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, December 8, 2020  
Time: 4:00 p.m. – 6:00 p.m.  
Location: Join Zoom  
https://us02web.zoom.us/j/82468023404?pwd=ZEVURDZkREVoUlpGcXpXUDNVNGhdz09 OR Dial 253-215-8782, Meeting ID: 824 6802 3404, Passcode: 828923

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

<table>
<thead>
<tr>
<th>Time</th>
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| 4:00pm | I. Administrative | Approval of Agenda  
A. Approval of Agenda  
B. Approval of the Market Programs Committee Meeting Minutes for November 3, 2020 |
| 4:05pm | II. Announcements and/or Community Comments | Chair |
| 4:15pm | III. Programs and Marketing Report | Amy Wallsmith, Madison Bristol, Tanya Sinkovits |
| 4:50pm | IV. Reports and Discussion Items | Karin Moughamer  
A. Market to MOHAI Update  
B. Fall and Holiday Programming |
| 5:45pm | V. Public Comment | Chair |
| 5:50pm | VI. Concerns of Committee Members | Chair |
| 6:00pm | VII. Adjournment | Chair |
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Tuesday, November 3, 2020
4:00 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/89598090263?pwd=KzZaWXZnRTJqSWVTa0lhckZUWUhZz09
OR dial +1 253 215 8782, Meeting ID: 895 9809 0263, password: 956553

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

Other Council Members Present: 

Staff/Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, Madison Bristol, Tanya Sinkovits, Carter Grant, Sarah Leaptrot

Others Present:

The meeting was called to order at 4:00 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 October 13, 2020 Minutes
      The October 13, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    None.

III. Programs and Marketing Report
    Madison Bristol began by reviewing PR coverage in October. There was a piece by KIRO 7 about the holidays and they also re-shared the ghost stories live event. Seattle Met featured a story about 10 places to purchase masks at the Market and Seattle Refined featured Maximilien’s outdoor igloos.

    Amy Wallsmith added the Seattle Refined piece was a result of seeing a post about the igloos on the Market’s social media.

    Madison Bristol provided a community outreach update. Open rate for the residential newsletter increased in October from 26.4% to 31.8% and she’s always looking for ways to add more people to the list. She has received additional responses to the concierge survey which show that 50% would
like to receive handouts. The holiday gift guide handout will be delivered to 34 residential buildings. A table showing topics of interest to residential concierges was reviewed.

David Ghoddousi commented that it was nice to see on the topics of interest chart that groceries and farm stands scored high.

Tanya Sinkovits reviewed website stats for October. There was 120,070 page views with the top pages viewed being Directions/Parking, Dine-In/Takeout Blog, and Plan Your Visit. Two blogs were created in October – Cozy Up with Pike Place Market for a Unique 2020 Thanksgiving and Live Reading: Learn About the Ghost Stories at Pike Place Market. Tanya continued by reviewing social media highlights for October, which includes #GivingTuesday. A calendar of the social media posts was shared. Tanya shared snapshots of Instagram and Facebook posts from October and noted the posts by MoPop to support their campaign to have John Oliver tour an art exhibit in Seattle, which also features an opportunity to support Pike Market Food Bank.

Tanya next reviewed email marketing for October. October open rate is currently at 23% with 224 clicks, but those numbers go up as people continue to open and read. The October newsletter featured stories on shopping for Thanksgiving and the live reading of the Market Ghost Stories. People can subscribe to the newsletters by visiting the Pike Place Market website and scrolling to the bottom where it says “Subscribe.”

Tanya Sinkovits reviewed the Refract programming which included videos of Market glass artists. Four videos received nearly 68,000 views with 1,267 likes, comments and shares. These videos are also on the Market’s YouTube account.

Madison Bristol provided information on the recent small business webinar that featured Twyla Dill and provided information on how to use Facebook Live to sell artwork. 30 people registered while 20 attended (8 commercial and 12 craft). 12 people responded to a survey in which 100% found the webinar helpful and nearly 67% said after taking the webinar they would feel comfortable hosting their own Facebook Live.

Tanya Sinkovits next discussed the ghost stories program. On October 23 and October 30th Mercedes Yaeger shared Market ghost stories from her book. The October 23 program had 185 live viewers, 6,859 Instagram TV views and 364 likes, comments, shared & saves. The October 30th program had 87 viewers but the post after has about 10,000 views. Tanya shared a few of the comments.

Patrice Barrentine commented that the programming is a good way to interact with the Market when they people can’t be there in person.

Colleen Bowman thanked all the glass artists and Mercedes for their participation in the programming.

Amy Wallsmith reviewed advertising for July – September. Overall there have been 14.3 million impressions. Top of funnel has 11.3 million impressions through Hulu, audience targeting, YouTube, KING, KOMO, ROOT Sports, KNKX and KUOW. Middle of funnel has almost 3 million impressions through video content and static & carousel ads on Facebook and Instagram as well as banner ads for audience targeting. People are seeing things in multiple locations and KPI’s are where she expects
them to be. With bottom of funnel advertising the click thru rate is 12.82%, which is well above the average of 1%. Impressions for bottom of funnel is 97,505.

