

BFVA Meeting – December 14, 2021

Agenda:

- City Council Direction
- Goals
- OED Workplan
- Next Steps

City of San José, Office of Economic Development (OED) Flea Market Team:

Karina Alvarez

Lori Severino

Nathan Donato-Weinstein

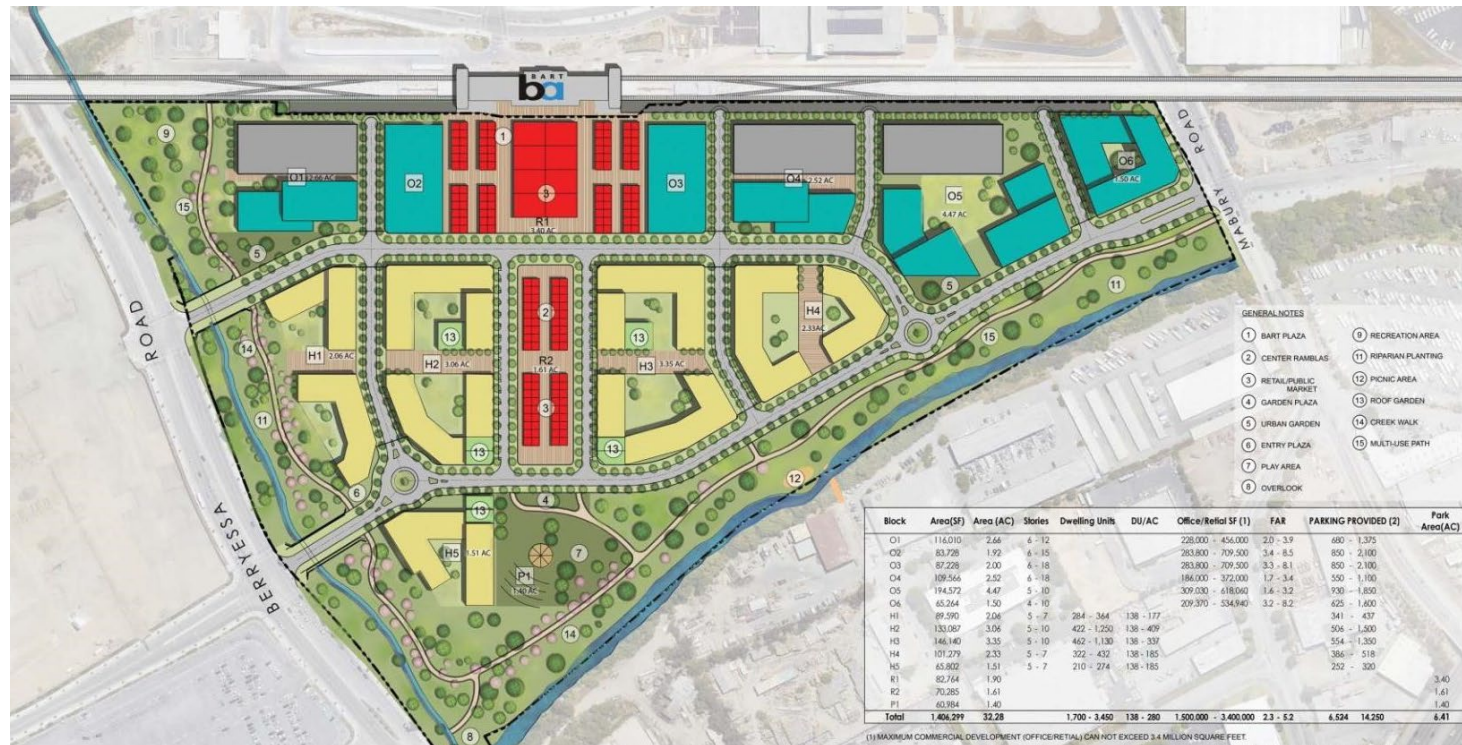
Elisabeth Handler

Blage Zelalich

Nanci Klein

Flea Market Project (June 2021)

- Approved new zoning for the 60-acre Flea Market site that will allow for housing (including some affordable units), offices, and parks
- Requires 5 acres to be set aside for a **market**



City Council Direction

- Require owner to contribute funds*
 - \$500,000 to the City to establish a Flea Market Advisory Group and conduct economic studies
 - \$4.5 million to a Flea Market Vendor Transition Fund
 - \$2 million when they give notice of the market closing
 - \$2.5 million when the market closes

* The City is contributing an additional \$2.5 million for total of \$7.5 million in funding.

Fund and Advisory Group

- **Fund Purpose:**

- Mitigate direct expenses the vendors may experience when moving to a new market
- Any additional resources to inform the design and operation of the new market, such as data collection or research

- **Advisory Group Role:**

- Guide decisions on the \$7M that will go into the Fund
- Provide input on the new market concepts

- **Advisory Group Composition:**

- Specifics to be determined by City Council, but shall include representatives of the property owner/developer, the City, and a supermajority of Flea Market vendors, including members from any vendors' association

City Council Direction

- Require owner to offer vendors the option for a 6-month license agreement
- Complete an Economic Impact Study of the existing market and other studies to support development of the next market
- Offer small business support to the vendors
- Research alternative sites for a market
- Work with VTA on potential arrangements for the existing site

Our Goals

- Work to prevent displacement of vendors due to redevelopment of the Flea Market site
- Advance equity (vendors come out of this process better off than today)
- Engage and support the vendors
 - Address immediate needs
 - Help build capacity to achieve long-term goals
- Collaborate with stakeholders to develop long-term solutions

Vendor Support and Communications

- Hosted an **outreach event** to share resources
- Set up a **website and email list** to share information and opportunities
- Collecting **contact info** so we can communicate directly with vendors (email us at fleamarketsj@sanjoseca.gov to sign up!)
- Exploring **technical assistance programs**
- Preparing to **set up the Advisory Group** and Fund

Next Steps

- Conduct more vendor outreach
- Begin the economic studies
- Select a consultant to assist with setting up the Advisory Group
- Convene the group of stakeholders, including vendors, to draft the Advisory Group charter

Thank you!!

Website: www.sanjoseca.gov/fleamarketvendors

Shortcut to vendor resource flyer: bit.ly/3lZZYZM

Questions/comments:

- fleamarketsj@sanjoseca.gov
- Phone: 408-535-8181 (You may leave a message in Spanish, Vietnamese or English)