Market Programs Committee Meeting Agenda

Date: Tuesday, September 10, 2019
Time: 4:00 p.m. – 6:00 p.m.
Location: Economy Building Classroom, 1433 First Avenue (3rd Floor)
Committee Members: Patrice Barrentine (Chair), Paul Neal (Vice-Chair), Betty Halfon, David Ghoddousi, Colleen Bowman, Mark Brady and Ali Mowry

4:00pm I. Administrative
   A. Approval of Agenda
   B. Approval of the Market Programs Committee Meeting Minutes for August 13, 2019

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

4:10pm III. Programs and Marketing Report
   Amy Wallsmith

4:40pm IV. Reports and Discussion Items
   A. 2019 Daystall and Farm Half Year Update
   B. 2019/2020 Education Program Plan
   C. Trademark Plan
   Maggie Mountain & Zack Cook
   Scott Davies
   Madison Bristol & Mark Nielsen

5:50pm V. Public Comment

5:55pm VI. Concerns of Committee Members

6:00pm VII. Adjournment
Market Programs Committee
Meeting Minutes

Wednesday, August 12th, 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, Betty Halfon, Paul Neal

Other Council Members Present:

Staff/Consultants Present: Mary Bacarella, Amy Wallsmith, Madison Bristol, Karin Moughamer, Zack Cook, Maggie Mountain

Others Present: Joan Paulson, Patricia Gray, Lillian Sherman

The meeting was called to order at 4:00 pm by Patrice Barrentine, Chair.

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

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

II. Announcements and Community Comments
    Joan Paulson noted the recent book *Burn the Ice: The American Culinary Resolution and It’s End*, by Kevin Alexander which talks about the restaurant industry over the last 15 years. Joan Paulson noted the Daystall and Farm numbers are under budget and the reasoning can be found in the book referenced above. Joan continued by commenting on the lack of the word “community” in the marketing report in the packet and asked what can be done to increase attendance and to meet the goals presented in the report.

III. Programs and Marketing Report
    Amy Wallsmith began by noting that August 16th is the Market Foundation’s Sunset Supper and August 17th is the Market’s birthday. On September 6th the Market will participate in the first Blue Friday for the year. This is in partnership with Visit Seattle and the Seahawks. Amy Wallsmith noted there will be a rooftop concert on August 24th which should be finalized with the City tomorrow afternoon. There are a variety of outreach plans associated with the event. There have been increases in filming requests and applications for fall pop-up murals are being accepted. In September both the Trademark plan and new education program will be discussed.

IV. Reports & Discussion Items
   A. 2019 Marketing & Programming Plan Half Year Update
Amy Wallsmith began by reviewing the 2019 Marketing Goals (ongoing) which include:

1. Position Pike Place Market as an accessible daily, weekly, monthly shopping destination for all. This includes:
   a. Digital: Design a new website that allows our local audience to easily find and discover everything the Market has to offer along with easy navigation. Increase website traffic by 10% after launch.
   b. Advertising: Build a year-long campaign, Make it a Market Day. Increase our CTR by 10%.
   c. PR: Craft stories that consistently resonate with our audience. Extend our reach to 20 million readers/viewers from 15 million in 2018.

2. Tell the Pike Place Market story through key partnerships and community outreach (ongoing), which includes:
   a. Marketing Initiatives: Concierge program; Develop partnerships and coordinate presentations to surrounding communities through monthly outreach. (ongoing)
   External/internal program: Develop a Roll Call Bell Ringing program (Late Fall)

3. Further develop a filming and trademark plan that protects the Market’s brand and marks. Report coming in September.
   a. Trademark Initiative: Through research and trademark consultants build a multi-year plan that aligns our filming and trademark fees with similar attractions.

Amy Wallsmith continued by reviewing the Program Goals for 2019 which include:

1. Concierge Program: Report was given in July and highlights outreach to locals.
2. Farm/CSA: Farm report to be provided later in the meeting
3. Remote Farmers Markets: Farm report and advertising
4. School education program: August Report
5. Small business workshops: provided in the June report.
6. Co-Op advertising program: Distributed $6,400 to date (budget is $13,600)
7. MarketFront North Pavilion Activation: to be provided in the daystall report & advertising
8. Development of core special events (ongoing): an overview was provided in the June report for Love in the Market and Flower Festival/Moms Market Day. Harvest Festival and Magic in the Market are being planned.

