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, September 8, 2020  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:**  
https://us02web.zoom.us/j/83861539131?pwd=TTFQVWplbVMwbjQyL0l2TzRXUUvKQT09  
OR dial +1 253 215 8782, Meeting ID: 838 6153 9131, password: 674795

**Committee Members:** Patrice Barrentine (Chair), Paul Neal (Vice-Chair), David Ghoddousi, Colleen Bowman, Mark Brady

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Chair</th>
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<tbody>
<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
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<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 August 11, 2020</td>
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<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
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<td></td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith</td>
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</table>
| 4:50pm | IV. Reports and Discussion Items                                     | David Dickinson  
Leigh Newman-Bell |
|       | A. Craft Program Update                                              |               |
|       | B. Farm Program Update                                               |               |
| 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, August 11, 2020
4:00 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/83785396458?pwd=RU9GQmthbTRGcElSS05FTFlzYWFDdz09
OR dial +1 253 215 8782, Meeting ID: 837 8539 6458, password: 908113

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

Other Council Members Present:

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

Others Present: Haley Land, Sharon Shaw, Joan Paulson, Lillian Sherman, Chris Volk

The meeting was called to order at 4:03 pm by Patrice Barrentine, chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.
   
   B. Approval of the Market Programs Committee July 14, 2020 Minutes
      The July 14, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
Chris Volk, member of the Market Foundation and chair of the Marketing and Communications Committee, shared an update on recent marketing efforts and an idea for working together later in the year. The Foundation worked with Metia to understand what is driving Seattleites connection to the Market since COVID-19 arrived. He shared a couple things from the report. 1. When shoppers understand the legacy and values of the Market, they are more likely to shop at the Market. 2. When you combine those values with shop local message, it creates a deep and emotional call to action. They were able to combine these two ideas in their recent Support the Market virtual fundraising event, which yielded 1,500 donations, half of which were new donors to the Foundation. Looking again, the Foundation is proposing to join forces with the PDA to create a unified holiday marketing campaign, funded by both organizations, to showcase the very best of the Market.

Sharon Shaw noted she has been talking to quite a few permit holders and businesses at the Market and the big thing she is hearing is that they want to see something new put out and they are wondering why the neighborhood farmers markets are so successful and why locals still aren’t
coming down to the Market to shop. A big part of what they are seeing in their social media feeds is new local art. In order to do that they want to encourage people to discover the hidden parts of the Market. They would like to use both the PDA and Foundation efforts to get a campaign out that intrigues as well as gets donations. What people are seeing right now is what they already know about the Market.

Joan Paulson seconded what the Foundation said earlier. Joan then continued by stating that one in four people in America are in need of ADA pathways and don’t have then in their neighborhoods and communities. One in four people in Seattle don’t have a computer. These populations need to be reconnect to the Market somehow and she doesn’t see programs the PDA or the Foundation have to offer to accommodate that. Joan also commented that the Market needs a Small Business Saturday on December 5th. This has a 100 day program of press emphasizing small businesses and she would like to see something like this for the Market that extends into the holidays as a way to bring people back to our neighborhood. Joan Paulson also noted the July 14th minutes in which she was to provide more information about the Gerry Johnson comments on the state legislation. Those comments were made in the March 16, 2020 meeting in which Gerry Johnson stated the PDA could not forgive rent but could forgive Common Area Charges per a state RCW. She noted she has been requesting copies of that and she doesn’t believe anyone has a copy of this.

Patrice Barrentine commented that she knows staff has been following up on her request and that it’s her understanding it’s the state constitution rather than an RCW and that she should be receiving that very soon.

III. Programs and Marketing Report
Amy Wallsmith began with a daystall update. They are currently Thursday – Sunday and craft is working to expand into the Pavilion and currently there are 3—35 crafters each day. The second season of the Pike Box kicks off September 2 – October 21 with registration open August 20-27 and a capacity of 200 boxes. Amy thanked Leigh for getting the Pike Place Market listed on the Local Food Finder Map.

