

The Market Insider

Monthly news for tenants of the Pike Place Market PDA

January 2011

Preparing for Challenging Renovation Impacts in the Months Ahead

In mid-December, PDA Executive Director Ben Franz-Knight sent a memo to all Market community members that outlines the work that's scheduled to take place in January and February, which are traditionally the Market's slowest months. We've scheduled a great amount of renovation work—including a significant amount of business moves/closures and street impacts—during this time.

As Ben wrote, "We will be

doing everything we can over the next few months to mitigate the impacts of construction including marketing, promotions, temporary signage, business relocations and temporary business closures."

Attached to the memo was a street map showing the anticipated impacts, a timeline of major projects, and an outline of marketing, promotions, and signage planned for the first quarter of 2011. The memo and documents can be found

on the Market website at pikeplacemarket.org/renovation/tenant_information

In addition, Ben announced two town hall meetings set for January to review the status of construction and provide a setting to hear public concerns and ideas. Please join us on Wednesday, January 5 at 8:00 a.m. or Thursday, January 6 at 6:00 p.m. in the PDA Conference Room.

Closed New Year's Day

The Market will be closed on Saturday, January 1. Commercial businesses that have their own exterior door are welcome to open if they choose. We wish you all a great year in 2011.

2010 Co-op Due By January 6

A reminder that any 2010 ads you'd like us to consider for co-op reimbursement must be turned in by January 6, 2011. If you have questions about the program, please contact Sue Gilbert Mooers at sue@pikeplacemarket.org or 774-5259.

Renovation Moves & Closures

A number of Market businesses are moving to temporary locations or are temporarily closing starting in January due to renovation work. See page two for a complete list and check the Market website at pikeplacemarket.org/renovation to stay up-to-date.

Promoting the Market during Renovation

In November, the PDA selected local advertising agency Copacino + Fujikado to partner with for media services. Copacino works with a variety of iconic Seattle businesses, including the Seattle Art Museum and the Seattle Mariners. Their storytelling ability and unique messaging about the Market won them the account. "Especially now—more than ever—it's important that we choose as wisely as possible when looking at how the Market is presented and kept at the top of people's minds, given renovation activity and the economy," explained James Haydu, PDA Director of Marketing and Communications.

Working with the PDA's marketing staff, Copacino will

recommend a media plan and creative messaging, and once approved, they will move forward in placing media buys and creating the final ad products.

Initially, plans for 2011 include heavily promoted renovation-focused messaging to local shoppers during the first half of the year.

On a promotional level, we are planning a scavenger hunt type of activity to run from January through April. Our goal with this series of events is to guide local participants through the Market, especially to areas and merchants most affected by renovation work. Once our plans are in plans, Copacino will help plan the advertising and awareness for this promotion.

First & Pike Entrance Only for Deliveries

As we've announced in previous issues of the Market Insider, the First and Pike entry to the Market will be limited to delivery vehicles only from January through April. In addition, because of increased street activity (including space used for scaffolding and temporary selling spaces in the Street Market), street parking will not be allowed in the first block of Pike Place. Delivery vehicles entering the Market will have to exit out the same way, and cannot stay parked in this area.

Pine or Stewart Streets can be used by those who want to drive through the north end of the Market, while Virginia is a more direct route to Western Avenue and the Public Market Parking Garage.

Co-op Advertising 2011: Stretch Your Advertising Budget

The goal of the PDA's Co-op Advertising Program is to help merchants advertise more by reimbursing them for a portion of their costs for qualifying advertising. The program for 2011 is the same as 2010: tenants who advertise their Market business and have "Pike Place Market" in the ads can get reimbursed 50% of their advertising cost while funds are available.

PDA commercial merchants can get reimbursed up to \$700 and daystall tenants up to \$350 for the calendar year. Reimbursement is given for newspaper, magazine, radio and television ads, and some internet advertising (we'll approve internet advertising

that reaches a large audience—ask in advance if it qualifies if you're considering this).

There are a few other rules, so please watch your mail for

the 2011 co-op flyer. For more information, contact Sue Gilbert Mooers at 774-5259 or sue@pikeplacemarket.org

Mark Your Calendars

PDA Meetings & Events

In the PDA Conference Room unless noted.

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|------------|--|
| January 10 | <i>Capital Renovation:</i> 4:30 p.m. |
| January 11 | <i>Strategic Planning:</i> 4:00 p.m. |
| January 13 | <i>Operations & Communications Committee:</i> 4:00 p.m. |
| January 18 | <i>Finance & Asset Management Committee:</i> 4:30 p.m. |
| January 19 | <i>Executive Committee:</i> 7:30 a.m. in the Goodwin Library |
| January 27 | <i>PDA Council:</i> 4:00 p.m. |

Staff Comings & Goings

Welcome to **Zach Goodwin**, Custodian, and **Micah Scheff**, Security Officer. Best wishes and farewell to **Cecilia Hall**, from our Operations Department.

