### Market Programs Committee Meeting Agenda

**DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE VIRTUAL OR TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.**

**Date:** Tuesday, November 3, 2020  
**Time:** 4:00 p.m. – 6:00 p.m.  
**Location:** [https://us02web.zoom.us/j/89598090263?pwd=KzZaWXZnRTJqSWVTa0lhckZUVWUhZz09](https://us02web.zoom.us/j/89598090263?pwd=KzZaWXZnRTJqSWVTa0lhckZUVWUhZz09)  
OR dial +1 253 215 8782, Meeting ID: 895 9809 0263, password: 956553

**Committee Members:** Patrice Barrentine (Chair), Paul Neal (Vice-Chair), David Ghoddousi, Colleen Bowman, Mark Brady, Gordie McIntyre

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tr>
<td>4:00pm</td>
<td>I. Administrative</td>
<td>Chair</td>
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<td>A. Approval of Agenda</td>
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<td>B. Approval of the Market Programs Committee Meeting Minutes for October 13, 2020</td>
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<tr>
<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
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<tr>
<td>4:15pm</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith, Madison Bristol, Tanya Sinkovits</td>
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<td>4:50pm</td>
<td>IV. Reports and Discussion Items</td>
<td>Carter Grant, Amy Wallsmith</td>
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<td>A. Upcoming Farm Survey</td>
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<td>B. Fall &amp; Holiday Programming</td>
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<td>5:45pm</td>
<td>V. Public Comment</td>
<td>Chair</td>
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<td>5:50pm</td>
<td>VI. Concerns of Committee Members</td>
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<td>6:00pm</td>
<td>VII. Adjournment</td>
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DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE VIRTUAL OR TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

Tuesday, October 13, 2020
4:00 p.m. to 6:00 p.m.
Location: https://us02web.zoom.us/j/85779482582?pwd=Z0RBbzFHL3RZZmx6TGlvZEJuUk53UT09
OR dial +1 253 215 8782, Meeting ID: 857 7948 2582, password: 172369

Committee Members Present: Patrice Barrentine, Paul Neal, Colleen Bowman, Mark Brady, Gordie McIntyre, David Ghoddousi

Other Council Members Present: 

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, Madison Bristol, Tanya Sinkovits, Carter Grant

Others Present: Haley Land, Joan Paulson, Patricia Gray

The meeting was called to order at 4:01 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 September 8, 2020 Minutes
      The September 8, 2020 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    Joan Paulson commented that COVID recovery will last until at least 2023 and beyond and the Market needs to increase the number of days it is open to 6-7 days a week. The Market needs to have a goal of at least a million to 1.5M people a year in order to thrive again. We need to find ways to allow businesses to make themselves be more fruitful. Joan asked Mary if she remembers the 2020 calendar she gave her and asked if that could be included in the boxed vegetables and fruit. That calendar could also be provided to the Market construction, maintenance and vendors. It’s also a great stocking stuffer. In 2019 the farmers and craft revenue was $1.2M goal and should be the goal for 2021. The 2020 budget for programs and PR is $1.2M and we need maximize October to May to bring more local people to the Market. Joan noted that the NPR ad states the Market is open but what you should really say is that it never closed and has remained open to serve the needs of the community.

    David Ghoddousi joined the meeting at 4:03 pm
Programs and Marketing Report
Amy Wallsmith began with an update on the pedestrian counters for March – September. It starts in March due to the introduction of the new pedestrian system installed at the end of February. 2020 shows that pedestrian counts are on their way up. There is a chart comparing 2019 to 2020, month by month. As King County moves into Phase 3 that should help attendance numbers. From August to September, pedestrian counts are rising. Looking at just 2020 pedestrian counts, Amy shared a slide showing month over month comparison. In April the numbers drop due to the Stay Home, Stay Healthy Order and by June the numbers start to rise as King County entered Phase 1 and continued to rise each month. She’ll provide another update in November or December and believes the advertising is helping people to come to the Market and communicate that the Market is open and never closed. Individual businesses may have closed but the Market never closed thanks to the essential grocery businesses.

Madison Bristol reviewed September coverage for Public Relations. Coverage on outdoor dining remained popular in September and that message will continue to be shared through PR as many restaurants will still have places to dine outside.

