**Market Programs Committee Meeting Agenda**

Date: Tuesday, November 5, 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>Item</th>
<th>Presenter</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>
<td></td>
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<tr>
<td></td>
<td>B. Approval of the Market Programs Committee Meeting Minutes for October 7, 2019</td>
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<tr>
<td>4:05pm</td>
<td>II. Announcements and/or Community Comments</td>
<td>Chair</td>
</tr>
<tr>
<td>4:10pm</td>
<td>III. Programs and Marketing Report</td>
<td>Amy Wallsmith</td>
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<tr>
<td>4:40pm</td>
<td>IV. Reports and Discussion Items</td>
<td>David Dickinson, Madison Bristol</td>
</tr>
<tr>
<td></td>
<td>A. PM: Producers Market Recap</td>
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<td></td>
<td>B. Magic in the Market Preview</td>
<td></td>
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<tr>
<td>5:50pm</td>
<td>V. Public Comment</td>
<td>Chair</td>
</tr>
<tr>
<td>5:55pm</td>
<td>VI. Concerns of Committee Members</td>
<td></td>
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<tr>
<td>6:00pm</td>
<td>VII. Adjournment</td>
<td>Chair</td>
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Market Programs Committee
Meeting Minutes

Wednesday, October 7th, 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, Mark Brady, Paul Neal, Ali Mowry

Other Council Members Present:

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

Others Present: Howard Aller

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 September 10th, 2019 Minutes
      The September 10th, 2019 meeting minutes were approved by acclamation.

II. Announcements and Community Comments
    None.

III. Programs and Marketing Report
    Amy Wallsmith began by providing some updates for upcoming programs:
    
    - Scott Davies has kicked of the 2019-2020 education program. 62 tour dates of the 93 possible and most are signing up for the History and Community tour. 17 (or 28) low income school tours are confirmed with holds for future dates. Scott Davies added that number is now at 21 reservations. Research continues for changes to the program that will be effective in 2020-2021.
    - The Facebook locals only group has launched and it already has 260 members through one month. The most popular zip code is 98101. The group will be promoted through advertising and outreach as well as through the blog.
    - The second What’s in my Bag campaign launched. It involved a family that explored the DownUnder and is still available to view on Instagram. It’s received over 5,000 views.
    - Seattle Kombucha and Sebando Jewelry both participated in Instagram take overs in September. The remaining takeover spots have been booked for the year and take place every two weeks.
• New website design has kicked off and over November and December work will take place on layout, content, and new photos will be taken, including photos of each business to include in the directory.

• The last farm newsletter was sent out for the year. Numbers fluctuated throughout the year and will be analyzed over the winter in preparation for next year.

• Madison Bristol is pitching stories on Refract, Costumes on the Cobblestones, holiday shopping and Magic in the Market. She is also working on Meet the Market events at local condos around downtown. Outreach to this community includes upcoming events.

• Small business workshop classes have kicked off, with two completed so far – Instagram Refresher and Instagram Level One. Three more classes are scheduled for the fall. Registration is slightly down but numbers are in line with last fall. Spring may be a better time for people to participate.

• Currently investigating four trademark infringements and currently reviewing one trademark request that will possibly come to Market Programs in November.

• $8,000 has been spent on co-op advertising and there are six tenants that have maxed out their benefits.

• The October Market Insider is out and hoping for open rates to increase. Included in this Insider is the question “How did you enjoy the content in this newsletter. Rate it on a scale of 1-10.” Results will be presented next month.

Ali Mowry asked what control the Market has to increase open rates. Amy Wallsmith responded education of the community to let them know what they can find in the Insider is one way to encourage more people to read the Insider.

Mark Brady asked if anything is being planned for Veterans Day on November 11th. Amy Wallsmith responded yes and she’ll have Karin Moughamer send the Council information on what is being planned.

David Ghoddousi appreciates hearing that commercial department is partnering with the marketing team on programs.

