# Market Programs Committee Meeting Agenda

**Date:** Tuesday, December 3, 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

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<td>A. Meet Graig Anderson: Market Holiday Artist</td>
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<td>B. 2019 Farm Program Recap</td>
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Wednesday, November 5th, 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, Colleen Bowman

Other Council Members Present:

Staff/ Consultants Present: Mary Bacarella, Amy Wallsmith, Karin Moughamer, David Dickinson

Others Present:

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 October 7th, 2019 Minutes
      The October 7th, 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:
    - Tonight is the small business workshop on taxes and there is also a Meet the Market event at Premier on Pine condo.
    - Veteran’s Day celebration will take place on Monday, November 11th. KING 5 will be on site to cover Market veterans and upcoming events. There will be a ceremony, and there will be American flags lining the pergola, a busker will sing the National Anthem, and staff are working to confirm six Market community members to help with the flag raising.

    Mary Bacarella wanted to be clear that the marketing plan is year-round and she’s not sure why there is misinformation out there on the PDA only marketing part of the year. When events need to be added, the Marketing team makes it happen.

    David Ghoddousi commented that he thinks the Marketing team is doing a great job and that they are following the plan set in motion by the strategic plan, which is to focus on the off-peak time.
Mark Brady would like to see the history of the Market through veterans provided to the media. Amy Wallsmith suggested Mark Brady email Amy any talking points that she can pass along.

Mark Brady suggested reaching out and seeing which Market businesses could give a discount to veterans. Amy Wallsmith said she can reach out to tenants and ask.

Amy Wallsmith continued with her report with the following updates:

- The Major League Soccer (MLS) Cup is coming to Seattle and the PDA is working with MLS on a 17’ tall replica cup photo opportunity on Pike Place. It will be up Wednesday evening through Friday evening with 24 hour security. On Thursday, the Sounders flag will be raised under the American Flag at the Market with local media. ABC News will be coming in and covering the Market and the Sounders experience. Details are still being worked out for a Saturday visit. This is a great opportunity to showcase the Market nationally.

Ali Mowry asked how staff are doing with working the extra hours. Amy Wallsmith responded staff take comp days to make up for the extra work.

Ali Mowry asked what the benefit of having national coverage of the Market is. Amy Wallsmith responded it’s great to show potential tourists the Market and also to remind locals the Market is here. It’s a great opportunity to partner with the Sounders.

David Ghoddousi would like to see if there can be positive media placed on the social services in the Market in the hopes they invest in the community.

- Staff are looking at ways to improve the Market Insider. So far 8 people have provided feedback, with seven of those giving the Insider a thumbs up. Staff are also looking at ways to encourage more people to read the Insider and for stories to include. Colleen Bowman thanked Amy for including information in the Insider on the Co-op advertising program.

- At the December meeting there will be recaps on Refract and Costumes on the Cobblestones. There is currently a survey out to participants that will be included in the presentation. Amy shared the apron that was given away if people spent $50 or more anywhere in the Market at Costumes on the Cobblestones. She thinks about 200 were given away.

Colleen Bowman asked which artist designed the apron. Amy Wallsmith responded Brooke Westland, an artist down on Western Avenue.

- Regarding trademark infringement, H-Mart was using “@ Pike Place” on Google and an image of the clock and sign in the store. Amy sent a letter and she received a response. They have already updated their Google listing and have ordered new imagery to replace the clock and sign.
IV. Reports & Discussion Items
   A. PM: Producers Market Recap

   David Dickinson began by noting the Producers Market was a trial, which started with five dates, one each month from May through September. It was originally requested as a holiday market in December 2018 and morphed into the offerings presented this summer. Night Markets have a national and international trend and tent to attract a younger demographic. The project met long term PDA interest in providing later shopping options for locals.

   The goal was to create an after-hours Market as a multi-faceted, nightlife experience targeting 20-30 something locals. It included late hours, great shopping from the craftspeople, great food from the farm program, great drink with beer and wine partners with the Market Foundation, great music from Market buskers, and a great atmosphere on the MarketFront with the best sunset in Seattle.

   David Dickinson shared a map of the Producers Market, which eventually spilled out onto the plaza.