Madison Bristol provided a residential concierge program update. She has been working harder to keep locals informed. She presents monthly at the Concierge Guild meeting and follows-up via email. If anyone requests, signage or handouts are provided, most prefer digital versions. Through survey data the concierge prefer the newsletter as their source of information. Residents are most interested in learning about takeout options, dining, retail and farm stands. Madison has heard through the concierge’s that the Market is one of the only places open downtown and the residents seem to be using the Market for takeout and groceries. Coming up there will be a fall specific newsletter, a holiday specific newsletter, new contact outreach and information on a printed holiday gift guide.

Tanya Sinkovits provided an update on website traffic in September. There were 133,218 page views, which is down from August but in line with April and May. Top web pages were Directions/Parking, Outdoor Dining, Plan Your Visit, Dine-in/Takeout Blog and Shop Retail Businesses Blog. Two blogs were created: Your Staycation Pike Place Market Itinerary and Your Guide to 2020’s Fall Treats.

Tanya Sinkovits provided an update on social media, with a focus on highlighting craft and farm. This was done with Instagram Story which is interactive, easy to tag businesses and disappears after 24 hours. The goals for this platform is to highlight craft and farm vendors in real time, visually shows how many Daystalls are here, and allow people to discover, follow and fall in love with individual vendors. There were 473 interactions, two replies, and four profile visits. A breakdown of the 467 sticker taps was provided.

Tanya Sinkovits provided an overview of email marketing in September. There are currently 7,146 subscribers. The average open rate is 27% with an industry standard of 14%. The 2019 goals for the newsletter was to inform subscribers of Market events and programs while in 2020 the goal is to inform and link subscribers to the latest Market news, updates on businesses and marketing initiatives like Facebook Lives, videos and blogs. Click rate has increased in 2020 over 2019.

Madison Bristol provided an update on the Busker Lunchtime Tunes. The program which ran in August and September has ended. Buskers were featured on Instagram Live and buskers could receive tips through Venmo. Eight buskers participated and seven completed a survey which showed
that 100% enjoyed performing, 100% were satisfied with Venmo tips, 100% would be interested in doing a similar format during the holidays and 72% said tips were “much better” or “better” than a typical hour at the Market. Based on positive feedback from buskers, the PDA would like to recreate this program for the holiday months. This will give buskers another chance to perform their favorite holiday hits and get Market supporters in the festive spirit.

Madison Bristol gave an overview of the 2020 Small Business Webinars. Sign-ups increased in summer 2020 compared to previous seasons. An overview of attendees for each of the classes was provided and is included in the packet. Signups for these classes are at an all-time high with an 86% increase from 2019 spring workshops and 217% increase from 2019 fall workshops. 100% of all survey participants thought all three of the webinars were beneficial and would like to see this program continue. Survey respondents indicated they would like to participate in webinars about creating ideas for carousel ad, creating an ad in Ads Manager, boosted posts tutorial, and email marketing.

Amy Wallsmith provided an advertising update and began by reviewing the October, November and December advertising calendar. She’s still reviewing the options based on what’s working and not working as well as available resources. The digital banner ads are doing well and the NPR ads are still running. NPR is very particular about what the ads can say so there are some limitations with that. Once the weather turns she’ll pull the ads for outdoor dining and will shift to highlighting fall at the Market. Ads are still running on KING 5 and KOMO and she plans to continue to the end of the year. There will be a two week break leading up to the election on TV but other platforms will continue.

Amy Wallsmith shared the four new advertising video clips:
- Where Seattle Eats (featuring eateries)
- Where Seattle Shops (featuring retail)
- Where Seattle Eats (featuring restaurants)
- Where Seattle Shops (featuring grocers)

Amy Wallsmith continued with an overview of digital advertising. There is a new fall theme and new digital ads were created. Staff reached out to all businesses to get ideas and worked to get information on social media and photos for each of the businesses. There are still over 100 different ad sets and each and every business that is currently open is featured.

Amy Wallsmith provided an update on the Direct Mail/Post Card Campaign. The theme is “Happy Fallidays!” This will drop mid-November and will highlight the things that make the Market so special. It will be fun and informational with a witty nod to the Market being really pretty, with just a bit of gritty.

