# Market Programs Committee Meeting Agenda

**Date:** Monday, October 7, 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Presenter/Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
<td>Chair</td>
</tr>
<tr>
<td></td>
<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Programs Committee Meeting Minutes for September 10, 2019</td>
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<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</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>4:30pm</td>
<td>IV. Reports and Discussion Items</td>
<td>Amy Wallsmith</td>
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<td>A. Refract Preview</td>
<td>Amy Wallsmith</td>
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<td></td>
<td>B. Costumes on the Cobblestones Preview</td>
<td>Amy Wallsmith &amp; Madison Bristol</td>
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<tr>
<td>5:50pm</td>
<td>V. Public Comment</td>
<td>Chair</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>
<td>Chair</td>
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Wednesday, September 10th, 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, Paul Neal

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Erica Bates, Karin Moughamer, Zack Cook, Maggie Mountain, Scott Davies

Others Present: Patricia Gray, Howard Aller, Craig Ackermann

The meeting was called to order at 4:02 pm by Patrice Barrentine, Chair.

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

   B. Approval of the Market Programs Committee August 12th, 2019 Minutes
      The August 12th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    Craig Ackermann, owner of Tandooy, thanked the Committee and he hopes to be able to participate in selling his food on the MarketFront. He noted Zack [Cook] and his team has been great to work with and that sales were good over the summer season.

III. Programs and Marketing Report
    Amy Wallsmith began by providing some dates for upcoming programs:
      • September 24 Taste Test Tuesday (Travel around the World) and first fall workshop, which will be an Instagram refresh.
      • September 26 is the last Producers Market
      • October 1 there will be a Facebook Level 1 workshop
      • October 3 first fall Meet the Market at the Newmark Tower

    Amy Wallsmith continued by noting the Market Insider went out for September and numbers are increasing as is the list serve, which is currently at 850 recipients. Open rate is still above industry standards. The most clicked on links were the Small Business Workshops, followed by the calendar download and the Visit Seattle Holiday Breakfast sign up.
Amy Wallsmith answered some questions that were presented at last month’s meeting. The Marketing team is still working to see if the goals have been met for the year and the team is looking at what has worked and adjust for the remainder of the year. Regarding budget, she is meeting with the programs team to begin to outline what is needed in order to present programming in 2020 and will present that to the Committee once that is discussed by staff.

Patrice Barrentine added those were questions presented by the Committee at the commencement of the presentations last month.

Paul Neal entered the meeting at 4:08 pm.

Colleen Bowman asked when the committee will see information on the budge. Amy Wallsmith responded over the next month or two. Mary Bacarella responded during the October meeting some of these topics will be discussed.

Colleen Bowman asked if a retreat date has been set. Mary Bacarella responded it was decided today tentatively for October 30.

Amy Wallsmith outlined the agenda for the October meeting, which includes an overview of Costumes on the Cobblestones, a full farm program summer recap and a recap of Producers Market.

Amy Wallsmith added that the Facebook locals group was launched and already has 190 members. Lastly, the Market is hosting the closing event (Raise Your Glass) for the Refract in partnership with the Washington State Wine Commission. That event is free and open to the public and will include 10 Market daystall glass artists as well as a special guest that has been featured on a recent reality TV show. The event is on Sunday, October 20th.

Colleen Bowman asked how many people will attend. Amy Wallsmith responded currently 100 people are interested on the Facebook event page and she hopes to have up to 250 attend.

Mark Brady asked if anything will be done for Veterans Day. Mary Bacarella responded the flag will be raised.

Patrice Barrentine asked committee members to consider what the role of the committee is on what they vote on and the level of participation with staff. The Market Programs Committee is different from other committees in that there are not a lot of action items that come out of the committee. She would like the committee to think about if there are areas the committee should take more of an actionable role in and provide that feedback to her.

Colleen Bowman would like to hear back from staff on the level of feedback they are looking for from the committee.

