Market Programs - Meeting Agenda

Date: Thursday December 13th, 2012
Time: 4:00 p.m. – 5:30 p.m.
Location: Elliott Bay Room (Top of the Economy Building)
Committee Members: Bruce Burger (Chair), Ann Magnano (Vice-Chair), Betty Halfon, John Finke, Jackson Schmidt, and Gloria Skouge

4:00pm  I.  Administrative:  Chair
A. Approval of Agenda
B. Approval of the Market Programs November 8th Meeting Minutes

4:05pm  II.  Announcements and/or Community Comments

4:10pm  III.  Programs and Marketing Directors Report  Kelly Lindsay
A. Programs & Promotions Update

4:20pm  IV.  Presentations and Discussion  Ben Franz-Knight
A. Social Services Strategic Review  Ben Franz-Knight
   Action Item: Proposed Resolution 12-104: Approval of Social
   Service Strategic Review
B. 2013 Marketing Plan  Kelly Lindsay
   Action Item: Proposed Resolution 12-105: Approval of 2013
   Marketing and Communications Plan
C. Trademark Policy  Sue Gilbert Mooers
   Ben Franz-Knight
D. 2013 Committee Goals  Bruce Burger

5:10pm  V.  Action Items  Kelly Lindsay
A. Action Item: Proposed Resolution 12-93: Authorization of Non-
   Exclusive Trademark Licensing Agreement with Kim Drew

5:15pm  VI.  Concerns of Committee Members

5:25pm  VII.  Public Comment

5:30pm  VIII.  Adjournment  Chair
Committee Members Present: Bruce Burger, Gloria Skouge, Betty Halfon

Other Council Members Present:

Staff Present: Ben Franz-Knight, Kelly Lindsay, Teri Wheeler, Scott Davies, Emily Crawford, David Dickinson, Zach Cook, Lillian Hochstein, Matt Holland, Patricia Grey, Dianna Goodsell

Others Present: Kat Allen

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

I. Administration
   A. Approval of the Agenda
      The agenda was approved by Acclamation
   
   B. Approval of the October 11th, 2012 Meeting Minutes.
      The minutes were approved by Acclamation

II. Announcements and Community Comments
    None

III. Marketing Directors Report
    A. Programs and Promotions Update
       Kelly Lindsay discussed the Market programs and promotions update, specifically focusing on the upcoming holiday season and the promotion campaign. She noted that we are working with our advertising agency Copacino + Fujikado with the holiday campaign. She gave a brief presentation on the 2012 Holiday Campaign Strategy, which has been included with the minutes. For the 2012 Holiday Media Planning, the objective is to convey that the Market is an appropriate, relevant and compressive choice for all holiday buying needs. The target audience for the campaign includes women between the ages 34-54 with a household income of $50,000 or more in the Greater Seattle Area. The theme for the 2013 holiday campaign is the “Year of the Thoughtful Gift”. There will be media placements throughout several local avenues including radio stations, online news sites, social networking sites and online E-Newsletters. Kelly discussed other promotions during the 2012 Holiday season including Magic in the Market on November 24th, card making & gift wrapping, extended hours in the Arcade & DownUnder and other various holiday activities.

       There was a brief discussion that followed.
Ben Franz-Knight commented that the idea of extending the hours in the Arcade could seed the potential of a night Market. He noted that there are many successful night markets around the country and the world. He acknowledged Kat Allen and her critical role in communicating the value of extended hours in the Arcade to the daystall community.

IV. Presentations and Discussion

A. Social Services Strategic Review

Ben Franz-Knight briefly reviewed the Social Services Strategic Review, which includes an overview of the PDA’s social services goals and status of those goals. The goals include strengthening specific agencies and services, increasing general support to agencies, adding new services and managing the PDA’s social services role. The document has been included with the minutes. The document also included the PDA’s goal of negotiation for a new Services Agreement with the Market Foundation; this would help facilitate greater alignment of programs and goals. He stated that the idea of the social services strategic review is to take the document as the basic framework for the PDA. He noted that we would come back with a resolution in December that supports all the work that has been done to date and takes the recommendations and presents them to the council; this would be a roadmap for us to continue collaborative efforts and alignment with social service needs in the market on an on-going basis.

There was a discussion that followed regarding addressing the social service needs and the objective of increasing funding for the Market Foundation and its programs.

