Market Programs Committee Meeting Agenda

Date: Tuesday, July 11, 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 Chair
   A. Approval of Agenda
   B. Approval of the Market Programs Committee Meeting Minutes for June 13th, 2017

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

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

4:30pm  IV. Reports and Discussion Items Emily Crawford
   A. MarketFront Advertising Report
   B. Sammamish Farm Ben Franz-Knight

5:40pm  V. Action Items

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

5:50pm  VII. Public Comment Chair

5:55pm  VIII. Concerns of Committee Members

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

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, June 13th, 2017
4:00 p.m. to 6:00 p.m.
The Classroom

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

Other Council Members Present:

Staff Present: Ben Franz-Knight, Lillian Sherman, Emily Crawford, Scott Davies, Kayln Kinomoto, Justin Huguet, Dianna Goodsell, Debra Benn, Karin Moughamer

Others Present: Joan Paulson, Chris Scott, Howard Aller

The meeting was called to order at 4:02 p.m. by Betty Halfon, Chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.
   
   B. Approval of the May 9th, 2017 Market Programs Committee Meeting Minutes
      The May 9th, 2017 Minutes were approved by acclamation.

II. Announcements and Community Comments
Howard Aller was astounded and amazed that PDA staff are reaching so many kids in so many different ways through education programming. He thanked the staff for doing a stunning job.

   Joan referenced the question for John Turnbull asked during the May 9th Market Programs Committee meeting with regards to the effort of providing buskers for the pavilion area. She suggested placing several signs throughout the pavilion that feature silhouettes of the musical sign with removable numbers and see how they work or don’t work over time.

   Betty Halfon welcomed the new PDA Executive Administrator, Karin Moughamer.

III. Programs and Marketing Director’s Report
Emily Crawford shared a Seattle tour guide printed in Japanese, featuring a Pike Place Market ad directing people to shops on lower levels. She noted this is an easy way to reach visitors and has shown to be a successful advertising opportunity.
Emily Crawford shared the Passport activity that will be used during the MarketFront Grand Opening, noting that it was designed by Justin Huguet. The goals are to help visitors explore the site by collecting stamps at a variety of stops. Completed passports can be turned in for a chance to win one of three prizes: A Market Charm, $100 gift basket full of items from the Market, and the Grand Prize featuring an overnight stay, a show, and a meal (locations TBD).

Emily Crawford introduced the new Communications and Marketing Associate, Kalyn Kinomoto and provided an overview of her responsibilities.

Three Richmond Public Relations Reports are included in the packet, including:
- Evening Farmers Market coverage
- Flower Festival coverage
- MarketFront coverage April – June 12, 2017

A separate Richmond report will be released after the MarketFront Grand Opening Ceremony.

Emily Crawford stated that the first annual cabbage smash was a success. The MarketFront has received a lot of good press. It was noted the The ParentMap article “Pike Place Market: Your Age-By-Age Guide to This Seattle Destination” is the best article on the MarketFront or Market that Emily has read to date. Special thanks to Scott Davies for guiding the reporter around the Market. Lastly, the Seattle Metropolitan article did a good job of encapsulating a complicated project in one-page.

Emily Crawford reminded Council of the MarketFront opening on June 29th, ceremony is from 2-2:30 pm.

Ann Magnano asked who Kalyn replaced and Emily Crawford responded Sue Gillbert Mooers, noting that the job titles and description are slightly different.

IV. Reports and Discussion Items
A. Market Foundation Cut the Pie Report was presented by Lillian Sherman of the Market Foundation.

Lillian Sherman reported on the following grants, stating that the Market Foundation has allocated a record $926K this year, with nearly $9M invested in community since 1984.

- Heritage House, $26,000 grant helped with call system and a new stove.
- Pike Market Senior Center, $205,000 grant helped with programs focused on physical activity including a partnership with the YMCA.
- Food Access Program, $25,000 grant.
- Pike Place Market Food Bank, $85,000 in grants. Lily Glover is their new manager and they are upgrading their no-cook bags, collected 324,000 pounds of produce donated by Market vendors, and are expanding access to Asian communities.
- Community Safety Net awarded 60 grants, up to $1,500, totaling $40,502. 15% increase in previous years went to aid individuals with housing, farmers dealing with crop challenges, and farmers with medical needs.
- Chief Seattle Fund, $25,000 to support their efforts with membership.
• Neighborcare Health received $315,000 to focus on new programs, including a 60% increase in HUD outreach visits to help chronically homeless individuals transition to housing.
• Pike Market Childcare and Preschool received $205,000 to subsidize care.
• Market Commons is under construction. Outreach will occur July – September in order to ensure this is a welcoming place for all. This project caused the Market Foundation to evaluate how to handle emerging needs from the community. To address this, the Community Impact Fund will allow the Foundation to hear about emerging needs, space to test and try things at a small level, evaluate, and identify where the program should be managed. Launch date is set for Fall 2017.

