Wallsmith noted this update will be brief to save time for her report later in the meeting. She thanked her team and other departments for working so closely on COVID-related reopening plans and communications. It has truly been a team effort. Amy noted that impressions and engagement on both Facebook and Instagram were way up in June. The Black Lives Matter (BLM) sign resulted in the biggest surge but other quality content helped the Market finish June with more than double the amount of engagement we typically see on both platforms. That success is continuing into July. The
Instagram and Facebook engagement is currently tracking slightly above average. Blog traffic increased in May and held in June.

David Ghoddousi noted that he saw a story on Q13 about the Point Defiance Zoo reopening and suggested that the Market could benefit from a story like that. Amy Wallsmith responded that there is a little difference in the approach, as the Market never closed and the focus has been on the businesses that have been open and continue to open.

IV. Reports and Discussion Items
A. Daystall and Busker Program Update
David Dickinson began by noting that Daystall reopening is going well. This weekend (Thursday – Sunday) will mark the third week for craft sales. From the first week to the second week, the number of crafters increase by 2-3 permits. He’s glad the program is starting off slowly as that allows staff and crafters time to adjust and make changes if need to. Crafters are wearing masks and there have been a few issues/confrontations with customers and mask wearing. All in all, things are going well.

David Dickinson provided an update on the busker program. He has sent a message to 2019 busker permit holders outlining the permit process for 2020. No new buskers will be permitted until further notice. To initiate the process, a busker will need to email a Market Master, agree that they will wear a face covering, manage social distancing with crowds, and be prepared for temporary general suspension of busking if the PDA deems it necessary. Buskers can be a part of a duet or trio if they are members of the same household. So far only one busker has been approved and they are processing another request.

Patrice Barrentine noted that she was on a call regarding farmers markets in which a County health representative mentioned that acoustic performances with masks and social distancing are ok, but vocal performances would return with Phase 3.

B. Farm Program Update
Leigh Newman-Bell provided an update on the CSA program, which this year has been divided into three seasons.

- 10 week summer season
- 8 week fall season
- 2 week fall harvest season

Breaking the program into three season allows the farm team to pivot depending on where the County is with the phased reopening and also gives the PDA the ability to offer customers a shorter and more affordable season. Right now the summer CSA program is around 250 boxes per week with about a 3rd going through the Market Commons to low income customers. Pick-up has been running smoothly and it’s easy to follow social distancing measures in the temporary commercial space.

Leigh Newman-Bell provided an update on the farm table reopening. The number of permit holders averages 18 vendors per day with the busiest day being Saturday at around 22-24 vendors. New this season is the collecting of revenue reports. A few stand out vendors have had good sales but most seem anecdotally to be down at least 50%. Since this is the first time collecting this data, there is no baseline to compare it to, but it is helpful to have the data for decision making purposes. The response to this request has been positive from farmers so far.
Betty Halfon asked if she’s received any feedback from farmers regarding the collection of sales revenue. Leigh Newman-Bell responded, not really. Most farmers that participated in the remote markets were already familiar with the process and for those new to this idea, she’s ensuring that the information is only being used to generate ways to further assist the farmers.

Mary Bacarella congratulated Leigh Newman-Bell on her promotion to Farm Manager as Zack Cook has moved into the Commercial team and is now a Commercial Property Manager.

Paul Neal congratulated Leigh and asked if this is a permanent move. Mary Bacarella responded both positions are under evaluation and if things go well, yes, they will stay in these new positions. Paul also commented that he likes the new CSA program that has been split into seasons as it allows for more flexibility and options for customers to sign up for the times that work best for them. He suggests considering that model into the future.

Patrice Barrentine would like to see a permanent pick up site at the Market and one that is indoors, which would help with packing during fall and winter.

C. 2020 Marketing Plan, Revised Advertising – Creative - PR
Amy Wallsmith began by introducing her presentation and noting that since this plan was presented earlier this year, her team has had to pivot and refocus efforts to provide marketing and PR support to a Market in response to COVID. The following presentation builds on the strength of the Make it a Market Day and the continued focus on locals to drive customers to Market businesses. Amy shared images taken downtown (4th and Pike, Westlake Center) on Wednesday, July 8th at noon, which shows almost no people walking around. She compared that to pictures taken at the same time at the Market, which shows there is foot traffic (not nearly as many compared to a busy summer day) and people are wearing face coverings.