   David Dickinson reviewed the staffing requirements, which ended up being a lot. Prior to the night of, the marketing team worked on promotions and signage production. The daystall and farm team worked on food, craft and music sign-ups as well as table assignments and staging. On the event night there were four marketing staff for set-up, shopping incentive, liquor control boarder management and break down. There were also four daystall and farm staff to help with those same tasks. Additionally, security, maintenance, facilities and the Foundation helped with each event.

   David Dickinson shared the month-to-month variations, which included stats on number of crafters, number of food vendors, alcohol sales, footprint, weather, pedestrian counts, and miscellaneous elements. The pedestrian counts ranged from 910 to 1475 and weather appeared to have an effect as it rained the day 910 people attended.

   David Dickinson shared a table for sales, which is included in the packet.

   There was a conversation on the comparison of sales and attendance from month-to-month.

   Paul Neal asked for clarification on the shopping incentive numbers. David Dickinson responded there was a minimum amount set for shopping, which was either $25 or $30 and then shoppers could show their receipts for a Market shopping tote.

   Mark Brady heard that vendors would like to see this event take place during the first 10 days of the month to take advantage of when people have more money to spend.

   Colleen Bowman noted $7,000 was raised for the Safety Net and she would like to see the community thanked for raising that money.

   David Ghoddousi asked is food vendors are included in the total sales. David Dickinson responded he’s not sure if food vendors were consistently included in receiving the survey as different staff were tasked with emailing it out.
Patrice Barrentine asked if there are hourly pedestrian counts. Amy Wallsmith responded in July she believes staff started recording pedestrian counts hourly and could look at the information. Patrice added she thinks it would be interesting to look at pedestrian counters around the Market to see what can be learned from traffic at other places around the Market.

Ali Mowry noted there was a lot of feedback on Pavilion programming during the Hildt-Licata negotiations and asked if David has received feedback on these programs. David Dickinson responded all the feedback he’s received on Pavilion programming has been positive and his staff has been receiving kudos on the experimental nature of the programs and for working closely with the community.

David Dickinson continued by reviewing a table of vendor satisfaction for each of the five dates. The responses were all over the place and David feels the survey questions may not have been written clearly. Nearly all respondents did say they want the Night Markets to continue.

Colleen Bowman asked for clarification on Overall Market Satisfaction. David Dickinson responded the numbers for satisfaction was all over the place and he believes the question wasn’t written clearly to that respondents didn’t quite know how to respond.

Ali Mowry asked if a copy of the survey could be included with future reports.

Amy Wallsmith reviewed the marketing and advertising for Producers Market. Digital content included features on the homepage on May – September. Social media included Instagram Stories, which received over 5,000 impressions (average is 3,500) and success with sticker taps (over 800 in a story) with lots of engagement. PR included local broadcast coverage for the first and second Markets but it wasn’t sustainable to get media at each event. Advertising included ads in the Stranger in the July, August, and September calendar list and e-newsletter feature. There was a boosted monthly Facebook event and banner ads with click thru rates over industry standards.

Ali Mowry asked if there is a formula used to determine when to advertising and when to stop a campaign. Amy Wallsmith responded she sets a budget and then evaluates how to adjust and change the strategy. She has a call each week with the advertising agency to develop the strategy and review the numbers.

David Dickinson reviewed the conclusions, which include:

- Most staff and vendors felt that the Producers Market had a great potential, but would take 2-4 years to build to consistently satisfactory sales.
- Producers Market was resource intensive in terms of staff hours and budget. Paul Neal asked if there is an estimate on the amount spent on the program. Amy Wallsmith responded she can pull that information.
- 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 and 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 and tenants.

• In 2020 we will aim to do 2-4 strategically placed Night Markets, including 1-2 holiday night markets.

Paul Neal asked for clarification on what the goal of the Night Markets will be in the future. David Dickinson responded there is a demographic element which is to focus on attracting younger, Seattle area locals and help the Market crafts people connect with that audience.

David Ghoddousi sees that once the Overlook Walk opens there will be more opportunity for sales as traffic will be more fluid. He sees the PDA and daystall crafters working together as a positive way to be successful.

Colleen Bowman noted she never misses the International District Night Market and wonders if we shouldn’t amplify Market buskers or people that work in the Market and play in bands as a way to reach the younger demographic.

Mark Brady noted the Historic Commission is changing their rules on amplified music. Mary Bacarella noted that the City is still working through the rule change.