Betty Halfon asked for clarification on how the Market Commons will partner with organizations to present community programs.

Colleen Bowman asked to hear more about the Community Impact Hub, specifically on recording, tracking, and how to manage success.

Lillian Sherman responded by stating the Market Foundation expects to launch a revision of their granting system and the criteria used to assign grants focusing on honoring legacy grantors, how to handle big projects, and identifying emerging needs.

Patrice Barrentine stated that this work is impressive and that $1M in funding is amazing.

B. Education Program Report was presented by Scott Davies and included a PowerPoint presentation

Scott Davies highlighted the work of the Bertschi School. The year-long program started in September with an in-class presentation and included a visit to Full Circle Farm, the creation of the “Evergreen Market,” raising $1,548.65 for the Market Foundation, use of the International Touch Kit, Field Trip Zoom live streamed to educators in the U.S. and Australia, and readings at the Market Preschool.

A variety of programs were discussed including Saturday Jazz during the holiday season, One Market for All, Family Farmers Market Nights (a partnership with PCC and Solid Ground, along with Seattle Public Utilities), Seattle Country Day School’s market that collected $760.23 for the Pike Market Food Bank and the Bush School Third-Grade Market.

Food Drives for Pike Market Food Bank, 15 schools participated collecting 4,792 pounds of food with a value of $8,800 (based on 2016 Feed America study.)

Educational programs reached:
1. 108 classes served (101) tours = 2,351 students
2. 76 in-class presentations
3. 26 public schools (9 north of ship canal, 17 south)
4. 20 private schools (8 north of ship canal, 12 south)
5. 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)
Scott Davies ended by saying how thankful he was for volunteers, Market merchants and buskers.

C. Justin Huguet presented on Farmers Market Opening Night on May 31, 2017, noting that due to weather, it was the wettest winter in Seattle ever, farmers were there but many value added farm products were a big hit, including cherries from eastern Washington.

About a dozen farmers were present on opening night, which included a band, an opening ceremony, and presentation of the Legacy Farmer Award to Martin Family Orchards for selling produce at the Market for 30 years.

The first annual “Cabbage Smash” was a blast, which was captured by KOMO news and played on air. The ceremony remarks were broadcast on Instagram Live, which was viewed by a few thousand people. Huguet suggested bringing back the batter from the previous year to throw out the pitch the following year.

Marketing partnered with Audra Mulkern (@rootedinthevalley) for an Instagram and social media takeover. The campaign reached over 116,000 people online throughout the day and Audra posted videos and pictures of farmers and producers.

Marketing experimented with a flower giveaway, in which, through social media, a secret password (female farmers rock) was provided and the five winners used that to claim free flowers within 30 minutes.

Justin Huguet provided a quick update on behalf of the Farm team, which included:

- Denny Regrade Market is set to open June 20th but may be delayed due to Amazon biodome construction
- CSA subscriptions are at their highest levels with 170. Emily Crawford noted there is a strong set of subscriptions from WIC and low-income shoppers thanks to the outreach position in the Farm office, a new program. More details will be shared in July.
- Outreach increased for evening market, sharing materials with residential concierge’s within a six-block radius of the Market.
- Weekly farm emails are sent to site managers for each of the five downtown Markets with updates on what is fresh that week and which producers will be there.
- A direct mail piece was sent to 30,000 downtown residents (dropped the week prior to the first market) within the three zip codes surrounding the Market.
- New signage will be created to encourage visitors attending Evening Market to take in the views at MarketFront.
- Advertising for farm program will run July 23 – September 16th on King County buses.

V. Action Items
None

VI. Resolutions to be added to Consent Agenda
None
VII. Public Comment
Chris Scott thanked all the presenters on their work and is astounded by the work being done.

Howard Aller noted that today’s presentations are a good reminder that it isn’t just about cruise ships, throwing fish, and the gum, which are wonderful, but that’s not what Pike Place Market is about. Thank you.

