# Market Programs Committee Meeting Agenda

**Date:** Tuesday, March 12, 2019  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** Economy Building Classroom, 1433 First Avenue (3rd Floor)  
**Committee Members:** Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), David Ghoddousi, Colleen Bowman, Paul Neal, Mark Brady and Ali Mowry

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<thead>
<tr>
<th>Time</th>
<th>Item</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</td>
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<td>Minutes for February 12, 2019</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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<td>4:10p</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith</td>
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<td>4:40p</td>
<td>IV. Reports and Discussion Items</td>
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<td></td>
<td>A. 2019 Daystall Rules &amp; Regulations Presentation and Discussion</td>
<td>David Dickinson</td>
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<td>B. Small Business Incubation 2019 Update</td>
<td>Matthew Holland</td>
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<td>C. 2018 Holiday Recap</td>
<td>Amy Wallsmith</td>
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<td>5:50p</td>
<td>V. Public Comment</td>
<td>Chair</td>
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<td>5:55p</td>
<td>VI. Concerns of Committee Members</td>
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<td>6:00p</td>
<td>VII. Adjournment</td>
<td>Chair</td>
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Wednesday, January 8th, 2019
4:00 p.m. to 6:00 p.m.
Economy Building Classroom, 1433 First Avenue (3rd Floor)

Committee Members Present: Patrice Barrentine, David Ghoddousi, Colleen Bowman, Mark Brady, Ali Mowry

Other Council Members Present:

Staff/Consultants Present: Mary Bacarella, Karin Moughamer, Amy Wallsmith, Scott Davies, David Dickinson, Zack Cook, John Turnbull

Others Present: Howard Aller, Bob Messina, Nick Setten, Russell Monroe

The meeting was called to order at 4:04 pm by Patrice Barrentine, Vice Chair.

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

   B. Approval of the Market Programs Committee November 6th, 2018 Minutes
      The November 6th, 2018 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    None.

III. Programs and Marketing Report
    Amy Wallsmith began by noting that Scott Davies has kicked off the education program for
    2019. In January there are 13 tours and 12 classroom lessons. This month the concierge program
    will begin. A consultant is helping a monthly program to reach out to hotel and residential within
    downtown. More information to come. The Instagram account is about to hit 100,000 followers,
    and Amy estimates that number will be reached in mid-February. Twitter has 89,000 followers
    and Facebook has 270,000 followers. Amy continued that she is hiring a senior public relations
    and program specialist and there is no end date for applying.

    David Ghoddousi asked if that position already existed. Amy Wallsmith responded yes, but
    additional responsibility was added and this is the job Kalyn previous held.

    Amy Wallsmith continued the Local Love Season/Festival is being brainstormed with various
    departments. This will be kicked off on February 9th with an event and will activate the whole
    Market, similar to Magic in the Market. It’s currently being called Local Love Fest and an official
    name will be released soon. Amy review some of the ideas for the event. Daffodil day is March
20th. At the February Market Programs meeting the 2018 programs will be reviewed as well as the Gift Guide.

Ali Mowry asked if programs are planned a year at a time or as one-offs. She feels these events would gain more traction if they are planned as traditions. Mary Bacarella responded some of these events are being planned as traditions but each program needs to be assessed for success.

Ali Mowry asked for the definition of ‘local.’ Mary Bacarella responded that will be discussed further in the meeting.

Colleen Bowman suggested promoting chocolate vendors during Local Love Fest. A discussion followed on some ideas for Local Love Fest.

A discussion followed about whether these events draw locals who spend money in the Market.

IV. Reports & Discussion Items

A. Community Surveys Regarding 2018 Market Programs and Events
Amy Wallsmith shared that three surveys were created to gather data related to 2018 MarketFront and Market programs offered. Those surveys include:
1. Craft participants in the programming, such as Stockings and Stuffers.
2. A survey for all day stall community to provide feedback on programming.
3. A survey for commercial tenants to provide feedback on Magic in the Market and Costumes on the Cobblestones

Mark Brady asked if the surveys are offered in another language. Mary Bacarella responded no. Zack Cook responded it’s easier to talk with people from the Hmong community rather than develop a written survey.

Ali Mowry asked what the response rate is for the surveys. David Dickinson responded past surveys have a 50% response rate but he expects more people will respond to the program participant survey. Zack Cook noted a lot of outside agencies conduct great research on farm initiatives.

Mary Bacarella added that survey information from the Small Business Incubation will be included in the February Programs meeting.

B. Downtown Resident Market Research Focus Groups
Amy Wallsmith shared questions that will be asked at two upcoming focus groups. One is for people who have lived downtown for ten plus years and another for people who have lived downtown for less than five years. Downtown has been defined. The goal is to understand the habits of people living downtown – shopping, dining, entertainment – as well as how people get their information and how they interact with the Market. A moderator will help guide the conversation and a full report will be generated.

Participants in the 10 plus years group must meet the following criteria:
- Ages 30-70
- Equal balance male and female
- Not employed by Pike Place Market
• Has not visited the Market in the last 12 months

Mary Bacarella added that participants will receive background information and it’s an opportunity to learn about what people feel and think about the Market to help plan marketing initiatives for the future.

Participates in the less than five years group must meet the following criteria:
• Ages 25-44
• Equal balance male and female
• Not employed by Pike Place Market
• Has not visited the Market in the last 12 months

Colleen Bowman asked the rational for people who have not visited the market in the last 12 months. Amy Wallsmith responded they wanted to talk with people who thought they knew the Market or only come when bringing an out-of-town guest. The goal is to break through that barrier.

Patrice Barrentine asked how many people will participate in each focus group. Amy Wallsmith responded the firm will recruit up to 12 and are hoping for 8-10 people in each group.

Colleen Bowman asked the range of downtown. Mary Bacarella responded its downtown plus the surrounding neighborhoods such as Queen Anne and Capitol Hill.

Mary Bacarella noted that an outcome of these focus groups is the development of an online survey that can be sent to a larger population to gather additional information.

Ali Mowry asked how the age ranges were selected. Amy Wallsmith responded they were looking for feedback from the new Seattleite, which is a younger demographic, and the older age range will hopefully provide information from people who have lived in Seattle for a while and may already know the Market.

David Ghoddousi asked if these questions will be sent to the concierge groups or condo residents. Mary Bacarella noted that is a good idea.

C. Revised Market Insider
Amy Wallsmith noted the Insider is produced for a targeted audience in the Market community and the goal for changing to an online format is to help provide feedback and statistics on what people are engaging with. In December 43.1% of people opened the link and in January 45.5% have opened it. Amy’s goal is to get to a 60% open rate. Through the Insider the marketing department has asked for businesses to update their directory information on the Market website.

Amy Wallsmith shared the updated Neighborhood News page which includes calendars for upcoming events around Seattle, and a place for people to sign-up for e-news.

Mark Brady noted that some of the font is hard to read on the email. He said it looked almost three-dimensional.
Ali Mowry noted that she appreciated getting information on the viaduct closure and commented that it was very thorough and comprehensive.

Patrice Barrentine also noted that the viaduct closure announcement was great and complimented the staff on putting that together.

Colleen Bowman suggested putting the Sign-Up for E-News button higher up on the Neighborhood News page.

