

Berryessa Flea Market Status Report

Community and Economic Development Committee

May 22, 2023

Item (d)3

Presenters: Nanci Klein and Adolfo Ruelas
Office of Economic Development and Cultural Affairs



Outline

1. Background
2. Property Owner Status Reports
3. Vendor Support
4. Economic and Feasibility Studies
5. Flea Market Advisory Group



City Council Direction - June 2021

Vendor outreach and resources

Vendor Transition Fund

Flea Market Advisory Group

5-acre, on-site Urban Market

Economic/feasibility studies



Support Berryessa
Flea Market vendors
through the
redevelopment of
the site

Quarterly Status Reports

Requirements:

- Property owner to submit Quarterly Status Reports on permitting and construction activities and vendor displacement, relocation, and termination
- Community and Economic Development Committee to review the owner's reports twice a year



Quarterly Status Reports

Report submitted in April 2023:

- Property owners will not provide the one-year notice of Flea Market closure prior to October 1, 2023 (instead of July 1, 2023)
- Application for Master Planned Development permit and Tentative Map under the City's review (*to be discussed at Berryessa Neighbor meeting on June 12*)

OCTOBER 2023

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

OCTOBER 2024

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Vendor Outreach, Engagement, and Support

A new vendor support loan and technical assistance program led by local nonprofit organization, Mission Asset Fund (MAF) has been launched to assist Berryessa Flea Market vendors.

MAF will provide:

- a) Technical assistance
- b) Grants
- c) 0% Loans



Economic & Feasibility Studies

Estolano Advisors is conducting three inter-related studies:

- Economic and Cultural Impact Study
- Research on potential operating models
- Alternative site assessment



Advisory Group Timeline

March 28, 2023: staff shared the charter for the new Flea Market Advisory Group with City Council

April 25, 2023: Information Memorandum issued on completion of the member selection process and City Manager appointment (10 vendor representatives and one property owner representative)

May 17, 2023: first meeting of the Advisory Group

Info at: <https://www.sjeconomy.com/fleamarketvendors>

Advisory Group CY 2023 Work Plan

June: Describe approach to the studies and present preliminary data

August: Review findings of studies and potential opportunities

September: Discuss all potential funding ideas and other supports to address vendor needs

November: Develop recommendations on a high-level plan for the Vendor Transition Fund

Berryessa Flea Market Status Report

Community and Economic Development Committee

May 22, 2023

Item (d)3

Office of Economic Development and Cultural Affairs

Presenters: Nanci Klein, Adolfo Ruelas