Paul Neal noted there may be ways to encourage more eating, drinking, and dancing and still have the craft community benefit from sales.

Patrice Barrentine noted the MarketFront is a difficult space to program, especially if you want people to explore the whole MarketFront.

B. Magic in the Market Preview
Amy Wallsmith provided an overview on Magic in the Market, which is taking place on Saturday, November 30th from 11 am – 5 pm. The tree lighting will take place at 5 pm and is the 24th annual Magic in the Market.

Amy Wallsmith 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 interactive maps, Graig Anderson cutout displays and wine/food passes that guide visitors across the whole 9-acres. All 9-acres
  o Tree and Market lights lighting ceremony
  o Graig Anderson 20th anniversary costume character (tentative)
  o Wine/Food pairing pass (tentative)

DownUnder
  o Activity: snowflake ornaments (level 3)
  o Activity: TBD (level 4)
  o Chef Steps cooking demonstration (tentative)

Cobblestones
  o Growing Washington wreaths
  o Reindeer
Atrium: cookie decorating
Under Clock and Sign
  o  Shopping incentive, spend $75 – gift wrapping kits with special edition Pike Place Market wrapping paper
  o  Farm truck entertainment
  o  Santa photos
Craft Market/MarketFront Pavilion
  o  Stocking and stuffers
  o  Wood top demonstrations
  o  Decorating activity: wrapping paper designed by Graig Anderson

Mark Brady asked if the tree lighting could take place at 6 pm instead of 5 pm. He found that shoppers didn’t come back inside after the tree lighting. Amy Wallsmith responded she can look into it but there are a lot of logistics.

Ali Mowry responded it would be nice for Market vendors to be able to attend. Most businesses close between 5-6 pm.

David Ghoddousi asked how many are being ordered of the wrapping kits. Amy Wallsmith responded she has money in her budget and is planning to order 600 for both Magic in the Market, the holiday night market, and Visit Seattle holiday breakfast.

Ali Mowry provided feedback on the wrapping paper design and suggested making one of the options a non-Christmas themed design.

KPI’s for Goal 1 include:
  •  Increase number of visitors by 10% over 2018 numbers
  •  200 or more visitors at each activity
  •  Increase social media engagement by 10% over 2018
  •  Tentative number of passes sold for food and wine pairing to meet or exceed 110.

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.

KPI’s include:
  •  Open rate from local residential concierge outreach is 30% open rate and 10 or more in-person visits
  •  Increase local participants from 54% seen at Costumes on the Cobblestones to 65%
  •  500 or more interactive maps distributed

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

KPI’s include:
- Increase daystall participation from 28 in 2018 to 35
- Measure foot traffic and percentage of sales increase
- Parking: measure parking compared to last year.

Amy Wallsmith reviewed event signage. Magic in the Market banners and signage will be hung throughout the Market starting November 18<sup>th</sup> – 30<sup>th</sup>:
- Under the clock and sign
- Desimone bridge entrance
- Pavilion entrance
- Farm truck
- Large scale signs directing visitors from the main arcade to the DownUnder

Paul Neal asked if any of the signage is new. Amy Wallsmith responded some of the sizes may change, but the plan is similar to last year.

Patrice Barrentine appreciated having announcements for Magic in the Market in the parking elevators and thought those should be included in the list above.

Mark Brady asked if the Magic in the Market signs can be kept all holiday season. Amy Wallsmith responded there are historic commission rules for temporary signage.

Ali Mowry asked about decorations in the DownUnder. Amy Wallsmith walked the space with the maintenance department and they are already considering decoration plans.

Colleen Bowman asked if data can be collected on the people visiting Santa and if Santa can be at the Market throughout December. There was conversation about hiring Santa for more weekends, the challenges with booking Santa’s and the Santa Union.

Colleen Bowman suggested having a sign at Rachel to donate since people are getting free Santa photos.

David Ghoddousi asked if there will be music in the Atrium. Amy Wallsmith responded yes and there will also be the Silver Bells, a group that has one Figgy Pudding, and they will be raising money for the Foundation.