Amy Wallsmith noted the Market has joined the #maskupwashington campaign which encourages people to wear their masks at the Market. Staff are working to highlight on social media a lot of the businesses that are coming back to the Market, including a lot of crafters. The most visited pages on the website and blog are dine in/take out and retail pages. The website homepage has been updated with the new locals campaign. A Tenant Alert was sent out to all Market businesses regarding the strategy for paid advertising as well as sharing the new creative that has been put together. Right now advertising is targeted at downtown locals but that will expand overtime.

Ali Mowry joined the meeting at 4:16 pm.

Amy Wallsmith provided an update on paid advertising, noting she extend the broadcast TV ads on KING, KOMO and a couple Mariner’s games. Radio ads were extended on the two NPR stations as well. There is a Google ad paid search and also a Hulu ad. There is also two parking ads. Social media advertising has resumed on Facebook and Instagram and digital banner ads have been extended as they were performing well and above industry standards. All of the videos are doing well, especially the eateries and restaurants and these are geared towards locals.
Mary Bacarella added that locals have been the focus of advertising for the last two years, however currently we have a larger reach and more marketing dollars to support it.

Amy Wallsmith shared feedback from several Market vendors and business owners regarding the current campaign. If anyone has questions or ideas, she invites people to reach out to her.

Ali Mowry is confused because Facebook and Instagram haven’t changed and misinformation and hateful speech are still being spread. She noted the boycott is still ongoing. Amy Wallsmith responded that according to her research and experts she’s talked with, Facebook has made some steps in the right direction but they haven’t completed the full ask. There are some bigger companies participating. The Market is not spending very much and she’s worried that it would be difficult to reach our audience without these ideas. She asked Ali to send her some articles and she’d be happy to look at it again. Ali Mowry responded that she understands why the Market made this decision but that’s not how a boycott works.

IV. Reports and Discussion Items
A. Commercial Outdoor Dining Program
Zack Cook introduced himself and his new position as a commercial property manager. This program helps Market restaurants to serve more people in an outdoor setting. There are currently restrictions on indoor dining, including:

- Non indoor seating allowed for bars, breweries and wineries
- 50% capacity
- Limit of four people per table and must be members of the same household
- No bar seating

These restrictions are in place through at least Phase 4 and many Market restaurants have limited or no outdoor seating. Zack shared an image of outdoor dining on Ballard Avenue. The City is offering free temporary “outdoor café” permits and the WSLCB is also offering flexibility on permits. Outdoor cafes 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.

Zack Cook continued by noting the Market started a pilot with Matt’s in the Market that ran August 1 – August 8, 10 am – 10 pm. Radiator Whiskey also participated but with more limited hours. The PDA provided tables, chairs and barricades and utilized existing PDA street use permit for the pilot. The tenants provided food, staffing, and decorations. During the pilot, they did not have their liquor license but have since obtained one. The pilot was a success and they were approved to continue.

Zack Cook shared a map of the market showing opportunities to expand for the businesses that have shown interest. There are five additional zones which could be added if restaurants are interested. Post Alley and the LaSalle garden may be added. Loading zones near Rachel were retained as well as access to hand washing stations and ADA parking spots. Last Friday information was sent to 30 plus restaurants and food stalls. About 8-9 businesses expressed interest in participating and are working to fill the zones on a first-come first-served basis. The WSLCB would like the outdoor seating as close as possible to their brick and mortar location. Tenants need to:

- Obtain all permits from SDOT and WSLCB
• Provide all equipment
• Setup and breakdown each day
• Sanitize all surfaces
• Provide dedicated staffing
• Deal with additional garbage
• Ensure mask use

Paul Neal asked if the red section was the location of the pilot. Zack Cook responded yes. Paul Neal asked what the red boxes are. Zack Cook responded those are the hand washing stations. Paul Neal noted his office looks over the pilot space and he has liked watching it be activated and it’s a great way to try to help these businesses. Paul is concerned how quickly more businesses can start up knowing the end of summer is quickly approaching.

Ali Mowry left the meeting at 4:37 pm.

Zack Cook responded the biggest hurdle is getting the WSLCB permit, which for Matt’s in the Market took about a week. Businesses who have expressed interest have applied for their liquor permit already. Once those permits are in hand it won’t take long to get businesses going.

