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, February 9, 2021  
Time: 4:00 p.m. – 6:00 p.m.  
Location: Join Zoom [https://us02web.zoom.us/j/84453904875?pwd=YmdKb1V3czFtMFZOektzbGt2RjVEZz09](https://us02web.zoom.us/j/84453904875?pwd=YmdKb1V3czFtMFZOektzbGt2RjVEZz09)  
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>Section</th>
<th>Chair</th>
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<tbody>
<tr>
<td>4:00p</td>
<td>I. Administrative</td>
<td>Chair</td>
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<tr>
<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Programs Committee Meeting Minutes for January 12, 2021</td>
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<tr>
<td>4:05p</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<tr>
<td>4:10p</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith</td>
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<tr>
<td>4:20p</td>
<td>IV. Reports and Discussion Items</td>
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<tr>
<td></td>
<td>A. 2020 Daystall Program Recap</td>
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<td>B. 2021 Marketing &amp; Programs Plan</td>
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<tr>
<td>5:10p</td>
<td>V. Action Items</td>
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<td>A. Proposed Resolution 21-07: Authorization for Non-Exclusive Trademark Licensing Agreement with The Pike Brewing Company</td>
<td>Amy Wallsmith</td>
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<td>B. Proposed Resolution 21-08: Authorization for Non-Exclusive Trademark Licensing Agreement with Ellenos Yogurt</td>
<td>Amy Wallsmith</td>
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<td>5:40p</td>
<td>VI. Consent Agenda</td>
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<td>5:45p</td>
<td>VII. Public Comment</td>
<td>Chair</td>
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<tr>
<td>5:50p</td>
<td>VIII. Concerns of Committee Members</td>
<td>Chair</td>
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<tr>
<td>6:00p</td>
<td>IX. Adjournment</td>
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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, January 12, 2021
4:00 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/84453904875?pwd=YmdKb1V3czFtMFZOektzbGt2RjVEZz09 OR Dial 253-215-8782, Meeting ID: 844 5390 4875, Passcode: 939923

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, Zack Cook, Ivy Fox, Carter Grant, David Dickinson

Others Present: Joan Paulson, Haley Land, 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 December 8, 2020 Minutes
      The December 8, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments

   Joan Paulson noted the First quarter is winter and lighting up the Market is a good solution. She recommends keeping the holiday lights and adding new lights in the traditional Market colors in locations you want to emphasize for events or special activities. She recommends lighting it halfway to Meet the Producers as well as DownUnder and Western Avenue. She is also recommending stories be shared in local neighborhood papers to help bring local people to the Market.

III. Programs and Marketing Report

   Madison Bristol began by reviewing some of the PR highlights for December and highlighted four stories from SeattleMet, one from SeattlePI and one form The Seattle Times. The concierge email program performed well in 2020 and the open rate increased 25.5% year to date.

   Tanya Sinkovits reviewed the December website stats. There were nearly 150,000 page views, the 3rd highest month in 2020. The top web pages included Plan Your Visit, Holiday Shoppers Guide, and Shop Retail Businesses Blog. The Holiday Shoppers Guide received 7,834 page views throughout the
holiday season. 71 Market businesses were featured on Facebook and Instagram in December. Screenshots of some social media posts were shared. December open rate for the e-newsletter was 21.9% with 210 clicks. Overall for 2020 open rates and clicks were higher compared to 2019.

Madison Bristol reviewed the holiday shopping special offers. There were three Saturday’s leading up to Christmas. On Saturday, November 28th there were 34 participants that received free wrapping paper kit if they spent $50 or more. 85% were locals and their sales totaled $3,131.49. On December 12th 222 participants received a free cookie decorating kit if they spent $50 or more and if they spend $75 or more they also received wrapping paper and tote bag. On that day 92% of participants were local and their sales totaled $120,000. December 19th was the third holiday shopping offer day and there were 129 participants, 91% were locals and total sales were $14,000. A breakdown of the percentage of sale types is included in the presentation. Amy Wallsmith noted that December 12th was sunny which probably added to the increase in participants.

Madison Bristol reviewed the Live Music with Market Buskers. Six buskers were featured in 30 minutes performance slots. 100% of buskers enjoyed this program and experienced either an increase in Instagram and Facebook followers. A list of the performers and their viewership is included in the presentation slides.

Tanya Sinkovits reviewed the Handmade & Homegrown program. It viewed every Thursday in December on Facebook Instagram and YouTube. 12 businesses were featured and 100% of survey participants enjoyed this program, saw an increase in either Facebook or Instagram followers and would like to participate in future programs. Tanya noted that this program will continue. Amy Wallsmith added that many merchants reported getting direct sales as a result of this program.

Tanya Sinkovits reviewed the Market Holiday Stories program. On December 19th Santa read holiday stories on Facebook and Instagram (4,518 viewers, 227 comments, like and shares).