Amy next shared data collected from the pedestrian counters, which shows a drop in attendance that coincides with the introduction of COVID in the community (March), however, since then visitation has been increasing slightly. So far in July, the Market has seen more pedestrians that the entire month of April and is not far from beating May’s numbers. She then shared two charts comparing daily visitation per day for two different weeks and that shows pedestrian counts increasing, with the most visitors on Friday, Saturday and Sunday.

Amy Wallsmith reviewed the revised campaign and the background on how the team ended up with the current plan. The team answered several questions, including:

- Close your eyes. What is the color of the Market?
- What is the voice?
- What is the music?
- What is the vibe?
- How do we be relevant?
- How do we get attention?
- What does the audience want?

After reviewing those questions, the team landed on the following:
  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 locals to come visit their Market in the summer of 2020. We inspire them, we education them, and we are welcoming them back to their Pike Place Market.

Amy reviewed some of the sample campaign messaging, which include:

- Seriously. Summer 2020. Calling all locals. 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.
- 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.
- Hand out. Relax. Recuperate. It’s been a long summer.

Amy Wallsmith shared an example of a print ad that will be in Seattle Met. She discussed that over 100 different digital ad sets with 56 different creative designs will be created featuring Market businesses using user generated content (UGC). The different categories include restaurants, eateries, grocery shopping, retail, handmade art, services and experiences.

Amy Wallsmith next shared an example of the videos that are being created. In July the following videos will be produced:

- Where Seattle Eats, Shops, Meets and Rejuvenates (general video)
- Where Seattle East (restaurant focused)
- Where Seattle Shops (grocery focused)
- Where Seattle Shops (retail focused)
- Where Seattle Eats (eateries focused)

In late summer/early fall there will be videos on Where Seattle Meets and Where Seattle Rejuvenates.

Amy shared a spreadsheet showing the general advertising messaging timeline and the various categories.

Amy next reviewed the various tactics that will be used throughout the campaign. She started with the top-funnel tactics which include:

- Streaming Television: Hulu, people who live near the Market.
- Broadcast TV: includes KING 5 and Mariners TV
- YouTube: people who live near the Market
- Audience Targeted Video: Locals who haven’t been to the Market since the beginning of March 2020.
- Radio: Advertising on both KUOW and KNKX NPR stations. They have very little duplication in listenership and both reach urban, educated audiences interested in dining out, shopping and supporting local businesses. July 20 – August 9.
• Print: Seattle Met package includes full page print ad (on newsstands July 23 – September 24th), sponsored content story (August) and Holiday Gift Guide print ad and digital elements (Nov/Dec)
• Digital Local Publications: The Stranger from July – September.
• Social Media Advertising. The Market is currently boycotting Facebook and Instagram to demonstrate support for those who have been affected by the hate speech featured on the social media platforms. Potentially returning to these platforms in September with boosted posts, blogs, videos, events and more.

Amy Wallsmith reviewed the top-funnel tactics for Public Relations, which focuses on weekly media pitches. She shared the July PR editorial calendar which is focused on promoting the return of craft and farmers as well as how COVID has effected the small business economy and ways PPM businesses have adapted to survive COVID.

Amy reviewed the mid-funnel tactics which include:
• Audience Targeted Video
• Video Retargeting using Facebook and Instagram.

Amy reviewed the bottom-funnel tactics, which include:
• Retargeting people who have previously visited key pages on the Market website.
• Google Search focused on an audience shoring sincere interest in visiting the Market.
• Waze directed at people near the parking garages or searching for parking
• Direct Mail: the direct mail campaign will feature a mailing to downtown Seattleites 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. It will feature categories like DownUnder, restaurants, eateries, bakeries, and more. 28,740 households are included around the Market and will be mailed out in August.

Amy Wallsmith next reviewed ongoing opportunities for businesses and permit holders, including:
• Co-op Marketing: this plan is being revised and will be presented in August.
• Content editorial calendar: being revised and will be presented in August.
• Consumer content: available now and working on creating an easier way for businesses to get involved.
• Public relations content: available now and working on creating an easier way for businesses to get involved.
• Business directory listings: available now.