VIII. Concerns of Committee Members
Colleen Bowman recommended these presentations go to full Council would like the PDA and Market Foundation to think creatively about how to let the public know all the work that’s being done through education, programs, and the Foundation. Betty Halfon agreed and encouraged the Marketing team to think about how to get more publicity for this work.

Betty Halfon suggested Emily Crawford condense the presentations and present at July 27 PDA Council meeting.

Chris Scott suggested a special edition of Market Insider that focuses on MarketFront Grand Opening and 110th Anniversary.

IX. Adjournment
The meeting was adjourned at 5:10 p.m. by Betty Halfon, Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
MarketFront 2017
Campaign Reporting
# 2017 Planning Parameters

| Objectives | Create excitement and build awareness of the new MarketFront  
|            | Drive visits to the new MarketFront |
| Targets    | Seattle locals  
|            | “New locals” (i.e. Amazon transplants who haven’t explored the city beyond SLU)  
|            | Shoppers who care about buying local, sustainability and community |
| Timing     | MarketFront: Late May – End of June |
| Geography  | Primary: Seattle  
|            | Secondary: Additional concentration in the following areas  
|            | • Downtown (Belltown/Lower Queen Anne; South Lake Union; First Hill; Capitol Hill |
| Working Media Budget | $77,727 |
Mobile Display
Topline Results

- **Tactic Overview**: Hyperlocal geo-fencing to reach mobile consumers when they are within a specific radius of key locations:
  - Locations include: PCC, Amazon (SLU), Whole Foods (UW), PPM Express Markets
- Overall, the mobile campaign has delivered 530k impressions, 1,173 clicks, and a great 0.22% CTR (145% higher than the national average of 0.09%)!
• **Top Targeting:**
  • Lower Queen Anne QFC 0.26% CTR (188% higher than the national average of 0.09%)
  • SLU Market 0.25% CTR (177% higher than the national average)
  • SLU Whole Foods 0.24% CTR (166% higher than the national average)
    • This location generated the highest number of clicks, likely due to the high volumes of people in this area daily.
  • Belltown Market 0.23% CTR (155% higher than the national average)
Paid Social
Topline Performance

- **Spend**: $7,924.57 ($3.52 in savings)
- **People Reached**: 341,423
- **Impressions**: 1,150,946
- **Clicks**: 12,693
- **Cost Per Click**: $0.62
- **CTR**: 1.10%
Targeting Overview

Pike Place Summer 2017_Buy Local
Location - Living In: United States: Seattle (+10 mi) Washington
Excluded Connections: Exclude people who like Pike Place Market
Age: 18 - 49
People Who Match: Interests: Organic food, Environmentally friendly, PCC Natural Markets, Food & Wine, Shopping and fashion, ShopLocal, Sustainability, Sustainable living, Cuisine, Local food, Shopping, Food, Trader Joe's, Sustainable development, Whole Foods Market, Farmers' market, Recipes, Foodie, Gourmet, Cooking, Whole food, Natural foods or Food and drink, Behaviors: Natural and organics, Shoppers, Fresh produce, Above average spending or Fresh & healthy

Pike Place Summer 2017_Current Fans
Connections: People who like Pike Place Market
Age: 18 - 49

Pike Place Summer 2017_Express Market Locations
Location - Recently In: United States: Latitude 47.62 Longitude -122.34 Seattle (+1 mi), 600 4th Ave, Seattle (+1 mi), 410 Terry Ave N, Seattle (+1 mi), Latitude 47.61 Longitude -122.33 Seattle (+1 mi) Washington
Excluded Connections: Exclude people who like Pike Place Market
Age: 18 - 49
People Who Match: Interests: Shopping and fashion or Shopping

Pike Place Summer 2017_Location-Based
Location - Recently In: United States: 85 Pine St, Seattle (+1 mi) Washington
Excluded Connections: Exclude people who like Pike Place Market
Age: 18 - 49
Target Performance – Facebook

**Buy Local**
- Reach: 122,832
- Clicks: 4,518
- CTR: 1.70%
- CPC: $0.36

**Current Fans**
- Reach: 35,659
- Clicks: 2,511
- CTR: 0.84%
- CPC: $0.56

**Express Markets**
- Reach: 72,324
- Clicks: 2,068
- CTR: 1.38%
- CPC: $0.68

**Location-Based**
- Reach: 59,400
- Clicks: 1,450
- CTR: 1.33%
- CPC: $0.79

- Overall, the Facebook placements performed better than the Instagram placements, generating significantly higher click volumes.
- **Buy Local** was the best performing Facebook target with 4,518 total clicks and a $0.36 CPC.
- Followed by the **Current Fans** Facebook target with 2,511 clicks and a $0.56 CPC.
Target Performance – Instagram

