Market Programs Committee Meeting Agenda

Date: Tuesday, June 13, 2017
Time: 4:00 p.m. – 6:00 p.m.
Location: The Classroom
Committee Members: Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, Ann Magnano, David Ghoddousi and Colleen Bowman

4:00pm I. Administrative

A. Approval of Agenda
B. Approval of the Market Programs Committee Meeting Minutes for May 9th, 2017

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

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

4:30pm IV. Reports and Discussion Items

A. Market Foundation Cut the Pie Report
B. Education Program Report
C. Farmers Market Opening Night Recap

5:40pm V. Action Items

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

5:50pm VII. Public Comment

5:55pm VIII. Concerns of Committee Members

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

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, May 9th, 2017
4:00 p.m. to 6:00 p.m.
The Classroom

Committee Members Present: Betty Halfon, Patrice Barrentine, Gloria Skouge, David Ghoddousi, Colleen Bowman

Other Council Members Present:

Staff Present: Aliya Lewis, Ben Franz-Knight, Dianna Goodsell, Emily Crawford, Justin Huguet, Leigh Newman-Bell, John Turnbull, Scott Davies

Others Present: Mary Andrews, Chris Scott, Howard Aller

The meeting was called to order at 4:00 p.m. by Betty Halfon, Chair.

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

   B. Approval of the April 6th, 2017 Market Programs Committee Meeting Minutes
      The April 6th, 2017 Minutes were approved by acclamation.

II. Announcements and Community Comments
    Howard Aller noted that cruise ship season has started.

III. Programs and Marketing Director’s Report
    Emily Crawford noted a request that was received earlier in the day for a zip line, tamed goat, and photo booth to be on Pike Place. The request was denied. Crawford also presented several media clips to the committee as well as the education newspaper insert worked on by Scott Davies. Flower Festival is happening this weekend and Sunset Magazine will be visiting on Saturday to tour the Market and MarketFront. She noted the MarketFront insert in Northwest Magazine and mentions within other magazines.

IV. Reports and Discussion Items
    A. Grand Opening Event Planning
       Emily Crawford went through a presentation on the grand opening ceremony for the MarketFront. A summary of the presentation is included below.
**Grand Opening**

- Thursday June 29, 2-7 PM
- Ceremony 2-2:30 PM
  - Speakers on stage
  - Ringing of new MarketFront bell
  - Cutting of Holy Mackerel Ribbon
- Ceremony Ideas
  - Foam fish confetti
  - Preschool kids dressed as Market characters walking with dignitaries
  - Short performance/poetry/song of some kind honoring the occasion
  - Handing out of single stem flowers to those attending/speaking
- Activities from 3-6 PM
  - Three Craft Demos in Pavilion
  - Daystall craft/farm also in Pavilion
  - Passport activity around the site
  - Busker performances
  - Three local bands performing at specific times throughout afternoon
  - MarketFront vendors represented on Plaza or in Pavilion or their spaces – location TBD
- Other elements
  - Volunteers posted at entry points
  - Outreach to Market businesses
  - Festive pathway along Western
  - Market Info booth on Pike Place
- Passport Activity
  - 8 spots around MarketFront (Billie, craft demos/pavilion, charm fence, producers hall, mosaic, waterfront connection, Market Commons, Western Tapestry)
  - 16 volunteer ambassadors at passport stations
  - Small prize for completed passport
  - Entered to win Grand Prize - TBD

**MarketFront Public Relations**

- New Day NW – April 20
- Seattle Times 8-pg insert – April 25
- PSBJ interview with Ben – April 26
- Alaska Beyond – May 1
- Crosscut Architectural story – May 5
- PSBJ multi-page insert – May 19

**MarketFront Advertising Launch**

- Northwest Travel full page – May/June
- Northwest Travel online – June
- Paid Social (FB & Instagram) – 5/8-7/2
- Alaska Beyond Magazine – May
• 4 Light Rail “wild” wraps – 5/29 (4 weeks)
• Light Rail interior cards 0 June-August
• 17 Metro Bus “Kings” – 5/29 (4 weeks)
• Northwest Travel back cover – July/August
• Seattle Mag 2-page spread – July
• KNKX radio “20s spots – 5/22-7/2
• Geo-Fencing banner ads – 5/29-7/2
• KEXP radio spots – 6/12-6/29

**Annual Events and Promotions**

• Celebrating Market Farmers, craftspeople and Merchants year-round
  - Illumination – January
  - Valentine’s Day – February
  - Daffodil Day – March
  - Community MarketFront Dinner – March (April)
  - Easter/Passover – April
  - Mother’s Day/Flower Festival – May 13-14
  - Evening Farmers Market – May 31
  - MarketFront Grand Opening – June 29
  - 110th Anniversary – August 17-19

David Ghoddousi noted that he liked the idea of handing out single stemmed flowers, the kids dressed up, and suggested a performer.

Gloria Skouge suggested a performer.

There was a discussion about grand opening performances and opening acts that followed.

Ben Franz-Knight stated that the proposed temporary signage for Western Avenue is current going through the Historic Commission for approval.

There was further discussion on MarketFront grand opening ideas.

Betty Halfon asked if the passport activity could be something the Market does on a regular basis.

David Ghoddousi noted that national parks have a similar stamp activity.

Justin Huguet talked through the passport activity.

Justin Huguet presented large cutouts that will be used around the Market to promote the new features of the MarketFront through various social media platforms.

Emily Crawford provided details on the events for the Evening Farmers Market kick off, noting that Patrice Barrentine will be speaking and that there will be cabbage smash.
Colleen Bowman stated that the Mariners game she went to that when the players are introduced that the players’ names are presented on a display that looks similar to the Market’s farmer’s market sign.

There was a discussion about grand opening MarketFront events and MarketFront seating that followed.

B. Pavilion Programming
Emily Crawford went through a presentation for pavilion programming. A summary of the presentation is included below.

*Pavilion and Plaza Programming*
- Understand the space – Daystall, public, farmers markets, crowds, demand for spaces
- Allow for new opportunities in programming – Foster School of Business, Chief Seattle Club
- Create an experimental zone:
  - Artisanal foods, arts and craft demos, entrepreneurial food products, thematic seasonal events, fundraisers / special events/ private events
- Learn from Market Events:
  - Donor Party (5/18), Daystall use (after 5/18), Grand Opening (6/29), Sunset Supper (8/18), Behind the Table (October)
- Fall 2017 – gather feedback from stakeholders (Hildt renewal 2018)
- Prepare for private space rental beginning in 2018

Colleen Bowman suggested Washington State University for future programming on the MarketFront since it is an agriculture based university.

John Turnbull commented on specific aspects of pavilion programming noting that on the 15th tables will be setup on the pavilion to test layouts and that tables will be set up for rolcall on the 19th among other testing situations. Turnbull stated that he would prefer to not have any water related needs such as cleanup and draining on the plaza for the first two weeks. While there are several spots on the MarketFront that are good for entertainment and performers, however use of the spots will be carefully curated. He asked that the Market is governed by rules that came about after 80 years of experience and that some experience will be need to figure out what works best on the MarketFront.

Betty Halfon asked if entertainment by invitation meant there will not be any buskers.

John Turnbull stated that buskers will be asked to performer but that there are no designated spots for buskers on the project. The goal is to have more control of the space by limiting performances.
Ben Franz-Knight noted that the MarketFront not a public space so there is no need to introduce it as a public forum and curating performances the PDA will have the opportunity to learn more about the space while still maintaining control of it.

There was a discussion about performances on the MarketFront that followed.

David Ghoddousi commented that he is nervous about vetting spaces and selecting performers for the space.

C. Farm Update
Leigh Newman-Bell went through a presentation on farm updates. A summary of the presentation is included below.

Staff
- Three seasonal staff (6 months)
- 10 week VISTA
- Farm Program Coordinator – in progress

Express Markets
- Purpose: provide additional sales channels for market farmers and artisanal food vendors in heavily trafficked Seattle neighborhoods
- Denny Regrade – Tuesday
- Evening Market – Wednesday
- South Lake Union – Thursday
- Virginia Mason - Friday

Food Access
- Education Programming
  - Cooking Classes (26 so far in 2017)
  - Summer Farmers Market activities
    - Kids programming at Evening Farmers Market
    - Produce sampling at all market locations
- Shopping Programs
  - Bonus Card Program – YTD $8,869 in SNAP matched
  - Farmers Market Fresh Bucks - $10:$10 match on SNAP transactions at summer markets
  - WIC/Senior FMNP: match up to $10 in vouchers per day
- Farm to Go
  - Will offer 100 low income shares at 50% off
  - Will offer to Market residents

Farm Development
- 2 EQIP applications submitted, 1 more pending
- Grant pre-proposal to KCD
- 2 Young Farmer Brain Trust meetings
- Seed Program
- 4 Safety Net requests in progress

**Farm To Go CSA**
- Total of 56 members have signed up, enrolment ends June 1st
- 2 different sizes of shares
- Expanding to allow market residents and general public sign up
- More robust marketing [http://pikeplacemarket.org/farmtogo](http://pikeplacemarket.org/farmtogo)

Alisha Kissell will be leaving her position as Farm Program Coordinator and that position is looking to be filled by the end of the month.

Newman-Bell noted that the Bellevue farmers market will be taking over management of the Microsoft market and they have agreed to reach out to Pike Place Market farmers who have previously sold at Microsoft.

David Ghoddousi asked how many people have signed up for the Consumer Supported Agriculture (CSA) program last year.

Leigh Newman-Bell stated that the sign ups have been gradual but there will be a final push from King County to their employees and that last year a quite a few signed up towards the end of the deadline.

There was a discussion on the CSA program that followed.

Betty Halfon noted her appreciation for Scott Davies work on the newspaper education insert and the Marketing team as a whole for working on something that hasn’t been done in the Market in the last 100 years.

V. **Action Items**

**Proposed Resolution 17-15: Sibbett Studio**

Dianna Goodsell introduced proposed resolution 17-15 which states that:

WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and,

WHEREAS, Sibbett Studio desires to continue to make use of the Public Market Center image and the Pike Place name (the design mark and word mark as defined on the PDA trademark license application) in connection with a puzzle (Pike Place Market at Night) for direct sales and wholesale distribution for a three year term; and,

WHEREAS, PDA and Sibbett Studio have agreed that in accordance with the terms and conditions of this Agreement, Sibbett Studio may use the Pike Place Market name and their own image of the Market entrance, including the Public Market Center sign, in the production and promotion of the puzzle Pike Place Market at Night for direct sales and wholesale distribution; and,
WHEREAS, Sibbett Studio agrees that it will not during the three year term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and,

WHEREAS, Sibbett Studio agrees that it will use the terms and images related to “Pike Place Market” and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to Sibbett Studio’s direct sales and wholesale distribution and all related marketing of such; and,

WHEREAS, Sibbett Studio agrees to pay the PDA 10% of gross sales (whether direct or wholesale) of their puzzle Pike Place Market at Night; and,

WHEREAS, Sibbett Studio agrees to provide quarterly sales reports and royalty payments as well as an annual reporting of production details and distribution outlets.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Sibbett Studio for the use of the “Pike Place” name and Public Market image for their Pike Place Market at Night puzzle.

Patrice Barrentine moved the proposed resolution and Gloria Skouge seconded the motion

There was a discussion on the details of the proposed resolution that followed.

For: Betty Halfon, Patrice Barrentine, Gloria Skouge, David Ghoddousi, Colleen Bowman
Against: 0
Abstained: 0

Proposed Resolution 17-15: Sibbett Studio passed by a vote of 5-0-0.

VI. Resolutions to be added to Consent Agenda
Proposed Resolution 17-15: Sibbett Studio

VII. Public Comment
Mary Andrews commented on Resolution 16-15 and the previously proposed plans for the MarketFront grand opening ceremony. Andrews stated that she would like to see the Duwamish community present at the opening ceremony. She would like to see more cultural celebrations and inclusion of culture expressed at the Market. Andrews presented several pictures and articles of Alex Jackson and stated his importance to the Market.

Chris Scott suggested inviting members from the Chief Seattle Club to participate in the grand opening ceremony.
Howard Aller asked Emily Crawford if the Evening Farmers Market would be starting at 3pm or 5pm.

Emily Crawford stated that the Evening Farmers Market will be from 3pm to 7pm.

Howard Aller noted that the time on the posters in Crawford’s presentation stated 5pm as the start time and Crawford stated that the posters presented were the posters from the previous year and that this year the market will start at 3 p.m. Aller cautioned the committee from having children dress up in costume as they have a tendency to not follow directions. He suggested having the tuba player remove the mute from his tuba and play a tuba fanfare at the grand opening as it is unique. Aller noted a previous suggestion of not using a tradition ribbon for the ribbon cutting ceremony, stating that the ribbon could be made out of flowers, fruit, or a garland of garlic and have the children cut it. If the children don’t cut the ribbon then he suggested using some sort of farm tool for the ribbon cutting.

VIII. Concerns of Committee Members
Gloria Skouge asked if there were any names finalized for the MarketFront.

Emily Crawford stated that the process will be fairly organic and that the name ‘pavilion’ has been settled on instead of canopy.

Gloria Skouge suggested calling the breezeways in the MarketFront Northwest Passage and Southwest Passage.

Patrice Barrentine stated that the presentations today were fantastic and is confident in the launch of the MarketFront.

IX. Adjournment
The meeting was adjourned at 5:21 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:
Aliya Lewis, Executive Administrator
Explore Your New Pike Place Marketfront
MARKETFRONT PASSPORT

COLLECT ALL 8 STAMPS AS YOU EXPLORE YOUR NEW PIKE PLACE MARKETFRONT

BILLIE THE PIGGYBANK
Like her cousin Rachel, Billie was created by artist Georgia Gerber and collects donations for the Market Foundation.

PAVILION
Local artisans and farmers sell handmade crafts and specialty farm products in the new all-weather Pavilion.

PRODUCERS HALL
Home to artisanal purveyors showcasing on-site production of beer, biscuits, chocolate and seafood.

MARKET CHARM FENCE
Hanging steel charms feature the names of thousands of Pike Up! donors who contributed to the MarketFront.

NORTHWEST MICRO COSM
On the Grand Staircase, three mosaic murals by Clare Dohna depict Pacific Northwest bounty with 4,000+ tiles of colorful fish, flowers, fruits and vegetables.

WESTERN TAPESTRY
1,670 aluminum strips painted by artist John Fleming and many community members are suspended along Western Avenue and illuminated at night.

