



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

DATE: July 23, 2019

SUBJECT: Selection of a Certified Farmers' Market Operator and Sponsor and Approval of the Special Event Permit Application for the La Mesa Village Farmers' Market

ISSUING DEPARTMENT: City Manager's Office

SUMMARY:

Issue:

1. That the Council provides direction on the selection of a certified Farmers' Market operator and sponsor.
2. Approve a special event permit for said operator and sponsor for one year from August 1, 2019 to July 31, 2020.

Recommendation:

On March 26, 2019 Council gave direction to staff to extend the Farmers' Market permit by four months, through August 2019, and to issue a Request for Proposals (RFP) for the operation and management of a certified farmers' market, with no limitations on date, time, or location. Staff requests Council provide direction on the selection of a certified Farmers' Market operator and sponsor and approve the special event permit application for the La Mesa Village Farmers' Market for one year.

Fiscal Impact:

The City anticipates quarterly police and fire inspections at a cost of approximately \$400 over a one-year period at any of the locations suggested through the RFP process.

City's Strategic Goals:

- Revitalize Neighborhoods & Corridors
- Enhance Recreation and Quality of Life Opportunities

BACKGROUND:

The City of La Mesa sponsored a weekly Friday farmers' market in the Downtown Village for over 24 years, from August 1993 through April of 2018. In April 1993, the City Council directed staff to research the concept of a farmers' market as a means of economic development for La Mesa's downtown. The

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market opened in August 1993 in the Allison Avenue parking lot. The market was relocated to the Civic Center in 2011 to minimize anticipated parking impacts of the planned Downtown Streetscape Improvement Project. The market was relocated to La Mesa Blvd. in April 2018, at the request of the La Mesa Village Association (LMVA).

At its regular meeting of March 27, 2018 the Council considered the special event permit application and request for related street closure for the La Mesa Blvd. location of the Farmers' Market. After discussion and comments, the Council took a four-part action to:

- 1) Approve the special event application for a period of six months.
- 2) Adopt a resolution temporarily closing a portion of La Mesa Blvd.
- 3) Continue the policy of 100% cost recovery for small events that do not serve alcohol and that require minimum City support.
- 4) Direct the sponsors to provide notification to Downtown Village visitors of the street closure and no parking on La Mesa Blvd. prior to the start of the weekly market.

The market moved to La Mesa Blvd. on May 4, 2018. At present, the event is entirely run by the sponsor and Market Manager with on-call support from police and parking enforcement personnel, only when required. The market uses no City electricity or traffic control signage.

The Council's intent in their March action to limit the permit to 6-months was to allow the market to relocate to La Mesa Blvd. for a trial period. To prepare for the Council's discussion on extending the permit, staff surveyed local businesses and Farmers' Market patrons. The survey results were provided to Council on November 27, 2018. Seventy three percent of the businesses supported the market and 27% opposed according to the survey. Those opposed were primarily in the eating and drinking segment with some in the service sector.

After testimony and deliberation, the Council extended the Special Event Permit by six months; directed staff to facilitate a meeting with stakeholders to discuss all potential options; including, but not limited to, changing the day, location, hours and/or vendors; and asked staff to report back to Council within 90 days. In response to Council's direction, staff conducted one-on-one meetings with 14 businesses in the Downtown Village that expressed opposition in the 2018 business survey; facilitated a community meeting; gathered a menu of potential market modifications; and met with the LMVA to discuss potential modifications.

On March 26, 2019 staff presented Council with a "toolkit" of modifications intended to address concerns of business owners, an evaluation of possible alternative sites, and an assessment of the effects of changing the operating day. After much discussion, the Council directed that the temporary permit be extended four additional months and that staff issue a Request for Proposals (RFP) for the operation and management of a certified farmers' market, with no limitations on date, time, or location.

DISCUSSION:

Following the Council's direction of March 26, 2019, the City issued RFP 20-06 on April 22, 2019 inviting qualified respondents to submit detailed proposals for the operation of a farmers' market. The RFP stated that key market parameters, such as location, day of operation, total number of vendors, booth layout, vendor proportionality, and additional amenities were left to the professional judgement of the potential respondents. In response to RFP 20-06, the City received submittals from four (4) respondents (Attachment A).

Representatives of each respondent were invited to interview before an independent panel of subject matter experts experienced in the operation and management of certified farmers' markets, from both public and private-sector perspectives. On June 19, 2019, the panel, which included Ben Nichols, Executive Director, Hillcrest Business Association; Diane Moss, Manager, Lemon Grove Certified Farmers' Market; and Belinda Romero, Community Services Manager, City of Poway, asked each team of respondents a uniform series of interview questions, with appropriate follow-up questions.

