

The Market Insider

Monthly news for tenants of the Pike Place Market PDA

February 2011

Around the Market in 80 Minutes: Promoting the Market During Renovation

To promote that the Market is open during renovation and to guide shoppers around the Market (especially to affected businesses and buildings), the PDA has planned a series of six adventure games called "Around the Market in 80 Minutes."

The adventures are open to the public and are free-of-charge. Participants are invited to test their Market knowledge and have fun, while competing for one daily prize.

Clues will be given to participants who must locate five check-in points around the Market to be eligible to receive a prize package awarded to

each event's winner. "Around the Market in 80 Minutes" will take place the last Sunday of each month from January-June except in April, when the event will be held April 17th (to not conflict with Easter Sunday).

Ten merchants will be featured each month. Businesses affected by renovation were invited to participate in the first month's game, while businesses highlighted for future months will be lined up soon.

The games will be promoted by paid advertising on local radio stations, and with multiple mentions on Facebook and

Twitter and by email (including the Market's electronic newsletter called Freshwire). Pressreleases have been sent to many media resources.

A complete description of the promotion and rules can be found on the Market website at pikeplacemarket.org/news_events/aroundthemarketin80minutes. A check-in tent will be under the Market clock on game days from 11:00 a.m. - 4:00 p.m.

A prize package will be given to the winner of each day's game. The prize consists of gift cards and gift certificates

Around the Market,
cont. on back

First & Pike Entrance Closed due to Renovation

The First & Pike entrance to the Market continues to be closed to through traffic from 6:00 a.m. - 6:00 p.m. on a daily basis.

Deliveries can be made at this entrance, but vehicles must exit out First & Pike (driving through Pike to Pine is not allowed). In addition, no parking is available in this area. This closure is necessary because of the amount of construction activity in the area and as a safety precaution for shoppers.

More shoppers are in the street because sidewalks are closed and because mobile units are on the street, serving as temporary homes for several businesses from the Corner Market and Sanitary Market Buildings.

Market Pedestrian Counts Planned for Every Quarter in 2011

For many years, the PDA has conducted pedestrian counts three or four times per year, usually on a quarterly basis.

The counts are conducted by members of the Senior Center who are hired for the day. They are located at Market entrances from 9:00 a.m. - 5:00 p.m. on count dates. Using a hand-held clicker, they count the number of people entering the Market.

The counts for the day typically vary widely, based on the time of year and the weather.

The PDA Council and some merchants find the information gathered to be extremely helpful.

For instance, for the last few years, Cynthia Hope of Hands of the World has done her own store counts on the day Market pedestrian counts are tal-

lied. Cynthia explains, "I use the ped counts to measure the performance of my store and advertising by comparing the percentage of people coming in the store versus the Market, as well as the rate and dollar value of sales per customer. I have learned quite a bit from this comparison and find it invaluable."

If you're interested in conducting your own in-store count and would like to know more about what Cynthia does, you are welcome to call her at the store at 622-1696.

In 2011, the Market pedestrian counts will take place the following dates:

Saturday, February 26

Wednesday, May 25

Sunday, August 14

Thursday, December 22

Give Your Input on Proposed Daystall Rules Changes

Each year, the PDA conducts a public review process of the Daystall Rules and Regulations, which cover all daystall activities (for farmers, craftspeople and performers) in the Market. During this time, anyone in the Market community as well as members of the public may submit rule change proposals and/or may offer comment on existing rule change proposals.

As we reported in the last Market Insider, this year's deadline for proposals was January 7. Copies of Daystall Rules Review materials and the proposals that have been made for this year are now available at the PDA front desk,

Rules Review, *cont. on back*

Around the Market,
from front

purchased from a variety of Market businesses. Note that PDA employees, Market business owners, and their immediate families are welcome to play the game, but are ineligible to receive prizes.

If you have questions or would like more information, please call Ryan Hostetler at the PDA at 774-5278.

Mark Your Calendars

PDA Meetings & Events

In the PDA Conference Room unless noted.

February 8	<i>Strategic Planning: 4:00 p.m.</i>
February 10	<i>Operations & Communications Committee: 4:00 p.m.</i>
February 14	<i>Capital Renovation: 4:30 p.m.</i>
February 15	<i>Finance & Asset Management Committee: 4:30 p.m.</i>
February 16	<i>Executive Committee: 7:30 a.m. in the Goodwin Library</i>
February 17	<i>PDA Council: 4:00 p.m.</i>

Downtown Conventions - February 2011

February 5 - 8 <i>Urban Expressions Winter Gift Show</i> 10,000 attendees	February 23 - 27 <i>Northwest Flower and Garden Show</i> 60,000 attendees
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Need more info?

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



Rules Review, *from front*

in the info rack outside the Daystall office, and on our website at pikeplacemarket.org/applications_permits/rulesreview.

The Daystall Rules regulate three types of permits in the Market: farm permits, craft permits, and busker permits. The annual review process provides continuing re-evaluation to assure the rules stay current and address emerging problems or issues, keeping the Daystall rules in a state of work in progress.

In 1971, there were 17 rules on one page, and 40 years later there are 46 pages of Daystall rules. For fun, some of those 1971 rules include: *Footwear worn at all times; Rental fee \$2.00 per week day and \$3.00 on Saturday; and No children behind table.* (In fact, a good number of the friendly faces that you will see in the North Arcade actually grew up behind those tables!)

Rules cover customer service, display guidelines for vendors, table assignments, attendance for vendors, product guidelines and more. A significant portion of the rules basically address how to operate businesses in a way that does not interfere with your neighbor's business, as each four foot table is shoulder-to-shoulder with the next. Proposals in this year's process include everything from minor wording tweaks, to performance locations adjustments and vendor attendance changes.

To learn more about this year's proposals or to share your comments about them, please join us for one of these public meetings:

Rules Review Calendar

Upcoming dates for the rest of the Rules Review process:

February 2 at 5:00 p.m.
Daystall Community Meeting in Goodwin Library
Community comment session regarding proposed rule changes.

February 10 at 4:00 p.m.
Operations & Communication Committee: Short Presentation of Proposed Rules
Daystall staff will present a draft of proposed rule changes to Council members.

February 24 at 5:00 p.m.
Deadline for written responses to draft rules proposals.

March 1
Final draft proposals available at PDA Front Desk.

March 17 at 4:00 p.m.
PDA Operations & Communications Committee: Presentation of Rules for Full Discussion
Public hearing on recommended changes.

March 31 at 4:00 p.m.
PDA Council Meeting.: Rules Presentation and Final Approval
The PDA Council will vote on the proposed recommendations.

Complete proposals and other information about the Rules Review process are on our website at pikeplacemarket.org/applications_permits/rulesreview. Questions can be directed to David Dickinson at davidd@pikeplacemarket.org or 774-5224.