IV. Reports & Discussion Items
   A. 2019 Daystall and Farm Half Year Update
      David Dickinson began by noting Molly Kirk, program coordinator, has left the Market to pursue a job more in line with her passion.
David Dickinson continued by reviewing the current status of attendance and revenue, which includes:

- 218 current daystall craft permits (170 regular permits & 48 off season permits)
- 19,576 daily table rentals (1/1/19-8/31/19, down 4.2% from previous year)
- Revenue $385,008.09 in table rents (1/1/19-8/31/19, up 1% from previous year)
- Attrition continue to slightly out pace retirement
- More senior vendors leaving due to health or retirement
- Startups increasingly challenged by rising cost of live/work space

Maggie Mountain noted nine new craft permits have been added for the 2019 off season (January 1-April30) and four additional new craft permits in May 2019. Staff recruitment visits 18 outside craft shows/venues since 1/1/19. Maggie noted that 22 permits closed since 1/1/19: 6 cited non-profitability, 4 citing relocation/life plan changes, 5 medical reasons or retirement, 5 permit abandonment, and 2 gave no reason.

David Dickinson reviewed sales in the stalls which are a result from a survey sent to crafters in May 2019. The response chart is provided in the packet and the responses are similar to 2018 responses.

Zack Cook noted there is not comparable question on their survey but their revenue collection is focused on the offsite markets.

David Ghoddousi asked if the survey includes questions on whether crafters sell at other markets. David Dickinson responded there is not a question like that on the survey but he sees the newer, more successful crafters are doing that.

Paul Neal asked if there is a sense for the reason why the non-profitable crafters left the Market. David Dickinson responded no as those people usually leave pretty quickly and there isn’t time to talk with them regarding the reasoning.

Paul Neal asked how many years of survey data they have collected. David Dickinson responded about seven years. Paul would like to see that data presented together to identify trends and he would also like to see revenue data collected from daystall tenants.

David Ghoddousi would like to see more data on attendance presented.

Maggie Mountain reviewed business education for daystall. 17 people participated in the winter business finance workshop. In addition, 17 daystall crafters participated in the small business workshop on product photography and 37 attended the Instagram series. There are currently five active members of the Pike Place Educators group. They provide 1:1 peer coaching and they are currently working on a pre-holiday workshop scheduled for October 2.

Colleen Bowman asked what incentive is offered to daystall participants in the Pike Place Educator program. David Dickinson responded they receive a stipend for planning and presenting the class and that amount varies depending on the experience of the teacher.
Maggie Mountain reviewed the survey results regarding online presence of daystall crafters. 164 have email, 114 have a website, 72 offer ecommerce, 87 have Facebook accounts, 26 are on Twitter, 77 on Instagram, and 26 with a Pinterest account.

David Dickinson discussed the survey results for the Producers Markets held on May 30, June 27 and July 30. Participation ranged from 24-29 vendors, with nearly all wanting Producers Markets to continue and a range in satisfaction in sales from 32%-70%.

David Dickinson lastly reviewed a sample of experimental promotional programming in the MarketFront Pavilion which included a handmade greeting card booth, Shibori dye demo with Tiffany Ju, live interactive painting with Ernesto Ybarra, pop-up murals by Kate Endle, 4-way artist challenge, Mother’s Day temporary tattoo design by Dan Gregory, soap making class with Kathleen Nece and Jacinth Tow Bulls Haida cedar weaving demo.

Zack Cook next reviewed the mid-summer farm report, beginning with the sales numbers for the offsite markets, including revenue from 2015-2019. He feels the goal of $1 million in revenue will be achieved and all Markets are doing well.

Zack Cook reviewed the CSA program totals, which includes two separate programs: the Pike Box summer program and the Fresh Bucks to Go Pike Box program. Through week 34 6,163 boxes have been packed with $140,479 in revenue with $92,658 to farmers. Again, Zack feels revenue goals for 2019.