Gordie McIntyre thinks the individual sticker tabs are great and wonders if that could be used for all businesses in the Market. For the videos, he wonders if there is a way to add information on parking to encourage people to take advantage of early bird rates. Also, for the post card program, consider adding a note about how much a post card stamp is, which is $0.35.

Colleen Bowman commented that everything looks great and is glad to hear that the webinars are working well and wonders why we wouldn’t continue with that all the time. With regards to the pedestrian counters she’s not surprised with the dip in visitors, however, if you look at the 2019 and
2020 comparison slide she sees a point, maybe in November or December where the 2020 pedestrian counts reach the same number as 2019. There’s a lot to be proud of with that slide.

Paul Neal likes the new work and how coordinated it all is and agrees the postcard going out after elections is a good call. With regards to the day mix on media and wonders if we should be using media to reinforce the natural behaviors of visitors or should we use it to spur activity in the beginning of the week. Amy Wallsmith responded there are some Monday’s and Tuesdays that are busy. Those typically follow holiday weekends or are days with nice weather. She’s not sure if front loading advertising for those days will change pedestrian counts as the current Market audience is still working from home and she is trying to pull them out a certain times. In Phase 3 there may be more opportunity to invite people down and she’ll also incorporate parking information at that time. Right now advertising is focused when there are the most eye balls – morning and evening news.

David Ghoddousi commended the marketing team and liked the videos, which felt energetic and good. He appreciated seeing the numbers going up on the click thru rates for the email newsletter which provides more information for readers.

Mary Bacarella commented that downtown recovery marketing started with the Market and now other organizations downtown are starting their own campaigns. She thanked the council for approving funds to increase marketing. It was a busy weekend and she hopes that turns into revenue for Market businesses.

Patrice Barrentine thanked Amy, Madison and Tanya for all their hard work. She appreciates seeing the pedestrian comparisons and it’s great to see the advertising paying off.

IV. Reports and Discussion Items
A. Harvest Box and Summer Survey Updates
Carter Grant introduced herself and noted she has been working with the CSA program for the last four years, but today is her first council meeting!

Carter Grant provided an overview of Season Two of the CSA. The last delivery is October 21 and during the season there were 155 shares (some half and some full size) with 90 of those food access shares. The Fresh Bucks To Go, mini-CSA program will continue for preschools. The Fall Harvest Box registration will open on October 26 with two deliveries on November 12 and 29th. Anyone who has received a previous box or CSA box will receive marketing materials to purchase a Harvest Box. This year there will be two deliveries instead of one as in years past. Pick up will be Thursday instead of Wednesday since the daystall and farm tables are open on Thursdays. The box configuration will be different as well and will consist of winter squashes and hearty, fall produce. Farm received a $750 grant from Tilth to help promote ad-ons for the Fall Harvest Box.

Carter Grant reviewed the survey conducted in August over the phone by the summer intern. 24 vendors who had not opened in 2020 or since COVID-19 started were contacted. The most common response for why they had not returned was due to COVID-19 related to health. Many farmers live in or spend a lot of time in a multi-generational community and they are concerned for elders in the community. 45 vendors have sold at the Market since reopening. 35 are regular or semi-regular attendees. Many responded that Remote Markets were a big sales channel for them and they miss being able to sell there. Some flower vendors were able to sell at both the Market and a Remote Market on the same day and made it worth the effort of coming to Seattle.
Carter Grant reviewed the graphs presented in the packet.

Have you sold at Pike Place Market in 2020? (Sample size = 17)
- Yes = 12
- No = 5

For those that did not sell, do you plan to sell in 2020? (Sample size = 17)
- Yes = 5
- No = 6
- Not sure = 6

What concerns you about returning to the Market? (Sample size = 17)
- Health concerns (self or relative) due to COVID-19 = 9
- Safety = 6
- None = 5

The safety comments mostly had to do with the protests that were taking place around the Market in August.

Do you plan to return to the Market in 2021? (Sample size – 16)
- Yes = 15
- No = 1

The one “no” that is not planning to return is going out of business and it an offsite market food vendor.

Paul Neal asked regarding the survey, how many of those farmers that responded were flower farmers. Carter Grant responded she can gather that information and provide it later. She believes most were flower farmers. Paul Neal would also like to know the percentage of flower farmers to those we would normally get overall.