Ongoing recourses for programs include:
• Market events and celebrations will continue but the dates are subject to change for core events and adjustments will continue to align with the WA Safe Start Plan.
  o Pike Place Market Anniversary – August 17
  o Labor Day – September 7
  o Costumes on the Cobblestone/Fall Festival – Oct. 31
  o Veteran’s Day – November 11
  o Thanksgiving – November 26
  o Magic in the Market – November 28
- PDA Small Business Webinars – working on creating additional webinars to assist Market businesses, including:
  - 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 and will present in August
- Visit Seattle advertising campaign: in progress
- COVID-19 Recovery Resources Program: current Neighborhood News Page content, Foundation resources, etc.
- Businesses and Market Shopper Oath – signage created, complete tool kit in the works, presenting in August.

Amy Wallsmith concluded her presentation by noting there is an appendix at the back with definitions for the terms she used throughout the presentation.

David Ghoddousi thanked Amy for the presentation and commented that he likes the idea for the postcard mailer. He suggested another idea for the mailer could be to encourage people to send them around the world and return to the Market and see how far the postcards go. Amy Wallsmith thanked him for that idea and will explore that option.

Paul Neal asked if this plan will stay in place after COVID and commented that he’s worried that the copy for the print ad might imply that the Market is only for locals when tourists are not there. Amy Wallsmith responded that she hopes that the copy isn’t interpreted that way but understands what he’s saying. The plan is to allow the copy to change throughout the seasons and adapt to the current landscape, much of which is still unknown. Copy may even change day-to-day if needed.

Paul Neal commented that the music for the video did not feel like the Market. Other council members agreed. Mary Bacarella noted there has been a lot of conversation about the music and they will continue to work on finding music that fits the Market.

Mark Brady asked if the Co-Op advertising program will be available for businesses that are not in good standing. Amy Wallsmith commented that previously the Co-Op program was only available to businesses in good standing but that the Marketing team is re-evaluating the program and will provide more information in August.

Mark Brady also noted that he feels more security is needed in the Market, and specifically in the DownUnder, during this period of COVID. He is seeing increased visitation by people who are homeless and mentally unstable. Mary Bacarella responded that this has been an issue since the beginning of COVID and the security team responds to these issues every day and will continue to address it.

Colleen Bowman appreciated the presentation and plan but commented that she did not see much talk about promotion of parking, other than by using the Waze app. She would like to see it be top of messaging in order to attract parkers and revenue during this time. Amy Wallsmith noted she will continue to look for was to advertise parking.
V. Public Comment
None.

VI. Concerns of Committee Members
Joan Paulson was not able to provide public comment during the meeting due to technical issues with Zoom, however she provided the following comment via email to K. Moughamer:

For the month of August, 2020, we get to celebrate 113 years of this Market, 100 years of the Women Right to Vote and 151 years of Seattle being Seattle. The question that needs to be asked/answered is: Help us, at this Market, understand what this Market’s future will be for you, the local citizen shopper of Seattle, County and State? What do you see for this Market ahead?

Develop a Market gift card program, in which individual stores can get paid cash for a gift card. This card can be a future birthday/holiday gift for family/friend or a donated card, to be placed in the Foundation pig, under the Clock. The Foundation can find someone to make use of this gift card, at the Senior Center, resident or person in need. This gift card can be from a merchant for food, restaurant, personal items or craft. For every one dollar purchased, one gets a multiplier effect of 4 or more dollars, to spend locally. This would increase the local economy, which is what we need to be doing.

I also wished to thank you all, for bringing some of the buskers back. I had reached out to Johnny Hahn, two months ago and asked ‘if’ anyone had reached out to him, to come back to the Market. He said that: No one had. He had learned that the farmers and crafts had PDA contact. I then asked: Do you want to come back? He said yes, I just need to have the PDA say how to work, their process. I told him that I would see if I could help, at the Market Constituency, to move the mountain. I asked him to call David, to start that process officially. He stated that he would. So, it only took 2 months. World Health Organization (WHO) is conducting some testing now, to determine if wind instruments and voice, can spread the virus and what can be done, to reduce the virus spread or not. Results will be provided in 6 months. So, we will not have Christmas carols this year! Yet, another thing to miss and remember.

VII. Adjournment
The meeting was adjourned at 5:59 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Outdoor Dining Update

Support for Market restaurants during COVID-19
What’s the problem?