Ben Franz-Knight noted that addressing social services will need to be on an on-going basis. He added that realistically if we are going to increase funding for social services, we would want to do that with our annual budget cycle.

B. 2013 Marketing Plan

Kelly presented the draft 2013 Communications and Marketing Plan document. The document has been included with the minutes. She noted that we would need to leave room in the marketing plan for opportunities to add during the year. She gave recognition to the Marketing department staff for their efforts and teamwork in crafting the Marketing Plan. Kelly stated that the Marketing Strategy Review and Assessment has served as a guide in developing the 2013 Communications and Marketing Plan; important drivers included the recommendations regarding brand identity, target audience(s) and key messages.

There was a brief question and answer period that followed.

Betty Halfon commented on how to make the City of Seattle recognize that the Pike Place Market is the heart and soul of Seattle: she does not feel that the Market is portrayed that way.

Bruce Burger inquired about the next steps for the draft 2013 Communications and Marketing Plan based on the feedback received. He noted that there would be a Council vote in December regarding the adoption of the 2013 Communications and Marketing Plan. He requested to have the draft document included with November’s Full Council packet for review by the Council members before the December vote.

C. Parking Promotion

Kelly gave a presentation on the Public Market Garage Promotion. The presentation has been included with the minutes. Kelly discussed an overview of the 2012 Holiday Parking Promotion which is including one hour of free parking when entering the garage between 10am and 2pm. The promotion will be held seven days a week from Friday, November 23rd through Monday, December 24th. The logistics for the parking promotion will involve a parking attendant distributing parking validations as cars enter the garage at both Western and Alaskan Way entrances. The promotion redemption instructions will be printed on the validation ticket. The validation ticket will have $3 off of any parking fee and the tickets will only be valid for the duration of the promotion. The 2012 Holiday Parking Promotion will also include parking-specific messaging with the 2012 holiday campaign as well as promotional partnerships with other organizations including: SDOT, WSDOT and the DSA.
Bruce Burger had asked if there could be a quick entrance survey given to customers during the parking garage promotion; he would like to ask if the customer’s knew about the promotion prior to entering the garage and what zip code the customer had traveled from.

Betty Halfon inquired about measuring the success of the Market’s promotional events; she would like to see more analysis of the various Market promotions in the future.

V. Action Items

A. Action Item: Proposed Resolution 12-84: Authorization for Non-Exclusive Trademark Licensing Agreement with Paisley and Parsley Designs

Kelly Lindsay introduced the resolution which states that Paisley and Parsley Designs, a home-based business located in Vancouver, WA, desires to make use of the Pike Place Market design mark (Public Market Center sign as depicted on the PDA trademark license application) and the name Pike Place Market in connection with 4x4" travertine coasters and 6x6" travertine trivets that they have sold to five gift shops and offer for sale on their website; and, PPMPDA and Paisley and Parsley Designs have agreed that in accordance with the terms and conditions of this Agreement, Paisley and Parsley Designs may use the Pike Place Market design mark and name in the production and promotion of coasters and trivets that are made-on-demand when ordered (made by Portland Vital Signs located in Portland, OR) and sold on a wholesale basis ($3.50 per coaster and $7.00 per trivet) to gift shops and at a higher retail price ($7 per coaster and $14 per trivet) on the Paisley and Parsley Designs website; and, Paisley and Parsley Designs agrees that they will not during the term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and, Paisley and Parsley Designs agrees that they will use the terms and images related to Pike Place Market and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to their coasters and trivets and all related marketing of such; and, Paisley and Parsley agrees to pay the PDA a start-up fee of $250 and a royalty rate of 10% of gross sales for all licensed items sold during the duration of a two-year licensing agreement, and agrees to pay 10% of gross sales on infringing items sold before the agreement becomes valid. The start-up fee will be due upon signing of the Trademark Agreement. Quarterly reporting and payment will be due throughout the term of the licensing agreement, with dates specified in the agreement. It be requested that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Paisley and Parsley Designs for the use of Pike Place Market trademarks in the production and promotion of coasters and trivets that feature the Market clock.

Bruce Burger suggested a straw poll for voting due to an absence of a quorum. Bruce Burger and Gloria Skouge were in favor of Proposed Resolution 12-84. Betty Halfon was not in favor of the Proposed Resolution 12-84.