David Ghoddousi noted three items that stood out to him from the presentation. First, that some farmers have representatives at the remote markets and the Pike Place Market on the same day. Second, it was interesting to see how the protests affect the physical health of the Market. Third, it sounds like having the remote markets open in 2021 would complement the offerings at Pike Place Market.

Colleen Bowman would further like to know how many farmers would come back if there was an express market offering.

Carter Grant noted that there is a lot of data in the excel spreadsheet but it will take some time to cull through as it’s not clearly organized.

Patrice Barrentine is interested in knowing how the market can get farmers back to the Market. She would like to know more about the demographics, including where farmers are located in the state. Because of the cost incurred with coming from far distances, it’s beneficial for them to be able to
have representatives at multiple locations on the same day. If a farmer can’t sell at multiple places on the same day, then they may not choose to come. It would benefit the Market to look at partnering with another organization to ensure multiple offerings on the same day and encourage farmers to come to Seattle.

Carter Grant added that adding the CSA sale with a drive to Seattle has helped encourage farmers to come to Seattle. She tries to work with farmers to find ways to make it beneficial for farmers to participate in the CSA or selling at the Market.

Paul Neal has always been impressed with the farm teams’ ability to be close to the customers and farmers.

B. Fall Programming Virtual Events

Amy Wallsmith began by reviewing the Market events and celebrations:

- **Seattle Refract, October 15-18:** Online celebration
- **Core Event: Costumes on the Cobblestones, October 31:** No programming set, but working on some potential ghost stories.
- **Veterans Day – November 11:** Online celebration and blog. Flags will go on the roof tops again and she asked if any businesses have a promotion to reach out to marketing.
- **Harvest CSA Pike Box, November 12 & 19:** Online promotion
- **Thanksgiving, November 26:** Online celebration
- **Core Event: Magic in the Market, November 28:** Tentative for limited activities (more below)
- **Small Business Saturday, November 28:** Promotion and tie-in
- **Foundation: Giving Tuesday, December 1:** Online promotion
- **The 34th Annual Great Figgy Pudding Caroling Competition (date TBD):** Online celebration
- **Foundation: Giving Tree (date and details TBD)**

On October 6th the Governor relaxed the guidelines to allow for outdoor retail craft shows in Phase 3, capping attendance to 200 people. Amy Wallsmith hopes to offer some additional sales opportunities during Magic in the Market.

Amy Wallsmith reviewed 2020 Seattle Refract taking place October 15-18. Participating Market artists include Gina Karaba, Kyle Kinsey, Tisbury Pringle-Ennis and Cindy Mounts. The schedule is:

- **October 15, 4-4:30 pm:** Studio tour with Gina Karaba (Facebook Live)
- **October 16, 2:30-3 pm:** From studio to table (Facebook Live)
- **October 17, 4-4:30 pm:** Studio Demo: Kyle Kinsey (Facebook Premier Video)
- **October 18, 4-4:30 pm:** Studio Demo: Tisbury Pringle-Ennis, Octopus (Facebook Premier Video)

Amy Wallsmith shared the Market programming ideas for November. Details are being worked out and depend on what Phase King County is in for Safe Start WA.

- **Video/Live Series:** Series of preview events that drive purchases at the Market.
  - Fall specials foods and recipes
  - Thanksgiving table décor
  - How to make a fall centerpiece
- **Printed gift guide**
  - Distributed to Visit Seattle Booth and Concierge
- Digital version available on the Market website
  - Magic in the Market, November 28th
    - Graig Anderson holiday buttons
    - Santa Photos, possibly timed to help with social distancing.
    - Stocking and Stuffers
    - Santa milk and cookies, looking at how to do this safely
    - Crafty appearance and activity

Amy Wallsmith reviewed potential December programming, which could include:
  - Stockings & Stuffers/Gift ideas
  - Market buskers holiday music
  - Santa special event(s): milk and cookies with Crafty and Santa book reading.

Colleen Bowman asked if there will be a timed tree lighting at the Market. Amy Wallsmith responded that does constitute bringing people to the Market for a large gathering. The Market will be decorated and staff are looking at ways to celebrate the tree lighting.

