# PDA Council Packet

October 1, 2020

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DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE TELEPHONIC OR VIRTUAL. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Date: Thursday, October 1, 2020  
Time: 4:00 p.m. – 6:00 p.m.  
Location: Join Zoom:  
https://us02web.zoom.us/j/87521901744?pwd=Q1FTbUSCUkIzaW0zeHZNcEJOT09ZUT09 OR dial (253) 215 8782, Meeting ID 875 2190 1744, Passcode 054840

**Council Members:** Rico Quirindongo (Chair), Colleen Bowman (Vice-Chair), JJ McKay (Secretary/Treasurer), David Ghoddousi, Patrice Barrentine, Ray Ishii, Paul Neal, Devin McComb, Mark Brady, Ali Mowry and Gordie McIntyre

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<th>I. Administrative:</th>
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<td>B. Market Foundation Annual Report</td>
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<td>D. Nomination Committee Update</td>
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PDA Council Meeting Minutes

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Thursday, August 27, 2020
4:00 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/83576593708?pwd=VWtMbVJENUl5bFhyNTBUNzhRR2lzd09 OR dial (253) 215 8782, Meeting ID 835 7659 3708, Passcode 884888

Council Members Present: Rico Quirindongo, Colleen Bowman, Betty Halfon, JJ McKay, David Ghoddousi, Patrice Barrentine, Ray Ishii, Paul Neal, Devin McComb, Mark Brady, Matt Hanna

Staff/Consultants Present: Mary Bacarella, Amy Wallsmith, John Turnbull, Sabina Proto, Brady Morrison, Karin Moughamer, Sarah Leaptrot, Zack Cook, Susan Brems

Others Present: Mark Monroe, Bob Messina, Therman Bryant, Danielle, Joan Paulson, Gordon McIntyre, Patrick Kerr, John Hannawa, Clint Bennett, Bruce Rutledge, Ryan Reese, Dave Ryan, Crystal Dixon, Lisa Connolley, Matthew Steinbrueck, Nicole Bahr, Philip Kwara, Jaime, Lillian Sherman, Rob Bellem, Bill Chatalis

The meeting was called to order at 4:04 p.m. by Rico Quirindongo, Chair

I. Administrative
   A. Approval of the Agenda
      The agenda as was approved by acclamation.

   B. Approval of July 30, 2020 Meeting minutes
      The July 30, 2020 PDA Council Meeting Minutes were approved by acclamation.

II. Public Comment Including the Market Community
Bob Messina commented that the 90% design of the Overlook Walk has been completed as of August 20th and it was presented to the Seattle Design Commission. He recommends the council and PDA review the designs. Included in the design is a notation that the elevator attached to the Ocean Pavilion can move 600 people per hour.

Joan Paulson noted she attended the Market Historical Commission meeting yesterday and heard the request from Old Stove to receive an additional 1,800 sq. ft. of outdoor space for 12 months. She is concerned that this undermines the Market Historical Commission guidelines. MHC did approve the request for 6 months and will review following that time. She believes the guidelines need to be upheld and reviewed in order to understand when exceptions are to be allowed. Joan asked for the fourth time to have the state ordinance information provided to her.
Nicole Bahr introduced herself as the new board president of the Pike Place Market Foundation. She’s looking forward to working with the Council over the next year.

III. **Key Issues and Discussion Items**

A. **Market Foundation Small Business Support Update**

Clint Bennett began by noting the general Foundation fundraising update is included in the PDA packet. That report was provided last week and the fundraising is now at $2.3M and the small business recovery fund is fully funded at this point. The program launched in late August. Phase 1 targets Market businesses with a revenue of $75,000-300,000. Applicants had to provide a description of the challenges they are facing. The funds were categorized as unrestricted, capping at $10,000. Preference will be given to businesses that have not been able to receive other COVID relief funds, grants, etc.

Clint continued by noting that to date 20 businesses have been awarded a combined total of $135,000. There are 5 additional applications pending approval and another 15 applications pending submission, which are due August 31. Anticipate a total of 40 applications for Phase 1. There were four businesses that reached out that are not eligible for this phase as they were under the threshold and will be able to apply to Phase 2. Five businesses were over maximum of $300,000 and not able to apply. Applicants indicated they would be using the funds for rent, inventory, PPE, and payroll. An update will be provided in September.

Phase 2 will be similar in criteria but will be restricted to certain expenses and the cap has not been set yet but will be less than $10,000. There will also be a business development component to that phase. Specifics are being finalized in collaboration with daystall and commercial teams and should be launched in early September.

Clint Bennett concluded that $500,000 has been raised for Phases 1 and 2 and an additional $50,000 has been raised for the farmers Safety Net related to COVID relief. That is being handled out of the Safety Net program.

Mary Bacarella asked what amounts are being handed out. Clint Bennett responded they are still gathering all that data and will be able to provide a full report at the September meeting if all goes according to plan.

Colleen Bowman asked for clarification on the August 31st deadline. Clint Bennett responded August 31st is the deadline for Phase 1 and those that are still considering application will need to apply by then, but will have a few days leeway if needed.

Rico Quirindongo asked some clarifying questions. He asked if $500,000 has already been raised. Clint Bennett responded yes, specifically for the Small Business Recovery Fund. Of that, $135,000 has been awarded to 20 businesses, with 20 more applications pending. Rico asked if they have the total amount of the ask that is still pending. Clint Bennett responded he does not but anticipates it would be in similar range as the first 20. The remaining funds would be available for Phase 2. Clint stated the Foundation anticipates there will be needs past this granting cycle and that conversation will need to be started soon with the Council and PDA.

Crystal Dixon added that per the Council recommendation at the June meeting, the eligibility was extended down from $85,000 to $75,000 and the upper limit extended from $275,000 to
$300,000. Based on that expansion they anticipate having increased grants due to larger businesses applying that have higher rents and payrolls. She believes Phase 1 will total $300,000 with $200,000 left for Phase 2.

Colleen Bowman added the annual reporting of the Foundation is pretty dense and suggested staff and Council find time to present to Council. She hopes those reports are provided in advance to allow time to digest.

JJ McKay asked if the Foundation changes president every year. Clint Bennett responded yes. JJ commented that is rare for fundraising organizations. Usually it’s every two years.

JJ McKay commented that the Foundation has one of the largest boards in the city and asked what the expectations are of the members. Cline Bennett responded members are required to give and solicit donations. He wasn’t sure on the exact amounts.

Lillian Sherman added she would be happy to talk with JJ and share the fundraising plan outside of the Council meeting. The Foundation is working hard on behalf of the Market community.

JJ McKay asked what the Foundation is doing with their budget to ensure they are able to meet their long term goals. Lillian Sherman responded the Foundation has done a wholesale adjustment to the budget and have taken a deep dive of all pieces of the functionality. They have remained true to their goal that the Market community is served. They are doing everything they’ve set out do to and more and the board is working hard capture the generosity taking place in the community.

JJ McKay added that PDA staff have taken pay cuts and many people have been laid off and asked if the Foundation has made similar cuts in their payroll. Lillian Sherman responded the Foundation is thinly staffed with 12 employees.

Patrice Barrentine asked how many businesses operate in the Market that are eligible for Phase 1 assistance. Crystal Dixon responded she believes there are 65 businesses within the range of $75,000-$300,000. Some businesses have rescinded their application due to receiving outside funds and some no longer qualify or the business has left the Market.

John Turnbull added that he believes the businesses that are in that range have been invited to apply and have received several follow-up communications.

Rico Quirindongo thanked Clint Bennett for the update and he looks forward to the report next month.

B. Nomination Committee Update
Rico Quirindongo began by reintroducing Matt Hanna, who has returned to the Council. He has rescinded his letter of resignation and will remain in his mayoral appointed seat until a replacement is found. Rico reviewed the nomination process to date, which includes the recommended member, Ed Bridge, rescinding his desire to serve on the Council. He believes it will take another six months to fill the vacancy so it’s important to have that seat filled in the interim, especially given the current state of the Market and City. He thanked everyone on the Council and Mary for allowing Matt to return to the Council and Matt for being open to the idea.
Matt Hanna commented that he is happy to be back and to provide guidance and perspective during this time.

Rico Quirindongo continued by noting that a new process is underway. He has heard from many that the previous process was thorough and we want to make sure the second time that everyone’s voice is at the table. There are six active members of the Nominating Committee with the remaining council members able to provide input on candidates. Members of the community can also provide recommendations for candidates. The job of this committee is to provide a name and resume, as recommended by the PDA Council, to the Mayor for consideration. At that point it is out of the hands of the Council. In the past the Council opinion is very well considered.

Rico Quirindongo noted that he will not chair the Nominating Committee and instead Colleen Bowman, as Vice Chair, will lead that group. The committee will be comprised of two representative from each appointing organization.

Colleen Bowman noted those members are David Ghoddousi, Mark Brady, Paul Neal, Patrice Barrentine, JJ McKay and herself. The first meeting will be in early September.

IV. Programs and Information Items
   A. Council Chair Report
      Rico Quirindongo, in the interest of time, did not provide a chair report.

   B. Executive Director Report
      Mary Bacarella provided the following updates:
      - There are currently 15 restaurants operating outdoor dining and we’re receiving lots of good press about it.
      - There are four different design options for the PC-1S elevator which have been reviewed and discussed by staff and will be presented at the next Council meeting.
      - The garage modifications agreement originally had the work being completed between October and May to avoid our busy summer months. This would have started in 2021 and shut down the Alaskan Way entrance to allow for the work to be done in the garage and out on Alaskan Way. The City now would like to split that work into two sections. From November – May 2021 they would shut down the ingress and egress from Alaskan Way to complete the interior garage work. Then in October 2021 – January 2022 the access from Alaskan Way would be closed to finish the work along the main corridor. This allows for a cleaner more consistent temporary condition for the entrance to the garage between those two construction periods. She is working with Gerry Johnson to update the agreement with the City.
      - Sellen will most likely be returning in January to investigate leaks on the MarketFront.
      - The 2021 budget is underway and the outline and schedule will be presented next month.
      - Mary clarified that the request from Old Stove to the Historic Commission for use of outside space has always been for six months, which was allowed under the
easement provided by the City. This is due to COVID and Honest and indi will be able to use the space during the day.

C. Committee Chair Reports
Patrice Barrentine noted she did not have anything to add.

Devin McComb commented that the most important part of the committee meeting is to be discussed later in the meeting. He felt the discussion was a good one and he hopes today’s discussion about resolution 20-20 is good as well.

V. Action Items
A. Consent Agenda
ii. Proposed Resolution 20-22: LaSalle Senior Housing LLC: Expiration of LIHTC Compliance Period and Outline for Exit Transactions
iii. Proposed Resolution 20-23: Employee Medical and Dental Coverage 2020-2021

The Consent Agenda was approved by acclamation.

B. New Business
i. Proposed Resolution 20-20: Adoption of Additional COVID-19 Credits for Commercial Tenants
Mary Bacarella introduced Proposed Resolution 20-20 and began by providing an overview of the rent relief that has already been provided to tenants. The resolution states:

WHEREAS, the Pike Place Market Preservation and Development Authority (the “PDA”) is a public corporation responsible for the efficient development and operation of the Market and for the effective provision of services designed to preserve and promote the economic health of the Market and its tenants consistent with the Urban Renewal Plan, the Historic District Ordinance and Guidelines, the PDA Charter, deed restrictions, and other City, State and Federal ordinances and laws; and,

WHEREAS, the PDA receives no public funding to underwrite its stewardship of the Market and, therefore, pursuant to its City Charter, the PDA must be self-sustaining and generate sufficient rent and other revenue from Market operations to pay for the Market’s operating and short and long term maintenance costs; and,

WHEREAS, the Market and its principal buildings are well over 100 years old and, as a landmark listed on local, State and National Registers of Historic Places, the Market must be maintained to a high level of quality, consistent with the requirements of that status; and,

WHEREAS, the PDA, as faithful steward of the Market, has had a policy and practice of setting aside reserves to be used to maintain the integrity of Market structures consistent with applicable historic preservation standards; and,
WHEREAS, currently Seattle, along with the rest of the country and the world, is responding to a global outbreak of the COVID-19 virus which is having a devastating impact on the global and national economies, that, in turn, has severely constrained operation and management of the Market, including a government mandated closure of most Market businesses for several months, resulting in a significant decline in PDA revenues from commercial, daystall, and farm tenants; and,

WHEREAS, the COVID-19 virus emergency has presented unique and unprecedented challenges for many Market tenants, whose survival and viability are essential to the survival of the Market itself as a self-sustaining symbol of the entire City of Seattle; and,

WHEREAS, while being responsive to and supportive of the public health measures being taken to contain and eventually eliminate the virus, the PDA must also be mindful of its stewardship responsibilities to its affected tenants such that they, as defining and essential elements of the Market, can survive and return to health as viable businesses; and,