Patrice Barrentine asked what that translates to in subscriber numbers. Zack Cook responded its roughly 247 subscribers for the summer program and there are 150 boxes during the school year and 50 in the summer. That number will increase to 175 for this school year.

Zack Cook reviewed the work being done by Leigh Newman-Bell, which includes the Individual Development Account program, tax preparation, Humanlinks grant help and crisis management. Special programming for 2019 includes farmer video and social media pilot, HAFA food safety training grant and On the Farm pest management.

Zack Cook reviewed the Food Access programs, which includes:

- 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 to shop in the Market for bulk items for the Food Bank and Senior Center
- PPM Food Bank
  - 4,323 pounds of food donated

Zack Cook concluded by reviewing the MarketFront Plaza programs, which includes:

- Wednesday CSA pickup
o Meet the producer
o 11 participating farmers
o $6,775 paid to farmers

- Read to Eat Foods
  o 7 vendors
  o Small batch producers
  o $189,500 in reported sales (Friday, Saturday, and Sundays)
  o $15,795 in revenue, based on a sliding scale

B. 2019/2020 Education Program Plan
Scott Davies began by noting the 2019-2020 education program goal, which is “Provide an excellent teaching and learning opportunity to a larger and more diverse student/school population, by developing an updated program.” In addition:
  - 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.

There has been an eight step evaluation process. Steps one thru four have already been completed while steps five through eight are ongoing:
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.

The target audience is Seattle-area elementary schools, grades two through five with emphasis on low-income schools. Scott Davies noted new online education pages were launched today. Tour requests opened today and from September 30-June 11 there are 93 available dates on Mondays, Tuesdays, and Thursdays from 10-noon, 1 class per day.

Scott Davies noted the two tour tracks:
1. History & Community. Recommended for 2nd and 3rd grades. Content areas include history, merchants, craftspeople, farmers, buskers, residents, social services, and PDA operations.
2. History & Entrepreneurship. Recommended for 4th and 5th grades. Content areas include history, Meet the Producer tradition, how businesses start in the Market, and Seattle’s immigrant community at the Market.

Paul Neal asked if the tours tracks are different from those offered in the past. Scott Davies responded the tours are very similar but are being targeted to different populations.

Colleen Bowman commented she was blown away by the lesson plans presented online. Scott Davies reviewed some of the education goals and takeaways that will be presented during the class tours.
This year there will be a new automated online registration process. There is an email database of prior participating teachers, with new targeting for schools and educators starting in early September. There will be reserved dates for low-income schools (40%+ free/reduced-cost lunch enrollment). Confirmations will be sent via email once requests are reviewed and new email confirmation that includes links to our online school activities that complement the tour.

Amy Wallsmith added a big difference this year is the amount of data being collected from teachers to better understand how this information is being used in their classroom as well as the information being presented to teachers in advance of their visit.

Paul Neal asked for clarification on how low-income schools will be ensured visit dates. Scott Davies responded he will keep an eye on reservations and ensure that there is space to meet the quota of 30% low-income visits.

Scott Davies continued by reviewing what the educators will receive. Prior participants received an email blast in early September and there will be a program introductory email to targeted low income schools and classes. The online materials to will align to compliment the two tour tracks. Resource bags will align and support new tours. They are available for check-out and returned on the tour day. Scott is exploring a regular newsletter, hosting teacher open houses for clock hours and a community center summer program.

Scott Davies noted there will be a survey sent out the day after the tour. Educators will also receive a packet that includes student write-and-draw evaluation sheets with pre-paid postage to send to the PDA.

The first training for volunteers is set tentatively for September 23. There are 17 volunteers.

Paul Neal asked if all tours are given in English and if all the volunteers are white. Scott Davies responded yes to both question.

Scott Davies noted he has been talking with educators at the Seattle Aquarium, MOHAI, Museum of Flight and Burke Museum to learn about their programs and outreach to low-income schools. In addition he has been trying to meet with the Seattle Public Schools curriculum specialists to learn how the Market tours can align with learning standards.

