

**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [Lyn Dedmon](#)  
**Subject:** Online Form Submittal: La Mesa Village Enhancement Fund Program  
**Date:** Thursday, July 11, 2024 1:34:14 PM

**CAUTION:** [EXTERNAL EMAIL] Do not click any links or open any attachments unless you trust the sender and know the content is safe.

## La Mesa Village Enhancement Fund Program

Please complete all fields of information on the application form.

Once you have completed the application form, click the submit button at the bottom of the form. If you have questions about the application process, please call (619) 667-1339 or email [ldedmon@cityoflamesa.us](mailto:ldedmon@cityoflamesa.us).

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Non-Profit Organization/Business Name: La Mesa Village Association

---

Business Address: 8030 LA MESA BLVD # 189

---

Address *Field not completed.*

---

City LA MESA

---

State CA

---

Zip 91942-0335

---

Contact Name: Pamela D Rader

---

Contact Phone Number:

---

Email Address: [prader@msn.com](mailto:prader@msn.com)

---

Are you located in La Mesa? Yes

---

Is your organization a non-profit or a private business? Non-profit

---

Are you partnering with a non-profit No

organization or other business?

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Name of non-profit organization or business you are partnering with (if applicable): La Mesa Village Association

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Have you applied for the La Mesa Village Enhancement Fund Program in prior years? Yes

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Amount of Total Funding Requested: \$44,100.00

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What type of activity are you requesting funds for? Special Event

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Please use the space below to describe your funding request.

2024 La Mesa Holiday in the Village: The event will be held on Saturday, December 14th from 12pm to 9pm. This event will feature over 75 holidays, food, and craft booths oriented to a family-friendly event will be the same as provided in 2016 through 2023. There will be a Santa stage, bounces, train, 3 fire pits, a dance stage, a mobile performance stage, and several performance areas for live holiday music. Vendors will be bringing in their own tents, power, lights and as needed, electrical generators, which will be permitted separately by the City. In addition, power for stages and dance floors will be by a city-approved electrical subcontractor to tie into existing power sources in light poles and tree wells, as needed. The event promoter and organizer, McFarlane Promotions, Inc., will oversee the operations of the event with the assistance of the LMVA. We are requesting zero cost recovery from the city, and that the city cover the cost of detour, road closure, and adjusted parking hour signs including the setup and removal of the signs.

The LMVA believes having special events such as the Holiday in the Village in the heart of the La Mesa's Village is beneficial for the businesses, the public and the city.

The LMVA is interested in sponsoring the 2024 Holiday in the Village because of the overwhelming positive support we have received from the public and village businesses. Over the past seven years this event has brought hundreds of local and distant residents to the downtown Village, creating more sales, visibility, and brand awareness for businesses both within the boundary of the La Mesa Village and adjacent areas. A healthy and vibrant

Holiday in the Village in the heart of La Mesa will continue to be beneficial for the long-term growth and viability of the Village and the City of La Mesa.

Without the support of this program the LMVA's does not have the funding to fund the event upfront, as we haven't received funding from (1) vendor, (2) Oktoberfest proceeds, and (3) sponsors.

The following is a list of our known Operations Expenses we are requesting reimbursement for:

\$ 6,700.00 - Advertising

- New logo and branding development for marketing materials - \$1000
- Radio Ads week of 12/8 – 12/14 - \$1,200 x 3 stations = \$3,600
- TV Ad week of 12/8 – 12/14 = \$1,000
- Digital Ads week of 12/1 – 12/14 = \$200
- Digital Advertising with PassPort to San Diego (social media/email blast) = \$700
- Drone camera footage of event - \$200

\$ 2,400.00 - Cleaning  
\$11,000.00 - Electrical  
\$ 8,000.00 - Entertainment  
\$ 2,600.00 - Equipment Rental  
\$11,000.00 - Event Planner  
\$ 2,400.00 - Toilets  
\$44,100.00 - Total Known Expenses

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Supplemental Documentation

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**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [Lyn Dedmon](#)  
**Subject:** Online Form Submittal: La Mesa Village Enhancement Fund Program  
**Date:** Thursday, July 11, 2024 1:36:53 PM

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---

Non-Profit Organization/Business Name: La Mesa Village Association

---

Business Address: 8030 LA MESA BLVD # 189

---

Address *Field not completed.*

---

City LA MESA

---

State CA

---

Zip 91942-0335

---

Contact Name: Pamela D Rader

---

Contact Phone Number:

---

Email Address: [prader@msn.com](mailto:prader@msn.com)

---

Are you located in La Mesa? Yes

---

Is your organization a non-profit or a private business? Non-profit

---

Are you partnering with a non-profit No

organization or other business?

---

Name of non-profit organization or business you are partnering with (if applicable): La Mesa Village Association

---

Have you applied for the La Mesa Village Enhancement Fund Program in prior years? Yes

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Amount of Total Funding Requested: 21,000.00

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What type of activity are you requesting funds for? Special Event

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Please use the space below to describe your funding request.

2025 La Mesa Classic Car Show & Music Event: The event will be held every Thursday from June 5th through August 28th from 5pm to 8pm for 13 weeks. This event will feature vintage cars, trucks, and vans the same as in 2017 through 2019 and 2021 through 2024. There will be a street closure on 3rd St. from La Mesa Blvd. to the alley, where the bands will be located, we will use the same layout as we have for the last seven (7) years. Once again, La Mesa Lumber will be donating a vehicle to be used as the stage. In addition to the banks there will be a DJ located on the corner of 3rd St. and La Mesa Blvd. in front of where First Republic Bank.

The La Mesa Village Association (LMVA) believes having special events such as the Classic Car Show in the heart of La Mesa's Village is beneficial for businesses, the public, and the city.

The LMVA is interested in sponsoring the 31st Annual La Mesa Classic Car Show & Music Event because of the overwhelming positive support we have received from the public and village businesses. Over the past seven (7) years this event has brought thousands of local and distant residents to the downtown Village, creating more sales, visibility, and brand awareness for businesses both within the boundary of the La Mesa Village and adjacent areas. A healthy and vibrant Classic Car Show in the heart of La Mesa will continue to be beneficial for the long-term growth and viability of the Village and the City of La Mesa.

Without the support of this program the LMVA's does not have the funding to fund the event upfront, as we haven't received

funding from our sponsors.

The following is a list of our known Operations Expenses we are requesting reimbursement for:

\$ 8,100.00 – Advertising

- Radio Ads week of 6/2 – 6/6 - \$1,200 x 3 stations = \$3,600  
(kick off of the start of the car show)

- Radio Ads throughout July & August on various stations -  
\$1,200 x 3 stations = \$3,600

- Digital Ads week of 5/19 – 6/5 on IG/FB = \$200

- Digital Advertising with PassPort to San Diego (social media/email blast) = \$700

\$ 1,800.00 - DJ

\$ 8,600.00 - Entertainment

\$ 2,500.00 - Printing Banners, Posters and Postcards

\$21,000.00 - Total Known Expenses

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#### Supplemental Documentation

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**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [Lyn Dedmon](#)  
**Subject:** Online Form Submittal: La Mesa Village Enhancement Fund Program  
**Date:** Thursday, July 11, 2024 1:45:07 PM

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## La Mesa Village Enhancement Fund Program

Please complete all fields of information on the application form.

Once you have completed the application form, click the submit button at the bottom of the form. If you have questions about the application process, please call (619) 667-1339 or email [ldedmon@cityoflamesa.us](mailto:ldedmon@cityoflamesa.us).

