

PLACEMAKING

FOOD & BEVERAGE

CREATIVE RETAIL

MUSIC

MARKETING



moveable

- 2011 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
- 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 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

03.07.19 | 6 pm to 9 pm | gardenattheflea.com


SOUND JOSE

A LIVE CONCERT SHOWCASE

IAN SANTILLANO + HOUSEWARMERS
YOUNG TSUKUNE • CASEY COPE

ELOTE BY JUNIOR'S ROASTER • VINYL RECORD POP-UP
TAROT CARD READINGS • ARTIST VENDORS

CURATED BY THE COME UP



WIVA

Women's Weekend Celebration

Alyssarhaye Graciano
@blacksheepmade

MUXERES


04.13.19 & 04.14.19 | 11 AM to 4 PM each day | gardenattheflea.com



05.25.19 to 05.26.19 | 11 am to 4 pm | GardenATTheFlea.com

CUMBIA Y CERVEZA

THE FLEA'S NEW CANTINA
OPEN FOR THE FIRST TIME



Moment

Nationally recognized micro-retail



Moment

@bobodesignstudio

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

Largest weekly outdoor series in San Jose



moveable

Taylor Street Night + Market

LIVE BANDS

BEER GARDEN

COMMUNITY ENGAGEMENT

MURALS

STREET FOOD

POP UP PARK

MAKER MARKET

PHOTO BOOTH

LAWN GAMES

DOG MEETUP

**Power
of 10**

Public Parks

Innovative funding and governance model



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

Largest craft fair in San Jose



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 Biggers

Chief 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

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