At the conclusion of the interview sessions, the panel noted that all of the potential operators/sponsors offered varied skill sets, however, two submittals (Brian's Farmers' Markets and the LMVA/Brian's Farmers' Markets team) ranked highest due to Mr. Beevers' knowledge of the operation and management of certified farmers' markets. Mr. Beevers teamed with the LMVA in one submittal and also submitted a second submittal to serve dually as the operator and sponsor, independent of the LMVA.

Following is an overview of the proposals:

Respondent(s)	Location	Day	Hours	Amenities or Modifications
Grossmont Center/Cushman Family Fndn.	Grossmont Center (Claim Jumper Parking Lot)	Friday	3:00 p.m. - 7:00 p.m.	*Proceeds to charity *Ample parking *Parking structure rain shelter
Integrity First Promotions, Inc. (dba Brian's Farmers' Markets)	La Mesa Blvd., between Palm Ave. & 4th St.	Friday	3:00 p.m. - 7:00 p.m.	*Delay street closure to 2:00 p.m. *Oversee vendor parking restrictions *Patron/vendor shuttle (if feasible) *Promote Village businesses *Reduce hot-food vendors 50% *Remove banners/improve visibility
La Mesa Chamber of Commerce	La Mesa Civic Center Parking Lot	Friday	3:00 p.m. - 7:00 p.m.	*Ample parking *Family/child entertainment *Include businesses City-wide
La Mesa Village Association with Brian's Farmers' Markets	La Mesa Blvd., between Palm Ave. & 4th St.	Friday	3:00 p.m. - 7:00 p.m.	*Delay street closure to 2:00 p.m. *Enhanced signage *Expanded advertising & social media *Passenger drop-off zones *Reduce hot-food vendors 33% *Remove banners/improve visibility

As shown above, all four RFQ responses suggest that the best day and time for the market is on Friday, between 3:00 and 7:00 p.m. Both of the top ranked proposals suggested keeping the market's site on La Mesa Blvd., between Palm Ave. and 4th Street. Brian's Farmers' Markets and the LMVA/Brian's Farmers' Markets proposal offered slightly different amenities to enhance the market experience. Brian's Farmers'

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Markets included reducing the number of hot food vendors by 50%, delaying the street closure from 1:30 p.m. to 2:00 p.m., providing additional advertising to promote all Downtown Village businesses, including space for business coupons at the event and on the market's social media and texting program, placement of A-frame signs promoting businesses on the periphery of the market footprint, and consideration of a shuttle if financially feasible. Additional offerings include removing banners from behind vendor booths and requiring non-farm vendors to park at the Civic Center.

The LMVA/Brian's Farmers Market proposal differed slightly in that the hot food booths were reduced by one-third and it was recommended that the City create temporary drop off parking spaces close to the market area for disabled, elderly customers or Rideshare (Attachment B).

The amenities for the other two proposals are shown in the chart above.

CONCLUSION:

Staff requests Council provide direction on the selection of a certified Farmers' Market operator and sponsor and approve a special event permit application for the La Mesa Village Farmers' Market for one year.

Respectfully submitted by:



Yvonne Garrett
City Manager

Attachment A – RFP submittals

Attachment B – Map of Pedestrian Drop-Off Zones



**La Mesa Farmers Market
Request for Proposal
In Partner with The Cushman Family Foundation
May 22nd, 2019**

**Trevor Moore
Director of Public Relations and Events
Office Number: (619) 465-2900 ext. 108
Cell Phone Number: [REDACTED]
trevor@grossmontcenter.com
www.grossmontcenter.com**

Statement of Interest

Grossmont Center is fueled by supporting local businesses. We specialize in driving traffic to our mall through multiple free, family-friendly events that in turn help our "Shop Local" philosophy. We firmly believe in hosting a great community event in La Mesa and have a location where the market can soar to new heights. Our location solves the current issues regarding space, parking, budget, and more. Grossmont Center offers a solution that will benefit the city as a whole. We want this event to be an asset to generate funds for the La Mesa community. Where most markets operate for profit, we will be a not for profit market. Each month we will designate one La Mesa based charity to support with funds generated from the market. This will create opportunities for those organizations to get involved with our market, as well as to secure funding for future endeavors. Many markets charge vendors 10% of proportional sales for marketing and advertising efforts. Our market will charge vendors 8% and will give all of those proceeds to different charities each month.