WHEREAS, the PDA has determined that, in view of the extended closures and limitations on public activity, absent supportive action within the PDA’s financial capacity, many tenant businesses are significantly challenged by reduction in operating revenues that materially threaten their viability; and,

WHEREAS, the PDA Council previously has provided direction to reduce operating expenses and provide rent credits to most Market tenants available as a result of such reductions in its own common area costs (Resolution 20-11); implemented rent deferral programs established by State and local emergency orders; and provided rent payment incentives for commercial tenants; and,

WHEREAS, the PDA Council has in Resolution 20-09 authorized use of $2,000,000 (two million dollars) of Reserve Funds to cover expected operating deficits in the current budget year due to the dramatic drop in tenant rent revenue, including the much reduced revenue that continued to be generated by those few that have been able to continue to operate at significantly reduced levels; and,

WHEREAS, the duration of the COVID-19 virus emergency health protocols continues longer than initially expected, requiring the PDA to identify additional measures that could assist with the continued survival and operation of business activities in the Pike Place Market so essential to its survival, expected to persist through Phase 2 and 3 or the current State and local public health restrictions; and,

WHEREAS, the extended duration of the emergency has presented many smaller Market businesses with dim prospects for being able to meet current and deferred rent obligations, increasing the likelihood of continuing reduced revenue to the PDA and uncollectable accounts for deferred rent; and,

WHEREAS, the PDA recognizes that further depletion of its reserves to provide needed support for its struggling tenants will present challenges for the PDA in the future in meeting its own stewardship of Market infrastructure, likely requiring earlier and larger
public support for future investment in such infrastructure similar to the 2008 voter-approved City levy that funded the most recent comprehensive Market renovation; and,

WHEREAS, on balance, the PDA has determined that the crisis facing its merchants represents such an existential challenge to the viability of the Market that additional expenditure of reserves for tenant rent relief is both necessary and justified.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes its Executive Director to implement COVID OPERATING AND COMMON AREA COVID CREDITS on commercial tenant accounts for the period of September through December, 2020, and that such credit programs be directed to offset the adverse COVID financial impact on small businesses and community service agencies that commit to make good faith efforts to reopen and remain in operation, employ personnel and provide goods and services to the Market community and Seattle region, as they have done historically.

BE IT FURTHER RESOLVED that in order to fund such efforts, the PDA Council authorizes the withdrawal of up to an additional $2 million from Capital Reserves and Replacement Fund (CRRF) to offset the projected budget impacts to the 2020 operating budget from the implementation of these emergency credits:

- The estimated budget impact of the COMMON AREA COVID CREDIT is $201,600 ($50,400 per month)
- The estimated budget impact of the COVID OPERATING CREDIT $800,000 ($200,000 per month)
- The estimated amount of deferred commercial rents to be posted as accounts receivable at the end of 2020 is $1,932,888.

BE IT FURTHER RESOLVED that the Executive Director shall formally communicate to the Mayor and City Council that the PDA has taken these steps in the interest of sustaining the Market as a viable commercial enterprise such that it may still recover its ability to be as self-sustaining as possible but that, as a consequence of depleting its reserves to do so, the City very likely will need to consider an earlier and larger life-cycle scale capital investment in the Market physical plant similar to that represented by the 2008 levy.

JJ McKay moved the proposed resolution and Betty Halfon seconded the motion.

Mark Brady commented that merchants he’s talked to are all in support of this resolution and it’s much needed for the community. It allows more business to remain open. He wished people would have been able to provide public comment at the beginning and not sure why it didn’t work out that way. He thanked staff for putting this resolution together.

Ray Ishii reiterated what he discussed during the Finance & Asset Management meeting. He does not oppose the Market providing credits and assistance to tenants to help them out during this difficult time. He questions the timing of this program, which provides $2.5M in assistance, and is concerned the PDA has a finite amount of resources and we don’t know how long COVID is going to last. He’s also concerned on having the discussion on what the bigger picture long term strategy should be for the community. He appreciates the staff perspective for putting this forward but is concerned with the size and amount at this time.
Mary Bacarella appreciates Ray Ishii’s comments and staff are working on a long term strategy. That discussion is happening during the budget talks but right now, going in to fall, we need to provide relief to tenants.

Bruce Rutledge, with Chinn Music Press in the DownUnder, commented that micro-businesses look for summer months to help get them through the holidays. This resolution would help bridge the gap for this year and is in favor of the resolution. He thanked the PDA for being good landlords.

Devin McComb commented that the Finance & Asset Management Committee is supportive of trying to find ways to support the community financially understanding that sales are down. The challenge is what tool to use and when to use it. This tool is a little more long term. He is concerned with what the winter will bring. Recognizing the emotional toll that this situation is having on the community is important. He voted in favor of this proposed resolution. There is some language included in the attachment to the resolution that mentions good faith effort of businesses to reopen. The PDA recognizes this is not a one-size-fits-all problem and staff will be working with individual business on a case-by-case basis.

Mary Bacarella added that the good faith wording is because the PDA is required to ask for something in order to provide the credit due to the type of entity the PDA is.

Colleen Bowman thanked Ray Ishii for asking the tough questions and for her the way to determine when to pull the trigger is based on current numbers. Right now there is a vacancy rate of 5% and if that continues to increase it will have a trickledown effect on the Market and other businesses. She said John Turnbull said it best in that this is not just a financial decision but an investment in the emotional wellbeing of the business community.

For: Rico Quirindongo, Colleen Bowman, Betty Halfon, JJ McKay, David Ghoddousi, Patrice Barrentine, Paul Neal, Devin McComb, Mark Brady, Matt Hanna
Against: Abstain: Ray Ishii

Proposed Resolution 20-20 passed by a vote of 10-0-1.

Mary Bacarella thanked everyone, the tenants at the Market and PDA staff. This is a tumultuous time and it’s why we continue to work at this. At this time, the Council has credited almost $2.5M this year and drawn down on reserves. The Council always has their hearts and minds in the right place in thinking about the community.

Rico Quirindongo also thanked staff and the community.

VI. Further Public Comment
Clint Bennett noted that the third fundraising event for the Foundation, Cooking with Class, will be online, Thursday, September 10th from 6-7. It’s a free event and you can register on the Foundation website. Three chefs will be participating with an online auction, raise the paddle and raffle.
Robert Bellem, a business owner in the DownUnder, appreciates the hard work of the Council and PDA. He’s seen a lot of places close and this will really help out. Robert also provided the following comments during the meeting via chat: “Hi my name is Robert and I am a small business owner. I co-run a gallery on the 3rd floor. I would like to see PROPOSED RESOLUTION 20-20 approved. I have seen many business owners in the market area close their doors during this time. Many of us are barely hanging on. Please consider this proposal to help give some hope to give us a chance to make it through this tough time.”

VII. **Concerns of Council Members**
Mark Brady shared the Constituency election results. Gordon McIntyre was selected to the PDA Council and that will be ratified at the meeting tonight. Jerry will remain the president. Lorrie Johnson will continue doing the newsletter. Two new member at large were selected, Lisa Connolley and Zack from the PDA. There were 66 people who voted. He thanked Betty Halfon for her service.

Bill Chatalis made a public comment (he had difficulty getting on during public comment.) He offered to sit down with council member Ray Ishii to explain what is going on and he noted that six months will be too late for many businesses.

Rico Quirindongo thanked Betty Halfon for all of her years of service to the community. He considers it a loss not having you at the council table. He believes her perspective, commitment and heart are really important to the Market.

Betty Halfon thanked Rico and she’s enjoyed every minute of being on the council, including the bickering. We are all here for the betterment of the Market.

Mary Bacarella thanked Betty for all her time on the Council. She is an amazing example of a council member and business member and person with a big heart. Mary read a text from Amy Wallsmith that said “Thank you. We love you Betty!”

Rico Quirindongo once again thanked Betty and apologized for not being able to thank her in person.

Matt Hanna added don’t worry Betty, she’ll be back in six months!

Colleen Bowman commented that once it’s safe to gather, there will be a get together with Betty.

VIII. **Adjournment**
The meeting was adjourned at 5:24 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
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SUMMARY
Mother Nature threw us another curve ball in September. Thank you to all in the Market community and to staff for navigating the added challenge of operating in poor air quality. I’m thankful to once again see blue sky and to breathe fresh air and I hope this transitions into the beautiful NW fall's we have grown accustomed to.

September kicks off the 2021 budget process and staff have been diligently working on their departmental budgets. It goes without saying that this budget season is like no other and requires balancing assumptions and city and state regulations with the unknown. The budget calendar was presented at the Finance & Asset Management Committee meeting and is included in the council packet. I encourage you to look at the calendar as there are several opportunities to get involved throughout the fall.

The Alaskan Way main corridor construction is well under way and we are working with Office of the Waterfront to update the schedule to start garage modifications in November and continue into the spring. During this time the Alaskan Way entrance to the south garage (PC-1S) will be shut down, but the Western Avenue entrance and exit will remain open.

Over the summer I have provided updates on the work being done to draft design options for the elevator located in the PC-1S garage. The design options are included in the packet and will be presented and discussed by Angie Battazzo and Ron Wright Architects and Associates.

OPERATING METRICS

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<th>Commercial Tenant Sales as Compared to Previous Year*</th>
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<td>Year to Date Sales (January - July 2020)**</td>
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Several charts are also attached highlighting year-over-year sales trends through July 2020 with partial sales reports for September 2020. Data presented from January – July was collected in a different manner. This more accurately reflects the current state of sales at the Market.

**There are 35 missing sales reports for July 2020 and of those, at least 7 were closed and therefore many not have had any sales to report.**

***Actual performance is $1,902,221 under budget as of August 31, 2020.

Operating Statement

Total revenue for end of August is under budget by $5M (down 34.5%) and total operating expenses for end of August is $8M under budget (down 28.1%). The net result after debt service and reserves is $189,453, $1.9M under budget. During August, revenue received totaled $1.1M, which is almost half from what was budgeted for that time period. The budget amount for operating expenses was $1.4M and the actual was $887,000, almost 37% below budget.

Farm and Craft Attendance and Revenue

Attendance for craft and farm continue to remain low, however there have been a few days in which attendance has neared capacity with the current lay-out that provides table buffers. For craft, 64 crafters have returned to sell out of the 196 permits that have responded to recent surveys about reopening. It’s not surprising then that both attendance and revenue are down considerably in August.

Change from August 2019 to August 2020

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<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craft</td>
<td>-81.8%</td>
<td>↓</td>
</tr>
<tr>
<td>Farm</td>
<td>-64.4%</td>
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</tr>
</tbody>
</table>

Farm attendance and revenue improved slightly over July, but remain low compared to last summer. The farm team held two issue/advocacy meetings and helped process on farmer safety request. The first seasons of the Pike Box CSA program wrapped up and as of end of August, 6,150 boxes have been packed with $90,571 paid to farmers and a total of $136,394 in program revenue.

MARKET PROGRAMS

The Marketing team provided an update on July and August marketing and public relations efforts. The advertising campaign has been extended for broadcast and radio due to the successful reach of the target audience. 60 shoppers and 45 businesses have taken the Safe Shopper Pledge and the new 2020
Co-Op Advertising program launched on August 28th. The revised features include a handbook, digital tool kit, complete with downloadable graphics for print and social media.

Marketing & PR
- Followers on Facebook and Twitter remained steady while Instagram followers ticked up nearly 3,000. Facebook Stories, Instagram Live and Twitter all had large increases in reach/impressions/shares, due in part to the opening of outdoor dining, Lunchtime Tunes, and the Market’s 113th birthday.
- Newsletter open rate remains consistent at 27% and the top blogs for the month were Takeout, Outdoor Dining, Retail and Grocery Shopping.
- There were two press releases, twenty features and 77 separate press coverages that garnered over 525 million impressions for the Market. This is due to articles featuring the new outdoor dining options and the Market’s 113th birthday!
- 135 Residential concierges were contacted via email to share important information about the Market and encourage local residents to conduct their essential shopping at the Market.

Programs
The school education program is currently on hold for the 2020-2021 school year.

Market Programs Committee - Key Actions and Discussions
- An update on the craft program was provided and while there has been an increase in permit holders returning to the Market, many are remaining home due to COVID-19.
- The first season of the Pike Box CSA wrapped up. From June 17 – August 19, 1,950 boxes were packed for 195 members plus 100 preschool pick-ups. $44,474 was paid to farmers during this time. Season two started September 2 and runs through October 21.

FINANCE AND ASSET MANAGEMENT
Finance and Accounting Department
- Processed all payables and receivables.
- The 2021 budget schedule was presented.

Commercial
- The outdoor dining program continues and there are now seven businesses participating.
- One terminated lease in September.
- Staff continue to work with tenants to answer questions and to help provide information that may allow businesses to reopen that are currently allowed under the governors Stay Home, Stay Healthy order.