Amy shared the advertising calendar for November and December. She’s adding seasonal advertising and she’s working to add WARM 106.9, Seattle Times, The Stranger and enhanced package with KING 5 in addition to what is already being used.

Paul Neal asked if the plan with WARM 106.9 will be the same as last year. Amy Wallsmith responded no as they don’t have the capacity to partner in the same way but she is exploring ways to have programming on air and use the DJ’s to talk about shopping at the Market. She will share more when it’s finalized.

Amy Wallsmith continued by discussing parking promotions. The Market Foundation added a line on their November mailer about parking and in addition there is a partnership with Seattle Historic Waterfront Association to get reimbursed for 3 hour parking vouchers.

Paul Neal asked what the plans are for working with the Foundation in December regarding promotions. Amy Wallsmith responded she is working with their team on #GivingTuesday and there will be a virtual giving tree. The Foundation is doing a Market Place online shopping website and that will be featured in the Gift Guide.

Paul Neal responded that everything he heard is how the PDA is supporting the Foundation and asked what the Foundation is doing to help support the Market. Mary Bacarella responded they are doing the newsletter as well as posts on social media. For shopping the Market Place website will highlight a number of Market tenants and artists.

Amy Wallsmith reviewed the direct mail/post card campaign, which includes outreach to 28,740 households living directly around the Market. It includes 4 postcards that can be detached.

Amy Wallsmith shared the copy and creative for the direct mailer. Some of the copy is still being worked on. Mary and Amy read the copy on the postcards. The main postcard reads:

‘Twas the middle of autumn and all were still home
But the people were stirring! They wanted to roam!

Come down to the Market! we said with a cheer,
We’ve got just the thing to brighten your year!

We’ve got biscuits and doughnuts and bottles of wine,
Restaurants a-plenty at which you can dine.

Need gifts for your loved ones? We’ve got some of those.
We’ve got hats for your heads and socks for your toes.

Comics and candles and gadgets for cooks,
Jellies and spices and shelves full of books

There are fish that are flying and pigs that are giant
Yogurt so good, you’ll just have to try it!

So grab a few friends while the days still have light,
And come down to the Market, we’ll treat you just right.

Happy FALLidays!
Love, Your Market

Amy Wallsmith read the copy for the postcard featuring Honest Biscuits.

This sandwich! They cried,
It’s a dream that’s come true
Stuffed with bacon and cheese
That’s dripped on my shoe.

Drippy deliciousness courtesy of Honest Biscuit, one of the Market’s crave worthy coffee and dining destinations.

Paul Neal asked if the postcards come with instructions on what to do. Amy Wallsmith responded no. They come so that people can see they are postcards. Paul hopes that people mail them to each other in town to encourage shopping at the Market and asked if there is a prompt to do so. Amy Wallsmith responded no.

Amy Wallsmith read the copy for the postcard featuring the pears.

Tis the season for family for food and for living
Being grateful and thoughtful and loving and giving
But then there are things that you don’t want to share
Like a juicy, enormous, Market holiday pear.

No one does freakishly large seasonal fruit like the Market so pick a peck of pears pronto.

Amy Wallsmith read the copy for the postcard featuring Billie the Pig.

The Market ya know is the soul of the city
It’s been there for you when times have been gritty
Our people are family they work hard for a living
So please share your support with your generous giving

Support Pike Place Market Foundations recovery of the Pike Place Market. Text Market to 91999.

Colleen Bowman asked when the postcards will be sent out. Amy Wallsmith responded the goal is to send them out before Thanksgiving.

Patrice Barrentine commented she really likes how they turned out and can’t wait to see where they pop up.
Colleen Bowman commented that she believes the text number was created for the Small Business Recovery program and would like to clarify where the funds go if people donate to that text number. Amy Wallsmith will follow-up with the Foundation and confirm the number and copy.

IV. Reports and Discussion Items MIN 57
A. Upcoming Farm Survey
Carter Grant reviewed the farm survey that will be sent to all permit holders for 2020. They will follow up with phone calls as many people respond better to direct communication. The survey includes the following questions:

- What is your business name?
- What is your main crop or product?
- Have you attended any days since reopening on June 11th?
- Do you plan to attend Pike Place Market or an express market (if available) in 2021?
- How would you describe your attendance in a pre-COVID-19 year?
- How would you describe your attendance since reopening June 11th?
- If your attendance is lower than normal, what is the main reason?
- What other sales channels are you currently using?
- Crop planning for 2021, I think my business will (increase, decrease or stay the same)
- Where in Washington is your farm located?
- How long does it take you to travel to Pike Place to sell for the day?
- How important is it to you and your business that the street tents reopen?
- How important is it to you and your business that Express Markets open in 2021?
- What program(s) are most important to your continued participation in Pike Place Market?
- Is there any information you would like to share related to you and/or your business since the market shut down in March?