Patrice Barrentine asked what the timeline is for the website. Amy Wallsmith responded that by the end of the year the directory will be completed and ready to host directory workshops with tenants in January and February. Patrice Barrentine commented having photos taken for each business is a great benefit for the tenants and provides good cohesion in the marketing.

IV. Reports & Discussion Items

A. Refract Preview
Amy Wallsmith began with an overview of Refract, which is an opportunity to highlight glass artists in the Puget Sound region through a series of events. It’s hosted by Visit Seattle as a way to pull locals and tourists into the area to provide glass events during a time when tourism is slower.

Amy Wallsmith provided an overview of Raise Your Glass, The Refract Closing Party. The PDA is partnering with the Washington Wine Commission. It’s on Sunday, October 20 from 3:30-6:30 pm on the MarketFront. Washington Wine Commission is providing all the wine and the Market is excited to have them as a partner. This is a closing party for the four day long Refract event.
Paul Neal asked why partnering with Washington Wine Commission is a big deal. Amy Wallsmith responded Washington Wine Commission is a large organization that has been growing over the years and has the ability to reach large numbers of people. So, to have them as a partner will help promote the Market and provide good wine for guests.

Amy Wallsmith continued by noting there will be 10 Market glass artists participating in the event, including hot glass demos, special guest Janusz Pozniak from Netflix’s series Blown Away, glass themed food and wine pair from Atrium Kitchen, and live music from Good Co, the first live electro swing band in the US.

Mark Brady asked if Market Historical Commission has to approve the event due to amplification. Mary Bacarella responded since this is an event less than three days there is no need to get permission.

Amy Wallsmith noted tickets for the event will be between $20-25.

Amy Wallsmith continued by reviewing the program goals. This event will expand the Market audience reach through partnerships with Washington Wine Commission, Visit Seattle, and Chihuly Garden and Glass. This will be measured by tracking partner marketing campaigns to determine the effective campaigns that actually provide results. Pedestrian counters will be used to see how many people attend the event, with a goal of 1,000 people.

Paul Neal asked how the goals were selected. Amy Wallsmith responded the base numbers of pedestrians visiting the Market the same day in 2018 as well as the numbers of people visiting the PM Producers Markets were used to come to the number of 1,000. Marketing reach will be measured by partner reach and open rates.

Amy Wallsmith reviewed the media outreach timeline.
- September 24: press release announcing refract and the closing party event.
- October 9: Pitch: Artists and special guest focus
- October 16: Pitch: Event reminder and summary of entire event.

A media in person visit will take place the week of October 14th. This is an in-person visit to local media to deliver glass-themed refract gift boxes and event invitations. The targets are KING, KIRO, KOMO, Q13, Seattle Times, Seattle Met, Seattle Business Magazine, Crosscut, The Stranger, Seattle Magazine, 425 Magazine, City Arts, Seattle PI and Curbed.

The event will be predominately displayed on the homepage slider and there will be an email newsletter to the entire database scheduled a week prior to the event. On social there is a Facebook and Eventbrite event published on August 21st. Scheduled for October 7-20 the event will be promoted on Facebook, Twitter, Instagram and Instagram Stories twice a week until refract. An Instagram Takeover from a daystall glass artist is scheduled for October 17th. Google AdWords, location based retargeting banner ads and local online publications will be used for paid digital advertising. There will also be Facebook event boosting and Instagram posts for social media paid advertising.
Ali Mowry asked how Amy decides how much to invest in paid advertising. Amy Wallsmith responded for this event she reviewed the budget available to give enough attention to the event to result in a high click thru rate. In addition, she’s focusing targeting people with an interest in glass and will hope that organic posts will help drive people as well.

Mark Brady asked if the Market could partner with the Foundation since they have a large board. Mary Bacarella responded the PDA will market the event to the Foundation and ask them to share the event.

David Ghoddousi asked how much the Google Adwords cost the PDA. Amy Wallsmith responded the amount varies depending on how many people click on the ads and the time of day people are clicking on the ad, so amounts vary.