Amy Wallsmith noted she forgot to mention the Holiday Night Market in her report above and asked David Dickinson to provide a recap.

David Dickinson noted this was an exciting event because it was an idea that was generated by craftspeople and supported by Daystall staff. Still waiting to hear back on surveys, but anecdotally the feedback was positive. Some people had good sales and those who did not still believed it was a good event to be at. Crafters requested to do it again and David believes there will be more experimentation over the summer with additional Night Market events.

Patrice Barrentine asked the date and time of the event. David Dickinson responded it took place on December 20th from 5-8 pm and was almost cancelled due to a wind storm. However, people started showing up and sales continued right up to 8 pm.

Colleen Bowman attended and said it was very festive.

Patrice Barrentine could not attend but was really supportive of the event and was excited that it happened.

David Dickinson noted more information will be provided next month in the 2018 recap.

Amy Wallsmith noted the Daystall department did a phenomenal job putting the event together in a short time.

Ali Mowry asked if that could be expanded to a larger event and if the Market would include crafters from outside the daystall community. David Dickinson responded nobody was turned away from participating but was glad it was a smaller size for the first event. Regarding guest artisans, there are people in the community that are supportive of that and would revisit that idea through more conversations.

A conversation continued on the success of other night Markets around Seattle during the holidays.

D. SR-99 Closure Communication Plan
Amy Wallsmith noted the plan included in the packet is an update of the one provided in November. Amy provided an overview of the updates, which include:

- Working with the aquarium marketing department to coordinate program collaboration
- The free waterfront shuttle has expanded the service time
- New signage in and around the garage promoting parking rates and still looking for ways to advertise parking near the Market.
- Flaggers will start next week, helping on Western Avenue, from 3:30-7:30 and parking staff will monitor if more or less time is needed.
- Additional Market blog posts are being produced and shared across social media platforms that help people get to the Market or hang out at the Market while traffic dies down.
- Commercial department is gathering information from Market tenants on ways they are promoting their businesses during the closure.
- Assessing advertising in WAZE, Apple maps and Google Business.
- Still looking to advertise on First Avenue light poles and still trying to find a place to park the farm truck offsite to promote the market.
- Viaduct closure communication will be ramped up in the coming week. The Neighborhood News Page has been revamped as a go-to place for Market businesses and residents.

Mary Bacarella added that between 6-10 am all loading trucks and deliveries are being counted to better understand the use of load and unload parking spots within the Market.

Mark Brady noted that more people are getting tickets, including UPS and USPS. Mary Bacarella responded staff can reach out to the Police Department.

Zack Cook noted that city police, in previous conversations, indicated they were going to be more aggressive with ticketing and it depends on the officer.

Colleen Bowman wondered if the loading zone be extended to 60 minutes or exploring a commercial delivery pass for people in the Market.

David Ghoddousi suggested using the farm truck around the city as a way to promote the Market, such as at Sounders games, Husky stadium, Amazon, etc.

Colleen Bowman asked if there will be something visual at the February viaduct event. Mary Bacarella responded she is working on it.

E. Fresh Bucks to Go Program
Zack Cook provided an overview of the program in which the City pays the PDA to deliver CSA boxes to preschools in Seattle that have low income students. The PDA participated in a pilot in 2018 and the city has extended that through 2019. In March 2019 an RFP will be put out for people to participate in the program in 2020.

i. Proposed Resolution 19-01: Authorization to Contract with City of Seattle on Pike Box to Go Program
Zack Cook introduced proposed resolution 19-01 which states:

WHEREAS, the Pike Place Market Preservation and Development Authority (PPMPDA) was chartered by the City of Seattle pursuant to RCW 35.21.730 et. Seq with the mission of promoting enterprises essential to the functioning of the Pike Place Market, including the preservation and expansion of the low-income residential community, the promotion and
survival of small businesses, and the expansion of services to the public market and community; and,

WHEREAS, the PPMPDA has established a program for weekly direct delivery of local farm produce under the name of Pike Box which furthers the distribution of fresh produce to local families and provides added revenue to farmers in a program where costs are funded through payments from customers and food supplement programs; and,

WHEREAS, in the last quarter of 2018, the PPMPDA extended this program as Fresh Box to Go under a contract with the City of Seattle to provide a limited bi-weekly distribution of fresh produce from small and medium-sized farms (all located in Washington State) to eligible families participating in the Seattle Preschool Program (SPP), Early Childhood Education and Assistance Program (ECEAP), SPP Pathway preschools and other sites as agreed upon with the City; and,

WHEREAS, the City of Seattle has proposed a one year continuation of this program, funded through the Sweetened Beverage Tax revenues in the amount of $143,296 for calendar year 2019; and,

WHEREAS, the PPMPDA confirms that this extension of the Fresh Box to Go will be consistent with its purposes, complement existing programs and that the level of reimbursement is sufficient to cover all incremental costs of food purchases, operations and staffing to operate in tandem with the existing Pike Box program,

NOW, THEREFORE, BE IT RESOLVED that the PPMPDA Council authorizes the PPMPDA Executive Director or her designee to enter into a contract with the City of Seattle Human Services Department for a contract to reimburse costs for an extension of the Fresh Box to Go – Pike Box Program in an amount not to exceed $143,296.

The funds for this project will be paid to the PPMPDA as provided in the contract dated January, 2019.

David Ghoddousi moved the proposed resolution and Colleen Bowman seconded the motion.

David Ghoddousi suggested the resolution be amended so that the Market farm truck has to be placed inside City Hall!

Patrice Barrentine asked how many schools boxes are being delivered. Zack Cook responded there are 8 schools, four schools alternate each week (A & B week). For week A, 105 boxes are delivered and for B week 150 boxes delivered, but eventually both weeks will deliver 150 boxes. Cascade Harvest, Seattle Tilth, and Pike Place Market are the participants. The boxes include recipes and Fresh Sheet.

Mark Brady noted the effects of the government shutdown on EBT. Zack Cook responded Fresh Bucks and this program are not affected by that.

Patrice Barrentine noted that this program achieves every value of the Market farm program.

For: Mark Brady, Ali Mowry, Colleen Bowman, Patrice Barrentine, David Ghoddousi
Against: 0  
Abstain: 0

Proposed Resolution 19-01 passed by a vote of 5-0-0.

V. **Resolutions to be Added to Consent Agenda**

Proposed Resolution 19-01: Authorization to Contract with City of Seattle on Pike Box to Go Program

VI. **Public Comment**

Bob Messina enjoyed the presentation on the Market Insider and is in favor of the new changes. He noted that in past Market Insiders he appreciated the Comings and Goings of PDA staff and did not see that in the current Market Insider.

Howard Aller feels the Pike Box to Go program is an extension of the market into the city and is a great way to provide farm produce to people. He would like to see continued support of the farm program and staff to ensure these programs continue. Howard also noted that the farm truck should always be included in any parade offered in this city!

VII. **Concerns of Committee Members**

Ali Mowry noted that she has been talking about a community transit program for a while but is still struggling to understand what the PDA is doing about next steps to create another program. That was stated in an August 2017 presentation. Ali would like to see the PDA continue to find ways of supporting a community transit program. Ali asked if any councilmembers would like to create a committee to further discuss or if this topic could be placed on a future agenda.