Amy Wallsmith reviewed the plan in action for PR and partners, which include:
Media Outreach Timeline:
- November 4: Press release, announcing 24<sup>th</sup> annual Magic in the Market
- November 12: pitch event (shopping highlight)
- November 19: Pitch event (activity highlight)
- November 26: Pitch event reminder and summary of entire event

Residential and hotel concierge outreach:
- November 4: Send Market holiday events email to concierge contacts
- November 18: Visit residential buildings (15) and hotels (5) to deliver event materials
- November 25: Visit top tier media (10) to deliver event materials and gifts

Ali Mowry commented that vendors whose artwork are included in raffle giveaways don’t realize their products are included and it might be nice to let them know they are being included.

Amy Wallsmith reviewed the plan in action for paid advertising, which includes:
Radio partner: WARM 106.9, scheduled 11/11 – 11/30
- On-air 15 and 30 second spots, 30 per week, 60 total
- Social – video produced by WARM
- E-blast and event calendar listings

Paid digital content (11/11-11/30)
- Parent Map, Seattle’s Child, The Stranger, Seattle Met – sponsored calendar listing and e-newsletters
- Social media – boosting Facebook event and Instagram
- Paid search and banner ads

Colleen Bowman would like to see the back side of Tenant Alerts printed on more often with relevant content.

V. Public Comment
None.

VI. Concerns of Committee Members
Ali Mowry would like to see cigarette butt receptacles placed around the Market. There was a conversation about the challenges with these receptacles, the idea that receptacles may encourage more smoking, and the fact cigarette butts are a major source of pollution in the Market. Mary Bacarella responded she will look into it and will talk with the directors of Commercial and Maintenance.

VII. Adjournment
The meeting was adjourned at 5:58 p.m. by Patrice Barrentine, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
2019 Farm Program
End of Season Report
Market Programs Committee
December, 3 2019
Farm Programs

- Pike Place Market Daystalls
- Farmers Markets
- CSA
- Farm Development
- Food Access
- MarketFront Plaza
Farm Staff

• Zack Cook
  Farm Program Manager

• Leigh Newman-Bell
  Farm Development Specialist

• Sidra Schkerke
  Farm Program Coordinator

• Carter Grant
  Farm Program Coordinator

• 3 – Seasonal Employees
  Farm Program Summer Assistants

• Help from the Daystall Team
2019 Total Sales of $959,156

- **City Hall (11th yr)**
  - $212,480
  - Average $867

- **Denny Regrade (3rd yr)**
  - $154,313
  - Average $712

- **South Lake Union (9th yr)**
  - $456,890
  - Average $1,213

- **1st Hill (6th yr)**
  - $135,472
  - Average $870
Farmers Markets

City Hall:
No ready to eat, 84% of sales from farmers

The Regrade:
31% vendors ready to eat but 51% of sales
Farmers Markets

South Lake Union: 25% vendors ready to eat but 40% of sales

1st Hill: 30% vendors ready to eat but 42% of sales
**2019 Goals (20 weeks)**
- 4,000 Boxes
- $86,000 in Revenue
- $73,100 Paid to Farmers
- Move to Compostable Packaging

**2019 Actuals**
- 4,565 Boxes --------------------------14% increase
  - 1,600 Subsidized Shares
  - $31,772 FBx
- $105,902 in Revenue -----------------23% increase
- $95,914 Paid to farmers ---------------31% increase
- Compostable Packaging
2019 Goals (50 weeks)
• 5,500 Boxes Packed & Delivered
• $143,296 in Revenue
• $80,358 Paid to Farmers
• 100% Funded by Seattle SBT

2019 Annualized Actuals
• 6,216 Boxes ----------------------------- 13% increase
• $147,022 in Revenue --------------------- 3% increase
• $73,000 Paid to Farmers ------------------- 9% decrease
• 1 Fully Funded FTE
• Program Will Continue in 2020
2019 Goals
• 9,500 Boxes
• $229,296 in Revenue
• $166,090 Paid to Farmers
• 1 - FTE Fully Funded by SBT

2019 Annualized Actuals
• 10,781 Boxes ------------------------------- 14% increase
• $233,022 in Revenue ------------------------ 2% increase
• $176,272 Paid to Farmers ------------------- 6% increase
• 1 - FTE Fully Funded by SBT
• Compostable Packaging
2019 Activities