A goal for the program is that 30% of participating schools will be low-income schools (defined as having 40%+ FRL enrollment). That means 28 tour dates will go to low-income schools/classes. Outreach includes:

- Outreach through direct communication to 12 Seattle Public Schools with the highest FRL% we currently do not serve.
- Third-grade teachers in Tukwila will be recruited
- Initial contact will be an email introduction to the Education Program and in 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 and ’21 year: Give low-income schools and early bird sign-up period before opening to other teachers.
• Bus transportation reimbursement program: after the tour, school submits proof of payment for cost of bus completes PDA application. While funds last, payment to school will be same percentage of bus cost as FRL percentage. There is $150 for each tour available (in 2019) and the average Seattle Public School cost for a bus is $205.
• Teacher must complete survey and send student evaluations in order to be eligible for reimbursement.
• Educator will receive PDA confirmation of reimbursement eligibility when our date is confirmed.

Scott Davies noted the difficulty in some of these schools getting chaperones to attend the tour with the school children. That results in some schools not being able to attend.

Lastly, Scott Davies shared some key dates:
• September 23: Volunteer training
• September 30: Tours begin
• November 2019 – June 2020: Host educator open houses as needed
• November 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.

Mark Brady suggested reaching out to the Future Teachers Association to have high school students chaperone the field trips. Scott Davies will look into it.

Paul Neal likes the direction the program is going and it’s responsive to suggestions made by this committee. Paul asked if it’s possible to connect school tour participants with the CSA school program. Scott Davies responded there are already some schools being served by the CSA program.

Paul Neal commented that it might be worth looking into ways for the Market to go into communities and to attract volunteers that represent a wider diversity that is present in Seattle and in low-income schools.

Paul Neal would appreciate a mid-year report on the program.

Colleen Bowman commented that she loves this program and would like Scott to think about ways to welcome differently abled students to participate. Scott Davies responded they do serve differently abled students who are included in mainstream classrooms.

David Ghoddousi commented this program is very important to the Market and addresses a lot of topics present in the Market. He appreciates all of Scott’s hard work.

Scott Davies added getting a diverse representation of volunteers is challenging due to the times the classes are offered and often time’s people are working at that time.

Patrice Barrentine commented she would like to see Seattle’s immigrant community story added to the tour topics. She would also encourage looking into a mileage reimbursement that may be coming from places further away from Seattle. She wonders about the possibility of
incorporating the Foundation funded free community meals offered by Market during school tours. Lastly, Patrice wonders how the Fresh Bucks program can also be incorporated into the school program.

Colleen Bowman encouraged everyone to check out the online curriculum, which is great.

C. Trademark Plan
Amy Wallsmith began by reviewing the marketing trademark goals for 2019, which includes:

- 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 rebuild 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 sales and reputation.

Amy Wallsmith introduced attorney Mark Nielsen who has been hired to help assess the current program and provide guidance on the future of the trademark program. Mary Bacarella added she worked with Mark for fifteen years, including her time at the Space Needle.

Mark Nielsen reviewed the active trademark registrations. Amy Wallsmith provided a handout of active trademark registrations.

Mark Nielsen began by noting the registration of trademark is a process that includes understanding what matters to the Market and what are the priorities. He is looking at ways to put the Market in a better position to protect trademarks as well as how to deal with people who are misusing the brand. Mark began the process by reviewing what is registered and what is missing. In his opinion he sees that the Market should register the trademark for the class of “Retail.” He is ready to file applications for retail services.

Mark Nielsen provided examples of what he means by “retail.” The Pike Place Market brand is used to identify a place and retail activity. He’s identified four potential marks to register in “retail” – “Pike Place Market,” Public Market Center sign, Public Market Center sign with the words “Pike Place Market” underneath, and Public Market sign. Not all of them need to be filed right away.

David Ghoddousi commented he thought those were already registered trademarks. Mark Nielsen responded there are marks that are registered, but not for retail. There are 45 different categories marks can be registered under.

