

# 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

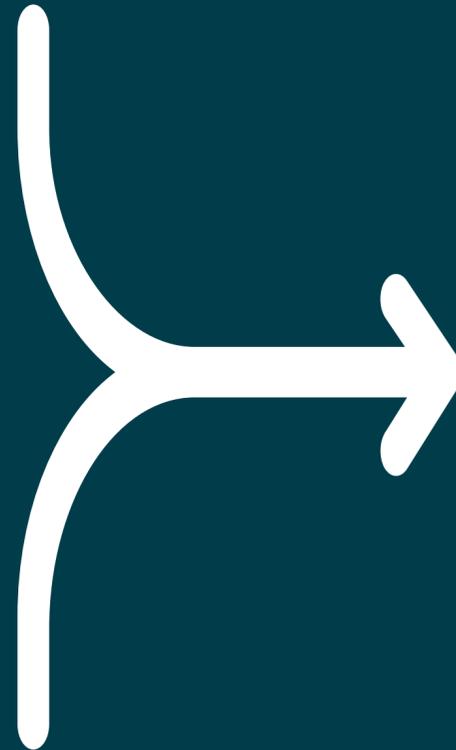
Vendor outreach and resources

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

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