Non-Profit Organization/Business Name:	La Mesa Village Association
Business Address:	8030 LA MESA BLVD # 189
Address	<i>Field not completed.</i>
City	LA MESA
State	CA
Zip	91942-0335
Contact Name:	Tracy Giordano & Elizabeth Ranta
Contact Phone Number:	
Email Address:	<a href="mailto:marketing@lamesavillageassociation.org">marketing@lamesavillageassociation.org</a>
Are you located in La Mesa?	Yes
Is your organization a non-profit or a private business?	Non-profit
Are you partnering with a non-profit	No

organization or other business?

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Name of non-profit organization or business you are partnering with (if applicable): *Field not completed.*

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Have you applied for the La Mesa Village Enhancement Fund Program in prior years? Yes

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Amount of Total Funding Requested: 23,260.00

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What type of activity are you requesting funds for? Special Event

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Please use the space below to describe your funding request.

The Taste of La Mesa Village is a NEW event that will feature the notable variety of downtown La Mesa restaurants, cafes and bars and position us as a dining destination within San Diego County. We would like to plan the event for Saturday, April 26, 2025 from 1 – 4 pm.

The event will showcase our downtown eateries and bars by selling a set number of tickets (approx. 350 – 400) at a reasonable price (approx. \$30-40/each) where attendees will walk up and down La Mesa Blvd. between Acacia Ave. to Grant Ave. to taste the different samples of food and beverages at each participating restaurant, café & bar. Retailers will have the opportunity to get involved in the tasting event by hosting a bar beverage at their location and will be included on the event “Passport/Map”.

We are also planning to incorporate local artists and musicians into the event by pairing an artist or musician with a non-food/beverage business to showcase local art and drive traffic into those business establishments that are equally important to our downtown community.

Event ticket sales will be handled through our LMVA website. We will have two types of tickets, food and alcohol, or 2) food only. If we have not sold out by the day of the event, tickets can be purchased for a slightly higher price than pre-sale tickets (approx. \$5-\$10 more per person).

Day of the Event - Attendees will check in and receive a Passport/Map that will guide them to each participating location. They will also receive a reusable cup featuring the event logo/branding to use during the event and become a souvenir



they can take home. We will also provide participating restaurants with compostable food boats, bowls, utensils and napkins to create a more uniform look as well, assist in their expenses, and ensure earth-friendly products are used. We are not planning to close any streets. Attendees will simply walk up and down La Mesa Blvd. to the different locations. Artists and musicians will be positioned inside or just in front of retailers/businesses and will not impede upon sidewalk traffic.

At the end of the event, attendees can fill out the bottom portion of their passport/map and submit into a raffle to win a variety of prizes, which the Taste of La Mesa Village committee will put together by purchasing gift cards and/or products from participating businesses. We will utilize a variety of advertising to educate the public of this event as well as to drive ticket sales prior to the day of the event, including:

- \$ 1,000.00 - Logo and branding development for marketing materials
- \$ 400.00 - Graphic design of banners, posters, postcards & "passport/map"
- \$ 2,500.00 - Event Banners, posters, postcards & "passport/map" printing
- \$ 3,000.00 - Social Influencer Reel
- \$ 2,000.00 - Print Ads in SD Reader, SDUT Night & Day, San Diego Magazine
- \$ 1,500.00 - Digital Ads on SDReader.com, SanDiegoUnionTribune.com & SanDiegoMagazine.com
- \$ 400.00 - Digital Ads on FB/IG

We will also utilize our own social media pages on FB and IG, and our website to promote the event. Additionally, a dedicated public relations campaign will target free publicity on local tv, radio and online.

Additional Anticipated Expenses:

- \$ 1,500.00 - Entertainment – live musicians (up to 4)
- \$ 200.00 - Drone camera footage of event
- \$ 7,450.00 - Compostable food boats, bowls, utensils, napkins (400 count)
- \$ 310.00 - Recyclable: Type 5 and BPA free logo cups (500 count)
- \$ 3,000.00 - Purchase of approx. (30) \$100 gift cards to participating Businesses

With the continued rise in La Mesa's popularity and continued growth of our downtown Village, we feel confident that the Taste of La Mesa Village will be well received by food and beverage lovers throughout the county. It is our goal to put downtown La Mesa's dining scene on the culinary map of San Diego County!

\$23,260.00 – Total Expenses

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## Supplemental Documentation

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**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [Lyn Dedmon](#)  
**Subject:** Online Form Submittal: La Mesa Village Enhancement Fund Program  
**Date:** Wednesday, July 31, 2024 3:14:24 PM

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---

Non-Profit Organization/Business Name: La Mesa Oktoberfest Inc.

---

Business Address: 656 Fifth Avenue Suite B

---

Address *Field not completed.*

---

City San Diego

---

State CA

---

Zip 92101

---

Contact Name: Jenna Thompson

---

Contact Phone Number:

---

Email Address: [jenna@mcfarlanepromotions.com](mailto:jenna@mcfarlanepromotions.com)

---

Are you located in La Mesa? Yes

---

Is your organization a non-profit or a private business? Private Business

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Are you partnering with a non-profit Yes

organization or other business?

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Name of non-profit organization or business you are partnering with (if applicable):

La Mesa Village Association and National Center for Community Enhancement

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Have you applied for the La Mesa Village Enhancement Fund Program in prior years?

Yes

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Amount of Total Funding Requested:

165633

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What type of activity are you requesting funds for?

Special Event

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Please use the space below to describe your funding request.

This year marks the 51st anniversary of the La Mesa Oktoberfest, a beloved tradition and the largest Oktoberfest celebration in the county. We are thrilled to continue the legacy of this dynamic community event, which annually brings together residents, visitors, and local businesses for a weekend filled with joy, entertainment, and a celebration of German culture.

As we build on last year's milestone 50th anniversary, our focus for 2024 is to enhance the festival with exciting new features while preserving the elements that have made this event a cornerstone of cultural vibrancy in La Mesa. Here's what to expect at this year's festivities:

\*Pumpkin Patch: Dive into the fall spirit with a visit to our new pumpkin patch, perfect for families and Instagram-worthy photos.

\*Expanded Dog Area: Bring your furry friends to enjoy even more space and special activities tailored for pups.

\*Flower Crown Making: Unleash your creativity with our new flower crown-making station, a fun addition for attendees of all ages.

\*Dedicated Artisan Alley: Find goods for yourself or get ahead on holiday shop with over 35 booths featuring unique goods and local craftsmen.

\*Return of the Ferris Wheel: By popular demand, the Ferris wheel is back! Enjoy panoramic views of the festival in this returning favorite.

Investing in the La Mesa Oktoberfest is not only a celebration of a time-honored event but also a significant contributor to the economic growth of our city. However, the challenges of inflation,

rising operational costs, and the need for enhanced attractions have increased our funding requirements.

We are requesting grant funding of \$165,633 to ensure that the La Mesa Oktoberfest continues to thrive as a free, family-friendly event, enriching THE community's social fabric. We recognize the challenges of limited funding and the many valuable programs seeking support. While our full request aims to cover necessary expenses to enhance the festival's offerings, we deeply appreciate all past and future contributions towards our goal.

Thank you for considering our request for support. Together, we can make the 51st La Mesa Oktoberfest a memorable and enriching experience that honors the spirit of our community and builds on our cherished traditions.