THE MARKET COMMONS
The Market Foundation's new neighborhood center features a community gathering space and social service opportunities.

FUTURE WATERFRONT CONNECTION
The MarketFront will serve as a dynamic connection between downtown Seattle and the future central waterfront development.

MARKETFRONT RAFFLE
To enter, turn in your completed passport at the Info Tent (Pike Place & Stewart St) by 6 pm for a chance to win marvelous Pike Place Market prizes!

NAME ____________________________

EMAIL ___________________________ PHONE ___________________________
Date: June 12, 2017
Attention: Emily Crawford
Company: Pike Place Market
From: Jason Hamilton
Sam Schwartz
Re: Evening Farmers Market coverage

Press Received:
Based on press received from direct outreach and pitch initiatives for Pike Place Market; PR reviews of local newspapers, regional magazines, trade publications and broadcast when available

*Publicity value is determined through the use of a standardized algorithm provided by Meltwater, a global provider of public relations software services including media monitoring, outreach, distribution and analysis. Values not available through Meltwater are reported at the discretion of Richmond Public Relations and are based on an industry standard of value measurement.

<table>
<thead>
<tr>
<th>Date</th>
<th>Publication</th>
<th>Summary</th>
<th>Circulation</th>
<th>Placement</th>
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<tbody>
<tr>
<td>April 8, 2017</td>
<td>Seattle Refined</td>
<td>Pike Place Market's summer hours are back with the evening market</td>
<td>46,919</td>
<td>Feature</td>
</tr>
<tr>
<td>April 8, 2017</td>
<td>KOMO News</td>
<td>The Pike Place Evening Market will be back for the summer</td>
<td>1,989,000</td>
<td>Feature</td>
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<tr>
<td>April 8, 2017</td>
<td>Facebook @SeattleRefined</td>
<td>Pike Place Market just announced their bringing back the Wednesday Evening market</td>
<td>Followers: 24,115</td>
<td>Post</td>
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<td>Text</td>
<td>Followers</td>
<td>Type</td>
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<td>April 8, 2017</td>
<td><strong>Twitter: @Seattlerefined</strong></td>
<td>The Pike Place Evening Market will be back for the summer!</td>
<td>8,623</td>
<td>Post</td>
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<td>April 15, 2017</td>
<td><strong>KOMO, Seattle Refined @ 4:44 p.m.</strong></td>
<td>Along with the MarketFront Grand Opening in June, Pike Place Market is starting their evening market</td>
<td>43,365</td>
<td>Feature</td>
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<tr>
<td>April 15, 2017</td>
<td><strong>KOMO, Seattle Refined @ 6:42 p.m.</strong></td>
<td>Along with the MarketFront Grand Opening in June, Pike Place Market is starting their evening market</td>
<td>60,628</td>
<td>Feature</td>
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<tr>
<td>May 11, 2017</td>
<td><strong>The Seattle Times</strong></td>
<td>Your guide to summer farmers markets</td>
<td>3,157,843</td>
<td>Mention</td>
</tr>
<tr>
<td>May 11, 2017</td>
<td><strong>Seattleite</strong></td>
<td>Wednesday Evening Farmers Market returns</td>
<td>1,876</td>
<td>Feature</td>
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<tr>
<td>May 11, 2017</td>
<td><strong>Current Reportage</strong></td>
<td>Fresh tastes of summer including the farmers market at Pike Place Market</td>
<td>293</td>
<td>Mention</td>
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<tr>
<td>May 11, 2017</td>
<td><strong>Catch News Live</strong></td>
<td>Fresh tastes of summer including the farmers market at Pike Place Market</td>
<td>147</td>
<td>Mention</td>
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<tr>
<td>May 11, 2017</td>
<td><strong>Prime Time Reporters</strong></td>
<td>Fresh tastes of summer including the farmers market at Pike Place Market</td>
<td>270</td>
<td>Mention</td>
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<tr>
<td>May 11, 2017</td>
<td><strong>Who is in the News</strong></td>
<td>Fresh tastes of summer including the farmers market at Pike Place Market</td>
<td>267</td>
<td>Mention</td>
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<tr>
<td>May 15, 2017</td>
<td><strong>Twitter: @VisitSeattle</strong></td>
<td>Extended hours at Evening Farmers Market at Pike is one of the reasons we love summer</td>
<td>30,300</td>
<td>Post</td>
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<tr>
<td>May 16, 2017</td>
<td><strong>Facebook: WaterfrontSeattle</strong></td>
<td>Evening Farmers Market returns to Pike in two weeks</td>
<td>3,964</td>
<td>Post</td>
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<tr>
<td>May 16, 2017</td>
<td><strong>Twitter: @WaterfrontSEA</strong></td>
<td>Two more weekends until the return of Evening Market</td>
<td>4,512</td>
<td>Post</td>
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<tr>
<td>May 17, 2017</td>
<td><strong>True Viral News</strong></td>
<td>Your guide to Seattle area’s summer farmers market</td>
<td>152,900</td>
<td>Mention</td>
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<td>Event Description</td>
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<td>May 25, 2017</td>
<td>Showcase Magazine</td>
<td>Evening Farmers Market at Pike</td>
<td>369</td>
<td>Feature</td>
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<td>May 31, 2017</td>
<td>Seattle Met</td>
<td>Nosh Pit weekly planner-Evening Market at Pike Place</td>
<td>96,978</td>
<td>Mention</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO @ 5:18 a.m.</td>
<td>Details on the Evening Market that kicks off tonight and the grand opening next month</td>
<td>23,225</td>
<td>Feature</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO AM radio @ 6:11 a.m.</td>
<td>Tonight Pike Place Market kicks off Evening Farmers Markets and next month is the grand opening</td>
<td>73,734</td>
<td>Feature</td>
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<td>May 31, 2017</td>
<td>KOMO @ 6:17 a.m.</td>
<td>Details on the Evening Market that kicks off tonight and the grand opening next month</td>
<td>33,408</td>
<td>Feature</td>
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<td>May 31, 2017</td>
<td>King 5 @ 6:26 a.m.</td>
<td>Details on the Evening Market and the opening celebration tonight</td>
<td>22,880</td>
<td>Feature</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO AM Radio @ 7:50 a.m.</td>
<td>The Evening Farmers Market kicks off tonight giving locals an opportunity to shop after work with mention of Grand Opening next month</td>
<td>23,520</td>
<td>Feature</td>
</tr>
<tr>
<td>May 31, 2017</td>
<td>KOMO AM radio @ 8:11 a.m.</td>
<td>Tonight Pike Place Market kicks off Evening Farmers Markets and next month is the grand opening</td>
<td>25,120</td>
<td>Feature</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO AM radio @ 10:44 a.m.</td>
<td>The Evening Farmers Market kicks off tonight giving locals an opportunity to shop after work with mention of Grand Opening next month</td>
<td>12,102</td>
<td>Feature</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO @ 11:49 a.m.</td>
<td>Details on the Evening Market that kicks off tonight and the grand opening next month</td>
<td>44,888</td>
<td>Feature</td>
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<td>May 31, 2017</td>
<td>KOMO AM radio @ 1:45 p.m.</td>
<td>The Evening Farmers Market kicks off tonight giving locals an opportunity to shop after work with mention of Grand Opening next month</td>
<td>10,000</td>
<td>Feature</td>
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<td>Date</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO @ 4:35 p.m.</td>
<td>A live look at the Evening Farmers Market for locals at Pike Place</td>
<td>75,549</td>
<td>Feature</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO @ 5:17 p.m.</td>
<td>A live look at the second year of the Evening market</td>
<td>86,041</td>
<td>Feature</td>
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<td>May 31, 2017</td>
<td>KOMO @ 6:17 p.m.</td>
<td>A live look at the second year of the Evening market</td>
<td>73,895</td>
<td>Feature</td>
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<tr>
<td>May 31, 2017</td>
<td>KING 5 @ 9:08 p.m.</td>
<td>The Evening Market kicked off today at Pike Place Market</td>
<td>14,769</td>
<td>Feature</td>
</tr>
<tr>
<td>May 31, 2017</td>
<td>KING 5 @ 10:17 p.m.</td>
<td>The Evening Market kicked off today at Pike Place Market</td>
<td>14,769</td>
<td>Feature</td>
</tr>
<tr>
<td>May 2017</td>
<td>Carpe Diem: Seattle</td>
<td>Calendar posting for Evening Farmers Market</td>
<td>991</td>
<td>Mention</td>
</tr>
<tr>
<td>May 30, 2017</td>
<td>The Seattle Times Eat and Drink Newsletter</td>
<td>List of five Pike Place Farmers Market locations in Seattle</td>
<td>12,000</td>
<td>Mention</td>
</tr>
<tr>
<td>June 1, 2017</td>
<td>KOMO AM radio @ 4:51 a.m.</td>
<td>Second annual Evening Farmers Market kicked off yesterday at Pike Place</td>
<td>71,000</td>
<td>Feature</td>
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<td>June 1, 2017</td>
<td>KING 5 @ 5:08 a.m.</td>
<td>Second annual Evening Farmers Market kicked off yesterday</td>
<td>8,244</td>
<td>Feature</td>
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<td>June 1, 2017</td>
<td>KING 5 @ 7:07 a.m.</td>
<td>Second annual Evening Farmers Market kicked off yesterday</td>
<td>6,706</td>
<td>Feature</td>
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<td>June 1, 2017</td>
<td>KING 5 @ 12:17 p.m.</td>
<td>Second annual Evening Farmers Market kicked off yesterday</td>
<td>36,690</td>
<td>Feature</td>
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<td>June 1, 2017</td>
<td>KING 5 @ 1:18 p.m.</td>
<td>Second annual Evening Farmers Market kicked off yesterday</td>
<td>4,420</td>
<td>Feature</td>
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<tr>
<td>June 1, 2017</td>
<td>The Seattle Times</td>
<td>Community calendar including evening farmers markets, downtown markets</td>
<td>3,157,843</td>
<td>Mention</td>
</tr>
<tr>
<td>June 6, 2017</td>
<td>Twitter: @WaterfrontSEA</td>
<td>Evening Market’s at Pike Place are making a comeback</td>
<td>Followers: 4,512</td>
<td>Post</td>
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<td>June 7, 2017</td>
<td>Seattle Weekly</td>
<td>A look at Seattle’s Farmers Markets, including Pike’s pop up markets</td>
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<td>June 7, 2017</td>
<td>Seattle Weekly (Print)</td>
<td>A look at Seattle’s Farmers Markets, including Pike’s pop up markets</td>
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<td>June 8, 2017</td>
<td>The Seattle Times</td>
<td>Community calendar: Pike Place Market seasonal downtown markets are ongoing</td>
<td>3,157,843</td>
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<td>June 9, 2017</td>
<td>The Seattle Times (Print)</td>
<td>Community calendar: Pike Place Market seasonal downtown markets are ongoing</td>
<td>575,200</td>
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**Total Circulation:** 13,678,095  
**Total Impressions:** 34,195,237.50+
Seattle

**Pike Place Market**

Fresh produce, arts and crafts vendors, shops, bakeries, restaurants, 9 a.m.-6 p.m. Mondays-Saturdays, 9 a.m.-5 p.m. Sundays year-round, hours of individual businesses vary, 1501 Pike Place, Seattle (206-682-7453 or pikeplacemarket.org).

**Pike Place Market seasonal downtown markets**

Starting May 30, 10 a.m.-2 p.m. Tuesdays, City Hall Plaza, 600 Fourth Ave.; Pike Place Evening Market, 3-7 p.m. Wednesdays, Pike Place and Pine Street; South Lake Union, 10 a.m.-2 p.m. Thursdays, 410 Terry Ave. N.; First Hill, 10 a.m.-2 p.m. Fridays, Ninth Avenue and University Street, Seattle; and starting June 20, Denny Regrade, Seventh Avenue and Lenora Street, Seattle (pikeplacemarket.org/farmers-market)
SUMMER GUIDE
Thriving and surviving.
Page 7
Market Forces
Where to get locally sourced food (almost) every day of the week.

By Agatha Pacheco

TUESDAY
City Hall Plaza Grabbing some produce after work won’t be that difficult here, at one of five markets run by Pike Place Market Express. Open now: 10 a.m.-7 p.m. 600 Fourth Ave.

Denny Regrade Market Located outside Amazon’s Doppler building, this formerly underdeveloped section of the city is becoming thanks to tech—and hopefully its neighborhood farmers market. Open now: 10 a.m.-7 p.m. Seventh and Lenora.

WEDNESDAY
Columbia City Located in the historical district next to a shady patch of grass, this market is ideal for those who enjoy mom-and-pop stores and local restaurant hits. Ends Oct. 11. 3-7 p.m. 37th Ave. S. & S. Edmunds St.

Pike Place Evening Market Though accessible year-round, this classic market by the water has special summer evening hours. Enjoy a beautiful sunset and fresh local produce, even if only for one day a week. Open now: 3-7 p.m. Pike Place and Pine St.

Wallington Get an assortment of fresh fish, produce, ready-to-cast meals, and gifts at Meridian Park. Ends Aug. Sept. 3-7 p.m. Meridian Ave. N. and N. 50th St.

THURSDAY
Lake City Hosting nearly 40 different artisan and food vendors, this northeast Seattle market is a hit with the locals. June 8-Oct. 5, 3-7 p.m. N.E. 125th St. & 28th Ave. N.E.

South Lake Union Another Pike Place Market Express operation, this market features produce, flowers, artisan vendors, and more. Open now: 10 a.m.-8 p.m. 410 Terry Ave. N.

Queen Anne Unlike the others listed here, the Queen Anne farmers market is independently volunteer-run, and spans two whole blocks. Ends Oct. 12. 3-7 p.m. W. Crockett St. & Queen Anne Ave. N.

FRIDAY
First Hill Like all farmers markets within Seattle, the First Hill one matches a $1 donation for every $10 spent with EBT through the Fresh Bucks program. Open now: 10 a.m.-7 p.m. Ninth Ave. and University St.

Madrona This market hours more than 200 local vendors. Ends Sept. 29. 5-7 p.m. Martin Luther King Jr. Way & E. Union St.

Phinney Enjoy choosing from an array of local vendors, then take a short walk down to Greenlake for a quick swim. Ends Oct. 6. 3-7 p.m. N. 67th St. & Phinney Ave. N.

SATURDAY
Magnolia With a gorgeous view of Puget Sound, Magnolia’s market is a gem. Ends Oct. 14. 10 a.m.-3 p.m. (except July 29) 33rd Ave. W. & W. McGraw St.