Amy Wallsmith reviewed the holiday campaign highlights. All throughout 2020 the campaign outperformed in many categories. There were 10,575 completed views on streaming TV and YouTube had a 33.5% completion rate, beating our goal of 30%. Those videos also had a .28% CTR (industry standards are .10%). Planning is underway for 2021.

Amy Wallsmith provided an overview of Q1 advertising. That plan will be presented next month. There is advertising currently running and a list of the advertising platforms is included in the presentation packet.

Amy Wallsmith shared three video ads currently running during January – March. The strategy is to show the Market as vibrant and colorful to encourage people to come shop the Market safely. We remind visitors to mask up and use hand washing stations on site.

David Ghoddousi asked for more information on the commercial sales reported for the holiday shopper promotion program. He would like to see data on the top 10 merchants that were turned in. Madison Bristol responded she does not have that information tonight but she does have the data and can pull that information together. Amy Wallsmith responded she remembers people purchasing a lot of gifts and they heard from shoppers they came down to get their holiday gifts as well as the shopping incentives.
David Ghoddousi was happy to see that locals participated in the shopping incentive program.

Colleen Bowman commented she was one of those shoppers that participated in the shopping incentive on the sunny day and it was a direct result of the Handmade & Homegrown videos.

Patrice Barrentine thanked the team for the keen messaging and appreciated the summaries of the other programs and the story telling associated with the videos.

Mary Bacarella added that she was on a call with members of the Convention Center staff and they were impressed with the marketing plan and the ads they’ve seen on TV. Mary thanked Amy and her team for all their hard work making the Market look great over the holiday season.

IV. Reports and Discussion Items MIN 57

A. 2020 Year in Review
Amy Wallsmith began by introducing the presentation. This is not meant to be a full recap of 2020 but the focus is on the programming piece. Next month Days tall will recap 2020 but some information is included in today’s presentation. Everything seen today is on top of all the changes and time spent addressing messaging associated with COVID-19.

Amy Wallsmith reviewed Quarter 1 and 2.

January
- Pop-Up Murals Selection Started
- Monthly Market Insider Email

February
- February 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
- Days tall 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
- May 20 Instagram Live Sales webinar led by Megan, Daystall Educator Program
- Concierge Program
- 14 COVID Tenant Alerts written and sent

June
- June 5 – Modified Phase 1 WA Safe Start Program

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
- August 1 – Popup Patios start
- August 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
- September 17 – start planning for the holiday season SB webinar
- Farm: PikeBox Program
- 4 COVID Tenant Alerts written and sent

October
- October 15-18 – Virtual Refract
- October 21 – How to Facebook Live Sell SB webinar
- October 23 & 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
- November 16 – four week statewide COVID restrictions
- November 22 – Daystall tables open 7 days a week
- November 28 – Special offer tent
• Market Gift Guide launched
• Monthly Market Insider email
• 6 COVID Tenant Alerts written and sent

December
• December 5 & 19 – Special offer tent
• December 19 – Storytime with Santa
• Launched Handmade & Homegrown – Daystall video series
• Busker Holiday tunes program
• Graig Anderson holiday button and new character cutouts
• Monthly Market Insider email
• 4 COVID Tenant Alerts written and sent

Mary Bacarella added one more highlight and introduced that in December the new farm manager, Ivy Fox, was hired.

Ivy Fox noted she is delighted to be at the Market and is excited to jump in and help support all these small businesses and farmers. She’ll reporting soon on the new farm program.

Patrice Barrentine welcomed Ivy Fox.

Madison Bristol next reviewed Market Programs highlights. In Q1 Love in the Market recorded high participation in the special offer with 420 shoppers. The wine pairing event was sold out with 120 tickets and there were 43 mural scavenger hunt cards completed on the first day. There was also a Leap Day DownUnder tour that 96 people participated in. Also in Q1 the first COVID actions and signage began. Market wide signage was installed for staying healthy and presenting the spread of COVID-19. Three new handwashing stations were opened and curbside pickup locations were established.

Madison Bristol reviewed program highlights for Q2. The drive-thru Flower Festival had nearly $4,000 in flower sales and 165 CSA boxes were sold. Overall 20 flower farmers were supported. The CSA PikeBox program in 2020 distributed 8,176 boxes. Phase 2 COVID signage and actions included implementation of additional safety measures including floor decals, mask requirements, new handwashing station, antimicrobial film and increased cleaning. The Daystall Educator Program hosted 67 hour-long session beginning April 5 helping 55 of their peers with everything from starting a business Instagram account to making an Etsy shop.

Madison Bristol reviewed Q3 program highlights. There was record high attendance for the small business webinars with an 86% increase from 2019 spring and a 217% increase from 2019 fall offerings. The Co-Op Advertising program was launched. This added email and social media marketing to approved platforms for reimbursement and new graphics were developed for promotion of the Pike Place Market. Busker Lunchtime Tunes supported nine buskers who have not been able to perform at the Market during COVID. 72% said tips were either “much better” or “better” than typical hour at the Market pre-pandemic. 50 businesses and 417 shoppers signed up to take the Safe Shopper Pledge and 14 restaurants were supported with outdoor dining options. That garnered 77 pieces of coverage (26 print, 35 broadcast, and 16 radio.)
Colleen Bowman asked if the Co-Op Advertising program is a rolling program as the Market really begins to reopen. Amy Wallsmith responded it’s a yearly program and they have until this week to submit invoices for 2020. It’s an active program open January – December.