Paul Neal asked if there will be a refresh on marketing showcasing these businesses. Amy Wallsmith responded yes. They have been waiting for a few more outdoor dining options to start, but Madison has been working on a media pitch about new outdoor dining options at the Market. There is also a blog and there will be social media boosts.

Paul Neal asked if staff can get as much data as possible on how this is benefiting the business. Zack Cook responded participating businesses will be submitting weekly sales report.

Mark Brady asked if a buffer zone could be added to restrict panhandlers from approaching diners. Mary Bacarella responded staff are working on solutions including encouraging businesses to offer up their restrooms instead of patrons using the public restrooms.

Colleen Bowman is excited about this program as well and hopes staff are patient with the program and understands it’s a ton of work to implement. Sometimes it takes a little time to gain momentum before it’s popular.

David Ghoddousi commented this is a great benefit during the pandemic to help Market restaurants. He is 100% in favor of this as a temporary program and wonders if there is a way to utilize some of the un-used space at the Market, like the old newsstand.

Patrice Barrentine commented it’s a great program and that staff stepped up to model it for other businesses to join the program. She looks forward to learning more about the results.

Paul Neal commented that it's important the Market is working with businesses that are able to keep these tables full and staffed as long as this program continues. It helps to create an energy that benefits the Market overall.

B. Marketing Resources for PDA Businesses & Permits
Madison Bristol began by providing a snapshot of the Market in the News recently. There was a Stranger article “Pike Place Market Says There’s ‘Never Been a Better Time to Visit’” which garnered nearly 2 million impressions. In addition there was an article in the SeattleMet as well as a print ad in the July/August SeattleMet.

Amy Wallsmith noted that two totally different audiences were reached with The Stranger and SeattleMet pieces. Madison does a great job of gathering as much information as possible to include in media pitches.

Madison Bristol continued by providing an update on ongoing resources and opportunities available for Market businesses. Marketing has reached out to encourage businesses to update their directory listings on pikeplacemarket.org. Marketing also manages a content editorial calendar and are filling it with consumer content and public relations content. In addition, the Co-Op advertising Program is being revised and discussed later in the meeting. Madison provided updates on Market programs. Dates are subject to change and adjustments will continue to align with WA Safe Start Plan.

Madison Bristol continued by reviewing the content calendar and shared the link businesses can click on to provide content. The calendar includes the topic, a description and the due date for that information in order to make print deadlines.

Madison reviewed the recent Small Business Webinars. The Reopening Marketing Checklist was hosted on July 23. Upcoming classes include the new Co-Op Advertising Program on August 13 and a webinar on planning for the holiday season on September 17th. A survey was sent out after the first webinar. Madison reviewed the results, which include:

- 49 people registered, 24 attended
- 100% of participants found the webinar helpful
- 100% of participants would like the PDA to continue to offer webinars
- Ideas for future webinars included:
  - 14% Email Marketing
  - 29% Marketing Strategies
  - 29% Print and Digital Advertising Strategies
  - 14% Website Development
  - 14% How to Create Strong Social Media Content

Madison Bristol next provided an update on the Residential Concierge Program, which they are in the process of revising. A residential concierge survey will be sent to learn how best to communicate with residential tenants. Madison is on the concierge guild so she’s been bouncing ideas off them. There will be a Residential Concierge Newsletter (bi-weekly) with Market happenings, ways residents can utilize and Market, downloadable links for signage, and a survey. Madison will also be sending a Concierge Guild email alert (monthly) with how to plan your visit and a downloadable link for signage. She is also working on downloadable elevator and lobby signage bi-weekly, downloadable tool kits, local deals and handouts.

Paul Neal asked if his assumption that the residential concierge program is struggling is accurate. Amy Wallsmith responded it is a new program that they are working to try to improve. There has been turnover with the residential concierges. It can also be difficult to get in front of the residents. She’s hoping the survey helps to better understand the needs of downtown residents. She also doesn’t think it’s a lot of effort on staff to run this program. Paul Neal believes the goal makes a lot of
sense but it might be time soon to evaluate and build a timeline for if this strategy works. At some point there may be an opportunity to look at this program in a different way.