Hosting the La Mesa Farmers Market in our parking lots offers the opportunity to expand the market as need be. An issue that arises with public property is the limited space and discord of surrounding tenants/residents. Our property is owned by a single family. Our ownership structure allows for expedited decision making and approvals which is beneficial to all prospective vendors. We are proud to support local vendors and offer a vast variety of options for our guests. Our property allows the La Mesa Farmers Market to run in all weather conditions. In the event of rain, we have the option to temporarily move the farmers market inside of our parking garage. Unlike other outdoor markets, we have the option to have a completely covered space to continue the market year-round.

Our parking capacity cannot be compared to the struggle of limited street parking. The ease of parking at Grossmont Center will attract market goers upon arrival. Our parking is convenient and always free. In addition, the open lot provides open driving maneuverability which allows farmers to truck in their produce with ease. Speaking with multiple farmers who have signed up for our Wednesday farmers market, that is coming soon, the best thing about our location is the open parking field that allows them to sell directly behind their truck. We plan and strive to keep our farmers happy and in turn our list of vendors will continue to grow.

We have a passionate desire to host this market and have the resource of a large marketing budget to complement its success. The La Mesa Farmers Market has an appealing aesthetic that we are confident in maintaining with the change in location. We plan to prioritize our budget towards marketing this market. With our relationships with 3 different marketing groups as well as in-house graphic designer, we can promote the market with ease. Using cutting edge technology, we are able to target specific areas, demographics and serve ads to get the word

out. We strive to stay current on technology and social media to continue appealing to a broad audience.

Trevor Moore

X

A handwritten signature in black ink that reads "Trevor Moore". The signature is written in a cursive style and is positioned over a horizontal line.

Statement of Qualification

In 2019 alone, we will host over 30 major events which attract more than 1,000 people to each event. In January of this year, we launched our Shop Local Market that activates our tenants and local vendors in the area. Our events are geared towards La Mesa residents and have seen increasing success within our Shop Local Market every month. On the last Saturday of each month we host a market throughout the common area of our mall. We set up tables for participating tenants who do a sidewalk sale and have multiple vendor booths through the center strip. Our local vendors range from crafters/artisans to organic goods and food. Our list of vendors started with 8 in January and has increased to a total of over 25 this past April with new ones inquiring each month. For community engagement, we also partner with Green Hat Electronics and the San Diego Blood Bank for their respective donation drives.

New this year, we have applied for a certification for a Wednesday farmers market. We have partnered with the La Mesa Park and Recreation Foundation to host this event. We have 10 farmers excited to launch this market in June. The unique feature about our Wednesday market is that it is a true farmers-only market. Our Wednesday market and this Friday market will differ in location allowing each market to uniquely grow on its own. Wednesday's market will be located in our West Court by San Diego Yoga and CVS. Friday's market will be located near the Claim Jumper parking lot. To keep the integrity of the current La Mesa Farmers Market we do not plan to restrict this Friday market to farmers only. We are offering "something for everyone" not just for our guests but vendors as well.

We have 7 employees on our event team who are present and involved at every event. Our event staff are experts in running events and have excellent customer service skills. We also have a wide variety of event equipment in our inventory to include, multiple tents, tables, chairs, stanchion lines, audio equipment, generators and more. We have more than enough equipment to successfully support the operation of this market. If we don't have it, we will procure it.

Our marketing strategy is aggressive. We work with three different marketing agencies: LMA, Ignite Visibility and Entercom. In addition, we actively operate our Facebook, Instagram,

Twitter and YouTube platforms. As we move into a digital world, we utilize social advertising as our most effective form of advertisement. Since January of this year, we have served over 2 million impressions within a 5-7-mile radius of the Center. Our website is constantly updated with a unique URL for each event we host. We also send out a monthly newsletter that has over 20,000 unique opens per month. Within these newsletters we utilize eye catching graphics to drive traffic to our events. Through verbal surveys at our events we know over half of our guests are La Mesa residents, signifying our location as best serving the community and is the ideal location to keep the La Mesa Farmers Market nearby.

Since 2015 we have hosted on average 50 unique events per year. Below is a comprehensive list of events we hosted in 2017, 2018 and our event schedule for 2019.

