

Pike Place Market

PDA Council Meeting:

Opportunities, Constraints & DEI Workshop 2.0

PDA COUNCIL MEETING

July 27, 2023



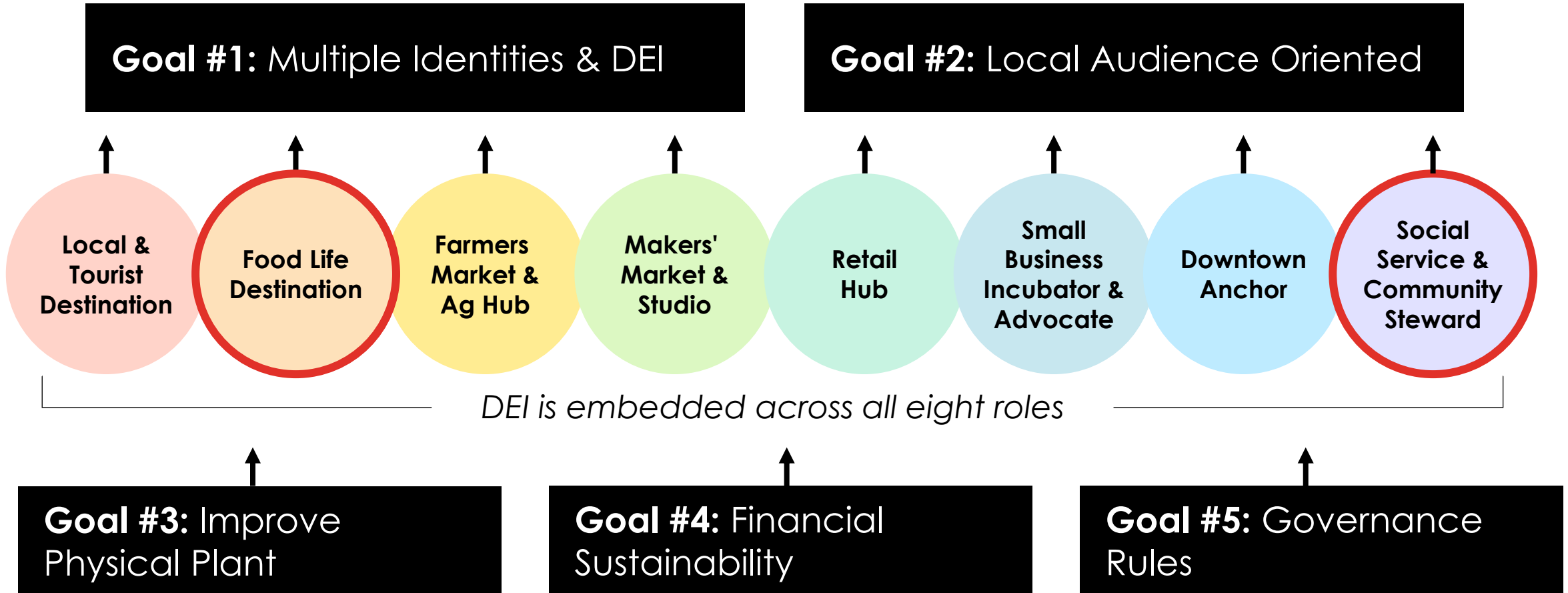


Opportunities, Constraints & DEI Workshop

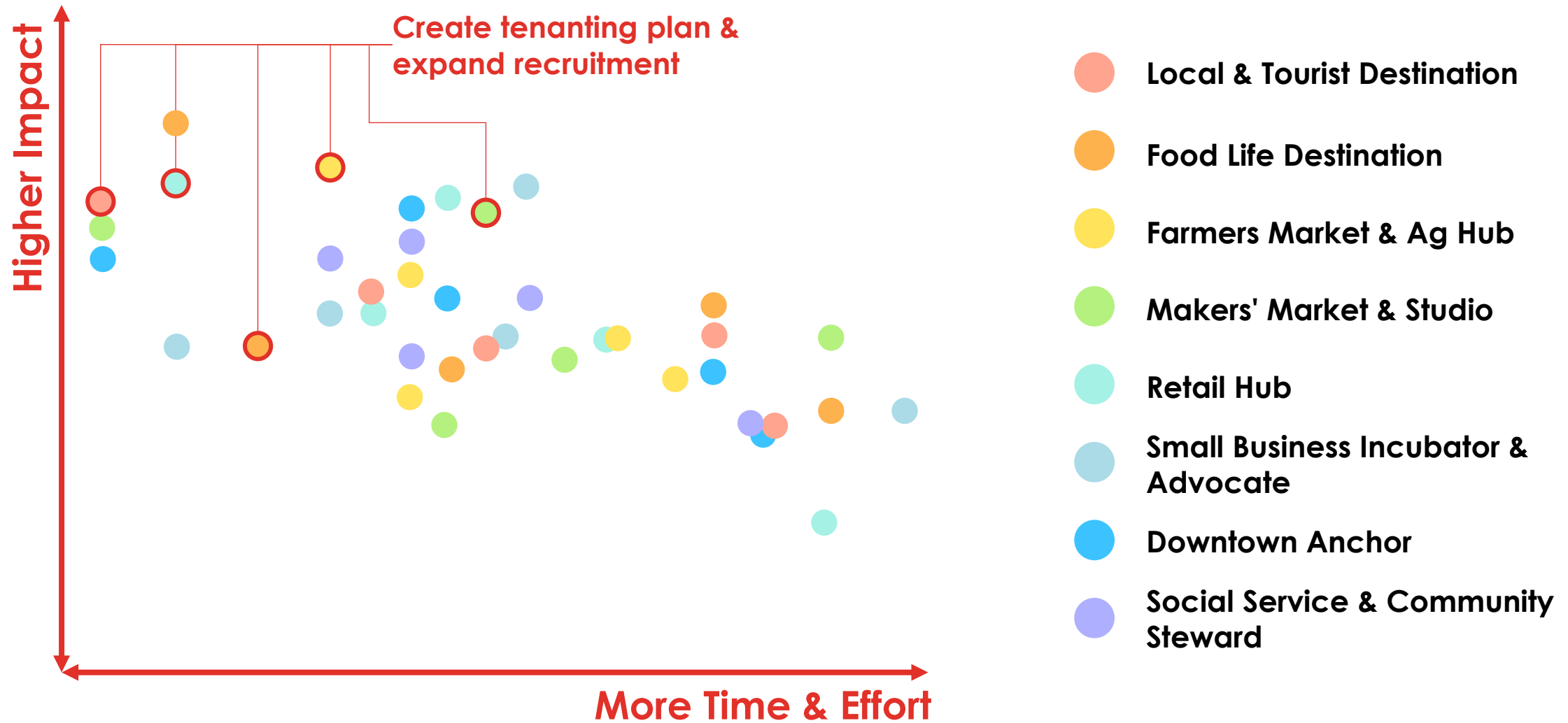
INTRO & FRAMING

Master Plan Goals & PPM Roles

Strengthening these eight roles is key to achieving the aspirational vision described in Master Plan Goals 1 & 2 and addressing existing challenges associated with Goals 3, 4 & 5.



Discussion & Activity – Miro Board



*Less/more effort is interpreted according to survey results on what's most achievable in the short-term, since timing could vary.

Master Plan Timeline: PDA meetings by phase



Council Engagement: *Topics for August and September meetings are being discussed*

- **Mid-August Special Meeting**
- **End-of-August Special Meeting**
- **Mid-September Special Meeting**
- **September 28 Council Meeting**
- **October 26 Council Meeting – Scenarios Workshop**



Pike Place Market Potential Interventions

“WHAT IF PPM DID X?”

JACK'S Seafood and O
Cioppino - Italian Seafood Stew
Clam Chowder - seafood & Sigs
Shrimp Cocktail - with homemade
Crab Cocktail - 7.99
Steamer (assorted clam or crab) in drawn butter - 11.99
Oulcone Oysters - 1.75 each 9.99 half dozen
Smoked Salmon Cocktail w/ Lemon Sauce - 5.99
Whole Dungeness Crab - 12.99 per pound
*crabcock served w/ drawn butter and lemon
*Oysters, scallops, clams not broiled and not to broiled.