Residential
- Vacancies are at 6% at the moment and hopefully we are seeing these numbers plateau. Unit renovations have started again in an effort to fill vacant units. Emergency work orders are being fulfilled.
- REAC inspections will resume in October.
- Staff are working diligently to ensure residents have access to food, are performing regular wellness checks, and are keeping common areas sanitized. Staff are working both on-site and from home.
- Residents had fun participating in remote BINGO!
Capital Projects
• All capital projects are on-hold except emergency projects.

Parking
• There was an uptick in parking revenue for August, with $152,377 in revenue. However, parking revenue is still 56% down (roughly $1.3M).
• We had the biggest day in parking revenue in quite a while over the Labor Day weekend. On Saturday, 1,063 tickets were pulled and the following day 947 tickets were pulled.
• Staff are working reduced hours on-site to be able to respond to issues that arise from those parking in Market garages.

Maintenance & Facilities
• Maintenance staff completed 153 work orders and 22 apartment rehabilitations are in progress, with a number being completed.
• Garbage and recycling dropped in August, however, toilet paper mileage nearly tripled and compost increased 42%. Garbage decreased by nearly 10 tons to 85.2 tons. Mixed recycling dropped 50% to 29 yards. 30 bales of cardboard were recycled and 9.3 tons of fish ice was melted.

Security
• Assisting in conversations regarding building and reopening hours associated with COVID.
• Responded to calls for service in the Market, fire alarms and requests for assistance.
• Staff are taking extra precautions to remain safe and healthy.

Finance and Asset Management Committee - Key Actions and Discussion
• The 2021 budget schedule was shared.
• A motion was approved to terminate the lease of Steelhead Diner

PDA Employee September 2020 Anniversaries:

- 30yrs David Ott Maintenance
- 25yrs Wayne Porter Maintenance
- 17yrs Daniel Reddin Facilities
- 11yrs Fritz Scharer Security
- 10yrs Diego Sanchez Facilities
- 6yrs Sarah Leaptrot Commercial
- 2yrs Daniel Dunlap Facilities
- 2yrs Rob Hopt Maintenance
- 1yr Clint Stewart Facilities
12 month reported sales comparison - All PDA tenants

Prior 12 months

Last 12 months

All businesses through July, 2020
Food businesses through July, 2020

Non Food Businesses through July 2020
<table>
<thead>
<tr>
<th>Date / Time / Location</th>
<th>Participants</th>
<th>Activity</th>
</tr>
</thead>
</table>
| Tuesday 9/15 4:00 PM-6:00 PM Zoom | Finance and Asset Management Committee & Staff | **PDA Finance and Asset Management Committee Regular Meeting**  
*Budget discussion, goals, and direction with Finance and Asset Management Committee members.*  
https://us02web.zoom.us/j/83344643699?pwd=U2pwMTFuWWk1MVJla2JWliEdWpiZz09 OR dial +1 253 215 8782, Meeting ID: 833 4464 3699, password: 378971 |
| Thursday 10/15 4:30 PM-5:30 PM Zoom | PDA Staff & Community | **Community Budget Meeting**  
*PDA staff will give an overview of 2021 programs, discuss the opportunities and challenges that will effect the 2021 budget, and hear the public’s ideas and comments on Market needs that effect the budget.*  
https://us02web.zoom.us/j/89044372009?pwd=dmNKWFrU2RRazNVcjZUZHiKr0x0UT09 OR dial +1 253 215 8782, Meeting ID: 890 4437 2009, password: 517908 |
| Tuesday 10/20 3:00 PM-6:00 PM Zoom | Finance and Asset Management Committee & Staff | **PDA Finance and Asset Management Committee Regular Meeting**  
*Presentation of 2021 Proposed Final Budget.*  
https://us02web.zoom.us/j/87837776328?pwd=SENEM0NJWUNFVUNaWkxpTG14cm5zZz09 OR dial +1 253 215 8782, Meeting ID: 878 3777 6328, password: 378971 |
| Thursday 11/5 4:30 PM-5:30 PM Zoom | Finance and Asset Management Committee Community Staff | **Special Finance and Asset Management Committee Meeting - Budget Discussion & Public Comments**  
*Finance Committee members and staff will discuss recommended changes to the 2021 Budget as presented to the FAM Committee on 10/20/2020. Committee will also hold public hearing for tenants and public to ask questions, make comments, or offer suggestions on 2021 Proposed Budget.*  
https://us02web.zoom.us/j/89436772154?pwd=MeC3QzU3Kl0Q3VnTiiNem2aWhZUT09 OR dial +1 253 215 8782, Meeting ID: 894 3677 2154, password: 102424 |
| Tuesday 11/10 4:00 PM-6:00 PM Zoom | Finance and Asset Management Committee Community Staff | **PDA Finance and Asset Management Committee Regular Meeting**  
*Additional public comment, and report on public dialogue feedback; Committee discussion and direction provided to PDA staff for recommended changes to the 2021 Proposed Budget; Committee adopts final recommended 2021 Budget and Budget resolutions for consideration by Full Council.*  
https://us02web.zoom.us/j/82867562366?pwd=RmVvVFdtDERqcU1MQU1KhDdra0RhZz09 OR dial +1 253 215 8782, Meeting ID: 828 6756 2366, password: 378971 |
| Thursday 11/19 4:00 PM-6:00 PM Zoom | PDA Council Staff | **Regular PDA Council Meeting**  
*Full PDA Council reviews Finance & Asset Management Committee recommendations and adopts 2021 Final Budget.*  
https://us02web.zoom.us/j/88144606331?pwd=OHN3UmhhZ3lieFRIL2Y5WIZnN3d3QT09 OR dial +1 253 215 8782, Meeting ID: 881 4460 6331, password: 898175 |
The following calendar outlines a proposed schedule for the 2020 Nominations Committee to deliver their recommendation to Full Council. This is a working document of the Committee. All Proposed dates are subject to the availability of Committee Members, the ED, and applicants.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 27(^{th})</td>
<td>PDA Council Chair appointed the ad-hoc Nomination Committee</td>
</tr>
<tr>
<td>September 9(^{th})</td>
<td>Nominations Committee Meeting #1- Focus: Process Refinement</td>
</tr>
<tr>
<td>September 16(^{th})</td>
<td>Nominations Committee Update at Executive Committee</td>
</tr>
<tr>
<td>September 22(^{nd})</td>
<td>Nominations Committee Meeting #2- Focus: Process Refinement (continued)</td>
</tr>
<tr>
<td>September 24(^{th})- October 5(^{th})</td>
<td>Nominations Committee gathers inputs from Councilmembers</td>
</tr>
<tr>
<td>October 1(^{st})</td>
<td>Nominations Committee Meeting #3- Focus: Survey Review, Stakeholder Outreach, Evaluation Tools</td>
</tr>
<tr>
<td><strong>Date Change- October 18(^{th})</strong></td>
<td>Deadline for all interested parties’ application materials (resumes/CVs/Bios) to be submitted to Executive Administrator (EA)</td>
</tr>
<tr>
<td>October 19(^{th})</td>
<td>Nominations Committee Meeting #4- Focus: Candidate Evaluation- Nomination Committee selects candidates to interview</td>
</tr>
<tr>
<td>October 21(^{st})</td>
<td>Nominations Committee Update at Executive Committee</td>
</tr>
<tr>
<td><strong>Proposed-October 21(^{st})- November 9(^{th})</strong></td>
<td>Nominations Committee works with ED, EA and applicants to schedule and conduct interviews</td>
</tr>
<tr>
<td><strong>Proposed- Week of November 9(^{th})</strong></td>
<td>Nominations Committee Meeting #5 – Focus: Interviewee Evaluations, formation of the Nominations Committee’s recommendation to Full Council</td>
</tr>
<tr>
<td>November 12(^{th})</td>
<td>Nomination Committee update at Executive Committee</td>
</tr>
<tr>
<td>November 19(^{th})- PDA Council Meeting</td>
<td>Nominations Committee delivers recommendation to Full Council; Proposed Resolution for recommendation to Mayor’s Office for selected candidate.</td>
</tr>
<tr>
<td>November/December</td>
<td>ED one-on-one meetings with new councilmember; orientation with current councilmembers.</td>
</tr>
<tr>
<td>November/December</td>
<td>Chair provides Nominations Committee tools and resources to ED and EA, for reference of future committees</td>
</tr>
</tbody>
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Section III:

Key Presentations & Supporting Documents
Evaluating New Elevator Service at Heritage House Garage

Update since December 2019 Presentation
Why add a new elevator to the garage?

- Elevator service on the Market side of Overlook Walk was eliminated
- Waterfront is proposing a new connection between Overlook Walk and the Heritage House garage
- Slow performance for high volumes of people traveling to and from lowest and topmost levels only (viademo example)
Circulation Diagram showing the relationship of the Parking Garage Elevator to the surrounding future development

Ocean Pavilion
City of Seattle Design Commission Presentation, 8/20/2020
## Preliminary Elevator Design Work in 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020</td>
<td>Advertised for elevator design architect</td>
</tr>
<tr>
<td>February 2020</td>
<td>Selected Ron Wright &amp; Associates for elevator design Phase 1</td>
</tr>
<tr>
<td>March 2020</td>
<td>Project kick off</td>
</tr>
<tr>
<td>April 2020</td>
<td>Project put on hold (due to pandemic impacts)</td>
</tr>
<tr>
<td>May 2020</td>
<td>Project re-start</td>
</tr>
<tr>
<td>August 2020</td>
<td>Preliminary design report complete</td>
</tr>
<tr>
<td>September 2020</td>
<td>Present design findings to PPM PDA; identify design solution to move forward</td>
</tr>
<tr>
<td><strong>October 2020</strong></td>
<td><strong>PPM issues NTP for Phase 2 elevator design</strong></td>
</tr>
</tbody>
</table>
Request for Proposal

PPM sought a design team to help us understand which of two replacement pathways made sense for the Market.

- Replace the existing hydraulic elevator with a new traction elevator in the same/approximate footprint, or
- Add a new traction elevator adjacent to the existing hydraulic elevator?
Sketch showing existing base condition after completion of Alaskan Way Improvements
Comparison of Waterfront Proposed Condition to Potential Stairway Modification

View of City improvements to create new entrance at Level 2

View showing changes to stair to coordinate with Level 2 entry
Summary Findings

- Three options found feasible:
  - Enlarge existing shaft, install new larger traction elevator
  - Add new traction elevator adjacent to existing; upgrade existing
  - Rehabilitate existing hydraulic elevator for code updates and life extension
Option 1: Enlarge existing shaft, install new elevator

- Remove hydraulic elevator, widen shaft
- Convert existing machine room into control room
- Eliminate L1, incorporate into pit
- Increase speed from 150fpm to 350fpm
- Serves L2 through L6

Cost Estimate: $1,756,884
Option 2: Add new traction elevator, update existing hydraulic elevator

- Construct new traction elevator adjacent to existing
- New traction elevator serves L2 and L6 only
- Refurbish existing hydraulic elevator, serves all floors

Cost Estimate: $2,669,713
Option 2: Add new traction elevator, update existing hydraulic elevator

Additional perspectives and detailed views
Option 3: Modernize existing hydraulic elevator

- All new machine room equipment and upgrades
- All new door operating equipment
- First floor changed to key card access
- No change to service speeds or capacity

Cost Estimate: $634,713
Cost Estimates Include:

• Project design, management, construction estimates
• Contingency
• WSST, B&O taxes
• Escalation to mid-2021
Questions?
PIKE PLACE MARKET FOUNDATION

LEGACY PARTNERS
In support and collaboration with our Market partners:

PIKE MARKET FOOD BANK
6,603 shoppers
1.16 MILLION lbs. of food

COMMUNITY IMPACT FUND
Our program response to the emerging needs of the Market community:

FOOD ACCESS
6,481 Market shopping trips
$258,511 in fruits & vegetables

PIKE MARKET CHILDCARE & PRESCHOOL
110 students
tuition assistance 73%

THE MARKET COMMONS
11,630 visits
Includes 990 program hours &
7,676 resource desk interactions

PIKE MARKET SENIOR CENTER
1,505 members
53,256 nutritious meals

COMMUNITY SAFETY NET
103 people
$45,619 in emergency funds

NEIGHBORCARE HEALTH
4,025 patients
23,895 health care visits

HERITAGE HOUSE AT THE
68 residents
24/7 assisted living care
CIP Report - Year to Date 2020

THE MARKET COMMONS

Total Interactions: 6,647 | Resource Interactions: 4,381 | Activity Attendees: 671

Interactions by Category Jan 1 - March 13, 2020
2,029 Total Interactions

Interactions by Category March 16 - Sept 18, 2020
4,681 Total Interactions
CIP Report - Year to Date 2020

