Market Programs Committee
Meeting Agenda

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

**Date:** Tuesday, January 12, 2021  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** Join Zoom [https://us02web.zoom.us/j/84453904875?pwd=YmdKb1V3czFtMFZOektzbGl2RjVZz09](https://us02web.zoom.us/j/84453904875?pwd=YmdKb1V3czFtMFZOektzbGl2RjVZz09)  
OR Dial 253-215-8782, Meeting ID: 844 5390 4875, Passcode: 939923

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Chair</th>
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<tbody>
<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
<td>Chair</td>
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<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Programs Committee Meeting Minutes for December 8, 2020</td>
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<tr>
<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<tr>
<td>4:15pm</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith, Madison Bristol, Tanya Sinkovits</td>
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<td>4:50pm</td>
<td>IV. Reports and Discussion Items</td>
<td>Amy Wallsmith, Madison Bristol, Tanya Sinkovits</td>
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<td>A. 2020 Year in Review</td>
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<td>5:45pm</td>
<td>V. Public Comment</td>
<td>Chair</td>
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<td>5:50pm</td>
<td>VI. Concerns of Committee Members</td>
<td>Chair</td>
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<tr>
<td>6:00pm</td>
<td>VII. Adjournment</td>
<td>Chair</td>
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Location: https://us02web.zoom.us/j/82468023404?pwd=ZEVURDZkREVoUlpGcXpXUDNVNGhhdz09 OR Dial 253-215-8782, Meeting ID: 824 6802 3404, Passcode: 828923

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

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, Madison Bristol, Tanya Sinkovits, Carter Grant, Sarah Leaptrot, Maggie Mountain, Zack Cook, John Turnbull

Others Present: Joan Paulson, Chris Volk, Patricia Gray

The meeting was called to order at 4:02 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 November 3, 2020 Minutes
   Karin Moughamer noted that Joan Paulson and Betty Halfon were not listed in attendance at the November 3rd meeting. That information has been added to the minutes.

   The November 3, 2020 meeting minutes were approved as amended by acclamation.

II. Announcements and Community Comments
Joan Paulson commented that she saw in the Thanksgiving Seattle Times an advertisement highlighting the online store created by the Pike Place Market Foundation and this is something the Market has needed for a long time. This is a way to help small businesses stay alive at the Market during this time.

III. Programs and Marketing Report
Amy Wallsmith started by reviewing the pedestrian counts in 2020. From August to September we saw an increase in pedestrians however, that dropped down in October and November, which mirrors a similar trend in 2019, however, in much lower numbers. A graph showing just 2020 pedestrian numbers was shared and peaked in September with 600,000 people.
David Ghoddousi asked if there were differences at locations around the Market. Amy Wallsmith responded there are six locations at the Market and the one located under the Clock and Sign receives the most traffic. She will put together a presentation by location for the February meeting but can’t compare it to past years because we don’t have that data.

Paul Neal noted that the rate of decline from September – November doesn’t look too different from 2019 and looks seasonally normal. He asked if that’s a fair assessment. Amy Wallsmith agreed.

Paul Neal asked if it would tell us anything if we overlay the start of the local’s campaign in relation to the pedestrian count increase. Amy Wallsmith responded the local’s campaign did start in July and that is when we did start to see an increase in visitation. She’s also looking to overlay Governor Inslee’s announcements which has an impact on people’s shopping habits.

Madison Bristol reviewed PR highlights for November which included stories on KIRO 7, Patch, Act (a UK weekly newspaper), Seattle Times and Seattle pi. Comparing PR coverage from 2019 to 2020 shows a 169 increase in impressions, a 118% increase in features (32 mew) and a 26% increase in press coverage. The higher impressions tells her that the stories that are being picked up are in outlets with higher viewership.

Madison Bristol reviewed Gift Guide. The guide includes retail, craft and specialty food products as well as takeout and grab-and-go options. The guides also include information on upcoming holiday events, promotion and safety measures. Over 800 guides were distributed to 34 residential buildings and shoppers can also pick up the guide at the Info Book or visit the website for the digital version.

Madison Bristol shared information on the Concierge Email program. The open rate increased nearly 33% year to date.

Colleen Bowman asked what her thoughts are on the open rate in August which dropped to 18%. Amy Wallsmith responded that could be due to the large turnover in concierge staff which resulted in emails not being read. It appears to be an anomaly.

There was a conversation on the concierge email distribution and clarification that these emails go to residential concierge’s not hotel concierges.

Colleen Bowman suggested finding contacts within residential home owners associations who might have more influence with the residents.