Madison Bristol continued with Q4 program highlights. The holiday special offer had 385 participants over three weekend. There were 867 sales totaling $136,000 and 91% of participants were local. The new Handmade & Homegrown program launched and featured 12 Market crafters. 100% of survey participants saw an increase in either Facebook or Instagram followers after the videos went live.

Madison Bristol next shared a table with PR highlights. This table shows news stories from January – December and shows the progression of stories related to COVID, moving from how Seattle was a ghost town to the Market is still open and now the stories are closer to the normal news for this time (Come see holiday lights!)

Patrice Barrentine noted the slide showing the PR highlights would be good to include in the annual report. She also suggested staff could do a webinar on what the program plan was and how the Market adjusted in response to COVID-19. This work is amazing and she believes we’ve done it better than anyone she’s seen yet.

Mary Bacarella agrees this is a good idea. She noted that the Market has been good about getting the story out about the Market that makes a positive impact on our businesses and Downtown.

Colleen Bowman did some research for another project related to tourism and that research shows that trends for travel will focus on the staycation. People won’t be jumping to go on international trips but will re-learn how to travel and will start local.

Madison Bristol continued with an overview of PR coverage 2018 to 2020. There was a nearly 300% increase in impressions, 160% increase in features, 61% increase in press coverage and 9.5% increase in new releases from 2019 and a 156% increase from 2018. Specific data is included in the packet presentation.

Tanya Sinkovits reviewed website highlights. A lot of work was done to redesign the homepage to respond to COVID-19. 12 new buttons were added to the homepage to direct users to most searched and clicked on content. Over 10 new pages to support businesses were created. The current video campaign is prominently featured on the homepage.

Tanya Sinkovits reviewed website highlights for 2020. There were 1,789,993 page views (795,869 mobile and 994,124 desktop.) The top web pages were Plan Your Visit, Takeout Blog, and Shop Online Blog. The top blogs (outside main pages) were Outdoor Dining, Holiday Shoppers Guide and Meal Kits.

Tanya Sinkovits reviewed website page views 2018 to 2020. There was a 55% decrease. About half of the page views in 2019 came from the events calendar and the directory. In 2020 these pages do not exist or were outdated.

Amy Wallsmith added there was an 88% decrease in foot traffic in the Market this year and in August the Market’s My Business Listing was merged with the Market Foundations. Also, the Market website
is extremely outdated and she’s still working on the new website launch which is planned for 2021. There was an increase in unique visitors from Bellevue, Kent, Tacoma and Federal Way.

Mary Bacarella assumed that since there is no tourism she would expect a decrease in website views as people aren’t researching their visit. She was pleased with the increase in unique visitors from locals.

Tanya Sinkovits noted that there was a focus in 2020 on video content, the Market launched Instagram TV, Instagram Reels and TikTok and increased YouTube content leading to more engagement and subscribers. Followers and engagement increased on Instagram and Twitter in 2020 (compared to 2019). Followers increased for Facebook but engagement was down slightly but that is due to the platform not being utilized by users as much. Email newsletter open rate increased slightly but clicks increased by 254% over 2019.

Amy Wallsmith shared the 2020 advertising calendar which shows all of the variety of advertising utilized. There was a ramp up in June/July. In 2020 there were 38,506,134 overall impressions.

- 1,551 hours of YouTube video views
- 3.6M impressions across the various businesses programmatic ad sets
- 502,887 people on Facebook & Instagram were served our ads
- 10x better performance then industry standard on our Google Search Campaigns.

Amy Wallsmith reviewed the 2019 and 2020 pedestrian number comparisons. In March a new system was installed.

Amy Wallsmith shared a graph overlaying pedestrian, parking, commercial sales and advertising impressions. Advertising impressions dipped in September due to additional COVID restrictions and the team wanting to better understand those before moving forward with certain ads. Also in September Hulu sold out of advertising and it was a positive platform to advertise on. She believes it provides a good look at where we are.

Amy Wallsmith provided an update on trademark in 2020. New in 2020 was approval of the Market Foundation for name usage for Rachel and Billie glass ornaments and a media partnership with KUOW. The Molly Moon and Pike Brewing trademarks expired and she is working on a new trademark with Pike Brewing. Five infringements were resolved and 12 remain unresolved.

David Ghoddousi asked if there is a way to add to the chart when restaurants were open to help tell the story. Amy Wallsmith responded that in November restaurants were closed again. She would need assistance from the Commercial team to help analyze that data.

Colleen Bowman asked for clarification on the vertical axis on the 2020 numbers graph. Amy Wallsmith responded the left shows commercial sales and advertising impressions. The right is for pedestrian counts and parking.