U District Only a short walk from the UW campus and with plenty of shops around, there is a lot to do after you grab your goods. Year-round. 9 a.m.-2 p.m. University Way N.E. between N.E. 50th & N.E. 52nd Sts.

SUNDAY
Ballard Located on a cobblestone stretch, the Ballard market hosts over 200 different vendors. Year-round. 10 a.m.-3 p.m. 22nd Ave. N.W. and N.W. Market St.

Capital Hill This market boasts artisanal foods, cheeses, vegetables, wine, beer, and more. Year-round. 11 a.m.-3 p.m. Broadway Ave. E. and E. Pine St.

Fremont This market has been going for 27 years, and it’s acquired a reputation for its European style. Year-round. 10 a.m.-6 p.m. 3410 Evanson Ave. N.

West Seattle Located in West Seattle Junction, this market promotes fresh produce from local Washington vendors. Year-round. 10 a.m.-3 p.m. California Ave. S.W. & S.W. Alaska St.
Pike Place Market seasonal
downtown markets
ONGOING: Seasonal farmers markets, 10 a.m. - 2 p.m. Tuesdays, City Hall Plaza, 600 Fourth Ave. and Denny Regrade, Seventh Avenue and Lenora Street. Pike Place Evening Market, 37 p.m. Wednesdays, Pike Place and Pine Street; 10 a.m. - 2 p.m. Thursdays, South Lake Union, 430 Terry Ave. N.; 10 a.m. - 2 p.m. Fridays, First Hill, Ninth Avenue and University Street, Seattle (pikeplacemarket.org).
Date: June 12, 2017
Attention: Emily Crawford
Company: Pike Place Market
From: Jason Hamilton
       Sam Schwartz
Re: Flower Festival coverage

Press Received:

Based on press received from direct outreach and pitch initiatives for Pike Place Market; PR reviews of local newspapers, regional magazines, trade publications and broadcast when available.

*Publicity value is determined through the use of a standardized algorithm provided by Meltwater, a global provider of public relations software services including media monitoring, outreach, distribution and analysis. Values not available through Meltwater are reported at the discretion of Richmond Public Relations and are based on an industry standard of value measurement.

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<td>May 3, 2017</td>
<td>The Seattle Times</td>
<td>Local flowers at the Market for mom LINK</td>
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<td>May 4, 2017</td>
<td>Fresh Jess</td>
<td>9th Annual Flower Festival on things to do page LINK</td>
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<td>May 5, 2017</td>
<td>Basil &amp; Salt</td>
<td>Pike Place Market presents 9th annual Flower Festival to celebrate Mother’s Day weekend LINK</td>
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<td>May 5, 2017</td>
<td>The Seattle Times (Print)</td>
<td>Flower Festival at Pike Place Market</td>
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<td>May 7, 2017</td>
<td>The Seattle Times (Print)</td>
<td>Local flowers for mom for Mother's Day</td>
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<td>May 7, 2017</td>
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<td>Take mom to Flower Festival</td>
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<td>May 8, 2017</td>
<td>KOMO @ 4:16 p.m.</td>
<td>Coming up: get ready for Flower Festival at the Market</td>
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<td>May 8, 2017</td>
<td>KOMO @ 4:20 p.m.</td>
<td>Flower Festival at the Market for Mother’s Day this weekend. Take mom to two cooking classes and get local flowers</td>
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<td>May 10, 2017</td>
<td>The Seattle Times</td>
<td>Where to take mom this Mother’s Day weekend</td>
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<td>Celebrate Mother’s Day this weekend at Pike Place Market</td>
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<td>Seattle Magazine</td>
<td>Flower Festival mentioned as a must list with mom this weekend</td>
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<td>The Stranger</td>
<td>Affordable last-minute gifts and events for Mother’s Day</td>
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<td>May 11, 2017</td>
<td>The Seattle Times</td>
<td>Calendar posting for Flower Festival</td>
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<td>The Seattle Times</td>
<td>Things to do with mom this weekend including Flower Festival at the Market</td>
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<td>The Seattle Times</td>
<td>Community calendar: Mother’s Day at Pike</td>
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<td>May 11, 2017</td>
<td>Twitter: @SeattleMag</td>
<td>The must list: Flower Festival this weekend</td>
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<td>Northwest Guardian</td>
<td>9th annual Flower Festival to celebrate mom</td>
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<td>True Viral News</td>
<td>Mother’s Day: Pike Place Market’s Flower Festival</td>
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<td>May 12, 2017</td>
<td>KATU @ 6:25 p.m.</td>
<td>Head up to Seattle for Flower Festival with your mom at the Market LINK</td>
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<td>Northwest Military</td>
<td>What to do with mom this weekend LINK</td>
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<td>May 13, 2017</td>
<td>Q13</td>
<td>Gifts for mom at Pike Place Market Flower Festival this weekend LINK</td>
<td>587,056</td>
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<td>May 13, 2017</td>
<td>KIRO @ 8:26 a.m.</td>
<td>If you still need a present for mom, head to Flower Festival LINK</td>
<td>15,245</td>
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<td>May 13, 2017</td>
<td>KOMO @ 4:16 p.m.</td>
<td>The Market was busy today for Flower Festival. Head down for flowers for mom and a cooking class LINK</td>
<td>46,085</td>
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<td>May 13, 2017</td>
<td>KOMO @ 6:15 p.m.</td>
<td>Looking for a last-minute gift for mom? Head down to the Market for flowers LINK</td>
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<td>May 13, 2017</td>
<td>Q13 @ 10:13 p.m.</td>
<td>Busy day at the Market where shoppers buy mothers flowers and take them to a cooking class LINK</td>
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<td>May 13, 2017</td>
<td>KOMO @ 11:17 p.m.</td>
<td>Flower Festival at the Market was busy as shoppers buy mom flowers LINK</td>
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<td>May 13, 2017</td>
<td>KOMO radio @ 11:18 p.m.</td>
<td>Lots of shoppers picking up flowers for mom at the Market LINK</td>
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<td>Twitter: OutdoorPRNews</td>
<td>Gifts for Mom at Pike Place Market Flower Festival This Weekend LINK</td>
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<td>May 14, 2017</td>
<td>KOMO @ 6:24 a.m.</td>
<td>Looking for a last-minute Mother's day gift, head down to the Market. There is also a mom-daughter cooking class LINK</td>
<td>19,463</td>
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<td>May 14, 2017</td>
<td>KOMO @ 8:36 a.m.</td>
<td>Looking for a last-minute Mother's day gift, head down to the Market. There is also a mom-daughter cooking class LINK</td>
<td>43,441</td>
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<td>May 14, 2017</td>
<td>Instagram: @visitseattle</td>
<td>Celebrate mom this Mother’s Day with a fresh boutique from Flower Festival at Pike</td>
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<td>May 16, 2017</td>
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<td>Where to take mom this Mother’s Day weekend- Flower Festival</td>
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<td>May 2017</td>
<td>Red Tricycle</td>
<td>Calendar posting for 9th Annual Flower Festival at the Market and a mother daughter cooking class</td>
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<td>May 2017</td>
<td>The Stranger</td>
<td>Calendar posting for 9th Annual Flower Festival at the Market</td>
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<td>May 2017</td>
<td>Time Out Seattle</td>
<td>Calendar posting for Flower Festival on Pike Place</td>
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<td>May 2017</td>
<td>Carpe Diem: Seattle</td>
<td>Flower Festival on Pike Place</td>
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**Total Circulation:** 29,656,473  
**Total Impressions:** 74,141,182.50+
Drink & dance

YOUR GUIDE TO UPSTREAM MUSIC FESTIVAL & SEATTLE BEER WEEK
Pike Place Market Flower Festival

PLAN AHEAD Fresh, locally grown flower arrangements from more than 40 farmers; Pike Place Market Foundation tent offering Market Charm engraved with mom’s name, proceeds support the MarketFront expansion, 10 a.m.-5 p.m. May 13, Pike Place Market, Seattle (206-774-5278 or pikeup.org).
The deal

Frappuccino deal; flowers for Mom

Get half off any flavor of Frappuccino at Starbucks from 3–6 p.m. through May 14. Find more details at starbucks.com.

Pick up Mother's Day flowers at the Pike Place Market Flower Festival from 8 a.m. to 5 p.m. May 13–14. The festival features fresh, locally grown flower arrangements from more than 40 farmers from King, Snohomish and Whatcom Counties. Tents will be set up on the cobblestone street in front of the market.

ShopNW staff
Press Received:
Based on press received from direct outreach and pitch initiatives for Pike Place Market; PR reviews of local newspapers, regional magazines, trade publications and broadcast when available

*Publicity value is determined through the use of a standardized algorithm provided by Meltwater, a global provider of public relations software services including media monitoring, outreach, distribution and analysis. Values not available through Meltwater are reported at the discretion of Richmond Public Relations and are based on an industry standard of value measurement.