Tanya Sinkovits reviewed the November website data. There was 121,452 page views with the top viewed webpages including Plan Your Visit, Directions/Parking, Takeout Blog and Shop Retail Businesses Blog. The Holiday Shoppers Guide received 1,329 page views in the first week and over the weekend gained another 1,000 views. Four blogs were created in November.

Tanya Sinkovits reviewed social media growth in 2020 for Facebook, Instagram and Twitter. In 2020 followers continued to grow across all platforms. Engagement (likes, shares and comments) was down for Facebook but their engagement platform does not count click thrus. When you look at referral traffic on Facebook, meaning clicking on links in the post, that increased by 50% in 2020 compared to 2019. The spike in engagement in June was when the B-L-M was blacked out on the Market Clock and Sign.
Paul Neal asked what the significance of higher followers and engagement is. Tanya Sinkovits responded that despite the pandemic, social media platforms continue to attract new followers who want to know more about the Market. It also means that our audience is engaging with the Market online in ways that we haven’t seen before. This will continue to aid the Market as we look for new ways to attract people to the Market and our businesses in the future.

Tanya Sinkovits reviewed TikTok highlights. TikTok launched on November 19th and currently has over 300 followers. Two of the more popular videos are included in the presentation – 6 Desserts You Need Right Now at Pike Place Market and Create the Perfect Thanksgiving Centerpiece.

Paul Neal asked how the demographics of TikTok follower’s compares to other social media platforms Tanya Sinkovits responded it’s a younger audience. Amy Wallsmith added that the creators tend to be younger but viewers are represented across all age platforms.

Tanya Sinkovits reviewed the email blog for November which included information on the Market Foundation online store and the Gift guide. The November open rate was 23.5% with 386 clicks. This rate is higher than 2019.

Amy Wallsmith provided an overview of the paid advertising calendar for November and December. The direct mailer was held due to the latest guidelines from the Governor and may be used next year. Amy reviewed the top, middle and bottom funnel campaign highlights. There is a lot of high engagement and click thurs are above industry standards. There are new videos for the holidays and many of the videos have high completion rates.

Patrice Barrentine noted that it’s good to see the food and grocery videos performing so well.

Amy Wallsmith shared the new 30 second holiday videos. In addition she created 8 other videos, two for each category: 1 with a voice over and 1 with text overlay to compare to see if there is any preference on digital platforms.

Amy Wallsmith shared examples of the holiday campaign digital ads. Amy reviewed the KING 5, KUOW 94.9 and KRWM 106.9 holiday campaign results. The 106.9 spot included a Shellie Hart endorsement For 15 days, 11/30 – 12/18 over 30 Market businesses are highlighted along with parking, and general market information. There is also a KING 5 Evening Promotional Package which includes an 11/27 EVENING show filmed from Pike Place Market Craft Market. In addition there is an EVENING show gift guide with 30 second segments which will be featured in 10 in-show promotions.

Amy Wallsmith reviewed the Seattle Times holiday promotional package. This includes the cover of the printed gift guide, bonus ad in the printed gift guide, five featured products in the online gift guide, a sponsored article, audience targeted co-branded Twitter and Facebook and Native Programmatic campaign.

Patrice Barrentine commented that she visually likes the holiday digital ads with the bold colors.

Amy Wallsmith next provided a trademark update. She’s working on a promotional partnership with KUOW tied to their new Today So Far daily newsletter. She’s working on a renewal with Pike Brewing Company and working on the trademark infringement with Chalo.
Colleen Bowman noted the passing of Rose Ann Finkel, co-founder of Pike Brewing, who is being recognized as a woman of influence in memoriam by the Puget Sound Business Journal.

David Ghoddousi noted that he likes the new curb side parking signs and they are easy to read. He would like to see the A-Frame signs that list businesses outside buildings redesigned so that they are easier to read and have character. Right now they do not help the businesses inside the buildings.

Amy Wallsmith thanked her team and noted they have been incredible this year. Madison Bristol, Tanya Sinkovits and Eric Roche are constantly up for anything and their attitude and work product has blown her away.

Mary Bacarella thanked the Marketing team as well and noted that a farm manager has been hired. Ivy Fox will start in January and is known to many in the Market community. Patrice Barrentine commented that this is an excellent hire and she looks forward to working with Ivy in the future.

IV. Reports and Discussion Items MIN 57
A. Market to MOHAI Update
Karin Moughamer began by providing an overview of the project, reviewing the mission and purpose statement for Market to MOHAI. Market to MOHAI was led by a Steering Committee with nearly 20 representatives from the City, SLU Chamber, Friends of the Waterfront, MOHAI, PPM, and businesses along the corridor. The project will transition from a Steering Committee to a non-profit Board of Directors. The design team included Berger Partnerships and Studio Matthews. Market to MOHAI was completed on October 8, 2020 and includes 38 History Blades, 71 Sidewalk Tiles and an investment of almost $500,000.