2017 Events

1/21	Snow Day	9/21	Golden Ticket Stop
1/26	Tenant Meeting Q1	9/23	Summer Concert Brian Jones R&R
1/28	United Strong	9/30	Komen/SHARP Health Event
2/12	Cupids & Canines	9/30	Blood Drive Bus Q3
2/16	Monster Truck	10/7	Concert: Catillacs
2/24	GWP Zoo	10/14	Lego Build Event (tenant event)
3/11	Princess Event	10/20	Golden Ticket Stop
3/25	Blood Drive Bus Q1	10/21	Howl O Ween Hounds
3/25	East County Chamber Health Fair	10/21 & 10/22	eWaste Event
4/1	Prom Fashion Show	9/30-10/28	Stuff the Jeep
4/15	Easter Egg Hunt (\$5,000)	10/28	Concert: Jackstraws Landing Party
4/27	Tenant Meeting Q2	10/31	Trick or Treating
5/6	Petting Zoo	11/4	Taste of Grossmont
5/20	Shop & Savor	11/4	Good Wood Game Night
6/10	Summer Concert: Hullabaloo	11/9	Tenant Meeting Q4
6/24	Blood Drive Bus Q2	11/10	Navy Band Concert (Veterans Day)
6/24	Summer Concert: West Coast Band	11/11	Oasis Technology Fair (tenant event)
7/8	Summer Concert: Breez'n	11/11	MaxFM & 1090 on-site
7/15	Dog Days of Summer	11/11	Veterans Day ice cream social
7/27	Tenant Meeting Q3	11/11	Heroes Concert (Veterans Day)
7/22	Summer Concert: Bayou Brothers	11/12-11/24	12 Days of Giveaways
7/27	Golden Ticket Stop	11/16	Golden Ticket Stop
7/27	Tenant Meeting Q3	11/24-12/24	Santa's Hut
7/29	Othentik Gym Summer Camp	11/24-12/24	Gift Ribbon & Wrap
8/5	Flash Mob - Move Fitness	12/1-12/24	Giggles
8/5	Summer Concert: Hullabaloo	11/20	GWP SeaWorld
8/5	Back to School Scavenger Hunt	11/24	Light up the Holidays
8/17	Golden Ticket Stop	11/24	Truck Giveaway
8/19	Summer Concert 80s: Republic of Music	11/24	Concert: Flipside Burners
8/26	Get Fit Event - SD Gym OASIS	12/2	Blood Drive Bus Q4
9/9	Summer Concert: The Mar Dels	12/2	Holiday Carolers
		12/2	Santa Paws Pet Adoption

12/3 Reindeer*
12/9 HolidayFest
12/10 HolidayFest
12/10 Reindeer*
12/16 HolidayFest
12/16 Holiday Carolers

12/16 Storybook: Star Wars Jedi Meet & Greet
12/17 HolidayFest
12/17 Reindeer*
12/22 Golden Ticket Stop

2018 Events

1/13 Train Display: 10th Anniversary
1/25 Tenant Meeting Q1
1/27 Mall Walkers Breakfast: 32nd Anniversary
1/27-1/28 E-Waste & Recycling
2/1 Monster Jam Truck
2/10 Cupids & Canines
2/24 Princess Day
3/17-3/31 Bunny Hut
3/31 Easter Egg Hunt
3/31 Traveling Stories - Reading Tent
4/7 Blood Drive Bus Q1
4/7 Health Fair
4/7-4/8 E-Waste & Recycling
4/8 Traveling Stories - Reading Tent
4/11 Tenant Meeting Q2
4/15 Traveling Stories - Reading Tent
4/21 Lego Build Event
4/22 Traveling Stories - Reading Tent
4/28 Taste of Grossmont
4/29 Traveling Stories - Reading Tent
5/6 Traveling Stories - Reading Tent
5/13 Traveling Stories - Reading Tent
5/20 Traveling Stories - Reading Tent
5/26 Sidewalk Sale
5/26 Galactic Rebel Hero Meet & Greet
6/3 Traveling Stories - Reading Tent
6/10 Traveling Stories - Reading Tent
6/10 Max FM Summer Concert Series - Caliber
6/17 Traveling Stories - Reading Tent
6/19 Kids Concert: Hullabaloo
6/23-24 E-Waste & Recycling
6/23 Blood Drive Bus Q2
6/23 Summer Concert: The Mar Dels
6/24 Traveling Stories - Reading Tent
7/8 Max FM Summer Concert Series - Republic of Music
7/8 Traveling Stories - Reading Tent