COMMUNITY SAFETY NET

Total Individuals Served: 143 | Total Awarded: $57,705


Safety Net Referring Agencies

- Daystall: 28%
- Commercial: 26%
- PDA Residential: 15%
- Legacy Partners: 18%
- Farm: 13%

-Received grant only: 39
-Received grant and outside funding: 24
-Received outside funding only: 80
CIP Report - Year to Date 2020

FOOD ACCESS PROGRAM

Total Purchase Power: $63,573 | Total Dollars Leveraged: $56,942 | Total Shoppers Reached: 1,686

Purchase Power by Program

- CSA, $25,974, 41%
- Bulk Buy, $6,714, 10%
- Bonus Card, $10,936, 17%
- Fresh Bucks, $4,968, 8%
- Pike Bucks, $14,992, 24%

Purchase Power by Group

- Direct through Commons, $45,428, 71%
- Legacy Partners, $11,174, 18%
- PDA housing, $5,548, 9%
- Non PDA low-income housing, $1,434, 2%
CIP Report - Year to Date 2020

EMERGENCY FOOD ACCESS PROGRAM

Basic Food Bag people served: 109
Basic Food Bags distributed: 989

Emergency Meals people served: 60
Emergency Meals distributed: 15,737

Total people served: 157
CIP Report - Year to Date 2020
Small Business Recovery Phase 1

Total Number of Businesses: 39 | Interactions: 431

Businesses Granted by Type

- Mercantile: 64%
- Restaurant: 18%
- Food: 13%
- Service: 5%

Points of Contact

Number of Businesses

- Points of Contact (5, 6, 7, 8, 9, 10, 11, 12, 13, 14)
- Number of Businesses (0, 2, 4, 6, 8, 10, 12, 14, 16)
CIP Report - Year to Date 2020

Small Business Recovery Phase 1
| Total Dollars Awarded: $250,000 |
Small Business Program

Overall Program Goals

• Address short term financial gaps and support long term economic transition

• Increase sustainability by employing a Community Based model that maintains close contact with the business owners

• Reduce confusion by providing assistance through one centrally identified resource - The Market Commons
Small Business Program

Policy & Procedures – Commercial Tenant Grants

New Policy & Procedure
The Small Business Recovery Fund seeks to meet the following goals:

• Create the opportunity for small businesses to return to business after restrictions due to the shutdown are lifted
• Provide investment to bridge the time between re-opening and revenue being restored
• Inspire businesses to develop a business plan and goals which support the transition to new economic conditions
Small Business Program

Policy & Procedures – Commercial Tenant Grants

Who Can Apply?

Applications are limited to qualifying small businesses. Eligibility criteria include:

- Operates in the Pike Place Market Historic District
- Had no more than 10 employees prior to COVID-19 shut-down (excluding owner)
- Had between $75k and $300k in sales in 2019
- Preference will be given to businesses who have not received other significant COVID-19 recovery funds
Small Business Program

Policy & Procedures – Commercial Tenant Grants

What We Fund

Eligible applications include requests that clearly identify needs that would directly impact the business’s ability to re-open, and allow the business to bridge until revenue is restored.

Grants are one time and award amounts are determined based on the identified business needs.
Small Business Program

Overall Program Timeline

• Commercial Tenant Grant Program
  • 1-3 months after re-opening of the Market (Late June - Sep)

• Daystall and Micro Business Development Program
  • 1-18 months after re-opening of the Market, launch in Aug/Sep

• Farmers
  • Ongoing
PIKE PLACE MARKET FOUNDATION

2020 REPORT TO THE COMMUNITY

Photo: Kevin Henry / Atomic Aerials
Dear Market Supporter,

It’s during these incredibly difficult times in our city, state and nation that we stop to reflect on what is essential for the health and vibrancy of our communities. The collective health and stability of all of our neighbors is critical to our recovery, yet we’re seeing huge gaps in our social, health, economic, education and community support systems.

Pike Place Market is the soul of our city because of the vision a group of citizen advocates had in the 1960s: to protect and preserve the Market AND to establish an urban model for a community that addresses poverty and inequity in our downtown core. They championed a diverse and vibrant Market that also benefited from its neighbors, many of whom were seniors on very low incomes. By working together toward a common goal of a healthy downtown community, we saw the Market flourish.

Fast-forward to our modern day Market. With the MarketFront expansion in 2017, the Pike Place Market Foundation grew its community programs and formally adopted the Kaiser Family Foundation model for public health in the Market. This model for the social determinants of health recognizes that community health and well-being is linked not only to the care individuals receive from a doctor, but also to economic stability, education, access to nutritious food, a safe neighborhood and community support.

We know these health outcome factors are also systemically linked to race and racism in our country. By centering equity in our healthy community model, we are making progress toward our vision where everyone has the opportunity to thrive and live their best lives possible in the Market, regardless of race, age, ability and economic status.

As a loyal supporter of the Market Foundation, we thank you for your partnership over the years. Together, we are building this model for a strong, healthy and diverse community where our neighbors find stability in housing, healthcare and support services as well as opportunities for employment and entrepreneurship. The Market is a nationally recognized model for public health and an urban village where neighbors work, live and build community together.

As you’ve no doubt read in the news, the Market is facing its most-challenging year in decades. This past spring the Market Foundation launched a response and recovery campaign to support the main pillars of the Market community.

Our goal is to triple our investment into the Market community this year with our $3.5 million Power of Pike Place recovery campaign.
The pillars of the Power of Pike Place campaign include:

- Our NEW! Small Business Recovery Fund providing critical gap funding for Market businesses in recovery

- Expanded capacity for the Market Community Safety Net to support workers, residents & neighbors facing extreme hardship as the economic crisis deepens.

- Ongoing operational and emergency grants to the Market’s social services adapting to the community’s needs in the COVID-19 crisis

Thank you for joining us in preserving and protecting Pike Place Market. With all of us coming together, we are the Power of Pike Place.

Our rebuilding efforts will reach our entire community including businesses, workers and the health and recovery of our entire region.

Sincerely,

Lillian Sherman & Nicole Bahr
Saving Pike Place Market from the pandemic

With tourism down, a new campaign seeks to help the iconic public space recover from the impacts of the coronavirus lockdown.

by Knute Berger / June 17, 2020

A protest against exploitation by capitalistic “highwaymen” who had robbed the citizens of Seattle for years demanded that the city intervene. The goal was to create a public space so Seattleites of all races and classes could congregate and benefit.

After intense debate, the city council came through: It set aside a couple hundred feet at First Avenue and Pike Street in 1907 to become a public market, where farmers and ranchers could sell direct to the people without
being exploited by the warehouse and “commission men” of Western Avenue, food chain middlemen who marked up prices beyond reach of the common folk. The highwaymen were not happy, but they lost to an innovative public good.

Pike Place Market has since turned into an invaluable institution, one we cannot imagine being without. It serves low-income people, individual farmers, food makers, brewers, artists and craftspeople — and it’s an engine for downtown’s economy. Turns out that a publicly run neighborhood serving the people can be good business, too.

The Market has attracted controversy from the beginning and approached the brink of extinction more than once, like back in the late 1980s, when a group of New York investors threatened to sell off some of the Market when they were done using it as a tax shelter. That threat was fended off. Today, we’re on the threshold of the 50th anniversary of the vote, in 1971, that saved the Market from the wrecking ball. In the 1960s, the business and development crowd wanted to tear much of it down in the name of urban renewal and eliminating “blight.”

Kate Krafft, of the advocacy group Friends of the Market that “saved” Pike Place Market, says the process back then was unique: A citizens initiative became a city ordinance that became a Public Development Authority supported by a nonprofit foundation and the private businesses that thrive there. The goal codified into its charter was the preservation of the Market’s character, which meant not just the old buildings but more importantly the urban community it served — a low-income urban community. The effort to save it in the ’70s was an effort against displacement. The social service commitment has always been fundamental to Pike Place Market.
Unfortunately, half a century on, the Market needs saving once again, or at the very least a rebooting in these pandemic times. In mid-March, most of the businesses closed down — nearly 500 of them if you count all the vendors. Mary Bacarella, who heads the Market’s Public Development Authority, says the Market is operating in unknown territory. Her $22 million budget has been slashed to $9 million, but that’s just a guess, she says. No one knows what lies ahead. It has spent over $800,000 giving breaks on fees that amount to about two month’s rent per business. Parking revenues, a major cash source, are down 80%. Staff has been cut, hours reduced and $2 million in reserves have been tapped.

“Tourism is dead,” Bacarella says. The cruise and convention business has vanished. Hotel occupancy is way down. Many downtown office workers are sheltering in place; the affluent tower residents have been sheltering, too, or have fled to their second homes. There are no buskers. The line at the door of the old Starbucks tourist attraction is nearly nonexistent. Even the famed bronze piggy bank under the clock is locked up.

On a recent late morning, I wandered the empty arcade. Signs instruct social distancing. Much of the charm of the Market is its crowds clogging the passages and streets, the shouting of the fish and vegetable mongers, the human menagerie caught in paintings by such famed Northwest artists as Mark Tobey, or in songs like “Spoonman” by the band Soundgarden. The Market was quite empty, save for a few stalls and places offering takeout. Out of 500 businesses, only 70 or so are currently operating, some with reduced hours. At 11 a.m. on a Friday in June it felt more like a winter Sunday. The irony: It’s a good time to visit if you want to avoid crowds and pick up some great produce at Socio’s or humbow at Mee Sum Pastry. The Market is looking for ways to reopen in step with King County.

The less visible and crucial part of the Market is more hidden now. With the recent Market Front expansion, there are about 500 low-income residents, mostly seniors on fixed incomes, currently sheltering in place. The Market has continued to provide some services. The clinic is doing COVID-19 testing. The food bank is doing delivery. But needs are increasing, including among an estimated 20,000 low-income nonresidents the Market generally serves with free meals for seniors, health care for the uninsured and day care and preschool for the little ones. Its senior center is still open for the homeless. But between COVID and the economy, the needs are expected to increase as full services resume.

Patricia Gray of the Pike Place Market Foundation points out workers there have taken a huge hit. “Some 2,000 workers lost their jobs,” she says. “An economic crisis is setting in,” one exacerbated as unemployment benefits begin to run out. Getting back to normal will be a haul.

This week, the foundation is kicking off the “Power of Pike Place” campaign to raise $3.5 million to bolster the safety net in anticipation of what’s ahead. It will be streaming a free event at 6:30 p.m. June 18, with speakers and famous Market performers (buskers, acrobats). The funds from the “Power of Pike Place” campaign will go toward small business recovery and supporting social services that make up the safety net.

Truth be told, the pandemic and recession are just the latest blows to the Market. Bacarella says it started the year well with very good business in January and February. But the Market has been pressed by competition from farmers markets throughout the region. For locals, why go downtown when you can meet the producer in
the U District, Capitol Hill or West Seattle? Large downtown grocery stores like Whole Foods have proliferated. The loss of its famous newsstand late last year was another blow to the Market’s character — the space sits empty for now on a key corner. Development on the Market’s doorstep has also threatened the historic district, with the Hahn Building and the Showbox across the street subject to high-rise development schemes. Such projects might be slowed in the current climate, but in recovery, the intersection of First Avenue and Pike Street, the Market’s century-old gateway, might be forever altered.

Krafft says she’s been to the Market only twice since early March. Not going has been painful. She’s been a longtime fan and involved with Friends of the Market for some 30 years. “You feel like it’s yours,” she says. It’s a feeling, she points out, you don’t get at the Pacific Place mall. Not visiting the Market has been almost as bad as not being able to see her grandkids, she says.

For now, there is hope that locals will start visiting the Market in greater numbers without bumping into the hordes of tourists, cruise goers and conventioneers. Seattleites should enjoy that while it lasts. The Market, Krafft reminds me, has always been about food. Before markets everywhere, there was Pike Place. It still is, with all due respect to the arts and crafts folk. The foodie capital of a foodie town. It’s central and accessible and does much public good for others, too. And it needs support. The hope is Seattleites and day-trippers in the Puget Sound region will find their way back.

If the protesters trying to reinvent parts of Capitol Hill want a local model, they could do worse than to study the history, precedents and priorities of the Pike Place Market. Seattle has always been creative about remaking public spaces for a broader public purpose. The Market and the activism that created it is Exhibit A. Yes, it’s unique, but it has a lot to teach. The job of starting something can be difficult, but the work of keeping a good thing going is never finished.

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Legacy Partners are our long-standing partners in the Market community, often referred to as the “Five Families.” Since the early 1980s, the Market Foundation has dedicated consistent, unrestricted funding to allow our Market partners to sustain operations year-after-year and improve services in the Market community.

We are not only a major funder of these programs, but we also collaborate to improve services and identify critical connections to improve the impact of the community as a whole.