Paul Neal asked if this is an opportunistic partnership or an annual event. Amy Wallsmith responded it’s more of an opportunistic partnership and it’s a good way to expose Market glass artists. She’d consider a partnership next year, but maybe scaled down.

Paul Neal asked what the institutional experimentation is for this event. Amy Wallsmith responded this is a good test to see if the location based retargeting ads works as she begins to think about strategies for the future. She also added this is a great partnership event and they are experienced in producing this type of event.

Patrice Barrentine added the partnership with Washington Wine Commission is a great opportunity and chance to highlight the Market, especially thinking about the people associated with the Commission traveling to Seattle and staying downtown.

B. Costumes on the Cobblestones Preview

Madison Bristol began by providing an overview of Costumes on the Cobblestones. It will take place on October 26th from 11 am – 4 pm. This is a family fun event to celebrate the spirit of the Market in fall. All 9 acres will be activated.

Madison Bristol reviewed the goals, which include:

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 possibly a Hop Harvest passes that guide visitors across the whole 9-acres.

All 9-acres:
- Harvest themed pop-up murals with Trick or Treating
- Storefront/table/tent decorating contest
- Hop Harvest Beer Pass (tentative)

DownUnder
- Acorn bell necklaces (level 3)
- Community mural (level 4)

Cobblestones:
- Costume parade for dogs and kids

Under Clock and Sign
Amy Wallsmith discussed the Market Foundation fundraiser which is to raise money for the new playground. They need to raise $10,000 in order to receive a $10,000 matching donation.

Madison Bristol continued by reviewing the key performance indicators for Goal One, which include:

- Market pedestrian counters (goal is to maintain or increase number of visitors which was 55,612 in 2018)
- 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 for the Hop Harvest

Madison Bristol reviewed Goal 2 which is to building audience of new locals to engage them with the Market as a whole. The actions include:

- 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.

The key performance indicators for Goal Two are:

- 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)

Madison Bristol reviewed Goal 3 which is to create opportunities for commercial tenants, daystall/farm, and the community to participate. The actions include:

- 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 their skills with cider press activity

The key performance indicators for Goal Three are:
- Measure level of participation from commercial, daystall, and farm in decoration contest (new initiative brought forward by the community with the goal 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)

Paul Neal would like to see a growth goal for the pedestrian counts under Goal 1. Paul asked if under Goal 1, 150 participants per activity is an increase over last year. Madison Bristol responded that number is based on pedestrian counts from Magic in the Market last year. Amy Wallsmith added that participation goals could be broken down by activity or area. Paul Neal would like to see a benchmark goal set for those activities.

Paul Neal asked why the beer tasting is tentative. Amy Wallsmith responded tenant response has been low, most likely due to Market businesses being busy with already planned Octoberfest events.

Paul Neal asked for clarification on the open rate for residential concierge program. Amy Wallsmith responded this is a new feature so there is not a number to base this off of.

Paul Neal asked how the 20% participation increase will be measured. Amy Wallsmith responded that number is based on participation feedback from businesses that participated in trick-or-treating last year.

Paul Neal asked when the dog parade will start. Amy Wallsmith responded it will start at 3 pm.

Ali Mowry asked why a goal is to increase the number of people at the event. Amy Wallsmith responded a goal is to get more people to attend the event during a slower time in the hopes they will spend more money. There was a discussion on the impacts of having more people at the Market on the PDA staff and business community. Ali feels a goal should be to increase shopping at the Market rather than bring more people because she doesn’t think having more people attracts locals.

Mary Bacarella added a goal is to educate locals on the best time to visit the Market, which is not during the summer months. Having events during the offseason is a great way to draw locals. Mary suggested adding a question on the evaluation on how foot traffic effects Market businesses and employee morale.

Paul Neal added the Committee is on record for having staff drive local business to the Market. This event is a strategy to making that happen.

David Ghoddousi asked if there are zip codes that will be used to target the neighborhood and he commented that during the shoulder season it’s great to have the PDA driving more business to the Market.

Mark Brady would like to see ideas for what businesses could do for decorations as he feels there are limitations imposed by the historical commission.
Mark Brady asked if there is money in the budget for costume rentals for the ambassadors. Amy Wallsmith responded they will be in some type of costume.