Karin Moughamer reviewed the website and social media upgrades which has been completed by SOMELAB. Day Moon Video Productions will be producing 5, 3, and 1 minute videos, to be completed soon. Examples of the additional content provided on the website was shared. In addition, a walking tour has been created in partnership with local historian David B. Williams. An example of a History Blade and Sidewalk Tile were shown.

Karin Moughamer concluded by noting the Board will work on developing a plan for regular cleaning and maintenance, there corridor will be activated with events once COVID restrictions are lifted and an Equity and Social Justice Task Force has been created to identify ways to incorporate additional voices and views into future corridor enhancements.

David Ghoddousi thanked Karin Moughamer for her work on the Steering Committee.

Paul Neal noted that he walked the corridor and it is well done. He would have never considered that route a walking corridor and congratulated the team on a great job.

Colleen Bowman thanked Karin Moughamer and she remembers John Pearson’s first presentation on this project. He was so enthusiastic and Colleen thought it was a fantastic idea. She encouraged people to walk the corridor and looks forward to doing it herself soon.

Patrice Barrentine hopes that the Market can continue to participate on the non-profit board. Karin Moughamer noted that she has been asked to join and will further talk with Mary Bacarella about that possibility.
B. Fall and Holiday Programming
Amy Wallsmith began by reviewing the calendar of Market Celebrations which include a mixture of online promotions, social media promotions, and print and onsite events. Amy reviewed the Secret Market Lighting that took place on November 27th. Santa and Craft did a countdown and posed for photos. The event aired on KOMO TV, Radio and social. A link to the lighting is provided in the presentation.

Amy Wallsmith reviewed the holiday shopping special offer dates. When shoppers spend $50 or more at any Market business they receive a free Market gift. One event took place on November 28th and they will continue on December 12 and 19. The Busker Holiday Tunes will return on Wednesday’s in December. People can tune into Facebook for a live performance and donate to the buskers via Venmo.

On December 3, 10 and 17 from 12 pm to 1 pm people can view Handmade and Homegrown, a video segment to help people find the best handmade products at the Market. Amy Wallsmith noted that Tanya Sinkovits did a phenomenal job putting these segments today and everyone should check it out online.

On December 19th there will be two holiday book readings. Starting at 6 pm Santa will read a holiday book, followed by a reading of A Christmas Memory by Truman Capote. This will be read by Randy Dixon, owner of Unexpected Productions, and Mary Bacarella. These two have been reading this story together for 25 years.

Maggie Mountain provided an overview of the Graig Anderson artwork this year. The holiday button this year features Crafty. 6,000 buttons have already been handed out and an additional 3,000 have been ordered. Graig’s Desimone Bridge Holiday Arch has been installed as well as the winter mural on the North Pavilion and in the commercial spaces throughout the Market. There are two new holiday cutouts this year.

Amy Wallsmith introduced a new social media promotion: Where is Crafty? Every week Crafty’s cutout will be moved and clues will be provided on Instagram and Facebook.

Amy Wallsmith noted that 8 weeks of social media promotion (which started October 13) culminated on December 1 Giving Tuesday, which raised $51,000 for the Pike Place Market Foundation. And lastly, this year’s Great Figgy Pudding event was moved online. However, the event was filmed at the Market over three nights. Amy thanked Madison Bristol for staying at the Market each night until 11 pm to help. Be sure to visit www.pmsc-fb.org/figgy-2020 to watch and donate.

V. Public Comment
Joan Paulson thank the team for incorporating social justice issues back into the Market as this is needed across the country. She thanked and congratulated the Market for their coordinated work that’s happening for the benefit of small businesses.

VI. Concerns of Committee Members
Gordie McIntyre commented that he is amazed at the amount of creativity that comes out during these meetings. He was happy to see in the Shellie Hart pieces that the garage was included. He believes the garage is one of our un-used resources we can exploit. In the garage is
nine electric charging stalls and he would like to see those marketed more in the future. The more and more electric cars are used those spots could be used to our advantage. He wonders if there is a way to market those to delivery drivers as a place to recharge while they get lunch in the Market. Gordie also mentioned that more marketing to local newspapers could be beneficial in attracting local shoppers. It could also be a way to potentially attract neighborhood businesses that may be looking for a new location if they are forced to close.