Mary Bacarella responded she can research this topic but does not feel comfortable going back to what was previously being done.

Patrice suggested adding this to the February Market Programs agenda.

Patrice Barrentine suggested finding ways to educate the community on ways businesses can provide transit benefits to their employees.

There was a conversation on the ways that business maybe are or are not providing transit benefits for their employees and what the previous community transit benefits were.

David Ghoddousi believes now is a great opportunity to talk with the city about community transit.

Ali Mowry noted that Commute Seattle is starting a committee to talk about transit issues and suggested someone from the Market participate in the committee.

Mark Brady asked if twenty minutes could be added to the agenda for brainstorming. Mark Brady felt decorations for the holidays were disappointing. Patrice Barrentine recommended waiting to see the results from the surveys regarding holiday events and that could be discussed during a programs meeting.
David Ghoddousi noted that this year was the most decoration he's seen the PDA do for the holidays and he hopes it continues and improves in future years.

A conversation continued on ideas for future Magic in the Market and other programs at the Market as well as the role of the committee on providing feedback to PDA staff.

Patrice Barrentine visited the Borough Market in London and would be happy to share photos at the February Market Programs.

VIII. **Adjournment**

The meeting was adjourned at 5:22 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Pike Place Market Press Coverage
October – December 2018 Q4 FINAL

Pike Place Market has been a tourist destination since its beginning, though Parsons + Co. strategized to make the Market a hotspot shopping, food, and drink destination for locals. With many events taking place in Q4, we used our media relations expertise to target local media to highlight the many vendors of the Market and bring people to shop at Pike Place.

Top Hits Include:

10/25: Seattle Times inclusion of Zombie Crawl in list of Halloween Events
11/24: Q13 Fox News featuring 50-second clip of Magic in the Market
12/11: Seattle Refined online featuring an in-depth look at the Online Gift Guide
12/15: King 5 Morning News featuring 5 Holiday Shopping segments at the Market

Zombie Crawl

October 22nd, 2018
*Emerald Palate*
Summary: Zombie Crawl inclusion in newsletter and online calendar
Reach: 900
Ad Value: $117.00
*Earned*

October 22nd, 2018
*The Stranger*
Summary: Zombie Crawl listed in online calendar with description and photo
Reach: 877,000
Ad Value: $1,899.96
*Earned*

October 22nd, 2018
*Do206*
Summary: Zombie Crawl listed in online calendar with description and photo
Reach: 23,880
Ad Value: $600.00
Earned

October 22\textsuperscript{nd}, 2018

\textbf{Blok24 App}
Summary: Zombie Crawl listed on App calendar
Views: 5,000 views
Ad Value: $65.00

Earned

October 22\textsuperscript{nd}, 2018

\textbf{Seattle Weekly}
Summary: Zombie Crawl listed in online calendar with description with photo (Link expired)
Reach: 533,850
Ad Value: $2,397.00

Earned

October 23\textsuperscript{rd}, 2018

\textbf{Sip Northwest}
Summary: Zombie Crawl listed in online calendar with description
Reach: 1,350
Ad Value: $139.50

Earned

October 23\textsuperscript{rd}, 2018

\textbf{Patch Seattle}
Summary: Zombie Crawl listed in online calendar with description and photo
Reach: 443,764
Ad Value: $1,230.76

Earned

October 23\textsuperscript{rd}, 2018

\textbf{Seattle Met}
Summary: Event listing in online calendar
Reach: 68,460
Ad Value: $952.20

Earned

October 25\textsuperscript{th}, 2018

\textbf{Seattle Times}
Summary: Inclusion in Halloween events weekend online, 66 Fun and Spooky Halloween Events in Greater Seattle (Link Expired)
Reach: 560,692
Ad Value: $1,357.60
Earned

October 26th, 2018
*Seattle Refined*
Summary: Inclusion of Zombie Crawl in weekend roundup events
Reach: 136,500
Ad Value: $4,712.00
Earned

October 26th, 2018
*The Stranger*
Summary: Inclusion of Zombie Crawl in weekend roundup events
Reach: 877,000
Ad Value: $1,055.53
Earned

| ZOMBIE CRAWL TOTAL EARNED VALUE: $14,526.55  
| ZOMBIE CRAWL TOTAL VALUE: $14,526.55 |

**Costumes on the Cobblestones:**

October 22nd, 2018
*Seattle Weekly*
Summary: Costumes on Cobblestones listed in online calendar with description and photo (Link expired)
Reach: 533,850
Ad Value: $719.10
Earned

October 22nd, 2018
*Blok24 App*
Summary: Costumes on Cobblestones listed in App calendar
Views: 5,000 views (Link not available, on APP)
Ad Value: $65.00
Earned

October 22nd, 2018
*Do206*
Summary: Costumes listed in online calendar
Reach: 23,880
Ad Value: $600.00

October 23rd, 2018

*Patch Seattle*
Summary: Costumes listed in online calendar with description and photo
Reach: 443,764
Ad Value: $1,230.76

Earned

October 26th, 2018

*Seattle Refined*
Summary: Inclusion of Costumes on Cobblestones in weekend roundup events
Reach: 136,500
Ad Value: $4,712.00

Earned

October 26th, 2018

*Round.NYC*
Summary: Event Listing of Costumes on Cobblestones
Reach: 3,600
Ad Value: $52.30

Organic

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COSTUMES ON THE COBBLESTONES TOTAL EARNED VALUE: $7,326.86
COSTUMES ON THE COBBLESTONES TOTAL VALUE: $7,379.16

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**Election Day**

November 5, 2018

*The Evergrey*
Summary: Inclusion in Weekly Newsletter online
Reach: 5,550
Ad Value: $98.58

Organic

November 6, 2018

*Seattle Met*
Summary: Inclusion in Election Day Festivities Article online
Reach: 68,460
Ad Value: $2,858.82
**Earned**

November 6, 2018  
**Do206**  
Summary: Election Day Cake listed in online calendar  
Reach: 23,880  
Ad Value: $600.00  
**Earned**

November 6, 2018  
**The Stranger**  
Summary: Event Listing with photo  
Reach: 877,000  
Ad Value: $1,899.96  
**Earned**

**ELECTION DAY TOTAL EARNED VALUE: $5,358.76**  
**ELECTION DAY TOTAL VALUE: $5,457.34**

**Magic in the Market**

October 30, 2018  
**Conde Nast Traveler**  
Summary: Inclusion in list of events in Seattle in November online (Link expired)  
Reach: 3,723,390  
Ad Value: $9,856.02  
**Organic**

November 8, 2018  
**Blok24 App**  
Summary: Magic in the Market listed in App Calendar (Link not available, on APP)  
Reach: 5,000 views  
Ad Value: $65.00  
**Earned**

November 8, 2018  
**Do206**  
Summary: Magic listed in online calendar  
Reach: 23,880  
Ad Value: $600.00  
**Earned**
November 12, 2018

**Narcity**
Summary: Inclusion in list of things to do in Washington in the winter
Reach: 3,596,610
Ad Value: $745.20
*Organic*