Mark Nielsen noted the Market has common law rights and a solid basis for approaching people who are infringing. Having a valid, registered trademark also helps in negotiating and working with people who have infringed and opens the door to solving the problem. The goal is not to take people to court.

Paul Neal wonders if we should consider registering the “Meet the Producer” sign.
Patrice Barrentine added considering adding the “Sanitary Market” sign and any other signature signs within the Market.

Mark Nielsen noted at a certain point it becomes a question of budget and what are the items that have been or are being borrowed without authorization.

David Ghoddousi would like to know how much it costs to register a mark and he also noted he’s seen the use of “Pike Street Market” and sees that as a way around use of Pike Place Market. Mary Bacarella asked for David to forward those examples when he sees things like that.

Amy Wallsmith reviewed the multi-year plan in action.

Year 1: 2019

1. Developing enforcement strategies that distinguish between infringements and fair use.
   Actions: Developed template for submitting letters of notification of infringement. So far 3 letters have been issued.
   • Infringement process:
     o Identify perpetrators through extensive research – keep ongoing record and note priority cases
     o Submit initial notification letter of infringement with actions we require outlined
     o Monitor progress of actions – if no action is taken proceed with additional legal action
     o 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.

Mark Brady asked if enforcement will occur along the waterfront for souvenirs. Mary Bacarella responded that is hard to do but is in the multi-year plan.

The plan from 2019-2022 includes:

1. Continue to monitor trademark infringement
2. Update filming contracts and trademark language in commercial leases/daystall and farm permits
   a. 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 (class 35)
   a. Actions: Identified all types of retail the Market produces that require trademark protection to submit to lawyer. Official application is in process.
4. Website revisions and page additions. Initiatives include:
   a. New website pages to educate the public about trademark and filming rules
   b. Streamline and create new trademark application for products/opportunities.

Mark Nielsen noted it’s roughly $1,500 to register a mark. Amy Wallsmith added it’s currently within her budget.

Patrice Barrentine asked if there’s any idea of what kind of returns will result after trademarking under more categories. Mary Bacarella responded depends on the amount of time spent.
Mark Nielsen added it’s a lot of work to go after companies on the waterfront for souvenirs. Adding more marks may open up more opportunities for partnership. A big benefit is the ability to protect trademark rights. It can be hard to identify the lines between infringement and fair use. There are ways that people can use Market marks that is legitimate. Mark provided the example of a local hotel using an image of the Market in materials showing what attractions are nearby.

Patrice Barrentine thanked Mark for his presentation and now better understands the trademark process.

Colleen Bowman noted that trademark is one of the few revenue streams and wonders why we wouldn’t want to trademark items like the “Meet the Producers” sign.

Colleen Bowman asked how much staff support this work will take. Amy Wallsmith responded this work is part of Madison [Bristol’s] job and that can be assessed as this plan moves forward.

V. Public Comment
None.

VI. Concerns of Committee Members
None.

VII. Adjournment
The meeting was adjourned at 5:57 p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
2019 Preview

Raise Your GLASS
The Refract Closing Party
Event Overview

Name: Raise Your GLASS, The Refract Closing Party
Date: Sunday, October 20
Time: 3:30pm – 6:30pm
Partner: Washington Wine Commission

Come celebrate with Pike Place Market, Washington Wine Commission and our talented artists as we raise our glasses to our regional glass artists and an amazing first year of Refract Seattle. Enjoy live music from The Good Co band, glass themed paired food and wine tasting ticket by Atrium Kitchen, hot glass demonstrations, and special guest Janusz Poźniak from Netflix’s series Blown Away.