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

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Public Relations

December Coverage
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<tr>
<th><strong>SeattleMet</strong></th>
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<tbody>
<tr>
<td>“Where to See Holiday Lights In and Near Seattle”</td>
<td>“Rediscover Your King County”</td>
<td>“Seattle’s Best Toy Shops for Kids and Adults Alike”</td>
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<td>As one of Seattle’s most famous photo backdrops, it seems fitting that Pike Place will dress up for the holidays. Throughout December, the market’s nine acres will glow with holiday lights and decorations.</td>
<td>Parking at Pike Place Market has never been easier...Pike Place Market boasts not just incredible local produce and an array of enticements but also extensive safety measures such as social distancing signage and hand-washing stations.</td>
<td>Golden Age Collectables is thought to be the oldest comic book shop in the world. Here, each aisle gives way to another just as stocked with age-defying treasures, from a full wall of Funko Pop figures to an entire franchise worth of Star Wars paraphernalia.</td>
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<tr>
<th><strong>SeattleMet</strong></th>
<th><strong>The Seattle Times</strong></th>
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<tr>
<td>“17 (virtual) Seattle performances to watch this holiday season”</td>
<td>“Where to see holiday lights, Santa, virtual holiday shows and more in the Seattle area in 2020”</td>
<td>“A Guide to Seattle’s Independent Bookstores”</td>
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<td>Catch holiday tunes from local Pike Place Market buskers...from noon-1 p.m., virtually on Pike Place Market’s Facebook page. The event is free, though buskers can be tipped through Venmo.</td>
<td>Holiday shopping and more from noon-1 p.m. Dec. 2, 9 and 16 on Pike Place Market’s Facebook page. Buskers can be tipped through Venmo.</td>
<td>All Market bookstores included</td>
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Community Outreach
Increased open-rate by **25.5%** year to date

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**Community Outreach: Concierge Email**

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**Downtown Residential Concierge Newsletter Open Rate**

- May: 23.1%
- June: 23.1%
- July: 26.7%
- August: 18.4%
- September: 26.4%
- October: 31.8%
- November: 30.7%
- December: 29.0%
Website + Social Media

December Coverage
149,809 page views – 3rd highest month in 2020
73,464 less page views than 2019

Top Web Pages

- Plan Your Visit (18,109 page views)
- Holiday Shoppers Guide (6,749 page views)
- Shop Retail Businesses Blog (6,066 page views)
- Online Shopping Blog (5,431 mobile page views)
- Parking & Directions (4,419 page views)
- Takeout Blog (3,084 page views)
- Outdoor Dining Blog (2,950 page views)

Holiday Shoppers Guide received 7,834 page views throughout the holiday season.
71 Market businesses featured on Facebook & Instagram in December
Email Marketing

Update
Email Marketing: Overview

December open rate: 21.9%
December clicks: 210
Programs

Holiday Shopping Special Offer
Live Music with Market Buskers
Handmade & Homegrown
Market Holiday Stories
# Program: Holiday Shopping Special Offer

**Sat, November 28th**

**Special Offer:** Spend $50 and receive free Market wrapping paper kit

- **34 Participants**
- **85% Locals**
- **$3,131.49 Total Sales (79 sales)**
  - 60.7% Commercial (60 sales)
  - 25.5% Craft (11 sales)
  - 13.8% Farm (8 sales)

**Sat, December 12th**

**Special Offer:** Spend $50 and receive free cookie decorative kit from Atrium Kitchen. Spend $75 or more and receive cookies, wrapping paper and tote bag.

- **222 Participants**
- **92% Locals**
- **$119,469.88 Total Sales (491 sales)**
  - 81% Commercial (401 sales)
  - 11% Craft (52 sales)
  - 8% Farm (38 sales)

**Sat, December 19th**

**Special Offer:** Spend $50 and receive free cookie decorative kit from Atrium Kitchen. Spend $75 or more and receive cookies, wrapping paper and tote bag.

- **129 Participants**
- **91% Locals**
- **$14,108.31 Total Sales (297 sales)**
  - 83% Commercial (246 sales)
  - 9% Craft (27 sales)
  - 8% Farm (24 sales)
Program: Live Music with Market Buskers

6 Buskers Featured:
Dec 2nd: Charlie Beck & K.B. Muscle Mouth
Views: 5,279  Engagement: 279

Dec 9th: Jeannie Rak & Matt Carmichael
Views: 3,817  Engagement: 208

Dec 19th: Charmaine Slaven & Carly Calbero
Views: 5,094  Engagement: 219

Survey Results:
- 100% enjoyed this program
- 100% experienced either an increase in Instagram or Facebook followers

Live Holiday Music with Market Buskers
Date: Wednesday’s in December
Location: Pike Place Market Facebook

Description: Tune into the Pike Place Market Facebook for an hour of live holiday tunes from our Market buskers. Buskers are accepting tips through Venmo.
Program: Handmade & Homegrown

Handmade & Homegrown
Date: Every Thursday in December
Location: Pike Place Market Facebook, Instagram & YouTube

Description: A brand new weekly segment. Each Thursday in December tune into the Market’s Facebook to learn about 4 new small crafts or farm businesses, learn how they got started, what they are creating this holiday season or growing. This is your opportunity to virtually meet the producer and find some of the most unique gifts for everyone on your list.