David Ghoddousi asked if staff have considered having a virtual pumpkin carving contest for the community or Seattle wide, with the winners getting their pumpkins displayed at the Market. He’s seen these done by other organizations and they were fun and successful. Amy Wallsmith thanked David for that idea and said the team did have bigger ideas for Halloween but had to scale back due to the team supporting the Refract event.

Patrice Barrentine commented that she loved the quality of the food shots included in the videos shown earlier. With regards to the Milk and Cookies event, she thinks it could be fun to promote all the different places to get cookies or milk in the Market.

V. Public Comment

Joan Paulson shared her perspective on what the Market is and that it contains local, small businesses. The emphasis needs to contain a variety of business types and she doesn’t believe the press understands that. Maybe with further education the Market can change minds and get a better focus. Joan noted that the Ballard and Queen Anne markets are closed for the season and the direct mail campaign should shift to those areas to encourage them to enjoy the Market 5 days a week. She is looking forward to seeing what the programs are for January – May, which have always been lacking. Joan also noted conversations with some crafts people who don’t live in King County and it costs them $100 a day to get to and from the Market. She thanked staff for the update on the small business programs. She suggested the Market celebrate the New Year with a program and asked what the Market plans to do in 2021. She suggested that through social media data could be gathered on that topic.

Patrice Barrentine commented that most seasonal farmers markets shut down in October but Ballard Market is year round and is not closed.

VI. Concerns of Committee Members

Colleen Bowman shared her concerns for mistruths being spread about the PDA. She recently heard one that was broadcast and feels the need to call it out. Colleen continued by saying that on October 1 Joan Paulson was the guest on the Pike Place Podcast. Colleen paused to say she is a fan of the podcast and does not want this to negatively affect the podcast in anyway. Colleen
continued by staying that at 27 minutes and 48 seconds into the podcast Joan said “The Market almost closed. On March 16th the PDA had a meeting in which, because of COVID, they were going to close it down and stop it like all of the rest of what is happening downtown. And one person spoke up in public comment and said you should do what the Market did in 1918. Allow businesses that are meat, fish, dairy and farmers stay open in order to keep it open.” Colleen noted that Joan goes on to say that that single comment is what pivoted the PDA from closing it down. Colleen said that it is completely untrue that that happened and she reviewed the March 16th minutes and there is a recording if we need to reference it. At no point was the closing of the market being considered. The PDA marketing team works hard to ensure the message that the Market is open and didn’t close is out there. Colleen did not appreciate these comments were made on the podcast. She will share this information and the podcast with the council members. Colleen noted she usually appreciates Joan’s comments but urges people to stick to the facts as it causes schisms in the community that then the PDA has to spend time tracking down and correcting unfounded rumors.

Patrice Barrentine and Paul Neal thanked Colleen Bowman.

VII. Adjournment
The meeting was adjourned at 5:32 p.m. by Patrice Barrentine, chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
Marketing & Programs Update - October
Public Relations

October Coverage
Holidays will look different at Pike Place Market

SEATTLE — Pike Place Market has undergone a number of changes over the years, but none have seemed as rapid as the changes brought on by COVID-19.

This year, the holidays will look different, both from the past and from recent COVID-19 procedures.

Halloween events still happening around Seattle amid COVID-19

Oct. 30 -- Pike Place Market Ghost Stories: Learn about Pike Place Market's ghosts as Mercedes Yaeger will be reading an excerpt from her book, Market Ghost Stories, at noon on the Pike Place Market Instagram. Mercedes will be reading at some of the haunted Market locations, including Barque Brontes Bakery Cafe, Ghost Alley Espresso and Golden Age Collectables.
10 Pike Place Masks for a Market-Fresh 2020

Local crafters have courted face coverings among their wares.

By Lee Sasse • Photographs by Elizabeth Austin • 10/13/2020 at 10:00am • Published in the Fall 2020 issue of Seattle Met

Add this to the list of pandemic pivots: Pike Place Market. Local crafters have courted face coverings amid their offerings, including Maximilien in Pike Place.