Amy Wallsmith provided an update on the Core Special Events, which include Love in the Market and Flower Festival/Moms Market Day. She recommends continuing both of these events in 2020 and explore how to tie in the community outside of the Market as well as build something special for our locals.

Amy Wallsmith reviewed the 2019 key messaging points, which include:

- Pike Place Market is an accessible daily, weekly, monthly shopping destination
- Pike Place Market offers unique, high-quality specialty products and produce in a convenient Seattle location
- Pike Place Market has one-of-a-kind handmade products
- Pike Place Market is rich with adventure and history
- Pike Place Market has affordable and convenient parking
- Make it a Market Day!
The audience is:
- Established and new locals in the downtown core, who live within 10-15 blocks
- Downtown workers
- Visitors in town for a single day, weekend or longer
- All ages (millennials, families, baby boomers, etc.)

Amy Wallsmith reviewed digital content for the first half of the year, which includes:
- Website: the team is in the process of selecting a firm and four website design firms were interviewed.
- Digital content includes:
  - Blog: blog posts have received 47,404 page views from January – August and viewership is up 44% from the same time last year.
  - Email newsletter: increased database by 1,500 and open rates range from 24-27% (industry standard 20-25%)
  - The Market Insider: open rates have decreased in the summer monthly and the team is evaluating and looking at ways to improve the communication. This is the first year of the digital e-newsletter.
  - Farmers market newsletter: these are sent weekly to 85 subscribers with a 40% open rate (2018 90 subscribers with a 30-40% open rate). PikeBox CSA members receive 2 add-on email reminders with a 43% open rate.

Amy Wallsmith reviewed Instagram Takeovers, which began April 8, 2019. So far in 2019 six have been published and two are planned for August. The average impressions for takeovers are 4,627 with an average of 60 new follower. The businesses that received the largest growth were Market Magic and Brooke Westlund. A table showing the takeover and statistics was shared.

Amy Wallsmith discussed the Taste Test Tuesday program. The average engagement on Facebook was 80 and the average views was 2,600 with an average impression of 2,887. These will be published on YouTube and will be promoted more leading up to the Tuesday and bring in more special guests.

Amy Wallsmith reviewed What’s In My Bag. This is a new program where a local influencer produces content for the Market on Instagram and the blog. She continued by discussing the new Locals Facebook Group which will launch in August. The PDA will manage the group but allow businesses and group members to join in the conversation. Also launching at the end of August is an Instagram photo contest which will ask fans how they Make it a Market Day.

Amy Wallsmith discussed the use of Pinterest which is used predominately by women ages 18-34. The Market currently uses it to activate farm fresh recipes. The team will monitor the impressions from the Recipe board and build holiday shopping strategy for fall and winter. In addition, the Market has created a YouTube channel and so far 10 videos have been uploaded. YouTube is one of the most successful search engines in the world and the market will continue to build with influencer videos and integrate the channel into the new website.

Amy Wallsmith concluded this portion by reviewing the challenges and new initiatives for digital content. The challenges include:
- Experimenting with new social programming – videos, blogs, user generated content
• Website that isn’t fully mobile friendly – blog posts, links to read more
• Create is time consuming – example Instagram Stories.

New Initiatives include:
• User generated content integration for social and websites
• Connect social content with PR to increase repetition
• New trivia into Instagram Stories

Colleen Bowman asked if the PDA is considering a platform for two-way engagement through the Market Insider. Amy Wallsmith responded that is a good idea and something to look into for 2020.

Colleen Bowman asked what the timeframe is the Instagram Takeovers. Amy Wallsmith responded Tanya Sinkovits pulls numbers before and after the 24 hour Instagram take over to understand how the posts are received or help the businesses grow their followers.

Colleen Bowman likes Taste Test Tuesday and appreciated seeing the business owner on screen.

Colleen Bowman asked what the price tag of Facebook boosts are. Amy Wallsmith responded boosts usually run a couple hundred dollars.

Colleen Bowman asked if user generated content is credited. Amy Wallsmith responded the Market always credits images after receiving permission.

David Ghoddousi believes Taste Test Tuesday is a great way to promote Meet the Producer.

