Market Programs Committee Meeting Agenda

Date: Tuesday, June 11, 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Presenter(s)</th>
<th>Chair</th>
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<tbody>
<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
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<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Programs Committee Meeting Minutes for May 14, 2019</td>
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<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
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<td>4:10pm</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith</td>
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<td>4:40pm</td>
<td>IV. Reports and Discussion Items</td>
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<td></td>
<td>A. Small Business Workshops Spring Recap and Fall Plan</td>
<td>Tanya Sinkovits</td>
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<td>B. Flower Festival &amp; Mom’s Market Day Recap</td>
<td>Madison Bristol</td>
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<td>C. Meet the Market Concierge Program</td>
<td>Madison Bristol</td>
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<td>5:50pm</td>
<td>V. Public Comment</td>
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<tr>
<td>5:55pm</td>
<td>VI. Concerns of Committee Members</td>
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<tr>
<td>6:00pm</td>
<td>VII. Adjournment</td>
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Market Programs Committee Meeting Minutes

Wednesday, May 14th, 2019  
4:00 p.m. to 6:00 p.m.  
Economy Building Classroom, 1433 First Avenue (3rd Floor)

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

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Zack Cook, David Ghoddousi, Tanya Sinkovitz, Scott Davies, Karin Moughamer

Others Present: Howard Aller, Craig Ackermann, Xee Yang-Schell, Ki Seng Cha, Jerry Baroh

The meeting was called to order at 4:00 pm by Betty Halfon, Chair.

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

   B. Approval of the Market Programs Committee April 9th, 2019 Minutes
      The April 9th, 2019 meeting minutes were approved by acclamation.

      Colleen Bowman and Patrice Barrentine entered the meeting at 4:01 pm.

II. Announcements and Community Comments

Craig Ackermann, owner of Tandoozy, thanked the council for allowing them to sell on the MarketFront. He began selling at the South Lake Union Farmers Market and through that his company has grown to now employ 15 staff and provide great food for the tourists that visit the city. He is grateful to be at the Market and appreciates the opportunity to continue to grow his business.

Xee Yang-Schell daughter of Shou Yang, she has been selling at the Market for 15 years and just returned. She brought up the issue of oversized parking for farmers and she does not feel there is enough available to support the farmers. She noted farmers are arriving earlier and earlier to get those limited oversized parking spots. Recently a bar was installed hanging down from the ceiling as you enter the garage calling out the height limit. Xee does not feel that bar was properly measured and believes there is a speed bump right at that entrance that lifts up the cars so that they think they can’t fit when they possibly can. Also, even if cars can get into the garage, if they go lower in the garage they risk getting stuck. Xee would like to see this issue addressed and hopes the council will support the farmers as they are an important part of the community.
Paul Neal entered the meeting at 4:06 pm.

Betty Halfon noted the video by Jason Scott on Pike Place Fish as well as the recent visit by Brandi Carlisle to the Market and an article in CNN on Lowell’s. Betty commended Amy Wallsmith on the advertising for Mom’s Market Day.

III. Programs and Marketing Report
Amy Wallsmith started by thanking the entire PDA staff team that worked together to create Mom’s Market Day and flower festival, including Farm, Daystall, and Commercial teams.

Amy Wallsmith continued with an update on the school program, with 15 tours in April and 19 tours in May and 7 in class presentations in April and 11 in May.

Amy Wallsmith provided an update on social media engagement, including the Instagram takeover. The most recent was with indi chocolate and in a couple weeks the Market Magic Shop will take over. The most popular social media posts lately have involved Brandi Carlisle and Dave Grohl, which had 5,778 engagements on Instagram. The following week that same information was shared on Facebook and garnered over 6,000 interactions.

The big focus for May was Mom’s Market Day and the events related to that. Currently the marketing team is working on Pike Box and the Night Market. The new 8 pop-up murals are now up through June and will be working to promote through social media and partners.

Amy Wallsmith provided an update on the Market Insider, which is on its sixth month of being online. The team is collecting data from readers and will be assessing how to balance content with length to improve for the reader.

Flower Fest and Mom’s Market Day went very smoothly and thanked the volunteers for helping provide information on the day’s activities. There was a special offer for the day that if someone spent $50 in the Market they could get either a free tote bag or an hour of free parking. 12 parking vouchers were handed out and most people grabbed the bag. The event encouraged people to explore the whole market by placing activities throughout. KOMO News helped promote on Friday and Q13 was at the event Saturday. The Seattle Times featured a picture on the front of the Local section on Sunday. Parking for Saturday broke a revenue record as well as a record for number of tickets pulled. Those numbers exceed parking tickets pulled for Sunday, which featured free parking sponsored by downtownseattleparking.com.