In 2019, our Legacy Partners grew their impact and helped so many of our downtown and Market community members:

**LEGACY PARTNERS**

In support and collaboration with our Market partners:

- **PIKE MARKET FOOD BANK**
  - 6,603 shoppers
  - 1.16 million lbs. of food

- **PIKE MARKET CHILDCARE & PRESCHOOL**
  - 110 students
  - Tuition assistance 73%

- **PIKE MARKET SENIOR CENTER**
  - 1,505 members
  - 53,256 nutritious meals

- **NEIGHBORCARE HEALTH**
  - 4,025 patients
  - 23,895 health care visits

- **HERITAGE HOUSE AT THE**
  - 68 residents
  - 24/7 assisted living care
OUR LEGACY PARTNERS’ RESPONSE

In 2020, our community partners at the Pike Place Market medical clinic, food bank, senior center, senior housing, preschool and assisted living continue to serve thousands of our neighbors on the frontline of the COVID-19 pandemic.

Since the COVID-19 shutdown, the Market’s social services remain open and deployed emergency programs such as food distribution and COVID-19 testing for neighbors throughout downtown in addition to shelter-in-place orders for more than 500 senior residents of the Market.
Our Community Impact Fund allows us to remain community-centered to improve access to essential services and resources that build upon our model for a healthy community.

The Market Commons is home to an array of new and existing programs that enable us to reduce barriers to meet emerging service needs in our community. Working in collaboration with our partners throughout the Market and across the city we’re able to address the needs of our neighbors as they arise.

In 2019, we continued to grow these community initiatives to address immediate needs in the Market:

**COMMUNITY IMPACT FUND**

Our program response to the emerging needs of the Market community:

**THE MARKET COMMONS**

- **11,630** visits
  - Includes **990** program hours & **7,676** resource desk interactions

**FOOD ACCESS**

- **6,481** Market shopping trips
- **$258,511** in fruits & vegetables

**COMMUNITY SAFETY NET**

- **103** people
- **$45,619** in emergency funds
In 2020 as the COVID-19 crisis has hit, the need for individual financial support within the Market community has skyrocketed and we anticipate the need will overwhelm our existing system for the next year or more.

We’re bolstering this fund to support our Market community of workers, residents and neighbors facing extreme hardship as the economic crisis deepens. Demand from our community has skyrocketed over the past month and we anticipate the need will overwhelm our existing system.

We have already served 99 people through the Safety Net by July of the 2020 year, compared with assisting 103 people in all of 2019.
Thank you to every individual and organization for supporting the Pike Place Market community last year from 04/01/19 – 3/31/2020

Your contributions of time, talent and treasure have an immeasurable impact on our community!

See your name in our digital 2020 Report to the Community at PikePlaceMarketFoundation.Org/2020Report
BOARD & STAFF

OFFICERS
Lindy Gaylord (President)
Nicole Bahr (President Elect)
Sherry Burkey (Secretary)
Joel Carlsley (Treasurer)
Chris Volk (Member At-Large)
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UW Board Fellows
Alyssa McClure
Galen Van Horn

STAFF
Christi Beckley (Fund Development Manager)
Velma Cheney (The Market Commons Coordinator)
Nicole Cilley (Business and Fiscal Administrator)
Crystal Dixon (The Market Commons Manager)
Kelly Erlandson (Corporate Engagement Specialist)
Patricia Gray (Community Relations Manager)

Kathryn Hortner (Food Access Program Americorps Vista / Market Commons Program Coordinator)
Stella Jones (Resource Outreach Coordinator)
Kyra Meko (The Market Commons Americorps Vista*)
Jennifer Schooley (Donor Relations Specialist)

Lillian Sherman (Executive Director)
Tiffany Swanson (Special Events Manager)
Alejandro Valdivieso (Communications & Volunteer Coordinator)

*Left the Market Foundation during 2019-2020 Fiscal Year
CIP Report - Year to Date 2020

THE MARKET COMMONS

Total Interactions: 6,647 | Resource Interactions: 4,381 | Activity Attendees: 671

Interactions by Category Jan 1 - March 13, 2020
2,029 Total Interactions

Interactions by Category March 16- Sept 18, 2020
4,681 Total Interactions

COMMUNITY SAFETY NET


Safety Net Referring Agencies

Received grant and outside funding
Received grant only
Received outside funding only

24 39 80
CIP Report - Year to Date 2020

FOOD ACCESS PROGRAM

Total Purchase Power: **$63,573** | Total Dollars Leveraged: **$56,942** | Total Shoppers Reached: **1,686**

**Purchase Power by Program**
- Bulk Buy, $6,714, 10%
- Creek Side Access, $28,974, 41%
- Bonus Card, $10,936, 17%
- Fresh Bucks, $4,968, 8%
- Pike Bucks, $14,992, 24%

**Purchase Power by Group**
- PDA housing, $5,548, 9%
- Non PDA low-income housing, $1,434, 2%
- Direct through Commons, $45,428, 71%
- Legacy Partners, $11,174, 18%
- Bulk Buy, $6,714, 10%

**EMERGENCY FOOD ACCESS PROGRAM**

Basic Food Bag people served: **109**
Basic Food Bags distributed: **989**
Emergency Meals people served: **60**
Emergency Meals distributed: **15,737**
Total people served: **157**
CIP Report - Year to Date 2020

Small Business Recovery Phase 1

Total Number of Businesses: **39** | Total Dollars Awarded: **$250,000** | Interactions: **431**

**Businesses Granted by Type**
- Mercantile: 54%
- Restaurant: 18%
- Service: 5%
- Food: 13%

**Grant Award Amounts**
- $5.5k or less: 13 businesses
- $6k-$7k: 14 businesses
- $7.5k-$10k: 12 businesses

**Monthly Rent (Base + CAM)**
- ~$500: 14 businesses
- ~$1k: 13 businesses
- ~$1.5k: 8 businesses
- ~$2k: 7 businesses
- ~$2.5k: 6 businesses
- ~$3k: 4 businesses
- ~$3.5k: 2 businesses
- ~$4k+: 0 businesses

**Points of Contact**
- 5 points of contact: 0 businesses
- 6 points of contact: 2 businesses
- 7 points of contact: 4 businesses
- 8 points of contact: 6 businesses
- 9 points of contact: 8 businesses
- 10 points of contact: 10 businesses
- 11 points of contact: 12 businesses
- 12 points of contact: 13 businesses
- 13 points of contact: 14 businesses
- 14 points of contact: 14 businesses
Section IV:

Consent Agenda Items
Section V:

New Business Items
Section VI:

PDA Committee Minutes
Market Programs Committee
Meeting Minutes

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE VIRTUAL OR TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Tuesday, September 8, 2020
4:00 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/83861539131?pwd=TTFQVWplbVMwbiQyLOi2TzRXUUVkQT09
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, Chloé 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, dairy, 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.
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 bringing 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.
V. 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.

VI. 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.

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

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Tuesday, September 15, 2020
4:30 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/83344643699?pwd=U2pwMTFuWWk1MVJJa2U1WlIEdWplZZ09 OR dial +1 253 215 8782, Meeting ID: 833 4464 3699, password: 378971

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE TELEPHONIC OR VIRTUAL. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Committee Members Present: Ray Ishii, Paul Neal, David Ghoddousi, JJ McKay, Kristie Beattie, Mark Brady

Other Council Members Present: Colleen Bowman, Gordie McIntyre

Staff/ Consultants Present: Mary Bacarella, Sabina Proto, Brady Morrison, John Turnbull, Amy Wallsmith, Karin Moughamer, Sarah Leaptrot, Susan Brems, Jay Schalow, Erica Bates

Others Present: Bob Messina, Joan Paulson, Lisa Connolley

The meeting was called to order at 4:01 pm by Ray Ishii, Vice-Chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.

   B. Approval of the Finance & Asset Management Committee August 18, 2020 Minutes
      The August 18, 2020 meeting minutes were approved by acclamation.

      Mark Brady entered the meeting at 4:33 pm.

II. Announcements and Community Comments
    Joan Paulson commented that she would still like to see a one, two or three year plan for how the Market will recover from COVID. She also asked if there will be a Council retreat this year.

III. Reports & Discussion Items
    A. Review of the PDA Financial Statements August 2020
       Sabina Proto began by directing committee members to the balance sheet. The unrestricted cash balance is $1.2M, which is not much of a change from last month. That shows the PDA is being very careful with spending. Rental account receivable has a balance of $961,896, roughly $140,000 higher than July. At this point there is nothing the PDA can do to encourage tenants to pay but staff are watching very closely. The majority of the accounts receivable is for commercial tenants. Some residential tenants are making their payments and staff are working to find additional assistance for residents.
Sabina Proto next reviewed the Operating Statement. Year to date total revenue is $9.7M, the budget was $14.9M, resulting in revenue being under budget by $5M (34.5%). Operating expenses is $8M compared to a budget of $11.2M, under budget by $3M. Up to date in all debt payments and net operating result after debt payments and contributions is $189,000, nearly $2M under budget at this point in the year. It is helpful to have the reserves and up to now staff have been careful in spending. In August, total revenue is $2.1M, however actual cash collected is $1.1M. Operating expenses was budgeted at $1.4M, however the actual expenditures were $887,000 (under budget by 37%). Almost all revenue categories are under budget, including commercial which is $3M under budget, especially in Percent Rent. The only category of revenue that seems ok is the CSA farm program. Garage revenue remains under budget, now by $1.3M. Expenses are under budget in all categories, including labor and utilities. Not much activity with the Capital Replacement Reserve. Council has approved $2M from the Minimum Operating Reserve and $2M from the CRRF.

B. Capital Projects Update
Brady Morrison noted that everything is on hold but a couple projects are being patched up before the rains come, including the Corner Market light rebuild.

Mary Bacarella added that most of the work that maintenance is focused on is renovating and repairing residential units.

C. Checking Account Activity Report for August 2020
Sabina Proto provided Karin Moughamer with a copy of the August 2020 checking account activity report via email.

D. 2021 Budget Schedule & Overview
Mary Bacarella noted that leadership and management are focused on getting a draft budget prepared. Without knowing what next year will bring, staff are making their best assessments.

Sabina Proto noted managers and leadership began working on the budget at the beginning of August. Sabina reviewed the budget and approval schedule. The schedule is as follows:
- September 16 Finance & Asset Management Committee: Introduction of the schedule
- October 15: Community Budget Meeting
- October 20 PDA Finance & Asset Management Committee: presentation of the 2021 proposed final budget
- November 5 Special Finance & Asset Management Committee Meeting: Committee and staff to discuss recommended changes to the 2021 budget.
- November 10 Finance & Asset Management Committee: Committee to adopt final recommendation for consideration by full council.
- November 19 Council Meeting: Review and adoptions of 2021 budget.

The schedule includes information for each of the Zoom meetings.

Mary Bacarella realizes this budget review is going to be difficult. She believes the beginning of 2021 will look much like the last part of 2020.
Ray Ishii encouraged as many people as possible to participate in the process, especially the community budget meetings. Ray asked how people can provide written comment.

Karin Moughamer responded community members can send written comment to PDACouncil@pikeplacemarket.org or to any of the staff members they regularly interact with.

IV. Property Management Report

John Turnbull began by noting the trends are represented on the graphs which includes increasing vacancies and staff are starting to turn over units. Some tenants are not able to pay rent due to losing jobs and are moving out. Maintenance is working on turning over the units quickly. He hopes its peak vacancy and that staff can start renting out units.

Mary Bacarella added that Elsie and her team are doing really well on wellness checks and food delivery. Security is also helping with tenant support.

Ray Ishii asked how the residential staff are doing. John Turnbull responded that we had one staff retire and the remaining staff are doing well and working well together. Mary Bacarella added that Elsie is doing a good job of covering everything but sometime soon she anticipates having to add another staff member to replace the person who retired. John Turnbull added there are a number of vacancies in the Market and it’s a great place to live downtown.

Colleen Bowman asked if staff is noticing a correlation between people who are working in the Market are also those leaving the apartments. John Turnbull responded yes, staff are seeing Market employees moving out of the area and some people are combining households to save on expenses. Colleen Bowman wanted to acknowledge that these vacancies could very well be due to people losing their jobs.

Mary Bacarella added that residential is doing well but some of the market rate units are becoming available for rent. John Turnbull added King County has some good programs to help out low income residents. Mary Bacarella read that there is $19M available in the state to help with rents.

Colleen Bowman thanked the residential team for always keeping tenants apprised of these programs.

David Ghoddousi asked what the process is or if it’s possible to convert market rate apartments to low income HUD assisted units. John Turnbull responded there are two ways to get subsidized funds from HUD. One is to have a contract with HUD, usually for 20 years and stays with the building. The LaSalle, First and Pine and Stewart House have HUD contracts. The second way is to have Section 8 housing vouchers which people can use to rent an apartment. They can rent anywhere in the city as long as they meet the HUD standards of rent and quality. A third of the people in Sanitary use these vouchers, a couple in Sanitary Market, and the rents are pretty well standard for market rate units. We can’t require people to move in with vouchers but we will never turn people away with them.