JACK'S FISH and CHIP SPOT
Fresh Pacific True Cod in Pike Place Rule Ale Pattler
Reg Fish (3 pieces chips) - 8.99 Prawns and chips - 9.99
Large Fish (5 pieces chips) - 10.99 Oysters and chips - 9.99
Halibut and chips - 12.99 Scallops and chips - 10.99
Salmon and chips - 9.99 tartar/ketchup...

JACK'S FISH SPOT AND CRAB FOG
SMOKED SALMON
THE WORLD'S MOST FABULOUS, FAMOUS, FRESHEST, & FINEST FISH

Pike Place Market's role as

FOOD LIFE DESTINATION



ALASKAN KING CRAB LEGS
29.99/lb.
EXTRA KING CRAB IN OUR FREEZER JUST ASK AND WE'LL CRAB IT!

FRESH WASHINGTON DUNGENESS CRAB
10.99

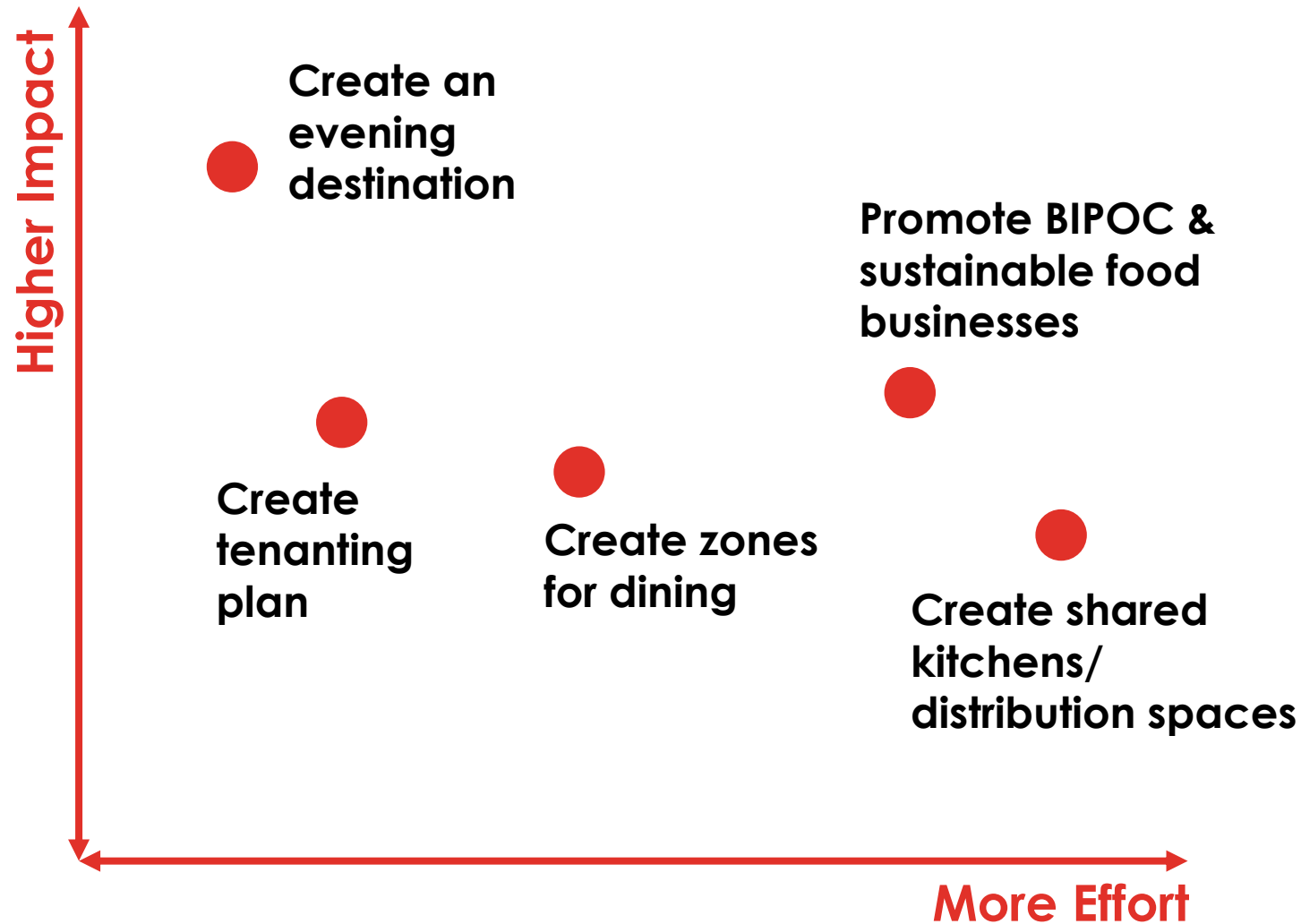
wild fish

Potential Interventions: Food Life Destination

Opp/ Challenge	What if we...
Reliance on few top performers	 Create a tenanting plan to attract missing food offerings?
	 Extend business hours and create programming to make PPM a dinner and post-work shopping destination, targeting office workers and residents?
Lack of physical space & clustering	 Create clear zones and medium-to-large spaces for food and restaurants to draw locals looking for socially-oriented casual dining concepts?
	 Create shared commissary kitchens, packaging/distribution spaces, and/or delivery pick up zones – in underutilized spaces at PPM or offsite – to support food delivery and shipping?