Amy Wallsmith noted that Pike Box signups are up compared to the same time last year and they are on track to make the sales goal and May 30th is the first Night Market.

Colleen Bowman asked what the Pike Box goal is. Amy Wallsmith responded 250 boxes and it will be discussed in the farm report.

IV. Reports & Discussion Items
A. 2019 Farm Program Summer Preview
Zack Cook began by reviewing remote farmer’s market locations for 2019 which include City Hall (11 years), Denny Regrade (3 years), South Lake Union (9 years), and First Hill (6 years). The
remote farmers markets continue to have strong partners, such as Amazon, and offer produce sampling. In addition there are incentive programs and new this year is Percent Rent being collected for prepared food.

David Ghoddousi asked what the rent is for prepared food. Zack Cook responded is $30-40 depending on the location and on the MarketFront it’s a sliding scale for percent rent and is consistent with what other farmers markets use.

Zack reviewed a table showing revenue from each of the remote markets from 2014 through 2018 and it includes a goal for 2019. The 2019 revenue goal for all markets is $1,000,000, and an increase of over $80,000 from 2018. This year there will be 26 participating farms, nine artisan food producers, and five prepared food vendors. New vendors this year are Cedar Springs Farm (jam), Lesedi Farm (veggies and value added), Silver Spring Creamery (dairy), and 9th and Hennepin (prepared food).

Zack Cook next reviewed the Pike Box CSA program for 2019, which includes the pavilion pickup and delivery to King County. Pike Box is the overarching program but it includes both the 20 week pavilion pick up and the 50 week Fresh Bucks to Go CSA school program.

Below are the metrics for 2018 and the projections for 2019 20 week box program:

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td></td>
<td>4,976 boxes packed and delivered</td>
<td>4,000 boxes packed and delivered</td>
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<tr>
<td></td>
<td>$116,134 in revenue</td>
<td>$86,000 in revenue</td>
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<tr>
<td></td>
<td>$97,434 paid to farmers</td>
<td>$73,100 paid to farmers</td>
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<tr>
<td></td>
<td>Supported by SCBG</td>
<td>Move to compostable packaging</td>
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Zack Cook reviewed the 2018 Fresh Bucks to Go CSA metrics and the 2019 program goal:

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td></td>
<td>1,841 boxes packed and delivered</td>
<td>5,500 boxes packed and delivered</td>
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<tr>
<td></td>
<td>$26,621 in revenue</td>
<td>$143,296 in revenue</td>
</tr>
<tr>
<td></td>
<td>$14,135 paid to farmers</td>
<td>$92,990 paid to farmers</td>
</tr>
<tr>
<td></td>
<td>100% funded by Seattle SBT</td>
<td>100% funded by Seattle SBT and also provides support for an additional staff person for the summer.</td>
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Paul Neal asked if the PDA has capacity to exceed 4,000 boxes. Zack Cook responded there is a possibility to exceed that but he’s balancing the number of boxes against staff capacity. At the end of the year he will assess opportunities for increased boxes based on staff feedback.

Paul Neal asked if 300 boxes packed exceeds boxes from 2018. Zack Cook responded that is an additional 50 boxes over 20 weeks. It’s confusing because there are two programs which do overlap for 20 weeks. The 250 goal is for the 20 week summer program. The school program packs around 150 boxes each week and that number will decrease to 50 boxes over the summer. That equals 300 boxes.

Paul Neal noted that a gain of 20% is a good increase. Patrice Barrentine added that many CSA’s experience 30-35% attrition so a gain of 20% may be more of a gain of 50%.
Zack Cook provided the overall program total for 2018 and goal for 2019:

<table>
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<th>2018</th>
<th>2019</th>
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<tr>
<td>6,808 boxes packed and delivered</td>
<td>9,500 boxes packed and delivered</td>
</tr>
<tr>
<td>$142,755 in revenue</td>
<td>$229,296 in revenue</td>
</tr>
<tr>
<td>$111,569 paid to farmers</td>
<td>$166,090 paid to farmers</td>
</tr>
<tr>
<td>1 FTE fully funded by the SBT</td>
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In 2019 packing will be more efficient, making the school box be the same as the half-box subscription.

Patrice Barrentine asked for clarification on boxes per week versus overall boxes. Zack Cook responded the numbers provided are based on the 2019 budget estimations, which were a lower number than the team is currently projecting.

Paul Neal asked what reporting Zack receives from the school CSA program. Zack Cook responded he receives a list of schools that receive the Pike Box, which for the Market is in northeast Seattle. Those boxes include a Fresh Sheet so that the families know it’s coming from Pike Place Market.

