

The Market Insider

Monthly news for tenants of the Pike Place Market PDA

June 2011

Promoting the Market During Renovation

Since the beginning of the year, Phase II renovation has been at its height of activity and overall disruption, with the First & Pike entrance closed to traffic and with many businesses in the Corner, Sanitary, First & Pine, and Triangle Buildings temporarily relocated or closed. In addition to creating and posting signage directing shoppers where to find shops that temporarily moved, the PDA spread the word about the Market—and the fact that we were mostly open during renovation—in a variety of ways.

In January, we began a six-month event called *Around the Market in 80 Minutes*. This series of adventure games, designed to steer players to businesses around the Market (especially to businesses and buildings affected by

renovation work), was enjoyed by hundreds of participants each month. Each month, a Sunday was devoted to the adventure game with new clues and new locations each month.

The games were promoted on radio ads on a handful of local stations, on our website, by press releases, and through social media—our popular Facebook page and Twitter feed. (We now have over 111,000 people who've "liked" the Market on Facebook!) We also promoted *Around the Market* via Freshwire, our monthly electronic newsletter that is emailed out to nearly 9,000 readers who have signed up on our website to receive it.

A number of other events have also been promoted this year, including Rachel's return, Daffodil Day, and Flower

Festival (held Mother's Day weekend). We sent out press releases, included details on our website, and posted event information on Facebook and Twitter—all tagged with an "open during renovation" message.

Farm Season Advertising Starting Soon

We're now well underway with production of our farm season advertising. Look for ads this summer promoting farm season on downtown busses and on Facebook, as well as banners appearing on lightpoles in the Market. We'll also be mailing information to residents and delivering information to local employers to distribute to their employees.

Around the Market in 80 Minutes on June 26

The final *Around the Market in 80 Minutes* takes place in June. This series of monthly adventure games, designed to introduce participants to businesses around the Market (especially businesses and buildings affected by renovation work), began in January. The final game is Sunday, June 26. For more information, visit pikeplacemarket.org.

Co-op Advertising Funds Available

PDA commercial and daystall tenants who advertise should take part in the PDA's Co-op Advertising Program. We'll reimburse you for a portion of your advertising costs. Money is still available for advertising this year. Funds are first-come, first-served, so we encourage you to find out how this program can help you advertise your business to more potential shoppers. Contact Sue Gilbert Mooers at 774-5259 or sue@pikeplacemarket.org

Early Bird Parking Now \$10

Rates at the Public Market Parking Garage traditionally change for the summer season based on demand. Rates have changed to \$10/day for Early Bird parkers who are in before 9:30 a.m. This is still a better rate than paying long term by the hour, which is \$4/hour. Rates will be adjusted again in September.

Farm Days Begin in June: Here and Other Nearby Locations

While we're fortunate to have farmers at the Pike Place Market year-round, farm season really kicks off each year in June. This year, Farm Days on the Cobblestones begins Sunday, June 12, and runs through Sunday, September 25. During that time, farmers will set up on the street on Wednesdays, Saturdays, and Sundays. On Sundays, the north end of the street is closed, creating a pedestrian plaza perfect for shopping. On most Sundays, chef demos take place at noon and 2:00 p.m.

Pike Place Market Express also begins this month. For several years, we've had

remote markets at nearby locations, offering Market farmers additional selling opportunities.

Pike Place Market Express at City Hall Plaza has been quite successful the last two years. It is held on Tuesdays from 10:00 a.m. - 2:00 p.m. City Hall Plaza is located at 600 Fourth Avenue between Cherry and James Streets.

We're still finalizing details on the location of our second remote market. We'll update you in future issues, or check pikeplacemarket.org and look under Events for the latest news about farm days, chef demonstrations, and remote markets.

Market Fresh Coupons 2011

Market Fresh Coupons help those who need assistance eat healthy and nutritious fresh produce throughout the year.

The 2011 "Broccoli-Berry Buck" Market Fresh Farm coupons will be distributed on June 1, and will be good through November 30, 2011.

The "Banana-Beet Buck" Market Fresh Highstall coupons will be distributed on November 15, and will be good through May 31, 2012.

Farmers and highstallers can redeemed them with the PDA cashier through June 30, 2012. These coupons feature new artwork designed by David Dickinson of the Daystall staff.