7/14 Dog Days of Summer
7/14 Hallmark Keepsake Ornament Premiere
7/15 Traveling Stories - Reading Tent
7/17 Kids Concert: Hullabaloo
7/17 Traveling Stories - Reading Tent
7/18 Tenant Meeting Q3
7/21 Lego Build Event
7/22 Traveling Stories - Reading Tent
7/28 Summer Concert: The Cat*illacs
7/29 Traveling Stories - Reading Tent
7/30 Stuff the Bus
7/31 Stuff the Bus
8/5 Traveling Stories - Reading Tent
8/12 Traveling Stories - Reading Tent
8/12 Max FM Summer Concert Series - Republic of Music
8/14 Kids Concert: Hullabaloo
8/14 Traveling Stories - Reading Tent
8/19 Traveling Stories - Reading Tent
8/25 Hallmark Keepsake Artist Signature Event
8/25 Summer Concert: Polyester Express
8/26 Traveling Stories - Reading Tent
8/26 Traveling Stories - Reading Tent
9/2 Traveling Stories - Reading Tent
9/8 Taste of Grossmont
9/9 GC Kids Club: Hullabaloo
9/9 GC Kids Club: Ruth & Emilia
9/9 Traveling Stories - Reading Tent
9/15-9/16 E-Waste & Recycling
9/15 Blood Drive Bus Q3
9/16 Traveling Stories - Reading Tent
9/20 Guest Services Mtg.
9/23 Traveling Stories - Reading Tent
9/30 Traveling Stories - Reading Tent
9/29 - 10/27 Stuff the "Car" - book collection
10/7 Traveling Stories - Reading Tent

10/13 Lego Build Event
 10/14 GC Kids Club: Hullabaloo
 10/14 Traveling Stories - Reading Tent
 10/18 Guest Services Mtg.
 10/20 Howl O Ween Hounds
 10/21 Traveling Stories - Reading Tent
 10/27 SD Gulls vs Tucson
 10/27 Stuff the "Car" - event
 10/28 Traveling Stories - Reading Tent
 10/31 Trick or Treating
 11/4 Traveling Stories - Reading Tent
 11/7 Tenant Meeting Q4
 11/10 SD Gulls vs Colorado
 11/11 GC Kids Club: Hullabaloo
 11/11 Traveling Stories - Reading Tent
 11/12 Technology Fair
 11/12 Veterans Day / Concert
 11/15 Guest Services Mtg.
 11/23-12/24 Santa's Hut
 11/23-12/24 Gift Ribbon & Wrap
 11/23 Holiday Concert

11/23 Light up the Holidays
 11/30 Peace on Earth Carolers
 12/1-12/24 Giggles
 12/1 Lego Build Event
 12/2 Traveling Stories - Reading Tent
 12/7 Santee Community Chorus
 12/8 Santa Paws Pet Adoption
 12/8 Hooleys/ Gulls Watch party
 12/9 GC Kids Club: Hullabaloo
 12/9 Traveling Stories - Reading Tent
 12/9 HolidayFest
 12/14 Peace on Earth Carolers
 12/15 HolidayFest
 12/16 Traveling Stories - Reading Tent
 12/16 HolidayFest
 12/17 Santee Community Chorus
 12/18 Santee Community Chorus
 12/19 Peace on Earth Carolers
 12/20 Guest Services Mtg.

2019 Events

1/4 Gulls vs San Jose
 1/24 Monster Jam
 1/26 Shop Local Market
 1/26 Blood Drive
 1/26 Ewaste
 2/1 Gulls vs Ontario
 2/7 Q1 Tenant Meeting
 2/16 Hooleys/ Gulls Watch party
 2/16 Cupids and Canines
 2/23 Snow Day
 2/23 Shop Local Market
 2/23 Blood Drive
 2/23 Ewaste
 3/9 Gulls vs Colorado
 3/16 St. Patricks Day HooleyFest
 3/17 St. Patricks Day Family Fun Run
 3/17 St. Patricks Day HooleyFest
 3/18 Hullabaloo
 3/30 Shop Local Market
 3/30 Blood Drive
 3/30 Ewaste
 3/31-4/21 Bunny Hut

4/20 Easter Egg Hunt
 4/27 Shop Local Market
 4/27 Blood Drive
 4/27 Ewaste
 5/11 Taste of Grossmont
 5/16 Q2 Tenant Meeting
 5/25 Shop Local Market
 5/25 Street Food Cinema
 5/25 Blood Drive
 5/25 Ewaste
 6/8 Dog Days of Summer
 6/29 Summer Concert
 6/29 Shop Local Market
 6/29 Blood Drive
 6/29 Ewaste
 7/27 Shop Local Market
 7/27 Summer Concert
 7/27 Blood Drive
 7/27 Ewaste
 8/31 Shop Local Market
 9/7 Taste of Grossmont
 9/21 Kids Got Talent

