

The Market Insider

Monthly news for tenants of the Pike Place Market PDA

December 2011

Enthusiastic Community Effort Underway to Promote Holiday Parking Promotion

The holiday parking promotion we announced in our last issue has been expanded: we are now offering two hours free parking every day from December 1 - 15. On those days, shoppers can receive two hours of free parking at the Public Market Parking Garage by showing \$30 in receipts from Market businesses at the Market Information Booth. Hours of the offer are 10:00 a.m. - 6:00 p.m. As a reminder, Market business owners, employees, and family members are not eligible to participate in the holiday parking promotion, which is intended to bring more shoppers to the Market.

We are promoting the offer to existing Market customers and to downtown and area shoppers with 15,000 bookmarks that feature an attached holiday button.

We were greatly helped by members of the Pike Place Producers, a group of craftspeople who have joined together to promote crafts businesses at the Market. They led the effort of many craftspeople and agents who hand applied most of the buttons to the bookmarks, and are assisting in distribution as well.

Daystall and commercial businesses were offered the bookmarks as bag stuffers for

existing customers and street teams were formed to hand these out to downtown shoppers during weekday lunch hours. We've also reached out to a number of downtown businesses who will distribute them to their employees.

We'll also promote the offer via radio advertising, through our electronic newsletter, with Facebook and Twitter postings, and with posters.

We hope this promotion helps bring many more shoppers to the Market this season, and we thank the Pike Place Producers and everyone who has helped promote the Market and our holiday offer.

Closed Christmas Day & New Year's Day

The Market is closed on December 25 and January 1. We wish everyone a happy and successful holiday season and New Year.

Fulfill a Wish on the Giving Tree

The Market Foundation invites you to share the spirit of the holiday season by visiting their annual holiday Giving Tree (located DownUnder near the Giant Shoe Museum) and selecting a wish or two from a low-income member of the Market community. If you have questions, contact Rainelle Sizemore at rainelle@pikeplacemarket.org or 774-5262.

First in a New Series: Meet the PDA Facilities Team

You see them always on the go in the Market and they're dependable help for tenants and staff. Meet the PDA Facilities team, led by 26 year PDA veteran Jeff Jarvis. This department works around the clock in three overlapping shifts, ensuring that someone is always on hand in the Market for cleaning and other necessary assistance.

The day shift primarily takes care of garbage and recycling tasks, as well as cleaning bathrooms. They oversee our landscaping—seasonally planting flowers and plants in rooftop planters and by the Public Market Parking Garage, and maintaining the irrigation system. We've received compliments for the Market's blooming flowers from shoppers and from tenants. "More planting is planned for the Hillclimb in the near future," Jeff reports.

Facilities, on next page



Night/grave shift (above): Anthony Pardi-Tangeman, Dewitt Burke, Diego Sanchez Quiroga, Boleslav "Boris" Gasiewicz, Paul Wade, Dave Hinz, Bryant Whitfield, Tim Cronk. Not pictured: Gar Massey, Daniel Reddin, John Johnson, John White, June Geronimo, Luis Etheridge and Greg Bodourian.

Day shift (to right): Andy Johnson, Justin Philbrick, Jay Harris, Lilia Avaria, Chad Blake, Mike Gray, Jeff Jarvis, Michael Larson. Not pictured: Edward McCormick and B. James Stimac.



Facilities, from front pg

The day shift also assists PDA staff with special events as needed. For our outdoor holiday décor, they installed the large fruit on the rooftop.

Deep cleaning happens at night by hard work from both the graveyard and night shift. "They are really the stage hands that put the Market back together for business the next day," says Jeff. In addition to scrubbing and mopping the floors and walls, they disinfect, clean light shades, and complete high dusting in the common areas. Since the night crew is here after most of us have gone for the day, they often serve as tour guides. "Where's my tile?" is a question they often receive.

Facilities also maintains and replaces lighting in the common areas. They worked closely with Maintenance about six years ago to update all of the Market lighting to energy efficient bulbs.