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<td>April 2017</td>
<td>425 Magazine (print)</td>
<td>Pike Place Market is growing with its new MarketFront project which will include additional space for farmers, artisans, retail space, housing, a neighborhood center and parking</td>
<td>30,660</td>
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<tr>
<td>April 5, 2017</td>
<td>KING 5</td>
<td>What Bertha’s breakthrough means for Seattle’s waterfront, including the</td>
<td>836,981</td>
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<td><em>Northwest Cable News</em></td>
<td>Completion of the MarketFront in June link</td>
<td>259,700</td>
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<td>April 5, 2017</td>
<td><em>KING 5 @ 4:33 a.m.</em></td>
<td>What Bertha's breakthrough means for Seattle’s waterfront, including the completion of the MarketFront in June link</td>
<td>7,837</td>
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<td>April 5, 2017</td>
<td><em>KING 5 @ 5:03 a.m.</em></td>
<td>Big milestone in the water front project, including the completion of Pike Place MarketFront this June link</td>
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<td>April 5, 2017</td>
<td><em>KING 5 @ 7:03 a.m.</em></td>
<td>Big milestone in the water front project, including the completion of Pike Place MarketFront this June link</td>
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<td>April 5, 2017</td>
<td><em>KING 5 @ 8:04 a.m.</em></td>
<td>Big milestone in the water front project, including the completion of Pike Place MarketFront this June link</td>
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<td>April 7, 2017</td>
<td><em>BuzzBuzz News US</em></td>
<td>Bertha’s breakthrough signals next phase of Seattle’s waterfront transformation link</td>
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<td><em>Savor Sip and Sojourn</em></td>
<td>Seattle’s iconic Pike Place Market celebrating grand opening this summer link</td>
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<td>April 11, 2017</td>
<td>Facebook @savorsipandsojourn</td>
<td>Seattle’s iconic Pike Place Market celebrating grand opening this summer</td>
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<td>Twitter: @SavorSipandSojourn</td>
<td>Seattle’s iconic Pike Place Market celebrating grand opening this summer</td>
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<td>Instagram: @Savorsipandsojourn</td>
<td>Seattle’s iconic Pike Place Market celebrating grand opening this summer</td>
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<td>April 10, 2017</td>
<td>Crosscut</td>
<td>Losing Seattle’s history as we build</td>
<td>86,773</td>
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<td>April 15, 2017</td>
<td>KOMO, Seattle Refined @ 4:44 p.m.</td>
<td>Along with the MarketFront Grand Opening in June, Pike Place Market is starting their evening market</td>
<td>43,365</td>
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<td>April 15, 2017</td>
<td>KOMO, Seattle Refined @ 6:42 p.m.</td>
<td>Along with the MarketFront Grand Opening in June, Pike Place Market is starting their evening market</td>
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<td>April 17, 2017</td>
<td>The Seattle Times (print)</td>
<td>Traffic at pike place market and how this effects MarketFront grand opening and evening market</td>
<td>575,200</td>
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<td>April 17, 2017</td>
<td>KIRO-AM radio @ 4:37 p.m.</td>
<td>Why cars can drive down by the Market and how this might change with the MarketFront expansion</td>
<td>200,000</td>
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<td>KIRO-AM radio @ 6:37 p.m.</td>
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<td><em>New Day Northwest @ 11:26 a.m.</em></td>
<td>Ben discussed the much anticipated MarketFront and what to expect when it opens soon</td>
<td>12,704</td>
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<td>Ben discussed the much anticipated MarketFront and what to expect when it opens soon</td>
<td>836,981</td>
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<td>April 20, 2017</td>
<td><em>FreshJess</em></td>
<td>MarketFront Grand Opening and Evening Market listed as upcoming things to do in Seattle</td>
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<td>April 24, 2017</td>
<td><em>Urban Land</em></td>
<td>Pike Place Market's MarketFront is changing the face of Seattle's waterfront</td>
<td>36,000</td>
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<td>April 24, 2017</td>
<td>Twitter: @millerhull</td>
<td>MarketFront listed in Urban Land as a noteworthy development</td>
<td>Followers: 2,553</td>
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<td>April 25, 2017</td>
<td><em>KIRO 7 @ 6:38 a.m.</em></td>
<td>A peak into the MarketFront at Pike Place Market which will host a grand opening on June 29</td>
<td>32,314</td>
<td>Feature</td>
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<tr>
<td>April 28, 2017</td>
<td><em>Puget Sound Business Journal</em></td>
<td>Ben Franz-Knight describes homelessness in the Market and the services it provides</td>
<td>572,443</td>
<td>Feature</td>
</tr>
<tr>
<td>April 28, 2017</td>
<td><em>Puget Sound Business Journal (print)</em></td>
<td>Ben Franz-Knight describes homelessness in the Market and the services it provides</td>
<td>16,873</td>
<td>Feature</td>
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<td>April 28, 2017</td>
<td><strong>Twitter: @millerhull</strong></td>
<td>On site of the MarketFront at Pike which will open in June</td>
<td>2,553</td>
<td>Post</td>
</tr>
<tr>
<td>May 2, 2017</td>
<td><strong>Landscape Architecture</strong></td>
<td>Latest news in landscape architecture: the anticipated Pike Place MarketFront</td>
<td>11,949</td>
<td>Mention</td>
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<tr>
<td>May 2, 2017</td>
<td><strong>Instagram: @Visitseattle</strong></td>
<td>New Pike Place MarketFront is coming together</td>
<td>80,800</td>
<td>Post</td>
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<td>May 3, 2017</td>
<td><strong>KIRO-AM radio @ 4:43 p.m.</strong></td>
<td>Mention of Old Stove brewery coming into MarketFront</td>
<td>200,000</td>
<td>Mention</td>
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<td>May 5, 2017</td>
<td><strong>Crosscut</strong></td>
<td>Pike Place Market’s new MarketFront keeps with the style and history of the Market today</td>
<td>86,773</td>
<td>Feature</td>
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<tr>
<td>May 5, 2017</td>
<td><strong>Crosscut newsletter</strong></td>
<td>Pike Place Market’s new MarketFront keeps with the style and history of the Market today</td>
<td>8,500</td>
<td>Mention</td>
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<tr>
<td>May 8, 2017</td>
<td><strong>The Urbanist</strong></td>
<td>Mention of Crosscuts article on the expanded Pike Place Market</td>
<td>23,000</td>
<td>Mention</td>
</tr>
<tr>
<td>May 8, 2017</td>
<td><strong>KOMO @ 3:48 p.m.</strong></td>
<td>The new mayor of the Market talks about the exciting new MarketFront</td>
<td>73,734</td>
<td>Mention</td>
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<tr>
<td>May 8, 2017</td>
<td><strong>KOMO @ 5:49 p.m.</strong></td>
<td>The new mayor of the Market talks about the exciting new MarketFront</td>
<td>72,155</td>
<td>Mention</td>
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<td>May 8, 2017</td>
<td><strong>Twitter: @WaterfrontSEA</strong></td>
<td>Finishing touches are being made on the MarketFront at Pike</td>
<td>4,512</td>
<td>Post</td>
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<td>May 11, 2017</td>
<td>Twitter: @NAIOPWA</td>
<td>Developing leaders touring the new MarketFront at the Market</td>
<td>1,330</td>
<td>Post</td>
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<td>May 12, 2017</td>
<td>A Few Days Away</td>
<td>Mark your calendars for Pike Place Market’s MarketFront grand opening</td>
<td>N/A</td>
<td>Mention</td>
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<tr>
<td>May 13, 2017</td>
<td>Q13</td>
<td>300 stall parking garage open in Pike Place Market</td>
<td>587,056</td>
<td>Feature</td>
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<tr>
<td>May 13, 2017</td>
<td>Twitter: @AnnieAndrewsTV</td>
<td>300 parking stall garage open in Pike Place Market</td>
<td>904</td>
<td>Post</td>
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<td>May 14, 2017</td>
<td>Zagat</td>
<td>Seattle’s 6 most anticipating summer openings</td>
<td>706,853</td>
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<td>May 15, 2017</td>
<td>Seattle Met</td>
<td>Explainer: Pike Place Market’s new MarketFront wing</td>
<td>96,978</td>
<td>Feature</td>
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<td>May 15, 2017</td>
<td>Seattle Met enewsletter</td>
<td>Explainer: Pike Place Market’s new MarketFront wing in enewsletter</td>
<td>14,299</td>
<td>Mention</td>
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<td>May 15, 2017</td>
<td>The Stranger</td>
<td>New parking lot in Pike Place Market to escalate Seattle’s traffic woes</td>
<td>686,420</td>
<td>Mention</td>
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<tr>
<td>May 15, 2017</td>
<td>Q13 @ 4:38 a.m.</td>
<td>Hundreds of new parking spaces open at the Market along with new vendors with the MarketFront opening June</td>
<td>3,232</td>
<td>Feature</td>
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<tr>
<td>May 15, 2017</td>
<td>Q13 @ 5:40 a.m.</td>
<td>Coming up: new parking spaces at Pike Place Market</td>
<td>3,232</td>
<td>Mention</td>
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<tr>
<td>Date</td>
<td>Time</td>
<td>Source</td>
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<tr>
<td>May 15, 2017</td>
<td>Q13 @ 5:45 a.m.</td>
<td><a href="#">Q13</a></td>
<td>Hundreds of new parking spaces open at the Market along with new vendors with the MarketFront opening June</td>
<td>12,264</td>
</tr>
<tr>
<td>May 15, 2017</td>
<td>Q13 @ 6:15 a.m.</td>
<td><a href="#">Q13</a></td>
<td>Coming up: new parking spaces at Pike Place Market</td>
<td>28,706</td>
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<tr>
<td>May 15, 2017</td>
<td>Q13 @ 6:46 a.m.</td>
<td><a href="#">Q13</a></td>
<td>Hundreds of new parking spaces open at the Market along with new vendors with the MarketFront opening June</td>
<td>36,160</td>
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<tr>
<td>May 15, 2017</td>
<td>Q13 @ 9:48 a.m.</td>
<td><a href="#">Q13</a></td>
<td>Hundreds of new parking spaces open at the Market along with new vendors with the MarketFront opening June</td>
<td>28,802</td>
</tr>
<tr>
<td>May 15, 2017</td>
<td>KIRO AM @ 7:51 p.m.</td>
<td>KIRO AM @ 7:51 p.m.</td>
<td>A new parking garage opened at Pike Place Market just in time for Mother’s Day. Does not agree with the Stranger that this causes more traffic, but is helpful.</td>
<td>75,261</td>
</tr>
<tr>
<td>May 15, 2017</td>
<td>Facebook: WaterfrontSeattle</td>
<td>Facebook: WaterfrontSeattle</td>
<td>MarketFront is nearly complete</td>
<td>Followers: 3,964</td>
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<tr>
<td>May 15, 2017</td>
<td>Facebook: strangerseattle</td>
<td>Facebook: strangerseattle</td>
<td>New parking garage at Pike Place</td>
<td>Followers: 101,806</td>
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<td>May 15, 2017</td>
<td>Twitter: @The Stranger</td>
<td>Twitter: @The Stranger</td>
<td>New parking lot at Pike Place Market</td>
<td>Followers: 94,500</td>
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<tr>
<td>May 17, 2017</td>
<td>Daily Journal of Commerce</td>
<td>Daily Journal of Commerce</td>
<td>A new member joins the Berger partnership and he is working on the MarketFront expansion</td>
<td>20,183</td>
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<tr>
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<td>May 16, 2017</td>
<td>KOMO @ 11:18 p.m.</td>
<td>Pike brewing company had tanks installed through the windows as part of the MarketFront expansion</td>
<td>34,937</td>
<td>Feature</td>
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<tr>
<td>May 18, 2017</td>
<td>1889 Washington</td>
<td>Pike Place Market expands a Seattle icon</td>
<td>5,000</td>
<td>Feature</td>
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<tr>
<td>May 18, 2017</td>
<td>1889 Washington enewsletter</td>
<td>Pike Place expands</td>
<td>1,500</td>
<td>Mention</td>
</tr>
<tr>
<td>May 19, 2017</td>
<td>Puget Sound Business Journal</td>
<td>Picture of the new low-income housing at the Market included in story about low-income housing</td>
<td>572,443</td>
<td>Mention</td>
</tr>
<tr>
<td>May 19, 2017</td>
<td>Puget Sound Business Journal (print)</td>
<td>Picture of the new low-income housing at the Market included in story about low-income housing</td>
<td>16,895</td>
<td>Mention</td>
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<td>May 19, 2017</td>
<td>Zagat Seattle 70,00enewsletter</td>
<td>Seattle’s 6 most anticipated summer openings</td>
<td>70,000</td>
<td>Mention</td>
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<tr>
<td>May 25, 2017</td>
<td>Facebook: @King5News</td>
<td>Live video of Pike Place Market’s Market front</td>
<td>Followers: 808,517</td>
<td>Post</td>
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<tr>
<td>May 25, 2017</td>
<td>Facebook: Ted Land</td>
<td>Facebook Live video of Pike Place Market’s Market front</td>
<td>Followers: 1,077</td>
<td>Post</td>
</tr>
<tr>
<td>May 25, 2017</td>
<td>Facebook: @King5News</td>
<td>The $74 million MarketFront is the first expansion of Pike Place Market in 40 years</td>
<td>Followers: 808,517</td>
<td>Post</td>
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<tr>
<td>May 25, 2017</td>
<td>King 5</td>
<td>Pike Place Market expansion opens to the public</td>
<td>836,981</td>
<td>Feature</td>
</tr>
<tr>
<td>May 25, 2017</td>
<td>King 5 @ 4:54 p.m.</td>
<td>The new market expansion is open to the public with a look inside what is expected</td>
<td>35,261</td>
<td>Feature</td>
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<td>May 25, 2017</td>
<td>King 5 @ 5:38 p.m.</td>
<td>The new MarketFront expansion is open with a Grand Opening on June 29</td>
<td><a href="#">Link</a></td>
<td>64,118</td>
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<td>May 25, 2017</td>
<td>King 5 @ 6:41 p.m.</td>
<td>Coming up a look inside Pike Place Market's expansion</td>
<td><a href="#">Link</a></td>
<td>112,563</td>
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<td>May 25, 2017</td>
<td>King 5 @ 6:56 p.m.</td>
<td>The new market expansion is open to the public with a look inside what is expected</td>
<td><a href="#">Link</a></td>
<td>108,740</td>
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<td>May 25, 2017</td>
<td>King 5 @ 9:10 p.m.</td>
<td>The new MarketFront expansion is open with a Grand Opening on June 29</td>
<td><a href="#">Link</a></td>
<td>23,122</td>
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<tr>
<td>May 25, 2017</td>
<td>King 5 @ 10:10 p.m.</td>
<td>The new MarketFront expansion is open with a Grand Opening on June 29</td>
<td><a href="#">Link</a></td>
<td>41,691</td>
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<tr>
<td>May 25, 2017</td>
<td>King 5 @ 11:15 p.m.</td>
<td>The new MarketFront expansion is open with a Grand Opening on June 29</td>
<td><a href="#">Link</a></td>
<td>41,636</td>
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<tr>
<td>May 26, 2017</td>
<td>Seattle Magazine</td>
<td>The buzzy new projects inside Pike Place Market's makeover</td>
<td><a href="#">Link</a></td>
<td>48,426</td>
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<tr>
<td>May 26, 2017</td>
<td>King 5 @ 4:47 a.m.</td>
<td>The new Pike Place Market expansion is open just in time for Memorial Day weekend</td>
<td><a href="#">Link</a></td>
<td>2,211</td>
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<tr>
<td>May 26, 2017</td>
<td>KREM @ 5:30 a.m.</td>
<td>Plan a trip West for the MarketFront</td>
<td><a href="#">Link</a></td>
<td>4,401</td>
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<tr>
<td>May 26, 2017</td>
<td>KREM @ 6:30 a.m.</td>
<td>Plan a trip West for the MarketFront</td>
<td><a href="#">Link</a></td>
<td>2,243</td>
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<td>May 26, 2017</td>
<td>KREM @ 6:32 a.m.</td>
<td>Pike Place Market expansion is now open</td>
<td><a href="#">Link</a></td>
<td>2,243</td>
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<td>May 26, 2017</td>
<td>KREM @ 5:33 a.m.</td>
<td>Pike Place Market's new expansion is now open with low-income</td>
<td><a href="#">Link</a></td>
<td>4,401</td>
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<tr>
<td>May 26, 2017</td>
<td>KREM @ 6:54 a.m.</td>
<td>Pike Place Market’s new expansion is now open with low-income senior housing and new vendors</td>
<td>7,197</td>
<td>Feature</td>
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<td>May 26, 2017</td>
<td>King 5 @ 7:43 a.m.</td>
<td>The MarketFront opened to the public at Pike Place</td>
<td>12,498</td>
<td>Feature</td>
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<td>May 26, 2017</td>
<td>King 5 @ 12:26 p.m.</td>
<td>Coming up a new and improved Pike Place Market</td>
<td>41,47</td>
<td>Mention</td>
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<td>May 26, 2017</td>
<td>King 5 @ 12:31 p.m.</td>
<td>The MarketFront is now open, this is a 40-year project in the making</td>
<td>32,099</td>
<td>Feature</td>
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<td>May 26, 2017</td>
<td>King 5 @ 1:32 p.m.</td>
<td>The MarketFront is now open, this is a 40-year project in the making</td>
<td>14,370</td>
<td>Feature</td>
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<tr>
<td>May 30, 2017</td>
<td>KING 5</td>
<td>Seattle is growing, including Pike Place Market and the new MarketFront</td>
<td>836,981</td>
<td>Mention</td>
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<tr>
<td>May 30, 2017</td>
<td>Seattle Magazine</td>
<td>Pike Place Market a good Twitter handle to follow for updates on the MarketFront project</td>
<td>48,426</td>
<td>Mention</td>
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<tr>
<td>May 30, 2017</td>
<td>Twitter: @WaterfrontSEA</td>
<td>Take a virtual tour of the MarketFront which is now open to the public</td>
<td>Followers: 4,512</td>
<td>Post</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO @ 5:18 a.m.</td>
<td>Details on the Evening Market that kicks off tonight and the grand opening next month</td>
<td>23,225</td>
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<tr>
<td>May 31, 2017</td>
<td>KOMO AM radio @ 6:11 a.m.</td>
<td>Tonight Pike Place Market kicks off Evening Farmers Markets and next month is the grand opening LINK</td>
<td>73,734</td>
<td>Feature</td>
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<td>May 31, 2017</td>
<td>KOMO @ 6:17 a.m.</td>
<td>Details on the Evening Market that kicks off tonight and the grand opening next month LINK</td>
<td>33,408</td>
<td>Feature</td>
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<td>May 31, 2017</td>
<td>KOMO AM Radio @ 7:50 a.m.</td>
<td>The Evening Farmers Market kicks off tonight giving locals an opportunity to shop after work with mention of Grand Opening next month LINK</td>
<td>23,520</td>
<td>Feature</td>
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<td>May 31, 2017</td>
<td>KOMO AM radio @ 8:11 a.m.</td>
<td>Tonight Pike Place Market kicks off Evening Farmers Markets and next month is the grand opening LINK</td>
<td>30,000</td>
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<td>May 31, 2017</td>
<td>KOMO AM radio @ 10:44 a.m.</td>
<td>The Evening Farmers Market kicks off tonight giving locals an opportunity to shop after work with mention of Grand Opening next month LINK</td>
<td>41,121</td>
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<td>May 31, 2017</td>
<td>KOMO @ 11:49 a.m.</td>
<td>Details on the Evening Market that kicks off tonight and the grand opening next month LINK</td>
<td>44,888</td>
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<td>May 31, 2017</td>
<td>KOMO AM radio @ 1:45 p.m.</td>
<td>The Evening Farmers Market kicks off tonight giving locals an opportunity to shop after work with mention of Grand Opening next month LINK</td>
<td>12,000</td>
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<td>May 2017</td>
<td>425 Magazine</td>
<td>Calendar posting for MarketFront Grand Opening</td>
<td>14,220</td>
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<td>May 2017</td>
<td>Alaska Horizon Magazine (print)</td>
<td>Pike Place Market's MarketFront is hosting a grand opening on June 29, 2017 with major expansion and resources</td>
<td>1,885,829</td>
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<td>May 2017</td>
<td>Alaska Beyond Magazine (Print)</td>
<td>Pike Place Market's MarketFront is hosting a grand opening on June 29, 2017 with major expansion and resources</td>
<td>110,000</td>
<td>Feature</td>
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<td>May 2017</td>
<td>KING 5</td>
<td>Calendar posting for Pike Place MarketFront Grand Opening</td>
<td>836,981</td>
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<td>May 2017</td>
<td>The Seattle Times</td>
<td>MarketFront Grand Opening included in the Summer Guide 2017</td>
<td>3,157,843</td>
<td>Mention</td>
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<td>May/June 2017</td>
<td>Journey Magazine (print)</td>
<td>Seattle’s Pike Place Market expands with the MarketFront</td>
<td>657,910</td>
<td>Feature</td>
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<td>June 1, 2017</td>
<td>ParentMap</td>
<td>Details on the expansion of Pike Place Market</td>
<td>12,672</td>
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<td>June 1, 2017</td>
<td>ParentMap</td>
<td>Your age to age guide to Pike Place Market and the new MarketFront</td>
<td>12,672</td>
<td>Feature</td>
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<td>June 1, 2017</td>
<td>ParentMap</td>
<td>9 facts about Pike Place Market’s Rachel the piggie including Billies move to the MarketFront</td>
<td>12,672</td>
<td>Mention</td>
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<tr>
<td>June 2, 2017</td>
<td>The Stranger</td>
<td>Pike Place MarketFront Grand Opening in the things to do this June</td>
<td>686,420</td>
<td>Mention</td>
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<td>June 2, 2017</td>
<td>ParentMap enewsletter</td>
<td>The ultimate guide to Pike Place Market in time for the MarketFront expansion</td>
<td>38,000</td>
<td>Mention</td>
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<td>June 3, 2017</td>
<td>Facebook: @ParentMap</td>
<td>Your age to age guide to Pike Place Market and the new MarketFront LINK</td>
<td>Followers: 28,022</td>
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<td>June 4, 2017</td>
<td>Facebook: @ParentMap</td>
<td>June 29, Pike Place Market will officially open the MarketFront LINK</td>
<td>Followers: 28,022</td>
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<td>June 4, 2017</td>
<td>Facebook: @ParentMap</td>
<td>Fun facts about the pigs at Pike Place Market LINK</td>
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<td>June 5, 2017</td>
<td>The Woodinville Weekly</td>
<td>Editors exploration to Pike Place Market with mention of MarketFront Grand Opening LINK</td>
<td>527</td>
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<td>June 7, 2017</td>
<td>curved Seattle</td>
<td>Pike Place Market expansion will have its grand opening June 29 LINK</td>
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<td>The Market Grows into the MarketFront LINK</td>
<td>50,069</td>
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<td>Pike Place Market and the new expansion, MarketFront, to open June 29 LINK</td>
<td>110,000</td>
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<td>ParentMap (print)</td>
<td>Pike Place Market is growing with an expansion called the MarketFront. A guide to the Market</td>
<td>75,000</td>
<td>Feature</td>
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Total Circulation: 20,494,767
Total Impressions: 51,236,917.50+
With thousands of pedestrians, why are vehicles allowed on Seattle's Pike Place? 