9/28	Shop Local Market	11/29-12/23	Santa Hut
10/12	Howl-O-Ween Hounds	11/29-12/24	Gift Wrap
10/26	Shop Local Market	12/1-12/24	Giggles
10/31	Trick or Treat	12/7	Santa Paws
11/11	Veterans Day Concert	12/14-12/15	Holiday Fest
11/29	Light up Holidays/Concert	12/21-12/22	Holiday Fest
11/30	Shop Local Market	12/28	Shop Local Market

Market Description

_____ We strategically plan to host the market on Friday evenings from 3pm-7pm. By continuing to have the market on Fridays, we enable a smooth transition of this market to Grossmont Center. The consistency of keeping Friday will encourage loyal guests to stay in La Mesa to enjoy the experience of this event that benefits this great city. Our events and marketing operations enable us to support this market by offering: expandable spacing options, on hand event staff, a strong marketing budget, highly knowledgeable marketing experts, access to long term storage and a location that is in the heart of La Mesa.

One of the most unique aspects of hosting the farmers market at Grossmont Center is our availability to expand the market as needed. As a family owned and operated property, we have the ability to expand the market to new heights. Our endless parking offers a perfect solution to handle large crowds of people and create a destination venue. In addition to a large parking field we have a parking garage to host the market in bad weather. Hosting the market in a safe, contained area will help attract guests who do not want to deal with the hassle of street parking. Parking is always free at Grossmont Center.

Our seasoned and experienced event staff have substantial knowledge in hosting large family-friendly events. We are focused on providing remarkable customer service. Our motto is to host not a perfect event, but a perfect experience. Our experiences make memories and positive associations with our brand. We take pride in what we do for our guests which ensures a top-notch experience for our market goers. A full-time market organizer is on-site and will take the lead in communicating with vendors and making sure the event runs smoothly. In addition to our organizer, we have an entire events and marketing team prepared to be present at the market to support in any way. Our event team is a solid stable component of our mall and keeps our event department running smoothly.

We are prioritizing \$200,000 of our total annual marketing budget to successfully operate and promote the market. Our knowledge of marketing and advertising will draw guests from other cities to make our event a destination. Our expert marketing partners will help us reach a wide scope of people through social media, email, display advertising, our website, on site signage, our annual scheduled events and more. We utilize beacon technology to be able to target who our shoppers are and understand their dwell time and popular areas visited in the Center.

Since we specialize in performing events, we have access to long term storage and a wide variety of supplies. Over the years, we have invested in event equipment that will be used in this farmers market. Our 24-hour security team is a huge factor to the efficiency and success of our events. This would be a safe venue because of our extensive security cameras and presence throughout the Center. In addition, we have a great working relationship with La Mesa PD and Heartland Fire. Operationally, our Director of Security keeps an updated inventory of our equipment. This is a huge asset to the operation of this market because we have no need for renting a vast amount of supplies each and every week. We are self-sustainable as a Center and can provide that same sustainability to our market. Further, we are hoping to contribute to the sustainability of La Mesa's charities by kicking 8% vendor fee to different charities each month.

As patrons of La Mesa, we would like the opportunity to host the market and expand it to its full potential in our great City. We are located in the heart of La Mesa, right off of the Trolley line, I-8, and I-125 freeways. At Grossmont Center, you'll be reminded why our Center has thrived since 1961, because its where friendships are made, family bonds are strengthened and memories are created. From a smile to life changing moments, the sky's the limit to what you will experience at Grossmont Center. With 100 unique stores, over 20 restaurants, 10 large movie screens and unique events all year round. This La Mesa Farmers Market will find its forever home at Grossmont Center.



GROSSMONT CENTER DR

Hot Food

FREE PUBLIC PARKING AS MARKET EXPANSION AS NEEDED

Restrooms
3 Comp. Sink Potable Water
Waste Water Disposal

Handwashing Station

Management /First Aid

Certified

Non-Certified

CLAIM JUMPER/
MURRAY DR

Market Entrance/Exit

10 ft vending space

10 ft gap inbetween

TRASH & RECYCLE
DUMPSTERS

Estimated Operating Budget

- EVENTS (\$100,000)
 - GSC Market Manager (\$60,000)
 - Event Equipment (\$40,000)

- MEDIA ADVERTISING (\$40,000)
 - ABC/KGTV
 - CBS/ KFMB
 - COX
 - KUSI
 - NBC
 - Entercom (ALT 94.9, KYXY 96.5, The Fan 97.3, KSON 103.7, Sunny 98.1)
 - iHeartMedia (KOGO, 93.3, 105.3)
 - LMSD (Z 90.3, 91.1 X, Magic 92.5)

