



**PACIFIC COAST FARMERS'  
MARKET ASSOCIATION**

5060 Commercial Circle, Ste. A  
Concord, CA 94520

Esteemed Mayor and City Council members.

For over 14 years, the Pacific Coast Farmers' Market Association, a 501(c)5 non-profit organization, has been serving the Cupertino community by organizing the farmers' market at the Vallco Shopping Center. After two years of incessant searching for a potential new home for the market, we have identified a site that we feel will be beneficial to both the farmers and the Cupertino community.

Creekside Park would be most conducive to providing Cupertino residents with access to fresh fruits and vegetables while helping PCFMA continue to fulfill our mission of empowering California farmers to be enormously successful in Bay Area communities. The parking lot of Creekside Park on Miller Avenue would be just far enough away from the surrounding houses so any noise generated from the market would not disturb local residents. Additionally, our new partnership with the First Baptist Church of Cupertino would allow for us to provide extra parking for our customers and minimize the impact of farmers' market customers parking in the neighborhood.

We at Pacific Coast Farmers' Market Association ask for the Council to consider waiving the facility use fee of the Creekside Park parking lot on Miller Avenue on Friday mornings from 7am to 3pm for the set-up and operation of the farmers' market so we can continue to serve the Cupertino community moving forward in 2017. We are excited to continue to provide a gathering space for the Cupertino community to purchase their fresh fruits, vegetables, dairy products, directly from the growers and look forward to expanding our level of service to the community.

Thank you for your consideration.

Jorge Vega  
Regional Manager