Patrice Barrentine discussed her positive responses to programs such as Taste Test Tuesday, addition of the YouTube Channel and appreciated the use of charts and data in the presentation.

Madison Bristol discussed the PR, Media and Storytelling for 2019. The Plan in Action for PR & Media includes:
• Build a web community for journalists to use as a resource for getting news about the Market and story ideas.
• Create a steady cadence of outreach news to feature the Market and its vendors, community, and uniqueness to pitch to local and national media (April-December)
• Create proactive storylines for evergreen moments in the Market (April-December)
• Develop media heavy launch plan for Pike Place Market digital book (September launch, present plan in September meeting)

The Plan in Action for Storytelling and Communication includes:
• Pitch weekly news about the Market including Make It A Market Day, What’s in my Bag, shopping trends, quirky news and happenings for that week (April-December)
• Strong focus on public outreach during major construction time to mitigate impact and maintain/grow visitor traffic (April-December)
• Build out Pike Place Market blog to include bi-monthly posts tailored to the Market’s audience (April-December)
Madison Bristol continued by reviewing the coverage and impressions for the PR & media outreach for April-July. Those programs included Daffodil Day, Mom’s Market Day, PM: Producers Market, Viaduct View and Crafts, and Pride Flag Celebration. Real time media engagement is ongoing, while she is developing a launch plan for Q3 launch of the digital book and in Q4 launching the web community. For Storytelling & Communication in April-July, there were 17 pieces of coverage with over 177,000,000 impressions. Successes included relationship building with reporters, increases in story pickup each month from launching the weekly outreach in April. Tables of the coverage and the impressions for print, broadcast and online was provided.

Madison Bristol reviewed the PR & Storytelling plan in action. To date, there have been 43 applications submitted for filming with 17 applications approved, six of which were approved with Trademark. This generated over $15,000 in filming revenue. She is in the process of rebuilding the filming and trademark programs and the plan will be presented at the September Market Programs Committee meeting.

Madison Bristol reviewed the internal communications around the viaduct demolition and the ways in which the community was kept in the loop regarding impacts to traffic and the garage. Looking ahead, Madison will be reviewing challenges, new initiatives, and upcoming editorial opportunities.

Amy Wallsmith continued by reviewing paid advertising to date. She noted the Plan in Action, which includes:

- Create media buys to support the core programs
- Create year-round Make It A Market Day campaign, launched in April
- Develop key media partnerships, negotiating with print, radio and TV for fall/holiday
- Focus digital advertising on Target Market Segmentation with new real time verified walk-ins for digital advertising.
- Support social media content strategies.

Amy Wallsmith reviewed the Make It a Market Day campaign and shared the new creative. New for 2019 is the Real Time Verified Walk-Ins where we keep track of mobile devices that have received Pike Place ads. If that device visits PPM within 21 days, that visit is attributed to the ad they were served. They must spend at least 20 minutes within Market boundaries, from 6 am to 1:30 am. Our data partner tracks about ¼ of mobile devices and provides both measured walk-ins and projected attributed walk-ins based on their calculations.

Amy Wallsmith provided an update on paid advertising for Make It a Market Day on Facebook and Instagram. A table of the tactics used and the click thru rates was provided. Paid advertising on Waze, which started in June, resulted in over 2,750 clicks and nearly 2,400 navigations. Paid advertising on social for Producers Market resulted in click thru rates ranging from .30-.54% and she would like to spend more on this in the future. Banner ads were also created for Producers Market with click thru rates of .22% (benchmark of .10%). Paid advertising for Express Farmers Markets included Facebook events, boosted within a mile of each location. Click thru rates ranged from .47-.57%. Express Farmers Markets also received banner advertising with a click thru rate of .42% (benchmark CTR .10%).
Amy Wallsmith concluded by providing a look ahead for paid advertising and included a calendar for digital, social, print & online publication, and Radio & TV for August – December. Print partners include The Stranger and Seattle Met Newcomers Guide. TV & Radio partners will be included into fall/winter and holiday plans. The challenges for paid advertising and new initiatives were discussed.

Betty Halfon asked if there is any way to tell if people are shopping and buying in the Market as a result of the targeted ads and real time verified walk-ins. Amy Wallsmith responded there is not a way to quantify that information.