Ali Mowry remembers the DownUnder was quiet during last year’s event. Amy Wallsmith responded more activities are being planned DownUnder and there is no trick-or-treating based on tenant feedback.

Patrice Barrentine noted the cider needs to be pasteurized.

Madison Bristol continued by reviewing event signage. There will be banners and signage throughout the Market starting October 18 through the 27th. These will be located under the Clock & Sign, Desimone bridge entrance, pavilion entrance, farm truck and large scale signs directing visitors from the main arcade to the DownUnder.

Madison Bristol reviewed the PR and Outreach. Media will include:

- October 2: press release announcing 2nd annual Costumes on the Cobblestones
- October 8: Pitch for event activities
- October 14: Pitch for food and drinks
- October 23: Pitch for event reminder and summary of entire event.

Residential and hotel concierge outreach will include:

- October 3: send market fall events email to concierge contacts
- Week of October 7: visit 30 residential buildings and 20 downtown hotels to deliver event materials and swag.

Digital content will include:

- Website: event predominantly displayed on the homepage slider
- Blog detailing event activities posted two weeks prior to the event
- Email newsletter to entire database scheduled two weeks prior to event
- The Market Insider: asked vendors participation in September and October Insider.

Social content will include:

- Facebook and Eventbrite event published on September 18th.
- Scheduled for 10/3-10/27 the event promoted on Facebook, Twitter, Instagram and Instagram Stories twice a week until Costumes on the Cobblestones.

Amy Wallsmith review the radio partnerships with WARM 106.9 (KRWM) which includes:

- On-air 15 and 30 second spots, 30 per week for a total of 60
- Social media includes a video produced by WARM
- E-blast and event calendar listings

The paid digital content, scheduled for 10/14-10/27 includes:

- Parent Map – sponsored calendar listing, fall newsletter
- Seattle’s Child – fall newsletter
- Banner ads
- Social media – boosting Facebook event and Instagram
- Paid search
Mark Brady asked if there will be a plan for inclement weather. Madison Bristol responded most of the activities planned is under cover except for the parade, which is down the cobblestones.

Amy Wallsmith noted that parking, up to four hours, will be free again this year.

Ali Mowry asked what the shopping incentive budget is for this event. Amy Wallsmith responded it’s worked into the overall budget of the event. Ali suggested instead of giving away something that’s disposable, giving people one of the pumpkins to decorate, the proceeds which would go to the Foundation. Amy Wallsmith responded they are thinking about giving away aprons. Ali Mowry would like to see the PDA consider giving away something that will not end in the landfill and appreciates the use of Market artists in creating these giveaways.

V. Public Comment
None.

VI. Concerns of Committee Members
None.

VII. Adjournment
The meeting was adjourned at 5:22 p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
PRODUCER’S MARKET
2019 RECAP

Last Thursdays of the Month, May through September:
May 30; June 27; July 25; August 29; September 26
Project of Grassroots Origins

- Originally requested by crafters in 2018 Holiday season
- Night Markets currently a trend, particularly for younger demographics
- Produced our first trial Holiday Night Market on Thursday, December 20, 2018
- Actively sought Daystall community input in community meetings, surveys, email, and 1:1 conversations
- Project met long term PDA interest in providing later shopping options for locals
Goal: Create an after hours Market as a multi-faceted, nightlife experience targeting 20-30 something locals

Basic Ingredients:

• Late Hours: 5:30 – 8:30 pm in Market Pavilion
• Great Shopping: Daystall Craftspeople
• Great Food: Farm Program & Commercial Food Producers
• Great Drink: Beer/Wine Bar (partner Market Foundation)
• Great Music/Entertainment: Market Buskers
• Great Atmosphere: MarketFront & the best sunset in town
Event Layout & LCB Boundary
Staffing Requirements

Prior to Market
- Marketing Team: Promotions & signage production
- Daystall/Farm Team: Food, Craft & Music Sign-ups, table assignments & staging

