

The Market Insider

Monthly news for tenants of the Pike Place Market PDA

November 2011

Holiday Promotions: Magic in the Market November 26; Holiday Parking Dec. 3, 10, 17

The holidays are rapidly approaching and plans are in place for holiday promotions and advertising.

Magic in the Market November 26

Magic in the Market, our annual holiday kick-off and tree lighting event, takes place on Saturday, November 26. From 1:00 - 5:00, Santa will be under the Market clock in front of our vintage farmtruck. Shoppers and visitors are welcome to take their own photos with Santa.

Also from 1:00 - 5:00 p.m., the Market Foundation will offer gift wrapping in the North Arcade (in the back of the Desimone Bridge) for a suggested donation of \$5.

The Dickens Carolers will add a festive note, singing holiday songs while dressed in traditional Victorian attire. They'll roam the Market for an hour, then perform under the clock. They'll announce the tree lighting at 5:00 p.m.

At that time, the holiday lights on the Market's buildings and holiday tree will be turned on. The Market will be brightly lit throughout the season, ready to welcome shoppers and visitors.

Holiday Parking Promotion: 2 Hour Free Parking Dec. 3, 10 and 17

Our popular holiday parking promotion is back this year. On three Saturdays in December, 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. on December 3, 10 and 17. This year, Market business owners, employees, and immediate family members are not eligible to participate in the holiday parking promotion, which is intended to bring more shoppers to the Market.

Holiday Advertising: Radio, Social Media, Other Outreach

We'll advertise the holiday parking promotion with paid advertising (on radio spots and possibly with newspaper advertising). We'll spread the word with our electronic newsletter, with Facebook and Twitter postings, and with signage in the Market. We'll create bag stuffers (in the form of bookmarks) for merchants to use to encourage shoppers

to return to take advantage of the promotion, and are looking into ways to distribute the information to downtown workers. If you would like to receive bag stuffers for your business or store, please contact Sue Gilbert Mooers at sue@pikeplacemarket.org or at 774-5259.

Promote Your Business this Holiday Season

Let us know of your holiday events or sales this season. Depending on space, we'll include them on our website, on our Facebook page, and in Twitter messages. We have found these to be extremely effective ways to spread the word. Send your event information to info@pikeplacemarket.org.

Budget Planning Continues

PDA staff is currently preparing the 2012 budget. Please attend these remaining Council meetings to give your input on PDA projects and priorities for the coming year.

OPERATING & CAPITAL BUDGET SCHEDULE

Finance Committee – Approval of Budget

Tues., Nov. 15 4:30 p.m. – 6:00 p.m. PDA Conference Room
Finance Committee will hear community public comment and discuss and approve the Final Budget for Council approval.

Council Meeting – Final Approval of 2012 Budget

Thurs., Nov. 17 4:00 p.m. in the PDA Conference Room
The PDA Council will review and approve the 2012 Budget. Community members will have an opportunity to make public comment at the meeting.

If you have any questions or would like to discuss your thoughts and ideas about the PDA's budget, contact Sabina Proto, PDA Finance Director, at 774-5256 or sabina@pikeplacemarket.org.

The Future of PC1-N and Waterfront Development

With the Viaduct coming down, Central Waterfront planning efforts are starting to take shape. The PDA has been closely tracking these efforts, working with Peter Steinbrueck of Steinbrueck Urban Strategies.

In August, the PDA Council approved the formation of an Ad-Hoc Waterfront Redevelopment Committee (known as WRC), tasked with formulating the building program and conceptual design for PC1-N (the open space on Western Avenue where the Desimone parking lot is now located).

The WRC is meeting regularly and recently enlisted the support of SRG (a local architectural firm) to aid with conceptual design efforts. SRG will also assist with efforts to coordinate design goals with James Corner Field Operations, the lead designer of the Central Waterfront.

This is a critical issue for the Market and over the next few months, there will be a number of committee meetings and community meetings to review the historic goals for PC1-N and plans to realize these goals through integration with the Waterfront effort.

Staff Comings & Goings

Welcome aboard to **Kim Barreto**, Residential Property Manager at the LaSalle building. Best wishes to **Chris Caster**, formerly with our Renovation department, and **Logan Zehner**, former Accountant.