Betty Halfon wonders if any of the Market social media is reaching visitors arriving via the cruise ships. Amy Wallsmith responded definitely as a lot of people interact on Facebook with the Market who are not from Seattle. While the focus this year is not on tourists, the Market still interacts with them.

David Ghoddousi asked how staff time is calculated into the success of a program. Mary Bacarella responded each of the four core events receive the same amount of staff time to produce each event and she wants to know if those events are successful in generating more sales for daystall and commercial tenants.

David Ghoddousi asked how businesses are chosen for the “Best of” lists. Madison Bristol responded she doesn’t use the word “best” but rather identifies unique ways to create the lists and eventually all businesses are included on those lists.

Paul Neal applauded the team for the experimentation taking place and the data presented in the report. After hearing the report he has a good sense of what is being done with marketing and PR but not how the department is doing. When he looks at the goals, he would like to know where how the Market is doing in reaching them. Paul suggested more clearly presenting the data and believes the level of detail presented was a little too in depth. He wants to more clearly understand what the Committee can provide to the team, such as the need for money, as suggested by Amy during her presentation. He would like to see where the Marketing budget is year-to-year with inflation and if that amount is going down but the reach is increasing due to experimentations on social media.

Paul Neal would like to see a way to track revenues, such as with the Producers Market. That is a way to understand the success of that program. Finding a way to track revenue goals seems like a good way to address success/failures with marketing initiatives and programs.

Paul Neal asked what has been done with regards to trademark. Mary Bacarella responded a new trademark attorney has been hired and that person is helping develop a plan and identifying things that the Market is missing with the plan.

Paul Neal suggested thinking about how much time presentations are going to take when developing the agenda.

Betty Halfon suggested the remaining reports be moved to the September Committee meeting.
David Ghoddousi appreciated hearing all the information and recognized that the team spent a lot of time putting together this report. He is proud of this team and appreciates being informed.

Colleen Bowman appreciates the data and if it makes more sense, she suggests including it as an addendum to future reports.

B. 2019 Daystall and Farm Half Year Update
   Patrice Barrentine noted this presentation will be moved to the September meeting.

C. 2019/2020 Education Program Plan
   Patrice Barrentine noted this presentation will be moved to the September meeting.

V. Public Comment
   Joan Paulson does not believe the Marketing team has a working program to increase revenues for the daystall and farm programs. More evaluation is needed. Joan noted this Saturday the Market is celebrating its birthday and there is no PR to recognize the birthday. In addition, the community is afraid to celebrate the birthday by putting up displays as they are afraid of the historical commission saying no. She feels this is a miscommunication and could be avoided if people worked together. The Marketing team could do a better job of communicating to the community how they can celebrate the birthday in order to share the load of the work to promote the Market.

VI. Concerns of Committee Members
   David Ghoddousi has received four comments from the community that there are strong food smells affecting some daystall crafters on the Desimone Bridge, some complaining of headaches. He suggested a survey of the daystall vendors to see how they are being affected.

VII. Adjournment
   The meeting was adjourned at 6:02 p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Daystall Program, 2019 so far

218 Current Daystall Craft Permits
• 170 Regular List Permits & 48 Off Season Permits

Attendance:
19,576 daily table rentals, 1/1/19 to 8/31/19
➢ Down 4.2 % from previous year

Revenue:
$385,008.09 Daystall table rent, 1/1/19 to 8/31/19
➢ Up 1 % from previous year

Analysis
• Attrition continues to slightly out pace recruitment
• More senior vendors leaving due to health or retirement
• Start ups increasingly challenged by rising cost of live/work space

Octopus Jar by Daystall
Ceramicist Allison Moore
Recruitment/ Attrition

RECRUITMENT

• 9 new Craft Permits added for 2019 Off Season
• 4 additional new Craft Permits May 2019
• Staff recruitment visits to 18 outside craft shows/venues since 1/1/2019
Recruitment/ Attrition

ATTRITION
22 Permits Closed Since 1/1/2019
• 6 citing non-profitability
• 4 citing relocation/life plan changes
• 5 medical reasons or retirement
• 5 permit abandonment (ie. non-attendance/non-payment)
• 2 no reason given
## Sales in the Stalls