• Farm Visits: 7
• Workshops/Trainings for Farmers: 6
  o 5 farmers on track to finish IDA pilot
  o Partnered with HAFA on Food Safety Training for 2020
• Issues/Advocacy Meetings: 26
  o Hosted 5\textsuperscript{th} annual Small Business Resource Fair
  o Hosted 2 end of season farmer meeting
    ▪ Market Commons
    ▪ Fall City
  o Vice Chair of King County Ag Commission
• Grant Dollars Secured: $15,604
• Safety Net Requests Processed: 3
Food Access

City of Seattle Funding
- FM FBx: $13,213
- Bonus Card: $12,829
- CSA Subsidy: $37,508
- FBx to Go: $147,022
  - Total: $210,572

Market Foundation Funding
- Pike Buck - Highstall: $25,000
- Food Insecurity Gap: $17,730
- Bulk Buy: $16,000
  - Total: $58,730

PDA Funding
- Pike Buck – Farm: $21,200
  - Total: $21,200

2019 Total: $290,502
Wednesday CSA Pickup
• 3,540 Boxes
• Meet the Producer Each Week
• 13 participating farms received $12,330

Ready to Eat Food
• 7 vendors (5 food, 2 drink)
• Alternating Schedule
• $300,000 in sales
• $25,000 in revenue
Raise Your GLASS
The Refract Closing Party
2019 Recap
Event Overview & Activities

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

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 food and wine pairing, 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.

Full List of Activities:  
• Glass Artist Showcase Featuring 10 Market Artists  
• Glass Blowing Demos  
• Special Guest: Janusz Poźniak from Netflix’s series Blown Away  
• Glass-Themed Food and Wine Pairing from Washington State Wine Commission and Atrium Kitchen  
• Live Music from local swing band Good Co
Event Goals & Results

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

KPIs:
Partnerships: Measure their Marketing Effectiveness
Tracking our partner's marketing campaigns to determine the effective campaigns that actually produce results
Results: A full report from Washington State Wine Commission and Visit Seattle on Refract will be sent later this year. Marketing will share the findings in January

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
Results: exceed goal by 844 people
In Action

Sept 24: Refract Press Release
Oct 7: Pitch (WA State Wine Commission & Atrium Kitchen)
Oct 9: Pitch (Market Artists & Special Guest)
Oct 14: Media Mailers

PR outreach resulted in **12 pieces** of organic coverage (over **4.6 million impressions**) in top local outlets including *Seattle Magazine*, *Seattleite* and *The Stanger*.

Oct 16: Media Alert: Event Reminder & Summary of Activities

Results

Inaugural 'Refract' Festival Celebrates Seattle's Status as the 'American Venice'

The festival wrapped-up with Raise Your Glass at Pike Place Market’s MarketFront Glass Pavilion with live music, glassblowing, and flame work demonstrations. And the special guest? *Blown Away* contestant and Seattle resident *Janusz Pozniak* who joined the party to celebrate and honor his glass community.
Social & Digital

In Action
August 21: Event created on Website & Facebook
October 1 - 20: Posted two social posts a week
October 15: Email to entire database
October 16: Email to Love in the Market wine tasting participants
October 16: Concierge email

Results
Website: 4,421 page views from Aug 21 – Oct. 31
Facebook Event: 1,061 marked interested or going

Social
9 Facebook Posts. Reaching 63,691 people and receiving 351 engagements
6 Instagram Posts. Reaching 86,334 people and receiving 3,668 engagements
5 Instagram Stories. Reaching 13,412 people and receiving 547 engagements

Email Marketing
Entire Database: 32% open rate. Email sent to 7,098 people
Love in the Market wine tasting participants: 59.7% open rate. Email sent to 62 people
Concierge email: 25.3% open rate. Email sent to 78 people
Attendee Demographics & Data

Attendees
1,844 Total Event Attendees
211 Ticketed Attendees ($2,761.67 total ticket sales)
81 PDA VIP Invites (116 invited)
130 Eventbrite (25 tickets purchased day of at increased price of $25)

Demographics
- Local, 52%
- Did not list zip code, 31%
- Out of State/Country, 17%

Source of Sales
- PPM Website, 81%
- Eventbrite and PPM Social Channels, 19%
- Other Sources, 0%

Parking
Overall ticket pulls were up from last year
- Oct 6 - 915 tickets pulled, first Sunday in 2018 - 772
- Oct 13 - 925 tickets pulled, second Sunday in 2018 - 689
- Oct 20 - 888 tickets pulled and 10 validations used, third Sunday in 2018 – 748
**Artist Feedback**