Merchant News

Holiday Hours Planned DownUnder

The PDA will offer extended hours for the DownUnder in December. The DownUnder will remain open until 7:00 p.m. from December 1 -24.

Small Business Loans are Available

Last month, we provided information about loans of \$100,000 or more through the Grow Seattle Fund. If you have a business that may need to upgrade equipment or have additional working capital for inventory or receivables, there are other opportunities for smaller loans from independent lenders. Contact Ken Takahashi at the City of Seattle's Office of Economic Development at ken.takahashi@seattle.gov or 206-684-8378.

Vacancies Coming Soon DownUnder

In early 2012, there will be a large amount of vacancies Down Under. The PDA has

contracted with Ewing and Clark to market these spaces in an effort to revitalize the Hillclimb area and the DownUnder. We hope to have many of these storefronts pre-leased prior to the childcare move and hope to add a unique restaurant to the 2nd level using the adjoining terraced area. For information, contact Ewing & Clark at 206-441-7900; ask for Tom Graff or Cameron Kent.

Use & Design Changes Need Pre-Approval

All use and design changes require approval of the PDA and the Market Historical Commission. Non-compliant use and design changes are a default of commercial lease terms. Please know that most items within reason are able to be approved. If you have any questions regarding changes to your business, please contact your property manager who may be able to assist through the MHC application process.

Daystall Updates

Table Reservations for Holiday Weekends

In order to accommodate as many Daystall tenants as possible this holiday season, weekend table reservations will start Friday, November 25 and are required every Friday, Saturday and Sunday through Christmas. For craftspeople, this means reserving your table in advance; for farmers, this means that once again you may be "squeezed" in order to accommodate as many businesses as possible during the busy holiday season. Daystall staff will be sending out a letter with more details.

Daystall Rules Review Under Way in January

The annual Daystall Rules Review process will soon be underway. It is the one opportunity each year where

anyone can propose changes to the existing Daystall Rules. The schedule for the various steps of this process will be published this December and the deadline for submission of written rule change proposals is Friday, January 6, 2012.

Roll Call Hours Dec./Jan.

Craft roll call will continue to be held at 9:00 a.m. daily through the end of December. Starting January 2, weekday roll call will move to 9:30 a.m., with Saturdays remaining at 9:00 a.m., and Sundays moving to 10:00 a.m.

Permit Renewals Due Soon for Crafts & Farm

Off Season permit renewals will be distributed in November with permits due no later than January 2. Any tenant failing to renew by the deadline will be ineligible to sell

Mark Your Calendars

PDA Meetings & Events

In the PDA Conference Room unless noted.

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| November 3 | <i>Operations & Communications Committee: 4:00 p.m.</i> |
| November 8 | <i>Strategic Planning: 4:00 p.m.</i> |
| November 9 | <i>Executive Committee: 7:30 a.m.</i> |
| November 14 | <i>Capital Renovation: 4:30 p.m.</i> |
| November 15 | <i>Finance & Asset Management Committee: 4:30 p.m.</i> |
| November 17 | <i>PDA Council: 4:00 p.m.</i> |

Support Community Members this Holiday Season with a Banner or Gift

For a gift of \$75 or more, a red or green banner with your business name will be displayed in the Market during the season. This is a great way to decorate the Market for the holiday season and help the Market's human services agencies. Contact Rainelle Sizemore at the Market Foundation at rainelle@pikeplacemarket.org or 774-5262 by November 3rd to make your donation.

Beginning Friday, November 25, celebrate the spirit of the season by visiting the Market Foundation Holiday Giving Tree and help fulfill the holiday wish of low-income member of the Pike Market Senior Center, Medical Clinic, Food Bank, Childcare and Preschool, or Heritage House at the Market. The Giving Tree will be DownUnder near Hands of the World. Questions? Contact Rainelle Sizemore at rainelle@pikeplacemarket.org or 774.5262.

Downtown Conventions - November 2011

November 3 - 7
Psychonomic Society Annual Conference
1,500 attendees

November 12 - 18
Association for Computing Machinery
10,000 attendees

November 24 - December 4
American Contract Bridge League North American Championship
5,000 attendees

Need more info?

Call the PDA office
206.682.7453
pikeplacemarket.org