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#### Supplemental Documentation

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LA MESA VILLAGE  
ENHANCEMENT FUND



OCT 04 • OCT 05 • OCT 06

FREE FOR ALL AGES

La Mesa  
**OKTOBERFEST**  
in the VILLAGE

**3 BIERGARTENS**  
• HOFBRÄUHAUS BIERGARTEN • PALM AVENUE BIER HALL • CRAFT BIER & SELTZER GARTEN •  
DACKELDORF RACES • LIVE MUSIC  
CRAFT FAIRE • GLÜCKLICH GAMES  
TRADITIONAL + INTERNATIONAL FOOD  
KINDER KARNEVAL • COMMUNITY TRADITION  
100+ VENDORS • OOMPAH BANDS + MUCH MORE!

MTS Don't drink and drive, take the Trolley!

The poster features a central illustration of a smiling man with a large yellow mustache, wearing a green hat and a white shirt with green suspenders. He is holding a large glass of beer with a thick head of foam in his right hand and a fork with a carrot in his left. A dachshund dog is sitting at his feet, also holding a small glass of beer. The background is a blue and white checkered pattern with a decorative border of golden wheat stalks. The text is in various fonts, including a large, stylized 'OKTOBERFEST' and a smaller 'in the VILLAGE'. The dates 'OCT 04 • OCT 05 • OCT 06' are at the top, and a red starburst says 'FREE FOR ALL AGES'. At the bottom, it lists '3 BIERGARTENS' and various activities like 'DACKELDORF RACES', 'LIVE MUSIC', 'CRAFT FAIRE', 'GLÜCKLICH GAMES', 'TRADITIONAL + INTERNATIONAL FOOD', 'KINDER KARNEVAL', 'COMMUNITY TRADITION', and '100+ VENDORS • OOMPAH BANDS + MUCH MORE!'. The MTS logo and slogan 'Don't drink and drive, take the Trolley!' are at the very bottom.

Friday, 10/4 4pm-10pm  
Saturday, 10/5 10am-10pm  
Merchant Morning: Sunday, 10/6 10am-Noon  
Sunday, 10/6 Noon-8pm

# **CELEBRATING 51 YEARS OF TRADITION AND COMMUNITY AT THE LA MESA OKTOBERFEST!**

**THIS YEAR MARKS THE 51ST ANNIVERSARY OF THE LA MESA OKTOBERFEST, A BELOVED TRADITION AND THE LARGEST OKTOBERFEST CELEBRATION IN THE COUNTY. WE ARE THRILLED TO CONTINUE THE LEGACY OF THIS DYNAMIC COMMUNITY EVENT, WHICH ANNUALLY BRINGS TOGETHER RESIDENTS, VISITORS, AND LOCAL BUSINESSES FOR A WEEKEND FILLED WITH JOY, ENTERTAINMENT, AND A CELEBRATION OF GERMAN CULTURE.**

**AS WE BUILD ON LAST YEAR'S MILESTONE 50TH ANNIVERSARY, OUR FOCUS FOR 2024 IS TO ENHANCE THE FESTIVAL WITH EXCITING NEW FEATURES WHILE PRESERVING THE ELEMENTS THAT HAVE MADE THIS EVENT A CORNERSTONE OF CULTURAL VIBRANCY IN LA MESA. HERE'S WHAT TO EXPECT AT THIS YEAR'S FESTIVITIES:**

- PUMPKIN PATCH: DIVE INTO THE FALL SPIRIT WITH A VISIT TO OUR NEW PUMPKIN PATCH, PERFECT FOR FAMILIES AND INSTAGRAM-WORTHY PHOTOS.**
- DEDICATED ARTISAN ALLEY: FIND GOODS FOR YOURSELF OR GET AHEAD ON HOLIDAY SHOP WITH OVER 35 BOOTHS FEATURING UNIQUE GOODS AND LOCAL CRAFTSMEN.**
- EXPANDED DOG AREA: BRING YOUR FURRY FRIENDS TO ENJOY EVEN MORE SPACE AND SPECIAL ACTIVITIES TAILORED FOR PUPS.**
- FLOWER CROWN MAKING: UNLEASH YOUR CREATIVITY WITH OUR NEW FLOWER CROWN-MAKING STATION, A FUN ADDITION FOR ATTENDEES OF ALL AGES.**
- RETURN OF THE FERRIS WHEEL: BY POPULAR DEMAND, THE FERRIS WHEEL IS BACK! ENJOY PANORAMIC VIEWS OF THE FESTIVAL IN THIS RETURNING FAVORITE.**

**INVESTING IN THE LA MESA OKTOBERFEST IS NOT ONLY A CELEBRATION OF A TIME-HONORED EVENT BUT ALSO A SIGNIFICANT CONTRIBUTOR TO THE ECONOMIC GROWTH OF OUR CITY. HOWEVER, THE CHALLENGES OF INFLATION, RISING OPERATIONAL COSTS, AND THE NEED FOR ENHANCED ATTRACTIONS HAVE INCREASED OUR FUNDING REQUIREMENTS.**

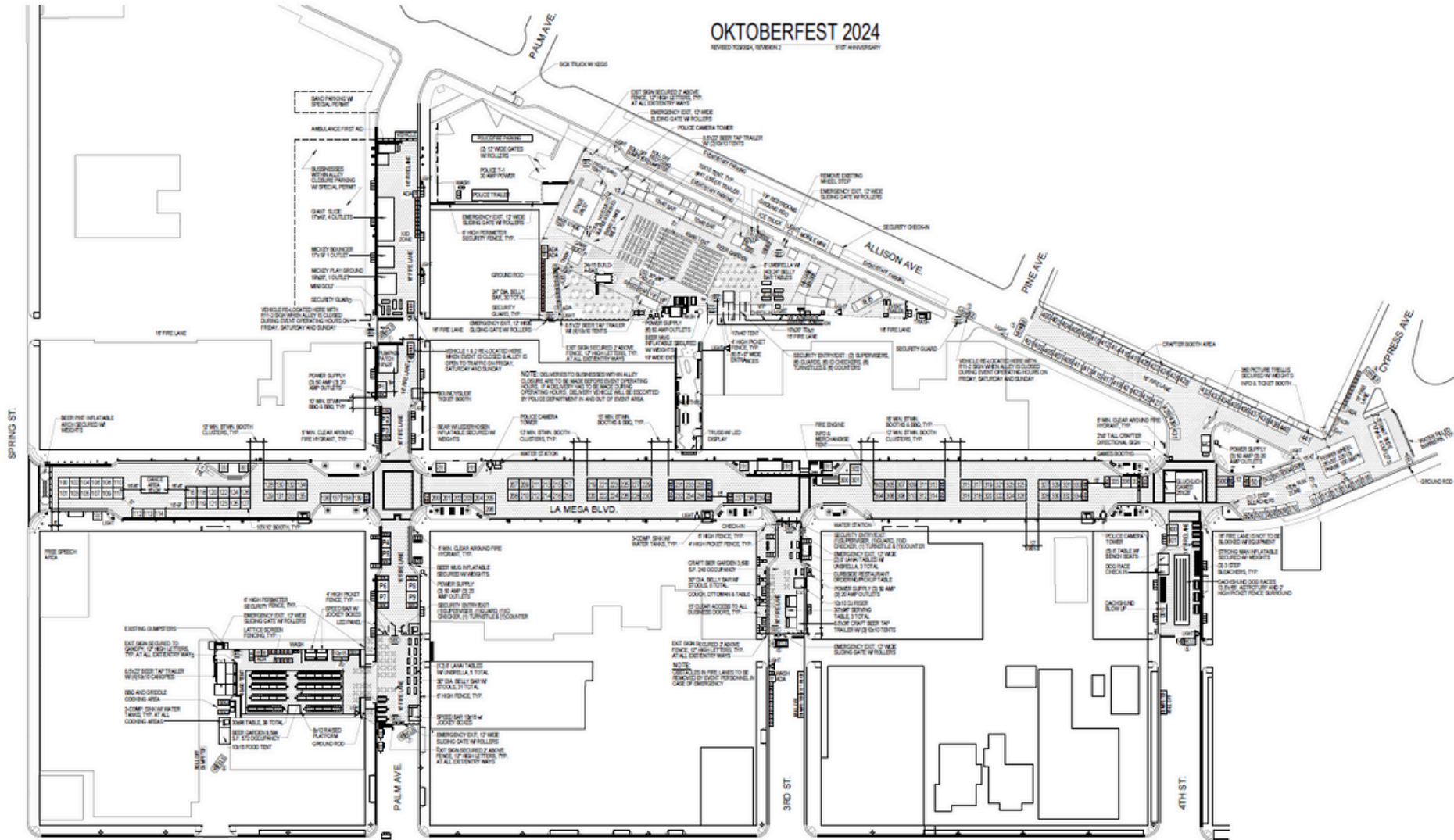
**WE ARE REQUESTING GRANT FUNDING OF \$165,633 TO ENSURE THAT THE LA MESA OKTOBERFEST CONTINUES TO THRIVE AS A FREE, FAMILY-FRIENDLY EVENT, ENRICHING THE COMMUNITY'S SOCIAL FABRIC. WE RECOGNIZE THE CHALLENGES OF LIMITED FUNDING AND THE MANY VALUABLE PROGRAMS SEEKING SUPPORT. WHILE OUR FULL REQUEST AIMS TO COVER NECESSARY EXPENSES TO ENHANCE THE FESTIVAL'S OFFERINGS, WE DEEPLY APPRECIATE ALL PAST AND FUTURE CONTRIBUTIONS TOWARDS OUR GOAL.**