### May 2019 Annual Survey: previous 12-months’ sales

<table>
<thead>
<tr>
<th></th>
<th>Up a Lot</th>
<th>Up a Little</th>
<th>About the Same</th>
<th>Down a bit</th>
<th>Down a lot</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Percentage</strong></td>
<td>9.69%</td>
<td>24.45%</td>
<td>25%</td>
<td>16.84%</td>
<td>8.67%</td>
<td>15.31%*</td>
</tr>
</tbody>
</table>

### May 2018 Annual Survey: previous 12-months’ sales

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<th>About the same</th>
<th>Down a bit</th>
<th>Down a lot</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Percentage</strong></td>
<td>9.78%</td>
<td>19.57%</td>
<td>28.26%</td>
<td>22.28%</td>
<td>9.24%</td>
<td>10.87%*</td>
</tr>
</tbody>
</table>

*“No response” is primarily newer craftspeople who did not yet have 2 years for comparison*
Business Education

• Winter Business Finance: 17 participants
• PDA Business Incubation workshops:
  • Product Photography: 17 Daystall attendees
  • Instagram Series: 37 Daystall attendees

• Pike Place Educators
  • Currently 5 active members
  • Provided 1:1 peer coaching follow-up to PDA Instagram offerings
  • PPE currently working on pre-holiday workshop for Daystallers, scheduled for October 2, 2019

Pike Place Educators member Twyla Dill
Online Presence: Making the Arcade-to-Internet Connection

May 2019 Annual Survey: previous 12-months’ sales

<table>
<thead>
<tr>
<th>Email</th>
<th>Website</th>
<th>Ecommerce</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>Pinterest</th>
</tr>
</thead>
<tbody>
<tr>
<td>164</td>
<td>114</td>
<td>72</td>
<td>87</td>
<td>26</td>
<td>77</td>
<td>26</td>
</tr>
</tbody>
</table>

May 2018 Annual Survey: previous 12-months’ sales

<table>
<thead>
<tr>
<th>Email</th>
<th>Website</th>
<th>Ecommerce</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>Pinterest</th>
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<tbody>
<tr>
<td>155</td>
<td>106</td>
<td>63</td>
<td>121*</td>
<td>29</td>
<td>NA</td>
<td>NA</td>
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</table>
Special Projects

PRODUCERS MARKET
Daystall project with grassroots origins in 2018 Holiday night Market

May 30, 2019: 25 participating craft vendors
- 32% survey responders satisfied with sales
- 95% would like to see PM continue

June 27, 2019: 24 participating craft vendors
- 70% survey responders satisfied with sales
- 100% would like to see PM continue

July 30, 2019: 29 participating craft vendors
- 56% survey responders satisfied with sales
- 100% would like to see PM continue
Experimental Promotional Programming

With new program space and interdepartmental projects, staff continue exploring creative new ways to promote Art & Crafts, and to provide additional professional development for artists & craftspeople.

- Handmade Greeting Card Booth
- Shibori Dye Demo: Tiffany Ju
- Live Interactive Painting: Ernesto Ybarra
- Pop-up mural by Kate Endle
- 4-Way Artist Challenge
- Soap Making Class with Kathleen Nece
- Jacinthe Two Bulls Haida Cedar Weaving demo
- Mother’s Day Temp Tattoo by Dan Gregory
2019 Farm Program
Mid-Summer Report

Market Programs Committee
August, 13 2019
## Farmers Markets

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</thead>
<tbody>
<tr>
<td>1st Hill</td>
<td>71,966</td>
<td>84,850</td>
<td>82,597</td>
<td>112,162</td>
<td>140,000</td>
<td>114,256</td>
</tr>
<tr>
<td>City Hall</td>
<td>187,105</td>
<td>218,748</td>
<td>214,894</td>
<td>240,711</td>
<td>250,000</td>
<td>173,374</td>
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<tr>
<td>Denny R</td>
<td></td>
<td>107,416</td>
<td>135,162</td>
<td>160,000</td>
<td>136,892</td>
<td></td>
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<tr>
<td>SLU</td>
<td>260,162</td>
<td>379,059</td>
<td>409,007</td>
<td>430,462</td>
<td>450,000</td>
<td>355,784</td>
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<tr>
<td>Grand Total</td>
<td>519,234</td>
<td>682,657</td>
<td>813,913</td>
<td>918,497</td>
<td>1,000,000</td>
<td>780,306</td>
</tr>
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</table>
2019 - YTD (week 34)
6,163 Boxes Packed & Delivered
$140,479 in Revenue
$92,658 Paid to Farmers