Traffic Lab

Traffic is a real headache... for us all.

Imagine you're walking on a crowded street when suddenly, a car pulls up right in front of you. That's what it's like for thousands of people who visit Seattle's Pike Place Market every day. The market is a hub of activity, with vendors, customers, and tourists all moving around.

As part of our Traffic Lab series, we're exploring why vehicles are allowed in such a busy area. The answer is complex, involving regulations, safety concerns, and the history of the market.

So, the next time you're walking through Pike Place, remember that every vehicle on the street is part of the bigger picture. It's not just about convenience; it's about managing the flow of people and goods in a way that works for everyone.
Traffic

Traffic Lab

Traffic Lab is a Traffic Survey project that helps the user understand the traffic patterns at a given location.

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New in Town
Attractions, hotels and restaurants in the Puget Sound region

By Michele Andrus Dill

Top: "Wings Over Washington: A Flying Ride" is an exciting and fun immersive experience that showcases Evergreen State scenery and icons.
Above: The Pike Place Market Front at famous Pike Place Market is scheduled to open the end of June and will include new artisan vendors.
moon but then lay at the bottom of the sea for many years. Until Seattle area-based Bezos Expeditions located and raised them in 2013. The “Apollo” exhibit will also include actual moon rocks, space suits and a lunar rover.

Pike Place Market MarketFront (marketfront.org): The grand opening of this expansion of famous Pike Place Market is scheduled for June 29. The new MarketFront will feature 30,000 square feet of open space, including a public plaza and viewing deck; 47 new table spaces for farmers and craftspeople; four new artisan vendors, such as Old Stove Brewing and Indy Chocolate; and three art installations.

SODO Track (sodotrack.com): Fifty artists—from Seattle’s Mary Iverson to the Netherlands’ Joram Roukes—are creating a 2-mile-long street art corridor on Fifth Avenue South between Royal Brougham Way and Spokane Street. The track is a frequently traveled bus and light rail route, and the theme of the corridor is “motion, speed, progression.” A total of 32 walls will be painted. The first nine large-scale murals are already completed, with up to 15 more scheduled to be painted sometime in July, and the remainder slated for completion next summer.

Space Needle Digital Experiences (spaceneddle.com): Seattle’s most recognizable icon is offering several digital experiences, such as the free “Space Needle 360°“ virtual-reality app, with options such as walking on the Needle’s outer edge and flying over the city in a floatplane. Other digital experiences range from a free “selfie” taken by a mounted camera on the Needle’s Observation Deck to “SpaceSpots” that offer augmented-reality experiences, such as standing over a virtual glass floor that shows the ground level 520 feet below.

Upstream Music Fest + Summit (upstreammusicfest.com): Founded by Paul Allen’s Vulcan Inc company, the inaugural event, May 11-13, will include performances by more than 300 bands, as well as speakers and breakout sessions. Scheduled keynote speakers include Seattle rapper Macklemore.

Lodging

Thompson Seattle (thompsonhotels.com/hotels/seattle/thompson-seattle): The sleek, luxury boutique hotel, which opened last summer near Pike Place Market, boasts water and mountain views, including from The Nest rooftop bar, and has a culinary partnership with the noted Huxley-Wallace Collective and local restaurant group, which operates The Nest and the gourmet Scout PNW at the hotel.

Upcoming openings:

Embassy Suites by Hilton Seattle Downtown—Pioneer Square (hiltonworldwide.com): The hotel is expected to open in January 2018 in the new 1.5 million-square-foot Stadium Place mixed-use development near Seattle’s football and baseball stadiums. The local 13 Coins restaurant group—which is celebrating its 50th anniversary this year—is known for dining rooms that are open 24/7 and that offer more than 100 menu choices—will open a restaurant in the hotel.

Hotel Theodore (hoteltheodore.com): The 1929 Roosevelt Hotel, near the Washington State Convention Center, is being reborn this summer as “a refined urban escape.”

Hyatt Regency Lake Washington at Seattle’s Southport (lakewashington.regency.hyatt.com): Expected to open in June, the upscale lakeside hotel in Renton, south of Seattle, will offer water and Seattle-skyline views, with the Water’s Table restaurant featuring alfresco dining and Northwest seasonally inspired cuisine. Also in development is the Hyatt Regency Seattle, expected to be the region’s largest hotel, with 1,260 guestrooms, when it opens in late 2018 in Seattle’s Denny Triangle area near numerous tech companies.

Moxi Seattle South Lake Union Marriott (marriott.com): Marriott is expected to bring its “spirited and fun” Moxi boutique-hotel concept to Seattle’s South Lake Union neighborhood this summer. Marriott’s AC Hotel Seattle Bellevue/Downtown is expected to open this summer in Bellevue, and Residence Inn by Marriott in the Denny...
Backyard Discoveries
A Columbia River Cruise reveals the waterway’s enduring legacies

journey
may/june 2017
puget sound

ADRIATIC ENCHANTMENT: SIX GREAT SPOTS FOR SOAKING IN THE WONDERS OF CROATIA
CHICAGO NOW: THE WINDY CITY EMBRACES BEAUTIFICATION LIKE ONLY CHICAGO CAN
BRANCHING OUT
SEATTLE'S PIKE PLACE MARKET EXPANDS

The heart and soul of Seattle has grown bigger and better. Pike Place Market's exciting MarketFront, a 30,000-square-foot expansion onto a former .75-acre parking lot on Western Avenue, has opened up new places to explore. Among them: Jarr & Co., with house-made smoked seafood, and the Old Stove Brewery, with 20 beers on tap and a window wall with magnificent Elliott Bay views. But the star of the show is true to the market's 1907 roots. Nearly 50 additional covered stalls offer opportunities for farmers and craftspeople to sell their wares, including local delights such as honey, hazelnuts and herbs. Go ahead and check it out—MarketFront (pikeplacemarket.org/marketfront) is open and humming, with a grand opening celebration planned for June 29. —JENNY CUNNINGHAM
SONOMA/NAPA
New and notable in wine country
PAGE 28

MONTANA STATE PARKS
From pictographs to Flathead Lake
PAGE 86

BEING BOND
Sharing the name of a famous spy
PAGE 120

SITES SEEING
GREAT THINGS TO SEE AND DO IN THE PUGET SOUND AREA
SEATTLE

New in Town

Attractions, hotels and restaurants in the Puget Sound region

By Michele Andrus Dill

Pike Place Market MarketFront (marketfront.org): The grand opening of this expansion of famous Pike Place Market is scheduled for June 29. The new MarketFront will feature 30,000 square feet of open space, including a public plaza and viewing deck. 47 new table spaces for farmers and craftspeople, four new artisan vendors, such as Old Stove Brewing and Indi chocolate, and three art installations.
A VISION REALIZED
AT PIKE PLACE
30-31
Pike Place welcomes all in uncertain times

SEATTLE'S TOP TOURIST DESTINATION IS PREPARING FOR BIG CHANGES

BY CHERYL GARRETT
(cg@sgarrett.com)
206-831-5328 @cgarrett

The PSBJ Interview

By Frank Knight has been at the helm of the Pike Place Market Corporation and Development Authority for seven years. His tenure is $6.9 million in renovations of the market and is nearing the final stage of the $3 million Market Corridor expansion set to debut this fall. The project, which has been underway since 2015, includes a new underground parking facility, 40,000 square feet of open public space, 14,000 square feet of new commercial and production space, 39 new building structures, a new market hall, and an adjacent neighborhood with expanded retail services.

Pike Place Market was established in 1907 and attracts thousands of people daily. It brought in a record $110 million in revenue last year, compared to $81 million in 2018, the year Frank Knight joined the organization.

Heermeier's Market is one of the oldest businesses in the market, having been there for 60 years. The market also has a market hall, which has been enhanced with new seating, lighting, and a new storage area.

How are you preparing for the challenges to come during the pandemic and what new initiatives have you taken to support the market?

Frank Knight: We're preparing for the challenges to come during the pandemic by being flexible and adaptive. We're looking at how we can support the market and the community in a way that's safe and sustainable.

Are there any changes you're planning for the market in the short term?

Frank Knight: We're planning a number of changes for the market in the short term, including more outdoor seating, enhanced safety measures, and increased cleaning.

What are some of the biggest challenges you've faced during the pandemic?

Frank Knight: The biggest challenge has been adapting to the regulations and guidelines put in place by the government. We had to make rapid changes to ensure the safety of our customers and employees.

Have you seen any changes in customer behavior since the pandemic began?

Frank Knight: Yes, we've seen a shift towards more online ordering and delivery. Customers are also more conscious of safety measures and are more likely to wear masks and social distance.

What role does Pike Place Market play in the community?

Frank Knight: Pike Place Market is a hub of activity in the community, providing a space for local businesses to thrive and for locals to come together. We strive to be a place of connection and to support local food producers and small businesses.

How do you plan to continue supporting the market and the community in the future?

Frank Knight: We plan to continue supporting the market and the community by focusing on sustainability, community engagement, and innovation. We also plan to continue to evolve the market to meet the changing needs of the community.
What does the PIMA do when homeless people come to the market? It takes a full-community approach. We have 24/7 security here in the market. All of our security officers are aware of the best of services that we provide. We also work very closely with our social service providers here at the market to get people into the clinic if they need immediate assistance or access to mental health counselors. Folks who create disturbances may be suffering from mental illness. That is when the appropriate response from our security comes into play. They come and talk to the individuals. If they are engaged in illegal activity, they get the Seattle Police Department involved. You take those appropriate steps.

How do vendors fit in? Everybody in the market knows each other. We have regular shoppers, we have residents, and there are certainly homeless people who live in and around the market. We know them. We know who they are. We know their names. But direct contact helps support any enforcement that's required, but also is the best bridge to households. At some point, getting someone into a supportive environment accepting from the services and support that they have to offer them. They don't have to be a problem, they can be a part of the community.

Ben Franz-Knight is executive director of the Pike Place Market Preservation and Development Authority.

**Ben Franz-Knight**

- Title: Executive Director of the Pike Place Market Preservation and Development Authority
- Age: 64
- Family: Wife, Kira (b. 1966), and a 13-year-old daughter, Ely (b. 2007)
- Education: B.A. in English from the University of Washington

Readings: Escape from New York, a graphic novel by Steve Durscher and Moore, a comic book from the same series. We write family love stories books led by the wife.

One lunch spot on the market: "We should check out Oriental Mart. It is a little microscope of how the market works. You'll see the fish go in the morning. They'll put up some litter for bread shelf. I'm happy sometimes to fix a sandwich and the homeless will come back and have a meal."
The Market Grows
Lengthy tests of engineering, design, and the most granular of public input transformed an awkward wedge of land into a multi-level extension of Pike Place Market. Known as MarketFront, this assemblage of vendors, views, and (somewhat) a connection to our reimagined waterfront opens in June. Here’s what went into this massive undertaking—and what to expect when the doors open.
By Alescia Vermillion

Where, Exactly?
Buildings, site plan of market buildings, get to it from Western Avenue or by crossing the new Ballard Bridge from inside the market.

