

The Market Insider

Monthly news for tenants of the Pike Place Market PDA

March 2011

Rachel's Recovering; Will Be Back at Work Soon

Almost everyone in Seattle—if not the entire Northwest and beyond—seems to have heard about the accident that hurt Rachel the pig.

Early on Saturday, February 5, a taxi was rear-ended at high speed while it waited for a red light on First Avenue at Pike Street. Flustered, the driver of the cab turned into the Market and then accelerated and speeded forward. The car crashed into the plywood construction barrier next to Rachel the pig (the construction barrier was in place as a barrier around floor and tile work in progress), knocking Rachel off the pins that secure her to the cement she usually stands in. Rachel was sent flying about 10 feet and sustained a few scratches and cracks.

Rachel, a piggybank who

works daily as the Market Foundation's fundraiser (she collects around \$10,000 in spare change each year) was transported to storage and the construction wall was rebuilt, allowing Pike Place Fish to open later that morning.

James Haydu, the Market's Director of Communications, conducted 17 interviews that Saturday alone about Rachel's well-being.

Rachel is being cared for by the artist that created her and will soon be back in the Market. In the meantime, fans of Rachel can keep in touch the modern way: Rachel has her own Facebook page and she even tweets! Reach out to Rachel at facebook.com/MktFoundation and twitter.com/rachelthepig

Join a Groupon Promotion

The PDA Marketing staff consistently looks for new and creative ways to promote the Market and its businesses. Groupon, a deal-of-the-day website with approximately 615,000 local subscribers, has expressed interest in partnering with Pike Place Market by creating a special offer for Market businesses. After considering the options, the PDA has invited Groupon to host a presentation for PDA tenants.

If multiple businesses at the Market want to create an offer, Groupon is interested in creating a Pike Place Market Week or Month to promote to their Seattle subscribers. If you would like to learn more

about using Groupon to promote your business, please attend one of two presentations being held by Groupon on March 10 at either 11:00 a.m. or 6:00 p.m. in the PDA Conference Room. Reservations required; contact Ryan Hostetler by Thursday, March 3, at 774-5278 or ryanh@pikeplacemarket.org.

If you are not familiar with Groupon, see grouponworks.com for general information about who they are, how they work, and who their subscribers are. This website has videos, demographics, testimonials, press, and more that will introduce Groupon to you.

"Around the Market in 80 Minutes" and other Promotions

In late January, we kicked off a monthly adventure game 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.

From January through June, we'll have a game on the last Sunday of the month (except April—it's earlier since the last Sunday is Easter). Game dates are January 30, February 27, March 27, April 17, May 29 and June 26. Each game is designed to introduce players to buildings affected by renovation, by visiting businesses to learn the answers to clues. Players can pick up a passport with clues at the tent near Rachel from 10:00 a.m. - 4:00 p.m. on game days.

More information and game rules can be found on the Market website at pikeplacemarket.org/news_events/aroundthemarketin80minutes. Note that PDA employees, Market business owners, and their immediate families are welcome to play the game, but are ineligible to receive prizes.

Other recent promotions included a Valentine's Day event that took place February 12 - 14. We invited shoppers to come to the Market, shop for Valentine's Day gifts, and create their own card at our Cupid Tent.

We're preparing for Daffodil Day, taking place this year on March 18 (learn more about this event in the column to the right), and the Pike Place Market Flower Fest on Mother's Day weekend, May 7-8.

Celebrating Spring on Daffodil Day, March 18

The fourteenth annual Daffodil Day takes place Friday, March 18, in early celebration of spring's arrival. (Spring arrives on Sunday, March 18.) From 11:30 a.m. until 1:00 p.m. (or until the flowers are distributed), PDA staff and volunteers will head to downtown Seattle street corners to hand out 12,000 daffodils—along with a cheery "Happy Spring from the Pike Place Market." This annual tradition is enjoyed by all—those who hand out the daffodils and those who receive them. Happy spring!

Update Your Store Hours on the Market Website

We are committed to keeping the Market's website as up-to-date as possible. As the calendar changes from winter to spring, it's a great time for Market businesses to see if your information on the website is correct—especially hours. If your business hours change seasonally, it's good information to update so shoppers know when you're open.

Please take a minute to check your business listing on the Market website (pikeplacemarket.org/explore_the_market); then click on your name under Merchant List). If your hours need updating or you'd like to change or correct any other information, please contact Sue Gilbert Mooers at 774-5259 or email the information to sue@pikeplacemarket.org. You can also update your photo by emailing one that features your business or products to Sue.

Merchant News

With renovation work taking place throughout the Market, there have been and will continue to be additional visits from city, state and local government staff who are doing inspections related to construction and permits.

As a reminder to Commercial tenants, your lease requires you to be in compliance with all applicable codes and ordinance related to your leased premises and your business operations at all times.

For example, if your business is a food service provider or handles food in any manner (such as giving out samples), you will want to review the

Health Department rules and regulations. Additionally, all tenants need to be aware and in compliance of Fire Department fire and safety rules.

Some helpful websites to visit are:

For Health Department information:

www.kingcounty.gov/healthservices

For City of Seattle Fire Department and Department of Planning & Development information:

www.seattle.gov

www.pikeplacemarket.org/applications_permits/rulesreview

In addition, you are invited to join us for one of our remaining public meetings, which are listed below.

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.

Annual Daystall Rules Review Complete this Month

The annual Rules Review—the public review process of the Daystall Rules and Regulations—concludes this month. 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.

The Daystall Rules Review materials and the proposals that have been made for this year are available at the PDA front desk and on the Market website at pikeplacemarket.org.

Rules Review Calendar

Upcoming dates for the rest of the Rules Review process:

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.

2011 Cruise Ship Visits Start in April

Many Market businesses look forward to cruise ship season. In 2010, Seattle hosted 223 cruise ships holding nearly 932,000 passengers. In 2011, the two Seattle cruise ship terminals (Bell Street Pier at Pier 66 and the Smith Cove Cruise Terminal at Pier 91) are expecting to host 195 ships and 800,000 passengers.

The first ship will be docked at Pier 66 on April 14. The final visit will be on September 27. For a complete schedule, visit:

www.portseattle.org/seaport/cruise/cruiselinesandschedules.shtml

Mark Your Calendars

PDA Meetings & Events

In the PDA Conference Room unless noted.

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| March 8 | <i>Strategic Planning: 4:00 p.m.</i> |
| March 14 | <i>Capital Renovation: 4:30 p.m.</i> |
| March 17 | <i>Operations & Communications Committee: 4:00 p.m.</i> |
| March 22 | <i>Finance & Asset Management Committee: 4:30 p.m.</i> |
| March 23 | <i>Executive Committee: 7:30 a.m. in the Goodwin Library</i> |
| March 31 | <i>PDA Council: 4:00 p.m.</i> |

Downtown Conventions - March 2011

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| March 11
<i>Lifeway Christian Resources</i>
1,600 attendees | March 16 - 19
<i>FIRST: For Inspiration and Recognition of Science and Technology</i>
500 attendees |
| March 13 - 17
<i>American Assoc. of Collegiate Registrars & Admissions Officers</i>
2,500 attendees | March 24 - 29
<i>American Pharmacists Association</i>
5,500 attendees |
| March 14 - 16
<i>Institute for Health Metrics and Evaluation</i>
500 attendees | March 30 - April 8
<i>American Society of PeriAnesthesia Nurses</i>
2,000 attendees |

Staff Comings & Goings

Welcome to **Ryan Yale**, our new Executive Assistant.

Need more info?

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