Paul Neal commented the outlier is parking on the graph. That data doesn’t seem to correlate to any other data. He believes there is correlation between pedestrian traffic and sales and the impressions. He wonders if you look quarterly there would be quite a bit of correlation. Amy Wallsmith responded there may be a slight delay in advertising impressions and sales. Paul Neal added commercial sales
may be a function of who is open that day and what is there to be bought. This will need to be tracked over time to better understand what is going on.

David Ghoddousi noted it was interesting that when impressions were down in September, foot traffic was up.

Paul Neal added September has nice weather and more businesses were open.

Paul Neal asked if there is any anecdotal information on how the Molly Moon’s licensing worked out as that was a product that existed outside the Market. It was an outlier at the time and we wanted to give it a chance. Amy Wallsmith responded that unfortunately COVID hit and she thinks Molly Moon would have continued as they like working with our tenants. She has not reached out about renewing the trademark license but will later in the year. Paul Neal believes we should be looking for more opportunities like this.

David Ghoddousi asked what the cost is to maintain and defend the trademarks. The Market has to have equity to defend the mark. Mary Bacarella responded we have to defend our trademark to set precedent.

Paul Neal added that defending the trademark is a fixed cost.

Patrice Barrentine is excited at the first attempt at the chart comparing the various data points. She would like to see us continue experimenting with comparing data.

Paul Neal added it’s un-realistic to find one-to-one correlations but being able to see the data over time and learn from it will be great.

V. **Public Comment**

Joan Paulson reminded people that in 2019 20% of the revenue came from nighttime activities and she still thinks that is possible and would like to see the Market tap into that capacity which would allow some of the other activities to say open past 3 or 4 pm.

VI. **Concerns of Committee Members**

None.

VII. **Adjournment**

The meeting was adjourned at 5:31 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Daystall Program 2020 Recap

“Meet the Pandemic”
1st Quarter 2020

• More or less business as usual until scope of COVID-19 Pandemic begins to unfold
• 3/10: PDA Programs Cancelled
  (Rules Review)
• 3/18: Daystalls SHUTDOWN
• 3/26: PDA Full Council Cancelled
  (Rules Review)
**Craft Monthly Table Counts, 2019 to 2021**

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2nd Quarter 2020

Daystalls Closed March 18 to June 10

• 5/21: Draft Re-Opening Guide & Survey sent to Daystall Crafters
• 6/11: Farmers re-open Thu & Sat
• 6/23: Re-Opening Plans & Concerns Survey sent to Daystall Crafters
• 6/25: Craft registration for COVID Transitions begins
• 6/30: Zoom Community Meeting & Practice Zoom Roll Call
Re-Opening the Daystalls: **COVID Transitions**
Re-Inventing the Daystall Program To Confront a Pandemic

- Temporary Suspension of Attendance Requirements
- Extra Distancing Between Vendor Table Assignments
- Require Advance Registration & Orientation for Re-Opening
- Require Masking & Social Distancing (behind tables & in front)

- Restricted Some Table Locations: Inside & Outside Slabs
- Temporarily Eliminate Physical Sign-ins (use MM visual checks)
- Digital Sign up & Remote (Zoom) Roll Call for Craftspeople
- Limited Selling Days, Based on Demand (initially Thu. to Sun.)
Re-Opening / COVID Transitions (cont.’d)

• Kept lower, Off Season Table Rates in Place Through 2020
• Instituted Locker Access Scheduling
• Required Advance, Individualized “Safe Selling” Plans
• Temporarily Suspended Late Payment Penalties

• Facilitated Online Payment
• Conducted 1:1 Tenant Meetings on Zoom, by Phone, Outdoors
3rd Quarter 2020

7/2: Crafts Daystalls Re-Open Thursdays through Sundays
8/17: Added Mondays
Q3 2020

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4th Quarter 2020

11/21: Added Tuesdays & Wednesdays through December

Attendance steadily ramps up for (given the circumstances) a busy holiday season in the daystalls!
Daystall Business Education Projects:

Pike Place Educators Remote

Program timeline: March – August and beyond!

Five Educators (Twyla, Megan, Carrie, Miranda and Rayana) held over 67 hour long sessions and helped over 55 of their peers pivot their business

- Making an Etsy shop
- Getting set up on social media
- General marketing guidance
- Setting up a basic website
- Etc.
Pike Place Educators Webinars

**Facebook Live Sales**

**Twyla Dill / October 21st / ~30 attendees**

**Instagram Live Sales**

**Megan Carlisle / May 20th / ~45 attendees**
Small Business Recovery Fund Grant

Crafting The Grant

*July – September*
Commons Staff, Daystall Staff & 3 Pike Place Educators helped craft the grant

Helping with applications

*October – present*
Three Pike Place Educators enlisted to help daystall farmers & artists with their applications
Educators are paid to have one-on-one sessions with daystallers to work on their applications

Progress so far!

