

FW: Yes - Estolano Advisors La Pulga

City Clerk <[REDACTED]>

Tue 8/30/2022 7:46 AM

To: Agendadesk <[REDACTED]>

From: Esparza, Maya <[REDACTED]>

Sent: Monday, August 29, 2022 7:27 PM

To: City Clerk <[REDACTED]>

Subject: Fwd: Yes - Estolano Advisors La Pulga

FYI/ looks like we all received this email

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From: Kelly Snider <[REDACTED]>

Sent: Monday, August 29, 2022 6:56 PM

To: Liccardo, Sam; Jones, Chappie; Jimenez, Sergio; Peralez, Raul; Cohen, David; Carrasco, Magdalena; Davis, Dev; Esparza, Maya; Arenas, Sylvia; Foley, Pam; Mahan, Matt

Subject: Yes - Estolano Advisors La Pulga

[External Email]

Honorable Mayor and Councilmembers,

I first learned about the displacement of the vendors when SPUR Director Fred Buzo presented the Urban Village Plan at a policy meeting in early 2021. I was surprised that the planning for BBUV assumed complete displacement of La Pulga, with no consideration of the devastating effects on the small businesses being displaced, or even a collaborative effort to relocate La Pulga to a permanent location.

Prior to approval in Spring 2021, at vendors' urgent request, the City Council made some specific conditions related to the approval. Also at that time, the BFVA asked me to advise them in collaboration with OED on the actions you're considering today, and I have been advising BFVA pro bono ever since. I am letting you know that as of today, the Flea Market is in much worse condition than it was in Spring 2021; many (tens? dozens?) of vendors have been obligated to close due to depressed attendance and increased costs of doing business. But the Conditions of Approval which City Council hoped would be modestly helpful have actually been extremely hurtful.

Briefly:

First, the ability to opt into a 6-month license, which could have offered a smidgen of security and enable inventory purchases for more than a week in advance, was never implemented. In a spiteful and cruel "requirement" to the 6-month option, the Bumbs required the full half-year payments *upfront* - which for vendors would be \$8k - \$10k all at once, a huge sum for these small businesses. Thus, the 6-month "lease" is a ghost offer only.

Second, the Bumbs doubled the cost to park at La Pulga in Summer 2021. All the parking revenue\$ go to the Bumbs directly, so starting in July 2021, a family with \$100 to spend shopping on a warm Sunday was required to first pay \$20 "parking" fee (think "resort fee" at a hotel). If you ride a bike or walk in - they now charge you \$5 a head. The revenue loss to Vendors was immediate and is sustained today. Visitors who used to go spend \$30 TOTAL in an afternoon have stopped shopping at La Pulga because they can't even afford to get in the gate. The Bumbs justify their parking rates by comparing themselves to Great America and SAP Center. It's spiteful cruelty, intended to throttle down shoppersto La Pulga and to keep the remaining vendors scared and silent.

Third, the Owners are "citing" and fining vendors at an increased rate, often with no explanations or opportunity for redress. Mr. Rigoberto Gonzalez, a vendor selling gorgeous piñatas for over 20 years, was given a fine/citation for..... (wait for it).....:

HANGING UP PIÑATAS IN THE SAME PLACE THEY'VE BEEN HUNG EVERY WEEK FOR 20 YEARS! When Sr Gonzalez asked why this policy was "changed" so suddenly, he was given no clear answer. It almost seems as though the Bumbs enjoy being obtuse and hostile to vendors; hoping to intimidate them into closing down early and just moving along.

Please approve Estolano Advisors, and please help re-locate La Pulga to a great, permanent location ASAP. San Jose is at risk of losing an astonishing, 50-year tradition - an open-air, multi-cultural and multi-lingual, tax-revenue-producing and small-business incubator that is one of San Jose's most unique and special places. To allow a vindictive and self-serving person like Mr. Bumb intentionally destroy the few remaining months of the La Pulga (closure notice in June 2023) would be awful.

Sincerely,
Kelly Snider

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