**THANK YOU FOR CONSIDERING OUR REQUEST FOR SUPPORT. TOGETHER, WE CAN MAKE THE 51ST LA MESA OKTOBERFEST A MEMORABLE AND ENRICHING EXPERIENCE THAT HONORS THE SPIRIT OF OUR COMMUNITY AND BUILDS ON OUR CHERISHED TRADITIONS.**

# EVENT MAP

## OKTOBERFEST 2024

REVISED TOXSOA (REVISED) 5/17 4/10/2024

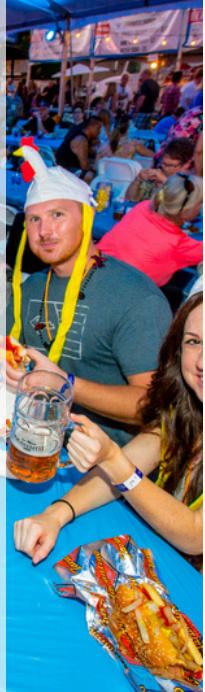
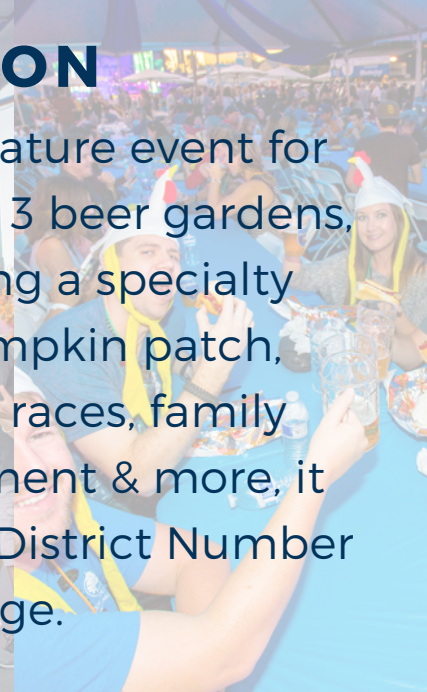






## A LA MESA TRADITION

The La Mesa Oktoberfest has been a signature event for the La Mesa community for 51 years! With 3 beer gardens, over 100 food and retail booths including a specialty Artisan Alley, a children's faire with pumpkin patch, interactive activities including free dog races, family games, and kids activities, live entertainment & more, it brings tremendous awareness to Parking District Number One and the Downtown Village.



# FUNDING REQUESTS

- Event Enhancements
- Entertainment Upgrades
- Website, branding and graphic design
- Village business integrations
- Advertising promoting the Village
- Production/Logistics

## OVERVIEW





# EVENT ENHANCEMENTS

- BLEACHERS FOR EASY VIEWING OF THE DOG RACES AND GLUCKLICH GAMES
- CUSTOM MERCHANDISE INCLUDING PINS AND SHIRTS
- VARIOUS SPECIALTY THEME DÉCOR INCLUDING ENHANCED BIERGARTEN TENT DECOR TO CAPTURE THE OKTOBERFEST SPIRIT
- SELFIE STATION PHOTO OPPS AND A FREE 360 PHOTO BOOTH
- FREE KIDS ACTIVITIES INCLUDING HAT MAKING WITH THE RAD HATTER, CUSTOM EVENT FLASH TATTOOS, BALLOON ART, ETC.
- THE RETURN OF THE BELOVED FERRIS WHEEL
- A DEDICATED ARTISAN ALLEY WITH MORE THAN 35 BOOTHS PROVIDING EVENTGOERS UNIQUE HANDMADE PIECES FOR HOLIDAY GIFTING