About Refract:
Refract is the nation’s newest festival showcasing creative uses of glass in the Pacific Northwest. Hosted by Chihuly Garden and Glass in partnership with Visit Seattle, this inaugural event brings together art organizations and artists alike to showcase what makes our glass community so special.
Event Details

Activities:

• Glass Artist Showcase Featuring:
  Tisbury Pringle-Ennis  April Acevez Cameron
  Isis Ray  David Contreras
  Gina Karaba  Joshua Swanson and Motoko Hayashi
  Kyle Kinsey  Michael Shaw
  Cindy Mounts  Barbara Matteson

• Hot Glass Demos by Market Artist

• Special Guest: Janusz Poźniak from Netflix’s series Blown Away

• Glass Themed Food and Wine Pair from Atrium Kitchen

• Live Music: Good Co
  Seattle six piece Good Co is the United States' first live Electro Swing Band.
Event Goals

Program Goal:

7. MarketFront North Pavilion Activation: Build an event program that explores new partnerships and activities that bring in visitors.

• Expanding our audience reach through partnerships - Washington Wine Commission, Visit Seattle and Chihuly Garden and Glass

KPI:

• **Partnerships: Measure their Marketing Effectiveness**
  Tracking our partner's marketing campaigns to determine the effective campaigns that actually produce results.

• **Pedestrian Counters:** Goal of 1,000 through the event
  
  **2018:** Ped Counters Cameras - 4,919 (Total of 9,823)
  **2019:** PM Markets - 1,200 - 2,700 Visitors
Plan in Action – PR & Partners

Media Outreach Timeline

- **Sept 24**: Press Release: Announcing Refract / Closing Party Event
- **Oct 7**: Pitch: Wine Pairing/ Partnership with Washington State Wine Commission and Atrium Kitchen Focus
- **Oct 9**: Pitch: Artists & Special Guest Focus
- **Oct 16**: Pitch: Event reminder and summary of entire event

Media In Person Visits

- **Week of Oct 14**: Make in-person visits to local media to deliver glass-themed Refract gift boxes and event invitations.
  - **Targets**: KING, KIRO, KOMO, Q13, Seattle Times, Seattle Met, Seattle Business Mag, Crosscut, The Stranger, Seattle Magazine, 425 Magazine, City Arts, Seattle Pi and Curbed
Plan in Action – Organic Digital Content

Digital Content

• **Website:** Event predominantly displayed on the homepage slider

• **Email Newsletter:** An E-Newsletter to entire database scheduled a week prior to event

Social

• Facebook and Eventbrite event published on Aug 21

Schedule: 10/7 – 10/20

• Event promoted on Facebook, Twitter, Instagram and Instagram Stories twice a week until Refract

• An Instagram Takeover from a Daystall glass artist scheduled for Oct 17
Plan in Action - Paid Advertising

Schedule: 10/06 - 10/21

Digital Advertising:
• Google AdWords
• Location Based Retargeting Banner Ads
• Local Online Publications: Seattle Met, The Stranger, and Seattle Magazine

Social Media Paid Advertising:
• Facebook – Event Boosting
• Instagram – Posts
2019 Preview
Costumes on the Cobblestones
Event Overview

**Costumes on the Cobblestones**

October 26th  
11:00am – 4:00pm

This is a family fun event to celebrate the spirit of the Market in Fall.

All 9-acres will be activated drawing visitors throughout the whole Market with Harvest themed murals, a costumes parade, apple cider pressing, craft projects and more!
Event Goals

Goal 1: Bring people to the Market by creating activities that move visitors in, around and through the entire Market

Actions: Activate all levels of the Market. Create pop-up murals, interactive maps and Hop Harvest passes that guide visitors across the whole 9-acres

All 9-Acres
- Harvest Themed Pop Pp Murals with Trick or Treating
- Storefront/Table/Tent Decorating Contest
- Hop Harvest Beer Pass - tentative

DownUnder
- Activity: Acorn Bell Necklaces (level 3)
- Activity: Community Mural (level 4)