12 Businesses Featured:
• Aaron Murray
• Catsby Crafts
• Charlie’s Flying Fish
• I Sell Pictures
• Leonarte
• Little Kicking Bird
• MJ Yarns
• Mobii
• Royal Phoenix Art
• Sabando Design
• Seattle Raindrop Jewelry
• Tisbury Art Glass

100% of survey participates:
• Enjoyed this program
• Saw an increase in either Facebook or Instagram followers after the videos went live.
• Would like to participate in future programs like this.
Program: Market Holiday Stories

Market Holiday Stories with Santa
Date: December 19th
Location: Pike Place Market Facebook & Instagram
Description: The Market offered a virtual holiday reading to get viewers in the holiday spirit. On December 19th Santa read 'Twas the Night before Christmas

Facebook
Viewers: 4,518
Engagement: 227 comments, likes & shares

Instagram
Viewers: 4,405
Engagement: 318 Comments & likes
PIKE PLACE MARKET

Where Seattle eats shops meets rejuvenates

Advertising
Holiday Campaign Highlights

TOP OF THE FUNNEL
• Streaming TV: **10,575 completed views**
• YouTube had a **33.5% completion rate**, above our goal of 30%. It also had a **0.28% CTR** which is extremely strong for a video campaign (banner standard is 0.10%, and videos are usually under that)

MIDDLE OF THE FUNNEL
Paid Social Text Versions:
• 0.22% CTR
• 0.42% Engagement rate
• 00:06s Average watch time

Paid Social VO Versions:
• 0.14% CTR
• 0.35% Engagement Rate
• 00:05s average watch time

Audience Targeted Video (programmatic):
• **Text vs VO versions almost identical** (45.22% vs 45.11%) with Text version barely surpassing VO
• Restaurants performed the best overall (50% CTR)

BOTTOM OF THE FUNNEL
Despite increased competition with the holiday season, **paid search CTRs stayed incredibly strong**, far above the industry standard.
• Google Search – Parking: **8.83% CTR**
• “Open Businesses” Blog Posts: **23.72% CTR**
Q1 Advertising

NEW WINTER VIDEOS

- General: https://www.youtube.com/watch?v=WRicRS1-4rl&feature=youtu.be
- Restaurants: https://www.youtube.com/watch?v=FuDfIP1fTN0&feature=youtu.be
- Retail: https://www.youtube.com/watch?v=b72aXTxe9vE&feature=youtu.be
- Grocery: https://www.youtube.com/watch?v=cUb0pzJmh_4&feature=youtu.be
- Eateries: https://www.youtube.com/watch?v=b5Klm_WaSFW&feature=youtu.be
Marketing & Programs
2020 Year in Review
Year in Review
Quarter 1 and Quarter 2

JANUARY
• Pop Up Murals Selection Started
• Monthly Market Insider Email

FEBRUARY
• Feb 29 - Love In the Market
• Pop Up Murals Painted and LIVE
• Monthly Market Insider Email

MARCH
• State-wide COVID Restrictions begin
• March 4 – New Handwashing Stations Opened
• March 19 – Daffodil Day
• March 23 – Stay Home Stay Healthy Order Issued – 2 weeks
• March 23 – New Reserved Curbside Parking Spots created
• 25 COVID Tenant Alerts written and sent

APRIL
• New Website put on hold
• All Educational Tours put on hold
• Daystall Educators Program Kicked off
• New Webpages created to support our businesses
• Various COVID Signage created
• 14 COVID Tenant Alerts written and sent

MAY
• May 9 & 10 – Flower Festival, drive-through
• May 20 Instagram Live Sales Webinar led by Megan - Daystall Educators Program
• Concierge Program
• 14 COVID Tenant Alerts written and sent

JUNE
• June 5 – Modified Phase 1 WA Safe Start Program
• Farm: Express Markets put on hold
• Farm: PikeBox Program Kicked off
• New Pay Online System Launched
• June 13 – Early Bird Parking $10
• June 19 – Phase 2 WA Safe Start Program
• Concierge Program
• Daystall Educators Program
• 9 COVID Tenant Alerts written and sent
Quarter 3 and Quarter 4

**JULY**
- July 2 – Daystalls reopen
- July 7 – Statewide face covering mandate
- July 8 – Foundation launches new Commercial grant program
- July 23 – Reopening Marketing Checklist SB WEBINAR
- Farm: PikeBox Program
- New Advertising Campaign Kicked off
- 12 COVID Tenant Alerts written and sent

