



REPORT to the MAYOR and MEMBERS of the CITY COUNCIL
From the CITY MANAGER

DATE: September 10, 2024

SUBJECT: CONSIDERATION AND POSSIBLE APPROVAL OF THE COMMUNITY PARKING COMMISSION'S RECOMMENDATION FOR THE LA MESA VILLAGE ENHANCEMENT FUND PROGRAM AND A RESOLUTION APPROPRIATING \$76,180 FROM THE DOWNTOWN PARKING FUND TO THE FISCAL YEAR 2024-2025 DOWNTOWN VILLAGE ENHANCEMENT FUND BUDGET

ISSUING DEPARTMENT: City Manager's Office

SUMMARY:

Issues:

1. Should the City Council approve the Community Parking Commission's recommendation for La Mesa Village Enhancement Fund Program?
2. Should the City Council approve a resolution appropriating \$76,180 from the Downtown Parking Fund to the Fiscal Year 2024-25 Downtown Village Enhancement Fund Budget?

Recommendation:

1. Consider and possibly approve the Community Parking Commission's recommendation for La Mesa Village Enhancement Fund Program.
2. If City Council approves such recommendation, adopt a resolution appropriating \$76,180 from the Downtown Parking Fund to the Fiscal Year 2024-25 Downtown Village Enhancement Fund Budget.

Fiscal Impact:

The La Mesa Village Enhancement Fund (VEF) Program is funded from 50% of annual net parking revenues from the Downtown Parking Fund. After deducting operating expenses and applying interfund transfers from the Fiscal Year 2023-24 Parking Fund revenue, 50% of the available net revenue is \$76,180.

BACKGROUND:

In 2019, the La Mesa Village Enhancement Fund Program (VEF Program) was established as a one-year pilot program. The purpose of the VEF Program is to encourage ongoing investment in the Downtown Village by providing opportunities for non-profit organizations and private businesses to apply for funds to finance events, promotions, programs, and advertising in the Downtown Village and to create additional entertainment opportunities for the community. The VEF Program is funded from 50% of annual net parking revenues (revenues minus expenditures and interfund transfers). To be eligible for funding, all activities funded by the VEF Program must occur in Parking District One. The role of the Community Parking Commission (Commission) in the program's application process is to make recommendations to the City Council annually as to which applications should receive funding. A key program goal is that applications must be able to demonstrate a public benefit to the businesses in Parking District Number One. In May of 2021, staff provided a one-year update of the VEF Program and the City Council directed staff to continue the VEF Program.

DISCUSSION:

The VEF Program application period was open from July 1, 2024 to July 31, 2024, and a total of six applications were received. The total funding amount requested from the six applicants is \$329,493 and the available funding is \$76,180.

At the August 20, 2024, Commission meeting, the Commission reviewed, evaluated and received a brief presentation from the six applicants. Following a question and answer period and Commission discussion, the Commission recommends that the City Council fund three of the six requests for a total of \$76,180.

Below is a summary of the applications received and the recommended funding amounts. The complete applications are included as Attachment B.

Applicant	Activity	Requested Funding	Awarded FY 23-24	Recommended Funding
LMVA	2024 Holiday in the Village	\$44,100	\$36,000	\$17,920
LMVA	2025 Car Show	\$21,000	\$12,000	\$0
LMVA	2025 Taste of the Village	\$23,260	N/A	\$23,260

McFarlane Promotions	2024 Oktoberfest	\$165,633	\$100,000	\$0
San Diego Made Visionary Performing Arts	2025 SD Made Spring Market 2025 One-Day Dance Event	\$50,500 \$25,000	\$35,000 N/A	\$35,000 \$0
TOTAL		\$329,493	\$183,000*	\$76,180

**Total does not include \$18,000 awarded to the FY 2023-24 LMVA advertisement campaign that did not apply for funding in FY 2024-25*

The applications recommended for funding are summarized below:

1. **2024 Holiday in the Village:** The Holiday in the Village is a successful annual event managed by the La Mesa Village Association (LMVA) that includes over 75 holiday, food, and craft vendor booths with several performance areas for live holiday music. The event is scheduled for Saturday, December 14th from noon to 9:00 pm. Recommended funding amount is \$17,920.
2. **2025 Taste of the Village:** The Taste of the Village is a new event proposed by the LMVA that will feature a variety of downtown La Mesa restaurants, cafés and bars providing samples of food and beverages to participating eventgoers. The event will incorporate local artists and musicians by pairing them with non-food/beverage businesses to help showcase those businesses as part of the La Mesa Village. The event is scheduled for Saturday, April 26 from 1:00 pm to 4:00 pm. Recommended funding amount is \$23,260.
3. **2025 San Diego Made Spring Market:** The San Diego Made Spring Market is entering its second year in the village featuring 125 craft vendors and artists along La Mesa Blvd. complemented by activities such as live music performances, free photobooths, and kids' areas. The event is tentatively scheduled for Saturday, April 19th from 11:00 am to 7:00 pm. Recommended funding amount is \$35,000.

CONCLUSION:

Staff recommends the City Council consider and possibly approve the Commission's recommendation for VEF Program funding and approve a resolution allocating \$76,180 from the Downtown Parking Fund to the FY 2024/25 Downtown Village Enhancement Fund Budget.

Reviewed by:



Respectfully submitted by:



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City Manager

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Attachment A: Resolution
Attachment B: Applications Submitted for Funding
Attachment C: Fiscal Impact Statement