The department also coordinates the activities of the loading dock on Western Avenue where mixed recycling, compostables, cardboard, and electronics are stored and later removed by vendors. They work with restaurants to have used cooking oil delivered to the Stewart House or Sanitary garbage rooms for recycling into biodiesel.

Facilities works with Security and Maintenance staff when

there's a report of floods, a slip and fall, or other emergency situation. In most cases, floods should be reported immediately to the Maintenance department (774-5276) while slip and falls and other emergencies should be reported to Security (682-2253). It's then Facilities' job to step in and clean up. They also clean any reported grease spills and apply degreasing materials to floors and walkways. "We really look at what we can do to keep areas safe," added Jeff.

Keeping the Market clean and safe is indeed a priority for the PDA. The hard work of the Facilities team contributes toward this goal every hour of every day. And all this work adds up: Jeff reports that just under 2,000 tons of garbage goes down the chute every year, while we recycle more than 300 tons of cardboard and 600 tons of food waste and other compostables annually. About 12,000 gallons of cooking oil is recycled each year. Another important statistic—at least for Jeff, since he orders supplies—is that the Market uses an estimated 13 million feet of toilet paper a year. In fact, Jeff can often tell how busy the Market has been by toilet paper use!

If you have questions or would like to report something to Facilities, please call the PDA front desk at 682-7453 or Jeff Jarvis at 774-5241.

Daystall Updates

New Roll Call Time Jan. 2

Starting January 2, roll call times are as follows:

Mon - Fri	9:30 a.m.
Saturday	9:00 a.m.
Sunday	10:00 a.m.

Off-Season Rental Rates Start in January

The following off-season rates will be in effective from January - March:

Mon - Thurs	\$6.10
Friday	\$16.10

Saturday	\$21.10
Sunday	\$11.10

Input on Rules Review

The deadline for rule change proposals for the 2012 Daystall Rules Review process is Friday, January 6. Proposals must be submitted on a form available at the PDA front desk or outside the Daystall office. If you have questions, contact David Dickinson at davidd@pikeplacemarket.org or 774-5224.

Merchant News

DownUnder Open Late through December

Holiday hours for the Down Under have been revised. DownUnder and Flower Row will be open until 7:00 p.m. until January 1.

Daystall Tenants in Economy Arcade

Welcome to the daystall tenants that are temporarily setting up in the vacant space in the Economy Arcade this holiday season. We are thankful to have some great products keeping the spaces filled through the holidays and Phase III of the renovation.

Lower Your Energy Use and Earn Rebates

Thinking about remodeling or purchasing new equipment? Why not go green? Through Seattle's Community Power Works program, qualifying business can get rebates

of \$1,000 or more in addition to a 4% interest rate loan for making improvements that reduce your energy use.

Energy use is a major operating expense for food service businesses, equal to about 50% of profits or 5% of sales. In a grocery store, refrigeration and lighting make up over 60% of total energy use.

There are five steps to participating: 1. Get a free business energy assessment; 2. Select energy-saving upgrades to cut energy use by 15% or more; 3. Take advantage of rebates, cash incentive, and loans to cover up to 100% of upgrade costs; 4. Work with pre-approved contractors to do the job; and 5. Tell your customers and community.

This program was established through a grant awarded to the City of Seattle. Find more information at www.communitypowerworks.org.

Mark Your Calendars

PDA Meetings & Events

In the PDA Conference Room unless noted.

December 1	<i>Operations & Communications Committee:</i> 4:30 p.m. (note time change - this month only)
December 5	<i>Capital Renovation:</i> 4:30 p.m.
December 6	<i>Strategic Planning:</i> 4:00 p.m.
December 7	<i>Executive Committee:</i> 7:30 a.m.
December 13	<i>Finance & Asset Management Committee:</i> 4:30 p.m.
December 15	<i>PDA Council:</i> 4:00 p.m.

Downtown Conventions - December 2011

December 2 - 3
Washington Association of Criminal Defense Lawyers
225 attendees

December 9 - 11
USA National Club Cross Country Championships
500 attendees

December 12 - 15
American Wind Energy Association
600 attendees

Need more info?

Call the PDA office
206.682.7453
pikeplacemarket.org

