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, October 13, 2020
Time: 4:00 p.m. – 6:00 p.m.
Location: https://us02web.zoom.us/j/85779482582?pwd=Z0RBbzFHL3RZmx6TGlvZEJuUk53UT09
OR dial +1 253 215 8782, Meeting ID: 857 7948 2582, password: 172369

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Presenter(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>B. Approval of the Market Programs Committee Meeting Minutes for September 8, 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, Madison Bristol, Tanya Sinkovits</td>
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<td>4:50pm</td>
<td>IV. Reports and Discussion Items</td>
<td>Carter Grant, Amy Wallsmith</td>
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<td>A. Harvest Box and Summer Survey Updates</td>
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<td>B. Fall Programming: Virtual Events</td>
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<td>5:45pm</td>
<td>V. Public Comment</td>
<td>Chair</td>
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<td>5:50pm</td>
<td>VI. Concerns of Committee Members</td>
<td>Chair</td>
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<tr>
<td>6:00pm</td>
<td>VII. Adjournment</td>
<td>Chair</td>
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OR dial +1 253 215 8782, Meeting ID: 838 6153 9131, password: 674795

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

Other Council Members Present: Gordie McIntyre

Staff/Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, Madison Bristol, Tanya Sinkovits, Zack Cook, David Dickinson, Maggie Mountain, Leigh Newman-Bell, Chloe Knox

Others Present: Haley Land, Joan Paulson, Patricia Gray

The meeting was called to order at 4:01 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 August 11, 2020 Minutes
      The August 11, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    Joan Paulson commented that the outreach efforts are great but they need to continue to bring the locals back and keep them. She noted that despite facing closure due to COVID in March the Market remained open, much like it did during the 1918 flu pandemic. 12 businesses representing meat, fish, diary, produce and flowers, stayed open continuously and remains the only public market in continuous operation. She doesn’t believe the 113th Market Anniversary paid any attention to these 12 warrior businesses and suggested that during the December 5th Small Business Saturday events the history of being continuously open can be retold and publicly thank those businesses. Joan asked what the plan is for 2021 for farmers given their current economic challenges and commented that she does not like the new online Roll Call for daystall. She wants to see the original layout and process return once COVID restrictions end.

III. Programs and Marketing Report
     Amy Wallsmith began by providing a marketing update for July and August. Amy shared a revised calendar for advertising noting that she’s still looking for options for extending the broadcast
advertising in the fall, however rates have increased due to elections. The advertising mix is great with traditional, print, direct mail and broadcast. Broadcast (KING, KOMO, & ROOT Sports) advertising from July 20 – September 6th resulted in nearly 6 million impressions. Broadcast radio through the two local NPR stations resulted in 2 million impressions. Streaming video (YouTube, hulu and programmatic audience targeted impression bidding) has been performing strong as well, targeting downtown zip codes resulted in above average video completion rates. Digital advertising (over 100+ different ad sets using User Generated Content) is performing really well and have a click through rate of 0.40% (industry 0.05%). Amy shared a couple examples of the digital ads that are performing well.

Amy Wallsmith continued by reviewing the results of social media for July and August. The watch time for videos are high. Average watch time for Facebook is 10 seconds (industry average 2 seconds) and Instagram view rate of 4 seconds (industry average 2 seconds). There are 25 carousel ads running using User Generated Content. Paid search is advertising the parking garage is doing really well too. The click thru rate is 11.8% for parking and 17.64% for blog posts (Open Businesses).

Madison Bristol reviewed public relations August. There were 77 pieces of coverage (26 print, 35 broadcast and 16 radio) with a viewership of 525 million. New drivers were on the new outdoor dining program and the Market’s 113 birthday. Madison noted there are a couple upcoming stories, including two pieces in the Seattle Met and a piece in National Geographic online on Market safety precautions. The big news driver for August was the new outdoor dining. It received 64 pieces of coverage (20 print, 29 TV broadcast, 15 radio) with nearly 120 million views. There was a focus on all of the eateries that are offering outdoor dining. Madison shared some quotes from the stories, including one by KING 5, “Despite celebrating 113 years this month, Seattle’s famous Pike Place Market is showing it can still reinvent itself.” The Market Birthday Month PR pitch received 13 pieces of coverage (6 print, 6 TV broadcast, 1 radio) with 405 million views.