Colleen Bowman asked if any farmers are going straight to wholesaling that would normally sell at farmers markets. Carter Grant agrees that could be a good option to add. She did see farmers joining other CSA’s this year.

Colleen Bowman asked if farmers pay for parking when selling at the Market. Carter Grant responded if a farmer has eight feet of produce on their tables they get a daily parking pass, but that hasn’t happened much this year.

Colleen Bowman asked if there are good responses to the farm manager position. Mary Bacarella responded there are three interviews this week.

Paul Neal asked Carter to discuss how the results of the survey will be used. Carter Grant responded this is a good way to be able to touch base with farmers and to update understanding on what is important to our farmers. Mary Bacarella added this information will also help with planning for remote markets and CSA given the current state of COVID in the spring and summer. Paul Neal suggested some of these questions could be replicated each year.

Patrice Barrentine encouraged adding another question such as “Of the existing programs, is there something you’d like to see the Market modify?” Patrice wonders if there is a way for the CSA to offer a bulk share and how can the Market help the larger farms that may be coming from farther
away if there is not a remote market option next year. She’s glad this information is being collected and it could be very useful in budgeting for next year.

Patrice Barrentine asked when the survey will be sent. Carter Grant responded she’d like to get it sent out tomorrow and then continue to work on getting responses during November.

B. Fall and Holiday Programming
Amy Wallsmith reviewed the November and December celebrations at the Market. November includes:

- November 12 & 19: Harvest CSA Pike Box (online promotion)
- November 14: How to make a fall centerpiece (social)
- November 17, 19, 24, 28: IG Reels/TikTok Videos (social)
- November 23: Gift Guide Online & distributed (print and online)
- November 28: Magic in the Market (Limited activities)
- Small business Saturday (promotion and tie in)

December events include:
- December 1: Foundation Giving Tuesday (online promotion)
- December 1, 3, 8, 10, 15, 17, 22: IF Reels/TikTok videos (social)
- December 2, 9, 16: Busker Holiday Tunes (social)
- December 3, 10, 17: Stocking & Stuffers (social)
- December 5, 12: Santa Events (social)
- December TBD: The 34th annual Great Figgy Pudding (online celebration)

Amy Wallsmith reviewed the holiday celebrations which include:

- November 11: Veterans Day (online celebration and blog)
- November 26: Thanksgiving (online celebration and blog)
- December 10: Hanukkah begins (online celebration)
- December 18: Hanukkah ends (online celebration)
- December 25: Christmas (online celebration)

Amy Wallsmith reviewed the new Instagram Reels and TikTok programs. These are short-form video style entertainment platforms that are big on the internet. Video content will include:

- Introducing Crafty!
- 5 things to add to your Thanksgiving table this year!
- Last minute Thanksgiving desert ideas
- 5 things you need from Pike Place Market for the ultimate Thanksgiving

Amy Wallsmith reviewed the Gift Guide which will be both online and a print piece. Printed version will be distributed at the Info Booth, event tent (for any on site programs) and through downtown concierges. A list of those locations were provided.

Amy Wallsmith provided information on limited activities being considered in November and December. Magic in the Market cannot take place as usual due to restrictions on large group gatherings. Ideas include:

- Traditional holiday button by Graig Anderson
• Photo ops – Graig Anderson mural on the Desimone Bridge and MarketFront Pavilion
• Santa photos – socially distanced*
• Craft photos – socially distanced*
• Shopping incentive tent – gift guide and wrapping paper distribution.

*These will take place if King County moves into Phase 3.

Amy Wallsmith reviewed the virtual celebrations in November and December. If COVID guidelines remain in the current phase, the programs teams will work on the following:
• Holiday music themed Lunchtime Tunes featuring Market buskers
• Virtually explore Stockings & Stuffers gift ideas, then come down and shop!
• Virtual Santa ideas – cookies with Santa, readings with Santa, and more!
• Supporting the Pike Place Market Foundation on Giving Tuesday and their virtual Giving Tree
• 34th Annual Great Figgy Pudding

Patrice Barrentine commented it’s a great line-up and very creative.

Colleen Bowman thanked everyone for being so flexible during this time.

Paul Neal wondered how much effort it would be to try to monetize how much marketing support the PDA provides to the Market Foundation. Mary Bacarella responded that it’s currently not being counted but it is an interesting idea and something staff could do.

Colleen Bowman noted there are a lot of in-kind donations made to the Foundation and those are listed in the Services Agreement. Going forward in 2021 it would be great to have a number associated with marketing and other in-kind donations.

David Ghoddousi suggested analyzing what the Market Foundation has contributed to the Market since the renovation to present. They have helped raise money through various programs. He wants to be fair and see that data.

