



Communications & Marketing





Advertising

- Broadcast
- Radio
- Pandora
- Print
- Online
- Mobile
- Search
- Transit





DSA “Holidays in Seattle” Partnership

TV Segments

- New Day NW
- Evening Magazine

Social Media and Website Plugs Full Panel Ad in Guide

- 195,000 total distributed
- 75,000 inserted in Seattle M
- Insertions in Portland Monthly
and Seattle Weekly





Website Visits

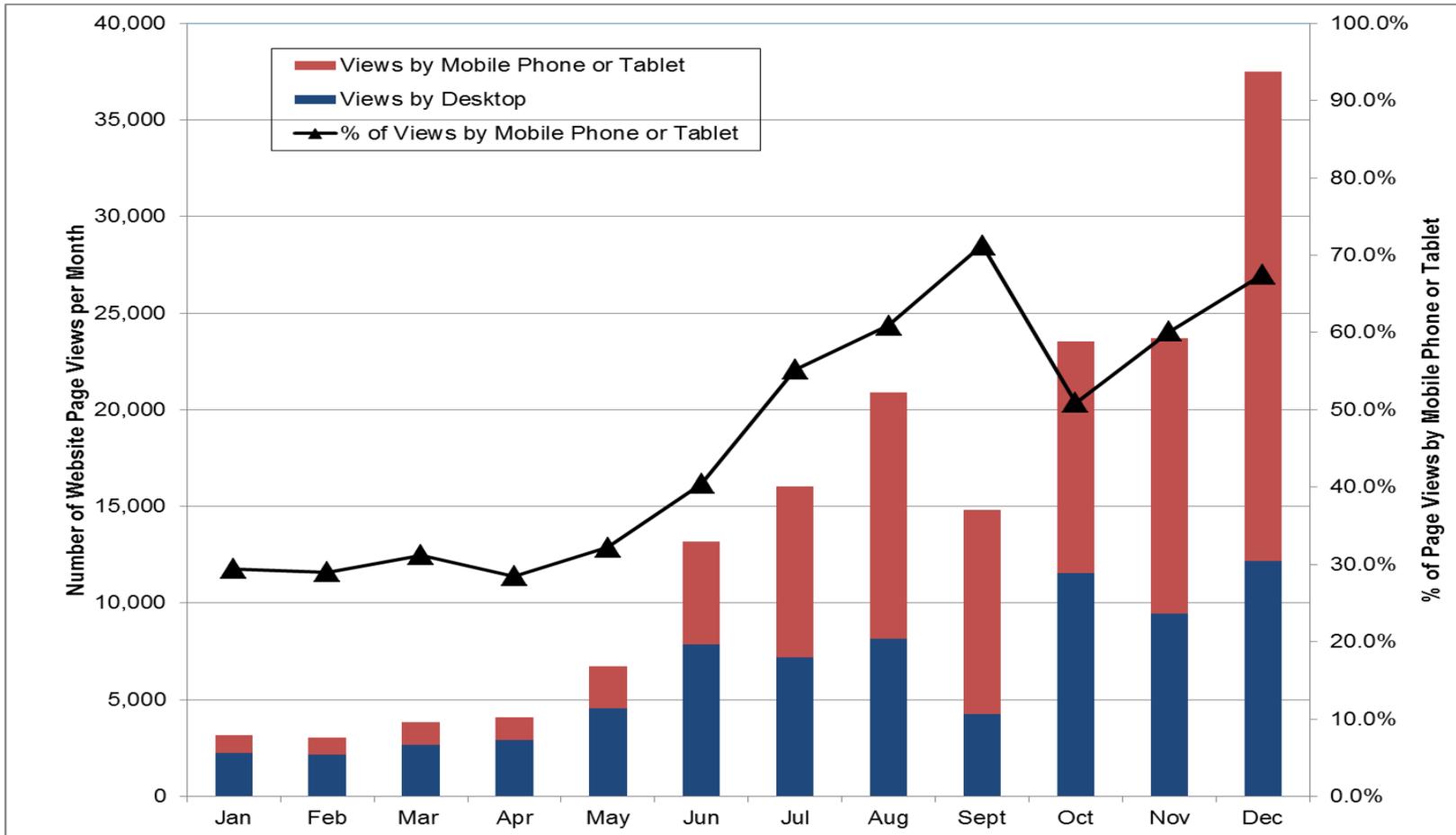
Fourth quarter 2012 vs fourth quarter 2013