*Participating artists were given surveys on Oct 22 and sent a reminder on Nov 12*

**Sales**
75% of artists reported sales $601 and above (3 artists)
25% of artists reported sales between $0 - $150 (1 artist)

**Future Events**
75% of artists would like to participate in Refract again (3 artists)
25% of artists would not like to participate in Refract again (1 artist)

Overall satisfaction for the Refract closing party was **4.3 out of 5**

**Comments from Artists**
- The demo area should have a microphone or an MC describing what is happening
- Demo area should have more space away from the walkway
- Allow people to purchase a glass of wine and not participate in pairing
Results – Would we do it again?

• Based on feedback from our Market artists the PDA would like to be involved in Refract in some capacity next year.

• The Market’s involvement will depend on the growth of Refract based on its success this year.

• The PDA is evaluating how best to participate in future Refract events; whether it is through an event or Market artist flame work demos. The PDA is also researching permitting for flame work inside the Pavilion.
Meet the Market – Recap
Jun - Nov

MEET THE MARKET

You are invited to meet your iconic neighbor. Learn about the 500+ businesses just a few blocks away. Make it a Mingle-Taste-Discover-Something-New kind of evening!

November 5, 2019
6:00 - 7:30 pm
at The Revue

Welcome Shopping Bag • Food • Chocolate Making • Raffle Prizes

Market goods brought to you buy:

PUBLIC MARKET CENTER
PIKE PLACE MARKET

NORTHWEST TASTINGS
EAT SHOP LOVE
PIKE PLACE MARKET
CHOCOLATE & WINE
Meet the Market

*June - November*

This year the Pike Place Market PDA kicked off its first Meet the Market residential concierge program.

At each event we brought 3-4 Market businesses to create a pop-up Market. Each business provided samples to residents and information about their business. Visitors also received custom Pike Place Market welcome bags filled with Market coupons, swag and door prizes.
Event Activities

- 3-4 Market merchants
  - Rotating merchants at each event
  - At each event there will always be a variety in shops (i.e. fish, produce, wine, desserts)

- Welcome Tote Bags- Market coupons, swag and door prizes

- Market trivia to help residents learn about what is available at their Market

- Market samples

- PDA information table
Event Goals

Goal 1: Showcase to locals what is in their own backyard and encourage them to get to know their Market. The ultimate goal is to increase local resident visitors

- **Potential KPI**: record the number of people who participated in Market trivia and number of people who received a Meet the Market welcome tote bag filled with Market coupons and information

  **Results**: 305 total participants

Goal 2: Engage target audience (local residents) to #MakeItAMarketDay

- **Potential KPI**: record the number of social posts by locals that use the hashtag #MakeItAMarketDay

  **Results**: 1,153 #MakeItAMarketDay posts since June
Event Goals

Goal 3: Keep neighboring residential and hotel buildings in the loop about what is happening at the Market through monthly outreach and visits

- **Potential KPI**: send monthly concierge email with a 35% click through rate and visit 35 residential/hotel buildings each quarter

- **Results**: Since February our concierge click through rate has increased from 18.8% to 28.6%
Event Details

**West Edge Apartments** - Jun 13th
107 Residential Attendees
*Pike Place Fish Market*
*Sosio’s Produce*
*Barque Brontes*
*Market Foundation*

**Newmark Towers** – Oct 3rd
45 Residential Attendees
*Truffle Queen*
*Don & Joe’s Meats*
*Barque Brontes*
*Market Foundation*
*Kevin Buster - Busker*

**Premiere on Pine** – Nov 5th
86 Residential Attendees
*Pike Place Fish Market*
*Northwest Tastings*
*indi chocolate*
*Market Foundation*

**The Olivian** – Nov 20th
67 Residential Attendees
*Pasta Casalinga*
*Northwest Tastings*
*indi chocolate*
*Market Foundation*
Lessons Learned

- PDA will re-evaluate targeted residential buildings for this event as many overestimated the number of residential attendees.

- Conduct a survey for the best time of year to offer this program. We found in the Fall it was difficult to get Market participation.

- Potentially reformat this program to create a concierge day at the Market where we invite local concierge members to the Market to showcase all that the Market has to offer, new businesses, upcoming events, etc.