Mary Bacarella commented going back 15 years will be a lot of work.

David Ghoddousi wants to be fair and he believes they are stepping up during the pandemic and they have stepped up for the renovation and waterfront development.

Colleen Bowman agrees there are two sides to this but believes the Foundation is responsible for showing their contributions and the PDA should be responsible for collecting data on in-kind donations to the Foundation.

V. Public Comment
Betty Halfon commented that she doesn’t know if the messaging on the Billie the Pig postcard is the right message as it mentions “support the recovery of the Pike Place Market.” She’s not sure the work “recovery” is the right term. Betty also commented that in all the programming she’s seeing any mentions of the retail and commercial businesses that are currently suffering as much as the crafters.
Joan Paulson commented that Queen Anne should be included in the postcard campaign as their farmers market is currently closed. She thanked staff for including Small Business Saturday and would like to see it tied back to the Foundation and their giving plan. Joan looks forward to a robust review of the proposed programs for January to May 2021 and she hopes they are as robust as the ones for the end of 2020.

VI. Concerns of Committee Members
Mary Bacarella commented that while she never wants to tell Betty she’s wrong, staff have included all businesses at the Market in the marketing campaign since its inception. There are videos, ads, and social media posts. She will share those with Betty. Second, Mary noted that during her time the Market has always supported Small Business Saturday. And Mary looks forward to sharing upcoming ideas for continuing to promote businesses at the Market in 2021.

Gordie McIntyre commented that he’s impressed with the postcard program.

Patrice Barrentine thanked the Market Programs team for all their work and thanked committee members for their contributions during the meeting.

VII. Adjournment
The meeting was adjourned at 5:22 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Marketing & Programs
Update - November

HOLIDAY SHOPPERS GUIDE

There is never a more magical time to visit the Market than during the holidays!

EATS

The Market has over 150 vendors, including restaurants, bakeries, and specialty shops. Many vendors offer holiday specials and unique gifts for the season.

SHOPS

This holiday season, make the Market your go-to destination for gifts, decor, and unique items. Many vendors offer special holiday hours and promotions.

MEETS

Make it a holiday tradition to meet with friends or family at the Market. Take a break from the hustle and bustle of the season with a delicious meal or a warm cup of coffee.

REJUVENATES

Take a break from the holiday madness and rejuvenate with a visit to the Market. Enjoy a relaxing moment at a vendor's table or take a walk through the aisles.

MARKET HOLIDAY EVENTS!

The Market will be bustling the entire month of December! Come see the magic while you shop.

December 1 - Special Christmas Tree Lighting at 6pm

December 3 - Special Off-Center Opening at 7am

December 4 - Special Off-Center Opening at 5pm

December 7 - Special Off-Center Opening at 7pm

Twelve Days of Market Deals: 12 Days of Christmas Deals

Six Days of Market Deals: 6 Days of Christmas Deals

Six Days of Market Deals: 6 Days of Christmas Deals

GIFT TIPS!

Give the gift of magic this holiday season. Visit the Market and find unique gifts for friends and family.

PUBLIC MARKET CENTER

PIKE PLACE MARKET
Pedestrian Counter

March through November Findings
2019 & 2020 Pedestrian Number Comparison

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<tr>
<th>Month</th>
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<tr>
<td>March</td>
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<td>April</td>
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<td>October</td>
<td>-71%</td>
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<td>November</td>
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2020 Pedestrian Number

% of Change In 2020 Month over Month

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<thead>
<tr>
<th>Month</th>
<th>% of Change</th>
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<tbody>
<tr>
<td>April</td>
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<td>November</td>
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Public Relations

November Coverage
In Seattle, businesses at Pike Place Market are offering an array of deals and visitors can check out an official Holiday Shoppers Guide online.

If you’ve ever had a near-miss encounter with a flying fish at Seattle’s Pike Place Market (and even if you haven’t), you know how integral a vibrant market can be to a city’s culture. Seattle’s Pike Place Market draws more than 15 million visitors exploring the nine-acre historic district annually.

The article included:
- Charlie’s Flying Fish Ornaments and Window Charms
- Chukar Cherries Holiday Assortments and Gifts
- Saisei Apparel Holiday Ornaments
- Ugly Baby Shower Art
- Vintage Creations Cashmere Ruffle Scarf, Beanie and Convertible Mittens

Boasting expansive views of the Puget Sound, Maximilien’s “Le Igloos” are nestled atop their rooftop dining spot once more after giving the bubbles a go last year.
PR Coverage 2019 to 2020 (Jan – Nov)

168.46% Increase in Impressions
  • 2019: 1,130,227,286 impressions
  • 2020: 3,034,154,011 impressions

118.52% Increase in Features (32 new)
  • 2019: 27 features
  • 2020: 59 features

26.1% Increase in Press Coverage
  • 2019: 549 pieces of coverage
  • 2020: 692 pieces of coverage
Community Outreach
Marketing created a gift guide for holiday shoppers. In the guide readers will find:

- Retail, craft, specialty food products.
- Takeout and grab and go options.
- Information on upcoming holiday events, promotions and safety measures.