Website visits	Fourth Quarter 2012	Fourth Quarter 2013
Site visits	20,761	91,788
Desktop	70%	31%
Mobile	16%	54%
Tablet	13%	15%
Traffic sources	Fourth Quarter 2012	Fourth Quarter 2013
Online display	13%	50%
Referral	16%	11%
Organic search	12%	13%
Direct	8%	9%
Top six sources of visits	Fourth Quarter 2012	Fourth Quarter 2013
Google (organic and paid)	31%	26%
Pandora	n/a	19%
Direct	8%	14%
Tribal Fusion (online display)	10%	10%
Underground Tour	n/a	6%
KING 5	8%	4%



Website Page Views per Month

January through December 2013





2014/15 Communications, Marketing & Media Relations Plan

- Behavior Change
- Holistic
- Audience-driven



News Coverage & Social Media

- Seahawks Parade
 - TV Mentions- Q13, KIRO
 - Placement on KIRO Home Page
- Seattle Times NW Autos Piece
- Seattle Met Nosh Pit:
 - “The Most Important Thing About Dining in Pioneer Square”



Community Outreach

- Top Web Referral Sources
- Neighborhood Business & Attraction Outreach

**FAST, AFFORDABLE
PARKING**
is our middle name.

Looking for cheap and easy parking in Seattle's Pioneer Square neighborhood? There are thousands of spaces within walking distance of shopping, restaurants, attractions and more. And the best part? *Spots are as low as \$3/hour.*

PIONEER SQUARE

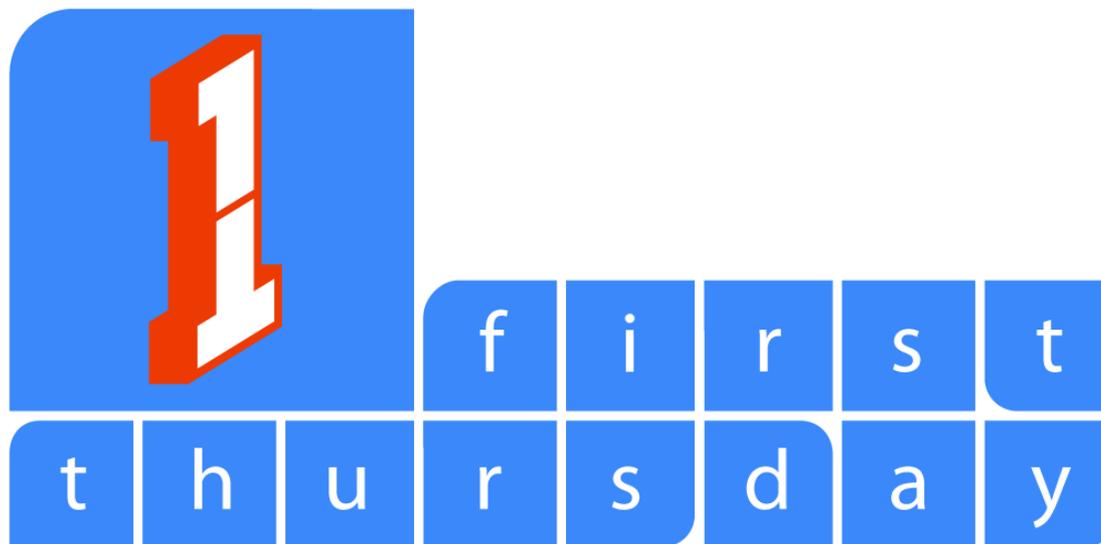
Low-rate (\$3/hour)
 Regular

P

DowntownSeattleParking.com
Pioneer Square · Waterfront



First Thursday Art Walk- Pioneer Square





Parking Ambassadors

- Uniformed Street Team
- Weekend-focused
- Parking Pirate Strategy



Mother's Day

- Media Relations vs. Paid Media
- Social Media
- Parking Ambassadors Debut





DowntownSeattleParking.com
Rates the same or less than street parking.

Pioneer Square · Waterfront