So far, 40 people have been granted!
An additional 35 applications are currently in process
2020 Vendor Balances

COVID-Active (85 permits)
- Caught up 80%
- Making progress 3%
- Struggling 17%

COVID-Inactive (117 permits)
- Caught up 89%
- Making Progress 11%
Moving Forward in 2021:

• Re-open more Daystall businesses safely while responding to developing COVID conditions

• Finish 2020 Rules Review at March, 2021 Programs & Council Mtg.s

• Provide Workshops/training opportunities in response to tenant needs
  • Taxes, Shopify, and more
  • Continue PPE Remote
  • Coordinate with MF Commons & PPE on Grant Recipient Follow Up

• Prepare for New Vendor Recruitment once regular program resumes
  • Special Focus on Outreach to Under-Represented Communities
  • Tentatively Target Fall 2021 for New Vendor Screening
Q1 2021 (so far)

Craft Monthly Table Counts, 2019 to 2021

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daystall Table Counts 2019</td>
<td>2318</td>
<td>1812</td>
<td>3046</td>
<td>2932</td>
<td>3063</td>
<td>3081</td>
<td>3325</td>
<td>3387</td>
<td>2887</td>
<td>2596</td>
<td>2615</td>
<td>3002</td>
</tr>
<tr>
<td>Daystall Table Counts 2020</td>
<td>2143</td>
<td>2313</td>
<td>987</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>315</td>
<td>615</td>
<td>669</td>
<td>813</td>
<td>817</td>
<td>985</td>
</tr>
<tr>
<td>POST-COVID % change from previous</td>
<td>32.40%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9.50%</td>
<td>18.20%</td>
<td>23.20%</td>
<td>31.30%</td>
<td>31.20%</td>
<td>32.80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td># Individual Vendors Selling (2020)</td>
<td>184</td>
<td>189</td>
<td>167</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>35</td>
<td>53</td>
<td>58</td>
<td>60</td>
<td>70</td>
<td>77</td>
</tr>
<tr>
<td>Daystall Table Counts 2021</td>
<td>535</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>POST-COVID % change from previous</td>
<td>24.90%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9.50%</td>
<td>18.20%</td>
<td>23.20%</td>
<td>31.30%</td>
<td>31.20%</td>
<td>32.80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td># Individual Vendors Selling (2021)</td>
<td>44</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Farm Program 2020: A Year of Shifting and Adapting

Q1

January:
Fresh Bucks 2 Go CSA program starts delivering produce to preschools

February:
Valentine’s Day and Love in the Market

March:
3/18 Daystall closure due to COVID
Daffodil Day flowers (3,000) were delivered and distributed throughout the City while the market was closed.

Fresh Bucks 2 Go experiences a major shift with the closure of schools and preschools which led to moving deliveries sites to new locations to ensure students were receiving produces.
Farm Program: Q2

Q2

Transition Farm Plan 2020 as the City and Public Health establish new guidelines for Farmers Markets. Farmers Markets are postponed for the 2020 season.

May:

Farm Team consults with farmers on PPP and COVID response options including Pike Place Safety Net.

With flower farmers initially not being able to sell in markets, Flower Fest shifted to a pre-order model where shoppers drove up and received market bouquets.

June:

Pike Box CSA Summer Share starts.
Pike Box Adapts:

Changing the length from one 20 week share to a Summer (10 week), Fall (8 week) and Harvest (2 week) option. With a one week break between summer and fall boxes, we had the opportunity to catch up with farmers, understand restrictions, potential changes and barriers in operations due to COVID as well as provide staff the chance to clean, adapt and prepare for the next round of boxes safely.
2020 – A year in transition

• Several staff members found new opportunities away from the Market, while one shifted to a new department. We are thankful to those members that stepped up during the transition and are fortunate to have a new Manager. We start 2021 with a great team!

• Throughout this time, Farm was actively engaged with the Farmers Markets of Seattle, City Stakeholders and farmers working to find ways to support the farm community while reopening Daystalls and operating safely through COVID.

• Moving Forward, Farm Program 2021 is looking at reopening our Satellite Farmers Markets as well as expand our existing CSA. While we meet with community and farm stakeholders to understand supply and demand, we continue to focus on how we can deliver the freshest produces and bouquets to shoppers while providing safe selling spaces and news opportunities for farmers.
Pike Place Market PDA Marketing

2021 MARKETING PLAN
Lessons Learned from 2020

Success

Events/Programs
• Love in the Market
• Drive Thru Flower Fest
• Pop-Up Patios
• Refract (Virtual)
• Special Offer Tent

Social/Digital
• Locals Campaign
• Handmade & Homegrown
• Lunchtime Tunes with Market Buskers

Business Support
• Small Business Online Webinars
• Educators Program
• Safety – Signage, Installations, Safe Shopper Pledge, Tenant Alerts
• Small Business Recovery Fund

Challenges

• COVID-19 Global Pandemic
• New Website on Hold
• Education Program on Hold
• New Co-Op Advertising Program Participation
2021 Strategy and Goals
2021 Strategy and Goals

**Strategy**: This year we continue to navigate through the pandemic and begin the recovery process. The Marketing team will continue to invest and support the recovery of Seattle’s largest community of small independent businesses. The team will focus on staying agile, continue to engage in scenario planning, listen for changes in customer sentiment and behavior, anticipate operational impacts, adapt the marketing plan as needed, and continue to respond, recover, renew. We are also adjusting marketing strategies and tech investments to align with a post-pandemic world. Preparing the Market for recovery.