Patrice Barrentine noted what a huge success those three media stories are and appreciates that the team is reaching out to the community to gather stories on the content calendar. She also thinks 24 people participating in the webinar is great and kudos for getting 100% satisfaction from the participants.

Amy Wallsmith continued by reviewing the Market Business Safe Shopper Pledge and Tool Kits. The toolkit will help create a cohesive message all Market businesses can share across their digital platforms and in their stores. This encourages visitors to be a responsible Market Shopper by following the Shopper’s Pledge. The toolkit will include:

- Shoppers 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)

Amy Wallsmith next shared the revised Co-Op Advertising Program. A survey was sent out to Market businesses and received 23 responses. The revised program helps businesses stretch their advertising dollars and amplify their efforts. PDA active commercial (must be open at least four days a week) and active daystall merchants can participate in various advertising initiatives form print to digital advertising. Market businesses can be reimbursed 50% of their advertising costs, while funds remain. This is a first-come-first-served program. The program includes:

Reimbursement
- Commercial - $700 annually
- Daystall (craft and farm) - $350 annually

New Initiative
- 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 per year
  - Daystall - $50 per email and up to $100 total per year
- Print ads – newspaper and magazines

Requirements
- Must be paid advertising 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

C. Birthday Celebration Plans
Amy Wallsmith noted the Market turns 113 on August 17th and to celebrate they are asking people to share their favorite Market experiences to help create a virtual birthday card. Amy shared the calendar for the month which includes lunchtime tunes with Market buskers, a special birthday surprise on social media on August 13th, the Market Foundation Sunset Supper Pledge, and hopefully the launch of the digital book, but that is dependent on technology updates that are needed to launch.

D. Lunchtime Tunes Busker Virtual Program
Amy Wallsmith reviewed the new Lunchtime Tunes with Market Buskers program. This is in response to the restriction by the Governor on live music performances. Every Wednesday in August, from noon to 1 pm, performances will be live in the Goodwin Library. A calendar of the upcoming performances was shared. Jonny Hahn was the first performer and he said “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. All performers will be wearing masks and be solo unless duos live in the same household. In addition, Music Mondays are continuing on Instagram TV.

David Ghoddousi commended the PDA for taking action to help the buskers and it was nice to see Jonny Hahn get exposure and help him make a living.

Paul Neal asked what happens when he takes the shopping pledge. Amy Wallsmith responded people can take the pledge on the website and once shoppers take the pledge they will get an email reviewing the pledge they agreed to. The merchant pledge is similar and both reflect similar pledges King County has created. Paul Neal asked if it’s on the honor system that they keep to their pledge. Amy Wallsmith responded yes, but staff that are out in the Market will help enforce when possible.

Colleen Bowman commented that she is very excited about the busker performances and hopes everyone can share with their networks and support the buskers.

David Ghoddousi thanked King County for providing the free masks to Market merchants and for the Market to hand out to shoppers, which the Info Booth is helping to do. Mary Bacarella added the Market has more if any businesses need them. David Ghoddousi noted that he did not receive the five reusable masks that were supposed to be in the bag with the disposable masks.

Patrice Barrentine commented that all the things presented today are fantastic ways to support the businesses at the Market in creative ways during this time.

David Ghoddousi suggested it would be fun for people to say “Happy Birthday” in a different language for the virtual birthday card. He would be happy to re-record his message if someone stops by later in the week.

V. Public Comment
Sharon Shaw asked if the content calendar is available to merchants in the Market. Madison Bristol noted it’s on the Neighborhood News page and she will be sending out reminder emails as deadlines approach. Sharon asked if September 17th is the deadline for the Holiday Campaign. Madison Bristol that is the deadline for content.

Joan Paulson thanked the PDA for the busker effort and hope it continues through this year and into the next year. With regards to the Market birthday celebration she wonders if there is a way for children to participate, maybe with some chalk art in the Market. She also suggested hanging a mask from a flag pole with statements like “Let’s keep working together to stay safe.”

