



Executive Director's Report | April 2017

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

Upcoming events:

Fete le MarketFront

Major Donor Appreciation, May 18th 6:30 – 9:00 pm
On the new MarketFront Plaza

Old Stove Brewery turns 1!

Celebrate with them on Thursday 4/20 with \$4 beers all night, plus \$1 from each beer sold is donated to the PPMF.



Spring Dinner- still have 6 seats to fill.

April 26, 2017; 6:30pm
Fisher Pavilion
305 Harrison St,
Seattle, WA 98109

Events Results

ARCADE LIGHTS



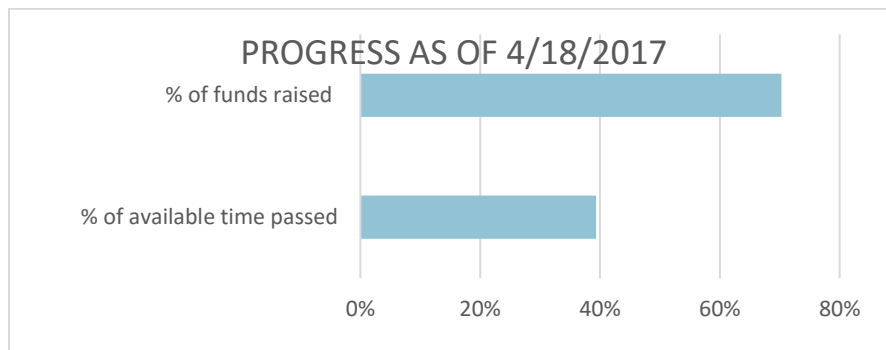
	Expense	Revenue	Net	
2017 GRAND TOTAL	\$ 7,967.39	\$ 81,553.63	\$ 73,727.24	
2016 Totals	\$ 11,160.46	\$ 74,659.27	\$ 63,498.81	
\$ Change 2017 v. 2016	\$ (3,193.07)	\$ 6,894.36	\$ 10,228.43	
% Change 2017 v. 2016	-29%	9%	16%	
2015 Totals	\$ 18,379.00	\$ 63,613.00	\$ 45,234.00	
\$ Change 2017 v. 2015	\$ (10,411.61)	\$ 17,940.63	\$ 28,493.24	
% Change 2017 v. 2015	-57%	28%	63%	
Category	Expense	Revenue	Net	<i>Est. Tax Sold:</i>
Ticket Sales	\$ -	\$ 69,455.00	\$ 69,455.00	1,110

Pike Market Childcare raised \$21k at their Great Start Breakfast on April 5



Pike Up! Report as of 4.18.2017

Fundraising Update			
TOTAL FUNDS RAISED as of 4.18.2017	\$7,522,643		
GOAL BY JULY 1	\$680,000		
PROGRESS TO GOAL	\$477,996		
Remaining	\$202,004		
	March	April	Monthly averages needed to meet goal
	actual	partial-month	
CHARMS	\$102,000	\$7,596	\$50,356
HOOFS	\$93,000	\$16,400	\$63,750
MAJOR GIFTS	\$70,000	\$189,000	\$55,894



Major Gifts:

New! Amazon \$110K

Pending: Al Clise \$25K, Grousemont \$25K, John Meisenbach \$100K, Boeing \$250K, Premera \$313, Bank of America, ERQ, Port of Seattle

Welcome home to the MarketFront:

Share our videos!

Fete le MarketFront: Major Donor Open House/Grand Opening May 18th

RSVP today!

Annual Event Sponsor Update, Calendar Year 2017:

Sunset Supper:

- Friday, August 18th – TICKETS ON SALE THIS WEEK April 20th
- Sponsorship update:
 - \$30K media in-kind
 - \$76K cash pledged
 - \$25K in asks pending
 - Our goal is \$100K in cash sponsorships for Sunset Supper in 2017 – or better yet, our stretch goal is \$110K to celebrate our 110th Anniversary, and return us to our highest sponsorship level ever for SS of 2015!