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Goal 2</th>
<th>Goal 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue to bring people to the Market, encourage them to shop local</td>
<td>Continue to build a loyal audience through the pandemic to engage with the Market businesses and carry on the tradition of Meet the Producer</td>
<td>Continue to teach digital platforms and ecommerce to our commercial tenants, daystall/farm, and the community to strengthen the Market and our small businesses</td>
</tr>
<tr>
<td>• Local-first marketing strategies</td>
<td>• Reassure the audience: Safety Messages</td>
<td>• Create Opportunity</td>
</tr>
<tr>
<td>• Increase brand awareness</td>
<td>• Loyalty and Retention Marketing Program(s)</td>
<td>• Education: Social Media, Ecommerce, new advertising, best business practices, etc.</td>
</tr>
<tr>
<td></td>
<td>• Tourism Strategy (no cruise ships)</td>
<td></td>
</tr>
</tbody>
</table>
2021 TACTICS
Tactic: Programs (Public)

- **Core Events/ Virtual Events** (Goal 1&2)
  *Special offer tent present at all events*
  - Love in the Market
  - Mom’s Market Day/ Flower Festival
  - Fall Festival – 50th Anniversary of Save the Market
  - 26th Magic in the Market

- **Pop-Up Murals/ Woodland Park Zoo (June)** (Goal 1&2)

- **Daffodil Day** (Mar 21) (Goal 1&2)

- **Restaurant Week** (Goal 1&2)

- **Holiday Programming** (Goal 1&2)
  - Santa at the Market
  - Special Offer Tent

- **Local Campaign – Market Commercials** (Goal 1-3)

- **PikeBox** (Goal 1&2)

- and More!

**Continue to adjust, pivot and change as the pandemic dictates.**
Small Business Webinars (Goal 3)
- Digital Advertising plus How to Use Co-Op Advertising dollars (Feb)
- Learn about the New Website (March)
- Multiple Ecommerce Sessions
  - Shopify (March)
- Other Tech Focused & Business Education Classes:
  - Social Media Refresh (Q2 or Q3)
  - Fraud Prevention (Q2)

Specific Department Tracks
- Daystall: Taxes for Art/Craft Businesses (April)
- Farm: TBD (Q2)
- Commercial: Restaurant Roundtables (Q1)

More classes to be announced and planned throughout the year!

Co-Op Advertising Program (Goal 1&3)

5 Graphics Updates Throughout the Year
- New Co-Op Program Refresh (Feb)
  - Links to Toolkit and Handbook
  - How to Guides
  - Examples
  - Payment Calendar
  - Contact Information
  - Submission Button
- Small Business Webinar (Feb)
- Previous Participant Outreach (Feb)
- Co-Op Highlights (Monthly)
- Insider (Quarterly)
# Social Media (Goal 1-3)

<table>
<thead>
<tr>
<th>Facebook (FB)</th>
<th>Instagram (IG)</th>
<th>Twitter</th>
</tr>
</thead>
</table>
| Daily Posts – Safety message weekly | Daily Posts – Safety message weekly  
• Twice a day | Daily Tweets |
| Handmade & Homegrown  
• Twice a month | Handmade & Homegrown  
• Twice a month | Market Commercials |
| Takeout Tuesday  
• Weekly | Market Trivia (IG Stories)  
• Twice a month | |
| Market Commercials | Takeout Tuesday  
• Weekly | |
| Local’s Only Facebook Group  
• Twice a week | | |

<table>
<thead>
<tr>
<th>YouTube</th>
<th>TikTok / IG Reels</th>
<th>Pinterest</th>
</tr>
</thead>
</table>
| Handmade & Homegrown  
• Twice a month | Weekly Videos | Bi-monthly Posts |
| Market Commercials | | Recipes corresponding to PikeBox items |
| Commercial Video Series | | |
Website (Goal 1-3)

**Tentative Timeline for Website Launch**

Content population: February 2021  ●  Design & Function review: February 2021  ●  Internal website testing: March 2021

Tentative launch date: April 2021

**New Website Features**

- **Robust Market Directory & Ecommerce**
  - Businesses control their listing
  - Each listing links to business’s website to shop/ecommerce
  - Social Media integration
  - Each listing features multiple photos, videos, and a spot to list specials
  - Each listing is searchable with an individual URL

- **Mobile-Friendly & Accessible**
  - Easily usable on a mobile device inside or outside the Market
  - Uses Google Translate and icons to help non-English speakers

- **Interactive Map**
  - Easily usable on a mobile device inside or outside the Market

