

2. A signed, written narrative prepared by the operator(s)/manager(s) that discusses a) their professional opinion of the prospects for success of a Tuesday market on La Mesa Blvd., as proposed, b) the number and type of booths (e.g., farm, food, hot food, arts/crafts) the market can support, c) a listing of any potential challenges or concerns they have identified and the potential impacts of those challenges on the success of the market, and d) methods they or the Association will employ to address any potential challenges or concerns they have identified.

3. Base on the event map provided, a one-year operating budget and cash-flow detailing anticipated revenues, expenses and projected net income before distribution of proceeds to either the Association or the manager/operator, prepared by the operator(s)/manager(s).

4. Assisted by the La Mesa Village Association, provide written substantiation of support for the current operating proposal from potentially-affected Downtown Village business owners. At a minimum, this would involve all businesses located along the periphery of the proposed market footprint on the north and south sides of La Mesa Boulevard, between Palm Avenue and 4th Street.

With the holidays upon us, we are up against a tight schedule; therefore, we ask that we receive your proposal by November 9th, 2018 at the absolute latest. Feel free to reach out to our event director, Katie Halvin, directly with questions or concerns. She can be reached at 619 458-5966 or at Katie@lamesavillageassociation.org.

We look forward to reviewing the materials and to working with you on this exciting project.

Thanks,



Aaron Dean
Chair, La Mesa Village Association