**Distribution:**

- Over 800 guides were distributed to 34 residential buildings.
- Shoppers can also pickup the guide at the Info Booth or visit our website to view the digital version.
Community Outreach: Concierge Email

Increased open-rate by 32.9% year to date

Downtown Residential Concierge Newsletter Open Rate

- May: 23.1%
- June: 23.1%
- July: 26.7%
- August: 18.4%
- September: 26.4%
- October: 31.8%
- November: 30.7%
Website + Social Media

November Coverage
2019 vs 2020
Website: November Overview

121,452 page views

Top Web Pages*
• **Plan Your Visit** (4,020 page views)
• **Directions / Parking** (3,747 page views)
• **Takeout Blog** (3,594 page views)
• **Shop Retail Businesses Blog** (3,010 page views)
• **Outdoor Dining Blog** (2,246 page views)

4 Blogs Created
• Upcoming Market Deals & Discounts for Veterans and Black Friday Shoppers
• Create the Perfect Thanksgiving Centerpiece
• Holiday Tunes with Market Buskers
• Pike Place Market’s 2020 Holiday Shoppers Guide

Holiday Shoppers Guide received 1,329 page views in the first week
Social Media Growth in 2020

Followers

Facebook

Instagram

Twitter

Engagement

Facebook

Instagram

Twitter
Social Media Highlights

TikTok launched on November 19th
270 Followers

Video featuring flower farmer
4,356 views
Email Marketing

Update
November open rate: 23.5%
November clicks: 386
<table>
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<tr>
<th>Channels</th>
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<tr>
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<td>Seattle Times - Print and Digital Package</td>
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**Advertising Calendar**

![Google Ads](image1)

Programmatic Audience Targeted Impression Bidding

![Facebook](image2)

KUOW 94.9

Warm 106.9

K5

The Stranger

Seattle Times

YouTube

hulu
Fall Campaign Highlights

TOP OF THE FUNNEL
Streaming TV:
• 30,149 completed 30s views (over 2/3 of which ran on Hulu, the rest ran on other premium streaming TV apps like Roku and Fubo)

YouTube:
• The average completion rate on 30s skippable ads was 37.91%, with the Grocery spot outperforming the rest at 47.98% completion. (Our goal on YouTube is a 30% comp rate.)

MIDDLE OF THE FUNNEL
Audience Targeted Videos:
• The Eateries spot had the best completion rate at 40.49% (it also had the best CTR at 0.14%, far above the industry standard for display ads at 0.10%)

Paid Social Carousels:
• The Craft Carousels took the top spot over Eateries with a 3.65% Engagement Rate and 1.96% CTR (the Restaurant Carousels were in a close second)

Paid Social Videos:
• Eateries and Grocery videos had the longest average playtime at 9s

BOTTOM OF THE FUNNEL
Both search campaigns are remaining incredibly strong and have even slightly increased over time.
• Google Search – “Open Businesses” Blog Post: 25.27% CTR
• Google Search – Parking: 10.43% CTR
New Holiday Campaign: Videos

Where Seattle Eats
(thenet eateories)

Where Seattle Shops
(featureing retail)

Where Seattle Eats
(featureing restaurants)

Where Seattle Shops
(featureing grocers)
Holiday Campaign: Digital Ads

Where Seattle shops
9 ACRES OF UNIQUE GIFTS
ONE CLICK AWAY!

Where Seattle eats
9 ACRES OF WORLD-CLASS RESTAURANTS AND EATERIES
ONE CLICK AWAY!

Come shop nine-acres of gifts and world-class food!
PikePlaceMarket.org

Special Holiday Offer!
SWIPE TO FIND OUT HOW TO GET YOURS TODAY!

Spend $50 To Get
A Cookie Decorating Kit From The Atrium Kitchen!

JOIN US WEDNESDAYS AT NOON
PIKE PLACE MARKET PRESENTS

Holiday Tunes on Facebook
MARKET BUSKERS!
CLICK TO JOIN HOLIDAY BUSKER TUNES!

MARKET BUSKER
Jeannie Rak
DECEMBER 9th
NOON - 12:30pm
VIRTUAL TIP JAR
Venmo @Jeannie_Rak
Holiday Campaign Highlights

KING 5 Television
- Impressions: 3,887,000
- Reach: 30.2%
- Frequency: 3.7
- 30% of our audience Adults 18+ will see the spots 3.7 times

KUOW 94.9 FM
- Impressions: 489,000
- Reach: 7.2%
- Frequency: 1.9
- 7.2% Adults 18+ will see the spots 1.9 times. (Keep in mind this is the core of our primary demographic).