- **Trip Planner/ Itinerary Builder**
  - Allows visitors to create itineraries using directory listings
  - Itineraries can be saved and shared for their Market Day

- **New Council Portal**
  - Streamlined and searchable website designed specifically for council information management. Look for more information and Council training soon.
Public Relations and Outreach Programs

Media Outreach (Goal 1&3)

• **Press Releases** – formal event/story
• **Event/Program Outreach** – pitches surrounding events or storylines
• **Weekly Market Pitches** – weekly pitches highlighting each Market department and timely stories
• **New Website: Story Ideas** – resources for journalists developing stories about the Market
• **50th Anniversary Keep the Market** – pitches and press releases surrounding and supporting the anniversary

**Q1 Story Focus**

• The Market is Open – We are here.
• The Faces/Stories Behind Your Market
• Local Love

Continue to adjust, pivot and change as the pandemic dictates.

Concierge Program (Goal 1-3)

• **Membership** – expanding reach to target more buildings in the greater downtown
• **Emails** – monthly emails outlining how residents can utilize the Market and upcoming Market programs
• **Concierge Open House (Q3)**

The Seattle Times

Ordinary heroism in a year of extraordinary change
Internal Communication (Goal 3)

- **Market Insider** – bi-monthly newsletter with Market news including events, reminders and business anniversaries

- **NEW Quarterly Report** – end of quarter report showcasing the Market in the news and program recaps as well as important things they need to know.

- **Tenant Alerts**
  - Events/Programs
  - Marketing Opportunities
  - Small Business Webinars
  - City and Market Project (Waterfront Construction)

Safety/COVID News (Goal 1-3)

- **Safe Shopper Pledge** – reinforcing this program to our businesses and shoppers

- **Tenant Alerts**
  - Guidelines
  - Grants & Loan Opportunities
  - Notification of state and county regulations
  - Future PDA Communications
Advertising (Goal 1-3)

Local Advertising Outreach (Jan – Dec)
- Strong Video Presence – Broadcast and Digital Platforms
- Social/Digital
- Search Marketing
- Print-Mailer (postcard)
- Retargeting Strategy – April-Dec*When new website launches

Parking Garage (Jan – Dec)
- Google AdWords
- Digital Advertising

Support Core Events (Jan/Feb, April/May, Oct/Nov)
- Social/Digital (Introduce Retargeting Strategy when new site launches)
- Exploring: Direct Mail Options

Support Farm and Daystall Programs (Feb – Dec)
- PikeBox
- Express Markets
- Various Craft Market Programming

Website Launch (April – Dec)
- Social/Digital Advertising Strategy
- SEO
- Google Retargeting

50th Anniversary of Keep the Market (Aug - Nov)
- Social/Digital Advertising Strategy
- Print

Holiday Shopping Campaign (Nov/Dec)
- Social/Digital Advertising Strategy
- Print
Partnerships (Goal 1 - 3)

Local Partnerships

- Downtown Seattle Association
- Visit Seattle
- Seattle Chamber
- Concierge Guild of Seattle
- Woodland Park Zoo

50th Anniversary of Keep the Market

- Friends of the Market
- Market Foundation
- KOMO
Trademark (Goal 2)

- Update processes and agreements
- Creating tracking system
- New registrations to increase protection
TIMELINE
### Quarter One Timeline

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>• New Year’s Day</td>
<td>• Love in the Market (non-event)</td>
<td>• Daffodil Day (First Day of Spring)</td>
</tr>
<tr>
<td>• MLK Day</td>
<td>• Handmade &amp; Homegrown</td>
<td>• Small Business Workshops</td>
</tr>
<tr>
<td></td>
<td>• Small Business Workshops</td>
<td>• Handmade &amp; Homegrown</td>
</tr>
<tr>
<td></td>
<td>• Black History Month</td>
<td>• National Pig Day (Foundation)</td>
</tr>
<tr>
<td></td>
<td>• Chinese New Year</td>
<td>• International Women’s Day</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Women’s History Month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• St. Patrick’s Day</td>
</tr>
</tbody>
</table>
## Quarter Two Timeline

<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
</table>
| • New Website Launches  
  - New Website Webinars  
• Handmade & Homegrown  
• Easter  
• Earth Day  
• Independent Bookstore Day | • Flower Festival/ Mom’s Market Day (Mother’s Day)  
• Handmade & Homegrown  
• Memorial Day  
• Asian American Pacific Islander Month  
• Cinco de Mayo  
• Foundation Rally at the Market | • *Express Farmers Markets*  
• PikeBox Kick-Off  
• Pop-Up Murals & Partnership with Zoo  
• Pride Month  
• Father’s Day  
• Juneteenth  
• First Day of Summer |
# Quarter Three Timeline

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fourth of July</td>
<td>• Market’s 114th Birthday</td>
<td>• Labor Day</td>
</tr>
<tr>
<td></td>
<td>• Sunset Supper</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• FOM 50th Anniversary Keep the Market Celebration</td>
<td></td>
</tr>
</tbody>
</table>
## Quarter Four Timeline

