



Executive Director's Report | February 2017

Visit our Board resource page for materials & info: <http://pikeplacemarketfoundation.org/board-resources/>

Welcome Lindsey Falkenburg



Professional Background: I come to the Market by a very circuitous route. After receiving my degree in Anthropology from Willamette University I spent the last five years building trails and removing invasive plants for a number of different conservation corps and governmental entities. I took the 2013 and 2016 seasons off to hike the Appalachian Trail and Pacific Crest Trail. On the side I built my communications resume running an adventure blog about my travels. I am thrilled to be the newest edition to the Pike Place Market Foundation office, where I will be fulfilling the role of Communications Coordinator. In my new role I will manage our print and digital communications, our website and our social media. For me this

position is another new adventure!

Why do you love your job? I love coming to work every day in a place that values community as much as I do.

Fun fact: I got engaged on the summit of Mount Rainier. And I did the proposing.

Upcoming events

ARCADE
LIGHTS
PIKE PLACE MARKET

ARTISAN TASTING EVENT
UNDER THE MARKET LIGHTS

FRIDAY, MARCH 24 AT 7:00PM

Featuring 70 LOCAL PRODUCERS OF
ARTISAN FOOD, CRAFT BEER, CIDER + SPIRITS

BUY TICKETS

Sponsored by Seattle Met, Dry Sparkling, and DEI Creative

[Tickets on sale now!](#)

- **General Admission | \$60** | Includes 5 drink tokens and unlimited food, with entry at 7:00 PM.
- **Premium Entry | \$80** | Includes 5 drink tokens, unlimited food, plus 6:30 PM early entry (before the General Admission crowd).
- **VIP Entry | \$150** | Exclusive access to the VIP Lounge: seating, music, and exclusive food and beverages. Includes 5 drink tokens and unlimited food, and VIP Lounge entry at 6:00 PM.

Pike Up! Campaign Fundraising Report

| | Raised as of 1/17/2017 | Raised as of 2/21/2017 | Goal by 3/1/2017 | Percent to Goal |
|--------------------------|------------------------------------|---------------------------------|---------------------|-----------------|
| CHARMS | 4,372 | 4,675 | 5,000 | 94% |
| HOOFPRIENTS | 324 | 340 | 380 | 89% |
| MAJOR GIFTS | \$4,520,848 | \$4,571,347 | \$5.1M | 90% |
| TOTAL RAISED: | \$6,844,085 (+\$500,178) | \$6,903,783 (+59,698) | \$7.9M | 87% |

Major Gifts:

Grand Opening Sponsorship Conversations:

- \$50k – Laird Norton + \$20K Inkind for PSBJ Grand Opening Insert
- Bank of America - \$25-\$50K

Grants

- Boeing site tour – Pending \$250K
- Premera – Invited to apply up to \$200K

Last Chance campaign: Now – March 1st

- Today was the media preview of the MarketFront with KING5, KOMO4, Q13, KCTS/Seattle Channel, PSBJ, Seattle Times, Crosscut and Seattle Weekly.
- March 1st deadline to secure Market Charms and Bronze Hoofprints before Grand Opening. All gifts up to \$100,000 will be matched by the Shultz Family Foundation.
- Messaging & Graphics coming to your Inboxes – please send personal reminders to EVERYONE you've talked to about the Pike Up! campaign to complete the MarketFront.
- **Kudos!** Jane Johnson & Lindy Gaylord – Filling their own Charm Fence Panels - \$15,480

Revenue Committee Report

Baseline retention and conversation rates are in! Look for a new fundraising dashboard to be rolled out for the start of the new fiscal year.

- **Retention:** A person who donated to ANNUAL in previous year, and donates to ANNUAL again in present year.
- **Conversion:** A person who donated to CAPITAL FIRST at any point in the campaign, who then donated to ANNUAL

| | FY14 | | | FY15 | | | FY16 | | |
|------------------------|-------------------------|--------------------|----------------------|-------------------------|--------------------|----------------------|-------------------------|--------------------|----------------------|
| RETENTION RATE | Retained # of Donors | RETENTI ON RATE | Retained Donor \$ | Retained # of Donors | RETENTIO N RATE | Retained Donor \$ | Retained # of Donors | RETENTIO N RATE | Retained Donor \$ |
| ANNUAL/EVENT DONORS | 747 | 51% | \$ 906,702 | 671 | 35% | \$ 778,625 | 553 | 38% | \$ 674,666 |
| Annual Community <\$1K | 474 | 55% | \$ 92,800 | 398 | 33% | \$ 80,821 | 281 | 54% | \$ 47,460 |
| Annual Major >\$1K | 97 | 70% | \$ 618,421 | 87 | 60% | \$ 482,173 | 59 | 63% | \$ 399,608 |
| Events | 181 | 35% | \$ 195,481 | 177 | 29% | \$ 215,631 | 147 | 17% | \$ 227,597 |

| | FY13-FY16 to date | | |
|---|------------------------|--------------------|---------------------------------|
| OVERALL CAMPAIGN CONVERSION RATE | Converted to Annual | CONVERSION RATE | Annual Converted Donor \$ |
| CAPITAL DONORS | 118 | 4.0% | \$ 119,371 |

Care of the Market Luncheon:

- Thank you to Denna, Jane, Sherry, Andie, Austin, Lindy and Ted for helping at the luncheon earlier this month.
- About **50 donors** gained a deeper connection to the Market community and contributed over **\$12,000** (and growing!) to support social services.

Action Items: Look for details via email in the coming week.

- Last Chance for Grand Opening Deadline – March 1
- Continued Arcade Lights promotion
- Questionnaire

Board Calendar 2017-18

(Red indicates new addition to calendar since last board meeting)

February

- **Tuesday, February 21 - Board Meeting** in Pike Market Senior Center
- **Monday, February 27 – Community Campaign Committee @ 4 PM**

March

- **March 1st Deadline**
- **Thursday, March 9 – PPMF Finance Committee Meeting**
- **Friday, March 10 – Board Development meeting**
- **Tuesday, March 21 - Board Meeting** location at **8th Gen (off the atrium) featuring the Chief Seattle Club**
- **Friday, March 24 – Arcade Lights at Pike Place Market**
- **March 31st - Spring Appeal Ends (last chance to give for the 2017 Cut the Pie**

April

- **Wednesday, April 5 – Pike Market Preschool Breakfast – Atrium**
- **Thursday, April 13 – PPMF Finance Committee Meeting**
- **Tuesday, April 18 - Board Meeting in the Elliott Bay Room**

May

- TBD - Give Big to the Pig
- Thursday, May 4 – NeighborCare Health Spring dinner
- Thursday, May 11 – PPMF Finance Committee Meeting
- Tuesday, May 16 - Board Meeting in the Elliott Bay Room; Cut the Pie grant award
- Thursday, May 18 - MarketFront VIP Donor Party on the MarketFront. Campaign donor party.

June

- Tuesday, June 20 - Board Meeting in the new Neighborhood Center
- Thursday, June 29 - MarketFront Ribbon cutting, 2 pm/public Grand Opening

August

- Friday, August 18 – Sunset Supper at Pike Place Market
Sat-Sun, August 19-20 – Pike Place Market 110th Anniversary Celebration

September

- Tuesday, Sept 19 - Board Meeting (TBD)

October

- Tuesday, Oct 17 - Board Meeting (TBD)

November

- Tuesday, Nov. 21 - Board Meeting (TBD)

December

- Tuesday, Dec. 19 - Board Meeting (TBD)