Structural shifts in dining	 Highlight sustainable vendors and create food-based events that support social causes (e.g., Native American food startups).*

*Revised since Council survey distributed.

Discussion & Activity: **Food Life Destination**



Does this resonate with how you ranked the interventions? Why or why not?

How can we most effectively advance DEI through these interventions?

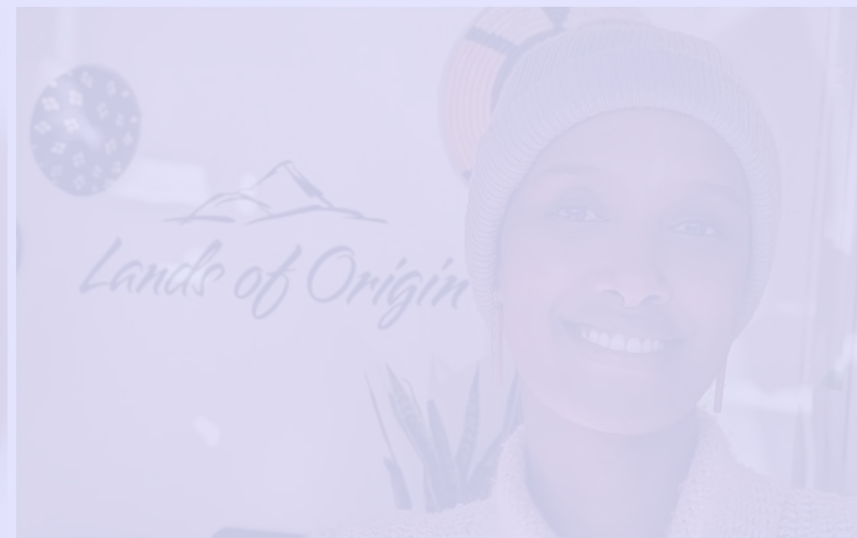
● Cause-based food events*

*Added since Council survey distributed. Less/more effort is interpreted according to survey results on what's most achievable in the short-term, since timing could vary.



Pike Place Market's role as

SOCIAL SERVICE & COMMUNITY STEWARD



Potential Interventions: **Social Service & Community Steward**

Challenge

What if we...

Limited public awareness



Create opportunities, in partnership with more native and BIPOC organizations, to highlight Indigenous, immigrant, BIPOC, LGBTQIA and other stories at the Market, including through public art, interpretive signage, and others?

Need for more inclusive service provision



Identify additional areas for collaboration between the PDA, Foundation, and other partners, including highlighting PPM's role as a social service provider?



Improve accessibility and inclusivity by incorporating multilingual signage, gender neutral restrooms, more seating, ADA accessibility, and other?