What’s inside
300 new underground parking spaces; 167 low-income senior housing.

1,000 Artifacts recovered from the site include a bottle, an intact pipe and a porcelain doll head with an eerie connection to Seattle’s favorite something machine—reassembly showed the German doll’s brand name is Berlin.

$74 million
Total cost.

9 feet
Distance between the lowest level of underground parking and the historic Alaskan Way Viaduct tunnel below.

MarketFront Milestones
November 1971
Opening new market
September 1996
Opening new market
Late 2006
Opening new market
June 2010
Opening new market
June 24, 2011
Opening new market

The latest in flour and indulge restaurants, waterfront and classic bars, the waterfront is finally the waterfront. A range of bellies, bayside, the best of it all.

The latest in flour and indulge restaurants, waterfront and classic bars, the waterfront is finally the waterfront. A range of bellies, bayside, the best of it all.
Pike Place MarketFront Grand Opening

JUNE 29 Market-expansion area opens with ceremony, performances by local musicians, bites from MarketFront vendors, activities to explore the new space that includes public plaza and viewing deck, new tables for farmers and craft vendors, public art installations, food vendors, underground parking; 1-7 p.m. Pike Place Market, 1501 Pike Place, Seattle (pikeplacemarketfoundation.org/).
Homebuilders to help homeless

PARTNERSHIPS NEEDED TO ADDRESS REGION'S CRISIS, LACK OF HOUSING

BY MARC STILES

Experts say it is better to do something meaningful to stem the flow of people living on the streets, the private sector needs to step up. Just in time, homebuilders are doing just that and say they could do more with help from others across the region.

"We're part of the solution," said Homebuilders 4 Homelessness executive director Ken Mullen. "We want to be part of the solution. It's a critical issue on issues that affect the blueprint for our community."

The city and county are working to put up 250 permanent housing units for homeless people by June 2018. The city has also committed to funding half of the permanent housing costs, while the county will match that funding with federal matching funds.

"We're really excited about this," said Mullen. "It's a really big step forward for the city and county to partner on this issue."
THE HEAD AND THE HEART

GOING LIVE:
A checklist of summer music-fest essentials
PAGE 23
As I walk through the Main Arcade in Seattle,I am at Pike Place Market, surrrounding by the hustle and bustle of the people. The market is a popular spot for tourists and locals alike. The market is known for its fresh produce and diverse selection of food. The landmark fish market is also a must-see for anyone visiting. The market has been a hub for Seattle's seafood for over a century and is a popular destination for both locals and tourists. The market is also home to many small businesses and entrepreneurs, making it a vibrant and dynamic place to visit.
people, and about 240 small businesses. The Market Front expansion, scheduled to celebrate its grand opening on June 29, will add 47 new stalls for farmers and artists. And the market has 13 locations where buskers perform. The start of today’s tour, at the red neon Public Market Center sign and clock, was enlivened by a busker singing as he strummed a washboard.

Passing The Athenian Seafood Restaurant and Bar in the Main Arcade, Patton notes that Tom Hanks and Rob Reiner ate here for the 1993 movie Sleepless in Seattle. I mention that on a recent weekend my seventh-grader sat in Reiner’s chair. In return for my allowing my son that privilege, he agreed to try a taste of my clam chowder.

Another tour highlight is the Gum Wall in Post Alley by the Market Theater, where Unexpected Productions Improv performs comedy improv shows. Patton says the wall has been recognized as one of the “germiest” tourist attractions in the world.

Theatergoers began sticking their chewed gum to the red-brick wall in the 1990s, and as others added their own masticated contributions, an unusual piece of abstract art evolved, she says. In 2015, when the wall received its first major steam cleaning, about 2,350 pounds of hardened gum was removed. Much of that has since been replaced.

“My son’s school class did a tour of the market,” I tell my guide. “What would you guess was their favorite thing?” Patton nods and laughs. “The Gum Wall.”

The Pike Place Market tour is among the wide variety of Puget Sound-area tours that offer fun for locals and visitors alike. The options include tours that even many longtime Seattle residents like me are just discovering, such as The Fremont Tour north of downtown, Alki Kayak Tours in West Seattle, Pretty Gritty Tours’ Boos and Booze Tour in Tacoma, and the Eastside Audubon Society’s guided tour of Juanita Bay Park, a birdwatcher’s delight in Kirkland.

The Fremont Tour

Mark Ukelson, owner of The Fremont Tour (thefremonttour.com), is wearing a white construction hard hat with attached miniature rockets, bright-yellow lights under blue shorts, and a T-shirt that says, “Rocket Man, Super Hero, Sort of.” Five of us have gathered for his tour of the
THE CURRENCY OF Joy

James Corden is busy seizing every moment, every day, and making us all wish our carpool looks like his do.

P.62
EDITORS' PICK

Pike Place MarketFront

Pike Place isn’t just a popular coffee roaster. Legendary Pike Place Market—home of the original Starbucks—has been a must-visit Seattle hot spot since debuting in 1907. At the end of the month, Pike Place MarketFront will open, expanding the historic district for the first time in 40 years. In addition to more retail space, the new development includes a gigantic plaza with sea and mountain views, four on-site artisan producers (chocolate, beer and more), public art installations and a pavilion that allows for all-weather shopping. Stop by on June 29 for the grand opening celebration, featuring live music, tastings and a ceremony with Seattle Mayor Ed Murray. pikefp.org
cause parenting is a trip!

ParentMap

THERE GROWS THE MARKET

A fresh new Pike Place Market offers endless adventures
The time Rachel the Pig ate my credit card

In my family, we're not bikers or bikers or skiers but we can slow down on local fare alongside the best of the Northwest's foodies. And the one spot that never disappoints? Pike Place Market.

We've been there hundreds of times, but I'll never forget our first visit. Two words. Sensory overload. Gorgeous flowers, fresh fruit, perfect pickles. And it never ceases. As my children grow, Pike Place is still crawling, with people, particularly in the summer.

I know first-hand how overwhelming a place the Market can be. Take the photo to the right. That's my youngest, Maya, looking on as a Pike Place staffer deconstructs the famous Rachel the Piggy bank. Why? Because Maya had decided that Piggy needed a loan, she dropped my credit card into the slot on the pig's back. Before the extraction it drew more attention than the famous fish throwers nearby (I probably could have used a tip or two about parenting in public that day, see p. 27).

Still, as crazy as the Market can be, it's a perfect spot to take your family this summer -- whether or not you have visitors in town. Not only is Pike Place expanding, it's home to countless stalls and shops that'll keep kids of all ages, including any family member adverse to tea, busy for hours on end. Trust me, we've been there, done that and got the photos of Rachel to prove it (p. 9).

On the other side of the city that same day, we explore a West Seattle child care center that, to us, had made sense. The International Learning Center, a day program for young children, is nestled in the heart of Providence Mount St. Vincent, a care community for older adults. The result? Priceless moments and plenty of adorable photos (p. 30).

This story particularly speaks to me. My kids have been raised among older family friends including the 77-year-oldasarachocolatier who is Dr. Aaron Bernstein. Father of four, grandfather of 10 and a newly washed great-grandfather, Dr. Bernstein lights up when surrounded by family. With his love of life and people, that fills a room. He's the standard of fathers to be celebrated (p. 11).

Also on our Foodie radar, Seattle chef Ethan Stowell is back (p. 54). Not only did the father of a 3-year-old recently start a new pig at the University of Washington: Bothell, he works with families of all ages at South 1060, while also running a podcast, Diners, Drive-Ins, and Dives. He tells us: "you gotta work until your eyes bleed."

"What better expression to talk the end of the school year right? We're a family that's not moving on until then."

---

The publisher's two daughters watch as Pike Place staff rescues family's credit card
To market, to Pike Place Market
The 110-year-old "city within a city" has something for everyone — from toddlers to teens
By Gemma Alexander - Illustrations by Alli Arnold

At the corner of Pine and 5th Ave., Pike Place Market sits just like a neighborhood in the heart of downtown Seattle. With bright colors and bustling crowds, it's a lively place to visit any time of year. The Market's original market stalls were built in 1907, and they've been a staple of Seattle's history ever since. Today, the Market is home to over 900 stalls and thousands of visitors daily.

But all this fun doesn't come without a cost. Pike Place Market is home to some of the most expensive produce in the world. High-quality fish, fresh vegetables, and unique spices are all available for purchase. Some visitors may be surprised to learn that the Market is also home to many local artists and musicians who perform for the entertainment of the crowd.

One of the most popular activities at Pike Place Market is the flower district. Visitors can find a wide variety of flowers, including roses, lilies, and tulips. The flower district is especially popular during the summer months when the flowers are at their peak.

While at the Market, be sure to try some of the local food. The Market has a variety of food stalls that offer everything from fresh-squeezed lemonade to mouth-watering pastries. Visitors can also find a variety of spices and herbs to take home as souvenirs.

So whether you're looking for a fun day out with the family or a place to relax and unwind, Pike Place Market is the perfect destination. With so much to see and do, there's something for everyone at this dynamic and inviting neighborhood in the heart of downtown Seattle.
THE LITTLEST

Short and sweet with lots of treats

Line up the littlest with lots of lunch and bring plenty. Credit: "Newborn Times"

For food, consider eating outdoors and bringing your own picnic. Enjoy the Putnam Park, or at the end of the day for a walk with the kids through the Market. And the big kids can take their own. There are also shops and galleries and quiet spaces to have a drink or a bite.

The family who enjoys the "treats" of New York will love the market at the State Street Market. In the Rush, the Daily Bites Donut Company sells fresh baked donuts. And for dessert, you can't go wrong with a slice of cake at the Downtown Bakehouse. Credit: "Newborn Times"

While there are plenty of spectacular sights to see in the city, the kids and the big kids will enjoy a visit to the Putnam Park. Credit: "Newborn Times"

The soda fountain is a favorite with children and a few older ones. Credit: "Newborn Times"

GRADE SCHOOLERS

Exploring 9 acres of adventure

In thisMetropolitan area, where green space is sparse, there are plenty of places to take the kids. From the Putnam Park, you can go for a walk and bike ride, or simply relax and enjoy the scenery. Credit: "Newborn Times"

Be sure to check out the Putnam Park, where the Kids can enjoy a picnic. Credit: "Newborn Times"

For a relaxing afternoon, take the kids to the Putnam Park. Credit: "Newborn Times"

For more information on the Putnam Park, visit putnampark.org. Credit: "Newborn Times"
To market, to Pike Place Market

Outdoor markets are the perfect places to experience the local charm and tastes. Pike Place Market is no exception. This sprawling indoor marketplace is a treasure trove of fresh produce, artisan goods, and local specialties.

In the heart of the market, you'll find the famous fish market where you can witness the daily fish auction. Nearby, the Market Theater offers live performances by local musicians. The Market Theater is a must-see for anyone interested in the arts.

Take a break from shopping and enjoy a delicious meal at one of the many restaurants. The Market Grill offers a wide selection of dishes, including grilled salmon and fresh oysters.

For a unique shopping experience, visit the Market Theater, which offers live performances by local musicians. The market is also home to a variety of artisan shops, including the famous gift shop, Market Theater, which offers a wide selection of souvenirs and gifts.

Fresh tips

- If you're visiting during the week, consider taking public transportation. The market is a busy place, and public transportation can help you avoid the crowds.
- Download the official Market Theater app, which offers a map of the market, real-time updates on events, and special deals.
- For a unique shopping experience, visit the Market Theater, which offers live performances by local musicians. The market is also home to a variety of artisan shops, including the famous gift shop, Market Theater, which offers a wide selection of souvenirs and gifts.

TEENS

Foodies in training, indulge identities and bukking

There are a lot of young adults in the Seattle area who are interested in cooking and baking. Pike Place Market is the perfect place to learn more about these passions.

The market is home to a variety of restaurants and bakeries, including the famous Market Theater, which offers a wide selection of souvenirs and gifts. You can also find a variety of shops selling fresh produce, artisanal goods, and local specialties.

For a unique shopping experience, visit the Market Theater, which offers live performances by local musicians. The market is also home to a variety of artisan shops, including the famous gift shop, Market Theater, which offers a wide selection of souvenirs and gifts.

Remember: Ask before taking photos of vendors or their products. It's also important to always tip bakers and butchers. Thank you for supporting local businesses!
Miss Piggy
9 fun facts about Pike Place Market's famous mascot

1. Rachel the Pig, who has been at the Market since 1985, is the creation of Northwest sculptor Georgie Gerber, who also sculpted the gorilla and baboon families at Woodland Park Zoo and the Husky Stadium's dog.

2. Gerber modeled Rachel after her neighbor's pet pig, who was a prize winner at the 1965 Island County Fair.

3. The bronze pig weighs in at 550 pounds — 300 pounds less than the real Rachel!

4. Rachel is an amazing fundraiser, collecting coins to benefit a variety of social services provided by the Market Foundation, including a day care and preschool, a senior center, an assisted living center, a food bank and a health care clinic.

5. Most Market visitors don’t realize that there is a second bronze pig, Billie, who was installed in honor of Rachel’s 35th birthday near the hummingbird Walk on Western Avenue.

6. Billie recently moved to a new, more prominent spot on the new MarketFront plaza. Kids can trace Billie’s journey along a trail of bronze footprints, each engraved with the name of a donor who helped make the MarketFront possible.

7. Between them, the pig ‘pouches’ bring in between $20,000 and $25,000 per year in spare change, which is emptied daily.

8. Even the foreign coins deposited in the piggy banks are put to good use — as play money at the market preschool.

9. Sometimes Rachel enjoys dressing up at night for special occasions. If you arrive very early in the morning, you might find her wearing Seahawks colors or a New Year’s party hat. Once she even wore a tutu and tiara!
There grows the Market

Opening June 29, the historic Market-place expansion gives Pike Place Market room to breathe.

By Geriello Alexandria

A bold new expansion to the historic Pike Place Market will officially open June 29, giving the Market more space to breathe and more room to grow.

The 60,000-square-foot addition, located on the north side of the Market, will feature a mix of retail, residential, and entertainment spaces.

The expansion is designed to provide more room for vendors and customers, creating a more open and inviting atmosphere.

The new addition includes a rooftop garden, a food hall, and an underground parking garage.

The project was led by the Market's development team in partnership with local architects and designers.

The opening ceremony will feature performances by local musicians and artists, as well as a ribbon-cutting ceremony.

The expansion is expected to create hundreds of new jobs and bring additional foot traffic to the Market.