B. Action Item: Proposed Resolution 12-85: Authorization for Non-Exclusive Trademark Licensing Agreement with Seattle Public Library

Kelly Lindsay introduced the resolution which states that The Seattle Public Library desires to make use of the Pike Place Market design mark (Public Market Center sign as depicted on the PDA trademark license application) and the name Pike Place Market in connection with a series of six colorful new library cards featuring images that reflect Seattle history and culture. The PPMPDA and The Seattle Public Library have agreed that in accordance with the terms and conditions of this Agreement, The Seattle Public Library may use the Pike Place Market design mark and name in the production of library cards and promotional materials throughout the Library’s 27 locations and on their website at spl.org; and, The Seattle Public Library agrees that they will not during the term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and, The Seattle Public Library agrees that they will use the terms and images related to Pike Place Market and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to their library cards and all related marketing of such; and, the PDA Council recognizes the promotional value of
the library card to the Market and its businesses, and supports The Seattle Public Library in its effort to reflect Seattle history and culture. It be requested that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with The Seattle Public Library for the use of Pike Place Market trademarks in the production and promotion of library cards that feature the Market clock and sign.

Bruce Burger suggested a straw poll for voting. All present Committee members were in favor of Proposed Resolution 12-85 but there was not a quorum.

VI. Concerns of Committee Members
None

VII. Public Comment
None

X. Adjournment
The meeting was adjourned at 5:44 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator
2013 Communications and Marketing Plan

Developed by:
Kelly Lindsay, Director of Programs and Marketing

With contributions from:
Sue Gilbert Mooers, Communications Specialist
Scott Davies, Public Information Specialist
Emily Crawford, Marketing and PR Specialist

Market Programs Committee
December 13, 2012
Overview

The Marketing Strategy Review and Assessment presented to Council in July 2012, and adopted by resolution 12-55 identified key objectives in promoting and positioning the Pike Place Market in keeping with our charter and traditional uses.

The Marketing Strategy Review and Assessment has served as a guide in developing the 2013 Communications and Marketing Plan. Among the recommendations made, the following were the most important drivers of this plan:

Brand Identity

Any communication that originates from the Market should reflect these qualities and promote a personal, emotional connection with the vendors, merchants and services found here.

- The voice should convey a warm, inviting and authentic tone.
- Images should showcase the vibrant colors, diversity and activity of the Market, but always in the context of human interaction in the environment.
- Our historic status should provide context for design elements, but should not drive design solutions.

Target Audience(s)

With over 10 million visitors a year, there is no single description that can capture the diversity of guests that the Market attracts. The following attempts to group visitors to the market in broad categories for the purpose of developing targeted communications campaigns based on their behaviors and beliefs.

- Downtown Core Residents and Workers: people who live and/or work in the 98121, 98101 and 98104 zip codes
- Greater Seattle Residents: people who live in the greater Seattle area outside the Downtown Core report similar visitation patterns to the Market.
  - 30% - Frequent Visitors (11 or more times a year)
  - 35% - Occasional Visitors (4-10 times a year)
  - 35% - Infrequent Visitors (fewer than 4 times a year)
- Regional visitors and tourists
- Market Merchants, Farmers, Crafts Persons, Residents and Staff
In addition to this demographic segmentation, we also believe that there is a psychographic profile for our customer that transcends age, income or geography. These characteristics include:

- Socially conscious consumers
- Foodies
- Locavores
- International / global citizens
- Urban farmers
- Active lifestyle

**Key Messages**

While messaging may shift depending on the specific audience and/or communication vehicle, the messages we will use to encourage and engage people in shopping here are:

- The Market is a destination for people who love food – from fresh, local, quality ingredients to delicious quick-service food, restaurants and bars, the Market has something to offer anyone who takes eating well seriously.
- The Market offers locally-made, hand-crafted goods as well as fun and unique products from around the world.
- By shopping at the Market, you are not only supporting local, independent businesses, you are part of a community that has been a proud Seattle tradition for over 100 years.
- Access to the Market is easy. Parking is affordable and convenient.
- Pike Place Market is a village within the city of Seattle, complete with its own residents, characters, stories and energy. The unique character of the Market derives from its identity as a diverse, inclusive community.

**Lessons Learned from 2012**

The success of the two major communications initiatives completed to date in 2012 have provided valuable insights for 2013.

