



7AM | PIKE STREET AND SECOND AVENUE

1 Good Morning, Seattle

CityTarget stores open their doors one hour earlier than most Target stores (at 7 a.m.) to accommodate time-pressed downtown workers and residents. The Pike Street entrance (this photo) also welcomes tourists visiting Seattle's iconic Pike Place Market one block away.

a day in the city

With eight years of red and khaki under her belt (five as a store team leader), Amanda Martinez knows a thing or two about how a Target store works. So when she was asked to lead one of our first CityTarget stores (smaller-format Targets in the heart of the city), she knew it would be a challenge—and the chance to be part of something big. Barely a month after its July grand opening, T-2786 Seattle's 255 team members have joined her in helping their store reach top sales in everything from liquor to motion-sickness pills (both, she's thinking, boosted by cruise ship passengers) to reusable bags (they're No. 1) to sunglasses (Seattle can get lots of sun during the summer). And the team does it with a sales floor split over three levels, a backroom less than one-fourth the normal size, and a loading dock that requires expert maneuvering. It all happens in a day at CityTarget.

9AM | UNION STREET

1 Breakfast Run

Digital welcome boards at the store's two entrances greet guests with a "good morning," plus weekly ad deals and messages about REDcard Rewards and Community Relations initiatives. Copies of the weekly ad tuck into holders on the boards' sides. A few steps away: a latte fix at the store's Starbucks.



10:30AM | UNION STREET ENTRANCE/LEVEL ONE

1 How Can I Help You?

Store Team Leader Amanda Martinez (above) knew guests would love the bold "hi" signing by the carts—she just didn't know how much. "Guests see it from the street and come in to take pictures with it," she says. "It's cute, it's fun, and it feels like Target."



Ninety-five percent of T-2786's team members walk, bike or take public transit to work. **Tiffany Noble**, team member, Price Accuracy, stores her ride in the parking garage off Union Street.

NOON | LEVEL 2 ESCALATORS

1 Lunch Rush

T-2786 experiences its biggest crowds from noon–2 p.m. followed by 4–6 p.m., and on weekdays more than weekends—in both cases the opposite of what most Target stores see. Escalators speed shoppers and their carts between floors. The Seattle CityTarget is our second three-level store (T-2307 Glendale, Calif., is the other).



12:30 PM | LEVEL TWO

1 Tourist Season

Pike Street tourist traffic pours in to the second level, where soda, snacks, souvenirs, CDs/DVDs and Health & Beauty items are placed for quick and easy shopping. Cashiers including Alexandru Sandu (right) use wireless scanners to speed guests through checkout. Checklanes on Level One are ideal for guests buying groceries.



2PM | LEVEL THREE

1 Bright Thinking

Men's Apparel on Level Three (right) enjoys the store's brightest spot thanks to four big skylights and a wall of tall windows. The two lower levels take in their fair share of natural light and city views too—the store boasts a total of 15,000 square feet of windows.



"I practically bust a sweat whenever I need to pull off the mannequin arms," jokes Patricia Burgess, team member, Softlines (photo above). Strong magnets attach the arms to the mannequin body.

3PM | LEVEL TWO

1 Modeling a Look

Mannequins provide one more way to merchandise apparel. "I can tell you that what the mannequins are dressed in sells very well, very quickly," Amanda says. She adds that when guests ask, she points out the mannequins and music (an Alternative mix is piped in throughout the store) as two of the most noticeable CityTarget differences.



Roland Arij, sales floor team member, loves pointing guests toward the store's Seattle souvenirs. He's made a purchase of his own here too—a "Seattle is for Love Birds" shirt for a friend.



4PM | LEVEL TWO

🕒 Loving CityLove

A sign that looks like a View-Master with Seattle travel slides marks the spot for souvenirs, called CityLove. "Considering tourists also have the option to shop at Pike Place Market, our postcards and shirts sell really well," Amanda says. "Target teams created them to have that fun, modern Target feel."



8:45PM | LOADING DOCK

🚚 Tight Squeeze

Expert drivers back 28-foot trucks (compared with our standard 53-foot trucks) down a narrow alley, then crank the wheel to carefully angle the trailers up to the store's loading docks—with less than two inches' clearance on the sides. They drive every evening from T-558, our distribution center in Albany, Ore.

10PM | BACKROOM

📦 It's a Wrap

Overnight Logistics team members quickly unload the trucks—tackling the job, start to finish, in an hour. As the boxes come off the unload line, they're placed on tall carts (designed by our Store Operations team), each designated for different areas of the store.

Shauntika Woods, team member, Overnight Logistics, gears up for the flurry of activity that comes with unloading the trucks.



every city is unique

Setting up shop in existing buildings—in dense, distinctive neighborhoods—means no two CityTarget stores are alike. Besides Seattle, this year also saw openings in Chicago, Los Angeles (Downtown and Westwood) and San Francisco. Here's a peek at their distinctive features.



LOS ANGELES – WESTWOOD This CityTarget next to the University of California Los Angeles (UCLA) campus is a high-traffic Back to College store with only one receiving dock door.



SAN FRANCISCO – CENTRAL In San Francisco, a stand-alone C9 by Champion shop, complete with its own entrance and checklanes, gives our popular owned brand star billing.



CHICAGO Our Chicago CityTarget puts us on State Street, one of America's classic shopping streets, where our window displays will become part of the bustling holiday landscape.