Zack Cook reviewed the MarketFront Plaza program which will include the Wednesday CSA Pickup. As with 2018 there will be Meet the Producer and produce sampling and this year there will be some cooking demonstrations. There will also be Ready to Eat vendors on the plaza on a rotating schedule. These vendors are small batch producers that will pay a percentage rent (in 2018 $13,350 was collected.) New this year is a partnership with the Food Innovation Network which will help organize a diverse collection of food vendors on the MarketFront.

Mark Brady asked if not having music on the plaza will impact the box pickup. Zack Cook responded he will consider having buskers playing on the plaza.

Paul Neal asked if there is a cost associated with the Ready to Eat program. Zack Cook responded most of the cost is tied to his staff time and the revenue goes to farm program. Paul Neal would like to see an estimate for revenue vs cost.

Zack Cook continued by reviewing the Farm Development program that Leigh Newman-Bell manages. That program includes technical assistance, workshops/trainings, farm visits and crisis management. Core programming for 2019 will include:

- Seed Program (Jan/Feb)
- Small Business Resource Fair (Feb)
- IDA (Individual Development Account) Program (ongoing)
- Tax Preparation (Sept/Oct)
- Humanlinks Grant Help (Dec/Jan)
- Crisis Management (ongoing)

Patrice Barrentine attended the Small Business Resource Fair and it’s a great way for farmers to work on solving issues within the community. This year the farm turnout was great and she felt
this event drew the most immigrant farmers than any other event she has attended over the
last 15 years.

David Ghoddousi asked how many grants were handed out last year. Zack Cook responded the
PDA does not award grants but helps farmers secure grants. That number is provided in the
monthly metrics reporting. In 2018 it was roughly $60,000.

Zack Cook continued by reviewing special programming for the farm program in 2019 which
may include:

- Farmer video and social media pilot
- PPM wedding expo with farmers, crafters, and food vendors
- On-farm pest management in July

Zack Cook reviewed the food access program, which includes the Fresh Bucks program, which is
now mostly managed by the Market Commons. There is an annual farmers market match
(unlimited match with an EBT card), Highstall bonus card from November – May (50% discount
with EBT card), the city is handing out four $10 vouchers each month to shop at various shops,
including the Market. 2,000 people are signed up for that program. There is also a CSA subsidy
from June – October and Fresh Bucks to Go program. All told the estimated funding received by
the PDA or Market Foundation to do this work is $250,000, all of which either goes to farmers or
highstall vendors.

Lastly, Zack Cook reviewed the funding received by the Market Foundation and a lot of food is
gleamed from Market farmers and the CSA program and donated to the Pike Place Food Bank.

Patrice Barrentine asked if the amount of produce gleamed from the farmers and farmers
markets is tracked. Zack Cook responded this year they will be tracking the amount gleamed
from the CSA and the amount gleamed from remote markets.

Paul Neal asked what the plans are for tying Make it a Market Day into the Pike Box CSA
program. Amy Wallsmith replied they have already started connecting the two via online
advertising and the van is getting a new wrap with the slogan. The Fresh Sheet will also have
marketing tied in.

Colleen Bowman would like to see the farm program talked about more with the public so that
people understand how great it is and the extent of the work that is being done.

Patrice Barrentine suggested trying to find ways to invite the families that receive the CSA box
to attend a school program at the Market. She would also like to explore ways to encourage the
community to help support these programs and in the future help support additional staff.

B. 1st Quarter Programs Recap: Love in the Market & Daffodil Day
Amy Wallsmith began by sharing the coverage in the Sunday Seattle Times and examples of the
tote bags that were available at Mom’s Market Day. Amy continued by reviewing the event
goals for Love in the Market on February 23rd which were:

1. Drive traffic to the Market during a shoulder season
   a. Parking Garage:
      Revenue: $12,595 ($10,390 in 2018)
Tickets Pulled: 1,133 (964 in 2018)

b. Commercial
103 tickets sold to Love Tasting Flights! (Commercial sales in February were down due to snow, perhaps this event helped give our merchants a late end of the month push.)

Mary Bacarella provided numbers for commercial rent which showed that February wasn’t down as much compared to February 2018.

Amy Wallsmith continued with the goals:

2. Engage target audience at key touch points in their day when receptive to brand messaging
3. Local media engagement

Amy Wallsmith provided an event overview which included cookie decorating, Love Fortune Forecast, special culinary pop-ups, craft demonstrations featuring six artists on the demo-vision, Artist Challenge featuring four artists and Market cards. There was also a flower wall, eight pop-up murals around the Market and Love Tasting Flights involving five Market tenants.