For more information, visit the Pike Place Market website or contact the market management.

Grand opening

Pike Place Market expands

The expansion of Pike Place Market will officially open on June 29, providing room for vendors and customers to expand.

The new addition includes a rooftop garden, a food hall, and a parking garage.

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The opening ceremony will feature performances by local musicians and artists, as well as a ribbon-cutting ceremony.

The expansion is expected to create hundreds of new jobs and bring additional foot traffic to the Market.

For more information, visit the Pike Place Market website or contact the market management.

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Pike Place Market
by the numbers

0 tossed fish dropped by the fishmongers at Pike Place Fish Market (self-reported)
1 on-site preschool with 100 kids
2 preserved bats on display in F & J Great Western Trading Co.'s window
5 bookstores
23 buildings
70 restaurants
85 farmers licensed to sell at the Market
200 plus treats sold at Sweetie's Candy in the Down Under
225 craftspeople selling at the Market
500 residents in apartments at the Market
2,350 pounds of chewed gum removed from the Gum Wall in 2015
$10,000 price for Golden Age Collectables most expensive comic books ("Batman No. 1" and "Superman No. 1", both stored off-site)
40,000 tiny doughnuts sold in one day at Daily Dozen Doughnut Company
10,000,000 annual visitors

Market speak
High stalls: Day stalls, roll call — who? If you really want to negotiate the Mark, you need to learn its location and logic.
Roll call: The May's daily morning meeting of the shop staff, where day-stall vendors choose their locations.
Arcades: The long, semi-open Market halls on Pike Place — lined with farmers and craft and food vendors — that’s what many think of as the heart of the Market.
Grandfathered stalls: Longtime day-stall vendors at the Market who are immune from the daily assignment of spaces and the requirement to produce their own wares. "Grandfathered" stalls are marked with traditional hand-painted signs.
High stalls: Permanent market stalls, for example, France's Quality Produce and Sasa's Produce, with angled, blacked-out displays. High-stall vendors generally set produce, but do not have to grow it themselves.
The Down Under: Burrowed under the Market's Main Arcade, the floors of old brickwork and plywood shop.
Pike Street: Often confused with Pike Street, Pike Street runs east-west and ends in the Market, where it intersects with the north-south road called Pike Place.
Post Alley: Running nor the parallel to Pike Place, the alley consists of three segments including Upper Post Alley running from Virginia to Stewart streets, Post Alley running from Stewart to Pike Place (open for Cafe Campagni) and Lower Post Alley, which sits up on the north side of Pike Street beside the Main Arcade and is home to the Gum Wall.
Sanitary Public Market: Located between Pike Place and First Avenue, this historic building opened in 1907 and is famed for the fact that horses were not allowed inside. The building houses a creamery, a meat market and an upper floor, apartments.
Pike Place Market: Front Grand Opening

Check out the highly anticipated Market Front for the very first time and join in the celebration including music, market tours, and a visit from the Mayor. Times TBA.

FREE Activities: pikeplacemarket.com/events

Toddler Time at WiggieWorks: Enjoy special themed activities just for the wee ones. Tuesday - Thursday 10 a.m.-noon ages 8 & under. Adults and under age three. Toddler's under 48 inches in height. WiggieWorks Kids. Bellevue. info@wiggieworks.com. "WIGGIEWORKS EVENT"
Pike Place Market: Your Age-By-Age Guide to This Seattle Destination

The 110-year-old ‘city within a city’ has something for everyone — from toddlers to teens.

BY GEMMA ALEXANDER
PUBLISHED ON: JUNE 01, 2017

PHOTO:

Pike Place offers all kinds of wonders for kids of all ages. Illustration: Ali Arnold

At 9 a.m. on a spring weekday, Pike Place Market is a hive of quiet efficiency. In the main hall, Hmong flower growers bundle bright bouquets, while local farmers artfully stack rhubarb.
You don't know Pike Place

Fix that by reading up on the 2017 expansion and meet the Market's Miss Piggy.

At the north end of the market, the last few crafters crowd around a whiteboard, selecting their stalls for the day. Downstairs, 3- and 4-year-olds finish breakfast at the Pike Market Child Care and Preschool before a day of play. Outside, a few people — locals on their way to work and jet-lagged tourists — stop by Victor Steinbrueck park to enjoy the view that's emerging as clouds lift: Great Wheel, Olympics, ferries, Sound.

It's the calm before the storm. Within the next few hours, hundreds of tourists will descend and Rachel the Pig will disappear beneath a crowd. Cameras and phones will be held aloft in every corner of the Market to capture the color and chaos of the 9-acre maze of buildings, restaurants, shops, arcades and alleys that historian Alice Shoret has called "the soul of the city."

Market speak

High stalls, day stalls, roll call — what? If you really want to navigate the Market, you need to learn its locations and lingo.

Roll call: The Market's daily morning meeting at the north end of the arcades where day-stall vendors choose their locations.

Arcades: The long, semi-open Market halls on Pike Place — lined with farmers and craft and food vendors — are what many think of as the heart of the Market.

Grandfathered day stalls: Longtime day-stall vendors at the Market who are exempt from both the daily assignment of spaces and the requirement to produce their own wares. Grandfathered stalls are marked with small, hand-painted signs.

High stalls: Permanent market stalls (for example, Frank's Quality Produce and Sosio's Produce) with angled, stacked displays. (High-stall vendors primarily sell produce, but do not have to grow it themselves.)
The Down Under: Burrowed under the Market's Main Arcade, five floors of quirky shops and novelty stores.

Pike Street: Often confused with Pine Street, Pike Street runs east-west and ends in the Market, where it intersects with the cobblestone road called Pike Place.

Post Alley: Running not quite parallel to Pike Place, the alley comprises three segments, including Upper Post Alley, running from Virginia to Stewart streets; Post Alley, running from Stewart to Pike Place (look for Café Campagne); and Lower Post Alley, which picks up on the south side of Pike Street below the Main Arcade and is home to the Gum Wall.

Sanitary Public Market: Located between Pike Place and First Avenue, this historic building opened in 1910 and is named for the fact that horses were not allowed inside. The building houses a creamery, a meat market and, on its upper floors, apartments.

Ah, the Market. It's ours, but it also belongs to the millions of tourists who visit it every year (it receives an estimated 10 million visitors annually). And though we locals love our regional icon, when we think of wading through the crowds to spend a day there with our kids, we just ... hesitate.

Families don't need to explain that hesitation to Heather Chermak. "When I suggested a field trip to the Pike Place Market for my son's preschool, all the parents said, 'No way,'" says Chermak, co-owner of Seattle by Foot tour company. Chermak leads the Seattle Kid's Tour, which shows families the Market as well as other downtown locales.

"There are crowds, and you do have to talk to your kids about safety and let them know to stay close," says Chermak, who has successfully taken her 9-year-old son, who has a sensory processing disorder, to the Market since he was 2.

But all that prep? It's absolutely worth it. "Pike Place Market is one of the things that makes Seattle unique," says Chermak. "It's a little city within a city, and it's important for kids to see that community." In the summer, you can even find kids spending the day with their vendor parents, she says. "On my tours, I introduce kids to young adults who grew up at the Market and are now running their own businesses in the Market community."
And guess what? Pike Place Market might be more family-friendly now than ever before. Recent renovations aim to make it cleaner and safer without smoothing out its homespun edges, rooted in a Seattle once populated largely by farmers and fishermen. When the MarketFront expansion opens on June 29 (read more on that), families will have more locally produced food choices and a larger, open public space.

In honor of that historic expansion, here are insider tips you need to make the most of the Market this summer and far beyond.

**The littles: Short and sweet with lots of treats**

“Visiting the Market with kids is all about timing and being prepared,” Heather Chermak says.

To avoid overwhelming toddlers and preschoolers, either arrive early — just as the Market opens — or at the end of the day. “It’s easier to walk through the Market and see things,” she says. Later, when the crowds arrive, “there are also hidden hallways and quiet spaces to take a breather,” Chermak says.

Once you’ve parked (tips on that above), head to the south end of the Market, near Pike Street, where, if you’re lucky, the cash-only Daily Dozen Doughnut Company won’t have a long line. Give your little ones a boost so they can watch the doughnut robot make the delicious morsels. Order a mixed bag and eat the contents as you watch the fish-tossing show at nearby Pike Place Fish Market. While you’re there, play tourist and take some pics of your kids on Rachel the Pig.

Head to nearby Seattle Watercolors (in the Economy Market Building on Pike Street), which sells a Pike Place Market coloring book drawn by the owner’s daughter.

In the arcades, take time to enjoy the buskers (if you tip them, let your child put the money in their jars) and taste every available sample. Browse the Main Arcade for a fun souvenir and look for day-stall vendors who sell their wares with their babies strapped to their backs (the San Nicolas Book Art stall is one). Also keep an eye out for Adorable Seattle’s handmade stuffed animals.

When it starts to get crowded, cross Pike Place to the Sanitary Public Market Building. Look at the ostrich eggs at Pike Place Creamery and give your little ones time to play on the rocking
horses in front of the display case. Check out the live crabs in the neighboring tanks and take Post Alley to Beecher’s Handmade Cheese to watch cheese being made in 10,000-gallon vats.

Need a break? Head to the 2,000-square-foot rooftop Urban Garden (follow signs to Maximilien, then turn left before you get there). Here, your kids can run around and decorate the chalkboard replica of Rachel.

Local Color (corner of Pike Place and Stewart) is a good spot for a coffee fuel-up. The spacious gallery/coffee shop makes a great latte and has plenty of room to park a stroller.

Find a play stop at Boston Street Baby Store (Post Alley at Stewart), which boasts a train set children can play with while adults browse. Sugar up next door at The Chocolate Market, which sells traditional candy, fudge and unique treats like huckleberry popcorn and chocolate slugs.

On your way back to the car, explore the MarketFront plaza (open in June) and enjoy the view of Elliott Bay. Peek through the windows at Old Stove Brewing Co.’s automatic bottler and Indi Chocolate’s conveyor belt. But don’t push it: Unlike tourists, you don’t have to fit everything into one visit.

Pike Place isn’t just for tourists: These spots offer fun for all ages. Illustration: Alli Arnold
Grade-schoolers: Exploring 9 acres of adventure

If 100 elementary school classrooms can pull off field trips to Pike Place Market every year, you can do it with a grade-schooler or two. Scott Davies knows. As education program director at the Market, he’s an expert at engaging kids in its history. “With second-graders, we talk about community. Older students learn about history, too, and by fifth grade, we talk about business and entrepreneurship.”

Take your cue from Davies and prep kids about what they’ll see. Younger kids may be more likely to try a new fruit (all those samples!) when they know the vendor had a hand in growing it. Older kids are ready to understand the difference between chain stores and market stalls, and that each vendor runs their own small business.

Start your day with school-age kids by fueling up on coffee and cocoa (don’t miss the marshmallow bar) at Ghost Alley Espresso, next to the Gum Wall in Lower Post Alley. (Ghost Alley also conveniently sells gum.) Look for the nearby tiny pocket park and the dangerous-looking art fence surrounding a power substation at the south end.

Shop the Main Arcade, and try samples on offer including Pappardelle’s chocolate fettucine (high stall No. 8). Among the crafts tables, keep an eye out for Planet of the Puppets and fiber art fish from Rachael Just Creates among the crafts tables.

When it gets crowded, head “Down Under” to explore five floors of quirky shops and candy stores, possibly more of interest to kids of this age than the farmers market. Bring quarters for the Giant Shoe Museum (Lower Level 4, part of Old Seattle Paperworks) and coin-operated fortune tellers scattered throughout the lower levels. Kids are drawn to the preserved bugs and samurai swords at F & J Great Western Trading Co., and the stuffed-animal zoo and cat-themed everything at Merry Tails.

Golden Age Collectables serves the desires of fandom of all ages with everything from Funko Pop! dolls to movie scripts, alongside its comic book collections. Market Magic and Novelty is a must-visit. And kids will think they’ve truly found Diagon Alley when they see the bulk herbs and singing bowls at Tenzing Momo in the Economy Market Building.

For lunch, walk north on the cobblestones of Pike Place to the Soames-Dunn Building between Stewart and Virginia. There you can find Chinese street food — noodles and flat bread — and a
quiet courtyard at Country Dough. For a treat, find out whether Turkish Delight’s signature treat lives up to its Narnian hype (just south of Virginia on Pike Place), or quaff Rachel’s ginger beer instead of butterbeer. Take your selfies at Victor Steinbrueck Park before exploring the new MarketFront.

If older kids are ready to explore on their own, borrow one of Davies’ many scavenger hunt ideas, such as an A-to-Z food hunt or a stuffed pastry challenge: “Every culture has its own version,” he says.

One of Pike Place’s better known destinations, the Gum Wall is in Lower Post Alley. Illustration: Alli Arnold

Teens: Foodies in training, indie identities and busking

Teens are primed to explore the Market’s many subcultures. “Many Market businesses are so unique that they appeal especially to teens . . . they can find goods that express their personalities, their interests, their styles,” says Davies.
If you can get your teens out of bed early, have them watch a few minutes of the daily roll call, which is how the Market swings into action 363 mornings a year. Called up in order of seniority, day-stall craft vendors pick the location where they’ll sell that day.

Before exploring, build an itinerary with your teen based on their interest. If your teen’s a foodie-in-training, point them to Sur La Table — yes, it’s a national chain, but it began in 1972 on Pine Street as Seattle’s first kitchen store. For inspiration, explore one of four spice shops (MarketSpice near Rachel is a favorite) and ethnic grocery stores scattered throughout the Market. Consider timing your visit around an Atrium Kitchen program, where many of the events are free. All are listed in the Market’s online events calendar.

The lower levels are a collector’s paradise. Every day is Halloween at Orange Dracula, a self-proclaimed “Woolworths for weirdos” with a pinball machine and black-and-white photo booth. Holy Cow Records offers quality crate digging, while Chin Music Press sells Enfu posters alongside its own chapbooks and Asian-themed publications.

The north end of Down Under’s third level opens to Western Avenue, where the Market continues with more shops. Don’t miss Ugly Baby and La Ru, your one-stop shop for laser-eyed kitten T-shirts and roller-skating unicorn needlepoint kits.

Introduce budding leftists to the shelves at the anarchist collective Left Bank Books at 92 Pike St., where the inventory makes a political statement. Fuel gap-year dreams with cartographic art, guidebooks and travel literature at Metsker Maps on First Avenue.