Tanya Sinkovits shared the website and social media coverage for August. The website received 151,477 page views which is 8,000 more page views than 2020’2 monthly average. The top web page views were for directions/parking, plan your visit, dine-in/takeout blog, and shop retail businesses blog. Five blogs were created in August. Social media gained 2,657 Instagram followers in August and engagement (likes, comments and shares) on Facebook matched pre-pandemic engagement. Mention of Pike Place Market doubled on Twitter with many people wishing the Market Happy Birthday! There were 26 new subscribers on YouTube and currently there are 577 members in the Locals Only Facebook Group.

Amy Wallsmith shared information on programming for August and September. Lunchtime Tunes take place on Wednesday and based on positive feedback from Buskers, this program has been extended through September. Due to background noise the venue is now in the north Arcade near the roll call board. Music Mondays is also continuing on Mondays through September. The new 2020 Co-Op program launched on August 28th. There is now a new digital toolkit that includes a handbook, downloadable graphics, and a submission forms for submitting online. There are email marketing graphics, social media graphics and a new print ad badge. Amy shared examples of each.

Amy Wallsmith reviewed the status of the Safe Shopper Pledge program. So far 60 shoppers and 45 businesses have signed the pledge.
Colleen Bowman, in references to the broadcast television data, asked for clarification on what 18% reach in July stands for. Paul Neal responded that the ad reached 18% of adults 25-54 in the advertising market. Colleen Bowman then asked what month the Market will be featured in National Geographic. Madison Bristol that article will be released online any day and she will send when it’s out. Colleen thanked Amy for parking advertising and would like to see a chart comparing parking advertising with revenue. Also, she wonders if there is a way at the beginning of Lunchtime Tunes to note that the artists are at the Market Thursday – Monday. Any empty Arcade gives the impression that we currently don’t have artists at the Market.

Paul Neal asked if it’s possible to advertise in The Stranger voter guide issue and he would encourage the Market to be in that edition. Amy Wallsmith responded The Stranger is still putting together a package and we may be able to be in that. Paul commented that the CPM for broadcast television in July looks high ($11.90) Amy Wallsmith responded that is a little high due to only advertising on two channels and was pushing really hard to be in prominent spots. Paul commented he would like to see if there is a way to correlate advertising for parking and restaurants with sales and asked if there is a way to do that. Amy Wallsmith responded it will take a couple months to gather sales data but will be able to look at parking revenue more quickly.

Gordie McIntyre asked for an update on the post card program and wonders if the PDA promotes the electric charging stations. Amy Wallsmith responded the direct mailer is scheduled to go this month and for parking, the early bird $10 is advertised on Google Ads and the $5 evening parking rate is advertised. She noted there was someone on YouTube created a video on their first visit to the Market and will share that with council members. Electric charging stations are noted on the website but they have not been noted in advertising.

Mark Brady noted car prowls have increased downtown and our garage may be viewed as a safer option.

David Ghoddousi noted that it’s great to see all of the work being put into marketing and that it’s being successful.

Patrice Barrentine thanked Amy and Madison for their presentation and appreciates the format that is easy to read. She agrees that it would be great to equate some of the marketing messages with retail sales. She also wonders if any of the pedestrian counters are able to capture the dine-in seating areas. Amy Wallsmith responded the closest one to the dining options is by the Corner Market and she doesn’t think it would be able to accurately depict the outdoor seating. Commercial is trying to keep in touch with businesses offering outdoor dining and we should be able to get some data on that. Patrice Barrentine noted the people going to the restaurant and outdoor dining blogs was impressive.

Colleen Bowman asked if there is a hashtag associated with the outdoor dining. Amy Wallsmith responded most people are using #pikeplacemarket and a few use #makeitamarketday. Tanya monitors the photos of people eating at outdoor restaurants to use in digital advertising. She is reluctant to create a new hashtag due to having to create new signage to promote it.

Patrice Barrentine commented the highlights for August could be the highlights for the year.

IV. Reports and Discussion Items
A. Craft Program Update

David Dickinson began by reviewing some key dates.