Amy Wallsmith reviewed the Love Tasting Flights results. The locations included Atrium Kitchen, indi chocolate, Truffle Queen, Northwest Tasting, and Made in Washington. 103 $35 tickets were sold and 80% of attendees were from Washington. This program is being considered for later in the year and marketing will help promote.

Amy shared the locations and artists for the Pop-Up Murals and the social media associated with the program. The top mural locations were Top of the Pike Street Hillclimb (heart balloons), MarketFront (umbrella), and Western Avenue garbage doors (infinity hearts). Between February 15 and April 7 the murals were tagged 1,162 times, #PikePlaceMarket was tagged 689 times and #LocalLove was tagged 473 times. Instagram posts received 247,305 impressions and visitor mural photos were and still are at the top of the #PikePlaceMarket tag page. In addition, the blog post about the pop-up murals was viewed 3,053 times and on average people spent five minutes on the page.

Tanya Sinkovits reviewed the social and websites results for Love in the Market. All posts regarding the event totaled 318,512 impressions across Facebook and Instagram. There were 18 posts on Instagram leading up to and after the event which received a total of 18,533 likes with an average of 1,030 likes per post. There were 246 comments with an average of 14 comments per post. The average engagement rate on Instagram was 1.17%, which is above industry average of 0.97% (retail) and 0.86% (food and beverage). In addition there were a number of Love in the Market related Instagram Stories which received a total of 25,095 impressions and resulted in 212 profile visits and 154 link clicks. On Facebook there were 2,019 engagements (reactions, comments, and shares) and on the event posts 2,873 people said they were interested or going to Love in the Market. Lastly, the website received 1,923 page views for the Love in the Market event.

Amy Wallsmith reviewed the PR results. Love in the Market PR was handled by Parsons since it was before Madison was part of the team. There was 11 pieces of print coverage with

Amy Wallsmith next reviewed Daffodil Day which was held of April 3, a delay of a couple weeks due to snow damage to the daffodils. This was the 22nd annual event and 8,000 local grown daffodils were handed out. There were 26 volunteers at 14 locations.

Amy Wallsmith reviewed PR and social media promotion. To promote the event there was a calendar listing and homepage slider on the website, a press release was distributed to local and national media on March 26, storylines were pitched to targeted media from March 26-April 2 and it was featured in the March Insider. On social media the event was posted on Instagram three times and four Instagram Stories were created, there were four Facebook posts and on Twitter PPM posted or tweeted about the event six times. Media outreach resulted in 17 pieces of print coverage with 26,484,310 impressions including the Seattle Times, The Stranger and Seattle Po. The event was covered by major Seattle TV and radio networks including KING, KOMO, KIRO, KUOW and Q13, appearing in 16 broadcast segments with 421,083 impressions. Q13 reported “This is the best day in spring. It’s the celebration of spring at Pike Place Market, it’s the 22nd annual Daffodil Day.”

Tanya Sinkovits reviewed social media results for Daffodil Day. On Instagram there were 4,496 likes with an average of 1,489 likes per post. SeattleiteMag promoted Daffodil Day on their Instagram a day before the event and on Daffodil Day 17 people and businesses posted about the even and either tagged PPM or used the hashtag #PikePlaceMarket. There was a total of 16,646 impressions on Instagram Stories with 35 profile visits, 121 link clicks and 32 shares. 12 people created stories on their own accounts regarding Daffodil Day and tagged the Pike Place Market. On Facebook, Daffodil Day posts/videos resulted in a total of 433 reactions, 7 comments, and 28 shares. There was an additional 123 reactions, 10 comments, and 6 shares on a Facebook Live post. 39 people said they were interested in the Facebook event. On Twitter posts resulted in 360 likes, 67 retweets, 5 comments, and 44 link click and on the website the page was viewed 535 times.

Amy Wallsmith concluded by sharing results of a survey provided to volunteers. Over 60% handed out over 200 daffodils, people reported nearly all people either have some or hardly any knowledge of the event and almost half of the people that received daffodils were excited. Additionally, people were more open to receiving a flower when they were told they were free and people in business areas were more open to the daffodil than people in residential areas.

Patrice Barrentine suggested including the daffodil farmers in creating the video leading up to the event next year.

C. Night Market Overview

David Dickinson began by provided some background on conversations and experiments on introducing night markets in the past, including Wednesday Night Market and First Thursday Night Market. Traditionally vendors haven’t been interested but now they are saying they would like to participate in a night market and over the holidays a Night Market was offered. David reviewed the event which will include 24 craft tables, five food tables, buskers, and a beer garden sponsored by the Market Foundation. The Night Market will be held on the last Thursday of the month from May through September.
Amy Wallsmith continued by reviewing the Night Market Goals and noted that the name is still being worked out.

