

2012 San Jose Eats becomes **Moveable Feast** – street food markets, festivals and corporate dining from South San Francisco to Gilroy 2016 Placemaking firm **Public Space Authority** founded 2017 San José Made acquired 2018 **Moment** micro-retail launched with 50 tenant waiting list 2019 Garden at the Flea at San Jose Flea Market, an outdoor plaza featuring a beer garden, food truck park, concert stage, maker market and garden opens at the entrance of the Berryessa BART Station 2020 Moveable Feast, San José Made, and PSA rebrand as Moveable. We lead marketing for the entire **San Jose Flea Market**.

We launch the modern street food and maker movement with San Jose Eats

& San José Made in empty downtown storefronts/lots with 10,000 friends

2011

We create and sustain public life through community-first placemaking.



Our multidisciplinary team of storytellers, urban planners, producers and artists are rooted in Silicon Valley.



We partner with over 1,500 local makers, artists, chefs, musicians and entrepreneurs.



Our programming attracts **over 1,000,000 attendees** annually from South San Francisco to Gilroy.



Practice Model





Garden at the Flea

Launched in April 2019,
Garden at the Flea is
located within the San
Jose Flea Market, one of
the nation's largest open
air markets and a
cultural icon of San José.



Garden at the Flea

Events Every Week

In order to build an exciting new space, we created 150 new events and programmed over 250 music acts and performers over the first seven months.

Entertainment Destination

This 1-acre parking lot conversion features a craft beer garden, live music stage, demonstration garden, fiber arts murals, seating, games, food truck park and local retail area.

Placekeeping

Preserving and honoring the cultural importance of the San Jose Flea Market informs and powers everything we do.



Garden at the Flea

To bring this culturally important San José project to life, PSA provided:

Community Engagement

Construction Advisement

Food & Beverage

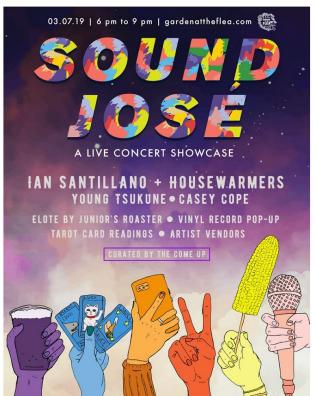
Spatial Design

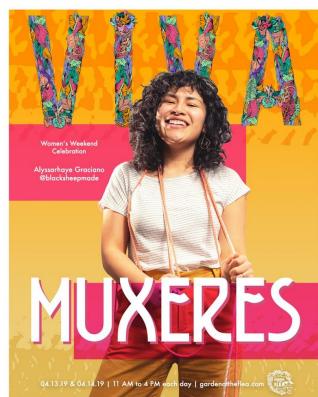
Arts & Culture Programming

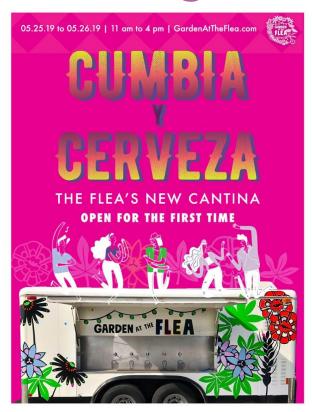
Marketing



Garden at the Flea Marketing









Moment

Launched in 2018

MOMENT emerged from an ambitious project to convert fourteen San Pedro Square parking spaces into four micro-retail storefronts.

#shopsmall

Despite the high-level demand for these highly trafficked storefronts, we always prioritize *local small businesses* in these storefronts.

Dynamic Leasing

We lease these storefronts to makers, artists, designers and emerging brands for flexible lengths ranging from *three months* to *two years*.

Modern Retail Success

Since opening, MOMENT has hosted ten small businesses who have seen anywhere from 6x to 15x monthly sales multiples over their rent.





Taylor Street Night + Market







Public Parks

Inclusive Parks

By creating weekly free admission events, we encourage people to use their public parks as a central gathering place to engage their neighbors and community.

Food x Community

We believe the best communities are the communities who eat together, which is why our parks programming always features several food options.

Local Live Music

We leverage our extensive network of local music performers to create lively parks performances and thus strengthen a neighborhood's pride in its local culture.

Community Created

All of our parks programming features several community feedback points, enabling communities to craft their future parks programming and community ideas.





Holiday Fair

Since 2016, we have grown this two day event to where it now sees over 20K shoppers.

So Many Small Businesses

The event features *over 275 makers*, designers, artists, food producers and emerging brands, mostly based in San José and the Bay Area.

Celebrate Small Business

People describe the event as a unique opportunity for local residents to meet new small businesses and support their favorites all in one festive space.



Leadership

Ryan Sebastian

Principal & Founder

Alice Chen

Arts & Culture Program Manager

Kevin BiggersChief Strategist

Yaneth Lopez

Producer

Zach Lewis

Chief Operations Officer



Clients

Apple Facebook Google **Knight Foundation** LinkedIn NASA San Jose Flea Market Santa Clara University **Stanford University U.S. General Services Administration** Verizon

Locations

Alexandria Real Estate Equities
City of San José
County of Santa Clara
Hudson Pacific Properties
Irvine Company
Jay Paul Company
Team San Jose
Valley Transportation Authority
Westfield



Let's Talk

Ryan Sebastian

Principal & Founder ryan@mvbl.co

For San José Made inquiries, contact:

Kevin Biggers

Chief Strategist kbiggers@sanjosemade.com



moveable

566 S. Almaden Avenue, Floor 2 San Jose, California 95110

408.800.6825

mvbl.co