- March 17: final Daystall day before COVID shutdown
- March 18 – June 10: Daystalls closed
- June 11: Limited farmers started back, Thursday and Saturday
- July 2: Limited craftspeople started back, Thursday – Sunday
- August 17: added Mondays

David Dickinson continued that currently there are 116 craftspeople semi-active. 193 people have responded to a survey of when they will return to the Market (23 haven’t responded). Of those, 70 have registered to come back. David shared a graph with the daily numbers for craft and farm. There is a steady progression throughout the summer with numbers of crafters and farmers returning to the Market. There are concerns with older people in the community and they are taking careful choices about coming back. The Daystallers are being great about making safe choices and there are a lot of good ideas being brought forward from the community.

Maggie Mountain shared numbers from the past holiday weekend:
- Friday: 22 farmers, 35 crafters
- Saturday: 28 farmers, 48 crafts
- Sunday: 23 farmers, 44 crafters
- Monday: 21 farmers, 34 crafters

Leigh Newman-Bell added that Mondays are not traditionally a big farm day. Overall, it’s been steady and going down due to seasonality of the crops. Saturdays consistently have the highest farm attendance.

David Dickinson commented that while sales are not what they normally would be, crafters are surprised that they are doing as well as they are. There also have not been many instances with negative interactions with the public not wearing their masks.

David Dickinson shared the current system for roll call, which moved from in-person to remote using a new system set up by Joe. He thanked Joe for all of his work making the software run smoothly. Some crafters really like the remote sign up, especially since it allows them to know their table assignments the day before and reduces morning-of stress. Leigh Newman-Bell added that online roll call is faster than in-person. There are little glitches but the team has been working to improve the system.

David Dickinson continued there have been 3-4 days where we’ve almost reached capacity. In the last few weeks the Pavilion has been used when all inside space is full, but sales are a little spotty out there so crafters prefer to be inside. Buffer tables may need to be eliminated in order to make room for more people as we move into the fall and holiday season.

David Dickinson shared some images of crafters at the Market.

Colleen Bowman asked if there is any understanding of what the downtown retail environment will look like this holiday season and are there plans for how to promote the Market. Mary Bacarella responded staff are working on that plan now and there are no plans coming from DSA and Visit
Seattle currently. Amy Wallsmith added there is a Start Planning for the Holiday’s webinar this week that will share current trends and what we think is coming our way this holiday season.

David Ghoddousi thanked David and his team and appreciated the graph showing the numbers of farmers and crafters. Having them there activates the rest of the Market. If he notices he’s having a slow day it’s interesting to compare that to the daystall and farm numbers. He noted he never thought he would see roll call on the computer and thanked everyone for their efforts on that.

Patrice Barrentine asked what farmers and products are currently being sold on Saturdays. Leigh Newman-Bell responded the majority is flower farmers, with some of those farmers brining produce. The dry side has been mostly full with honey, hazelnuts, saffron and mead wine. Alcohol is now allowed back at Farmers Markets so we have a winery selling on the weekends. There is not as much produce being sold as a normal summer.

B. Farm Program Update
Leigh Newman-Bell began by providing a recap of the Pike Box Season One.
- June 17th – August 19th
- Pike Box Members: 195 (also 100 preschool boxes packed a week)
- Pike Box shares packed and picked up: 1,950 (+33 add on bouquets)
- $44,474.38 paid to farmers (this includes preschool shares)

Season Two started September 2nd and goes through October 21st. There are 159 members, which is a little lower (and anticipated). There are 90 food access shares as well. In 2019 there were on average 219 boxes packed each week, which is down, but the team is smaller and this amount of work is reasonable. Planning for the Fall Harvest Box (November) has started.

Leigh Newman-Bell noted that a survey was sent to all the farmers who have not returned. The main response is they are being very cautious with health and safety and waiting for things to improve.

Paul Neal suggested including the reasons why farmers are not coming back in a future packet. Patrice Barrentine agrees that information would be great. Maybe Mary Bacarella could include it in her Directors Report.

Patrice Barrentine asked what the goal is for the Fall Harvest Box. Leigh Newman-Bell responded originally it was 200 shares for the two boxes (100 each) but that number may be reassessed based on Season One and Two numbers.

Patrice Barrentine clarified the Pike Box numbers between Season One and Two. There is not a significant difference between the two. Leigh Newman-Bell noted there was not a lot of promotion and many people were repeat customers, which leads her to believe those are happy customers. Patrice Barrentine added that many farms do a spring, summer, and fall season and end up losing many customers during the breaks. The Market is doing a good job of keeping customers. Leigh Newman-Bell thanked Carter for all of her hard work ensuring the program is running smoothly and the customers are happy.