November 12, 2018

**Carpe Diem Seattle**
Summary: Event listing in online calendar
Reach: 88,740
Ad value: $849.30
*Organic*

November 12, 2018

**Emerald Palate**
Summary: Calendar listing in newsletter
Reach: 900
Ad Value: $117.00
*Earned*

November 13, 2018

**Red Tricycle**
Summary: Event listing in online calendar with photo
Reach: 794,550
Ad Value: $1,575.81
*Earned*

November 13, 2018

**The Stranger**
Summary: Event listing in online calendar with photo
Reach: 877,000
Ad Value: $1,899.96
*Earned*

November 14, 2018

**Seattle Weekly**
Summary: Event listing in online calendar with photo
Reach: 533,850
Ad Value: $2,397.00
*Earned*
November 18, 2018

*Seattle’s Child*
Summary: Inclusion in list of events around Seattle for kids online
Reach: 4,140
Ad Value: $770.04
*Earned*

November 19, 2018

*The Stranger*
Summary: Inclusion in list of events in Seattle week of Nov. 19 online
Reach: 877,000
Ad Value: $1,055.00
*Earned*

November 20, 2018

*CW Seattle-KSTW*
Summary: Inclusion in list of events in Seattle week of Nov. 19 online
Reach: 1,982,480
Ad Value: $1,243.76
*Earned*

November 20, 2018

*Parent Map*
Summary: Event listing in online calendar
Reach: 111,000
Ad Value: $5,044.80
*Organic*

November 20, 2018

*The Stranger*
Summary: Inclusion in list of events in Seattle online calendar
Reach: 877,000
Ad Value: $422.21
*Earned*

November 20, 2018

*Seattle Refined*
Summary: Article about the reindeer visiting the market at Magic in the Market
Reach: 136,500
Ad Value: $4,712.00
*Earned*
November 21, 2018

**Fresh Jess**
Summary: Inclusion in holiday event roundup in newsletter and online blog
Reach: 1,200
Ad Value: $138.00
Earned

November 22, 2018

**Seattle Refined**
Summary: Inclusion in weekly round-up of things to do in Seattle weekend of 11/22 online
Reach: 136,500
Ad Value: $4,712.00
Earned

November 23, 2018

**The Stranger**
Summary: Inclusion in Seattle Weekend “cheat sheet” online
Reach: 877,000
Ad Value: $1,055.53
Earned

November 24, 2018

**Bre Sheppard**
Summary: Instagram story and post on social media account
Reach: 137,000
Ad Value: $146.00
Earned

November 24, 2018

**JOE TV/ KCPQ**
Summary: 50 second clip on Nightly Q13 FOX News at 9:19 p.m.
Reach: 585,700
Ad Value: $24,494.26
Earned

November 26, 2018

**Sunset Online**
Summary: Inclusion in readers’ favorite local holiday traditions
Reach: 874,500
Ad Value: $3,845.30
Organic

MAGIC IN THE MARKET TOTAL EARNED VALUE: $45,403.57
MAGIC IN THE MARKET TOTAL VALUE: $65,744.19

Holiday Shopping / Gift Guide

December 1, 2018
London Free Press
Summary: A story of a family trip to Seattle during the holidays
Reach: 688,890
Ad Value: $9,792.90
Organic

December 11, 2018
Seattle Refined
Summary: A summary of the Gift Guide items and categories
Reach: 136,000
Ad Value: $5,712.00
Earned

December 15, 2018
King 5 Morning News
Summary: 5 segments of Holiday Shopping opportunities at Pike Place Market (21 min, 47 sec total)
Reach: 175,000
Ad Value: $2,831,400.00
Earned

Holiday Night Market

December 13, 2018
Seattle Patch
Summary: An event listing in the online calendar with photo
Reach: 443,764
Ad Value: $1,230.76

HOLIDAY SHOPPING/GIFT GUIDE TOTAL EARNED VALUE: $2,837,112.00
HOLIDAY SHOPPING/GIFT GUIDE TOTAL VALUE: $2,846,904.90

Pike Place Market Coverage Report 2018
Earned

December 13, 2018

*The Stranger*
Summary: An event listing in the online calendar with photo
Reach: 877,000
Ad Value: $1,899.96

Earned

December 17, 2018

*Seattle Pi*
Summary: An event listing in the online calendar with photo
Reach: 918,000
Ad Value: $2600.56

Earned

December 19, 2018

*The Stranger*
Summary: Inclusion in a list of Markets for holiday shopping
Reach: 877,000
Ad Value: $1,055.00

Earned

December 20, 2018

*The Stranger*
Summary: Inclusion in a list of easy events in Seattle Dec. 20-24
Reach: 877,000
Ad Value: $955.00

Earned

| HOLIDAY NIGHT MARKET TOTAL EARNED VALUE: $7,741.28 |
| HOLIDAY NIGHT MARKET TOTAL VALUE: $7,741.298 |

**Jazz Music in the Economy Atrium**

December 6, 2018

*The Stranger*
Summary: Event listing in online calendar
Reach: 877,000
Ad Value: $1,099.96

Earned
December 7, 2018
*Seattle Weekly*
Summary: Event listing in online calendar
Reach: 533,850
Ad Value: $1,397.00
*Earned*

<table>
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<th>Event</th>
<th>Total Earned Reach</th>
<th>Total Earned Value</th>
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</thead>
<tbody>
<tr>
<td>Zombie Crawl</td>
<td>3,523,896</td>
<td>$14,526.55</td>
</tr>
<tr>
<td>Costumes on Cobblestones</td>
<td>1,142,994</td>
<td>$7,326.86</td>
</tr>
<tr>
<td>Election Day</td>
<td>969,340</td>
<td>$5,358.76</td>
</tr>
<tr>
<td>Magic in the Market</td>
<td>7,844,765</td>
<td>$45,403.57</td>
</tr>
<tr>
<td>Holiday Shopping/ Gift Guide</td>
<td>311,000</td>
<td>$2,837,112.00</td>
</tr>
<tr>
<td>Holiday Night Market</td>
<td>3,115,764</td>
<td>$7,741.28</td>
</tr>
<tr>
<td>Live Jazz Music</td>
<td>1,410,850</td>
<td>$2,496.96</td>
</tr>
<tr>
<td>TOTAL</td>
<td>15,202,845</td>
<td>$2,919,965.98</td>
</tr>
</tbody>
</table>

**Q4 TOTAL EARNED COVERAGE VALUE: $2,919,965.98**
Preface Statement from PDA Staff

The PDA staff thanks all who participated in the 2019 Daystall Rules Review process: those who proposed rules, those who attended the community meeting, those who registered written comment, and those who took the time to review the materials.

This year, because of the difficulties posed by the snowstorm, we extended the deadline for written comment by a week and we received nine more submissions of written comment.

We would like to address two general themes that emerged in proposals for changes to the rules.

Attendance requirements.