David Ghoddousi asked what the current rent is for these units. John Turnbull responded they are approximately $1,200. Colleen Bowman added they are both one bedrooms that go for
$1,500 and $1,700. John Turnbull added those rates are roughly the same as low income rates in the City.

Colleen Bowman would discourage the PDA from converting units into HUD as she would hate to see a loss of work force housing in Seattle.

V. Public Comment
None.

VI. Closed Session
The Committee Vice-Chair stated that the committee would go into closed session at 5:07 p.m. to discuss the property management and vacancy report and return into open session at approximately 5:37 p.m.

The committee entered into closed session at 5:08 p.m.

A. Property Management Report - Closed Session (RCW 42.30.110(c))

B. Review of Delinquency Report
   i. Vacancy Report
   ii. Current Lease Negotiations

Devin McComb entered the meeting at 5:30 p.m.

The committee entered into open session at 5:32 p.m.

The committee discussed the property management report which included the delinquency and vacancy report along with the current commercial lease negotiations during the closed session.

Upon coming out of Executive Session, committee member Paul Neal made a motion authorizing the Executive Director to terminate the lease of Steelhead Diner. JJ McKay seconded the motion.

There was no further discussion and Ray Ishii called for a vote.

For: David Ghoddousi, Ray Ishii, Paul Neal, JJ McKay, Mark Brady
Against:
Abstain: Devin McComb

The motion passed by a vote of 5-0-1.

VII. Resolution to be added to the Consent Agenda
None.

VIII. Concerns of Committee Members
David Ghoddousi, in talking with a community member, asked what is the best way for the community to reach out to email the council. Does each council member have their own individual email address? David also noted he looks forward to learning more about the new Heritage House elevator.
Mary Bacarella responded the elevator plan will be presented at council this month.

Karin Moughamer commented people can email PDACouncil@pikeplacemarket.org.

David Ghoddousi asked how it works if people write to that address. Karin Moughamer responded all emails sent to that address are placed in the monthly council packet. If it requires immediate response, Mary Bacarella will decide what to do.

David Ghoddousi asked if there are individual emails for each councilmember and suggested that might be something to look into.

Paul Neal asked for clarification on the committees that Gordie McIntyre is assigned to. Mary Bacarella responded that at the moment Gordie is not on any committee and that will be discussed during Executive Committee tomorrow.

Mark Brady commented that technically Gordie cannot vote on anything until he has been approved by City Council. Paul Neal asked if that is true for the Constituency.

Karin Moughamer responded no. The Constituency is the appointing board and as long as the vote has been ratified by the Constituency, he may attend and vote at council meetings. It’s the same process for the PDA but the mayoral nomination has a different process and needs approval by the mayor. She noted it’s confusing as there are three different organizations appointment members to the Council.

David Ghoddousi thanked Karin Moughamer for the clarification. He notes there is some confusion with mayoral appointments.

Devin McComb welcomed Gordie and thanked Ray for covering the meeting. That change was very last minute due to a scheduling conflict.

IX. Adjournment
The meeting was adjourned at 5:42 p.m. by Ray Ishii, Vice-Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Wednesday, September 16, 2020
4:30 p.m. to 5:45 p.m.

Location: Join Zoom Meeting:
https://us02web.zoom.us/j/89646085564?pwd=c1ppVDVJU0phN09WbkVaWDg3SnhYQT09
OR Dial +1 253 215 8782 US (Tacoma), Meeting ID 896 4608 5564, Passcode 359985

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE TELEPHONIC OR VIRTUAL. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Committee Members Present: Rico Quirindongo, David Ghoddousi, Devin McComb, Mark Brady

Other Council Members Present: Colleen Bowman, Gordie McIntyre, Ray Ishii

Staff Present: Mary Bacarella, Karin Moughamer

Others Present:

The meeting was called to order at 4:35 p.m. by Rico Quirindongo, Chair.

I. Administration
   A. Approval of the Agenda

   The agenda was approved by acclamation.

   Approval of the August 19, 2020 Executive Committee Meeting Minutes
   The August 19, 2020 Executive Committee Meeting Minutes were approved by acclamation.

II. Announcements and/or Community Comments

   None.

III. Council Chair Report

   Rico Quirindongo began his report with the following:
   - A plan for the 2020 PDA Council retreat will be prepared by Mary and Rico. There will not be a full day retreat like in past years. A consultant will be selected by Mary to help with the topics selected. Hopefully a plan will be shared next month.
   - The MarketFront leak investigation and repairs have been put on hold until January.
   - There will be an elevator presentation at the next council meeting.
   - The Overlook Walk design is underway. The PDA is still being considered for an Operations and Maintenance Plan but we aren’t clear what that looks like.
   - There is no final determination on the Local Improvement District (LID) and what the PDA will be required to pay. The PDA payment to the LID in 2020 has been removed from the budget. Mary Bacarella thinks the payments may be delayed until 2022.
   - Rico welcomed new council member Gordie McIntyre. Colleen Bowman will be giving a report later in the meeting on the nomination committee process.
• Due to conflicts, Rico noted the September council meeting is being pushed back to October 1, 2020 at 4 pm.
• One family. One mission. One love.

Mark Brady asked if Matt Hanna is only staying on thru December. Rico Quirindongo responded that Matt has returned to occupy the mayoral seal until there is a replacement.

IV. Committee Chair’s Report
   A. Market Programs
   Mary Bacarella provided an update in lieu of Patrice Barrentine. Marketing provided a calendar of the current marketing campaign and updates on how the campaign is going so far. Council can find that in the Market Programs packet. There were two big stories in August – Outdoor Dining and Market Birthday. The outdoor dining piece got coverage on the major news stations. The new blogs included outdoor dining, Market birthday and lunchtime tunes. Lunchtime Tunes will continue through October. The new Advertising Co-op program has launched and a number of people participated on a webinar. A digital toolkit is being provided to tenants. Another new program is the Safe Shopper Pledge, which businesses and customers can take to help keep the community healthy at the Market. David Dickinson provided an update the Daystall program and provided an overview of the daystall since the beginning of COVID. He shared a map of the current table layout which includes a buffer between crafters. Farm provided an update on the Pike Box Season 1 recap which had 195 customers. Nearly $45,000 was paid out to farmers. Season two starts October 2 and so far has 159 shares.

Rico Quirindongo encouraged council members to review the Market Programs packet which has good information on social media and public relations numbers.

B. Finance & Asset Management
   Devin McComb thanked Ray Ishii for chairing the meeting. Ray Ishii noted it was a pretty light agenda relatively speaking. An overview of the August financials was provided. There weren’t any significant surprises. Capital Projects have been put on hold with the exception of a few projects that need to be completed before winter. The 2021 budget schedule was introduced. Ray encouraged council members to attend the community and committee meetings to listen and share thoughts on priorities for the coming year. Ray believes it will be an interesting budget year due to all the uncertainties. John Turnbull provided a residential report. The trend continues with an increase in vacancies due to lose of jobs. Staff are working to fill the vacancies as well as to turn over the units as quickly as possible. Lastly, there was a motion approved to terminate the lease of Steelhead Diner.

Rico Quirindongo encouraged council members to review the Finance & Asset Management packet which includes the 2021 budget schedule.

Rico Quirindongo was disconnected from the meeting.

Colleen Bowman noted that Joan Paulson entered the meeting and believes that Joan thought the meeting started at 5 pm due to a typo on the posted agenda. She invited Joan to provide public comment.

Joan Paulson thanked the committee with the outline for the nomination committee and how a new council member is going to be brought onboard. She would still like to understand the content of the type of person the council is looking for.
Rico Quirindongo returned to the meeting after losing signal.

Colleen Bowman updated Rico Quirindongo on Joan Paulson’s public comment.

V. Executive Director’s Report
Mary Bacarella provided the following updates:

- Garage modifications will begin in November and run for seven months. The main corridor work
- There is one more bit of work to do on the MarketFront but that is being moved until January to allow for outdoor patios to stay open for Old Stove, indi chocolate, and Honest Biscuits.
- Rico, Ron Wright and the PDA team recently met to discuss the elevator plans and those will be presented at the next Council meeting.
- There will be an update on the retreat very soon.
- The resolution regarding rent credits have been very well received.
- Outdoor dining is going well, however, due to the air quality, some are choosing not to open.
- As a result of a recent lawsuit (which the Market was not a part of), DSA is working to provide three free hours for people shopping along the waterfront. The DSA would advertise the Market garage as an option and then reimburse the Market for those parking charges. That plan is still in the works.
- There will be a foundation report at council.
- UW is offering free COVID-19 testing in Victor Steinbrueck Park every Wednesday through October (except today, which was cancelled due to air quality.)
- The Overlook Walk design continues and she’ll be getting an update during a monthly call tomorrow with Marshall Foster.
- The LID numbers aren’t finalized but they are getting close. Payment may be put on hold until 2022.

Colleen Bowman asked how long the three free hour parking program will last. Mary Bacarella responded she doesn’t know yet but anticipates a couple months.

David Ghoddousi asked what is the maximum amount that can be spent on the free parking. Mary Bacarella responded currently they are committed to $10,000.

VI. Discussion Topics
A. Nomination Committee Update
Colleen Bowman noted the first nomination committee meeting has taken place and she thanked Rico for the thoughtful placement of committee members. The committee is deep in conversation about process refinement, but it won’t be a big deviation from previous process. The criteria will need refinement based on the current landscape of the City. The committee believes it will remain about a four month process from start to finish. The schedule included in the packet has not been discussed by the committee yet. It’s a pretty aggressive schedule but they will do their best to stay on track. They hope to have all resumes for considered candidates by October 5th and will be reaching out to council members for feedback very soon.

Rico Quirindongo asked that the nomination committee schedule be included in the Council packet. He hopes the committee can stick to the aggressive schedule. He does have some concern the mayor’s office will not be able to respond quickly to the recommendation.

Colleen Bowman noted that on average it’s take three months to get a response from the mayor’s office and this seat need to be filled as soon as possible.
VII. Public Comment
Joan Paulson emphasized that the Market needs to think about a 2-3 year strategy to heal at the Market. She would like to see a process and look at a 1-3 year time frame strategy that was used during the 07-08 economic downturn in order to replenish lost tenants. She would also like to know where to go to get more money to sustain the Market.

VII. Concerns of Committee Members
Colleen Bowman welcomed Gordie McIntyre and asked if he has any questions or suggestions on how to make orientation better that he can share them with the council or the nomination committee.

Devin McComb noted the reason the council works so well is that it’s comprised of people with a variety of skill sets and expertise. He believes it might helpful to have someone with financial analysis or merchandising experience able to weigh in. That expertise could come from new council members or the council could consider external resources through an ad hoc committee or advisory group to help with specific needs. Devin suggested to Colleen that the nomination committee consider the relationship between the council member nomination process and how to supplement council expertise in other ways. Rico Quirindongo noted that an advisory board is an interesting idea and not something that he’s aware the council has done before.

Mary Bacarella added the idea of an advisory committee is being considered for the retreat agenda and thinks it would be good to have other people with specific expertise be able to weigh in on the Market.

David Ghoddousi noted that during renovation there were two developers assigned to the renovation committee to help advise the council and staff. Having an ad hoc committee to discuss strategies is a good idea. He does not believe there is a rolodex of special businesses that are a home run. The Market has been here for 100 years and we support marginal businesses and the Market takes risks. There is no miracle cure but having people advise the Market is a good idea. It’s a step in the process and it’s up to the property managers to decide what businesses are brought into the Market.

Mark Brady noted that next year three council members are up for reelection – Devin McComb, Paul Neal, and himself. That might have an effect on the type of people are being considered for the council this year and next.

Gordie McIntyre thanked everyone for the warm welcome. He added that during the Market Programs meeting it was noted that Daystall roll call is being done by Zoom which was well received, however there were several comments that in-person roll call should start again when possible due to historical and traditional considerations.

Rico Quirindongo noted that he had a nice talk with Gordie McIntyre and welcomed him to the council.

Mary Bacarella asked if council members are considering doing new council member buddy system as in years past. She thinks that worked well in the past. Rico Quirindongo noted he was passionate about that and it would be good to pair Gordie up with a council member and that could be discussed during the full council meeting.

Gordie McIntyre said he would appreciate that.

Mark Brady commented that he would like to see Constituency representatives paired together as each organization is a different entity with different points of view. He offered to help Gordie McIntyre.
did not like that Ali Mowry was paired with Colleen Bowman and it wasn't a good outcome for the Constituency.