VI. Concerns of Committee Members

Paul Neal asked if the PDA part of crafting the research project that was mentioned by the Market Foundation during public comment. Mary Bacarella responded no, but Lillian [Sherman] had shared that report at a recent meeting and she hadn’t had a chance to review it. Mary hadn’t heard that the Foundation had wanted to partner on a marketing program for the holiday season and that she thought she was supposed to reach out to the Foundation with a time to meet and discuss. Paul asked if Mary and Amy were part of the debriefing from Metia. Mary Bacarella responded no, but they did receive the report and she has read it and it is exactly what the Market is already doing. Paul Neal asked if Mary or Amy had asked the Foundation to present that tonight in public comment. Mary Bacarella responded no. Paul Neal commented that he is confused on the Foundations approach to sharing that out during public comment before it had been shared with staff. From what he heard he does not think it reflects what the Market is actually doing. He hopes that if the PDA is thinking about holiday programming that it’s done from the perspective of partnership. Mary will clarify with Lillian on the next steps for this proposal.

Colleen Bowman is appreciative of the information sharing from the Foundation and will be interested to hear more. She, Rico, Mary and have been trying to get a meeting with Foundation leadership but due to schedules it’s been hard to get one on the books.

Patrice Barrentine commented that she has been out of the office for a week and apologized if she missed something and looks forward to next steps.

VII. Adjournment

The meeting was adjourned at 5:35 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Advertising Update

July/August Coverage
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<tr>
<th>Channels</th>
<th>Targeting &amp; Details</th>
<th>Jul</th>
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<td>Google Ads - Paid Search - Parking Extensions</td>
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<td>Summer - We're Open Locals, Nov/Dec Magic Daily Gift Ideas TBD</td>
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<td>Audience Targeted Video</td>
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<td>Seattle Met Magazine -</td>
<td>July Resilience Issue, Nov Holiday Gift Guide</td>
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<td>The Stranger - Digital Package</td>
<td>14 Blog Posts, 7 TOC Landing Page Native, 3 Tweets, 4 FB Posts, 1 wks TTD Mobile App, 2 Featured Events, 1 Dedicated email blast</td>
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<td>Direct Mail</td>
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Traditional Advertising

Broadcast Television
Demographics: Primary Adults 25-54
Content: Local News & Mariners
Timeline: July 20 – Sept 6th

KPI: Reach and Frequency
Total Gross Impressions for July: August: 5,835,000
July Delivery: August Delivery:
18% Reach and 2.5 Frequency 49% Reach and 3 Frequency
CPM: $11.90 CPM: $3.77

Broadcast Radio
Demographics: Primary Adults 25-54
Content: NPR Stations
Timeline: July 20 - Aug 30

KPI: 10.3% Reach and 3.8 Frequency
Total Gross Impressions for July: August: 2,020,000
CPM: $10.00
**Streaming Video**

**YouTube**

**Audience:** People who live near the Market  
**Geographic Targeting:** Downtown ZIP Codes  
(98104, 98121, 98101)  
**KPI:** Completion Rate (30%)  

**RESULTS:**  
YouTube Top Performing Ad:  
Eateries CTR: 0.38%, un-skippable video so no completion data  
Programmatic Video:  
Restaurants Completion Rate: 41% (industry standard for success: 30%)

**hulu**

**Audience:** People who live near the Market  
**Geographic Targeting:** Downtown ZIP Codes  
(98104, 98121, 98101)  
**KPI:** Reach/Impressions  

**RESULTS:**  
Impressions: **19,699 people** watched the entire 30s general video on their connected TV device
Displaying Advertising

Audience Targeting and Retargeting

**Audience:** People who live near the Market and based on creative
**Geographic Targeting:** Downtown ZIP Codes (98104, 98121, 98101)
**Content:** UGC photos with strong CTA, Over 100+ different ad sets
**Timeline:** Started running in July