As in years past, we received several suggestions for amending the rules to reduce the attendance requirements for craft vendors in order to sell in the Market on Saturdays. While understanding that some vendors may wish to sell less frequently in the Market, the PDA needs to balance these requests against the need for our 7 day a week market to present a viable setting for vendors and customers. The strength of the Market requires a critical mass and representation of the variety of products available throughout the week and seasons of the year. In recent past, the PDA has reduced attendance requirements on the basis of accrued seniority and has re-structured the “off season” list in a fashion increases attendance flexibility significantly. In addition to 8 new weeks of vacation every year, plus the ability to roll over 8 unused vacation weeks from the previous year:

- Complete overhaul of the Off Season List, more flexible attendance requirements
- An additional vac. week added at both 20- & 25-year mark
- One-day week option for Permit holders reaching their 30th year
- 2 extra vac. weeks for permit holders doing 2X the minimum attendance
- Up to 2 extra vac. weeks for Permits doing Mon.-Tue.-Wed. blocks in the Off Season
- Attendance credits for business education & program volunteer participation

Staff have recommended such changes in a manner intended to balance needs at the front, middle and back of the seniority list. The PDA has also increased the number of spaces available to provide more opportunities for vendors to sell on Saturdays and summer weekends. The staff recommends against any further changes that would reduce requirements for vendors to sell in the Market on weekdays.

Artisanal food

This year the PDA staff introduced a proposal to add local food making artisans to the list of approved crafts. These types of products, featuring local food producers, are growing in number and increasingly evident at other markets and similar venues. The staff proposed a limited one year trial to test the viability of incorporating this type of artisan producer into the daystalls. Concerns were expressed about impacts of sampling, the possibility of diluting a sense of a craft market, and others. Other comments acknowledged that the overall idea made sense, but suggested they be accommodated in an area of the Market not reserved for Daystalls. Staff have decided to withdraw this proposal from Daystall Rules at this time and to explore options for incorporating and incubating artisan food producers in other areas the Market.
Daystall Rules Review Schedule 2019

Revised 2/21/2019

Friday, January 11, 2019: Deadline for 2019 Daystall Rule Change Proposals
Completed proposal forms must be turned in to Daystall staff or to PDA Front Desk by 5:00 p.m.

Friday, January 25, 2019: Distribution of Compiled Rule Change Proposals
Mailed to PDA Council members and available online and at PDA Front Desk for all other interested parties.

Thursday, February 7, 2019: Daystall Community Meeting
Classroom in the Economy Building, 5:00 p.m.
Daystall staff will present the rule change proposals and listen to initial community feedback.

Tuesday, February 12, 2019: Market Programs Committee of PDA Council
Short Presentation of Proposed Rules, 4:00 p.m.
Daystall staff will present a draft of proposed rule changes to Council members.

Wednesday, February 20, 2019: Deadline for written responses to draft rules proposals
Daystall staff must receive responses by 5:00 p.m. (extended one week)

Wednesday, February 27, 2019: Final draft proposals distributed
Mailed to PDA Council members and available online and at PDA Front Desk for all other interested parties. (extended one week)

Tuesday, March 12, 2019: Market Programs Committee of PDA Council
Presentation of Rules for Full Discussion, 4:00 p.m.
Public hearing on recommended changes to the Daystall Rules and Regulations.

Rules Presentation & Final Approval, 4:00 p.m.
Council will vote on the proposed recommendations for the 2019-2020 Daystall Rules & Regulations

For more information: please contact David Dickinson at 206.774.5224 or davidd@pikeplacemarket.org
<table>
<thead>
<tr>
<th>Prop #</th>
<th>Author</th>
<th>Representing</th>
<th>Affecting</th>
<th>Proposal</th>
<th>Staff Rec</th>
<th>Rationale</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shari Druckman-Roberts</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that attendance requirements are suspended when the temperature drops below 32 degrees fahrenheit and rises above 90 degrees fahrenheit.</td>
<td>Oppose</td>
<td>Status Quo seems to be working, and the proposed criteria seem too specific and limited to be useful. In recent snow conditions, attendance requirements were suspended. Staff take multiple factors into consideration when weighing a Market wide suspension of attendance requirements. Staff operate with a general policy of, &quot;If you can't safely travel to or work in the market, contact staff to be excused.&quot; This was heavily emphasized during the intense wildfire smoke of summer, 2108.</td>
<td>1 comment opposed, 3 comments in support, 1 mixed.</td>
</tr>
<tr>
<td>2</td>
<td>Jonathan Berner</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes increasing the # times per year for those reaching 1-year mark on Off Season can elect to advance to regular list, from Jan. 1 to quarterly.</td>
<td>Support in modified form.</td>
<td>Staff support offering advancement opportunities semi-annually, whereas quarterly adjustments of the list would be too frequent.</td>
<td>1 comment in support, 1 opposed.</td>
</tr>
<tr>
<td>3</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Craftspeople</td>
<td>Updates to Off Season Craft List rules addressing consistency and issues from previous years' Off Season rule changes</td>
<td>Staff support their own proposal</td>
<td></td>
<td>1 comment in support.</td>
</tr>
<tr>
<td>4</td>
<td>Ryan Sanderson</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that Sundays count towards working on a Saturday for craftspeople who work all the days themselves.</td>
<td>Oppose</td>
<td>Staff do not support further reduction of current attendance requirements. Please see attached &quot;Statement from PDA Staff RE. 2019-20 Daystall Rules Review proposals &quot;</td>
<td>9 comments in support, 2 opposed.</td>
</tr>
<tr>
<td>5</td>
<td>Vickie Clark</td>
<td>Craftspeople</td>
<td>Craftspeople</td>
<td>Proposes that Sunday attendance should count as one of the two days needed to work Saturdays.</td>
<td>Oppose</td>
<td></td>
<td>9 comments in support, 1 opposed.</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Affiliation</td>
<td>Proposes</td>
<td>Support/Oppose</td>
<td>Comments in Support/Opposed</td>
<td></td>
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<tr>
<td>6</td>
<td>Barbara Matteson</td>
<td>Craftspeople</td>
<td>Proposes that Sunday attendance should count as one of the two days needed to work Saturdays.</td>
<td>Oppose.</td>
<td>10 comments in support, 1 opposed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Barb Benning</td>
<td>Craftspeople</td>
<td>Proposes that 1 day week attendance for those vendors attaining 25 years of market service.</td>
<td>Oppose.</td>
<td>5 comments in support.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Barb Benning</td>
<td>Craftspeople</td>
<td>Proposes that all accumulated vacation time be carried forward.</td>
<td>Oppose.</td>
<td>5 comments in support, 2 opposed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Barb Benning</td>
<td>Craftspeople</td>
<td>Proposes that all federal holidays count as 1 day weeks for market community.</td>
<td>Oppose.</td>
<td>6 comments in support, 2 opposed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Barb Benning</td>
<td>Craftspeople</td>
<td>Proposes that business should only be required to stay open until 4pm (instead of 5pm) on Thursday from June-September.</td>
<td>Staff agree in principal that vendors will stay when sales warrant, and that change won’t impact Thursday attendance. In fact, Thursday attendance might increase.</td>
<td>6 comments in support.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Kathi Allen</td>
<td>Craftspeople</td>
<td>Proposes that businesses should only be required to stay open until 4pm (instead of 5pm) on Thursday from June-September.</td>
<td>Support.</td>
<td>7 comments in support.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Kristin Schwartz</td>
<td>Craftspeople</td>
<td>Proposes that business should only be required to stay open until 4pm (instead of 5pm) on Thursday from June-September.</td>
<td></td>
<td>7 comments in support.</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Name</td>
<td>Group</td>
<td>Proposal</td>
<td>Staff Support/Opinion</td>
<td>Comments</td>
<td></td>
<td></td>
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<tr>
<td>13</td>
<td>Shawn Bettinger</td>
<td>Craftspeople</td>
<td>Proposes controls on samples of lotion, creams, balms, etc. with potential to damage neighbor's products.</td>
<td>Staff feel this is a reasonable proposal, supporting careful management of possible damage while providing increased opportunity to personally engage with customers.</td>
<td>2 support, 4 opposed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Corrects Contextual Omission from a 2018 Rule Change RE. Morning Check In Time</td>
<td>Staff support their own proposal.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Kristeena and Ron Sabando</td>
<td>Craftspeople</td>
<td>Proposes that all new vendors screened in be on a 1 year probationary period during vendor may be asked to leave with the option to reapply in one years time.</td>
<td>Support in modified form. In instances where new vendors generate multiple, documented infractions of the rules in their first year, staff may opt to not renew their permits.</td>
<td>2 support, 1 opposed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Rachael Jobe Cuba</td>
<td>Craftspeople</td>
<td>Proposes that all new vendors screened in be on a 1 year probationary period during vendor may be asked to leave with the option to reapply in one years time.</td>
<td>Support in modified form. In instances where new vendors generate multiple, documented infractions of the rules in their first year, staff may opt to not renew their permits.</td>
<td>2 support, 1 opposed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Peter Schaible</td>
<td>Craftspeople</td>
<td>Proposes selective applications of penalties in circumstances of violation in which the penalty may be applied to specifically the offending member of a joint permit.</td>
<td>Oppose. Current rules are flexible enough to address this sort of issue.</td>
<td>1 support, 1 mixed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Proposes insertion of graphic map illustrating Hildt-Licata designated Farm- and Craft -Prefered Tables</td>
<td>Staff support their own proposal.</td>
<td>1 support.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Farmers &amp; Craftspeople</td>
<td>Proposes 1 year, limited trial of New Craft Category allowing Artisanal Food Products</td>
<td>Staff withdrew their own proposal</td>
<td>Staff acknowledge numerous concerns about how artisanal food makers would integrate positively into the Daystalls. At the same time, staff see that the growth of this type of artisan and the increase in demand from the public warrant the development of opportunities at Pike Place Market, which has an historic emphasis on food and producers. As suggested by multiple commentors, perhaps these trial opportunities could be developed in other areas of Market not reserved for daystall use.</td>
<td>8 comments opposed, 3 mixed, 1 in support.</td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td></td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Farmers &amp; Craftspeople</td>
<td>Proposes Annual 3% table rent increase</td>
<td>Staff support their own proposal.</td>
<td></td>
<td>2 comments opposed, 1 mixed.</td>
</tr>
<tr>
<td></td>
<td>Brian Sweed</td>
<td>Buskers</td>
<td>Buskers</td>
<td>Proposes that electric music be allowed, but may be heard no further than 4 feet from the performer.</td>
<td>Oppose</td>
<td>Rule not consistent with Historic Commission guidelines, which supersede Daystall Rules.</td>
<td>3 comments opposed.</td>
</tr>
<tr>
<td></td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Buskers</td>
<td>Proposes that Non-Interference Clause apply to Buskers</td>
<td>Staff support their own proposal.</td>
<td></td>
<td>1 comment in support.</td>
</tr>
<tr>
<td></td>
<td>PDA Staff</td>
<td>PDA</td>
<td>Buskers</td>
<td>Proposes Limits on Performance Duration for Cave Spot</td>
<td>Staff support their own proposal.</td>
<td></td>
<td>1 comment in support.</td>
</tr>
</tbody>
</table>
Defined Program Objectives