KRWM 106.9 FM
- Impressions: 2,118,000
- Reach: 25.8%
- Frequency: 2.2
- 25.8% Adults 18+ will see the spots 2.2 times.
- *This doesn’t include all of the unpaid promo spots, which adds impressions.
Holiday Campaign Promotional Highlights

KRWM 106.9 FM Shellie Hart Endorsements

• 15 Days: Weekdays 11/30 through 12/18
• Over 30 Market Businesses Highlighted

Topics: Cyber Monday, Ornaments, Gift Sets, The DownUnder, Market Garage Parking, Stocking Stuffer Idea: Masks & Holders, Retail shops at the Market, Craft Market, World Class Food at our Restaurants and Eateries, Take Out and Curbside Pickup at Pike Place Market, Jewelry, Get to know the Market’s First Ave Shopping, Freshest Local Ingredients, Get to know the Market’s Shops along Pike Place, General Market - Still time to shop!

KING 5 Television – Evening Promotional Package

• 11/27 EVENING Show filmed from Pike Place Market Craft Market (PR Effort)
  Click here to watch
• EVENING Show Gift Guide :30 sec segments - 10 in-show promotions
  Weekdays, except Friday, starting 11/24 through 12/17
  Watch: 11/24 and 11/26
Holiday Campaign Promotional Highlights

Seattle Times Holiday Promotional Package
• Cover of Printed Gift Guide
• Bonus Ad in the Printed Gift Guide
• Five Featured Products Online Gift Guide
• Sponsored Article: [Click Here] to read
• Audience Targeted Cobranded Twitter, Facebook and Native Programmatic camp campaign

Visit Seattle
• Feature in the online Holiday Campaign [Click Here] to read
GENERAL
Marketing Updates
Trademark Update

NEW Media Partnership KUOW:

- Pike Place Market is the official Today So Far launch partner, new daily newsletter. Partnership promotional plan includes:
  - Tagging in on-air spots with “Thanks to our launch partner Pike Place Market” (or similar message). ~40 spots a week for the next six weeks
  - A text call-out in each Today So Far daily newsletter between now and end of the year. Current list size ~1,800, but we expect this to grow quickly.
  - A text call-out thanking Pike Place Market as the Today So Far launch partner in promo slides at two upcoming virtual events: Work Redefined (Nov. 19) and Year In Review (Dec 17).

Renewals

- Pike Brewing - Licensing agreement for Pike Place Ale, agreement expired July 2020
  - We are working through new details. Presentation January/February to programs.

Infringements

- Chalo – notified by email and working on resolution
New Curbside Pickup Signs

Seven locations will receive the new signs.
Market to MOHAI

MARKET PROGRAMS COMMITTEE

DECEMBER 8, 2020
Mission and Purpose Statement

Market to MOHAI is a safe, engaging, well-lit, and well-marked pedestrian corridor connecting four of Seattle’s Parks and some of our great public spaces, from the Central Waterfront and Pike Place Market to Lake Union Park and MOHAI. Connecting the Waterfront, Belltown, Denny Triangle and South Lake Union neighborhoods, this corridor serves residents and visitors alike, as they commute to work, shop and enjoy the opportunities for recreation in this vibrant, evolving, urban environment.
The Team

- Steering Committee with nearly 20 representatives
  - City, SLU Chamber, Friends of the Waterfront, businesses along the corridor, MOHAI, Pike Place Market
  - Transition from Steering Committee to non-profit with a Board of Directors
- Design Team: Berger Partnerships and Studio Matthews
Completed October 8, 2020

- 38 History Blades
- 71 Sidewalk Tiles
- Four Years
- Investment of almost $500,000
Website and Social Media

• SOME LAB upgraded website (markettomohai.org), Facebook and Instagram pages
• Day Moon Video Productions developing 5, 3 and 1 minute videos, to be completed soon!
**STORY NO. 1**
**PIKE PLACE MARKET**

Pike Place Market opened on August 17, 1907. As many as 70 wagons quickly began gathering daily on Pike Place, a wooden roadway connecting First Street and Western Avenue. By the 1920s, the market bustled with activity, including many Japanese and Italian-American farmers. In 1971, a “Save the Market” campaign resulted in voter approval of a historic market district.

Photo credit: MOHAI, PEMCO Webster & Stevens Collection, 1982.10.10030

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**STORY NO. 2**
**VICTOR STEINBRUECK PARK**

Victor Steinbrueck was a Seattle architect known for his efforts to preserve Pioneer Square and Pike Place Market. This park in his name, located down the street, began as the Washington State National Guard Armory built about 1909. The Seattle Parks Department took ownership after a fire damaged the Armory. Market Park was re-developed and renamed in 1985 to honor Steinbrueck’s contributions to the city.

Photo credit: MOHAI, PEMCO Webster & Stevens Collection, 1982.10.8230
CLAUDIA CASTRO LUNA

Maps of this city number in the thousands unique and folded neatly inside each citizen's heart. We live in the city and the city lives in us.