# ENTERTAINMENT UPGRADES

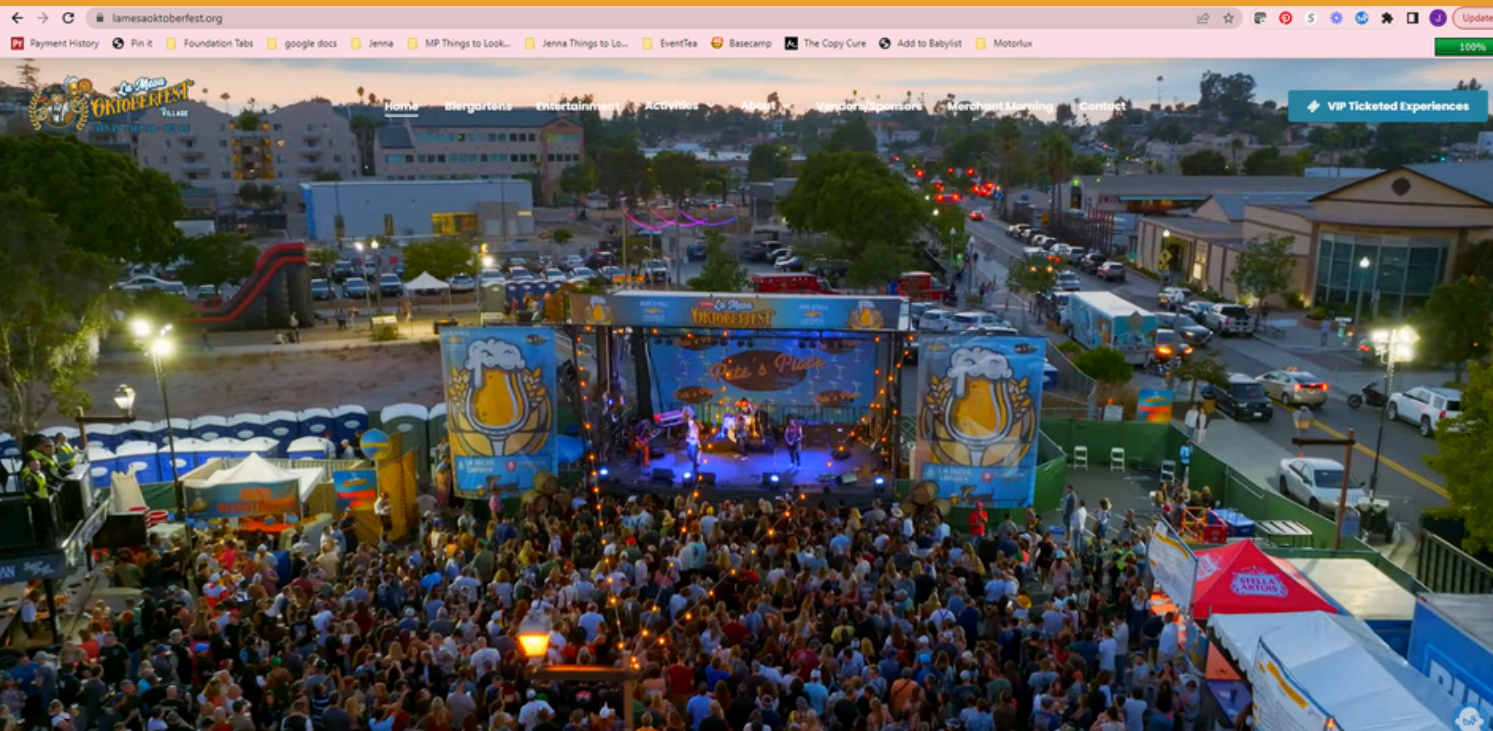
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Friday & Sunday Headliners: We will secure acts with larger draws to help boost attendance on Friday and Sunday.

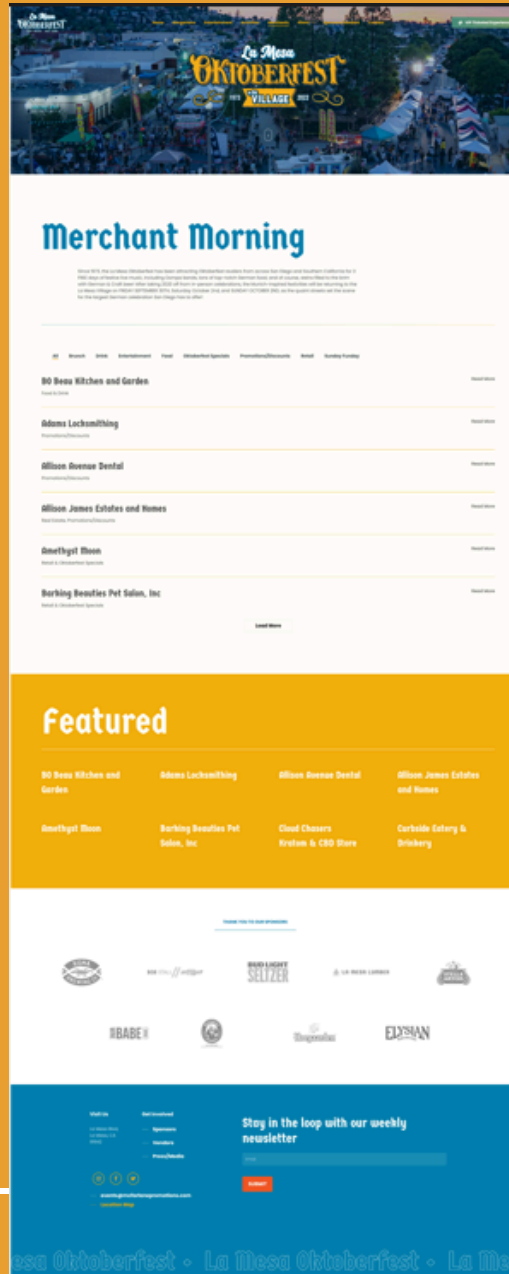
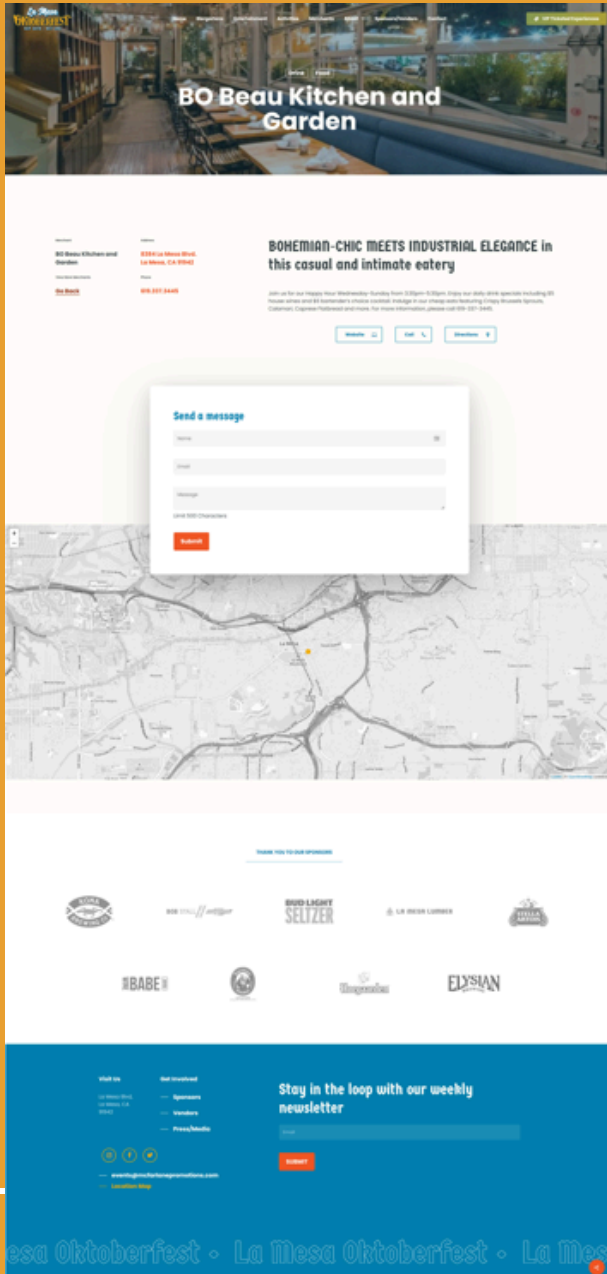
We will be hiring a dance dj and a karaoke dj to add to the Palm Avenue Pub & Grub to enhance a lively evening atmosphere.

# WEBSITE, BRANDING AND GRAPHIC DESIGN



We have enhanced our branding for the 51st year to continue a strong brand recognition while also reinforcing event elements that we know are community beloved.

# VILLAGE BUSINESS INTEGRATIONS



We will continue the Merchant Morning concept on the Sunday of the event with a customized website page featuring business profiles.

Due to the low participation of businesses in creating their own profile, our team will create a simple e-form for businesses to complete and manually transfer that info into the website.