Build a relevant educational curriculum
Increase opportunities for financial success
Support and develop existing small businesses
Cultivate in-house professional educators
Recruit high-quality new artisan vendors and tenants
Provide resources to help businesses make “Arcade to Internet” connection
Classes / Workshops Offered

- Ventures partnership - Jen Hughes
- A Communications Plan that Works
  - Leveraging media resources, press releases and unearned media to tell your story
- Effective & Efficient Digital Marketing
  - Creating a solid digital marketing plan
- A Business Plan to Make More Money
  - Break even point, profit and loss and cash flow
- Merchandising Refresh
  - Refresh of merchandising and display strategies
Event Marketing and Community Outreach

- Announced workshops in the September Market Insider
- Hand-delivered paper flyer to all tenants
- Electronic registration invite to commercial, daystall and farm
- Marketmaster reminders at roll-call
- Reminder emails sent one week and 24 hours prior to workshop

Custom notepads distributed at workshops
### Attendance / Business Participation

<table>
<thead>
<tr>
<th>Plan Description</th>
<th>Commercial</th>
<th>Daystall</th>
<th>Farm</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Communication plan that works</td>
<td>10</td>
<td>5</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Effective and Efficient Digital Marketing</td>
<td>12</td>
<td>5</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>A Business Plan to Make More Money</td>
<td>11</td>
<td>3</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>Merchandising Refresh</td>
<td>11</td>
<td>2</td>
<td>1</td>
<td>14</td>
</tr>
</tbody>
</table>
Participant Evaluations

- 32 Survey participants across three classes
- A least 50% of business owners came in with little to no existing knowledge of subject matter on all topics.
- 100% of business owners stated they learned, some to a lot from workshops.

Highlights:
Area of least tenant knowledge before:
“How to create Effective content for digital media”

Area of most Improvement:
“How Cash Flow can flow can help you make better decisions”

Comment(s):
Overall very positive about curriculum and organization.
Added Value: Ability for business owners to share ideas.
Next Steps

- Classes offered Semiannually (Spring and Fall)
- Daystall will focus efforts on growing their Pike Place Educators Program, a peer-to-peer support system to help craftspeople.
- Farm will focus April – June on farm visits and on-site consultations.
2019 Workshop Schedule

Spring Workshops: 5 Workshops and a Marketing Meet & Greet
April and May

- Instagram 101 – Beginners
  Instructor: Marketing Department (Tanya/Amy)
- Instagram 102 – Intermediate
  Instructor: Marketing Department (Tanya/Amy)
- Instagram 103 – Advanced
  Instructor: Marketing Department (Tanya/Amy)
- Marketing Meet & Greet
- Building Website/E-Commerce Presence
  Instructor: Ventures
- Product Photography
  Instructor: Ventures
- Daystall: Re-Boot Product Photography
  Instructor: Daystall/Peer Coaches
- Farm: Farmer Risk Management
  Instructor: TBD

Fall Workshops: 6 Workshops
September and October

- Facebook Business 101 – Beginners
  Instructor: Marketing Department (Tanya/Amy)
- Facebook Business 102 – Intermediate
  Instructor: Marketing Department (Tanya/Amy)
- Facebook Business 103 – Advanced
  Instructor: External Expert
- Email Marketing for the Holiday Season
  Instructor: Marketing Department (Tanya/Amy)
- Taxes for small business
  Instructor: Ventures
- Building a Brand
  Instructor: Ventures
- Daystall: Holiday prep theme
  Instructor: Daystall/Peer Coaches
Pike Place Market