- VENDORS (\$10,000)
 - Social Media (Othentik)
 - Video Production (Othentik)
 - Social Media Boosts
 - SEO/Blogs/Website/Social Maintenance (Ignite Visibility)
 - Creative (Innovision)
 - Digital Advertising (Entercom)

- EXTRA (\$50,000)
 - Research 5,000
 - GSC Contingency Fund 45,000

SUBTOTAL 200,000

References

- Bob Bolinger
 - Vice President/Market Manager for Entercom San Diego
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

- Mark E. Butcher
 - Managing Director for Asset Services, CBRE
 - [REDACTED]
 - [REDACTED]

- [REDACTED]
- Scott Evans
 - Senior Vice President and Chief Executive Officer, Sharp Grossmont Hospital
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Steve Fitzgerald
 - Owner of Prevue Formal and Bridal
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Craig Macdonald
 - Senior Vice President and Chief Executive Officer, Sharp Grossmont Hospital
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Mike Moser
 - Leasing Agent at Retail Insite
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Simona Valanciute
 - President and CEO of Oasis San Diego
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]



APPLICATION FOR SPECIAL EVENT

July 1, 2018 – June 30, 2019

CITY CLERK USE ONLY

Applicant Name: Trevor Moore
(Please Print)

Address: [Redacted] **City:** San Diego **State:** CA **Zip:** [Redacted]

Home Phone: — **Work Phone:** [Redacted] **Cell Phone:** [Redacted]

E-Mail Address: trevor@grossmontcenter.com

Organization
(Please Print) Grossmont Center

Address: 5500 Grossmont Center^{Dr} **City:** La Mesa **State:** CA **Zip:** 91942

Phone: (619) 465-2900 **E-Mail address:**

Event Name: La Mesa Farmers Market

Date(s): Wednesdays **Start Time:** 3:00PM **Location:** Grossmont Center
End Time: 7:00PM

Please note: application fee is not refundable. Also, any required staffing for the event is charged at full cost recovery rates unless a specific exception has been approved by the City Council. This applies to all events.

Approximate Number of People:	FEES
<input type="checkbox"/> Parade	\$ 350.00
<input type="checkbox"/> 250-499	\$ 408.00
<input type="checkbox"/> 500-999	\$ 598.00 + \$1,000 refundable clean-up fee
<input type="checkbox"/> 1,000+	\$ 1,849.00 + \$1,000 refundable clean-up fee
<input type="checkbox"/> Street Closure Permit (if applicable) ..	\$ 50

- In addition to the above fees, applicant must provide the following:**
- A certificate of insurance in an amount specified by the City, **and** an Additional Insured Endorsement naming the City of La Mesa and verifying that the applicant's insurance shall be primary and any insurance or self-insurance provided by the City shall be non-contributory. (Available through the applicant's insurance carrier.)
 - A hold harmless/indemnification agreement. (Available through the City Clerk's Office.)
 - Applicant must submit a traffic control plan if city property/streets/traffic/transit will be impacted and/or used for the event. Applicant must notify MTS and/or SDTC if any form of transit will be impacted.
- The Engineering Division must approve the traffic/transit control plan prior to the approval of the permit.**

Detailed Description of Event:
 Operation of a certified Farmers Market held in our parking lot on Wednesdays from 3:00PM - 7:00PM. We can host over 100 vendors with our expandible market space. This market will be held in the Claim Jumper parking lot and have plenty of free parking surrounding the space.

If a PARADE, provide the following information:			
Assembly Location(s):			
Dispersal Location(s):			
Specific Parade Route:			
Plans for Assembly:			
Plans for Dispersal:			
Number in Parade	People:	Animals:	Vehicles:
Will any costumes, masks or unusual attire be worn?		YES <input type="checkbox"/>	NO <input type="checkbox"/>
On-Site Contact(s) responsible for special event or parade:			
NAME	CELL/PHONE #	ADDRESS	
1) Trevor Moore	[REDACTED]	[REDACTED]	
2)			
3)			
Total number of security persons provided by applicant: <u>6</u>			
Describe identification marks, badges or symbols to be worn by such persons:			
<u>Securitas Private Security</u>			
<p>WHEN THE SPECIAL EVENT IS EXPECTED TO REACH 500 OR MORE PERSONS AT ANY GIVEN TIME, TO BE DETERMINED BY THE CHIEF OF POLICE OR HIS/HER REPRESENTATIVE, THE APPLICANT, IN ADDITION TO THE ABOVE, WILL PROVIDE AND ASSURE THE FOLLOWING SERVICES:</p> <ol style="list-style-type: none"> 1. The applicant shall distribute handbills that have been approved by the Chief of Police, or his/her representative, to surrounding residences and businesses within 300 feet of the special event's perimeter at least 30 days before the event. Parades and runs may satisfy this requirement by posting notices along the proposed route. The applicant must attest in writing to the City Clerk that this requirement has been met. 2. Adequate potable water supply. 3. One toilet for every 250 persons in attendance. 4. Adequate lighting during nighttime events. 			