The “Thank You Seattle” campaign marking the end of renovation highlighted the value of direct media outreach; one press release and two media tours resulted in 1.8 million impressions with an estimated value of over $115,000. Continuing to leverage media relations to achieve earned-media value as well as to promote a more fully-dimensional image of the Market will be an important part of the 2013 Communications Plan.

The “Thank You Seattle” campaign also highlighted the importance of recognizing the community through a shared celebration. The breakfast along Pike Place and the afternoon reception in the Economy Atrium were well received as one of the few times all aspects of the
Market community could come together and recognize what a unique and wonderful environment this is.

In keeping with this sense of community, this summer’s Farm Fresh Lunch promotion invited a broader audience to be a part of the Pike Place Market. By bringing the best of what we have to offer – quality ingredients, talented chefs, great value and charming atmosphere – to other locations within the Downtown core, we created meaningful engagement with customers.

Reinforcing this sense of the Market as community hub will be a common theme in 2013, whether as part of developing the Atrium Kitchen and Economy Meeting Rooms, revitalizing our Farmer’s Market, redeveloping our website or promoting our brand as a whole.

**2013 Digital Strategy**

Across all of our digital mediums, we will develop content according to the following priorities:

1) Support messaging of current communications campaigns and marketing efforts on behalf of the Market community and its stakeholders from farmers to crafters to merchants to chefs

2) Tell Market stories visually and through profiles, features, news items and briefs

3) Promote individual businesses and/or share their messages.

4) Reinforce “Meet the Producer” tradition and the Market’s role as a leader in local, regional and national food issues and initiatives.

5) Provide “insider tips” about shopping in the Market

6) Capture and share photos and videos that demonstrate the unique spirit of the Market

7) Collaborate with the Market Foundation and/or Social Service agencies to share their messages

8) Educate the public about the Market’s unique mission, values and history

Digital content across our social media channels and online platforms will be curated with the goal of sparking connection, conversation and engagement with viewers, and not simply informing them about the Market.

Three projects at the forefront of our digital strategy include a revamping of our current website by summer 2013, the introduction of a new blog by early next year and the redesign of our email newsletter. These efforts are focused on strengthening visitors’ connection to the Market and deepening their experience when physically at the Market.

**Website**

In November 2012, we will begin a redesign of the user interface of our website. The goal will be to create a dynamic website that presents the Market as the world-class, internationally recognized destination that it is; highlight the unique aspects of the Market that make it a singular and desirable destination for locals as well as visitors; create user friendly navigation,
font and graphics that assist visitors in planning their Market experience; keep the values of the Market front and center: authentic, local, handmade, historic, lively, community-based.

Visitors to the website are by and large most interested in 1) maps, hours, location, directions, parking, FAQ, tours and 2) what they can expect to see and visit, such as farmers, craftspeople, merchants, the flower and fish markets, produce stands and restaurants. Bringing the major attractions to the forefront will be a priority, as well as maintaining the current communication channels for the Market’s many stakeholders.

We will also include the current mapping and way finding recommendations being developed by RMB Vivid into the website update so the Market’s look is consistent and clear to current and potential visitors.

Along with this effort we will be developing a mobile-optimized version of our website that provides streamlined information targeted to visitors searching for essential details such as parking, hours, location and maps through their smart phones and i tablets. Currently, 24,000 total visitors to the website are using mobile devices, representing 31.5% of our users.

Blog

As we transition into the new website, we will also be introducing a new blog to further engage the Market’s many visitors and potential visitors online. This will allow not only more flexibility in frequency and depth of communication, it will also provide useful functions such as archiving, searchability and organization into special interest topics. Users will be able to comment and share the blog posts, furthering the Market’s online presence. Popular topics, links or stories can be linked to the website. The blog will provide an added resource for the Market’s stakeholders and provide a source for current information as well as a library of content accessible from any web browser.

Email Newsletter

In an effort to increase the engagement of our e-newsletter readers, we will update the format of Freshwire to provide more up-to-date news, links to stakeholders own websites and links to further content on our blog. Newsletter recipients will be encouraged to further interact with the Market by visiting the Market, or learning more about the Market via the website or blog.