Claro Castro Luna (1967-) served as Seattle's first Civic Poet from 2015-2017, during which time she founded and curated the Seattle Poetic Grid, an interactive poetic map of the city. In 2018 she was named Washington State's Poet Laureate, where she expanded her literary mapping work to the Washington Poetic Routes. In 2019, Luna was named a fellow of the American Academy of Poets. Born in El Salvador, Luna emigrated to the United States in 1981 at the height of that country's civil war, and her work often reflects on immigration and displacement, as well as exploring the intersection of place and poetry. This poem, presented in its entirety, is entitled "A Corner to Love," and first appeared as part of the Seattle Poetic Grid.
Market to MOHAI

by David B. Williams

OVERVIEW

The Pike Place Market and the Museum of History and Industry are two landmark institutions in Seattle. Between them lies one of the city's most altered landscapes, where over a period of 33 years, workers removed about 11 million cubic yards of earth and regraded Denny Hill from a double-humped hill to a flat cityscape ready to become Seattle's new business district. Relatively undeveloped, at least compared to Seattle's retail and business district to the south, this area, which includes parts of Belltown, the Denny Regrade, and South Lake Union, has experienced rapid change in the past 15 years.

The goal of this walk is to share some of the history of this landscape, which the Duwamish people have called home for thousands of years. They took advantage of the terrain, using a ravine as a transportation corridor between the water and a village site to the east. The first settlers to stake a claim were the family of William and Sarah Bell, who had arrived in 1851. They left in 1856 but returned in 1870. (The street names come from their daughters Virginia and Olive, and her husband Stewart.)

During the early 1900s, the area's proximity to Seattle's business district made it a good location for establishments such as stables and benevolent institutions for seamen. Despite the optimism of the regraders, relatively few businesses — film distributors, car dealers, residential hotels, and motels — took advantage of the cleared land until the 1990s and the dotcom boom. And, then Amazon made South Lake Union its headquarters beginning in the
Walk from Pike Place Market to the Museum of History & Industry on a safe, engaging pedestrian corridor.

Learn about Seattle’s history on 46 blades and 75 sidewalk tiles connecting Seattle’s Waterfront, Belltown, Denny Triangle, and South Lake Union neighborhoods.

Tap link in bio to learn more.

#PikePlaceMarket
#DoSomethingNearBy
#markettomohai

5w

Liked by markettomohai and 647 others

OCTOBER 25
markettomohai • Following
Seattle, Washington

markettomohai We’ve highlighted a few of the 75 sidewalk tile quotes along our corridor, and now we can show them off fully installed. Thank you to our friends @studiomatthews for these photos. The tiles and history blades look great!

#seattlepubliclibrary #pikeplacemarket #MOHAI #seattle #markettomohai #seattlehistory #studiomatthews

6w

21 likes

OCTOBER 15
Add a comment...
What’s Next

• Developing a plan for regular cleaning
• Formation of Equity and Social Justice task force
• Activation of corridor
2020
Holiday Programming
# Market Celebrations

## November

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 12 &amp; 19</td>
<td>Harvest CSA Pike Box</td>
<td>Online Promotion</td>
</tr>
<tr>
<td>November 17, 19, 24, 28</td>
<td>IG Reels /TikTok Videos (Tues/Thurs)</td>
<td>Social</td>
</tr>
<tr>
<td>November 21</td>
<td>How to Make a Fall Centerpiece</td>
<td>Social</td>
</tr>
<tr>
<td>November 23</td>
<td>Gift Guide Online &amp; Distributed</td>
<td>Print and Online</td>
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<tr>
<td><strong>November 27</strong></td>
<td>Market Lighting</td>
<td>Onsite</td>
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<tr>
<td><strong>November 28</strong></td>
<td>Magic in the Market</td>
<td>Onsite</td>
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<tr>
<td></td>
<td><em>Shopping Incentive</em></td>
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<td></td>
<td>Small Business Saturday</td>
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</tbody>
</table>

## December

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>December 1</td>
<td>Foundation: Giving Tuesday</td>
<td>Online Promotion</td>
</tr>
<tr>
<td>December 1, 3, 8, 10, 15, 17, 22</td>
<td>IG Reels /TikTok Videos (Tues/Thurs)</td>
<td>Social</td>
</tr>
<tr>
<td>December 2, 9, 16</td>
<td>Busker Holiday Tunes (Wed)</td>
<td>Social/Onsite</td>
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<tr>
<td></td>
<td>Crafty Reveals Graig Anderson Cutouts</td>
<td></td>
</tr>
<tr>
<td>December 3, 10, 17</td>
<td>Handmade &amp; Homegrown Holidays (Thurs)</td>
<td>Social</td>
</tr>
<tr>
<td><strong>December 5, 12</strong></td>
<td><em>Shopping Incentive/Cookie Decorating Kits</em></td>
<td>Onsite</td>
</tr>
<tr>
<td>December 11</td>
<td>The 34th Annual Great Figgy Pudding</td>
<td>Online Celebration</td>
</tr>
</tbody>
</table>
# Holiday Celebrations