<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Refract</td>
<td>• 26&lt;sup&gt;th&lt;/sup&gt; Magic in the Market</td>
<td>• Holiday Shopping Campaign</td>
</tr>
<tr>
<td>• Fall Festival / 50&lt;sup&gt;th&lt;/sup&gt; Anniversary of Keep the Market Vote</td>
<td>• Santa in the Market</td>
<td></td>
</tr>
<tr>
<td>• Small Business Workshops</td>
<td>• 50&lt;sup&gt;th&lt;/sup&gt; Anniversary of Keep the Market Vote</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Thanksgiving</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Veterans Day</td>
<td></td>
</tr>
</tbody>
</table>
Authorization for Non-Exclusive Trademark Licensing Agreement with The Pike Brewing Company
February 2021

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, The Pike Brewing Company desires to make use of the Pike Place name (word mark as defined on the PDA trademark license application) in connection with Pike Place Ale for a 2.5 year term (July 2020 through December 2022); and,

WHEREAS, The PPMPDA and The Pike Brewing Company have agreed that in accordance with the terms and conditions of this Agreement, that The Pike Brewing Company may use the Pike Place Market name in the production and promotion of Pike Place Ale; and,

WHEREAS, The Pike Brewing Company agrees that it 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,

WHEREAS, The Pike Brewing Company agrees that it 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, marketing plans, merchandise and food products involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to The Pike Brewing Company’s Pike Place Ale and all related marketing of such; and,

WHEREAS, The PPMPDA is committed to supporting the increased profitability of local farmers, especially small independent farmers; and,

WHEREAS, The Pike Brewing Company has confirmed a commitment to sourcing local ingredients for their beers to support Washington State Farmers and have agreed as a condition of this license to guarantee no less than $20,000 in annual purchases of malts and ingredients from Washington State Farmers; and,

WHEREAS, The Pike Brewing Company has agreed to pay $1,000 royalty fee from July 2020 to December 2020, then an annual royalty fee of $3,000 to the PPMPDA for the remainder of the agreement; and,

WHEREAS, The Pike Brewing Company agrees to provide yearly sales reports as well as an annual reporting of production details and distribution outlets.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or her representative to execute a non-exclusive trademark licensing agreement with The Pike Brewing Company for the use of the Pike Place name for Pike Place Ale.

____________________________________
JJ McKay, Secretary/Treasurer

Date

Date Approved by Council:
For:
Against:
Abstained:
Authorization for Non-Exclusive Trademark Licensing Agreement with Ellenos Yogurt  
February 2021

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, Ellenos Yogurt desires to make use of the Pike Place name (as defined on the PDA trademark license application) in connection with the release of a new subline of flavors available for sale in Seattle-area grocers including Whole Foods (PNW region only – Washington and potentially Oregon stores), Met Market, and PCC for eight (8) month term (May – December 2021); and,

WHEREAS, PPMPDA and Ellenos Yogurt have agreed that in accordance with the terms and conditions of this Agreement, Ellenos Yogurt may use the Pike Place Market name and trademark solely on new subline of flavors as well as in any advertising related to said product; and

WHEREAS, Ellenos Yogurt agrees that it 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

WHEREAS, Ellenos Yogurt agrees that it 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; and,

WHEREAS, Ellenos agrees to compensate the PDA $5,000 licensing fee for the term of the agreement to be paid in two installments.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or her designee to execute a non-exclusive trademark licensing agreement with Ellenos Yogurt for the use of the “Pike Place” name and trademark in conjunction with the new subline of flavors.

J J McKay, Secretary/Treasurer  
Date

Date Approved by Council:

For:  
Against:  
Abstained:
Authorization for Non-Exclusive Trademark Licensing Agreement with Warner Records Inc.

February 2021

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, Warner Records Inc. desires to make use of the Pike Place Market name and Public Market Center Clock and Sign image (as defined on the PDA trademark license application) in connection with the release of the album: The Head and The Heart - Live from Pike Place Market for five (5) year term; and,

WHEREAS, PPMPDA and Warner Records Inc. have agreed that in accordance with the terms and conditions of this Agreement, Warner may use the Pike Place Market name and trademark solely on the album cover for both digital music platforms where the album will be sold and for the sale of LP Vinyl Albums as well as in any advertising related to said album; and

WHEREAS, Warner Records Inc. agrees that it 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

WHEREAS, Warner Records Inc. agrees that it 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; and,

WHEREAS, Warner Records agrees to compensate the PDA $10,000 licensing fee for the term of the agreement to be paid in one installment.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or her designee to execute a non-exclusive trademark licensing agreement with Warner Records Inc. for the use of the “Pike Place Market” name and trademark in conjunction with the album release and artwork for the album: The Head and The Heart - Live from Pike Place Market.

JJ McKay, Secretary/Treasurer

Date

Date Approved by Council:

For:  
Against:  
Abstained:  

PROPOSED RESOLUTION 21-09