Rico Quirindongo commented that council members are able to communicate with any other council member at any time. He is welcome to talk with Gordie and he encourages any council member to do that. The buddy system was not intended to be specific to the nominating organization but to pair a new person with someone who has been on the council for some time. He believes cross-pollination is a good thing and again encouraged council members to spend time with Gordie.

David Ghoddousi understands where Mark is coming from but disagrees. If Gordie has a preference with being paired up with that's his choice. He believes if they choose to be paired up with someone outside the nominating organization that is ok.

Rico Quirindongo noted that he discussed with Gordie about his committee preferences. He would like to be a part of the Finance & Asset Management committee based on his skill set. He would like Colleen to look at the balance of the committees and provide some feedback.

Gordie McIntyre would prefer Finance & Asset Management but is happy to serve where he is needed.

Rico Quirindongo thanked everyone for attending.

VIII. Adjournment
The meeting was adjourned at 5:33 p.m. by Rico Quirindongo, Chair.

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Section VII:

Financials & Additional Enclosures
Date: September 15, 2020
To: PPM PDA Council
From: Sabina Proto, Director of Finance
Subject: Financial Statements for August 31, 2020

Page 3:

PDA Operating Statement Notes:

Total YTD Revenue for the end of August 31, 2020 was $9,763,352, under budget by $5,142,177 or -34.5%

Total YTD Operating Expense for the end of August 31, 2020 was $8,068,788, under budget by $3,160,040 or 28.1%.

Net Result after Debt Service and Reserves was 189,453, which is $1,902,221 under budget.

Information regarding month of August:

Due to the closure of the Market because of Covid19, we have considered providing some relief to our Commercial Tenants; we gave them a credit of 4 months of CAC charges, which are equivalent to two months base rent. Half this credit was posted in April, and the other was posted in May. The rent credit will be applied starting September through December.

The financials are prepared on accrual basis, and don’t provide a real clear picture of cash shortage. For this reason we wanted to inform you regarding the amount of money we received and spent during month of August: total amount received during August = $1,101,689, which is almost half from what was budgeted for August. The budgeted amount for operating expenses was $1.4MM and the actual spending was $887,297K, almost 37% less.

Also, our Council approved $2MM transfer from Minimum Operating Reserve to cover for the cash shortage. We have deployed $1.5MM out of that amount so far. The remaining balance will be used during September and October.

We are up to date on all debt payments.

Page 4:

Footnotes on the Operating Statement (accrual)

Commercial Revenue is under budget by $2,969,515

Residential Revenue is under budget by $24,618
**Daystall Revenue:**

Daily Crafts is under budget by $416,402

Farm revenue is under budget by $186,360

**Page 5:**

**Garage Revenue** is under budget by $1,295,073

**Miscellaneous Revenue** is under budget by $209,268. A considerable reduction on investment income, which will continue for the upcoming months.

**Page 6:**

Operating Expenses overall under budget, mostly due to working under less capacity than normal.

**Page 7:**

Percent Rent spreadsheet- Percent Rent is $1,991,910 under budget.

**Page 8:**

The report states the balance of the Capital Replacement Reserve, which was $19.5 MM for the end of August 31, 2020. Capital projects spending has been placed on stop, until further decision.

**Page 9:**

Capital Projects Report provides the status and YTD spending on different Capital Project we have been working so far.
# PIKE PLACE MARKET PDA

## BALANCE SHEET

**August 31, 2020**

### ASSETS

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<th>Note</th>
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### LIABILITIES & CAPITAL

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<td>9,213,308</td>
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<td>(740,000)</td>
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### Long Term Debt

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<td>2015 Bond Series A</td>
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<td>Premium on 2015 Bond Series A</td>
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<td>Unearned WSDOT revenue</td>
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<td>N/P City of Seattle - Creamery Lot</td>
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<td>QB3 Deferred Master Lease Payment</td>
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<td>Current Portion - Long Term Debt</td>
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<td><strong>Total Long Term Debt</strong></td>
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### Capital

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### TOTAL LIABILITIES AND CAPITAL

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<th>Prior Month</th>
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### Accounts Receivable

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<td>Variance</td>
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<td>ACTUAL</td>
<td>BUDGET</td>
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**TOTAL REVENUE** 9,763,352 14,905,529 (5,142,177) -34.5%

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<th>Current MONTH</th>
<th>Current MONTH</th>
<th>2020 Budget</th>
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<td>BUDGET</td>
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<td>48.4%</td>
</tr>
<tr>
<td>2</td>
<td>Operations</td>
<td>4,608,776</td>
<td>6,591,661</td>
<td>1,982,885</td>
<td>30.1%</td>
</tr>
<tr>
<td>3</td>
<td>Administration</td>
<td>1,548,290</td>
<td>1,877,087</td>
<td>328,797</td>
<td>17.5%</td>
</tr>
<tr>
<td>4</td>
<td>Marketing &amp; Programs</td>
<td>823,175</td>
<td>1,196,293</td>
<td>373,118</td>
<td>31.2%</td>
</tr>
</tbody>
</table>

**TOTAL OPERATING EXPENSES** 8,068,788 11,228,828 3,160,040 28.1%

<table>
<thead>
<tr>
<th>Note</th>
<th>NET OPERATING RESULTS</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>2020 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1,694,564</td>
<td>3,676,701</td>
<td>(1,982,137)</td>
<td>-53.9%</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>214,392</td>
<td>324,616</td>
<td>797,393</td>
<td>5,572,002</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Note</th>
<th>DEBT SERVICE</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>2020 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bond Principal and Interest Payment PDA</td>
<td>239,775</td>
<td>319,691</td>
<td>79,916</td>
<td>25.0%</td>
</tr>
<tr>
<td></td>
<td>2015 PDA Bond Series A&amp;B</td>
<td>815,336</td>
<td>815,336</td>
<td>-</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**TOTAL DEBT SERVICE** 1,055,111 1,135,027 79,916 7.0%

<table>
<thead>
<tr>
<th>Note</th>
<th>RESERVES - DESIGNATED</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>2020 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pension Contribution</td>
<td>450,000</td>
<td>450,000</td>
<td>-</td>
<td>0.0%</td>
</tr>
<tr>
<td></td>
<td>LID Reserve</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**TOTAL DESIGNATED RESERVES** 450,000 450,000 - 0.0%

<table>
<thead>
<tr>
<th>Note</th>
<th>Net Results after Debt Service &amp; Reserves</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>2020 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>189,453</td>
<td>2,091,674</td>
<td>(1,902,221)</td>
<td>-90.9%</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>112,475</td>
<td>222,699</td>
<td>655,518</td>
<td>3,245,666</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Note</th>
<th>RESERVE CONTRIBUTION</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>Current MONTH</th>
<th>2020 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CRF</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.0%</td>
</tr>
<tr>
<td></td>
<td>Transfer from Minimum Operating Reserve</td>
<td>1,500,000</td>
<td>-</td>
<td>1,500,000</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**TOTAL RESERVE CONTRIBUTIONS** 1,689,453 2,091,674 (402,221) -90.9%
### Note 1: Commercial Revenue

<table>
<thead>
<tr>
<th></th>
<th>2020 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of Total</td>
<td>% YTD</td>
<td>% YTD</td>
<td></td>
</tr>
<tr>
<td>Revenue</td>
<td>Comm Revenue</td>
<td>Comm Rev</td>
<td>Comm Rev</td>
<td></td>
</tr>
<tr>
<td>Base Rent - Retail</td>
<td>30.0%</td>
<td>2.751,337</td>
<td>47.6%</td>
<td>2,691,500</td>
</tr>
<tr>
<td>Base Rent - Office</td>
<td>4.5%</td>
<td>387,821</td>
<td>6.7%</td>
<td>401,900</td>
</tr>
<tr>
<td>Prep Space</td>
<td>0.7%</td>
<td>59,844</td>
<td>1.0%</td>
<td>59,000</td>
</tr>
<tr>
<td>Common Area</td>
<td>18.3%</td>
<td>820,496</td>
<td>14.2%</td>
<td>1,641,815</td>
</tr>
<tr>
<td>Total Rent Revenue</td>
<td>4,019,498</td>
<td>4,794,215</td>
<td></td>
<td>(774,717)</td>
</tr>
<tr>
<td>Percentage Rent [1]</td>
<td>34.5%</td>
<td>1,228,482</td>
<td>21.2%</td>
<td>3,220,392</td>
</tr>
<tr>
<td>Direct Utilities</td>
<td>6.2%</td>
<td>381,229</td>
<td>6.6%</td>
<td>556,800</td>
</tr>
<tr>
<td>Storage/Cooler</td>
<td>1.5%</td>
<td>137,856</td>
<td>2.4%</td>
<td>139,800</td>
</tr>
<tr>
<td>Tenant Work Reimbursements</td>
<td>0.1%</td>
<td>5,232</td>
<td>0.1%</td>
<td>5,721</td>
</tr>
<tr>
<td>Other Rentals</td>
<td>0.1%</td>
<td>3,913</td>
<td>0.1%</td>
<td>20,000</td>
</tr>
<tr>
<td>Late Fees</td>
<td>0.2%</td>
<td>5,928</td>
<td>0.1%</td>
<td>14,725</td>
</tr>
<tr>
<td>Total Commercial Revenue</td>
<td>96%</td>
<td>5,782,138</td>
<td>100%</td>
<td>8,751,653</td>
</tr>
</tbody>
</table>

[1] See attachment for Percentage Rent revenue data by month.

### Note 2: Residential Revenue

<table>
<thead>
<tr>
<th></th>
<th>2020 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>% YTD</td>
<td>% YTD</td>
<td></td>
</tr>
<tr>
<td>Residential Rents</td>
<td>88.9%</td>
<td>2,233,549</td>
<td>99.0%</td>
<td>2,257,322</td>
</tr>
<tr>
<td>Laundry Net of Taxes</td>
<td>0.4%</td>
<td>8,878</td>
<td>0.4%</td>
<td>7,200</td>
</tr>
<tr>
<td>Other [1]</td>
<td>0.7%</td>
<td>13,500</td>
<td>0.6%</td>
<td>16,132</td>
</tr>
<tr>
<td>Total Residential Revenue</td>
<td>90%</td>
<td>2,256,036</td>
<td>100%</td>
<td>2,280,654</td>
</tr>
</tbody>
</table>

[1] Other includes maintenance services, storage, rental screening & late fees

### Note 3: Day Stall Revenue

<table>
<thead>
<tr>
<th></th>
<th>2020 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>% YTD</td>
<td>% YTD</td>
<td></td>
</tr>
<tr>
<td>Daily Craft</td>
<td>87.4%</td>
<td>89,715</td>
<td>65.4%</td>
<td>480,000</td>
</tr>
<tr>
<td>Locker Rent</td>
<td>8.9%</td>
<td>44,779</td>
<td>32.3%</td>
<td>48,715</td>
</tr>
<tr>
<td>Permits</td>
<td>2.2%</td>
<td>389</td>
<td>0.3%</td>
<td>14,820</td>
</tr>
<tr>
<td>Late Fees</td>
<td>1.9%</td>
<td>2,800</td>
<td>2.0%</td>
<td>10,000</td>
</tr>
<tr>
<td>Total Day Stall Revenue</td>
<td>100%</td>
<td>137,333</td>
<td>100%</td>
<td>553,533</td>
</tr>
</tbody>
</table>
Note 4  Farm Revenue

<table>
<thead>
<tr>
<th></th>
<th>2020 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Aug Actual</td>
<td>% YTD</td>
<td>Aug Budget</td>
</tr>
<tr>
<td></td>
<td>Surf Rev</td>
<td>Farm Rev</td>
<td></td>
<td>Farm Rev</td>
</tr>
<tr>
<td>Daily Farmer</td>
<td>40.4%</td>
<td>38945</td>
<td>15.7%</td>
<td>196,600</td>
</tr>
<tr>
<td>Remote Markets</td>
<td>10.0%</td>
<td></td>
<td>0.0%</td>
<td>40,000</td>
</tr>
<tr>
<td>Farm Cooler</td>
<td>2.6%</td>
<td>13862</td>
<td>5.6%</td>
<td>18,500</td>
</tr>
<tr>
<td>Permits</td>
<td>0.5%</td>
<td>2135</td>
<td>0.9%</td>
<td>3,500</td>
</tr>
<tr>
<td>CSA Market Baskets</td>
<td>13.4%</td>
<td>83,629</td>
<td>33.8%</td>
<td>80,000</td>
</tr>
<tr>
<td>Grants/Contracts</td>
<td>22.3%</td>
<td>109,197</td>
<td>44.1%</td>
<td>95,528</td>
</tr>
<tr>
<td><strong>Total Farm Revenue</strong></td>
<td><strong>89%</strong></td>
<td><strong>247,768</strong></td>
<td><strong>100%</strong></td>
<td><strong>434,128</strong></td>
</tr>
</tbody>
</table>