Also, don’t miss one of the newest Market tenants: Eighth Generation. The gallery, located just above the Gum Wall, is owned by local artist Louis Gong, whose unexpected interpretations of native art traditions on goods ranging from sneakers to phone cases address questions of identity.

Lunch can double as a history lesson: Wade through the crowds in the Main Arcade to get to the Athenian Inn, which has served seafood at the Market since 1909. Or cross cultures and find Farvahar Persian Cafe in the almost-secret food court tucked behind Rachel’s Ginger Beer in Post Alley.

Finally, if your teen performs, he or she can actually join the Market community for a day (or more). Busking permits are available to anyone with any kind of performing talent for only $30.
per year from the Market office. Busking, in the spirit of the Market, is a summer job without a cubicle or a time card.

Fresh tips

In the summer, Wednesdays are the best day for visiting the Market. Cruise ships don’t stop in Seattle on Wednesdays, and an afternoon farmers market aimed at serving local families runs on Wednesdays from 3–7 p.m., through September.

Consider taking public transportation, but if you do drive, park in the Public Market Parking Garage at 1531 Western Avenue. The newly expanded, multilevel garage is one of the cheapest downtown. It is attached to the new MarketFront and connects to the main Market by a pedestrian bridge.

Before you do anything at the Market, grab a foldout map at the information desk at First Avenue and Pike Street. (Tip: Kids who ask nicely may receive a souvenir button with their map.)

Download one of the themed Pocket Guides online, including a handy public art cheat sheet. You can also use the Stqry app to find iconic artworks at the Market.

If it happens to be raining when you’re ready to take a break, head to the public seating in the waterfront viewing area near Sound View Café. If it’s sunny, head to the new MarketFront plaza where there will be lots of room to sit.

The Urban Garden is a peaceful spot for a picnic, but don’t pick the produce; this is a giving garden — all the food is grown for donation to the Pike Place Food Bank.

Just opened last year, Shug’s Soda Fountain & Ice Cream, on First Avenue, is a fun stop for an old-fashioned treat, as well as a coin-operated pony ride.

Reminder: Always ask before taking photos of vendors or their products — craftspeople can be protective of their designs — and always tip buskers if you take their photo.

Take a tour from the pros: Seattle by Foot’s two-hour Seattle Kid’s Tour is a behind-the-scenes intro to the Market and its community ($100/family).
On Saturdays in the summer, **Friends of the Market** offers an art and history-focused tour of the Market that welcomes families (adult $15; age 6-12 $8; under 6 free; reservation required).

If your highest priority is still to avoid crowds, go on a rainy weekday and not in the summer. But you already knew that, right?
The Market Grows

Lengthy feats of engineering, design, and the most granular of public input transformed an awkward wedge of land into a multi-level extension of Pike Place Market. Known as MarketFront, this assemblage of vendors, views, and (someday) a connection to our reimagined waterfront opens in June. Here’s what went into this massive undertaking—and what to expect when the doors open.

By Allecia Vermillion

2,000
Artifacts recovered from the dig: bits of bottle, an intact privy, and one porcelain doll head with an eerie connection to Seattle’s favorite tunneling machine—research showed the German doll’s brand name is Bertha.

Where, Exactly?
Behind the original market buildings; get to it from Western Avenue or by crossing the Joe Desimone Bridge from inside the market.

What’s Inside
Forty-seven more daytime stalls, 300 new underground parking spaces, and low-income senior housing. Plus a neighborhood services center and various open spaces with Rainier-Olympics views.

$74 MILLION
Total cost.

9 FEET
Distance between the lowest level of underground parking and the century-old BNSF Railway tunnel below.

In the new producers hall and adjacent restaurant space, food and drink businesses will make their wares right before your eyes.

Old Stove Brewing Co.
A range of 16 beers brewed, then served against an Elliott Bay backdrop. oldstove.com

Honest Biscuits
The flakiest of fresh-baked biscuits, adorned with anything from jam to fried chicken. honestbiscuits.com

Indi Chocolate
A miniature chocolate factory, complete with housemade sweets. indichocolate.com

Jarr and Co.
Seafood, preserved by chef Zoi Antoniades, also sits at adjacent restaurant Little Fish. jarrandco.com

PUBLIC MARKET CENTER

Farmer’s Market

MarketFront Milestones

November 1971
Seattle voters approve a historic district around Pike Place Market.

September 1974
A rear wing catches fire; without funds to rebuild, the parcel languishes for years as a surface parking lot.

Late 2000s
Plans to replace the nearby viaduct with a tunnel open up city, state, and federal funding possibilities.

June 2015
Excavation begins.

June 29, 2017
The official opening date for the market’s new wing.
Heritage House at the Market

Total grant: $26,000
Pike Market Senior Center

Total grant: $205,000
Food Access Program

Total grant: $25,000
Pike Market Food Bank

Total grant: $85,000
60 grants = $40,502

Community Safety Net
Total grant: $25,000
Neighborcare Health at Pike Place Market

Total grant: $315,000
Pike Market Childcare & Preschool

Total grant: $205,000
Helping the Market you love remain a thriving, caring community.

With your support, this year we granted $926,502 to vital services here in the Market. Your donations help make these services possible for our community.

PIKE MARKET FOOD BANK
37,604 VISITS

PIKE MARKET CHILDCARE & PRESCHOOL
tuition assistance for
66 FAMILIES

NEIGHORCARE HEALTH AT PIKE PLACE MARKET
28,000 HEALTHCARE VISITS

PIKE PLACE SENIOR CENTER
50,000 MEALS

THE FOOD ACCESS PROGRAM
$86,490 of FRESH PRODUCE to low-income shoppers

HERITAGE HOUSE AT THE MARKET
assisted living care for
73 RESIDENTS

CHIEF SEATTLE CLUB
a sacred safe spot for
1,024 NATIVE AMERICANS

COMMUNITY SAFETY NET
$40,502 in emergency financial assistance for
60 PEOPLE
Coming soon:
THE MARKET COMMONS,
a neighborhood center
in the heart of Pike Place Market
School Program: Show & Tell
Bertschi School connected with the Market community in special ways this school year.

Second Grade:
--Sept: In-class presentations; a day at Full Circle Farm in Carnation
--Early Oct: Tours of the Market
--Late Oct: A two-day mini-version of Pike Place Market called “Evergreen Market”
--Nov: Second graders present a check for the Foundation
--Jan: Reading buddies for the Preschool’s Rainbow Birds
--March: Wrote “Welcome” cards for all residents of the Western Avenue Senior Housing building
--May: Returned to the Preschool to read to the Rainbow Birds

Third Grade:
--Conducted a school-wide food drive for the Food Bank
Bertschi School’s Day at Full Circle Farm in Carnation

Junior farmers get their marching orders

Farmer Wendy explains how celery grows
Bertschi School’s late October “Evergreen Market” raised $1,548.65 for the Pike Place Market Foundation, a new record
Greeters with their mini-Rachels waiting for new customers (and donations)
Extended learning
What goods can you find in a market?

Why are markets important?

What kind of jobs do people have?
Teaching what the money buys + presentation of the check
January Reading Buddies for the Rainbow Birds
Field Trip Zoom Nov. 4 – A Virtual Classroom

--Theme: Food & Nutrition
--Two 50-min. presentations, 9:10 & 10:10
--Live stream to educators in the U.S. and Australia
--Guided walking tours to food businesses in the Market with a videographer using an iPhone; interviewed merchants, including:
   Simply the Best (preservation)
   Pike Place Fish (sustainability)
   Sunny Honey (bees as pollinators; honey-making process)
   MarketSpice (compare/contrast spices and herbs; health benefits)
   Pike Place Market Creamery (specialty food business)
   Frank’s Quality Produce (produce and personality)
--Interactive: Participants could type questions during the tours
See Some of our Zone Events:

Learn

FieldTripZoom Class

Saturday Jazz in the Atrium During Holiday Season

Dec. 10 – Ballard H.S.
Dec. 17 – Roosevelt H.S.

Garfield H.S., Dec. 3
Students or Teachers Had Family Connections in the Market

John Muir Elementary
4th grade teacher Jackie Osborn’s dad is Mike, co-owner of Sosio’s
Mark Conover’s grandson became his assistant when his second-grade class from The Evergreen School toured the Market.
A Chef Steps employee was a chaperone with The Evergreen School. He and his daughter painted the hallway wall together. Students had a chance to draw foods on the windows of Chef Steps.
Newspapers in Education – The Seattle Times
“One Market for All” April 26 (metrics to follow)

ONE MARKET FOR ALL

Become, the opening of the Market Thursday, June 29, 2017.

Lesson 1: Immigration

As the Market prospers, various newcomers to the area found opportunity selling goods at the Market. Italians, Sephardic Jews, Japanese, Filipinos and Hmong communities found new pathways at the Market.

Like many other groups who have immigrated to a new land, the newcomers arrived with the hope of creating a better life for themselves and their families. Some became farmers, others became fishermen, bakers and teachers. Each brought unique savoir to the Market. Through hard work and dedication, the challenges faced by these individuals helped form a strong sense of community within the Market.

People from all different cultural backgrounds have found refuge, peace and financial success selling their goods in the Market.

Materials Needed: Large world map and enough pieces of small pre-cut white construction paper and colored markers or colored pencils for each student; yarn & push pins

Pre-Discussion Questions or Journal Prompts:
- What is immigration?
- What are some reasons people come to the United States from other countries? (to escape war, famine, persecution, better jobs, to join relatives, etc.)
- When did your family immigrate here? Why did they leave their country?
- Do they have any personal stories or experiences to share?
- What obstacles might they face today?
- What are current issues facing immigrants right now in the U.S.?

Have students discuss what countries their family originated from, their cultural backgrounds and ethnicities, what brought their families here to Seattle?

Class Immigrant Map Activity

Students will draw their faces (self-portraits) on a small piece of white paper and color it. Help students face or turn their pictures, coloring them from the main country their ancestors came from. This will give them a glimpse into the diversity of their classroom and also the class's immigrant historical path.

Take some time to discuss the map. Did anything surprise them about this activity?

Final Discussion

What is the effect of immigration on American history and culture?
- What was the effect of immigration here at the Pike Place Market?
- What gifts and talents did immigrants bring to the Seattle area?
- How does the Market benefit from different cultural influences?
- How would the Market be different without cultural diversity? Would it still be unique? Would it still be a popular place for people to shop, eat and visit? Why or why not?

Video

Have students watch this new clip from KING 5 and KOMO NEWS (Feb. 12, 2017) at Pikes Place Market when employees and business owners stopped working for one hour to show support for immigrant communities.

Family Farmers Market Nights at Maple Elementary and Concord International School – Spring 2017

--in partnership with PCC and Solid Ground, along with Seattle Public Utilities
The Seattle Country Day School’s 2nd grade market May 5 collected $760.23 for the Pike Market Food Bank
DENALI’S
Freshly Squeezed
Lemon-Limeade
$1
Bottle refund 50¢
Gotta love that pink cash register!
The Bush School Third-Grade Market – June 2
Students learned to write a business plan, get a business license, and advertise their goods or services.
My product is a snowman. I made it in January. It was my favorite product because I loved the cold. The snowman is made with snow, a brick, and a box. It was hard because I had to be patient. I would make it every day until it was done. I would make it every week until it was done. My friends like it because it was cold. I would make it every day until it was done.
Food Drives for Pike Market Food Bank

Food Drive Stats:
--15 schools
--4,792 pounds of food donated
--based on a Feed America study in 2016, this poundage was valued at about $8,800
Statistics:
--108 classes served (101 tours) = 2,351 students
--76 in-class presentations
--26 public schools (9 north of ship canal, 17 south)
--20 private schools (8 north, 12 south)
--Grade levels = K-2 (1 class), multi-age 8-12 (1), one-two split (1), two (44), two-three split (3), three (43), three-four (2), four (13)

Additional Notes:
--Demand exceeded number of available tour dates
--Consulted with teachers at Catherine Blaine K-8 on how to create a market
--First class to explore the entire MarketFront site was from Loyal Heights, May 24
--Presented to an urban planning class at Seattle University and toured with them
--Dianna’s involvement included leading groups of children. She also presented to a class. She facilitated the opening and closing when we hosted the same class. She did some posts for the Teacher Blog. She is coordinating merchant thank-yous, and is working on lesson plans about creating your own business.
--New were lessons about farming, social services and the int’l touch kit
Schools/Programs New to our Education Program:
--Des Moines Elementary
--Fairmount Park (Seattle)
--CASCADE Parent Partnership Program
--SW Seattle Homeschool Group

Third-graders from Fairmount Park visit Woodring Orchards
Many thanks to our volunteer School Program Leaders:

Mark Ahlness  Amy Andersen  Laurie Bialik
Jacki Delecki  Don Elman  Linda Elman
Nancy Hambacher  Katrina Hamilton  Melinda Kmita
Sharron Kron  Megan Lee  Stephanie Neffner
Jessica Pichora  Ron Ranheim  Gloria Skouge
Thanks to Market merchants, members of the PDA Council, and others in the community for their support of the PDA’s education program.
The End
Pike Place Market
Evening Farmers Market
May 31, 2017
Opening Celebration

Evening Farmers Market
On Pike Place

Wednesdays | 3-7 PM
May 31 - September 27

Local Farmers • Fresh Produce • Flowers
Artisan Food • Live Music • Kids Activities

Debit/Credit and EBT Accepted at Info Tent
PIKEPLACEMARKET.ORG
KOMO-4 News covered the opening ceremony, including the Legacy Farmer Award presentation to Martin Family Orchards for 30 years at Pike Place Market, and the first annual “Cabbage Smash.” We also broadcast the ceremony using Instagram Live.
Instagram Takeover with Audra Mulkern (@rootedinthevalley), photographer and farmer advocate

Campaign reached over 116,000 people online throughout the day
Two winners of our “Female Farmers Rock” Bouquet Giveaway with Mary (flower farmer) and Audra
Quick FAQ

- Farm team is adding the Denny Regrade Market on 6/20
- Subscriptions to the CSA are up to 170
- Strong set of subscriptions from WIC / low-income shoppers
- Outreach to surrounding blocks by marketing team
- Weekly farm email to each farmers market & farm mailer in mailboxes

Coming up:

- Signage promoting seating and views on Pike Place
- Advertising for Farm Season to launch 7/23-9/16
Evening Farmers Market
Wednesdays • 3-7 PM
Pike Place Market

*Note: The bus window tops may open & close, rendering copy on windows illegible if open.