Social Media

Our most frequent form of communication with consumers, we will continue our daily postings on FaceBook and Twitter according to the messaging priorities outlined above. We will also expand our presence on YouTube through both professionally produced and in-house videos. For the 2012 Holiday season we will be establishing a presence on Pinterest with a giving guide, and will evaluate that experience to determine how we can best move forward using this platform.
Agency Review

Our incumbent advertising agency, Copacino+Fujikado, was selected through an agency review process in 2011. As a matter of due diligence, it is time to ensure that we are partnering with a firm that reflects our mission, understand our customers and provides the best value for our consulting dollars by conducting an agency review in early 2013. The timing of the process will be managed to ensure we can achieve other key communications milestones throughout the year. Farm Season

One of our two major annual campaigns, the Farm Season advertising will focus on creating a greater sense of community surrounding the Farm Program here at the Market, and differentiating our offering from that of the neighborhood farmer’s markets.

While we still anticipate incorporating elements of traditional advertising into our communications efforts (i.e. radio, print, online or direct mail...), much of our focus will be on grassroots efforts at educating and engaging all visitors and inspiring them to make purchasing farm products a part of their Pike Place Market experience.

Providing recipes, shopping tips, travel-friendly item suggestions, and communications targeted towards specialty audiences such as chefs and institutions will create a more comprehensive strategy than simply advertising alone.

Institutional Advertising

A portion of our Marketing, Agency Fee and PR budget has been earmarked for advertising targeted at raising the general level of awareness about the Pike Place Market. The timing, medium and audiences for these messages will be determined by the best use of the budget available.

Media Relations

Although the Market receives a great deal of media attention simply be the nature of our iconic status, we have a tremendous opportunity to benefit from a proactive media strategy. Our goal will be to generate coverage that celebrates the richness of the Market’s heritage and provides messages that will help shape the experience of visitors to the Market. To do this, we will work to further deepen our connections with key members of the press, both in traditional and online media. See the attached Marketing Calendar for suggested topics and timing.

Holiday Season

The focus of our 2012 campaign is to position the Market as a destination for the things that make Holiday celebrations extra special - meaningful gifts and quality ingredients. The Pike Place Market is preferable to shopping online or at the mall both in terms of the experience as well as
the quality of products. We will evaluate the success of this year’s campaign and determine whether this was an effective strategy to continue in the future.

**Parking**

Rather than diffuse our marketing budget by creating separate advertising campaigns to promote the convenience and accessibility provided by our parking garage, we will integrate parking messaging into all of our promotions. We will also seek out partnerships with other organizations such as the DSA, City of Seattle and SDOT to help convey messages about the availability of parking at the market.

**Events and Promotions**

Market Events and promotions will continue to highlight and celebrate the unique elements of the Market. Keeping in mind that the Market itself is a dynamic daily event, special promotions and events will serve the larger mission of the Market: promote our farmers, craftspeople and merchants and reinforce the “meet the producer” ethic. Events will also be geared towards positioning the Market as a hub of local food access, education, artisan production and advocacy.

The timing of events will be managed to create activation in the spring and fall – times of the year when the Market is traditionally slower. With the attendees during this time being primarily “locals” it provides a great opportunity to deepen a relationship with our core customers and help them feel like this is “their” Market.

**Events: Scheduled**

- **Arcade Lights: April / October**
  - Established as a semi-annual artisan food, beer and wine festival, the first three productions of this event were highly successful from the standpoint of guest attendance and funds raised for the Foundation.
  - For future events, we need to:
    - evaluate ways to increase revenue for the producers
    - understand the impacts of increasing competition and frequency of this event
    - ensure appropriate allocation of staff resources
    - improve overall operational efficiency and day-of logistics

- **Daffodil Day: March**
  - An annual tradition on the first day of spring, PDA staff and volunteers take to the streets of downtown to hand out daffodils to passersby.
  - For future events we will be exploring ways to leverage this opportunity to share additional messaging about the Market to encourage return visits.
• **Atrium Kitchen Open House: March**
  - The completion of the Atrium Kitchen will warrant a celebration and invitation to various community groups, stakeholders, event planners and chefs to help promote this space as a new hub of food-related activity in the region.

• **Flower Festival: May**
  - Held annually on Mother’s Day weekend, the Market’s flower vendors fill the streets with a colorful display that is unmatched by other markets.
  - For 2013 we will investigate adding educational programming and encouraging the sale of plant starts and other gardening products targeted at the urban gardener to attract a new audience to the festival.