- PDA will continue to send monthly Market news blasts and build our concierge database.
2019 Fall Small Business Workshops - Recap

Sept – Nov
Program Overview

Pike Place Market PDA Small Business Workshops
September 24–November 19 (7 sessions)

The Pike Place Market PDA and Ventures hosted seven workshops this Fall. These classes are designed specifically for Pike Place Market businesses and are intended to help our commercial, daystall and farm tenants run their businesses more effectively and efficiently, gain more customers and plan for sustainability.

These workshops can be taken as a series or by themselves and are available to any business within the Market.

Workshops Included:
- Sept 24 Instagram Refresh
- Oct 1 Facebook Level 1 (Beginner)
- Oct 8 Facebook Level 2 (Intermediate)
- Oct 15 Facebook Level 3 (Expert)
- Oct 29 Email Marketing for the Holidays
- Nov 5 Taxes for Small Businesses
- Nov 19 Building a Brand
Program Objectives

Build a relevant educational curriculum

Increase opportunities for financial success

Support and develop existing small businesses

Cultivate in-house professional educators

Recruit high-quality new artisan vendors and tenants

Provide resources to help businesses make “Arcade to Internet” connection
Program Goals

Goal 1: Create a curriculum that teaches PPM commercial, daystall and farm tenants new skills for growing their business and/or online presence
   – KPI: evaluate surveys to track levels of improvement for each class

Level of Knowledge
• 49 survey participants across seven classes
• 96% of participants felt their knowledge had increased from attending the workshops
• Out of the 49 survey participants only 2 people noted their level of knowledge stayed the same in one out of 21 categories “Comfort Level Choosing the Right Advertising Package”
• On average, 48% of people felt their level of knowledge had increase “a lot” from the workshops

Highlights
Area of least tenant knowledge before workshops:
• Email marketing
• Facebook advertising

Area of most improvement:
• Scheduling Facebook posts / creating a content calendar
• Facebook insights
• Comfort level creating a Facebook Business page
• Understanding how building a cohesive brand and persona leads to success
**Program Goals**

**Goal 2:** Serve as a credible resource for PPM tenants and permit holders to learn

- **KPI:** track attendance for each class

<table>
<thead>
<tr>
<th>Group</th>
<th>Instagram Refresh</th>
<th>Facebook Level 1</th>
<th>Facebook Level 2</th>
<th>Facebook Level 3</th>
<th>Email Marketing for the Holidays</th>
<th>Taxes for Small Businesses</th>
<th>Building a Brand</th>
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<tbody>
<tr>
<td></td>
<td>Sept 24</td>
<td>Oct 1</td>
<td>Oct 8</td>
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<td>Oct 29</td>
<td>Nov 5</td>
<td>Nov 19</td>
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<tr>
<td></td>
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<td>0 No Show/ Cancel</td>
<td>2 No Show/ Cancel</td>
<td>2 No Show/ Cancel</td>
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<td>3 No Show/ Cancel</td>
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<td></td>
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<td>10</td>
<td>9</td>
<td>5</td>
<td>17</td>
<td>10</td>
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</tbody>
</table>

- 52 attendees total for Fall 2019 Workshops from 20 different businesses
- Of the 20 different businesses 75% attended more than one workshop
Goal 3: Develop a consistent and return customer base

- **KPI:** compare year over year business attendance and note businesses that signed up for Fall 2018 workshops and Spring 2019 workshops.

<table>
<thead>
<tr>
<th>2019 Fall Workshop Business Sign Ups</th>
<th>2019 Spring Workshop Business Sign Ups</th>
<th>2018 Fall Workshop Business Sign Ups</th>
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<tbody>
<tr>
<td><strong>30</strong> Businesses Signed Up</td>
<td><strong>51</strong> Businesses Signed Up</td>
<td><strong>24</strong> Businesses Signed Up</td>
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<td>8 Commercial</td>
<td>17 Commercial</td>
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<td>21 Daystall</td>
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<td>1 Farm</td>
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<td><strong>20</strong> Total Businesses Attended</td>
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</table>

- Business signups from 2018 Fall workshops to 2019 Fall workshops increased by 25%
- 14% of the businesses that signed up for the 2019 Spring workshops signed up for the 2019 Fall workshops (12 businesses)
- 5% of the businesses that signed up for the 2018 Fall workshops signed up for the 2019 Fall workshops (3 businesses)