David Ghoddousi asked how many farmers are participating in the Pike Box program. Leigh Newman-Bell believes it’s roughly 15-20 farmers and will provide those numbers to Karin.
Public Comment
Haley Land agreed with the importance of the Daystall being full and bustling and it really does drive much of the success of the Market. The Daystall staff have worked creatively and hard during this time and it’s been nice to hear about the successes. Haley is appreciative of how the roll call has gone, but as we get back to normal, most likely next spring, he would like to see the tradition of an in-person roll call return. This tradition helps the Market stand out from others.

Joan Paulson noted the cruise ships started coming in 1999 which increased visitors by 6,000 per year. In 2019 cruise ships brought 1.2 million visitors. She asked what will happen in 2021 when those numbers are still low. She believes it’s important for the Market to have a 3-5 year plan to address this economic downturn. Joan noted that today Dow Constantine announced that $8 million is going towards in increased tourist program. She suggested the Market should be a part of this process. Joan also agrees with Haley Land in his desire to return to in-person roll call as that is the history that needs to be continued.

Concerns of Committee Members
Patrice Barrentine started by asking council members to sign the card for outgoing council member Betty Halfon. The deadline is noon on Wednesday. She noted that Betty was a long time chair of this committee and wants to ensure she is recognized for that work.

David Ghoddousi looks forward to the day when the public roll call returns to the Market and would like to see media attention when that returns as it means a return to normal. He noted that with increased foot traffic in the Market comes increased management of managing people wearing masks. He had many more conversations with people about the correct way for wearing masks. He hopes that leaders in the city, the mayor and governor continues to educate people about the importance of wearing masks. It was a hard weekend for him to manage that in his business.

Mary Bacarella noted that staff are constantly monitoring safety in the Market and appreciates when everyone in the Market pitches in to help.

Adjournment
The meeting was adjourned at 5:26 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Marketing & Programs Update
Pedestrian Counter

March through September Findings
2019 & 2020 Pedestrian Number Comparison

% of Change 2019 to 2020 Year over Year

<table>
<thead>
<tr>
<th>Month</th>
<th>% of Change</th>
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<tr>
<td>March</td>
<td>-83%</td>
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<td>April</td>
<td>-97%</td>
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<td>May</td>
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<td>June</td>
<td>-90%</td>
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<td>July</td>
<td>-88%</td>
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<tr>
<td>August</td>
<td>-82%</td>
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<tr>
<td>September</td>
<td>-67%</td>
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2020 Pedestrian Number

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<tr>
<th>Month</th>
<th>% of Change In 2020 Month over Month</th>
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<tr>
<td>April</td>
<td>-83%</td>
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<tr>
<td>May</td>
<td>42%</td>
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<td>June</td>
<td>177%</td>
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<td>July</td>
<td>44%</td>
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<td>August</td>
<td>30%</td>
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<tr>
<td>September</td>
<td>34%</td>
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Public Relations

September Coverage
PR Highlights

The Seattle Times
Summer is gone, but outdoor dining will stay a while as 150 Seattle street patios and sidewalk cafes weather COVID

One of the city’s biggest attractions, Pike Place Market, set up eight patios along its cobblestone streets and alleys to help keep its 30 cafes and bistros afloat. You can find seating in the back of the market along Western Avenue by JarrBar or snatch up one of the picnic tables with sunset views of Elliott Bay by Old Stove Brewing.

NATIONAL GEOGRAPHIC
Will people ever touch these iconic tourist attractions again?
From Ireland’s Blarney Stone to Seattle’s Gum Wall, some “germy” attractions face a unique COVID-19 tourism challenge.

The Gum Wall in Seattle’s Pike Place Market, where visitors by the thousands add pieces of chewed gum to the 8-by-54-foot rubbery mosaic. A tradition since the 1990s, the Gum Wall is popular with visitors eager to take the iconic photo and add their own gum; some are even dared to lick the wall. Located on a historic brick building, the Gum Wall is routinely cleaned, although visitors add more gum after each cleaning. In 2015, the Gum Wall was cleaned for the first time in 20 years—removing about 2,200 pounds of gum from the 115-year-old bricks. Since there’s no law or regulation against putting gum on the wall, visitors continue the tradition, necessitating regular cleanings.