**AUGUST**
- Aug 1 – Popup Patios start
- Aug 13 – Revised Co-Op Advertising Program SB WEBINAR & Program Launched
- Farm: PikeBox Program
- Launched the Safe Shopper Pledge Program
- Market Turned 113 – virtual celebrations
- Busker Lunchtime Tunes Program
- 5 COVID Tenant Alerts written and sent

**SEPTEMBER**
- Sept. 17 – Start Planning for the Holiday Season SB WEBINAR
- Farm: PikeBox Program
- 4 COVID Tenant Alerts written and sent

**OCTOBER**
- Oct 15-18 – Virtual Refract
- Oct 21 - How to Facebook Live Sell SB WEBINAR
- Oct 23 & Oct 30 – Virtual Ghost Stories
- Farm: PikeBox Program Wraps Up
- Monthly Market Insider Started Back
- Foundation’s Daystall Small Business Recovery Fund Grants launched, Pike Place Educators assisting
- 2 COVID Tenant Alerts written and sent

**NOVEMBER**
- Nov. 16 – Four week Statewide COVID Restrictions
- Nov. 22 – Daystall Tables open 7 days a week
- Nov. 28 – Special Offer Tent
- Market Gift Guide Launched
- Monthly Market Insider Email
- 6 COVID Tenant Alerts written and sent

**DECEMBER**
- Dec. 5 and 19 – Special Offer Tent
- Dec 19 Storytime with Santa
- Launched Handmade & Homegrown – Daystall Video Series
- Busker Holiday Tunes Program
- Graig Anderson Holiday Button & New Character Cutouts
- Monthly Market Insider Email
- 4 COVID Tenant Alerts written and sent
Market Programs Highlights
Programs Highlight: Q1

Love in the Market
• Record high participation in special offer – 320 shoppers
• Sold out wine pairing tickets – 120 tickets
• 43 mural scavenger hunt cards completed on the first day
• Introduced the Leap Day DownUnder tour and gave tours to 96 visitors

Phase 1 COVID Actions/ Signage – Full Recap
• Installed market wide signage for staying healthy and preventing the spread of COVID-19
• Opened 3 new handwashing stations
• Established curbside pickup locations

Please note: In March 2020, the COVID-19 global pandemic started. The Market immediately had to put new safety measures in place, research and increase communication to assist our small businesses. This presentation does not outline all the assistance the PDA teams provided.
Programs Highlight: Q2

Drive-Thru Flower Festival – Full Recap
- Total Flower Bouquet Sales - $43,847 (1,627 bouquets)
- Total CSA Sales - $2,475 (165 boxes)
- Supported 20 Flower Farmers

Phase 2: COVID Signage & Actions – Full Recap
- Implemented additional safety measures including floor decals, mask requirements, new handwashing station, antimicrobial film, increased cleaning and more.

CSA PikeBox
- 3,221 CSA PikeBox
- 4,955 PikeBox To Go preschool program
- 8,176 total PikeBox Distributed in 2020

Daystall Educator Program
- Since April, 5 Pike Place Educators have held over 67 hour-long sessions, helping over 55 of their peers with everything from starting a business Instagram account to making an Etsy shop to creating a website.

Please note: The COVID-19 global pandemic was still in progress. The Market immediately pivoted to new safety measures, researched and increased communication to assist our small businesses. This presentation does not outline all the assistance the PDA teams provided.
Programs Highlight: Q3

Small Business Webinars – Full Recap
• Record high attendance rate with 86% increase from 2019 Spring and 217% increase from 2019 Fall Small Business Workshops

Launched Co-Op Advertising program – Full Recap
• Added email and social media marketing to approved platforms for reimbursement
• Developed new graphics for promotion of Pike Place Market

Busker Lunchtime Tunes – Full Recap
• Supported 9 buskers who have not been able to perform at the Market
• 72% Said tips were either “much better” or “better” than a typical hour at the Market pre-pandemic.

Safe Shopper Pledge – Full Recap
• 50 business sign ups
• 417 shopper sign ups

Pop Up Patios – Full Recap
• Supported 14 restaurants without outdoor dining options
• 77 Pieces of Coverage (26 Print, 35 Broadcast, 16 Radio)

Please note: The COVID-19 global pandemic was still in progress. The Market immediately pivoted to new safety measures, researched and increased communication to assist our small businesses. This presentation does not outline all the assistance the PDA teams provided.
Programs Highlight: Q4

Full recaps presented in the December report

Virtual Events
- 6 buskers performed in holiday tunes with Market buskers
- Introduced 2 new virtual events, ghost stories with Mercedes and holiday stories with Santa

Holiday Special Offer Tent
- 385 participants over three weekends
- $136,709.68 in total sales (867 sales)
- 91% average locals

Handmade & Homegrown
- Produced three videos and featured 12 Market crafters
- 100% of survey participants saw an increase in either Facebook or Instagram followers after the videos went live.