- Bring visitors to the Market by creating a new Market experience while offering new evening shopping opportunities. Potential KPI: Count visitors
- Create opportunities for Market vendors by building audience of new local customers. Potential KPI: collect sales reports and event evaluation from vendors, survey attendees regarding frequency of Market visits, survey vendor perception of reaching new local customers.
- Ongoing evaluation of potential for expanding footprint of Night Market and including more vendors. Potential KPI: monitor vendor satisfaction and demand vs. supply table space.

Paul Neal added that the first goal should be to bring locals to the Market and collecting zip codes is a good way to accomplish this.

The Pike Place Market Foundation will sponsor the beer garden on May 30th and June 27th and the proceeds will benefit the Safety Net.

Paul Neal asked why the Market Foundation is a partner. Amy Wallsmith responded the PDA cannot apply for a banquet permit for the beer garden.

Amy Wallsmith continued with an overview of digital content media, PR and advertising. Digital content will include a website event calendar listing, inclusion in the monthly newsletter to database of 7,000, and inclusion in the Market Insider through September. Facebook events will be created for all dates. There will be a regular schedule of promotion through social and the week of the Night Market the event will be highlighted. There will be a press release (May 15), media alerts, following up with direct contact, and story pitches. In addition neighborhood concierges will be notified. From May 20-September 26 there will be digital paid advertising including banner ads, Google Adwords, and retargeting, social media paid advertising on both Instagram and Facebook and she is contemplating a radio or TV partner.

Paul Neal asked what amount will be spent on advertising. Amy Wallsmith responded between $5-7,000.

Colleen Bowman asked if beer garden sponsors are needed. Amy Wallsmith responded they are working with the Foundation on the first two. Colleen suggested Washington Beer and KEXP as good promotional partners.

Paul Neal would like the PDA to consider spending more on advertising and to consider comparing what was spent to what was achieved.

Patrice Barrentine suggested working with the Stranger as a promotional partner. She also suggested “Twilight Market,” and “After Hours Market.”

Mary Bacarella asked Amy Wallsmith to talk about Meet the Market. Amy Wallsmith shared that May 23rd is the first condominium Meet the Market happy hour, working with a consultant. 100-150 residents will be introduced to 3-4 market vendors as a way to introduce them to the
Market. They will also get a shopping bag. The consultant is working on nine other Meet the Market events in the fall.

V. Public Comment
Jerry Baroh suggested reaching out to the City of Puyallup to help promote the Daffodil Day as they have a Daffodil Festival every year.

VI. Concerns of Committee Members
Patrice Barrentine congratulated PDA staff on their great work.

VII. Adjournment
The meeting was adjourned at 6:03 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
2019 Spring Small Business Workshops
April - May
Program Overview

Pike Place Market PDA Small Business Workshops
April 16 – May 14 (5 sessions)

The Pike Place Market PDA and Ventures hosted 5 workshops. These classes are designed specifically for Pike Place Market businesses and are intended to help our commercial, daystall and farm tenants run their business more effectively and efficiently, gain more customers and plan for sustainability.

These workshops can be taken as a series or by themselves and are available to any business within the Market.

Workshops Included:
• April 16   Instagram Level 1: Beginners
• April 23   Instagram Level 2: Intermediate
• April 30   Instagram Level 3: Advanced
• May 7      Product Photography
• May 14     Website & E-Commerce
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
Program Goals

• Create a curriculum that teaches PPM commercial, daystall and farm tenants new skills for growing their business and/or online presence.
  – **KPI:** evaluate surveys to track levels of improvement for each class.

• Serve as a credible resource for PPM tenants and permit holders to learn.
  – **KPI:** track attendance for each class.

• Develop a consistent and return customer base.
  – **KPI:** compare year over year business attendance and note businesses that signed up for Fall 2018 workshops and Spring 2019 workshops.
Market Outreach

- Passed out Flyers to Daystall and Commercial Tenants.
- Included Information about the workshops on the Neighborhood News Page and the April and May Insider.
- Sent RSVP’d tenants one week and 24 hour reminder emails.
- Distributed custom notepads at workshops.
## Attendance/ Business Participation