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

- Last Chance for Grand Opening Deadline – March 1
- Bridge a connections for another \$20K in NEW Sunset Supper sponsorships, (lowest sponsor level is just \$5K and includes a table of 10)

Board Calendar 2017-18

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

- **Wednesday, April 26 – NeighborCare Health Spring dinner**

May

- **Wednesday, May 10 - Give Big ... to the Pig**
- **Wednesday, May 3 - Stone Soup lunch at the Pike Market Senior Center**
- **Thursday, May 4 – Community Service Committee**
- **Friday, May 5 – Board Development Committee**
- **Thursday, May 11 – PPMF Finance Committee Meeting, Revenue Committee Meeting**
- **Tuesday, May 16 - Board Meeting** in the Elliott Bay Room; Cut the Pie grant award
- **Thursday, May 18 – Fete le MarketFront, VIP Major Donor Party**
- **Monday, May 22 at 4 PM – Community Campaign Committee**

June

- **Thursday, June – Community Service Committee (TBD)**
- **– Board Development Committee (TBD)**
- **Thursday June 12 – Revenue Committee Meeting**
- **– PPMF Finance Committee Meeting**
- **Thursday, June 8 - Laird Norton 50th Anniversary on the MarketFront Plaza**
- **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)**
- **Thursday, September 14 - Cooking With Class**



Fundraising Dashboard

FY 2016	Annual Current Month March	Annual Quarter to-Date Q4	Annual Year to-Date FY 2016	Capital Current Month March	Capital Quarter to-Date Q4	Capital Campaign to-Date FY13 - FY16
Donors	601	729	1,991	406	1,253	4,582
# of Major Donors \$1,000+	13	25	182	26	64	500
# of Community Donors	588	704	1,809	380	1,189	4,082
# of NEW Donors	402	413	1,194	331	1,008	3,823
# of Retained Converted Donors			596			231
Retention Rate Conversion Rate			31%			6%

Donations	\$ 189,000	\$ 249,000	\$ 1,346,000	\$ 369,000	\$ 788,000	\$ 7,267,000
Major Gifts \$1,000+	\$ 96,000	\$ 113,000	\$ 628,000	\$ 272,000	\$ 508,000	\$ 6,155,000
Community Gifts	\$ 11,000	\$ 31,000	\$ 125,000	\$ 97,000	\$ 280,000	\$ 1,112,000
Event Gifts	\$ 82,000	\$ 105,000	\$ 593,000	-	-	-
# of Gifts	667	812	2,553	453	1,357	5,594
Avg. Gift Amt	\$ 283	\$ 307	\$ 527	\$ 815	\$ 581	\$ 1,299

Annual Community Appeals	FY2017 Goal	Actual to-Date
Spring Appeal	\$5,000	
Holiday Appeal	\$75,000	
Annual Report	\$17,000	
Workplace	\$30,000	
Annual Support	\$45,000	
Memorial	\$3,000	
Miscellaneous	\$10,000	
Matching	\$5,000	
Rachel	\$18,000	
Royalties	\$7,500	
Merchant Activities	\$5,000	
Newsletter	\$20,000	
Total Community	\$240,500	
Major Gift Appeals		
Grants	\$343,500	
Major Gifts and Luncheon Series	\$120,000	
Total Major	\$463,500	
Events		
Arcade Lights	\$80,000	
Cooking with Class	\$66,610	
Sunset Supper	\$323,520	
Third Party	\$7,000	
Total Events	\$477,130	

Dashboard Notes:

- "Retained Donors" = Annual Donors who donated in FY15 and also FY16
 - Since last month, we've retained 30 more Annual donors, though the Retention Rate dropped slightly due to large influx of Arcade Lights Ticket Purchasers
- "Converted Donors" = Donors who donated FIRST to Capital Campaign, and have since donated to Annual Campaign
- "New Donors" = Donors who donated for the first time in particular time period
 - In the last month, we saw 393 New Donors, mostly due to Arcade Lights
- "Avg. Gift Amt" = Total Donations / Total Gifts
 - Average gift amount decreased in Annual most likely due to Arcade Lights Ticket Purchases, and in Capital, most likely due to last minute charms processed before deadline