2019 Goals
9,500 Boxes Packed & Delivered
$229,296 in Revenue
$166,090 Paid to Farmers
1 - FTE Fully Funded by SBT
Fall/Winter Programming

- IDA Program: Ongoing
- Tax Preparation: Sept/Oct
- Humanlinks Grant Help: Dec/Jan
- Crisis Management: Ongoing

Special Programming 2019

- Farmer Video + Social Media Pilot
- HAFA Food Safety Training Grant
- On Farm – Pest Management - July
Food Access

Fresh Bucks (City of Seattle)

EBT Redeemed: $1,832
FBx Red: $1,898
FBx Blue: $2,814
FBx to Go: $70,694.55

Market Commons

Farmer Pike Bucks: $5,154
CSA Subsidy: 53 members paying $1-5
Bulk Buy: $7,500

PPM Food Bank

4,323 pounds of food donated
MarketFront Plaza

Wednesday CSA Pickup
Meet the Producer
11 participating farmers
$6,775 paid

Ready to Eat Food
7 Vendors
Small Batch Producers
$189,500 in reported sales
$15,795 in revenue
2019-20 Education Program Goal

“Provide an excellent teaching and learning opportunity to a larger and more diverse student/school population, by developing an updated program.”

- Increase the number of low-income schools participating to 30% by end of 2020 school year.  *(2018-19: 11 low-income schools, 22% of all participating schools)*
- Research how our program fits into Washington Education curriculum.
- Research and budget for school bus reimbursement program.
8-Step Evaluation Process

1. Establish benchmarks
2. Identify stakeholders
3. Describe the program
4. Design the evaluation
5. Gather feedback
6. Analyze results
7. Make improvements
8. Continuous monitoring

Steps 1-4 in progress. Steps 5-8 ongoing.
New Education Program Overview

• Target Audience: Seattle-area elementary schools, grades two through five, with emphasis on low-income schools

• Status: Reworking online education pages

Tour Details

Early Sept. – Tour Requests Open
Sept. 30 – Jun. 11 Tour Period (93 available dates)
  Mondays, Tuesday and Thursdays
  10:00 a.m. – noon, 1 class per day
2019-20 Plan in Action
New Tour Tracks

1. History & Community
   Recommended: 2nd and 3rd Grades

   Content areas:
   • History
   • Merchants
   • Craftspeople
   • Farmers
   • Buskers
   • Residents
   • Social Services
   • PDA operations

2. History & Entrepreneurship
   Recommended: 4th and 5th Grades

   Content areas:
   • History
   • Meet the Producer Tradition
   • How businesses start in the Market
   • Seattle’s immigrant community at the Market
New Online Registration

• NEW Automated Online Registration Process

• Email database of prior participating teachers, new targeted schools and educators starting early Sept

• Reserved dates for low-income schools (40%+ Free/Reduced-Cost Lunch enrollment)

• Confirmations sent via email once requests are reviewed

• NEW Email Confirmation that includes links to our online school activities that complement the tour
For the Educators

Communication:
• Email Blast early Sept. to prior years’ participating teachers
• Program introductory email to targeted low income schools and classes
• Flyer for distribution

Online Materials:
• Align online materials to complement the two tour tracks

Resource Bags:
• Revise teacher resource bags to align and support new tours. Available for check-out, returned on tour day

Researching:
• Exploring regular newsletter
• Exploring hosting occasional teacher open houses/workshops on Saturday mornings
• Exploring Community Center Summer Program
Surveys to Assess Program

Educator Evaluation:
• Survey Monkey evaluation sent out day after the tour

Student Evaluation:
• Educators receive a packet that includes student write-and-draw evaluation sheets with pre-paid postage to send to PDA
Training for Volunteers

• Review new program and practice two tour tracks (tentatively, Sept 23)
Ongoing Research – Learning from Others

• Meet educators at Seattle Aquarium, MOHAI, Museum of Flight and Burke Museum to learn about their programs and outreach to low-income schools (August-September)

