

Exciting News!! The La Mesa Village Association (LMVA) has a valuable opportunity to bring the weekly La Mesa Farmers' Market to La Mesa Boulevard. We want your feedback on the proposed relocation so we can better assess the level of support and, of equal importance, learn about and address any concerns before finalizing the special event permit application for consideration by the La Mesa City Council. It is critically important that we hear from as many Downtown Village businesses as possible but especially every business along the periphery of the proposed market area. So, please complete this survey form and return to the LMVA as soon as possible. You can return the form in person the attention of Aaron Dean at Sheldon's Service Station, located at 8401 La Mesa Blvd., or scan/email to aaron@mesamg.com. Your responses will be shared with the City Council Downtown Special Event Subcommittee.

The Goal: Enhance the vitality of the Downtown Village and boost visitation by adding the La Mesa Farmers' Market to the roster of successful special events held downtown.

What We've Done So Far:

- Held multiple LMVA Board meetings and Town Halls to gather feedback on the relocation concept.
- Talked with multiple farmers' market managers to identify best practices for farmers' market success.
- Contracted with Brian Beevers, of Brian's Farmers' Markets, to serve as professional market manager.
- Worked with City leadership and departmental staff to identify staging issues and conditions.
- Submitted a draft special event permit application to the City.

The Proposal for your Consideration: The LMVA proposes to assume the role farmers' market sponsor from the City of La Mesa and relocate the market to La Mesa Blvd. The farmers' market will host between 50 and 55 booths offering certified produce, unique pre-packaged food, hot food and arts & crafts. The market will be family-friendly and alcohol-free, operating about 48 weeks during the year.

Where? La Mesa Boulevard, between 4th Street and Palm Avenue.
When? Street closes at 1 PM for set-up; market hours 3-7 PM; streets reopen 8 PM.
How Often? Every Friday, rain or shine (closing for certain holidays or other special events).
Offerings? Farm-fresh fruits & vegetables; unique, pre-packaged foods; handmade arts & crafts. A limited number of hot food booths will be located on the south side of La Mesa Blvd., between Palm Ave. & 3rd St. The market manager will make every reasonable effort to recruit hot food vendors that do not compete with Village restaurants.

EXPRESS YOUR VIEW ON THE PROPOSAL DESCRIBED ABOVE
 PLEASE COMPLETE AND RETURN THE QUESTIONNAIRE

Name: Marcia Toler
 Street Address: [REDACTED]
 Phone number: [REDACTED]

Business Name: Coldwell Banker West
 Zip Code: 92941
 Email: [REDACTED]

I would like to receive information by text or email regarding the upcoming Farmers' Market Yes/No

1. I would like to see the La Mesa Farmers' Market move to La Mesa Boulevard..... Yes/No
2. I would like to see the La Mesa Farmers' Market stay at City Hall..... Yes/No
3. I support keeping the La Mesa Farmers' Market on Fridays..... Yes/No
4. I support the La Mesa Farmers' Market proposal, as described above Yes/No
5. I would like the La Mesa Farmers' Market to include handmade arts & crafts..... Yes/No
6. I support the proposed hours of 3 PM to 7 PM Yes/No
7. I support the street closure between 1 PM and 8 PM Yes/No

Please share your suggestions, thoughts, questions and concerns:
