Market Programs Committee Meeting Agenda

Date: Tuesday, October 3, 2017  
Time: 4:00 p.m. – 6:00 p.m.  
Location: The Classroom  
Committee Members: Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, David Ghoddousi, Colleen Bowman, Paul Neal and Mark Brady

4:00pm  I. Administrative  
A. Approval of Agenda  
B. Approval of the Market Programs Committee Meeting Minutes for September 12, 2017  
Chair

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

4:10pm  III. Programs and Marketing Director’s Report  
Emily Crawford

4:30pm  IV. Reports and Discussion Items  
A. Holiday update  
B. Marketing Budget 2018 Overview  
Justin Huguet  
Emily Crawford

5:40pm  V. Action Items  
Ben Franz-Knight

5:55pm  VI. Resolutions to be Added to Consent Agenda  
Chair

5:50pm  VII. Public Comment  
Chair

5:55pm  VIII. Concerns of Committee Members

6:00pm  IX. Adjournment  
Chair
Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, September 12th, 2017
4:00 p.m. to 6:00 p.m.
The Classroom

Committee Members Present: Patrice Barrentine, Gloria Skouge, Mark Brady, David Ghoddousi

Other Council Members Present:

Staff Present: Ben Franz-Knight, Emily Crawford, Aliya Lewis, Kalyn Kinomoto, Scott Davies, Justin Huguet, Karin Moughamer, John Turnbull

Others Present: Joan Paulson

The meeting was called to order at 4:01 p.m. by Patrice Barrentine, Vice Chair.

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

       B. Approval of the August 8<sup>th</sup>, 2017 Market Programs Committee Meeting Minutes
          The August 8<sup>th</sup>, 2017 Minutes were approved by acclamation.

          David Ghoddousi entered the meeting at 4:31 pm.

II. Announcements and Community Comments
    None.

III. Programs and Marketing Director’s Report
    Emily Crawford started by highlighting recent feature stories in Seattle Times, Sky Delta, and Where about 110<sup>th</sup> Anniversary and MarketFront. The Travel Channel will be using the Market as their preferred set. Emily welcomed Justin Huguet back from paternity leave. Scott Davies has taught his first class session this week and Aliya Lewis represented the Market at a private event on the MarketFront over the weekend.

IV. Reports and Discussion Items
   A. 110<sup>th</sup> Anniversary Events Recap
      Kalyn Kinomoto recapped 110<sup>th</sup> Anniversary events, starting with the #PikePlacePeople social media campaign. The campaign featured short videos of Market characters who shared what Pike Place means to them. One video was posted each day and the public was invited to participate and share their own stories. The Marketing department will continue to post new
videos throughout the year. It had 19,915 views on Facebook with over 1,100 reactions, 125 comments, and 52 shares and reach 73,357 people. That was all without spending additional dollars to boost the posts. On Instagram the campaign had 14,476 views with 1,434 likes and 44 comments. A video featuring Don Kuzaro of Don and Joe’s Meats was shown. That video was popular, receiving 9,792 views on Facebook and Instagram.

Kalyn continued by noting that many organizations and businesses from the community wished the Market Happy Birthday on social media. There were three events associated with the 110th anniversary. More than 150 people attended the Caspar Babypants concert on August 12th. The concert was a benefit for Pike Market Child Care which raised $1,300 to benefit the PMCCP’s tuition assistance program. On Thursday, August 17th there was a symposium and exhibit titled “Portrait of a Market” featuring photographs taken by John Stamets. 40-50 people attended the symposium and 150-200 people walked through the evening photo exhibit. The photos will be installed and on view in the Market Commons. Lastly, the 22nd annual Sunset Supper took place on August 18th and raised $350,000 for the Market Foundation’s programs.

Justin Huguet presented on the 110th Anniversary paid social media campaign which took place from mid-July to early September. The objectives were to create excitement and build awareness around the Market’s 110th Anniversary, Evening Farmers Market, and new MarketFront and was aimed at Seattle locals, “new locals,” and shoppers who care about buying local, sustainability, and community. New tools on social media were utilized to feature more than one image on a carousel. This allowed the Marketing team to call out more Market elements, including Evening Farmers Market, fresh fruit and veggies, and locally grown flowers, to name a few. The campaign reached 245,789 people with 4,700 clicks and a Click Thru Rate of .55%, well above the national average.

Justin continued with an overview of the Out of Home Metro bus ads. There were 10 Metro King ads, 10 Metro King with a vertical panel, 20 interior bulkheads and 115 interior cards, all of which were driving people to the Evening Farmers Market with a shout out to the 110th Anniversary. A comparison of social media vs Out of Home showed that social had 861,834 impressions while the Metro bus ads had 4,884,165. The cost per thousand impressions was comparable with $6.75 spent on social media and $5.64 spent on the bus ads.

Ben Franz-Knight commented that a fair amount of money has been spent on photography in order to capture the full depths and diversity of the Market. This campaign demonstrates the benefit of that and the importance of renewing that imagery.

B. Holiday 2017 Overview

Emily Crawford reviewed ideas for Holiday 2017. The season kicks off with Magic in the Market, which coincides with Small Business Saturday. It’s a great event and the goal for this year is to increase activity in the Market. This is a fun, family friendly event to kick off the shopping season. Rather than a printed guide there will be an online guide, which will reduce printing costs. New this year is a professional stage and sound with live music to encourage people to keep shopping and hang out until the tree lighting.

Emily continued by introducing the Online Gift Guide, an interactive, fun way to find Pike Place Market gifts and provide a tool to plan a shopping trip. It will be a separate website managed in-house and can live on past this holiday season. It will also reduce printing costs and waste. Users
can create a personal shopping list with an offline shopping map tool. It will be illustrative and fun, but not a perfect replica of the nine-acre historic district. It may include hidden elements, like carrots, pigs, or other iconography for people to find as well as Market iconic neon signage and historical elements.

David Ghoddousi asked Emily to provide an example of a website similar to this idea and asked if there is a budget for this. Emily suggested looking at the New York Times Holiday Gift Guide from 2016. This website would be covered under the existing budget for holiday marketing.

David Ghoddousi wondered if there is a way to include a scavenger hunt where a patron can take a picture of themselves buying the item and then to track that information. Emily suggested this could be part of the social media campaign, using a specific hashtag.

Mark Brady asked what the budget is for holiday entertainment. He suggested having roaming musicians, possibly high school students, perform throughout the Market to drive business to quieter locations.

For the online gift guide Patrice Barrentine suggested including the terms “trip planner” for visitors to know where to find the gifts they are interested in. Maybe there could be options where by visitors could put their shopping list in the order they’d like to travel through the Market or select by quickest route. Patrice wondered if there was a way for a shopper to reserve an item online and develop a way for gifts to be collected throughout the Market for pick-up at one location.

Ben Franz-Knight proposed the idea of allowing tour guide companies to operate a niche seasonal business to collect goods shoppers pre-purchased in advance.

Emily Crawford continued by presenting a new December event in the MarketFront pavilion. The goal is to draw locals and visitors to the Market with a unique experience in the MarketFront pavilion that will become an enduring holiday tradition even as it changes year to year. One possible theme is a winter wonderland / enchanted forest. Potential objectives are to create a fun, free, public experience on Saturday and Sundays in December; incorporate Daystall by selling trees, craft tables, cider, hot chocolate; whimsical experience that is unique and offers a family photo opportunity; work with partners like DSA and Visit Seattle to promote across the region.

Challenges include the unknown demand of Daystall vendors during the holidays, community engagement, weather and the lack of heat in the space, budget, staff time and resources and the MHC process. Alternatively, no events could be planned in the pavilion during this time or Programs could work with Daystall to activate the space with trees, crafts, and value added farmers.

David Ghoddousi expressed his support of selling trees on the pavilion.

Patrice Barrentine suggested crafts and food that produce heat to warm the space such as glass blown ornaments, metal working a stamped ornament, or a mobile pizza oven. Farm products could include egg nog and holiday meats. Patrice liked the idea of people coming to the Market and buying items to decorate their whole tree.
David Ghoddousi asked if there would be a second tree on the MarketFront.

Mark Brady suggested moving the giving tree from the 4th level to MarketFront.

Patrice Barrentine wondered if there would be an issue with the size of the trees and the MarketFront elevator. Ben Franz-Knight suggested having a loading zone on Western.

The holiday advertising and PR campaign is still being developed but will possibly include:

- Working with DEI to create advertising promoting the Market as a place to buy holidays, specialty foods, farm products, and handmade crafts
- Majority of the campaign will be online to drive traffic to online gift guide and Pike Place Market homepage
- Metro Transit or Sound Transit advertisements as budget allows
- Generate excitement, engagement and inspire visits, shopping and parking
- PR long leads are out, short leads will highlight items from the gift guide

V. Action Items
None

VI. Resolutions to be added to Consent Agenda
None

VII. Public Comment
Joan Paulson suggested highlighting holiday food items, such as roasted chestnuts and cranberry juice (hot or cold). In addition she encouraged outreach to the literary community to feature cookbook and children book authors and the creation of a reading areas. Book signings could also be included. Joan also recommended continuing the Pike People series and to focus on love at the Market for a February promotion and possible fundraiser. A King and Queen of the Market could be selected from those videos as a celebration of love.

VIII. Concerns of Committee Members
David Ghoddousi apologized for being late.

Patrice Barrentine noted she will miss the next committee meeting.

IX. Adjournment
The meeting was adjourned at 5:17 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Seattle's expanded Pike Place Market has room for everyone

By Rebekah Denn  September 21

Seattle's Pike Place Market reopened this summer after its first expansion in 40 years. (Alessa Facco/Namy Stock Photo)

Pike Place Market has been one of Seattle's main tourist attractions for much of its 110-year history, despite one oddity: It has never been as functional for visitors as for the people who live here.

Sure, travelers saw vendors tossing fish through the air and arranging heaps of foraged mushrooms, but most weren't equipped with the time or kitchen space to cook them. The market's crowded indoor arcades, packed with sights and shoppers, offered few places to relax or access the sublime waterfront views.
That's changed, thanks to the June opening of a $74 million addition, the landmark's first expansion in 40 years and the last piece of the revitalization plan that saved it from demolition in the 1970s.

With 30,000 square feet of new open space, there's finally some elbow room at the market, providing new ways to enjoy it rather than struggling through like a salmon swimming upstream. Highlights include an outdoor pavilion with broad Douglas fir counters and room for 47 new farm stands and crafts stalls, plus a new Producers Hall of restaurants and shops. New construction was designed to be attractive without betraying the market's functional origins, featuring wide windows, tall timber beams and just enough quirks to feel like old-school Seattle.

[Alaska's Bristol Bay region is rightly renowned as a fishing mecca]

The expansive public plaza was designed to take in — at least in the clear, warm summer months — a jaw-dropping panorama of Mount Rainier, the Olympic Mountains and ferries traveling to and fro on Puget Sound. The Seattle Great Wheel, a 175-foot Ferris wheel that opened on the waterfront in 2012, provides the vista's punctuation mark.

“It's crazy, right?” said restaurateur Bryan Jarr, showing off the view from the waterside windows at Little Fish, the combination seafood cannery, restaurant and deli in Producers Hall that will open in January. Jarr is leading the project with chef Zoë Antonitsas, a “Top Chef” alum who was named one of Food & Wine magazine’s best new U.S. chefs in 2015.

One of Jarr’s requirements when drawing up his plans: “All the bar chairs have to swivel” so customers can also drink in the sights.
Seattle is booming, setting the U.S. record for the number of construction cranes at work and grappling with record housing prices even in outlying areas. Still, the market location, with its heavy foot traffic and long history, was irresistible to Jarr.

“There used to be canneries right here,” he said, referring to the city’s historic industries, now more weighted toward tech companies than fishing boats.

The expansion is the latest of many twists for the place known as the soul of the city, a market established in 1907 to provide affordable local fruits and vegetables to the public. Even in the 1920s a tourism pamphlet advertised the site as “famous the world over for its magnitude and year-round unparalleled produce display.”

The market’s influence diminished after World War II, partly because of the internment of Japanese farmers who had manned as many as half of its stalls, partly on the rise of supermarkets and on farmland giving way to suburban sprawl. But in the 1960s, when a proposed urban-renewal plan would have razed the market, the public rose up. Champions such as architect Fred Bassetti, who called the market “an honest place in a phony time,” brought forward a citizens ballot initiative creating a historic district and a commission to save and restore the rundown property.

In an annual event, Leo Delgado pressure-washes away year’s work by tourists and locals from the gum wall in Post Alley at Pike Place Market. (Elaine Thompson/AP)

Any changes to such a beloved spot are bound to be controversial, especially in a city where any significant plans get caught in “the Seattle process,” shorthand for the way that important issues are talked to death in boggy debates. The MarketFront expansion, though, was completed to general public acclaim, despite (or because of) more than 200 public meetings about the historical site, which boasted notoriously strict building restrictions, archaeological artifacts that required preservation specialists (including crews to unearth a pioneer-era privy) and the high-wire logistics of building a major attraction above a BNSF Railway tunnel.
It was "incredibly complicated," said Ben Franz-Knight, executive director of the market’s Preservation and Development Authority (PDA), who has been working on the project for seven years. The expansion site, most recently a parking lot, once held the market’s old municipal building, which was built in 1921 and demolished after a 1974 fire. Redeveloping the land, long considered impossibly expensive, only panned out now because the city needed its 300 new parking places, one part of a broader plan to redevelop the Seattle waterfront after the seismically suspect Alaskan Way Viaduct is torn down and a failing sea wall is rebuilt. In a few more years, after the viaduct comes down, new pathways will directly connect Pike Place Market with the waterfront and aquarium.

"Everyone knows this project is once in a lifetime," Franz-Knight said.

For visitors who wonder if city residents still get the best of the market, consider one last thought: The place has a way of converting one type of shopper to the other. Nancy Leson, a longtime Seattle restaurant critic and now the food commentator for KNKX radio, says that "for me, as for so many folks who moved here from elsewhere, everything I saw as a tourist or short-term visitor made me want to live here."

**New attractions:** Look for goods such as goat-milk soap and hand-thrown pottery at the new canopied craft stalls on the plaza. In addition to Little Fish, opening in the fall, two eateries are already open in Producers Hall: Honest Biscuits, selling Southern-style biscuit sandwiches made with Northwest-milled flour, and Old Stove Brewing Company, a spacious brewhouse and pub. Indi, a bean-to-bar chocolate factory, opened at the end of July. The addition also includes new public art, eye-catching mosaic murals of local fish, flowers, fruits and vegetables by artist Clare Dohna, and an illuminated "tapestry" — 1,670 colored aluminum strips by artist John Fleming — covering what was a bleak concrete wall on Western Avenue.
Behind the scenes: The market is also a center of social services for low-income residents, including apartments, a medical clinic and a day care. The addition includes 40 new studios for senior citizens, some of whom were previously homeless, including seven live-work units meant for artists.

Classics: Sur La Table is a chain now, but the Pike Place Market branch was the first in the nation, and the first application granted by the newly established PDA in 1972. Even though there’s a Starbucks on so many corners worldwide, travelers still queue up to see the “first” outlet here (actually a short walk away from its original location), displaying the original logo with a bare-breasted mermaid. At Beecher’s Handmade Cheese, winner of national awards for its sharp flagship cheddar, watch through the window to see milk transformed into curds and whey.

Getting reacquainted: If you haven’t visited Seattle in a few years, you’ve missed out on newer market favorites including Elleno Greek Yogurt, Country Dough (specializing in stuffed Sichuan flatbreads) and Rachel’s Ginger Beer, featuring house-made sodas and cocktails on tap.

Talk like a local: It’s Pike Place Market, not “Pike’s Place.”

Past and present: In 1987, photographer John Stamets captured classic Pike Place scenes in “Portrait of a Market,” with the book’s text written by Steve Dunnington. His large-format photos are on rotating display in the Market Commons area. Many of the places Stamets photographed are still in business, sometimes run by the descendants of the people he pictured. And many of the things the vendors told Dunnington still ring true, such as, “The market is the best place to learn about people.”

Denn is a writer based in Seattle. Her website is eatallaboutit.com. Find her on twitter: @rebekahdenn.
Field Notes

Where to Shop

Go Indie: Glasswing
Check out delicate jewelry, hand-dyed dresses, and ceramics in this rustic space.
glasswingshop.com

Seek Chic: Baby & Company
Mens and womens European lines, like Mefsell from Italy and Parisian Homecore, converge in one shop.
babyandco.us

Treat Yourself: Essence
This apothecary-like retreat sells perfumes by Miller at Berteaux and Kahina skin care.
orsanazina.com

Flip Through: Peter Miller Books
Browse contemporary and rare art and design volumes, and sale items on stylish writing accessories, including Lamy fountain pens.
petermiller.com

Hunt Treasure: Maritime Antiques
Score vintage copper pots, carbon-steel knives, and other kitchen must-haves.
mainearea7.com

Supersize It: Olympic Sculpture Park
Glen works by Joanne Flennor and Beverly Pepper dot the Seattle Art Museum’s nine-acre green space.
seattleartmuseum.org

Ride a Ferry: Bainbridge Island
On a clear day, you can see Mount Rainier as you ride across Puget Sound; once there, explore the quaint town of Winslow.
austregards.com

What to Do

Watch Salmon Fly
Pike Place Market
Sample aldorwood-smoked salmon and glorious local produce, then catch some fish musicians and fishmongers. their daily catch.
pikemarketmarket.org

Chef Renee Erickson’s Top Picks
The 2016 James Beard Award winner shaves the local oysters she’ll happily stand in line for.

DELANCEY
delancyseattle.com
“I love sitting at the bar, drinking Corsican rosé, and eating the off-menu white pie with preserved lemon and pepperoni—eat house-pickled peppers on the side.”

THE CORSON BUILDING
corsonbuilding.com
“Emily Crawford is one of my favorite chefs in Seattle. Her bocconcini restaurant is a tucked-away oasis. Dinner there, offered Thursday to Sunday, is like an intimate party.”

COYLE’S BAKESHOP
coylesbakeshop.com
“Rachel Coyle makes the city’s best cakes. I love the carrot. Nibble on a crossaint while you wait.”

Take These Home

This year, the beloved From’s Chocolates—formed for its select chocolate—are being relaunched. Its line of deca- dent sweets, which are now certified organic and fair trade.
fromschocolates.com

Farm Coffee Roaster has hand-roasting single-origin blends for 20 years. working with small farms in Rwanda, Brazil, and Oaxaca.
farncoffee.com
What to Do

Watch Salmon Fly

Pike Place Market
Sample alderwood-smoked salmon and glorious local produce; cheer on live musicians and fishmongers throwing their daily catch.

pikeplacemarket.org
Meet Zoi Antonitsas, the Seattle Chef Breaking New Ground at Pike Place Market

*Chef Zoi Antonitsas looks to the bounty of the Pacific to shed new light on her hometown.*

Chris Hughes

Maybe the only Seattle archetype more recognizable than grunge, coffee, and the saucer-shaped silhouette of the Space Needle is Pike Place Market, with its bounteous produce stalls and salmon-chucking fishmongers. That’s why Seattle native Zoi Antonitsas is taking her newest venture, Little Fish, so seriously. A cornerstone of the new Pike Place MarketFront, Little Fish joins a more-than-a-century-old gastronomic tradition that’s expanding for the first time in 40 years.

"My partner Bryan [Jarl] and I are both from Seattle," says Antonitsas. "So we're thrilled to have been selected to be a part of the Market—a place with 10 million people from all over the world walking through it every year. It's not a normal restaurant in that sense. We know how big of a deal this is."
Antonitsas has built her career showcasing the best of the Pacific Northwest, including at the highly celebrated Westward. Yet Little Fish is even more precise in its hyperlocal vision. Sure, there’s the “Afraid to Swim” section of the menu, for the more aquatically averse. But for everyone else? Seafood in all its myriad forms, prepared in every imaginable way.

In addition to the typical raw and cooked options, Antonitsas’s team will be smoking salmon in view of guests, salt curing fish, and canning everything from mussels to giant octopus as part of an onsite conservas program—all from sustainably caught seafood off the Washington coastline.

“We have all of these amazing ingredients that are available to us locally, and now we’ll be able to promote them on a large scale,” Antonitsas says. “In the deli we have the most incredible tuna melt you’ve ever had. At brunch, a tortilla Española with preserved octopus, aioli, and pimento. It’s familiar dishes, things you might recognize, with a little twist.”

Meet Zoi

Age: 40
Experience: Bizou (San Francisco), Zazu Kitchen + Farm (Sonoma), and Westward (Seattle)
Formative food moments: “Eating raw anchovies in Cinque Terre, Italy; savoring oysters on a beach in Washington; and all the Greek Easter of my life.”
Pantry essentials: Anchovies, great finishing oils, vegetable ash, lemons
Recipe strategy: Drawing the dish first. “Sometimes a picture tells a thousand words. Or bites.”

Make Her Recipe

At Little Fish, Antonitsas’s restaurant at the new Pike Place MarketFront, the chef serves a thoroughly grown-up tuna melt with tangy pickled vegetables.

*Recipe: Tuna Melt Tartine*
Inspiration

Attributes: Colorful, fun, happy, family friendly, inspiring, whimsical, Market-esque
Gift Categories

- Handcrafted
- Chow Down
- Farm Fresh
- Stocking Stuffers
- Deck Your Shelves
- Bundle Up
- Worldly Wonders

2016 photo/ad example
Market Map

Expandable Lower Levels

Street Level
## 2018 Proposed Operating Budget

<table>
<thead>
<tr>
<th>Description</th>
<th>Revised Budget</th>
<th>Actual Annualized</th>
<th>Proposed Budget</th>
<th>Total Budget</th>
<th>Explanations / Definitions / Comments</th>
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<td>Will cover Green Star award and allow for 1 or 2 other initiatives</td>
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<td>2,500</td>
<td>2,500</td>
<td>Covers online subscriptions for WuFoo, Basecamp project management, email marketing, etc.</td>
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<td>6,000</td>
<td>Covers maint, repairs and web hosting with contingency for an emergency</td>
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<td>Reducing to 2015 level. Farm: 45K, RPR: $50K, $60K holiday media spend, $10K Merlino, $30K DEI Creative; $25K production</td>
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