**Note:** The PDA has noticed a decline in Market participation in the Fall vs. the Spring. This is noticeable in other programs such as Meet the Market The PDA will explore this trend further as we plan for 2020 programs.
Market Outreach

• Included workshop sign up and information in the September and October Insider

• Sent an email news blast to all Market tenants

• Sent personalized emails to tenants who had participated in the Spring, but had not signed up in the Fall

• Sent RSVP’d tenants one week and 24 hour reminder emails

• Distributed custom notepads at workshops
Overall Findings

Feedback

• Overall, feedback was unanimously positive among participants with many highlighting:
  – Helpful handouts for later
  – Hands on attention
  – Smaller classes allowed for more one on one time and effective classes
  – 1 hour private consult from Ventures was a plus

• Feedback on ways to improve included:
  – More examples of how to use Google Analytics
  – Offer homework for businesses to continue practicing
Comfort Level Developing Post Ideas

- Improved a Lot: 3
- Improved Some: 2
- Improved a Little: 1
- Did not Improve: 0

Comfort Level Creating an Instagram Story

- Improved a Lot: 2
- Improved Some: 2
- Improved a Little: 1
- Did not Improve: 0

Confidence Incorporating Instagram Stories into your Marketing Strategy

- Improved a Lot: 2
- Improved Some: 2
- Improved a Little: 1
- Did not Improve: 0
Facebook Level 1: Beginner

Knowledge of Facebook Business

- Improved a Lot: 3
- Improved Some: 1
- Improved a Little: 0
- Did not Improve: 0

Comfort Level Creating a Facebook Business Account

- Improved a Lot: 4
- Improved Some: 0
- Improved a Little: 0
- Did not Improve: 0

The Importance of a Facebook Business Account

- Improved a Lot: 2
- Improved Some: 1
- Improved a Little: 1
- Did not Improve: 0

Page 52
Facebook Level 2: Intermediate

Knowledge of Scheduling a Post

- Improved a Lot: 4
- Improved Some: 6
- Improved a Little: 0
- Did not Improve: 2

Comfort Level Creating a Content Calendar

- Improved a Lot: 6
- Improved Some: 4
- Improved a Little: 2
- Did not Improve: 0

Comfort Level Using Facebook Insights

- Improved a Lot: 2
- Improved Some: 8
- Improved a Little: 0
- Did not Improve: 0
Facebook Level 3: Expert

Knowledge of Facebook Advertising

- Improved a Lot: 5
- Improved Some: 4
- Improved a Little: 5
- Did not Improve: 2

Comfort Level Choosing the Right Advertising Package

- Improved a Lot: 5
- Improved Some: 2
- Improved a Little: 2
- Did not Improve: 2

Understanding the Importance of Facebook Advertising

- Improved a Lot: 7
- Improved Some: 2
- Improved a Little: 2
- Did not Improve: 2
Email Marketing for the Holidays

Strategies to be Effective and Efficient

- Improved a Lot: 3
- Improved Some: 2
- Improved a Little: 0
- Did not Improve: 0

Evaluating Email Marketing Platforms

- Improved a Lot: 1
- Improved Some: 4
- Improved a Little: 0
- Did not Improve: 0

Creating an Effective Email Marketing Campaign

- Improved a Lot: 2
- Improved Some: 3
- Improved a Little: 0
- Did not Improve: 0
Taxes for Small Businesses

Strategies to Prepare for Tax Filing

- Improved a Lot: 3
- Improved Some: 3
- Improved a Little: 3
- Did not Improve

Impact Taxes Have on Your Business

- Improved a Lot: 4
- Improved Some: 4
- Improved a Little: 2
- Did not Improve

Next Steps for Filing

- Improved a Lot: 3
- Improved Some: 3
- Improved a Little: 3
- Did not Improve
Building a Brand

Strategies to be Effective and Efficient

- Improved a Lot: 3
- Improved Some: 2
- Improved a Little: 1
- Did not Improve: 1

Evaluating Email Marketing Platforms

- Improved a Lot: 1
- Improved Some: 4
- Improved a Little: 1
- Did not Improve: 1

Creating an Effective Email Marketing Campaign

- Improved a Lot: 2
- Improved Some: 3
- Improved a Little: 1
- Did not Improve: 1