Maximilien restaurant in Pike Place Market is taking their outdoor patio dining to the next level - introducing 'Le Igloo'! Available to book online, the Igloo's provide a breathtaking view of the Puget Sound, Elliott Bay, West Seattle, and the Olympic Mountains. They seat up to six people and are not heated so bring layers (though Maximilien says they act as a sort of greenhouse). Guests for the Igloo must be over 21, and you need to reserve a minimum of three people online beforehand to see the Igloo "Table" option pop up on Resy. More info and booking info online! (Image: Suan)
Community Outreach
Community Outreach Update

Residential Newsletter Open Rate

Topics of Interest

Source of Information

Marketing will be delivering Holiday Gift Guide handouts to 34 residential buildings.

The Market Insider restarted in October. Marketing will provide growth report in upcoming programs meetings.
Website + Social Media

October Coverage
Website: October Overview

120,070 page views*

Top Web Pages*

• Directions / Parking (5,443 page views)
• Dine-in / Takeout Blog (4,319 page views)
• Plan Your Visit (4,141 page views)
• Shop Retail Businesses Blog (3,185 page views)
• Outdoor Dining Blog (2,780 page views)

2 Blogs Created

• Cozy Up with Pike Place Market for a Unique 2020 Thanksgiving
• Live Reading: Learn About the Ghosts at Pike Place Market

* Stats from Oct. 1-29
Social Media Highlights

Get to know our Pike Place Market Foundation
Countdown to #GivingTuesday

Dates
Oct 13: Introduction
Oct 20: Market Commons
Oct 27: Pike Place Market Medical Clinic
Nov 3: Providence Senior Housing
Nov 10: Pike Market Child Care & Preschool
Nov 17: Pike Market Senior Center
Nov 24: Pike Market Food Bank
Dec 1: Giving Tuesday!
Social Media Highlights
Email Marketing

Update
Email Marketing: Overview

September open rate: 21.2%
September clicks: 292

October open rate: 22.5%
October clicks: 224
Programs

Refract
Small Business Webinar
Ghost Stories
Program: Refract

Pike Place Market Virtual Raise Your Glass: From Studio to Table

Dates: Oct 15 - 18

Description: Join Pike Place Market as we virtually raise our glasses and celebrate our incredible glass community during Refract. This four-part series will take you behind-the-scenes with some of our most talented Market glass artists. Show you how they create their incredible art sold at the Market. Watch them in action, learn more about glass and meet our glass art producers.

Participating Market Artists:
- Gina Karaba
- Kyle Kinsey
- Tisbury Pringle-Ennis

Results

Total Views: 67,785 Views

Total Engagement: 1,267 Likes, Comments & Shares
How to Use Facebook Live To Sell Your Work and Connect With Customers

Date: October 21, 2020

Description: In this day and age, people need connection more than ever and video is one of the best ways to connect when in-person shows are limited or not available. Customers want to know who you are as an artist, see your personality and get a chance to interact and Facebook live is the perfect way to do that!

Participants:
30 Registered (20 attended)
- 8 Commercial
- 12 Craft

Survey Results (12 responses)

100% found this webinar helpful
66.7% said after taking this webinar they would feel comfortable hosting their own Facebook Live

“Great information. The class was very well organized and Twyla did a great job of staying on track while answering questions.”
Live Reading: Learn About the Ghosts at Pike Place Market

Dates: Friday Oct 23rd & Oct 30th

Description: Learn about Pike Place Market's ghosts from author and storyteller Mercedes Yaeger. See the locations and hear the ghost stories that inspired her book, Market Ghost Stories, at noon on Pike Place Market’s Instagram. Mercedes will be reading at some of the haunted Market locations, including Barque Brontes, Ghost Alley Espresso and Golden Age Collectables.