Cobblestones
- Costume Parade

Under Clock & Sign
- Shopping Incentive
- Farm Truck Entertainment

MarketFront Pavilion
- Kids Crafts with Market Makers
- Cider Pressing and Tastings
- Sugar Pumpkin Decorating with Donation to the Foundation
- Foundation & Preschool Fundraising Activity
- Foundation Charm Booth with Pig Costumes

KPIs:

• Market Pedestrian Counters (2018: 55,612 total visitors. Goal is to maintain or increase number of visitors)
• Measure attendees with pedestrian counters at each activity (150 or more visitors at each activity)
• Mural social media (300 murals tagged with #PikePlaceMarket)
• Number of passes sold (103 wine passes sold at Love in the Market, goal is to sell 100 Hop Harvest passes)
Event Goals

**Goal 2:** Build audience of new locals to engage them with the Market as a whole

**Actions:**
- Conduct outreach to local residential concierge (in person and through online newsletter)
- Offer shopping incentive for purchases over $50
- Create ambassador program to help direct visitors throughout the entire Market and distribute interactive maps for locals to get to know their Market

**KPIs:**
- Open rate from local residential concierge outreach (30% open rate, 10 or more in-person visits)
- Collect data on demographics of visitors from shopping incentive forms (increase local participants from 56% seen at Mom’s Market Day to 65%)
- Record number of interactive maps distributed (300 or more)
Goal 3: Create opportunities for commercial tenants, daystall/farm, and the community to participate

Actions:
- Incentivizing commercial, daystall and farm to decorate their storefront or table in theme
- Work with Daystallers to teach kids crafts
- Work with Foundation and Preschool on community activity
- Offer pumpkin decorating to anyone who makes a contribution to the Foundation
- Create opportunities for farmers to showcase skills with cider press activity

KPIs:
- Measure level of participation from commercial, daystall and farm in decoration contest (new initiative brought forward by the community, goal is to increase Market participation by 20% from 2018 Costumes on the Cobblestones)
- Record money raised for Preschool from pumpkin fundraising efforts (new initiative with the Foundation)
Event Signage

Costumes on the Cobblestones banners and signage will be hung throughout the Market starting Oct 18 – Oct. 27:

• Under the Clock & Sign
• Desimone Bridge Entrance
• Pavilion Entrance
• Farm Truck
• Large scale signs directing visitors from the main arcade to the DownUnder
Plan in Action – PR & Partners

Media Outreach Timeline
• **Oct 2**: Press Release: Announcing 2\textsuperscript{nd} Annual Costumes on the Cobblestones
• **Oct 8**: Pitch: Event Activities
• **Oct 14**: Pitch: Food and Drinks (Hop Harvest)
• **Oct 23**: Pitch: Event reminder and summary of entire event

Residential and Hotel Concierge Outreach
• **Oct 3**: Send Market Fall events email to concierge contacts
• **Week of Oct 7**: Visit 30 residential buildings and 20 downtown hotels to deliver event materials and swag
Plan in Action – Organic Digital Content

Digital Content

• **Website:** Event predominantly displayed on the homepage slider
• **Blog:** A blog detailing event activities posted two weeks prior to event
• **Email Newsletter:** An E-Newsletter to entire database scheduled two weeks prior to event
• **The Market Insider** – Asked vendors participation in September and October Insider

Social

• Facebook and Eventbrite event published on Sept 18

*Schedule 10/3 – 10/27*

• Event promoted on Facebook, Twitter, Instagram and Instagram Stories twice a week until Costumes on the Cobblestones
Plan in Action - Paid Advertising

Radio Partner: WARM 106.9 (KRWM)
Schedule: 10/14 – 10/27
• On-Air 15 and 30 sec spots – 30 per week, 60 total
• Social – Video produced by WARM
• E-Blast and Event Calendar Listings

Paid Digital Content:
Schedule: 10/14 – 10/27
• Parent Map – Sponsored Calendar Listing, Fall Newsletter
• Seattle’s Child – Fall Newsletter
• Banner Ads
• Social Media – Boosting Facebook Event and Instagram
• Paid Search