• COVID-19 restrictions on indoor dining
  • No indoor seating allowed for bars, breweries and wineries
  • 50% capacity for restaurants
  • Limit of 4 people per tables and must be members of same household (for indoor dining)
  • No bar seating

• Restrictions in place through at least Phase 4
• Many Market restaurants have zero or very limited outdoor seating
What are the opportunities?

Ballard Avenue

Emphasis on al fresco Dining
- City offering free temporary “outdoor café” permits
- WSLCB offering flexibility as well
- Outdoor café’s can:
  - Run at full capacity so long as tables are spaced 6’ apart
  - Operate with no restrictions on who sits together
  - Serve food and alcohol
Pop Up Pilot

- One week pilot of temp al fresco dining
  - August 1st – August 8th; 10am – 10pm
- Matt’s in the Market and Radiator Whiskey
- PDA provided tables, chairs and barricades
- Utilized existing PDA street use permit for pilot
- Tenant provided food, staffing and decorations
  - No WSLCB permit but they have applied
- Pilot was successful and recommendation is to expand the program
Opportunities to Expand
Where are we now?

• PDA has:
  • Approved Matt’s and Radiator to continue past pilot – 8/6/20
  • Contacted 30+ restaurants and food stalls about participating – 8/7/20
  • Established 8/10/20 as deadline to participate
  • Begun working to fill zone
    • 1\textsuperscript{st} come first serve
    • Outdoor seating must be as close to brick and mortar as possible
    • Lunch and dinner shifts

• Tenants must:
  • Obtain all permits
  • Provide all equipment
  • Setup and breakdown each day
  • Sanitize all surfaces
  • Provide dedicated staffing
  • Deal with additional garbage
  • Ensure mask use
Questions?

Zack Cook
Commercial Property Manager
Pike Place Market PDA
## Market in the News

<table>
<thead>
<tr>
<th><strong>Pike Place Market Says There’s &quot;Never Been a Better Time&quot; to Visit</strong></th>
<th>“There are tons of new signs everywhere about where to stand and which tables to leave empty; they’ve installed new handwashing stations all over the place; and there are plexiglass dividers between seating areas. If you’re going to venture out of the house, there are certainly worse places you could go — and it’s possible that a trip to the market could actually be good for your health.”</th>
<th>1,930,000 Impressions</th>
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<tbody>
<tr>
<td><strong>There’s Never Been a Better Time for Locals to Support Pike Place</strong></td>
<td>“The quieter summer means an unheard of opportunity to wander stalls, snack on pastries, and toast the sunshine while drinking in both views and cocktails beneath a cafe umbrella, all at a shockingly civilized pace...But, most of all, consider alleviating four months’ worth of cabin fever by supporting this definitively Seattle landmark.”</td>
<td>172,860 Impressions</td>
</tr>
<tr>
<td><strong>Paid Placement July / Aug Issue</strong></td>
<td>Premium Placement (July/August) Edition On Newsstands July 23 - September 24th</td>
<td>Circulation: 50,069 (Readership: 278,603)</td>
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</table>
Marketing Resources for PDA Businesses & Permit Holders

ONGOING RESOURCES & OPPORTUNITIES AVAILABLE

Co-Op Marketing

Business Directory Listings  on PikePlaceMarket.org

Content Editorial Calendar
- Consumer Content
- Public Relations Content

Co-Op Advertising Program – REVISED

Programs

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 Webinars

Residential Concierge Program

COVID-19 Recovery Resources Program

Businesses and Market Shopper Pledge
**Content Calendar – Additional Opportunities**

Our Locals Campaign will last through the year and beyond. The content calendar is an additional opportunity for business to participate.

NEW Submission form was created for our businesses to submit content to us easily -  
PikePlaceMarket.wufoo.com/forms/p1sykpcx0oj6wzy/