KUOW
More than 100 stores and restaurants in downtown Seattle have closed during the pandemic. But lately, things have been looking up — just a little.
Early on in the pandemic, Matt’s in the Market had to lay off its staff. But since they fenced off part of Pike Street and started offering al-fresco dining, things have turned around a little.
“We actually are completely sold out for our patio service tonight, if you can believe that,” manager Chris Armstrong said.
Concierge Program

Update
Residential Concierge Program Update

How we are keeping our locals informed:
• Monthly presentation at Concierge Guild meetings
• Monthly or more frequently as needed newsletters
• Handouts/ signage
• Survey

Survey Results:
• Concierge prefer the newsletter as their source of information
• Residents are most interested in learning about:
  1. Takeout Options
  2. Dining
  3. Retail
  4. Farm Stands

Feedback from Concierge:
“The Market is the only place open downtown”
“Our residents seem to be using the Market for takeout and groceries”

Next Steps:
• Fall Specific Newsletter
• Holiday Specific Newsletter
• New contact outreach
• Holiday gift guide

We are sending the October Newsletter the week of 10/5. We have been working with the President of the Concierge Guild to update our outreach list to account for turnover. The October newsletter will be distributed to over 30 new people.
Website + Social Media

September Coverage
Website: September Overview

133,218 page views

Top Web Pages

• Directions / Parking (6,267 page views)
• Outdoor Dining Blog (5,713 page views)
• Plan Your Visit (4,522 page views)
• Dine-in / Takeout Blog (4,125 page views)
• Shop Retail Businesses Blog (3,006 page views)

2 Blogs Created

• Your Staycation Pike Place Market Itinerary
• Your Guide to 2020’s Fall Treats

Your Guide to 2020’s Fall Treats at Pike Place Market

It’s officially Fall! From pumpkin spice caramel popcorn to pumpkin pie yogurt, maple bacon doughnuts to hot toddies — Pike Place Market has all your fall favorites and some new items you must try this year. Celebrate the changing of the season with our 500+ small businesses at the Market.

The Highlights: Everything Pumpkin!

• Baroque Brontes Bakery Cafe: Pumpkin spice latte
• Bottega Italiana: Pumpkin gnocchi
• Cobb’s Popcorn: Pumpkin spice caramel popcorn
• The Confectional: Mini pumpkin cheesecake
• Elenos: Pumpkin Pie Yogurt
• Indi chocolate: Pumpkin spice lattes and truffkses.
• La Panier: Pumpkin macaroons and pumpkin tart
• MarketSpice: Pumpkin pie spice tea
• Piroshky Piroshky: Pumpkin toffee blondie

Pumpkin lovers! We’ve got you covered. Elenos’ famous pumpkin pie yogurt with real pie chunks does not disappoint. Pick some up right now at their newly renovated yogurt bar. Elenos sells a version of this flavor in stores as well, but nothing compares to the real thing at the Market.

Speaking of pumpkin, The Confectional on Pike Place is back open. They’ll start
Social Media: Highlighting Craft/Farm

Platform
• Instagram Stories

Reason
• Interactive
• Easily tag businesses
• Disappears after 24 hours

Goals
• Highlight craft & farm vendors in real time
• Visually show how many Daystalls are here
• Allow people to discover, follow and fall in love with individual vendors

Interactions

473
Actions taken from this story

Replies 2
Profile Visits 4
Sticker Taps 467
@flyingcatcreations 19
@catchycrafts 63
@seattlecandleco 42
@resonantbotanicals 72
@aisaydid 25
@seattlecandleco 69
@raisaydid 39
@ericksonlongboards 59
@hoss.harmony 31
@weirdwods23 48
Email Marketing
Update
**Email Marketing: Overview**

**Subscribers:** 7,146  
**Frequency:** Monthly  
**Average open rate:** 27%  
**Industry standard:** 14%

**2019 Goal**  
- Inform subscribers of Market events and programs like the shopping incentive

**2020 Goal**  
- Inform & link subscribers to the latest Market news, updates on businesses, and marketing initiatives like Facebook Lives, videos and blogs

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**Open Rates**

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**Clicks**

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<td>December</td>
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Programs

Busker Lunchtime Tunes
Small Business Webinars
Program: Lunchtime Tunes

Performances:

Aug 5th - Jonny Hahn (14K Views, 788 Engagement)
Aug 12th - Jeannie Rak (1.2K Views, 213 Engagement)
Aug 19th - Carly Ann Calbero (7K Views, 243 Engagement)
Aug 26th - Charlie Beck (3.2K Views, 208 Engagement)
Sept 2nd - PK Dwyer (5.7K Views, 272 Engagement)
Sept 9th - Matt Carmichael (7.4K Views, 250 Engagement)
Sept 16th - Postponed due to smoke
Sept 23rd - Charmaine Slaven (1.3K Views, 166 Engagement)
Sept 30th - K.B. Muscle Mouth (4K Views, 176 Likes)

Survey Feedback (7 out of 8 responses):

100% Enjoyed performing
100% Satisfied with Venmo tips
100% Would you be interested in doing a similar format performance during the holidays? (will depend on King County guidelines at that time).
72% Said tips were either “much better” or “better” than a typical hour at the Market pre-pandemic.

Tips Compared to a Typical Hour-Long Session at the Market (pre-COVID)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of Responses</th>
</tr>
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<tbody>
<tr>
<td>Much Better</td>
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<tr>
<td>Better</td>
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<tr>
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<td>Worse</td>
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Future Planning:

Based on positive feedback from buskers, we would like to recreate this program during the holiday months. This will give buskers another chance to perform their favorite holiday hits and get Market supporters in the festive spirit.
2020 Small Business Webinars: Overview

**Reopening Marketing Checklist**  
– Jul 23

- 5 Commercial
- 19 Craft
- 0 Farm

**Total Attendees:** 24 (50 registered)

**Learn about Our New Co-Op Advertising Program**  
– Aug 13

- 11 Commercial
- 8 Craft
- 0 Farm

**Total Attendees:** 19 (24 registered)

**Start Planning for the Holiday Season**  
– Sep 10

- 4 Commercial
- 12 Craft
- 1 Farm

**Total Attendees:** 17 (32 registered)
2020 Small Business Webinars: Lessons Learned

Insights:
• Business signups are at an all time high:
  – 86% increase from 2019 Spring Small Business Workshops
  – 217% increase from 2019 Fall Small Business Workshops
• The webinar format has proven to be successful for business participation.

Survey Results (43 participants):
• 100% of all survey participants thought all three surveys were beneficial and would like to see this program continue.

Future Workshop Topics
- Social Media Advertising - Creating ideas for a Carousel Ad
- Social Media Advertising 101 - How to create an ad in Ads Manager
- Social Media - Boosted Posts Tutorial
- Email Marketing
- Social Media Advertising Budgeting
- Geotagging

0 2 4 6 8 10 12
Advertising Update

New for Fall
## Calendar

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<th>Channels</th>
<th>Oct</th>
<th>Nov</th>
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![Programmatic Audience Targeted Impression Bidding]
New Fall Advertising: Videos

Where Seattle Eats
(featureing eateries)

Where Seattle Shops
(featureing retail)

Where Seattle Eats
(featureing restaurants)

Where Seattle Shops
(featureing grocers)
Fall Digital Ads

New Fall Themed Advertising added to the 100+ different ad sets

Digital Ads Categories
• General Market (Fall, Safe Shopper, Outdoor Dining)
• Restaurants (Commercial)
• Eateries (Commercial)
• Grocery Shopping (Commercial and Farmers)
• Retail (Commercial, Crafters)
• Service (Commercial)
New Theme: Happy ‘Fallidays’!

What is Falliday? Well it is that special time of year at the Market when Fall and Holiday seasons come together. With the season fast approaching and the stress of an upcoming election and continuation of COVID restrictions, our direct mail campaign is shifting to focus on lifting spirits and spreading a bit of – all-inclusive – joy.

The mailer will highlight the things that make our Market so special this season featuring a market-themed update of ‘Twas the night before...” The overall goal remains the same: to inspire our locals to explore and shop at their one and only Pike Place Market. The piece will be fun and informational with a witty nod to the Market being really pretty, with just a bit of gritty.

Sample Copy:
Happy Fallidays!
'Twas the middle of autumn and things were quite hazy the people were stirring, they were downright stir-crazy!

Come down to the Market! They said with a cheer We've got just the thing to brighten your year

Mailer Details: An accordion mailer with 4 postcards that can be detached. We know our audience will be excited to unfold and explore each postcard for its special message and piece of art.