**We will also purchase (200) \$25 gift certificates from local businesses to use for game prizes and giveaways throughout the weekend, driving customers to local establishments.**



## ADVERTISEMENTS PROMOTING THE VILLAGE

### ...FEATURING MERCHANT MORNING, LOCAL BUSINESS GIVE AWAYS, CRAFT FAIRE PARTICIPANTS AND EVENT INFORMATION

Starting August 15, we will run a targeted paid advertising campaign across Meta (Facebook, Instagram), Google and Spotify to drive awareness to the La Mesa businesses in Parking District Number One and to promote the district as an dynamic destination with the best Oktoberfest around.

Ads with target La Mesa residents as well as San Diego residents..

We will also work with MTS on the installation of large bus back ads circulation throughout San Diego and two station banners leading up to the event.



# PRODUCTION / LOGISTICS

**OVERALL PRODUCTION COSTS: RISING COSTS DUE TO INFLATION, FUEL DEPOSITS AND INCREASED RATES.**

**ADVANCED CLEAN-UP: WE WILL SECURE PROFESSIONAL CLEANING SERVICES FOR THE EVENT AND THE POST-EVENT CLEAN-UP TO ENSURE THE LA MESA VILLAGE IS SPOTLESS.**

**WE WILL SECURE SIGNAGE UPGRADES TO HELP GUIDE PEOPLE THROUGHOUT THE FULL EVENT VENUE AND THE VILLAGE INCLUDING FEATHER FLAGS AND UPGRADED 50TH ANNIVERSARY BANNERS FOR THE BIERGARTEN AND STAGES.**

**ADDITIONALLY, THE EVENT IS DRASTICALLY IMPACTED BY THE REDUCTION IN COMMUNITY LEVEL SUPPORT VIA SPONSORSHIPS.**



# FUNDING REQUESTS

FUNDING FROM THE LA MESA ENHANCEMENT FUND PROGRAM		
	2024 FUNDING REQUESTS	NOTES
<b>EVENT ENHANCEMENTS</b>		
Bleachers for Dog Area and Glücklich Games	\$1,352.00	
Keepsake Merchandise	\$2,250.00	
Specialty theme décor and photo opps	\$4,335.00	
360 Photo Booth	\$3,500.00	
Free kids activities - Rad Hatter, Flash Tattoos	\$2,230.00	
Ferris Wheel	\$15,000.00	
Loss of Revenue for Incorporation of Artisan Alley and Craft Booths {Corporate and Food Vendor revenue loss = 53 booths x ave. \$2147.50 = \$113,817.50 revenue from artisan alley and craft booth sales = 53 booths x \$595 = \$31,535}	\$51,216.00	
<b>ENTERTAINMENT UPGRADES</b>		
Stage Entertainment - Headliners for Friday & Sunday - Paging the 90s and Abba	\$4,500.00	
Karaoke DJ	\$1,500.00	
Dance DJ	\$750.00	
<b>WEBSITE BRANDING &amp; GRAPHIC DESIGN</b>		
Website design, programming, and updates (including upgrades for mobile)	\$4,000.00	
Brand design and reproduction	\$5,000.00	
<b>VILLAGE BUSINESS INTEGRATIONS</b>		
Village Business Gift Card Giveaways: (200) \$25 purchased gift cards from the Village businesses to be used for prizes and giveaways throughout the weekend to drive customers to	\$5,000.00	
<b>ADVERTISING PROMOTING THE VILLAGE</b>		
Social Advertisements starting July 1st promoting La Mesa and the La Mesa Oktoberfest	\$18,000.00	
Google/Digital Ads	\$12,000.00	
MTS Bus Backs	\$2,500.00	
<b>PRODUCTION/LOGISTICS</b>		
Overall Production Costs: Rising costs due to inflation, fuel deposits and increased rates 3% factored inflation rate	\$0.00	
Advanced Clean-Up: Professional cleaning services for event to ensure a spotless Village post-	\$5,000.00	
Signage Upgrades to Guide People throughout the full event venue and The Village \$1719 feather flags / \$7500 50th Anniversary banners for biergarten and stages	\$7,500.00	
Decline in community support in sponsorships	\$20,000.00	
<b>Total:</b>	<b>\$165,633.00</b>	

# CONTACT INFORMATION

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## MAILING ADDRESS

656 Fifth Avenue, Suite B

## EMAIL ADDRESS

[laurel@mcfarlanepromotions.com](mailto:laurel@mcfarlanepromotions.com)

## PHONE NUMBER

(619) 233.5008

---

**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [Lyn Dedmon](#)  
**Subject:** Online Form Submittal: La Mesa Village Enhancement Fund Program  
**Date:** Wednesday, July 17, 2024 11:49:53 AM

**CAUTION:** [EXTERNAL EMAIL] Do not click any links or open any attachments unless you trust the sender and know the content is safe.

## La Mesa Village Enhancement Fund Program

Please complete all fields of information on the application form.

Once you have completed the application form, click the submit button at the bottom of the form.  
If you have questions about the application process, please call (619) 667-1339 or email [ldedmon@cityoflamesa.us](mailto:ldedmon@cityoflamesa.us).

Non-Profit Organization/Business Name:	San Diego Made
Business Address:	2031 Commercial Street
Address	<i>Field not completed.</i>
City	San Diego
State	CA
Zip	92113
Contact Name:	Brittany Kaszas
Contact Phone Number:	
Email Address:	<a href="mailto:bree@sandiegomade.org">bree@sandiegomade.org</a>
Are you located in La Mesa?	No
Is your organization a non-profit or a private business?	Non-profit
Are you partnering with a non-profit	No

organization or other business?

Name of non-profit organization or business you are partnering with (if applicable):

*Field not completed.*

Have you applied for the La Mesa Village Enhancement Fund Program in prior years?

Yes

Amount of Total Funding Requested:

\$50,500

What type of activity are you requesting funds for?

Special Event

Please use the space below to describe your funding request.

San Diego Made is excited to announce plans for our second annual Spring Market in La Mesa Village in 2025! Tentative dates/times for this one-day event are Saturday, April 19, or Saturday, April 26 from 11 a.m. to 7 p.m. We aim to feature approximately 125 talented craft vendors and artists along La Mesa Boulevard, complemented by engaging activities such as free photobooths, Instagram-worthy backdrops and decor, live music performances, kids' areas, and more.

To enhance the experience, we will offer a curated selection of food vendors serving specialty items like waffles, cotton candy, and boba tea, while emphasizing support for local restaurants and bars along the boulevard. No alcohol will be served at our event.

We will also collaborate with local businesses, encouraging them to set up tables outside their storefronts and participate in innovative ways to promote their businesses and increase revenue during the event.

With the success of our inaugural year behind us, we are confident that the 2025 event will be even more streamlined and successful. Our proven methods of promoting events through organic and paid social media outreach, digital advertising, professional Public Relations, and well-designed printed signage will be in full effect. We plan to place large-scale banner signage in key locations on and near La Mesa Boulevard to engage the local community.

Our goal is to attract 4,000-5,000 attendees to this one-day

market, drawing from our dedicated following of San Diego residents who love supporting their local economy, as well as new patrons from the successful 2024 event.

To make this event a reality, San Diego Made seeks financial assistance from the La Mesa Village Enhancement Fund. While our events typically have a nominal entry fee (\$3-\$7 per person, kids free) and a self-hosted bar to support production costs without burdening vendors, this event will be free for the public to encourage patronage of local establishments. We will collect vendor fees, but will keep them affordable to bolster the small business community.