<table>
<thead>
<tr>
<th>Class</th>
<th>Instagram Level 1: Beginners April 16</th>
<th>Instagram Level 2: Intermediate April 23</th>
<th>Instagram Level 3: Advanced April 30</th>
<th>Product Photography May 7</th>
<th>Website &amp; E-Commerce Presence May 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructor</td>
<td>PDA/ MKTG</td>
<td>PDA/ MKTG</td>
<td>PDA/ MKTG</td>
<td>Ventures</td>
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<tr>
<td></td>
<td>Daystall: 9/11</td>
<td>Daystall: 14/18</td>
<td>Daystall: 15/17</td>
<td>Daystall: 10/16</td>
<td>Daystall: 7/16</td>
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<td>Farm: 1/2</td>
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<td>Farm: 4/7</td>
<td>Farm: 4/5</td>
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<tr>
<td></td>
<td>Total: 14</td>
<td>Total: 26</td>
<td>Total: 29</td>
<td>Total: 19</td>
<td>Total: 16</td>
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</tbody>
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- 10% of all the businesses that signed up for the 2019 Spring workshops also signed up for the 2018 Fall workshops.
- The number of different businesses that signed up for the Spring workshops increased by 50% from Fall.
Overall Findings

Level of Knowledge
104 attendees total for Spring Workshops.
85 survey participants across five classes.
82.5% of participants felt their knowledge had increased from attending one of the workshops.
17.5% of participants felt their knowledge had stayed the same from attending one workshop.

Highlights
Area of least tenant knowledge before:
- Creating an Instagram story

Area of most Improvement:
- Confidence Incorporating Instagram into Their Marketing Strategy
- Comfort Level with Instagram Insights

Feedback
• Overall, feedback was unanimously positive among participants with many highlighting:
  - Helpful handouts for later
  - Hands on attention
  - Great instructor

• Feedback on ways to improve included:
  - Use real time demonstrations on devices
  - Create list of all the attending businesses’ Instagram handles to follow
  - Offer individual sessions with practice and homework
Do you understand the importance of Instagram for your business?

- Improved: 10
- Unchanged: 4

Do you understand the importance of your Instagram bio?

- Improved: 12
- Unchanged: 2

Comfort level using the Instagram app:

- Improved: 10
- Unchanged: 4
Instagram Level 2: Intermediate

Confidence Incorporating Instagram into Their Marketing Strategy

- Improved: 19
- Unchanged: 5

Confidence Using Hashtags

- Improved: 20
- Unchanged: 4

Know How to Write Great Captions

- Improved: 21
- Unchanged: 3
Instagram Level 3: Advanced

Confidence Incorporating Instagram into Their Marketing Strategy

- Improved: 24
- Unchanged: 0

Comfort Level with Instagram Insights

- Improved: 23
- Unchanged: 1

Comfort Level Creating an Instagram Story

- Improved: 21
- Unchanged: 3
Product Photography Concepts: Why It’s Important & How it Can Help Your Business

- Improved: 10
- Unchanged: 2

Product Photography Best Practices

- Improved: 9
- Unchanged: 3

Understanding Call to Action

- Improved: 7
- Unchanged: 4
Understanding the Benefit of Having a Website and What Consumers Look For

- Understanding: 3 (Improved), 8 (Unchanged)
- Mobile Ready Design & Social Integration

- Mobile Ready: 2 (Improved), 10 (Unchanged)
- Social Integration: 9 (Improved), 10 (Unchanged)

Website Planning Methods

- Planning: 2 (Improved), 9 (Unchanged)

E-Commerce Options

- Options: 1 (Improved), 10 (Unchanged)
Future Workshops

Fall Workshops: Schedule Coming Soon!

September and October

- Instagram Review  
  Instructor: PDA Marketing Department
- Facebook Business 101 – Beginners  
  Instructor: PDA Marketing Department
- Facebook Business 102 – Intermediate  
  Instructor: PDA Marketing Department
- Facebook Business 103 – Advanced  
  Instructor: External Expert
- Email Marketing for the Holiday Season  
  Instructor: PDA Marketing Department
- Taxes for small business  
  Instructor: Ventures
- Building a Brand  
  Instructor: Ventures
- Daystall: Holiday prep theme  
  Instructor: PDA Daystall/Peer Coaches

Pending:

- Farm: Food safety training specifically for Hmong farmers  
  Grant - Hmong American Farmers Association of Minnesota
2019 Flower Festival - May 11 & 12
Mom’s Market Day - May 11
Summary
Event Overview

11th Annual Flower Festival
May 11-12, 2019
Pike Place Market celebrated the blossoming of a new season with bouquets of tulips, daffodils, irises and peonies. Over 40 tents lined Pike Place featuring flower farmers from King, Snohomish and Whatcom counties.

NEW CORE EVENT – Mom’s Market Day
May 11, 2019
The Pike Place Market PDA hosted its inaugural Mom’s Market Day on the Saturday (May 11) before Mother’s Day, during Flower Festival.

