



# Business Development & Support for Berryessa Flea Market Vendor Community

Monthly Check-In: March 11, 2025



# Agenda

1. Touchpoints & Progress

2. Looking Ahead



# Touchpoints & Progress



# Touchpoints (program to date)



**3,795**

## Total Touchpoints

Includes group events, tabling, 1:1 support, etc.



**1,035**

## Campaign Engagement

Includes printed and digital materials.



**881**

## Event Reach

Includes group events, tabling, 1:1 support, etc.



**187**

## Vendor Leads

Includes list of vendors who provide contact information.



**155**

## 1:1 Support Sessions

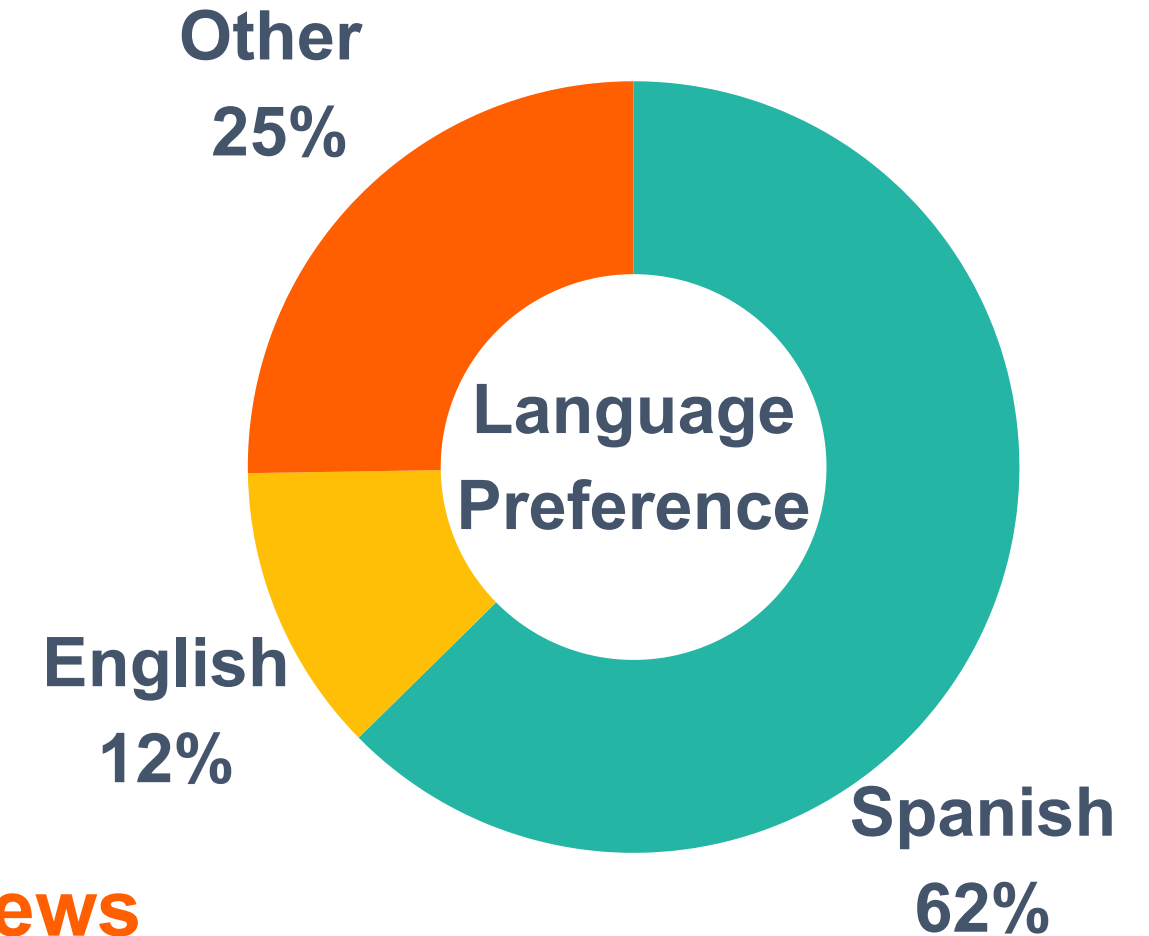
Includes 1:1 TA support and post-event follow-up.



**1,537**

## Berryessa Pageviews

Includes Berryessa total pageviews.





# Outreach & engagement (program to date)

	February 2025	Actual (Apr'23-Feb'25)	Goal (Apr'23-Mar '25)
# Outreach events	1	65	-
# Outreach attendees	42	267	210
# 1:1 TA events	4	178	-
# 1:1 TA attendees	4	104	90
# Group TA events	2	94	-
# Group TA attendees	0	165	-



# Loan enrollment (program to date)

	February 2025	Actual (Apr'23-Feb'25)	Goal (Apr'23-Mar'25)
# Total loan applications received	4	74	-
# Total loan apps under review	4	21	-
# Loan applications rejected	0	0	-
# Loan applications approved	0	53	110



**Average loan  
amount: \$2,481**

**Total loan amount:  
\$131,500**

# Loan portfolio (program to date)

Total loan volume	\$131,500	
Breakdown of loans by size	\$1,500 Loan	1
	\$2,500 Loan	52
Outstanding loan report	Current	39
	Closed - Paid in Full	13
	30-60 days late	0
	60-90 days late	0
	90+ days late	0
	Charge off	1



# Looking Ahead

# Lessons learned & what's next?

- We had successful booth-to-booth outreach in late February and have the following in-person outreach/TA events scheduled for the coming weeks:
  - FinEd workshop
  - Booth-to-booth outreach
  - Rent weekend event
- We are near the final stages of preparation for the launch of grants to Berryessa vendors.
  - As previously noted, in this first round, priority will be given to vendors who have actively engaged with MAF (i.e., participated in loans, business coaching, and FinEd workshops).







Thank you!