Holiday Accents
- Holiday Market & Tree Lighting surprise ceremony
- Released the 2021 holiday button
- Unveiled 3 new character cutouts
- Crafty performances (busker tunes, TikTok and Market lighting)

Please note: The COVID-19 global pandemic was still in progress. The Market immediately pivoted to new safety measures, researched and increased communication to assist our small businesses. This presentation does not outline all the assistance the PDA teams provided.
Marketing Highlights
Public Relations
<table>
<thead>
<tr>
<th>PR Highlights</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td><strong>NARCY</strong></td>
<td><em>“11 Romantic Things You Can Actually Do In Seattle’s Pike Place Market”</em></td>
<td><em>“What’s under Pike Place Market? Basically Narnia, with merchandise”</em></td>
<td><em>“What’s open, ready for pick up and delivery at Pike Place Market”</em></td>
<td><em>“Pike Place Market Restaurants and Vendors That Offer Delivery”</em></td>
<td><em>“Pike Place Market Is Still Going Strong In Seattle”</em></td>
<td><em>DailyHive</em>&lt;br&gt;“Pike Place Market dimmed its iconic sign in solidarity with BLM”&lt;br&gt;&lt;br&gt;<em>Crosscut</em>&lt;br&gt;“Saving Pike Place Market from the pandemic”</td>
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<tr>
<td><strong>The Stranger</strong></td>
<td><em>“Pike Place Market Says There’s ”Never Been a Better Time” to Visit”</em></td>
<td><em>“Pike Place Market introduces new outdoor dining options for its many restaurants”</em></td>
<td><em>“The Seattle Times”</em>&lt;br&gt;“Summer is gone, but outdoor dining will stay a while as 150 Seattle street patios and sidewalk cafes weather COVID”</td>
<td><em>“Holidays will look different at Pike Place Market”</em></td>
<td><em>“10 Pike Place Masks for a Market-Fresh 2020”</em></td>
<td><strong>Seattle Met</strong>&lt;br&gt;“Where to See Holiday Lights In and Near Seattle”&lt;br&gt;&lt;br&gt;<em>Seattle Met</em>&lt;br&gt;“Where to See Holiday Lights In and Near Seattle”&lt;br&gt;&lt;br&gt;<em>Seattle Met</em>&lt;br&gt;“Where to See Holiday Lights In and Near Seattle”</td>
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<td><em>“10 Pike Place Masks for a Market-Fresh 2020”</em></td>
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<td><em>“17 (virtual) Seattle performances to watch this holiday season”</em></td>
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</tbody>
</table>

COVID-19 Global Pandemic Note: Pike Place Market was the face of downtown Seattle for all news outlets – local, national and international this year. We not only were out pitching stories about our businesses but we managed an overwhelming amount of media and film crews using the Market as a backdrop for Seattle.
PR Coverage 2018 to 2020

296.6% Increase in Impressions
• 2020: 4,482,328,403 impressions
• 2019: 1,130,227,286 impressions
• 2018: N/A

159.3% Increase in Features (32 new)
• 2020: 70 features
• 2019: 27 features
• 2018: N/A

60.7% Increase in Press Coverage
• 2020: 882 pieces of coverage
• 2019: 549 pieces of coverage
• 2018: N/A

9.5% Increase in News Releases from 2019
and 155.6% Increase from 2018
• 2020: 23 releases
• 2019: 21 releases
• 2018: 9 releases
Website + Social Media
Homepage Redesign

COVID-19 Response

- Homepage for desktop and mobile redesigned to easily and clearly display useful content for our shoppers
- Added 12 new buttons to the homepage to direct users to most searched and clicked on content
- Created 10+ new pages to support businesses and updated daily.
- Prominently featured Where Seattle… campaign on homepage
- Featured new commercials on homepage
Website Highlights 2020

1,789,993 Page Views
795,869 mobile vs 994,124 desktop

Top Web Pages
- Plan Your Visit – 174,584 page views
- Takeout Blog – 63,712 page views
- Shop Online Blog – 61,822 page views
- Grocery Shop Blog – 56,241 page views
- Parking & Directions – 52,839 page views
- Retail Businesses Blog – 38,606 page views

Top Blogs (Outside Main Pages)
- Outdoor Dining – 17,738 page views
- Holiday Shoppers Guide – 7,809 page views
- Meal Kits – 6,063 page views
- Support Black Owned Businesses – 5,355 page views
- Breakfast Spots with Views – 4,162 page views
- Safe Shopper’s Pledge – 3,217 page views
Website Highlights 2018 to 2020

53% Decrease in Page Views

- 2020: 1,789,993 page views
- 2019: 3,387,796 page views
- 2018: 3,405,420 page views

Notes: About half our page views in 2019 came from the events calendar and the directory. These pages didn’t exist or were outdated in 2020.