Changes Approved for Daystall Rules & Regulations During Review Process

The annual Daystall Rules Review process reached completion this year when the PDA Council approved changes at their April 28 meeting. Copies of the updated Daystall Rules & Regulations are available at PDA Front Desk, outside the Daystall Office, and on the Market website (www.pikeplacemarket.org/applications_permits/become_a_craftperson). Following is a brief summary of the rule changes that passed.

- The wording “or public health and safety” was added to Operating Rules/Conduct of Business/ Violation of Federal, State, and Local Laws and Ordinances on page 12.
- Proper storage of carts and non-interference with Market operations was added on page 11.
- The wattage allowance for display lights was increased from 150 watts to 300 watts following recent technical upgrades in the North Arcade. Tenants are encouraged to use energy efficient fixtures. Amended rule found on page 9.
- Tenants who are past due to the point of being ineligible for set up three times in any 12-month period may be placed on a mandatory structured payment plan at the discretion of the Market Master. New rule found on page 7.
- The allowance under Farm Permits for wild harvested, non-cultivated gathered products by a permitted farmer on any piece of land on which s/he has verifiable permission to harvest was increased from 25% to 50%. Amended rule found on page 26.
- Following the recent renovation of the Pike Place Market Hillclimb, two new busker spots have been created. New rule found on page 41.
- In response to proposals from the busker community, restrictions on the busker spot under the clock have been relaxed with the stipulation that the Market Master may apply restrictions on buskers who demonstrate a pattern of not managing that spot well. Additionally, three or four persons may play the spot provided they face out to the street. Amended rule found on page 40.
- Craftspeople are no longer required to notify the Market Master in advance when using the craft rule that allows permit holders to spend a vacation week for Saturday attendance. Amended rule found on page 13.

Daystall Rules Review is an annual public process and anyone may submit rule change proposals. For more information about the Daystall Rules or the annual Rules Review process, please contact David Dickinson at 774-5224.

Need more info?

Call the PDA office if you have questions or need more information.
206.682.7453
pikeplacemarket.org



Staff Comings & Goings

Welcome to **John Leonard**, Operations Specialist in the Maintenance department.

Best wishes to **James Haydu**, former Director of Marketing and Communications, on his future endeavors.

Merchant News

There are several web sites and e-mail newsletters related to small businesses and commerce in Seattle that may be helpful for Market business owners.

One is the *Grow Seattle Daily Digest* through the Seattle Office of Economic Development. This digest includes articles that connect to other online journals and newspapers such as the Seattle Times, NY Times, Wall Street Journal, and Daily Journal of Commerce. Many of these articles are related directly to business in Seattle, while other topics relate to business and small business in general. Subscribe at www.seattle.gov/economicdevelopment; click on the

Business Services Portal and sign-up for the *Daily Digest*.

Another helpful newsletter is from the Downtown Seattle Association (DSA). The DSA focuses on “championing a healthy vibrant urban core.” Their informative newsletter keeps readers up-to-date on issues affecting the downtown area. The DSA is “focused exclusively on making Downtown Seattle a great place to live, work, shop and play through advocacy, business development and marketing.” Read their monthly newsletter at www.downtownseattle.com. Under Quick Links, click on DSA Newsletter.

Mark Your Calendars

PDA Meetings & Events

In the PDA Conference Room unless noted.

June 13	<i>Capital Renovation: 4:30 p.m.</i>
June 14	<i>Strategic Planning: 4:00 p.m.</i>
June 16	<i>Operations & Communications Committee: 4:00 p.m.</i>
June 21	<i>Finance & Asset Management Committee: 4:30 p.m.</i>
June 22	<i>Executive Committee: 7:30 a.m. in the Goodwin Library</i>
June 30	<i>PDA Council: 4:00 p.m.</i>

Downtown Conventions - June 2011

June 1 - 4 <i>Glass Art Society</i> 1,800 attendees	June 16 - 17 <i>Washington State Dental Association</i> 9,000 attendees
June 2 - 11 <i>American Society of Neuroradiology</i> 2,000 attendees	June 19 - 24 <i>IEEE Computer Society</i> 1,500 attendees
June 11 - 15 <i>AcademyHealth Annual Meeting</i> 2,000 attendees	June 24 - 19 <i>American School Counselor Association</i> 1,500 attendees
June 12 - 15 <i>APSE - The Network on Employment</i> 500 attendees	