Our expanded understanding of the costs associated with producing this event informs our financial assistance request, including k-rail and permitting expenses. We are asking for \$50,500 to cover the following budgeted costs:

Venue Requirements/Permits: \$12,000.00  
Marketing/PR/Print: \$8,000.00  
Entertainment/Activations: \$12,000.00  
Event Supplies: \$6,000.00  
Pre-Event and Production Contract Staff: \$12,500.00

Approximate Budgeted Expenses: \$50,500.00

We are thrilled at the opportunity to host this event in La Mesa Village again and are grateful for the chance to apply for this support. If you have any questions, we are happy to answer them.

We look forward to hearing back from you.

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#### Supplemental Documentation

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Upload 1: [LMVEF\\_Proposal\\_2024.pdf](#)

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Upload 2: [SDmade x La Mesa Recap 2.MOV](#)

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Upload 4: *Field not completed.*

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SAN DIEGO MADE



SPRING MARKET

IN LA MESA VILLAGE

APRIL 2025

**LA MESA VILLAGE ENHANCEMENT FUND PROPOSAL**

**[WWW.SDMADEMARKETS.COM](http://WWW.SDMADEMARKETS.COM)**



San Diego Made Co-Founders Kristin Dinnis,  
Sarah Anderson, Brook Dailey,  
and Brittany Wiczek.

**SAN DIEGO MADE**

## **WE ARE SAN DIEGO MADE**

**A grassroots non-profit with a passion for supporting local small businesses.**

We started our organization in 2014 with our first San Diego Made Market of 30 vendors and 200 attendees. Since then, our events have grown into large-scale curated art festivals with hundreds of vendors and thousands of people lining up to get in.

We've built our brand around a commitment to keeping it local, curating quality and making an experience out of supporting your local economy.

We've teamed with institutions like the historic Lafayette Hotel in North Park, Balboa Park's Maker Faire with 30,000+ in attendance, Intuit, Ballast Point, the New Children's Museum, The College Area Business Improvement District, the Port of San Diego, Grossmont Center, and more to help activate their events and spaces.

In 2018, we launched our brick-and-mortar headquarters, the San Diego Made Factory, a multi-purpose, creative warehouse near the Barrio Logan arts district featuring affordable, quality art studio rentals, a coworking space, a beautiful industrial event space, conference, and podcasting rooms, and workshops and networking opportunities for local creatives and small business owners.

In 2024, we hosted our first San Diego Made Spring Market in La Mesa Village, and it was an astounding success.

**We look forward to the opportunity to grow the San Diego Made Spring Market in La Mesa into a cherished annual community event.**

# OUR REACH

Since 2014, we have gained an organic following of people who value supporting local businesses

## 34k

More than 34k Instagram followers combined on our three high-performing accounts.  
7000+ Facebook Event Subscribers.  
All Organic Traffic - No Paid Following.

## 4500

4500 Average number of attendees at our 2-day large-scale events.

## 28

Number of times we were featured on the local news channels or in local publications in 2023.

## 83%

83% of our vendors said our events are their #1 of the year in terms of sales.

## 4000

4000 average unique visitors per month. Frontpage Google keyword search for terms like San Diego Maker Events, San Diego Art Space, and San Diego Artists.

## 12k

Over 12,000 opt-in newsletter subscribers and over 1000 local makers, artists, small businesses, and performers in-network.

***"Such a fun experience! We love the live music, wonderful local vendors, and family-friendly craft stations."***

- Market Attendee



4.8 star average review for the San Diego Made Factory on Google.

***"Everyone is so friendly. The events are well-designed, curated, and managed by an awesome team!"***

- Event Sponsor Representative



# 2024 LA MESA SPRING MARKET EVENT PHOTOS



# OUR PLAN

SAN DIEGO MADE  
  
SPRING MARKET  
IN LA MESA VILLAGE

## WE WOULD LIKE TO HOST A 2ND ANNUAL SPRING MARKET IN LA MESA VILLAGE IN APRIL 2025

San Diego Made is hoping to host our annual Spring Market in La Mesa Village again in April of 2025. Tentative dates/times for this one-day event are Saturday, April 19, or Saturday, April 26 from 11 a.m. to 7 p.m. We plan to bring in roughly **125 craft vendors and artists** to show their work along La Mesa Boulevard with event activations that will include **free photobooths, Instagram-able backdrops and decor, live music performances, kids' areas**, and more.

We will have a limited number of food vendors with specialty items like waffles, cotton candy, and boba tea, placing an emphasis on supporting the local restaurants and watering holes along the boulevard. We will partner with local businesses on La Mesa Boulevard, encouraging them to not only set up tables outside of their storefronts but to get involved in the event in other, creative ways to promote their businesses and gain revenue through the event.

**With one year under our belt, we are confident that the 2025 event will be more streamlined and even more successful than the first!**



# COMMUNITY PARTNERSHIPS

## SAN DIEGO MADE SPRING MARKET IN LA MESA VILLAGE

### EXAMPLES OF LOCAL BUSINESS PARTNERSHIPS ON OUR 2024 EVENT IN LA MESA INCLUDED:



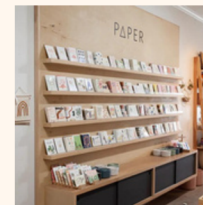
The Floral Craft flower shop set up a floral bar with make-and-take bouquets and a creative workshop in the event boundaries.



Public Square Coffee House offered a free slice of pizza to the first 100 people to purchase a beverage at their location and they donated a \$50 gift card to our raffle at the event.



The stylists at Rare Bird Salon offered a braid bar with whimsical braid styles to walk-up patrons.



Small batch boutique had an in-store drawing where guests could win a gift basket filled with handmade goods.



Aubrey Rose Tea Room offered expanded afternoon tea service to guests on their outdoor dedicated patio space as part of the event.



Sheldon's Service Station offered expanded hours to patrons to enjoy drinks on their patio while watching the live music performances.

# OUR PROMOTION

## SAN DIEGO MADE SPRING MARKET

IN LA MESA VILLAGE

ADVERTISING RUN TIME

SOCIAL MEDIA TEASERS AND WEBSITE PROMOTION: UPON FUNDING ALLOCATION

DIGITAL AND PRINT ADVERTISING CAMPAIGNS: FEBRUARY-APRIL 2025

San Diego Made has tried and true methods of promoting its events through **organic and paid social media outreach**, **digital advertising**, our professional **Public Relations** contractor, and well-designed and distributed **printed signage**. We plan to place large-scale **banner signage** in key locations on and near La Mesa Boulevard leading up to the event to engage the local La Mesa community.

Our goal is to bring roughly **4,000-5,000 people out to this one-day market** in the Village from our dedicated following of San Diego residents who love supporting their local economy and the happy customers we gained after they attended the 2024 event.



# ACTIVATION AREAS + FOOTPRINT

We plan to occupy La Mesa Blvd. from Spring St. to the Allison Avenue intersection. We also plan to utilize one block on 3rd and 4th St. and two blocks on Palm Ave. This will be the same event footprint as our 2024 event (map below showing footprint and activations from 2024 event.)