Lack of diversity data & targets

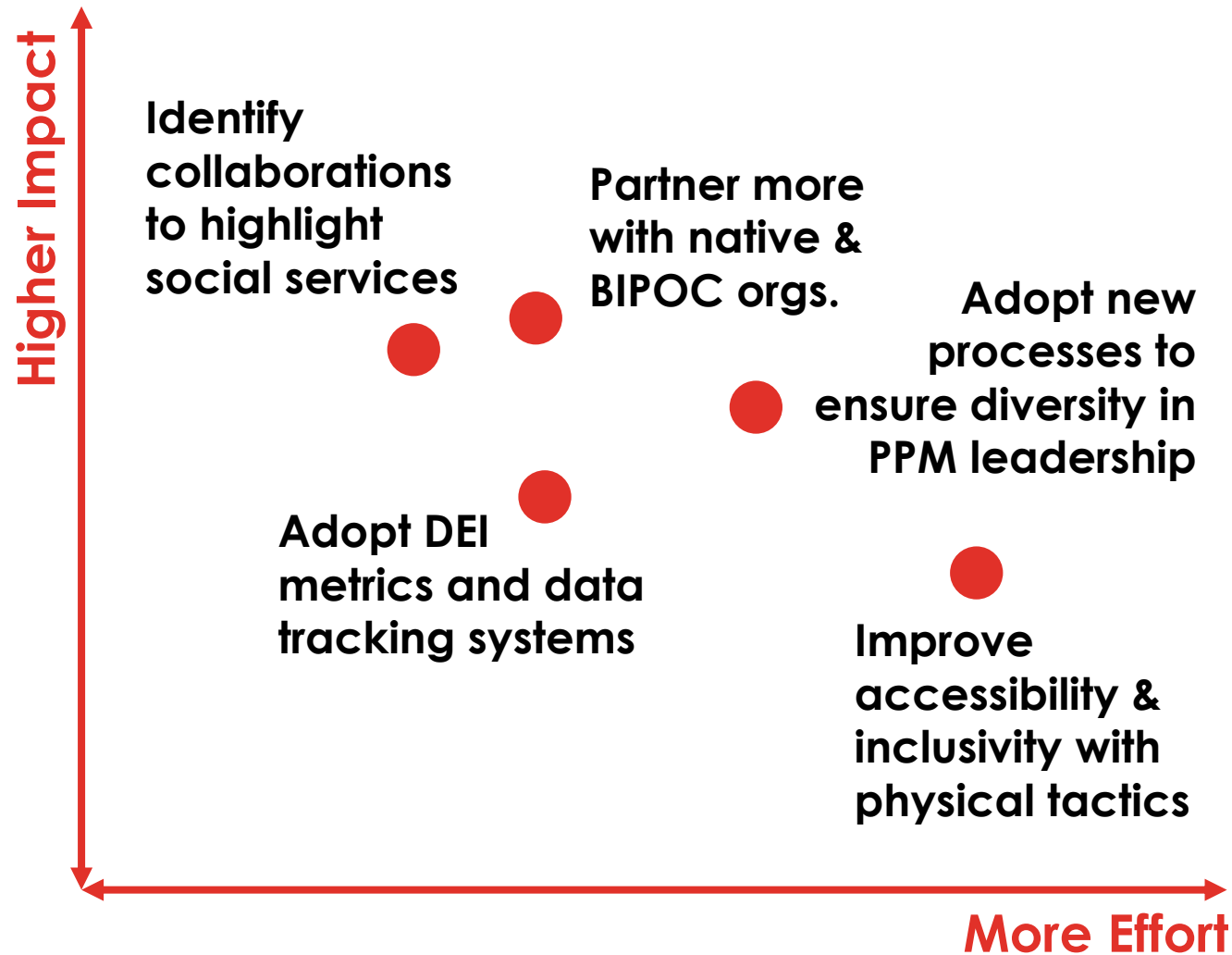


Adopt new processes to ensure leaders of PPM reflect the diversity of the greater Seattle area?



Adopt systematic data tracking, metrics, and targets to ensure accountability on DEI goals?

Discussion & Activity: **Social Service & Community Steward**



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