Results from Friday Oct 23rd

Live Views: 185 live Viewers

IGTV Views: 6,859 Views

Engagement: 364 Likes, Comments, Shares & Saves
PIKE PLACE MARKET

Advertising
# Advertising Update July- Sept

## Top of Funnel
- **Impressions:** 11,350,571
- **Video Content:** Hulu, Audience Targeting, YouTube
- **Broadcast TV:** KING, KOMO, ROOT Sports
- **Radio:** KNKX, KUOW

### KPI:
- **Completion Rate:** 38% (30%)
- **CTR:** 0.25% (0.10%)

## Middle of Funnel
- **Impressions:** 2,935,596
- **Video Content:** Facebook, Instagram
- **Static & Carousel Ads (Blogs):** Facebook, Instagram
- **Banner Ads:** Audience Targeting

### KPI:
- **VWT average:** 2s
- **CTR:** 0.60% / 0.08% (0.10%)
- **Engage Rate:** 1.00%
- **CTR:** 1.29% / 0.49% (0.22%)

### KPI:
- **CTR:** 4.37% / 0.78% (0.10%)

## Bottom of Funnel
- **Impressions:** 97,505
- **Google Ads**

### KPI:
- **CTR:** 12.82% (1.00%)

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**Over 14.3 Million Impressions**
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<th>Channels</th>
<th>Nov</th>
<th>Dec</th>
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<tr>
<td>Google Ads - Paid Search - Parking Extensions</td>
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<td>Digital Audience Targeted Banner ads</td>
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<td>The Stranger - Digital Package</td>
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<td>Seattle Times - Print and Digital Package</td>
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**Advertising Calendar**

- Programmatic Audience Targeted Impression Bidding
- Google Ads
- Facebook
- Instagram
- KUOW
- Warm 106.9
- K5
- The Stranger
- The Seattle Times
- hulu

Page 29
Pike Place Market Foundation
- November Newsletter Parking Mention
- Position – Line on Back Cover

Shopping for the holidays in the Market? Don’t forget we have $10 all-day parking before 9:30 am.

Seattle Historic Waterfront Association
- Starting September 21, 2020, waterfront customers PARK FREE for up to three hours in the Pike Place Market Garage
- Voucher required from a Seattle Waterfront Businesses
- SHWA bought vouchers to distribute
- Promoted on Website, Social and through a broadcast radio buy
- seattlewaterfront.org/free-parking-seattle-waterfront/
Direct Mail / Post Card Campaign

Theme: Happy ‘Fallidays’! Meet Me at the Market
Mail Date: TBD, Early/Mid November

An accordion mailer with 4 postcards that can be detached and sent to family and friends. We know our audience will be excited to unfold and explore each postcard for its special message and piece of art.

Audience: 28,740 Households living directly around the Market.

Geographic Radius: Downtown Seattle
  North: Denny Way
  South: Edgar Martinez Way
  East: I-5
  West: Waterfront
Direct Mail / Post Card Campaign

(Front of folded card)

It's Fall!
MEET ME

AT THE MARKET

(Part of text)

(Dust, the middle of autumn...
and all we do know, is the people are staring!)

Come down to Pike Place Market and see us, we've got just the steady "bump" you need! We've got food, drink and souvenirs and in the little wineries, we're serving up plenty of wines that you can choose.

Good gifts for your loved ones? We've got some of those, we've got bars for your needs and packs for your trips. Come and explore and spend time with our friends, piles and places and cities full of love.

There are a lot of places that are fun, and they're not the same. We've got a lot of good, you'll just have to try it!

So grab a few friends, some of the day, and come down to Pike Place, we'll treat you just right.

Happy FALL days!

Love,
Your Market

(Back of folded card)
Direct Mail / Post Card Campaign

[Images of holiday-themed postcards and cards, with text and graphics related to holiday greetings and market promotions.]
Fall & Holiday Programming

November and December
### Market Celebrations

**November**

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>November 12 &amp; 19</td>
<td>Harvest CSA Pike Box: (Sign up Oct. 26)</td>
</tr>
<tr>
<td>November 14</td>
<td>How to Make a Fall Centerpiece</td>
</tr>
<tr>
<td>November 17, 19, 24, 28</td>
<td>IG Reels /Tik Tok Videos (Tues/Thurs)</td>
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<tr>
<td>November 23</td>
<td>Gift Guide Online &amp; Distributed</td>
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<tr>
<td>November 28</td>
<td>Magic in the Market Small Business Saturday</td>
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**December**

