

Berryessa Flea Market Status Report

Community & Economic Development Committee
September 26, 2022 - Item (d)2

Office of Economic Development and Cultural Affairs

Nanci Klein

Blage Zelalich

Nathan Donato-Weinstein

Lori Severino

Adolfo Ruelas

| Outline

1. Background Context
2. Quarterly Status Reports from Property Owner
3. Flea Market Advisory Group and Economic Studies
4. Vendor Outreach, Engagement & Support

| City Council Direction - June 2021

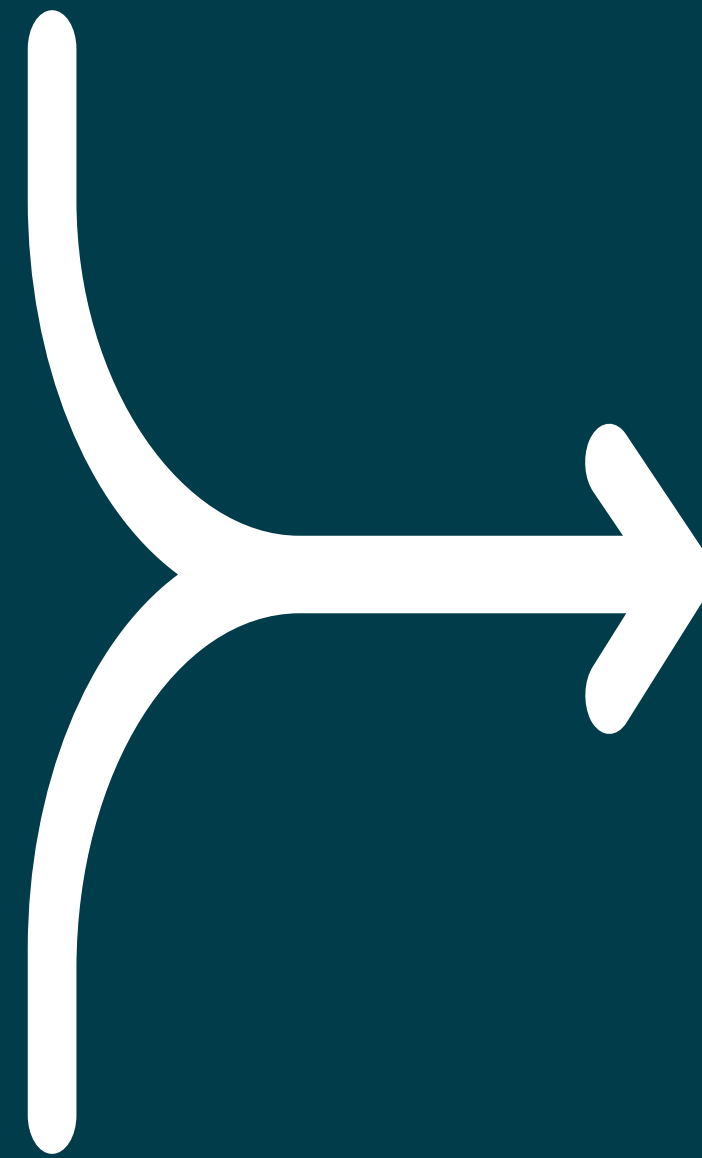
Vendor outreach and resources

Vendor Transition Fund

Flea Market Advisory Group

5-acre, on-site Urban Market

Real estate/operational 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
- CEDC to review the owner's Reports twice a year

Report submitted in July 2022 for April 1 - June 30:

- Submitted applications for a Master Planned Development Permit (PD21-018) and a Tentative Map (T21-041)
- Reported no direct displacement or relocation of vendors and two terminations

| Advisory Group

Selected consultant: Baird + Driskell Community Planning

Scope:

- Phase 1 (\$125,000): work with stakeholders to draft the Advisory Group Charter; assist with the member selection process; conduct public outreach
- Phase 2 (option to extend): assist with administration and facilitation of the Advisory Group

| Real Estate and Operational Studies

Selected consultant: Estolano Advisors

Scope:

- Data collection and outreach
- Economic and Cultural Impact Study (optional)
- Market Operations Research
- Alternative Site Assessment
- Capital Flea Market supplemental work (optional)

| Vendor Outreach, Engagement, and Support

**VIRTUAL EBT
VENDOR PROGRAM
INFO SESSION**

August 11, 2022

2:00 PM

Via Zoom

Speaker :
Lisa Roach
Marketlink EBT
Program Expert

Are you a vendor
Interested in accepting
EBT? Register to learn
more!

Register Here:





www.sanjoseca.gov/fleamarketvendors



| Next Steps

Develop the Advisory Group Charter for City Council approval

Conduct Real Estate and Operational studies to inform decisions/opportunities

Continue vendor outreach, engagement, and support

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