We had an 88% drop in foot traffic in the Market this year.

In August our Google My Business Listing was merged with the Foundations. We are still working through this Google error.

Our current website platform, format and functionality is outdated.

338% Increase in Blogs Views

- 2020: 278,832 page views on blogs
- 2019: 82,530 page views on blogs
- 2018: 36,253 page views on blogs

Note: Creating blogs that are useful and easy to use, helped drive users back to useful information.

64% Decrease in Unique Visitors

- 2020: 676,821 unique visitors
- 2019: 1,048,874 unique visitors
- 2018: 1,023,488 unique visitors

Note: Due to a lack of new in-person Market visitors we also saw a decrease in “new” or unique visitors to the Pike Place Market website.

In 2019, 53% of unique visitors came from outside Washington State. In 2020, 48% of unique visitors came from outside Washington State with a sizable decrease of visitors from California and New York.

In 2020, we saw a noticeable increase of unique visitors or first time website visitors from Bellevue, Kent, Tacoma, and Federal Way. Example: There was an 108.66% (3,729 vs 7,781) increase in unique visitors from Kent.
Social Media Highlights

• 2020 the Year of Video
  – Mother’s Day videos
  – Father’s Day Instagram Lives
  – Music Monday on IG TV
  – Lunchtime with Market Buskers
  – Refract videos featuring 3 Market glass artists
  – Market Ghost Stories
  – Create the Perfect Thanksgiving Centerpiece
  – Handmade & Homegrown
  – Holiday Tunes with Market Buskers

• Launched IG TV, Instagram Reels & TikTok
• Launched branded stickers for Instagram Stories, Facebook Stories and TikTok
• Increased YouTube content leading to engagement & subscribers
• Instagram & Facebook Stories campaigns
  – Featured all businesses for either grocery shop, takeout, delivery or shop online
  – Takeout Tuesday
  – Who’s in our Crafter Market Today
  – Mask Monday
Social Media Growth in 2020

Followers

Facebook

Instagram

Twitter

Engagement

Facebook

Instagram

Twitter
Email Marketing
Email Marketing Highlights

0.42% Increase in Yearly Open Rate
- 2020: 23.67% yearly average open rate
- 2019: 23.25% yearly average open rate

254% Increase in E-Newsletter Clicks
- 2020: 3,299 clicks
- 2019: 1,301 clicks
Advertising
## Advertising Calendar

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<th>Channels</th>
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# Advertising Year Highlights

**38,506,134 Overall Impressions in 2020!**

**5,585,734** secs of YouTube Video Views (1,551 hrs)

**3,624,044** impressions across the various businesses Programmatic Ad sets

**502,887** people on Facebook & Instagram were served our ads

**10x** better performance than industry standard on our Google Search Campaigns

## Estimated Impressions by Message

<table>
<thead>
<tr>
<th>Message</th>
<th>Impressions</th>
</tr>
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<tbody>
<tr>
<td>Q1</td>
<td>2,164,864</td>
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<tr>
<td>Summer/General</td>
<td>18,390,693</td>
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<tr>
<td>Fall</td>
<td>5,942,265</td>
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<tr>
<td>Holiday</td>
<td>12,008,312</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>38,506,134</strong></td>
</tr>
</tbody>
</table>

## Top Funnel
- Video Content: Hulu, Audience Targeting, YouTube
- Broadcast TV: KING, KOMO, ROOT Sports
- Radio: KNKX, KUOW
- Print: Seattle Times, Seattle Met

## Middle Funnel
- Video Content: Facebook, Instagram
- Static & Carousel Ads: Facebook, Instagram
- Banner Ads: Audience Targeting

## Bottom Funnel
- Google Ads
2020 by the Numbers
A look at all 2020 Numbers

- 2020 Pedestrian
- 2020 Parking
- 2020 Commercial Sales
- Advertising Impressions
Trademark Management
Trademark

NEW in 2020:
• Foundation Approval – PPM Foundation name usage for Rachel and Billie Glass Ornaments.
• Media Partnership KUOW - Pike Place Market is the official Today So Far launch partner, new daily newsletter.

Expirations:
• Molly Moons – Licensing agreement expired in April 2020.
• Pike Brewing - Licensing agreement for Pike Place Ale, agreement expired July 2020. Working on renewal.

Infringements:
• 5 infringements resolved.
• 12 infringements unresolved, status in progress with follow ups.