**KPI:**
**RESULTS:**
**IMPS:** 1,453,461
**Clicks:** 1,123
**CTR:** 0.40% (Industry CTR: 0.05%)

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<th>Tactic</th>
<th>Impressions</th>
<th>Clicks</th>
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<td>Restaurant Enthusiasts</td>
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<td>Eatery Enthusiasts</td>
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<td><strong>Grand total</strong></td>
<td>1,453,461</td>
<td>1,123</td>
<td>0.46%</td>
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</table>
Displaying Advertising

TOP RESULTS:
Eateries Set 4  CTR: 0.25%  Industry CTR: 0.05%

Retail Set 8  CTR: 0.161%
In-Market Audiences
Retargeting with Video and Display

**Audience:** Based on Creative
**Geographic Targeting:** Downtown Seattle
**Content:** Carousel Ads, Video and Blog Posts
**Timeline:** Started running in August

**VIDEO RESULTS:**
- Impressions: 432,097
- Clicks: 1,213
- CTR: 0.18% (Industry CTR: 0.05%)

**TOP RESULTS:**
- Patio Blog has top engagement on Facebook CTR: 6.33% (industry average 1%)
- Average Watch Time Facebook: Eateries; Grocery Completion Rate: 10s (industry average :02s)
- Instagram: Grocery, Restaurant, Retail Completion Rate:04s (industry average :02s)
Paid Search

**Audience:** People searching for relevant keywords

**Geographic Targeting:** People who live within 10 miles of the Market

**Industry average for google search text ads:** 3.17% (Travel: 4.68%)

**Our CTR:** 11.81% for parking, 17.64% for Blog Posts (“Open Businesses”)

**RESULTS:**

**Top Performing Location Extension:** 1531 Western Ave (14.71% CTR)

**Top Sitelink:** Grocery Shop 20.12% (although none are below 20%)
Public Relations

August Coverage
August Coverage Overview

Coverage Breakdown
77 Pieces of Coverage (26 Print, 35 Broadcast, 16 Radio)
525,270,859 Viewership

News Drivers
New Outdoor Dining
Market’s 113th Birthday

Upcoming Stories
Seattle Met – Places to Buy Masks at the Market
Seattle Met – Outdoor Dining
National Geographic – Market Safety Precautions

Dining at Seattle's iconic Pike Place Market hits the cobblestone streets

The historic market has put dining tables on its streets and in its outdoor spaces, so customers can once again dine-in at the market despite the ongoing pandemic.
Highlights

"Despite celebrating 113 years this month, Seattle's famous Pike Place Market is showing it can still reinvent itself." – KING 5

"Sound and city views? It doesn't get any better than this in the summer!" – Red Tricycle

"It was great to see locals supporting their favorite vendors. As you think about how to spend your next free afternoon, consider doing the same and grabbing lunch from this iconic Seattle landmark." – The Infatuation

"The 113-year-old Market is trying something new to lure locals to its famed cobblestone streets: pop-up patios." – The Seattle Times

Overage Overview

64 Pieces of Coverage
20 Print
29 TV Broadcast
15 Radio

119,720,859 Viewership

Placement: KING 5, KIRO, KOMO, DailyHive, Eater, Red Tricycle, Seattle Refined, Seattle Pi, The Infatuation and The Seattle Times
**News Driver: Market Birthday Month**

**Highlights**

“The oldest continuously-running public farmers market has been tested quite a bit, especially given the novel coronavirus pandemic. Nonetheless, its doors are open, its vendors are rolling in the last of their bright summer produce and, of course, Rachel the pig is still keeping an eye on things.”— SeattlePi

“Happy birthday to one of the best places on earth, Seattle’s Pike Place Market.”— KING 5

**Overage Overview**

**13 Pieces of Coverage**
- 6 Print
- 6 TV Broadcast
- 1 Radio

**405,550,000 Viewership**

**Placement:** KING 5, KUOW, Q13, SeattlePi, MSN, The Stranger and Seattleite
Website + Social Media

August Coverage
# Website + Social Media

## Website

**151,477 page views**
8,000 page views more than 2020’s monthly average

### Top Web Pages

- Directions / Parking (6,146 page views)
- Plan Your Visit (5,808 page views)
- Dine-in / Takeout Blog (5,316 page views)
- Outdoor Dining Blog (3,957 page views)
- Shop Retail Businesses Blog (2,996 page views)