2018 Holiday Campaign
& Online Gift Guide

Recap
Holiday Campaign Goals

- **Draw visitors** into the Market encouraging exploration throughout the nine acre Historical District
- **Create new reasons for locals to visit** and shop at Pike Place Market
- **Increase duration of visits** to Pike Place Market
- **Continue to integrate MarketFront spaces** into the overall Pike Place Market
- **Develop partnerships with local organizations** to enhance programming
- **Expand awareness and stature** of Daystall handmade crafts
New this year:

- **Baby Reindeers** – Jingle Belle and Willow from Santa’s Reindeer Company, located on Pike Place
- **Sasquatch Photo Op** – Created by artist Kelice Penney of Careful It Bites, we set up a winter wonderland photo opt in the DownUnder
- **New Entertainment** – Santa’s entrance and performance before the tree lighting
- **Activities at MarketFront Pavilion** – Wrapping paper decorating, temporary tattoos, demonstrations, stocking displays and contest, and Meet the Artist opportunities
- **Hosted a Pig Meet Up**
December/Holiday Promotions

Holiday PIN:
19th year of this Market tradition
These holiday buttons are the creations of Daystall artist Graig Anderson, and mark the 19th year of this Market tradition. This year we extra buttons were purchased and shared with Commercial businesses.

Jazz in the Atrium
First three weekends in December
Roosevelt, Garfield & Ballard High
December/Holiday Promotions

Visit Seattle Holiday Breakfast Pop-Up Holiday Market:
From concierges to executives, local industry veterans and new professionals attended this December event. 712 Attendees (record attendance for the event) Raised $5,000 for the Market Foundation from 180 new possible donors!

Anecdotal feedback:
● “Thank you so much for inviting us to be a part of this event! “ - Seattle Candle Company
● “Thank you for making such a fun and memorable event and allowing indi chocolate to participate.” - indi chocolate
December/Holiday Promotions

Visit Seattle Holiday Campaign: visitseattle.org/holidays or Direct URL: letsunwrapthistown.com

Magic in the Market was featured in one of 14 short holiday videos in Visit Seattle’s campaign.
December/Holiday Promotions

Night Market:
Thursday, December 20
MarketFront Pavilion
Over 30 Market Businesses participated.
Promoted the event via social media and a Visit Seattle partner email blast.

Anecdotal feedback:
- “The night market was great despite the crazy weather. I feel like we could even do a few more evenings around the holidays.”
- Social: “Cool we always wanted to go at night!” “One of the many reasons I’m not leaving Seattle for the holidays next year.” “Love the list of festive food and crafts”
Paid Digital – Banner Ads

Programmatic Banner Ads & **NEW** Retargeting Ads

Campaigns:
- **Gift Guide:** 12/3 – 12/24
- **Shop & Eat at the Market:** 12/27 – 1/1

Website Examples:

Topline Results:
- **Overall Spend:** $6,000
- **Impressions:** 836,639
- **Link Clicks:** 1,540
- **CTR:** 0.18% (Benchmark 0.07%)

<table>
<thead>
<tr>
<th>Tactic Name</th>
<th>Imps</th>
<th>Clicks</th>
<th>CTR</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contextual Targeting - Holiday</td>
<td>370,872</td>
<td>659</td>
<td>0.18%</td>
<td>$2,621.97</td>
</tr>
<tr>
<td>Retargeting: &quot;Discover&quot; Creative</td>
<td>4,274</td>
<td>77</td>
<td>1.80%</td>
<td>$35.79</td>
</tr>
<tr>
<td>Audience Targeting - Holiday Shoppers</td>
<td>444,715</td>
<td>688</td>
<td>0.15%</td>
<td>$3,190.63</td>
</tr>
<tr>
<td>Retargeting: Gift Guide</td>
<td>16,778</td>
<td>116</td>
<td>0.69%</td>
<td>$96.39</td>
</tr>
<tr>
<td><strong>Totals:</strong></td>
<td>836,639</td>
<td>1,540</td>
<td>0.18%</td>
<td>$5,944.78</td>
</tr>
</tbody>
</table>
Search Engine Marketing (SEM) Campaigns: Google Ads

- **Gift Guide**: 12/3 – 12/24
- **Shop & Eat at the Market**: 12/27 – 1/1

<table>
<thead>
<tr>
<th>Ad group</th>
<th>Headlines</th>
<th>Optional Headline</th>
<th>Description</th>
<th>Imps</th>
<th>Clicks</th>
<th>CTR</th>
<th>Avg Pos</th>
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</thead>
<tbody>
<tr>
<td>Gift Guide</td>
<td>Thousands of Ideas</td>
<td></td>
<td>Things you won’t find anywhere else, made like nowhere else! Find the perfect gift at Pike Place Market.</td>
<td>13,958</td>
<td>280</td>
<td>2.01%</td>
<td>2.7</td>
</tr>
<tr>
<td></td>
<td>One Perfect Gift</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gift Guide</td>
<td>Pike Place Market</td>
<td></td>
<td>Things you won’t find anywhere else, made like nowhere else! Find the perfect gift at Pike Place Market.</td>
<td>9,648</td>
<td>66</td>
<td>0.68%</td>
<td>2.2</td>
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<tr>
<td></td>
<td>Thousands of Ideas</td>
<td></td>
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</tr>
<tr>
<td>Post Holiday</td>
<td>Spend the Day at the Market</td>
<td></td>
<td>See what’s new at the Pike Place Market.</td>
<td>110,388</td>
<td>229</td>
<td>0.21%</td>
<td>2.8</td>
</tr>
<tr>
<td></td>
<td>Explore Shops, Crafts, &amp; Food</td>
<td>--</td>
<td>Things you won’t find anywhere else, made like nowhere else!</td>
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<tr>
<td><strong>Totals:</strong></td>
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<td></td>
<td></td>
<td>133,994</td>
<td>575</td>
<td>0.43%</td>
<td>2.3</td>
</tr>
</tbody>
</table>

**Topline Results:**

- **Search & WAZE Shared Spend**: $3,400
- **Impressions**: 133,994
- **Clicks**: 575
- **CTR**: 0.43% (Benchmark .1%)
- **Average Page Position**: 2.3
*NEW* Paid Digital - WAZE

WAZE Campaigns:
- Parking in the Market: 12/3 – 12/31

Topline Results:
- Search & WAZE Shared Spend: $3,400
- Total Impressions: 608,314
- Total Navigations: 832

Tactic SEARCH:
- Clicks: 756
- CTR: 10.98% (Benchmark 1.85-6.66%)
- Navigations: 794
- Navigation Rate: 11.53%
Paid Social Advertising

Campaigns:
- **Gift Guide**: 12/3 – 12/24
- **Shop & Eat at the Market**: 12/27 – 1/1

Audience Targeting:
- Downtown Workers
- 25 miles radius of downtown core

Tactics:
- Carousel Ads, Newsfeed Posts, Instagram Posts and Stories
- 25 miles radius of downtown core

Topline Results:
- **Overall Spend**: $5,600
- **Impressions**: 397,184
- **Clicks**: 6,065
- **CTR**: 1.53% (Benchmark 1%)