Audience: 28,740 Households living directly around the Market.
Date: Mid - November
Geographic Radius: Downtown Seattle
North: Denny Way
South: Edgar Martinez Way
East: I-5
West: Waterfront
Farm Program Update

October 13th, 2020
CSA Season Two

- Last delivery 10/21
- 155 shares total
- 90 Food Access Shares
- Continuing FBx To Go preschool mini CSA program
Fall Harvest Box

- Signups open 10/26
- 2 deliveries on 11/12 + 11/29
- Different box configuration
- Fall produce!
- Tilth grant for promotions
August Farmer Survey

- Phone survey conducted in August of vendors who had not yet sold any days at Pike since March closures (24 called, not all provided responses)
- Most common response was COVID related health/safety, followed by cost
- Offsite market vendor concerns
Have you sold at Pike Place Market in 2020? (n=17)

Yes

No

For those that did not sell, do you plan to sell in 2020? (n=17)

Yes

No

Not Sure
What concerns do you have about returning to the Market? (n=17)
Do you plan to return to Pike Place Market in 2021?

(n=16)

As long as the COVID risk decreases.

Yes, as long as the express markets are open.

Yes, hopefully, waiting to see how things play out.
Fall & Holiday Programming

October through December
Market Events/Celebrations

Upcoming Key Events and Dates:

• Seattle Refract – October 15 - 18  
• **Core Event**: Costumes on the Cobblestones - October 31  
• Veterans Day – November 11  
• Harvest CSA Pike Box: Nov. 12 & 19 (Sign up Oct. 26 )  
• Thanksgiving – November 26  
• **Core Event**: Magic in the Market – November 28  
• Small Business Saturday – November 28  
• Foundation: Giving Tuesday – December 1  
• The 34th Annual Great Figgy Pudding Caroling Competition – Date TBD  
• Foundation: Giving Tree – Date TBD

Online Celebration  
EVENTS NOT PERMITTED  
Online Celebration and Blog  
Online Promotion  
Online Celebration  
TENTATIVE: LIMITED ACTIVITIES  
Promotion & Tie In  
Online Promotion  
Online Celebration  
Promotion & Tie In

Oct. 6th Update: Retail Events (craft sales shows, etc.)
These guidelines will expand the miscellaneous venues guidance to allow outdoor retail event shows in Phase 3 only, capping attendance to 200 people.
Pike Place Market Virtual Raise Your Glass – From Studio to Table

Join Pike Place Market for the second year as we virtually raise our glasses and celebrate our incredible glass community during Refract. In this four part series, we will take you behind the scenes with some of our most talented Market glass artists. They will show you how they create their incredible art sold at Pike Place Market. Watch them in action, learn more about glass and meet our glass art producers.

Featuring Market Artists:
• Gina Karaba
• Kyle Kinsey, Fusion in Glass
• Tisbury Pringle-Ennis, Tisbury Art Glass
• Cindy Mounts, Glassy Productions

TUNE IN:
October 15, Thurs 4:00—4:30pm Studio Tour: Gina Karaba (Facebook LIVE)
October 16, Fri 2:30—3:00pm From Studio to Table (Facebook LIVE)
October 17, Sat 4:00—4:30pm Studio Demo: Kyle Kinsey, Fused Glass (Facebook Premier Video)
October 18, Sun 4:00—4:30pm Studio Demo: Tisbury Pringle-Ennis, Octopus (Facebook Premier Video)
Market Programming Ideas: November

November

• Video/Live Series: Series of preview events that drive purchases at the Market
  ▪ Fall Specials Foods and Recipes
  ▪ Thanksgiving Table Décor
  ▪ How to Make a Fall Centerpiece

• Printed Gift Guide
  ▪ Distributed to Visit Seattle Booth & Concierge
  ▪ Digital version available on the Market website

• Magic in the Market  Nov. 28th
  ▪ Graig Anderson Holiday Buttons
  ▪ Santa Photos
  ▪ Stocking and Stuffers
  ▪ Santa Milk and Cookies
  ▪ Crafty Appearance/Activity
Market Programming Ideas: December

December

• Video/Live Series: Series of preview events that drive to purchase at the Market
  ▪ Stockings & Stuffers / Gift Ideas
  ▪ Market Buskers Holiday Music
  ▪ Santa Special Event(s): Milk & Cookies with Crafty and Santa Book Reading