• **Farm Season: June – September**
  - As the growing season reaches its peak, we will continue the tradition of designating special days that promote farmers selling on the street, including closing Pike Place from Pine to Virginia on Sundays for additional selling and programming space.
  - For 2013 we will be exploring the possibility of adding a third location for our remote market program.
  - With the addition of the Atrium Kitchen we will also be looking to develop opportunities for “hands on” education about storing, preparing and preserving the locally-grown produce available from our farmers.

• **Sunset Supper: August**
  - The Market Foundation’s annual fundraiser featuring restaurants, wineries and breweries serving up their specialties with proceeds supporting the Market’s social service agencies.

• **Feast at the Market / Pumpkin Push: October**
  - Feast at the Market is an annual progressive dinner through the Pike Place Market neighborhood offering guests the opportunity to enjoy a self-guided tour of tastes at participating Market restaurants. Proceeds support the Pike Market Medical Clinic.
  - The Pumpkin Push 5K to Care for Seattle's Homeless is a timed 5K run or 2 Mile walk around Seward Park in South Seattle supporting specialized service provided by the Pike Market Medical Clinic.

• **Magic in the Market: November**
  - The annual holiday celebration and tree-lighting ceremony featuring Santa, carolers, local farm products and decorations as well as the kick-off for the holiday shopping season.

**Events: Under Consideration For Development**
- **BeefFest: late September**
  - William VonSchneidau of BB Ranch has expressed an interest in working with the PDA and the Market Foundation to develop an event featuring ranchers and other producers promoting education and activities celebrating the benefits of locally-grown meat products.

- **American Craft Week: October**
  - Members of the craft community have expressed an interest in reestablishing an annual festival focused on promoting hand crafted products, leveraging the national celebration of American Craft Week.

- **Holiday Night Market: December**
  - Members of the craft community have expressed an interest in developing a European-style holiday Night Market targeted at after-work shoppers in downtown Seattle.

**Events: Discontinued**

- Busker’s Festival
- Cheese Festival

**Internal Communications**

Keeping the Market community and general public informed about issues relating to the management and operations of the Market is an essential function of the PDA. It is also important that the PSA use these communication channels to further a sense of trust, openness and mutual respect among all the various groups and stakeholders that make the Market such a vital and interesting place.

In addition to the monthly Market Insider newsletter that goes out to all Market tenants, we will be developing two new areas of focus for internal communications in 2013.

- **Quarterly Residential Newsletter:** Developed specifically for the Market’s residential tenants, this newsletter will provide news and information about events and issues specific to our residential tenants, offer tips and suggestions for accessing services and improving quality of life and give residents an opportunity to have a voice within their own community with guest columns and Q and A articles.

- **PC1N Communications:** As plans move forward with the development of the PC1North site, keeping the Market community and general public informed about the process will become increasingly important. We already have established protocols for providing notice of public meetings, and a mailing list sign up form is available on our website. Continuing to provide timely information about the project and encouraging public participation will be a focus for 2013 and beyond.
The PDA’s school program introduces local elementary students to the history and mission of the Market through a presentation in their classroom followed by a guided Market tour that takes students into Market shops and behind the scenes—both to continue the love and passion of the Market by Seattleites and to cultivate the next generation of Market shoppers and supporters. We anticipate serving more than 2,000 Seattle-area students this year.

Several new initiatives have been introduced to allow the school program to better serve the schools we currently partner with as well as to increase the number of students exposed to the information.

- **Expanded Tour Dates**: We have expanded the days we offer in-Market tours from two to three a week – Tuesday, Wednesday and Thursday. Introduced last spring, the additional day has allowed us to meet the current demand and expand the program to new schools.

- **Web-based Curriculum**: In response to feedback from teachers currently participating in the school program we are in the process of developing a designated Education section on our website where teachers can access downloadable curriculum materials as well as interactive educational features.