### 5 Blogs created

- How We’re Keeping the Market Healthy
- Safe Shopper’s Pledge
- Outdoor Dining at Pike Place Market
- Help Us Celebrate Our Birthday Month
- Lunchtime Tunes with Market Buskers

## Social Media

### Growth

Gained 2,657 Instagram followers in August

### Engagement

Likes, Comments and Shares on Facebook matched pre-pandemic engagement

### Mentions

Mentions of Pike Place Market doubled on Twitter

*People wishing us happy birthday

### Notable Mentions

26 subscribers on YouTube
577 members in Locals Only Facebook Group
Programs

August/September
Lunchtime Tunes (Wednesday)

Based on positive feedback from buskers, we have extended our Lunchtime Tunes program through September.

Schedule:
- Sept 2nd - PK Dwyer
- Sept 9th - TBA
- Sept 16th - Muscle Mouth
- Sept 23rd - Charmaine Slaven
- Sept 30th – TBA

Join us every Wednesday in September on the Market Facebook page from 12pm to 1pm to rejuvenate with the music from our buskers. Visit our blog for more details and past performances - [PikePlaceMarket.org/LunchtimeTunes](http://PikePlaceMarket.org/LunchtimeTunes)

Music Mondays

We are also showcasing our talented buskers each Monday. Be sure to check out our IGTV for Music Monday for more of your favorite buskers.

Schedule:
- Sept 7th Amanda Chavez
- Sept 14th The Speakeasy Jazz Cats
- Sept 21st Jonny Gold Music
- Sept 28th Funeral Dove
- Oct 12th Carly Ann Calbero
- Oct 19th Kevin Buster
On Aug 28th, we launched the new 2020 Co-Op program.

- Qualify participants can now receive reimbursement for email marketing and social media advertising in addition to print advertising.
- We have also created an easy to read handbook and toolkit that outlines the new program.

New [Digital Toolkit](#) Includes:
- Handbook
- Downloadable Graphics
- Submission Form
New Co-Op Toolkit Includes

NEW Email Marketing Graphics – 6 Designs

New Social Media Graphics – 5 Designs

New Print Ad Badge

Pike Place Market
IS OPEN!

There's never been a better time to be at your world famous, one and only, open-air market. Over 100 small businesses are open and ready to serve you.

Enjoy a day of shopping at the best shops, artist and farm tables, and find the tastiest treats in all of Seattle in one place.

CLICK HERE to see who is open, get your safe shopper tips and plan your Market day.
Safe Shopper Pledge Program

Program Overview

60 Shoppers signed the pledge

45 Businesses signed the pledge
• Buttons and poster delivered to businesses
• Businesses featured on Healthy & Safety blog

Program Promotion:
• In a Tenant Alert to businesses
• On Instagram, Facebook, Twitter and in the monthly newsletter for shoppers
• Added to Main Homepage on website, plan a visit page
• Added Sign pledge call-to-action button on every blog
• On Healthy & Safety blog: PikePlaceMarket.org/HealthyMarket
2020 Daystall COVID-19 Re-Opening Update
Key Dates

• March 17, 2020: Final Daystall day before COVID shutdown
• March 18 –June 10, 2020: Daystalls closed
• June 11, 2020: Limited Farmers started back, Thur. & Sat.
• July 2, 2020: Limited Craftspeople started back, Thur. through Sun.
• August 17, 2020: Added Mondays
Progression in Attendance Numbers Since Re-Opening

Farm and Craft Attendance Since 7/2/2020

[Line chart showing attendance numbers over time]
ROLL CALL: From This...
To This...
The Busiest Saturday to date:
Farm Program Update

September 8th, 2020
Pike Box Season One - Recap

• June 17th – August 19th
• Pike Box Members: 195
• Pike Box shares packed and picked up: 1,920
  (+33 add on bouquets)
• $44,474.38 paid to farmers
  (this includes preschool shares)
Pike Box
Season Two

- Sept. 2\textsuperscript{nd} - Oct 21\textsuperscript{st}
- 90 Food Access Shares
- 159 shares total