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>December 1</td>
<td>Foundation: Giving Tuesday</td>
</tr>
<tr>
<td>December 1, 3, 8, 10, 15, 17, 22</td>
<td>IG Reels /Tik Tok Videos (Tues/Thurs)</td>
</tr>
<tr>
<td>December 2, 9, 16</td>
<td>Busker Holiday Tunes (Wed)</td>
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<tr>
<td>December 3, 10, 17</td>
<td>Stockings &amp; Stuffers (Thurs)</td>
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<tr>
<td>December 5, 12</td>
<td>Santa Events (Saturday)</td>
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<tr>
<td>December TBD</td>
<td>The 34th Annual Great Figgy Pudding</td>
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# Holiday Celebrations

<table>
<thead>
<tr>
<th>November</th>
<th>December</th>
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<tbody>
<tr>
<td>November 11</td>
<td>December 10</td>
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<tr>
<td>November 26</td>
<td>December 18</td>
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<td>December 25</td>
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**Online Celebration and Blog**

**Online Celebration**

**Online Celebration**

**Online Celebration**

**Online Celebration**

**Oct. 6th Update: Retail Events (craft sales shows, etc.)**

These guidelines will expand the miscellaneous venues guidance to allow outdoor retail event shows in Phase 3 only, capping attendance to 200 people.
Launching IG Reels and TikTok

Social Media platforms, Instagram Reels and TikTok, are short-form video style entertainment platforms that are sweeping the internet.

TikTok recently topped 2 billion downloads. Demographic structure is changing with Gen Z (8 to 23 year-olds) declining, but Millennials (24 to 39 year-olds) are on the rise.

A significant portion of Instagram’s user base are Millennials.

VIDEO CONTENT INCLUDES:

Introducing Crafty! Popular “Want to do a TikTok”

5 things to add to your Thanksgiving table this year!
  • Featuring: drink coasters, candle, dinnerware, wine, gords, sides.

Last minute Thanksgiving Dessert ideas!
  • Featuring: mini cheesecakes, pumpkin treats, chocolate, pumpkin yogurt.

5 things you need from Pike Place Market for the Ultimate Thanksgiving
  • Featuring: Kitchen Basics Silicone Lids, Dried flower bouquet, apron, wine stoppers, Whoopie Cushion, and cutting boards.
November: Gift Guide

We are excited to create an eight page newspaper style Holiday Shopper Gift Guide that will help our shoppers navigate through the nine acres to find the perfect gifts. We will offer this resource both online on our website and as a printed version.

Distribution Locations Include:
- Pike Place Market Info Booth
- Event Tent – Tentative
- Concierge – 34 locations

<table>
<thead>
<tr>
<th>Downtown</th>
<th>Belltown</th>
<th>SLU</th>
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<tbody>
<tr>
<td>5th and Madison</td>
<td>206 Bell</td>
<td>AMLI</td>
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<td>Condos</td>
<td>Alto</td>
<td>Chroma</td>
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<td>Arrive</td>
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<td>McKenzie</td>
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<td>Street Flats</td>
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<td>West Edge</td>
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November / December: Limited Activities

King County is currently in Phase 2. While we are not allowed to have our typical *Magic in the Market* activities, we are still looking at ways to drive our locals to shop and enjoy a day at the Market throughout the holiday season.

Here are some of the ways and things we are looking at doing:

- The traditional Holiday Button by Graig Anderson will be distributed throughout the Market
- Photo Ops – Graig Anderson mural on the Desimone Bridge and MarketFront Pavilion
- Santa Photos – Socially Distanced*
- Crafty Photos – Socially Distanced*
- Shopping Incentive Tent – Gift Guide & Wrapping Paper Distribution

*Phase 3 Retail Events (craft sales shows, etc.) Oct. 6th Update:

These guidelines will expand the miscellaneous venues guidance to allow outdoor retail event shows in **Phase 3 only**, capping attendance to 200 people.
November / December: Virtual Celebrations

If COVID-19 guidelines remain in the current phase, the Programs team has some fun virtual ideas outlined and ready to keep our Market holiday traditions going.

- Holiday music themed Lunchtime Tunes featuring Market buskers
- Virtually explore Stockings & Stuffers gift ideas, then come down and shop!
- Virtual Santa ideas – cookies with Santa, Readings with Santa and more!
- Supporting the Pike Place Market Foundation on Giving Tuesday and their virtual Giving Tree
- Supporting the Senior Center and Food Bank’s 34th Annual Great Figgy Pudding Caroling Competition