Event Night
- 4 Marketing Staff: Set up; Shopping Incentive; LCB Permit border mgmt.; break down
- 4 Daystall/Farm Staff: Set up; vendor mgmt.; LCB Permit border mgmt.; break down

Additional
- Security (barricades & patrol), Maintenance (signage), Facilities, Mkt. Foundation (bar)
### Month-to-Month Variations

<table>
<thead>
<tr>
<th>Market:</th>
<th>30-May</th>
<th>27-Jun</th>
<th>25-Jul</th>
<th>29-Aug</th>
<th>26-Sep</th>
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<tr>
<td># CRAFTS</td>
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<tr>
<td>FOOTPRINT</td>
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<td>Pav + Plaza</td>
<td>Pav + Plaza</td>
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<td>MISC. ELEMENTS</td>
<td>Pride Theme</td>
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<td>card booth, spotlight vendors, tote incentive</td>
<td>Native Works, card booth, spotlight vendors, tote incentive</td>
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Page 16
## Sales

### MARKET:

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<th>30-May</th>
<th>27-Jun</th>
<th>25-Jul</th>
<th>29-Aug</th>
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<td><strong>SALES:</strong></td>
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<tr>
<td>$0-$150</td>
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### SHOPPING INCENTIVE COUNTS:

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<th></th>
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<td>$ Limit</td>
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### WHO'S SHOPPING (SHOPPING INCENTIVE ZIP COLLECTION)?

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<td>LOCALS</td>
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# Vendor Satisfaction

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<th>27-Jun</th>
<th>25-Jul</th>
<th>29-Aug</th>
<th>26-Sep</th>
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<td>SURVEY RESPONSE:</td>
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<td>72%</td>
<td>61%</td>
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<td>SATISFIED WITH SALES?</td>
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<tr>
<td>YES</td>
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<td>70%</td>
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<td>OVERALL MARKET SATISFACTION:</td>
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</tr>
<tr>
<td>*</td>
<td>5.30%</td>
<td>0%</td>
<td>3.90%</td>
<td>0%</td>
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</tr>
<tr>
<td>**</td>
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</tr>
<tr>
<td>***</td>
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<td>20%</td>
<td>23.10%</td>
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<td>****</td>
<td>31.60%</td>
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</tr>
<tr>
<td>*****</td>
<td>26.30%</td>
<td>60%</td>
<td>34.60%</td>
<td>25%</td>
<td>40%</td>
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</tbody>
</table>
Marketing and Advertising Recap

• Digital Content – Featured on our homepage May-September

• Social Media Organic Content
  Instagram Stories – Success with over 5k impressions (typical stories produce 3,500)
  – Success with sticker taps with over 800 in one story

• PR – Success was achieved via Broadcast coverage the first and second PM, helping to garner awareness of the new evening event.

• Advertising
  The Stranger – July, August, September calendar list and e-newsletter feature
  Social Media Paid Advertising – Success boosting monthly Facebook Event
  Banner Ads – Click through rate was near industry standard
Conclusions

• Most staff and vendors felt that the Producers Market had great potential, but would take 2-4 years to build to consistently satisfactory sales

• Producers Market was resource intensive in terms of staff hours & budget

• Staff resources would be better spent doing short term, one-off creative programmatic experiments to continue learning effective ways to utilize the MarketFront Pavilion and Plaza to reach new local shoppers

• Programmatic efforts such as the Producers Market yield valuable experience & information that inform subsequent programming

• Special events like the Producers Market provide valuable opportunities for tenants for professional development, and also provide new opportunities for collaborative partnership between staff & tenants

• In 2020 we will aim to do 2-4 strategically placed Night Markets, including 1-2 Holiday Night Markets
2019 Preview
Magic in the Market
Event Overview

Magic in the Market
November 30th
11:00am – 5:00pm
5:00pm Tree Lighting Ceremony

Pike Place Market is celebrating it’s 24th Annual Magic in the Market holiday event.

Visitors will get to enjoy Santa photos, reindeer, live music, holiday shopping 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 interactive maps, Greg Anderson cutout displays and Wine/ Food passes that guide visitors across the whole 9-acres

- **All 9-Acres**
  - Tree and Market lights lighting ceremony
  - Graig Anderson 20th anniversary button cutouts
  - Graig Anderson costume character *(tentative)*
  - Wine/ Food Pairing Pass *(tentative)*

- **Cobblestones**
  - Growing Washington Wreaths
  - Reindeer

- **Under Clock & Sign**
  - Shopping Incentive – Gift Wrapping Kits
  - Farm Truck Entertainment
  - Santa Photos

- **DownUnder**
  - Activity: Snowflake Ornaments (level 3)
  - Activity: TBD (level 4)
  - Chef Steps Cooking Demonstration *(tentative)*

- **Atrium**
  - Cookie Decorating

- **Craft Market / MarketFront Pavilion**
  - Stockings and Stuffers
  - Wood Top Demonstrations
  - Decorating Activity: Wrapping Paper designed by Graig Anderson

**KPIs:**

- **Market pedestrian counters** *(2018: 64k (2500 per hour) Magic In the Market total visitors. Goal is to increase number of visitors by 10%)*
- **Measure attendees with pedestrian counters at each activity** *(200 or more visitors at each activity)*
- **Social Media Engagement** *(2018: 530k Impressions, 14k Engagements. Goal is to increase engagement by 10%)*
- **Tentative Number of passes sold** *(103 wine passes sold at Love in the Market, goal is to sell 110 wine/ food pairing pass)*
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 $75
- 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 54% seen at Costumes on the Cobblestones to 65%)
- Record number of interactive maps distributed (500 or more)
Event Goals

**Goal 3:** Create opportunities for commercial tenants, daystall/farm, and the community to participate

**Actions:**
- Encouraging crafters to participate in stockings and stuffers activity
- Providing opportunities for businesses to showcase their skills; cooking demos, cookie decorating, wood top demonstrations and wreath sales
- Reaching out to all appropriate locations to encourage participation in wine and food pairing ticket
- Invite all Market businesses to be included in our holiday marketing campaign

**KPIs:**
- Measure level of participation from daystall in stockings and stuffers activity (2018: 28, 2019 goal is 35)
- Survey: Measure foot traffic and percentage of sales increase.
- Parking: Measure parking compared to last year
Event Signage

Magic in the Market banners and signage will be hung throughout the Market starting November 18th – 30th:

• 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
• **Nov 4**: Press Release: Announcing 24\textsuperscript{th} Annual Magic in the Market
• **Nov 12**: Pitch Event (Shopping Highlight)
• **Nov 19**: Pitch Event (Activity Highlight)
• **Nov 26**: Pitch: Event reminder and summary of entire event

Residential and Hotel Concierge Outreach
• **Nov 4**: Send Market Holiday events email to concierge contacts
• **Nov 18**: Visit residential buildings (15) and hotels (5) to deliver event materials
• **Nov 25**: Visit top tier media (10) to deliver event materials and gifts
Plan in Action – Organic Digital Content

Digital Content

• **Website:** Event predominantly displayed on the homepage slider
• **Blog:** 6 Holiday-themed blogs published prior to Magic in the Market.
  - 7 Holiday-themed blogs published throughout December
• **Email Newsletter:** An E-Newsletter to entire database scheduled two weeks prior to event
• **The Market Insider:** Featured in the October and November Market Insider

Social

• Facebook and Eventbrite event published on October 30, 2019.
• Event promoted on Facebook, Twitter, Instagram and Instagram Stories twice a week until Magic in the Market
Plan in Action - Paid Advertising

Radio Partner: WARM 106.9 (KRWM)
Schedule: 11/11 – 11/30
- 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: 11/11 – 11/30
- Parent Map, Seattle’s Child, The Stranger, Seattle Met – Sponsored Calendar Listing and eNewsletters
- Social Media – Boosting Facebook Event and Instagram
- Paid Search and Banner Ads