<table>
<thead>
<tr>
<th>Starts</th>
<th>Ends</th>
<th>Ad Set Name</th>
<th>Imps</th>
<th>Clicks</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/3/18</td>
<td>12/5/18</td>
<td>Instagram Posts Gift Guide</td>
<td>5,289</td>
<td>49</td>
<td>0.92%</td>
</tr>
<tr>
<td>12/3/18</td>
<td>12/5/18</td>
<td>Facebook Posts Gift Guide</td>
<td>7,507</td>
<td>256</td>
<td>3.41%</td>
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<tr>
<td>12/6/18</td>
<td>12/9/18</td>
<td>Pike Place Carousel Ad</td>
<td>9,879</td>
<td>83</td>
<td>0.84%</td>
</tr>
<tr>
<td>12/10/18</td>
<td>12/12/18</td>
<td>Pike Place Carousel Ad - Updated Targeting</td>
<td>12,365</td>
<td>245</td>
<td>1.98%</td>
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<tr>
<td>12/11/18</td>
<td>12/16/18</td>
<td>Gifts For Kids FB Moms</td>
<td>20,932</td>
<td>308</td>
<td>1.47%</td>
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<tr>
<td>12/11/18</td>
<td>12/16/18</td>
<td>Gifts For Kids FB Inclusive</td>
<td>7,651</td>
<td>84</td>
<td>1.10%</td>
</tr>
<tr>
<td>12/12/18</td>
<td>12/17/18</td>
<td>Instagram Stories</td>
<td>30,831</td>
<td>26</td>
<td>0.88%</td>
</tr>
<tr>
<td>12/14/18</td>
<td>12/20/18</td>
<td>Event: Holiday Night Market</td>
<td>30,580</td>
<td>297</td>
<td>0.97%</td>
</tr>
<tr>
<td>12/17/18</td>
<td>12/24/18</td>
<td>Pike Place Carousel Ad - Second Flight</td>
<td>98,607</td>
<td>966</td>
<td>1.41%</td>
</tr>
<tr>
<td>12/19/18</td>
<td>12/24/18</td>
<td>Pike Place Carousel Ad - Friends of Likes</td>
<td>56,249</td>
<td>717</td>
<td>1.27%</td>
</tr>
<tr>
<td>12/19/18</td>
<td>12/24/18</td>
<td>Pike Place Carousel Ad - Competitive Targeting</td>
<td>73,248</td>
<td>748</td>
<td>1.02%</td>
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<tr>
<td>12/27/18</td>
<td>12/31/18</td>
<td>Post: “It’s time to celebrate 2018 and ring in 2019”</td>
<td>74,148</td>
<td>2,286</td>
<td>3.08%</td>
</tr>
</tbody>
</table>

Totals: 397,184, 6,065, 1.53%
PDA Generated Social Content

Instragam Stories:
- **Impressions**: 25,643 (1,000 in 2017)

Dec 4: Tis the Season to Shop Local: 2,345 impressions
Dec 9: **Holiday Gift Guide How To**: 3,540 impressions
Dec 10: **Gifts for Kids**: 3,538 impressions
Dec 12: Gifts for Her: 3,165 impressions
Dec 13: #MyMarket with Tom, Steph and Ellen: 3,000 impressions
Dec 17: Stocking Stuffers: 3,471 impressions
Dec 18: White Elephant Gifts: 3,288 impressions
Dec 19: #MyMarket with Linda, Jaison and Kathy: 3,296 impressions

**IG Stories 2017**
Dec: 16: Story featuring products: 1,000 impressions
Email & Blog Marketing Campaign

Email Campaigns:

- **Open Rate: 22% and higher** (industry average 17.6%)

Nov 13 - 23rd Annual Magic in the Market: 24% open rate
Nov 20 - Kick off the Holiday Season: 22.9% open rate
Dec 11 - Stocking Stufflers to Splurge: 22.3% open rate

2017
Freshwire/giftguide: 28.2% open rate

Blog Posts:

- **Total Page Views: 989**

Nov 26 - Gifts for Her: 320 page views
Nov 28 - Gifts for Him: 494 page views
Dec 7 - Gifts for Kids: 175 page views
Print Advertising

Seattle Times:
Thanksgiving day holiday gift guide, front page strip ad
276,299 Impressions
Biggest Newspaper circulation day of the year.

ALL STROLLING
no scrolling.

Create Your List & Walking Map
PikePlaceMarket.org/GiftGuide
Out of Home

Light Rail Takeover:
11/26 – 12/23 (4 weeks)
Four Wild Wraps Light Rail exterior & interior brand trains
7,292,474 total impressions (2017: 3,258,706 total impressions)

Bonus:
- 24 Michelangelos & 50 Interior Cards
- Interior remained up through new year
Online Gift Guide

Total visitors: 19,074 (17,739 in 2017)

New this year:
- Prioritized Responsive Design
- Prominently Displayed My List & Map – 570 page views compared to 192 in 2017
- Added View All and Filter by Price Categories
- Search Field – 217 searches

Top Searched Gifts:
- Stemless wine glasses from KOBO Art Garden
- Animal Hats from Hands of the World
- SLUGS Fleece Rain Boot Liners from WithTheRain
- Droplet Earrings from Twyla Dill Design
- Original Fine Art Postcards from Art Stall Gallery
Holiday PR

Top Hits Include:

- 11/24: Q13 Fox News featuring 50-second clip of Magic in the Market
- 12/11: Seattle Refined online featuring an in-depth look at the Online Gift Guide
- 12/15: King 5 Morning News featuring 5 holiday shopping segments at the Market

<table>
<thead>
<tr>
<th>Event</th>
<th>Total Earned Reach</th>
<th>Total Earned Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Shopping/Gift Guide</td>
<td>311,000</td>
<td>$2,837,112</td>
</tr>
<tr>
<td>Magic in the Market</td>
<td>7,844,765</td>
<td>$45,403</td>
</tr>
<tr>
<td>Holiday Night Market</td>
<td>3,115,754</td>
<td>$7,741</td>
</tr>
<tr>
<td>Dec Atrium Music</td>
<td>1,410,850</td>
<td>$2,496</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>12,682,369</strong></td>
<td><strong>$2,892,752</strong></td>
</tr>
</tbody>
</table>
A Pike Place Market Gift Guide, for those obsessed with our iconic landmark

Move over Rudolph – baby reindeer are visiting Pike Place Market!
Holiday Successes

PDA December Financials:
- Commercial Sales increased 4% from prior year
- Garage Parking Revenue increased 4% from prior year

Social Media December Results:

*Instagram*
- 67% Increase in Followers from prior year
- 96% Increase in Stories impressions from prior year

*Facebook*
- Doubled average daily engagement on Magic in the Market from prior year
- 21% Increase on video engagement from prior year
Takeaways

Programming & Events:
- Expand Market Holiday Decorations to new areas in the Market
- 24th Magic in the Market
  - Increase communication leading up to the event
  - 20th Anniversary of Graig Anderson Pins
  - Continue activities in the North Pavilion for families with kids
  - Activation of the DownUnder
- In discussion to repeat Visit Seattle Holiday Breakfast, Pike Place Market Holiday Pop-up!

Gift Guide:
- Website homepage takeover
- Plan your shopping day functionality is KEY
- Featured items album
- Themed lists and itineraries that people can follow
Thank you!  See you in Nov!