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Description</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>August</td>
<td>The Market is Turning 113!</td>
<td>Help the Market celebrate it’s 113 birthday – <em>Marketing to reach out</em></td>
<td>Aug 7</td>
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<tr>
<td>September</td>
<td>Holiday Shoppers Guide</td>
<td>This is the time to submit your products or deals for holiday gift guides / events</td>
<td>Sept 15</td>
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<tr>
<td>September</td>
<td>Heading into Fall</td>
<td>Submit your fall updates. Changes in seasonal produce, fashion, menus, etc.</td>
<td>Sept 21</td>
</tr>
<tr>
<td>October</td>
<td>Thanksgiving</td>
<td>Share how your businesses can support our shoppers this Thanksgiving. Submit a recipe, grocery list, host gift, etc.</td>
<td>Oct 5</td>
</tr>
<tr>
<td>October</td>
<td>The Market’s Guide to Winter</td>
<td>Share how shoppers can best shop your business this winter. Send new products, menus, etc.</td>
<td>Oct 14</td>
</tr>
<tr>
<td>November</td>
<td>New Years</td>
<td>Submit your New Years deals, products and story ideas for New Year, New You!</td>
<td>Nov 1</td>
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<tr>
<td>November</td>
<td>Last Minute Holiday Deals</td>
<td>Send any news/ ideas that will save last minute shoppers.</td>
<td>Nov 30</td>
</tr>
<tr>
<td>December/ January</td>
<td>The Ultimate Market Guide and New Comers Guide</td>
<td>In the new year we want locals to rediscover their Market or show new comers what Pike Place Market has to offer. This will be the ultimate guide for any shopper.</td>
<td>Dec 1</td>
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</table>

*We will be adding on to this calendar throughout the year. This is also in addition to the day to day media inquiries and outreach.*
Market PDA Small Business Webinars

The PDA has already hosted several COVID related webinars. We also have created three Small Business Workshop Webinars to assist our businesses.

Completed! Reopening Marketing Checklist (July 23)

Learn about our new Co-Op Advertising Program (August 13)

Webinar Description: Based on the Foundation's survey, 62% of our Market community would like help advertising their business is open, this is your chance! The PDA has revised our Co-Op advertising program to help you with your marketing. In this webinar, you will learn simple ways to stretch advertising dollars. We will provide tips for effective ad designs, recommended publications (online and print) and resources to help you during this pandemic.

Start Planning for the Holiday Season (September 17)

Webinar Description: It's never too early to start planning for the holidays and in these uncertain times, it's important to get creative. In this webinar, you will learn tips for elevating your online holiday campaign, targeting your fans and more! Plus learn tactics for submitting you holiday products to media and writers.
Webinar 1: Reopening Marketing Checklist

(Completed!)

Webinar Description:
If your business is OPEN in the Market or you are planning your return, you don't want to miss this webinar. We will outline some helpful tips to kick start your marketing campaign. You will learn how to effectively announce your reopening, reach your local customers and work with the PDA to Market your business.

Survey Feedback:
100% of participants found the webinar helpful
100% of participants would like to PDA to continue to offer webinars

Attendance:

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Commercial</th>
<th>Craft</th>
<th>Farm</th>
<th>Total</th>
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<tbody>
<tr>
<td>Registered</td>
<td>21</td>
<td>27</td>
<td>1</td>
<td>49</td>
</tr>
<tr>
<td>Attended</td>
<td>8</td>
<td>16</td>
<td>0</td>
<td>24</td>
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Residential Concierge Program

- Residential Concierge Survey
- Residential Concierge Newsletter (bi-weekly)
  - Market Happenings
  - Ways Residents can Utilize the Market
  - Downloadable Link for Signage
  - Survey
- Concierge Guild Email Alert (monthly)
  - How to Plan Your Visit
  - Downloadable Link for Signage
- Downloadable Elevator & Lobby Signage (bi-weekly)
- Downloadable Tool Kits
- Local Deals – get our businesses involved
- Handouts – based on demand
Business Safe Shopper Pledge

The toolkit will help create a cohesive message all Market businesses can share across their digital platforms and in their stores. Encourage visitors to be a responsible Market Shopper by following the Shopper’s Pledge.

Toolkit will include:

- Shopper’s Pledge Logo (for businesses to put over photos for their website and social media)
- Shopper’s Pledge Social Graphics (for businesses to post directly to their social channels)
- Safe Shopper Button for team members to wear
- Safe Shopper Pledge Sign
- Stand 6 feet apart sign
- Face coverings required sign
- General Safety icons (for businesses to post or create their own safety signs)
Revised Co-Op Advertising Program
Q4 What is your remaining advertising budget for this year?