Downtown Conventions - January

January 8 - 14
American Astronomical Society Winter Meeting
2,300 attendees

January 15 - 16
Gymnastics East Battle in Seattle
2,000 attendees

January 20 - 28
American Meteorological Society Annual Meeting
3,400 attendees

Merchant News

Simone & Sylvia, owned by Penny Laird, is open at 1516 Western Ave. Penny has put her extensive fashion design and textiles background into her own women's and children's clothing line which she sews, as well as a line of bags, hats and scarves. Penny also makes custom designs and repairs and alterations. She may offer sewing classes as well.

Retail Opportunities

Vacant spaces now listed on the Market web site:

89 Pike Street (Economy

Building/Main Arcade)

1500 Western Ave (Fairley Building)

1501 Pike Place, #525 (Fairley Building/Mezzanine Level)

1501 Pike Place #323 (Fairley Building/3rd Level Down Under)

1501 Pike Place #324 (Fairley Building/3rd Level Down Under)

1501 Pike Place #316 (Fairley Building/3rd Level Down Under)

1501 Pike Place #328 (Fairley Building/3rd Level Down Under)

Merchant Temporary Moves, Relocations and Closures

Temporarily moving to other locations in January:

Can Can to Top of the Market space in Economy building

Gary's Tex Mex to old Saigon space in Soames-Dunn

La Buona Tavola to old Mario's Produce near Moon Valley, Main Arcade

Left Bank Books to old Best Flowers space (move in February)

Oriental Mart to the old Dog Alley in the 1st & Pine building

Pike Market Creamery to Pike Street mobile unit

Quality Cheese to Pike Street mobile unit

Three Girl's Bakery & Lunch Counter to old World Class Chili space in Economy Atrium

Quality Produce to Main Arcade, across from Uli's

Rummage Hall to Soames-Dunn building

Temporarily closing

January – April:

Bohemia

Copacabana

Crumpet Shop

Earth, Wind & Fire

Jack's Fish and Fish & Chips

Kitchen Basics

Lamplight Books

Market Diner (closed since October)

Old Duffer's

Pan Africa

Shy Giant (closed November)

Other **temporary short-term closures**:

Pike Place Fish – month of January

Place Pigalle – month of January

Pure Food Fish – Mid-January through February

Benavi's – Mid-January through February

Stilnovich Produce – January through March

Staying open (despite construction in and around their space):

Chez Shea

BCRA, Inc.

Bayou on 1st

Cinnamon Works

Falafel King

Healthy Bodies

Matt's in the Market

Mee Sum Pastries

Metsker Maps

Pike Place Bar & Grill

Pike Place Flowers

Pike Place Naturopathic

Soto Voce

Spore Design

Temporary moves already completed:

Ageless Acupuncture in 3rd level Down Under

Choice Produce on Pike Street in mobile unit

Confectional in old Best Flower's space in Economy Arcade

El Mercado Latino on Pike Street in mobile unit

Mr. D's Greek Deli on Pike Street in their own mobile unit

Permanent changes:

Merry Tails to Down Under

Pike Place Chowder kitchen to 1st & Pine hallway (open for viewing)

Daystall Updates

We'd like to welcome several new artists and craftspeople to the Market's daystall community:

Scott Anderson – children's art/decorated children's chairs

Megan and Alan Carlisle – sculpted wire trees and natural shapes; solar picture plaques; wire photo frames

Amra Fleming – dreamcatchers

Toni Lawrence – painted plates, vases, fountains, sculptures, wall hangings

Wendy Norrell – plush toys including Sockeye and Chinook salmon

Inna Peck – enameled belt buckles and handmade belts

Le Schmidt – sculptural bicycle part art and robo-trolls

Sarah Stolar – hand-felted children's toys, wall art, wool scarves, bracelets and chokers

Nathaniel Wilkerson – original Northwest Native American screen prints

Daystall Rules Review is Underway

The annual Daystall Rules Review takes is a public process; forms for submitting rule change proposals are available at the PDA Front Desk.

January 7 *Deadline to submit Rule Change Proposal items.*

January 14 *Proposals available at Front Desk.*

January 18 at 5:00 p.m.

Daystall Community Meeting in PDA Conference Room
Daystall staff will present the rule change proposals and listen to initial community feedback.

February 2 at 5:00 p.m.

Daystall Community Meeting in PDA Conference Room
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 Full Council will vote on the proposed recommendations.

For more information, contact David Dickinson at 774-5224 or davidd@pikeplacemarket.org

Thank You from the Market Foundation

The Market Foundation thanks the 34 Market businesses who supported the Market Foundation's 2010 holiday banner display with their generous donations. Nearly \$6,000 was raised to benefit low-income clients of the Market's human service agencies.

The Foundation also thanks those who helped make the

annual Holiday Giving Tree a great success. The Giving Tree would not be possible without DeLaurenti Specialty Food & Wine, Local Color Gallery & Coffee Bar, Perennial Tea Room, Rotary Grocery, and Totem Smokehouse, who accepted donated gifts on behalf of the Market Foundation. Many thanks!

Need more info?

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

206.682.7453

pikeplacemarket.org