• Meet Seattle Public Schools curriculum specialists to learn how our units/tour tracks can align with learning standards

• Review programs at other markets (example: Queen Victoria in Melbourne) to generate ideas for our program
Low-Income School Outreach Plan

**GOAL:** 30% of participating schools will be low-income schools (defined as having 40%+ FRL enrollment).

- 93 available tour dates x 30% = **28 tour dates** will go to Low-Income Schools/Classes
- Outreach through **Direct Communication** (letters, flyers, emails) to 12 Seattle Public Schools with the highest FRL % we currently do not serve. We have names and email addresses of third-grade teachers at most of these schools.
- Third-grade teachers in Tukwila (three schools) will be recruited.
- Initial contact will be an email introduction to the Education Program and an invitation to participate.
- Identify barriers, if any, to these schools doing field trips. Examples may be pressure to raise test scores, bus costs.
- Spring 2020 for ’20-’21 year: Give low-income schools an “Early Bird” sign-up period before opening to other teachers
Low-Income School Outreach

• Offer incentives to encourage educators to bring their class for a Market tour:
  – **Bus Transportation Reimbursement Program:** After the tour, school submits proof of payment for cost of bus and completes PDA application. While funds last (budget to be determined), payment to school will be same percentage of bus cost as FRL percentage.
  – Teacher must complete survey and send student evaluations in order to be eligible for reimbursement.
  – Educator will receive PDA confirmation of reimbursement eligibility when tour date is confirmed.
Key Dates

• Sept. 23 – Volunteer training

• Sept. 30 – Tours begin (end June 11)

• Nov. 2019 – June 2020 – Host Educator Open Houses as needed

• Nov. 2019 – June 2020 – Research and Develop Curricula and Program for 2020-21 school year

• July 2020 – Present ‘19-’20 review and ‘20-’21 plan at Market Programs
2019 Marketing & Program Goals and Plan – Trademark
2019 Marketing Trademark Goals

Further develop a filming and trademark plan that protects the Market’s brand and marks

• **Trademark Initiative:** Through research and trademark consultants build a multi-year plan that aligns our filming and trademark fees with similar attractions

Work to re-build a comprehensive plan for media to protect the Market brand and reputation

• **Filming Initiative:** Identify positive opportunities for Pike Place Market trademark to be used to increase Market sales and reputation
Existing Marks Registered

1. PIKE PLACE (4788770)
2. PIKE PLACE MARKET (4981076)
3. PIKE PLACE MARKET (2233478)
4. PIKE PLACE MARKET (4981077)
5. PIKE PLACE MARKET (5084809)
6. PUBLIC MARKET CENTER (4996030)
7. PUBLIC MARKET CENTER (4996065)
8. PUBLIC MARKET CENTER (2361042)
9. PUBLIC MARKET CENTER (4996066)
Mark J. Nielsen

- J.D. law degree, University of Washington
- 35 years of practice in the areas of trademark and copyright.
- Represented clients such as Costco, Space Needle and some of the top wineries and vineyards in the state.
Plan in Action – Trademark & Filming

Year 1: 2019

1. Developing enforcement strategies that distinguish between infringements and fair use
   
   **Actions:** Developed template for submitting letters of notification of infringement – 3 letters issued

   **Infringement Process**
   - Identify perpetrators through extensive research – keep ongoing record and note priority cases
   - Submit initial notification letter of infringement with actions we require outlined
   - Monitor progress of actions – if no action is taken proceed with additional legal action
   - Keep record of all steps taken and progress made in each infringement case

2. Trademark education
   
   **Actions:** Creating simplified card handouts that direct producers to our trademark and filming guidelines
Plan in Action – Trademark & Filming

2019 - 2022

1. Continue to monitor trademark infringement

2. Update Filming Contracts and trademark language in commercial leases/daystall and farm permits

   **Actions:** Worked with lawyer to review filming contracts and trademark language – 6 filming projects approved with trademark this year. Lawyer is in the process of updating contracts and language

3. Apply for a new trademark application for Retail Mark

   **Actions:** Identified all types of retail the Market produces that require trademark protection to submit to lawyer. *Official application in process*

4. Website revisions and page additions

   **Initiatives:**
   - New website pages to educate the public about trademark and filming rules
   - Streamline and create new trademark application for products/opportunities