All 9-acres played host to this unforgettable day. Visitors got to enjoy live music, kids’ activities, pop-up murals, Sasquatch sightings, craft demonstrations and more.
Core Event Goals

Development of Core Special Events:

• Bring visitors to the Market by creating activities that move the visitor in, around and through the entire Market.
  – *KPI:* Track interactions with counter, track the number of tattoos, Sasquatch lollipops, tote bags and parking vouchers distributed, number of cookies decorated, dot survey on the Pavilion, pedestrian counters.

• Build audience of new locals to engage with the Market as a whole.
  – *KPI:* Record zip codes from all participants in the shopping incentive.

• Create opportunities for commercial tenants, day stall/farm, and the community to participate
  – *KPI:* Record number of participating tenants and send survey to Market businesses.
Activation Overview

The PDA organized **10 activations** for Market-goers. See full list below:

- Shopping Incentive (192 Participants)
- Live Music from our Buskers on the Farm Truck
- 8 Flower Themed Pop-Up Murals
  (105 #PikePlaceMarket, 93 #MakeItAMarketDay)

**MarketFront**
- Temporary Tattoos (346 Participants)
- Craft Demonstrations
- Oversized M-O-M Photo Op (6 Tags)
- Live Art Photo Board (3 Tags)

**DownUnder**
- Cookie Decorating (194 Participants)
- Sasquatch Photo-Op (257 Participants)

**Western Ave.**
- Shopping Passports (30 Participants)
In Action – PR & Social

PR

• **Website:** Event Calendar and Homepage Slider published on April 22
• **Media Alert:** Distributed to local media on April 22
• **Press Release:** Distributed to local and national media on May 1
• **Pitching:** Pitched storylines to targeted media from May 1 to May 10
• **The Market Insider** – April and May issue

Social

• **Instagram:** Pike Place Market posted about Flower Festival/ Mom’s Market Day 9 times leading up to and on the event. PPM created 5 Instagram Stories leading up to and on the event.
• **Facebook:** PPM created 12 Facebook posts about Flower Festival/ Mom’s Market Day
• **Twitter:** Leading up to the events, PPM posted or retweeted 9 times.
Leading up to Flower Festival and Mom’s Market Day, the PDA Marketing team visited 32 residential buildings in the Downtown Seattle area and distributed event posters to the concierge department.

The team also sent hotel and residential concierge contacts a newsletter about upcoming Market events.

- Residential Click Through Rate 26.8%
- Hotel Click Through Rate 30%
PR Results

• Media outreach for Mom’s Market Day resulted in **39 pieces of print coverage** (over 96,390,500 impressions) in top outlets including *Trip Savvy, Seattle Met, The Seattle Times and Seattle Refined*.

• Broadcast coverage of the events resulted in **21 segments** (582,504 impressions) from KOMO, KIRO and Q13. Interestingly, the broadcast media was very interested in the parking incentives with 52% of all coverage mentioned the low parking rates.
Social Results

Pike Place Market’s posts about Flower Festival and Mom’s Market Day received 550,055 impressions across Facebook and Instagram.

8 Photo Posts | 1 Video Post
16,886 total likes with an average of 1,876 likes per post
186 total comments with an average of 21 comments per post
316,571 total impressions with an average impression of 35,175 per post

Instagram Stories: 5 Stories
21,133 total impressions with 56 shares, 125 profile visits and 97 link clicks

8 Photo Posts | 4 Video Posts
4,294 total moments of engagement (Reactions, Comments & Shares).
212,351 total impressions with an average impression of 17,696 per post
9,548 people marked “interested” in attending Flower Festival
711 people marked “interested” in attending Mom’s Market Day

The 11th Annual Flower Festival event on PPM website received 281 page views
The Mom’s Market Day event on PPM website received 137 page views
Parking Results

The PDA experienced a record breaking weekend in tickets pulled and revenue generated from May 11-12, 2019.

Saturday, May 11, 2019- Mom’s Market Day
• 1,795 Tickets Pulled (increase of 42% from 2018)
• $20,371 in Revenue (increase of 47% from 2018)

Sunday, May 12, 2019- Flower Festival
• 1,699 Tickets Pulled (increase of 2.3% from 2018)
• $20,198 in Revenue (increase of 5% from 2018)
For the inaugural Mom’s Market Day, the Pike Place Market PDA offered a shopping incentive to visitors. When shoppers spent at least $50.00 at Market shops, restaurants, farm tents, craft tables they qualified for a special gift; either a custom designed shopping tote or 1-hr of complimentary parking in the Pike Place Market Garage.

In total 192 people participated, with 177 choosing a tote bag and 15 a parking voucher. Shoppers participating in the incentive generated over $14,879.22 in Market sales.