Note 5  Garage Revenue

<table>
<thead>
<tr>
<th></th>
<th>2020 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Aug Actual</td>
<td>% YTD</td>
<td>Aug Budget</td>
</tr>
<tr>
<td></td>
<td>Gar Rev</td>
<td>Gar Rev</td>
<td></td>
<td>Gar Rev</td>
</tr>
<tr>
<td>Parking Revenue Net of Taxes</td>
<td>83.2%</td>
<td>982,284</td>
<td>99.4%</td>
<td>2,269,652</td>
</tr>
<tr>
<td>Parking Reimbursement</td>
<td>0.5%</td>
<td>5,595</td>
<td>0.6%</td>
<td>13,300</td>
</tr>
<tr>
<td><strong>Total Garage Revenue</strong></td>
<td><strong>84%</strong></td>
<td><strong>987,879</strong></td>
<td><strong>100%</strong></td>
<td><strong>2,282,952</strong></td>
</tr>
</tbody>
</table>

Note 6  Miscellaneous Revenue

<table>
<thead>
<tr>
<th></th>
<th>2020 Total Budget</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of total</td>
<td>Aug Actual</td>
<td>% YTD</td>
<td>Aug Budget</td>
</tr>
<tr>
<td></td>
<td>Gar Rev</td>
<td>Misc Rev</td>
<td></td>
<td>Misc Rev</td>
</tr>
<tr>
<td>Security Service Contracts</td>
<td>7.5%</td>
<td>47,521</td>
<td>11.7%</td>
<td>45,840</td>
</tr>
<tr>
<td>Management Fees[1]</td>
<td>11.6%</td>
<td>73,917</td>
<td>18.2%</td>
<td>64,720</td>
</tr>
<tr>
<td>Investment Income/Interest</td>
<td>21.0%</td>
<td>149,745</td>
<td>36.8%</td>
<td>345,056</td>
</tr>
<tr>
<td>Film/License Revenue</td>
<td>2.9%</td>
<td>13,375</td>
<td>3.3%</td>
<td>12,000</td>
</tr>
<tr>
<td>Other Revenues[2]</td>
<td>21.0%</td>
<td>121,339</td>
<td>30.0%</td>
<td>148,249</td>
</tr>
<tr>
<td><strong>Total Miscellaneous Revenue</strong></td>
<td><strong>64%</strong></td>
<td><strong>406,897</strong></td>
<td><strong>100%</strong></td>
<td><strong>615,865</strong></td>
</tr>
</tbody>
</table>

(1) Management fees from LaSalle Senior Housing LLC and Western Avenue Senior Housing.
(2) Other Revenues includes Constituency Revenue, Misc taxable & Non-taxable Revenue, Key and Access Cards, Trademark/Royalties, Market Tours and Rummage Hall less sales tax.
### Note 7 Property Management Expenses

<table>
<thead>
<tr>
<th></th>
<th>Y'D ACTUAL</th>
<th></th>
<th>YTD BUDGET</th>
<th></th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% PM Exp</td>
<td>Budget</td>
<td>% PM Exp</td>
<td>$</td>
</tr>
<tr>
<td>Commercial</td>
<td>245,652</td>
<td>28.5%</td>
<td>374,899</td>
<td>33.4%</td>
<td>129,247</td>
</tr>
<tr>
<td>Residential</td>
<td>462,673</td>
<td>53.7%</td>
<td>544,485</td>
<td>48.5%</td>
<td>81,812</td>
</tr>
<tr>
<td>Daystar</td>
<td>152,694</td>
<td>17.7%</td>
<td>203,853</td>
<td>18.1%</td>
<td>51,159</td>
</tr>
<tr>
<td>Total Property</td>
<td>861,019</td>
<td>100%</td>
<td>1,123,237</td>
<td>100%</td>
<td>262,218</td>
</tr>
</tbody>
</table>

### Note 8 Parking Expenses

<table>
<thead>
<tr>
<th></th>
<th>Y'D ACTUAL</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% PM Exp</td>
<td>0.00</td>
<td>Variance</td>
</tr>
<tr>
<td>Garage</td>
<td>227,528</td>
<td>26.4%</td>
<td>440,550</td>
<td>39.2%</td>
</tr>
<tr>
<td>Total Parking</td>
<td>227,528</td>
<td>26%</td>
<td>440,550</td>
<td>39%</td>
</tr>
</tbody>
</table>

### Note 9 Operations Expenses

<table>
<thead>
<tr>
<th></th>
<th>Y'D ACTUAL</th>
<th></th>
<th>YTD BUDGET</th>
<th></th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Ops Exp</td>
<td>Budget</td>
<td>% Ops Exp</td>
<td>$</td>
</tr>
<tr>
<td>Facilities</td>
<td>1,098,668</td>
<td>23.0%</td>
<td>1,545,977</td>
<td>23.5%</td>
<td>447,309</td>
</tr>
<tr>
<td>Security</td>
<td>1,016,449</td>
<td>22.1%</td>
<td>1,260,738</td>
<td>19.1%</td>
<td>244,289</td>
</tr>
<tr>
<td>Maintenance</td>
<td>618,324</td>
<td>13.4%</td>
<td>933,661</td>
<td>14.2%</td>
<td>315,337</td>
</tr>
<tr>
<td>Capital Management</td>
<td>281,392</td>
<td>0.6%</td>
<td>64,811</td>
<td>1.0%</td>
<td>36,619</td>
</tr>
<tr>
<td>Utilities</td>
<td>1,423,109</td>
<td>30.9%</td>
<td>2,284,374</td>
<td>34.7%</td>
<td>861,265</td>
</tr>
<tr>
<td>Insurance</td>
<td>464,334</td>
<td>10.1%</td>
<td>502,100</td>
<td>7.6%</td>
<td>37,766</td>
</tr>
<tr>
<td>Total Operations</td>
<td>4,608,776</td>
<td>100%</td>
<td>6,591,661</td>
<td>100%</td>
<td>1,982,885</td>
</tr>
</tbody>
</table>

### Note 10 Administration Expenses

<table>
<thead>
<tr>
<th></th>
<th>Y'D ACTUAL</th>
<th></th>
<th>YTD BUDGET</th>
<th></th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Adm Exp</td>
<td>Budget</td>
<td>% Adm Exp</td>
<td>$</td>
</tr>
<tr>
<td>Management</td>
<td>735,286</td>
<td>47.5%</td>
<td>797,087</td>
<td>42.5%</td>
<td>61,801</td>
</tr>
<tr>
<td>Finance</td>
<td>225,383</td>
<td>14.6%</td>
<td>298,849</td>
<td>15.9%</td>
<td>73,466</td>
</tr>
<tr>
<td>Office Administration</td>
<td>310,357</td>
<td>20.0%</td>
<td>355,458</td>
<td>18.9%</td>
<td>45,101</td>
</tr>
<tr>
<td>Human Resources</td>
<td>79,766</td>
<td>5.2%</td>
<td>172,700</td>
<td>9.2%</td>
<td>92,934</td>
</tr>
<tr>
<td>Information Services</td>
<td>197,396</td>
<td>12.8%</td>
<td>252,993</td>
<td>13.5%</td>
<td>55,495</td>
</tr>
<tr>
<td>Total Administration</td>
<td>1,548,290</td>
<td>100%</td>
<td>1,877,087</td>
<td>100%</td>
<td>328,797</td>
</tr>
</tbody>
</table>

### Note 11 Programs Expenses

<table>
<thead>
<tr>
<th></th>
<th>Y'D ACTUAL</th>
<th></th>
<th>YTD BUDGET</th>
<th></th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>% Prg Exp</td>
<td>Budget</td>
<td>% Prg Exp</td>
<td>$</td>
</tr>
<tr>
<td>Marketing</td>
<td>326,326</td>
<td>39.6%</td>
<td>615,296</td>
<td>51.4%</td>
<td>288,970</td>
</tr>
<tr>
<td>Farm Program</td>
<td>319,868</td>
<td>38.9%</td>
<td>402,997</td>
<td>33.7%</td>
<td>83,129</td>
</tr>
<tr>
<td>Market Foundation</td>
<td>176,181</td>
<td>21.5%</td>
<td>178,000</td>
<td>14.9%</td>
<td>1,819</td>
</tr>
<tr>
<td>Total Program</td>
<td>823,375</td>
<td>100%</td>
<td>1,196,293</td>
<td>100%</td>
<td>373,118</td>
</tr>
</tbody>
</table>
### 2020 CALENDAR YEAR

**Percentage Rent Revenue By Month of Sale**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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### 2019 CALENDAR YEAR

**Percentage Rent Revenue By Month of Sale**

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### 2018 CALENDAR YEAR

**Percentage Rent Revenue By Month of Sale**

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Capital Replace Reserve Fund Balance

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<td><strong>Capital Projects Spending:</strong></td>
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<td>164106-00</td>
<td>Pergola gutter upgrade</td>
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<td>Various</td>
<td>164107-00</td>
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<td>Triangle Parapet Cap</td>
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<td>Available for 2020 capital projects</td>
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**Miscellaneous** (Tenant) Compensations and Commercial Tenant Improvements

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**Contingency**

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**Long Term Studies**

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**Capital Inventory**

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**Total**

| 846,101 | 2,210,000 | 3,056,101 | 618,191 |
Residential Property Update Report  
September 14, 2020

Overall occupancy rate: 94% Increased time for turnovers due to COVID-19 restrictions on staffing and work access as well as people moving out due to loss of income related to COVID-19.
HIGHLIGHTS

COMPLIANCE / HUD
- NEF audit - all required files & docs were sent electronically – no update yet
- Working with King County on eviction prevention rental assistance program.
- REAC inspections will resume in October.
- Working on getting potential HUD vacancy assistance due to COVID-19 and have requested COVID-19 supplemental payment assistance as well.

BUILDING AND STAFF ISSUES
- Legal training for staff taking place online in September.
- Low Income Housing Tax Credit (LIHTC) & easy to turn units continue to be the focus of staff.
- Completing emergency only work orders as needed. All other projects on hold.
- Pest control – monitoring several units.
- We are still continuing to mindfully work with all residents who are behind their rent.
- COVID – 19 related info
  - Resident wellness check continues
  - No known cases

RESIDENT UPDATES AND INVOLVEMENT
- Continue to work on rent assistance funding for residents.
- Market coupons are now available for residents.
- Food Bag delivery to those in need continues (through Market Commons)
- Meal Delivery – Every Tuesday & Friday - (through Market Commons & other sources)
Our mission is to nurture a thriving Market community.
Values: Collaboration, Inclusion, Respect, Optimism, Gratitude

Power of Pike Place Campaign

Fundraising update: [March 9 - Sept. 14, 2020]

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<td>Community Safety Net</td>
<td>$650,000</td>
<td>$355,363</td>
</tr>
<tr>
<td>Small Business Fund</td>
<td>$500,000</td>
<td>$344,538</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,500,000</strong></td>
<td><strong>$2,457,106</strong></td>
</tr>
</tbody>
</table>

Highlights - current campaigns, event results, news stories, fundraising successes

**2020 Report to the Community:** In late August our annual report was delivered to 14,552 donors by mail, email and/or web. [CLICK HERE](#) to read it.

**Dine & Donate**
- Raised nearly $40K from over 75 donors
- Engaged 120 vendors and Market businesses
- Reached 50,000 views on social media

**Cooking with Class**
- Raised $54,000 from 150 donors, including half first-time attendees
- Over 900 views on YouTube, program was engaging, entertaining and educating

**Kite Rocket PR** - Our new pro bono PR team was off to a strong start in August by securing 23 media articles and mentions about the Power of Pike Place, Dine & Donate & Cooking with Class. Media highlights include [The Seattleite](#), [What’s Up NW](#), [425 Magazine](#) and six lifestyle social media influencers.

**Major Gifts:** Big fundraising win from the [Norcliffe Foundation](#) who donated $500,000!

Upcoming Stories to Share:

**Coming to your email & social media this month:**

**Sept 17:** The Market Commons turns 3 years old at a critical time for the community; Report on the community impact staff have made during the past 6 months of the pandemic.

**Sept 29:** Small Business Recovery Fund Update - Phase 1 grants distributed; Phase 2 (Daystall & Micro Businesses) just beginning.

**Mid-Oct:** Emergency Food Access Program Report and next phase of sustainable food distribution.

In the Market Community:
• **Legacy Partner News:**
  ○ Welcome [Liz Swanson](mailto:Liz.Swanson@pmcc.org), Interim ED at the Pike Market Childcare & Preschool

• **Events:**
  ○ Virtual Event: Sept 23 - Oct 7: [Neighborcare’s Feast at the Market-Home](https://www.neighborcare.org)
  ○ Virtual Event: Nov. 29 - Dec. 4: [Virtual Figgy Pudding Caroling Competition](https://www.cecimarkethome.org)