- No Budget
- $1 - $500
- $501 - $1,000
- $1,001 - $2,000
- Other (please list amount)

Q5 Which platforms do you plan on advertising on? (Select all that apply for 2020)

- Seattle Times
- Seattle Magazine
- The Stranger
- Pike Street Times
- Art Access
- Pike Place Market News
- Edible
- Where Traveler
- Facebook
- Instagram
- Other (please specify)
Co-Op Advertising Program

Stretch your advertising dollars and amplify your efforts by participating in the co-op advertising program! PDA active commercial (must be open at least four times a week) and active daystall merchants can participate in various advertising initiatives from print to digital advertising. Market businesses can be reimbursed 50% of their advertising cost, while funds remain. This is a first-come, first serve basis.

Reimbursement
- Commercial - $700 annually
- Daystall (Craft & Farm) - $350 annually

New Initiatives!
- Stipend for digital advertising including, email marketing, Instagram and Facebook
- PDA Market webinar to guide advertising best practices
- New co-op specific logo and Social Media advertising graphic for Market businesses

Ads that Qualify
- Social Media Advertising* – boosted Facebook post and/or Carousel Facebook or Instagram ads
  - Commercial - up to $400
  - Daystall – up to $200
- Email Marketing – receive reimbursement for each approved e-newsletter inclusion (must have a minimum of 50 valid emails)
  - Commercial - $75 per email and up to $300 total per year
  - Daystall – $50 per email and up to $100 total per year
- Print Ads – newspapers and magazines

Requirements*
- Must be paid advertisement in publication or approved digital platform
- The slogan “Pike Place Market” or “Pike Place MarketFront” must be included, or must include specified approved art with no modifications
- Ads must only promote Pike Place Market business location
- See the Co-Op Advertising Handbook for full list of requirements to qualify along with examples and instructions on how to submit reimbursements.
Join us for an **entire month** of celebrations as we turn 113 years old on August 17th

<table>
<thead>
<tr>
<th>Date</th>
<th>Activation</th>
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<tbody>
<tr>
<td>Aug 5 – 31</td>
<td>Help us create a Virtual Birthday Card!</td>
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<tr>
<td>Aug 5</td>
<td>Lunchtime Tunes with Market Buskers (Jonny Hahn)</td>
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<tr>
<td>Aug 12</td>
<td>Lunchtime Tunes with Market Buskers (Jeannie Rak)</td>
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<tr>
<td>Aug 13</td>
<td>Special Birthday Surprise!</td>
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<tr>
<td>Aug 17</td>
<td>Happy 113th Years to PPM!</td>
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<td>Aug 19</td>
<td>Lunchtime Tunes with Market Buskers (Charlie Beck and Charmaine Slaven)</td>
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<tr>
<td>Aug 14 – 21</td>
<td>Market Foundation’s Sunset Supper Pledge</td>
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<td>Aug 26</td>
<td>Lunchtime Tunes with Market Buskers (Carly Ann Calbero)</td>
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<tr>
<td>Aug 31</td>
<td><em>Launch Digital Book (tentative, this will depend on technology updates that are needed)</em></td>
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New! Busker Programming

Lunchtime Tunes with Market Buskers

Every Wednesday in August
12 pm to 11pm
LIVE from the Goodwin Library

Take an hour break and rejuvenate with Pike Place Market. Every Wednesday in August we will be showcasing a new Market busker to entertain you through your mid-week lunch break.

Join us to support local music and our amazing Market Buskers during this time of no live music. Plus we could all use a little mid-week rejuvenation and this is a perfect opportunity to recharge, relax and enjoy that Market sound we've all missed from the comfort of your work-from-home desk.

So grab your lunch at the Market or make a delicious Market lunch with your fresh local ingredients then tune in on the Market's Facebook page.

August Lineup:
8/5 - Jonny Hahn (piano) – 7.1K Views, 55 Comments, 324 Likes, 60 Shares
8/12 – Jeannie Rak (singing/guitar)
8/19 - Carly Ann Calbero (singing/guitar)
8/26 - Charlie Beck and Charmaine Slaven (banjo/fiddle)

Buskers are accepting tips via Venmo

Note: all performers will be wearing masks and be solo unless duos live in the same household

Music Mondays

Every Monday in August
IGTV

Want to hear more Market music? Be sure to check out our IGTV for Music Mondays where we will be posting more of your favorite buskers as they perform.

August Lineup:
8/10 – Matt Shockey
8/17 - Ronn Benway
8/24 - Kevin Buster
8/31 - TBD

"I'd like to say that the money that I got through Venmo today was substantially greater than what comes to me on any given day busking at the Market." - Jonny