- **Buy Local**
  - Reach: 88,861
  - Clicks: 1,372
  - CTR: 0.78%
  - CPC: $0.75

- **Express Markets**
  - Reach: 33,460
  - Clicks: 298
  - CTR: 0.55%
  - CPC: $1.62

- **Location-Based**
  - Reach: 26,508
  - Clicks: 266
  - CTR: 0.68%
  - CPC: $1.63

- **Current Fans**
  - Reach: 20,701
  - Clicks: 210
  - CTR: 0.68%
  - CPC: $1.77

- Similar to the Facebook targets, **Buy Local** was the best performing Instagram target with 1,372 total clicks and a $0.75 CPC.

- Due to low click volumes over the course of the campaign, we paused out the **Current Fans, Express Markets & Location-Based** Instagram targets.
We saw great reach and delivery right out of the gate, with CPCs under $1 within the first couple of days of the flight.

Click volumes stayed stable throughout the first month, with a major lift during the first two weeks of June, after the new ad copy was introduced. As the lift began to stabilize (a result of the ad copy losing traction slightly), we did see a slight drop in clicks. However, performance took off during the last week of the campaign as we neared the MarketFront grand opening, with an all-time high on 7/1!
Creative Performance
Buy Local Facebook Target

Top Performer:

**Pike Place Market**
Sponsored -

Holy Mackerel! It's Finally Here!

**Dates:** 6/27 – 7/2
**Reach:** 39,108
**Clicks:** 1,117
**Cost Per Click:** $0.27

**Pike Place Market**
Sponsored -

Holy Mackerel! It's Finally Here!

**Dates:** 6/5 – 6/16
**Reach:** 46,375
**Clicks:** 1,179
**Cost Per Click:** $0.25

Come explore your NEW Pike Place MarketFront!
More artisan vendors, new public art, and Rainier-to-Olympic views!

MARKETFRONT.ORG

Learn More
Creative Performance

Current Fans Facebook Target

Top Performer:

**Holy Mackerel! It's Finally Here!**

Come explore your NEW Pike Place MarketFront!
More artisan vendors, new public art, and Rainier-to-Olympic views!

**Dates:** 6/5 – 6/16
**Reach:** 24,684
**Clicks:** 682
**Cost Per Click:** $0.44

**Pike Place Market**
Sponsored ·

**Holy Mackerel! It's Finally Here!**

Come explore your NEW Pike Place MarketFront!
More artisan vendors, new public art, and Rainier-to-Olympic views!

**Dates:** 6/27 – 7/2
**Reach:** 19,787
**Clicks:** 410
**Cost Per Click:** $0.49
Creative Performance
Express Markets Facebook Target

**Top Performer:**

Pike Place Market
Sponsored -

Holy Mackerel! It's Finally Here!

- **Dates:** 6/5 – 6/16
- **Reach:** 28,871
- **Clicks:** 608
- **Cost Per Click:** $0.45

Pike Place Market
Sponsored -

Come meet your EXPANDED Pike Place Market!

- **Dates:** 5/16 – 5/23
- **Reach:** 5,384
- **Clicks:** 93
- **Cost Per Click:** $0.53

Come explore your NEW Pike Place MarketFront!
More artisan vendors, new public art, and Rainier-to-Olympic views!

MarketFront Grand Opening June 29th

MARTKETFRONT.ORG

**Dates:** 6/5 – 6/16
- **Reach:** 28,871
- **Clicks:** 608
- **Cost Per Click:** $0.45
Creative Performance
Buy Local Instagram Target

**Top Performer:**

**Dates:** 6/27 – 7/2
**Reach:** 9,586
**Clicks:** 67
**Cost Per Click:** $0.58

**Dates:** 6/5 – 6/16
**Reach:** 32,802
**Clicks:** 367
**Cost Per Click:** $0.66
Placement Performance

- Facebook placements drove most of the reach and clicks. Instagram did not garner quite as much delivery or clicks due to the platform’s algorithm shifting budget to the better performing Facebook placements instead.
Demographic Performance

12,693 Results: Link Clicks  341,423 Reach

• The highest amount of clicks came from W35-44 (18% of reach / 24% of clicks), followed closely by W25-34 (23% of reach / 23% of clicks)

• Overall clicks and reach were female-dominated women (59% of reach / 67% of clicks)
### Traditional Media

#### Reach Summary

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THANK YOU!