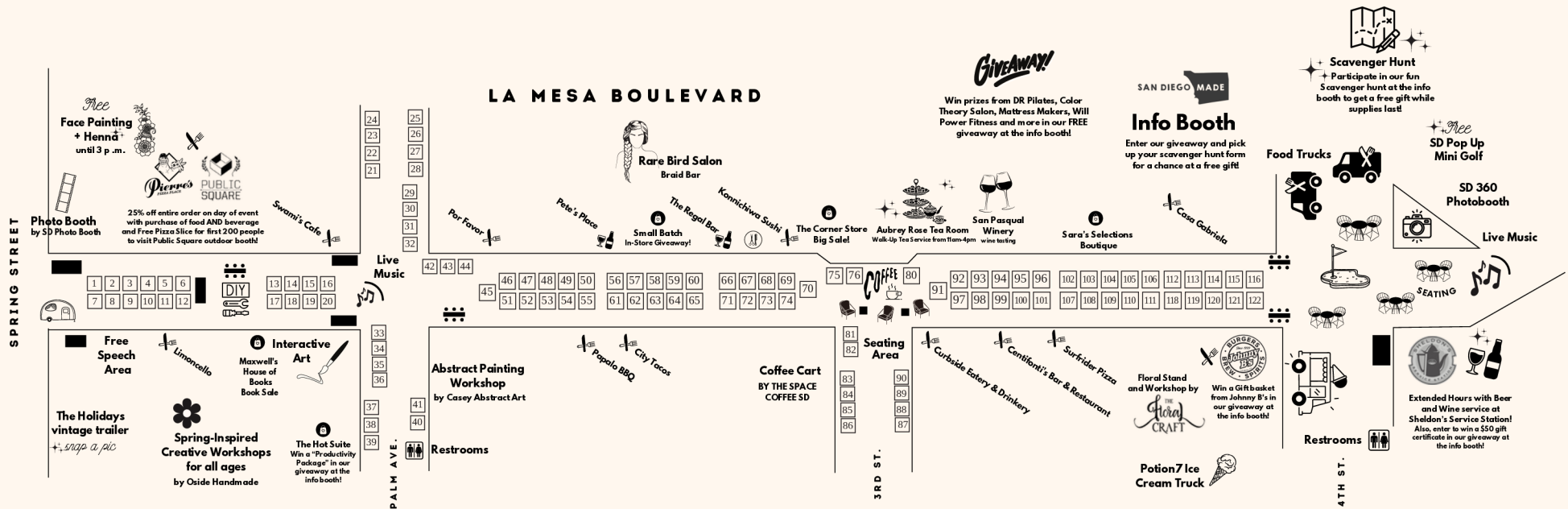


PHOTO BOOTHS

KIDS ACTIVATIONS

LOUNGES/SEATING

125+ CRAFT VENDORS

SPECIALTY FOOD ITEMS

LIVE MUSIC



# ENHANCEMENT FUND

SAN DIEGO MADE  
  
SPRING MARKET  
IN LA MESA VILLAGE

Per this proposal, San Diego Made is looking for financial assistance in putting on this event from the La Mesa Village Enhancement Fund. Our events usually have a nominal entry fee (\$3-\$7 per person, kids are free) and a self-hosted bar which helps support the costs associated with production without passing that cost on to the vendors. **This event will not have a bar (encouraging patrons to enjoy their adult beverages inside the local establishments) and will be free for the public to attend.**

We will be collecting vendor fees, but we plan to keep them in line with our standard of affordability, as our goal is to bolster the small business community, not burden it.

We also now have an expanded understanding of the costs associated with producing this event which has helped shape our financial assistance request, including covering the cost of k-rail and all permitting expenses.

**With this in consideration, we are asking for \$50,500 to help cover the budgeted costs of putting this event on.**

Venue Requirements/Permits: \$12,000.00

Marketing/PR/Print: \$8,000.00

Entertainment/Activations: \$12,000.00

Event Supplies: \$6,000.00

Pre-Event and Production Contract Staff: \$12,500.00

**Approximate Budgeted Expenses: \$50,500.00**



**SAN DIEGO MADE**

## **THANK YOU**

**for considering our proposal**

We are very excited at the opportunity to put this event on in La Mesa Village again and grateful for the chance to apply for this support to do so.

If you have any questions, we are happy to answer them.

We look forward to hearing back from you.

*Brittany, Sarah, Brook, and Kristin*

**The San Diego Made Team**

 [@sandiegomadefactory](https://www.instagram.com/sandiegomadefactory)

 [@sdmademarkets](https://www.instagram.com/sdmademarkets)

 [www.sandiegomade.org](http://www.sandiegomade.org)

 [www.sdmademarkets.com](http://www.sdmademarkets.com)

**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [Lyn Dedmon](#)  
**Subject:** Online Form Submittal: La Mesa Village Enhancement Fund Program  
**Date:** Wednesday, July 31, 2024 1:50:46 PM

**CAUTION:** [EXTERNAL EMAIL] Do not click any links or open any attachments unless you trust the sender and know the content is safe.

## La Mesa Village Enhancement Fund Program

Please complete all fields of information on the application form.

Once you have completed the application form, click the submit button at the bottom of the form. If you have questions about the application process, please call (619) 667-1339 or email [ldedmon@cityoflamesa.us](mailto:ldedmon@cityoflamesa.us).

---

Non-Profit Organization/Business Name: Visionary Performing Arts

---

Business Address: 8674 La Mesa Blvd

---

Address *Field not completed.*

---

City La Mesa

---

State CA

---

Zip 91942

---

Contact Name: Mickey Mounarath

---

Contact Phone Number:

---

Email Address: [mickey.mounarath@visionarydancetheatre.org](mailto:mickey.mounarath@visionarydancetheatre.org)

---

Are you located in La Mesa? Yes

---

Is your organization a non-profit or a private business? Private Business

---

Are you partnering with a non-profit? Yes



organization or other business?

---

Name of non-profit organization or business you are partnering with (if applicable): Mounarath Powel Dance

---

Have you applied for the La Mesa Village Enhancement Fund Program in prior years? No

---

Amount of Total Funding Requested: \$25,000

---

What type of activity are you requesting funds for? Special Event

---

Please use the space below to describe your funding request.

We want to plan a one-day dance event in the La Mesa Village in May/June 2025. Advertising would start in January 2025. This event will be outdoors, open to the public, and free to the public. The event management will be done by Visionary Performing Arts. The main event would be a free dance concert performance by the professional dance company Mounarath Powell Dance. The performance will also include Kidz Danz Kompany (children's dance company) and Kidz Act Up (children' musical theatre group). This family-friendly event will run 6-8 hours. Prior to the performance there will be dance classes and dance seminars offered free to the public. We will also attempt to get sponsorships and provide tables and canopies (up to 10) for those that are willing to sponsor. There won't be any food or merchandise vendors so that the focus can be on dance classes/seminars and the performance. Alongside being a free event for the public, the event will help bring traffic into the La Mesa Village businesses. Since there won't be any food or merchandise vendors as part the of the event, this will increase the likelihood that the patrons will frequent the restaurants and shops. There will be a raised stage with 100 chairs set up. We will also encourage the audience to bring their own seating. We plan to use Silver Sun to provide the stage/sound/lighting and for consultation since they are experienced in event planning in the La Mesa Village. They currently do the setup for Ocktoberfest and Holiday in the Village events.

Basic Budgeting Numbers:  
Stage, Sound, Lighting Equipment - \$10,000

Professional Dancer Fees - \$10,000  
Tables/Tents/Chairs and Misc. Production Supplies/Expenses -  
\$2500  
Marketing - \$2000  
Event and Permit Fees - \$500

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#### Supplemental Documentation

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