<table>
<thead>
<tr>
<th>December</th>
<th></th>
<th>Online Celebration</th>
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<tbody>
<tr>
<td>December 10</td>
<td>Hanukkah Begins</td>
<td></td>
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<tr>
<td>December 18</td>
<td>Hanukkah Ends</td>
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<tr>
<td>December 25</td>
<td>Christmas</td>
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<tr>
<td>December 26</td>
<td>Kwanzaa Begins</td>
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<tr>
<td>December 31</td>
<td>New Year’s Eve</td>
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</tr>
<tr>
<td>January</td>
<td>Kwanzaa Ends</td>
<td></td>
</tr>
<tr>
<td>January 1</td>
<td>New Year’s Days</td>
<td></td>
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</table>
Market Holiday Lighting
On November 27\textsuperscript{th} Pike Place Market kicked off the holiday season with the annual lighting of the Market. Santa and Crafty did the countdown and posed for photos.

The event aired on KOMO TV, Radio and Social.
- Radio – 14 segments
- TV - 3 segments

Watch Here - Click Here
Holiday Shopping Special Offer Dates

Special Holiday Shopping Offer!
Shoppers that spend $50 or more at any Market businesses will receive a free Market gift.

**November 28** – Market Wrapping Paper Kit
- **34** Participants
- **85%** Locals

**$3,131.49** Total Sales
- **60.7%** Commercial (60 sales)
- **25.5%** Craft (11 sales)
- **13.8%** Farm (8 sales)

Upcoming Dates: December 12 & 19
- Market Wrapping Paper Kit
- Atrium Kitchen Cookie Decorating Kit
- Visit Seattle Holiday Shopping Bags

Website Link: [Click Here](#)
Busker Holiday Tunes

Program Details: 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 holiday rejuvenation. Recharge, relax and enjoy that Market sound we’ve all missed from the comfort of your home.

Dates: WEDNESDAYS / December 2, 9, 16
Time: 12:00pm to 1:00pm
Program Goals:
• Support our Buskers – virtual tip jar
• Encourage Take-out from Market Businesses - Grab your lunch at the Market (tip: Pick-up and order ahead – click here. Delivery options – click here) or make a delicious Market lunch with your fresh local ingredients then tune in every Wednesday on the Market's Facebook page from 12pm to 1pm.

Website Link: PikePlaceMarket.org/HolidayTunes
Handmade & Homegrown Holidays

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

Dates: THURSDAYS / December 3, 10, 17
Time: 12:00pm to 1:00pm

Program Goals:
• Support for our Crafters
• 2020 version of Stockings and Stuffers
• Meet the Producer – Craft person virtual event

Website Link: PikePlaceMarket.org/HandmadeHomegrown
December 19 – Tune into our Facebook page

6pm Book Reading with Santa Claus
Story Tellers:
• Santa Claus himself!

6:30pm A Christmas Memory by Truman Capote Book Reading
Story Tellers:
• Mary Bacarella, Executive Director of Pike Place Market PDA
• Randy Dixon, Owner at Unexpected Productions
*Special permission received from Truman Capote Literary Trust.

Program Goals:
• Provide virtual activities for families and adults
• Reminding views of the magic all around the Market

Website Link: Coming Soon!
Daystall Activations: Graig Anderson

HOLIDAY BUTTONS
• Ordered 6,000 buttons
• Reordered 3,000 buttons
• Daystallers distribute throughout the holiday season

HOLIDAY ARCH
Maintenance mounted Graig's Desimone Bridge entry Holiday Arch for the 2nd year now.
Daystall Activations: Graig Anderson

MARKETFRONT PAVILION WINTER MURAL
Graig's winter mural is hanging in the North Pavilion for the 4th year in a row.
- 7 Magic Forest animal plywood cut-outs
- 2 NEW this year

MARKET WIDE CHARACTER CUT-OUTS
Three character cut-outs were created for Commercial areas last year, and are placed around the Market.
Every week, we will move Crafty’s cutout around the Market. Every Friday on Instagram and Facebook stories we will provide clues on where to find him. We could tell you our schedule but we want you to play along!
Market Partners

Dec. 1 Giving Tuesday: Pike Place Market Foundation
• 8 weeks of Social Media promotional support every Tuesday, starting October 13.
• Foundation Raised $51,000
Market Partners

Dec. 11 The Great Figgy Pudding: Pike Market Senior Center & Food Bank

• Filming Support – Waived fees, on site 3 nights, 6 hour long shoots
• Listed Sponsor / Social Media Promotion this month in support
• Website: https://www.pmsc-fb.org/figgy-2020