Geographic Breakdown

- Washington, 56% (Of the 105 participants, 43 of them were from Seattle.)
- Other U.S. State, 39%
- International (Mexico, Spain and Austrailia), 3%
- Canada, 2%

U.S. Participants Breakdown (non- Washington)

- California: 18
- Oregon: 8
- Texas: 6
- Utah: 4
- Virginia: 2
- New York: 2
- New Mexico: 2
- North Carolina: 1
- Minnesota: 1
- Nebraska: 1
- Maryland: 1
- Michigan: 1
- Hawaii: 1
- Florida: 5
- Colorado: 1
- Arizona: 5
- Alaska: 2
- Alabama: 3
- Pennsylvania: 4
- Virginia: 2
- Other U.S. State: 39%
Shopping Incentive - Additional Results

Overall, there was a great variety of stores visited and certain stores did not appear to dominate. The most visited businesses were:

**Most Shopped Stores**

- Lavande Lavander: 11 visits
- Hammering Girl: 7 visits
- Marnin Saylor: 7 visits
- Starbucks: 7 visits
- Pike Place Fish Co.: 7 visits
- Pike Place Chinese Cuisine: 6 visits
- DeLaurentis: 6 visits

**Number of Stores Visited**

- 1 Store: 50% of visitors
- 2 Stores: 31% of visitors
- 3 Stores: 12% of visitors
- 4 Stores: 4% of visitors
- 5 Stores: 2% of visitors
- 6 Stores: 1% of visitors

On average most visitors spent money at 1-2 shops before visiting the incentive booth (81%).

Most shoppers participating in the shopping incentive did not receive receipts from the flower vendors but we estimated that 11.5% had bought flowers (we can attribute this lower percentage to cruise ships and not being able to store flowers or visitors reaching their $50 before picking up a bouquet on their way out).
What We Learned

• The shopping incentive was a great success.
• Based on the number of cookie decorating attendees we may save that activity for the Fall/Winter events.
• Temporary tattoos increase the size or provide two size options for kids and adults.
• Provide shade for buskers performing on the busker truck.
• New signage and Market ambassadors helped direct guests to activities, distribute activity maps and answer questions.
• Include a hashtag and call to action to encourage photo opts to tag the Market.

On Friday, June 7th the PDA Marketing team sent out surveys to PDA staff members, Mom’s Market Day Participants and all Market Businesses to gain a deeper understanding of the highlights for this new event and how we can improve it next year.
Concierge Program
Meet the Market Event Overview
(Residential)

Meet the Market

The Pike Place Market PDA is kicking off its Residential Concierge Program with a new event, *Meet the Market*. Beginning this Fall, we are organizing *Meet the Market* events at nine residential buildings in Downtown Seattle.

At each event we will be bringing 3-4 Market merchants along with welcome bags filled with Market coupons, swag and door prizes.
The PDA has identified 35 residential buildings in Downtown Seattle that the Marketing team visits in person regularly to discuss upcoming Market events and give promotional material.

The Marketing team also distributes monthly concierge news to local hotels and residential buildings.
Communication - Distribution

The PDA Marketing team has divided its residential targets into Group A and B and will rotate the two groups for face to face interaction.

Group A
Week 1

Group B
Week 2
Event Goals

Showcase to locals what is in their own backyard and encourage them to get to know their Market. The ultimate goal is to increase local resident visitors.

- **Potential KPI**: record the number of Meet the Market specific coupons from Welcome Tote used at the PPM.

Engage target audience (local residents) to #MakeItAMarketDay.

- **Potential KPI**: record the number of social posts by locals that use the hashtag #MakeItAMarketDay.

Keep neighboring residential and hotel buildings in the loop about what is happening at the Market through monthly outreach and visits.

- **Potential KPI**: send monthly concierge email with a 35% click through rate and visit 35 residential/hotel buildings each quarter.
Event Calendar – Meet the Market

- West Edge Apartments (340 units) - June 13th *Kick off Event!*

Additional Locations (*scheduling in process)*:
- Harbor Steps  *Tentative Date: 9/17*
- Helios  *Tentative Date: 9/19*
- Newmark Tower  *Tentative Date: 10/03*
- The Parc  *Tentative Date: 10/10*
- Via6
- Escala
- Viktoria
- Market Place North
- Insignia
Event Activities- Meet the Market

• 3-4 Market merchants
  – New merchants at each event
  – At each event there will always be a variety in shops. (i.e. fish, produce, wine, desserts)

• Wine/Beer station
  – First event sponsored by the Market Foundation

• Welcome Tote Bags- Market coupons, swag and door prizes

• Market samples

• PDA information table