- **Curriculum Development**: A special committee of professional educators and historians was formed recently to update our current curriculum, add new lessons and help to ensure alignment of our materials with the Seattle School District’s learning objectives.
# DRAFT: 2013 Communications and Marketing Calendar

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<td><strong>AUGUST</strong></td>
<td>Weekly Farm Blog</td>
<td>Farm Promotion</td>
<td>Peak of the Harvest Season</td>
<td>Insider</td>
<td>Farm Season</td>
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<td>Market History</td>
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<td>Sunset Supper</td>
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<td><strong>SEPTEMBER</strong></td>
<td>Weekly Farm Blog</td>
<td>Holiday Planning</td>
<td>New Business Roundup</td>
<td>Insider</td>
<td>Beef Fest</td>
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<td>Institutional</td>
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<td>Campaign</td>
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<td><strong>OCTOBER</strong></td>
<td>Arcade Lights</td>
<td>Artist Studio Tour</td>
<td>Residential</td>
<td>Arcade Lights</td>
<td>American Craft Week</td>
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<td>Spooks &amp; Spirits</td>
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<td>of the Market</td>
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<td><strong>NOVEMBER</strong></td>
<td>Launch Holiday</td>
<td>Holiday Specialty</td>
<td>Insider</td>
<td>Magic in the</td>
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<td>Promotion</td>
<td>Foods</td>
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<td>Market</td>
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<td><strong>DECEMBER</strong></td>
<td>Holiday Promotion</td>
<td>Holiday Promotion</td>
<td>Meaningful Gifts</td>
<td>Insider</td>
<td>Night Market</td>
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**Ongoing:** Facebook, Twitter, Blog Posts  **As Needed:** PCINorth
PROPOSED RESOLUTION 12-105
Adoption of the 2013 Communications and Marketing Plan

DECEMBER 2012

WHEREAS, Pike Place Market Preservation and Development Authority ("PPMPDA") was chartered by the City of Seattle pursuant to RCW 35.21.730 et. seq to initiate programs to expand food retailing in the Market Historical District, especially the sale of local farm produce;... to promote the survival and predominance of small shops, marginal businesses, thrift shops, arts and crafts, and other enterprises, activities, and services which are essential to the functioning of the Public Market... and to carry out studies to determine what kinds of programs will fulfill the above stated goals; and

WHEREAS, PDA Council adopted the 2012 Marketing Strategy Review and Assessment in August 2012 recommending emphasizing human interaction in Market imagery, instilling an appreciation for the Market’s character and values in our regional and national audiences, developing comprehensive strategies for media relations and social media, updating and expanding the Pike Place Market website, and investigation into the benefits of customer research; and

WHEREAS, the Director of Programs and Marketing, in consultation with the Marketing & Communications staff has developed the 2013 Communications and Marketing Plan to define tactics for implementing the recommendations made in the 2012 Marketing Strategy Review and Assessment; and

WHEREAS, the Market Programs Committee and members of the Market community have been given the opportunity to review and comment prior to adoption of this plan;

THEREFORE, BE IT RESOLVED that the PDA Council adopts the Communications and Marketing Plan for the year 2013.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

For:
Opposed:
Abstained:
PROPOSED RESOLUTION: 12-93
Authorization for Non-Exclusive Trademark Licensing Agreement with Kim Drew

December 2012

WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and,

WHEREAS, Kim Drew desires to make use of the Pike Place Market name and clock image in connection with a “Pike Place Market Collection” of his original artwork on mugs (11 and 14 ounce), canvas tote bags, large trivets with rope, acrylic keychains, magnets, ornaments, playing cards, shot glasses, and square coasters (all featuring Kim Drew’s Market Brellas image; acrylic magnets to feature five additional images) for a 2 year term to begin January 1, 2013; and,

WHEREAS, PMPDA and Kim Drew have agreed that in accordance with the terms and conditions of this Agreement, Kim Drew may use the Pike Place Market name and design mark in the production and promotion of these products featuring his original artwork; and,

WHEREAS, Kim Drew agrees that he will not during the 2 year term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and,

WHEREAS, Kim Drew agrees that he will use the terms and images related to “Pike Place Market” and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the PDA in relation to these products; and,

WHEREAS, Kim Drew agrees to pay the PDA a start up fee of $250 and a royalty rate of 8% of gross sales for all licensed items sold. The start-up fee will be due upon signing of the Trademark Agreement. Semi-annual sales reporting and royalty fee payment will be due, with dates specified in the agreement.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Kim Drew for the use of the “Pike Place Market” name and trademarks for a Pike Place Market Collection of products outlined above (mugs, canvas tote bags, large trivets with rope, acrylic keychains, magnets, ornaments, playing cards, shot glasses, and square coasters) with images of his original artwork.

Gloria Skouge, Secretary/Treasurer

Date

Date Approved by Council:

Market Programs Committee 12.13.12 Page 18