- 5. Adequate number of trash receptacles.
- 6. Adequate communications equipment for use by the monitors.
- 7. Clean-up of immediate and surrounding area properties within 24 hours of the special event.
- 8. Parking control (two hours before the start and two hours after the conclusion of the special event).
- 9. Method of regulating the number of participants. One security person for every 250 persons in attendance. Special Events utilizing La Mesa police officers, La Mesa reserve officers, and/or officers from other law enforcement agencies may be exempted from this requirement.
- 10. One copy of white background print of a map drawn to scale showing:
 - a. The location of the property concerned.
 - b. The location of all highways, streets, alleys, lots and parcels of land within 500 feet of the exterior boundaries of the proposed use.
 - c. The location of the vehicle parking area and of all other areas to be used for other uses incidental to the special event.
 - d. All interior access ways.
 - e. Access to the property.
 - f. The location and detailed plans of all buildings and structures on the premises or to be erected, including any bandstand, stage or other facility for performers.
 - g. The location of loud speakers.
 - h. The location of all toilet, medical, drinking and other facilities.
- 11. A certified check or other funds acceptable to the city in the amount of one thousand dollars shall be paid at the time of application to the City of La Mesa for clean up. If the terms of this chapter are met, the funds will be returned to the applicant within thirty days after the special event upon written request of the applicant.
- 12. Such other information as the Chief of Police may deem necessary in order to properly provide for traffic control, street and property maintenance, administrative arrangements, police and fire protection, and for the protection of public health, safety and welfare.

I DECLARE UNDER PENALTY OF PERJURY THAT THE STATEMENTS MADE ABOVE ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF. I UNDERSTAND THAT ANY FALSE STATEMENTS OR INFORMATION WILL RESULT IN THE REJECTION OR REVOCATION OF MY PERMIT.

Trevor Moore 1 Trevor Moore 1 5/22/19
SIGNATURE OF APPLICANT/ORGANIZATION PRINT NAME DATE OF APPLICATION

**INDEMNIFICATION AND HOLD HARMLESS AGREEMENT
FOR SPECIAL EVENTS**

In consideration for the issuance of a Special Event Permit ("Permit") and to the furthest extent allowed by law, Permittee does hereby agree to indemnify, hold harmless and defend the City of La Mesa ("City") and each of its elected officials, officers, officials, employees, agents and volunteers from any and all loss, liability, fines, penalties, forfeitures, costs and damages (whether in contract, tort or strict liability, including but not limited to personal injury, death at any time and property damage) incurred by City, Permittee or any other person, and from any and all claims, demands and actions in law or equity (including attorney's fees and litigation expenses), arising or alleged to have arisen directly or indirectly out of the special event. Permittee's obligations under the preceding sentence shall apply regardless of whether City or any of its elected officials, officers, officials, employees, agents or volunteers are negligent, but shall not apply to any loss, liability, fines, penalties, forfeitures, costs or damages caused solely by the gross negligence, or caused by the willful misconduct, of City or any of its elected officials, officers, officials, employees, agents or volunteers.

Throughout the life of this Agreement, Permittee shall pay for and maintain in full force and effect all insurance as required in Exhibit A, which is incorporated into and is hereby part of this Agreement, or as may be authorized or required in writing by the City Manager or his/her designee at any time and in his/her sole discretion.

Permittee shall conduct all defense at his/her/its sole cost. The fact that insurance is obtained by Permittee shall not be deemed to release or diminish the liability of Permittee, including, without limitation, liability assumed under this Agreement. The duty to indemnify shall apply to all claims regardless of whether any insurance policies are applicable. The duty to defend hereunder is wholly independent of and separate from the duty to indemnify and such duty to defend exists regardless of any ultimate liability of Permittee. The policy limits do not act as a limitation upon the amount of defense and/or indemnification to be provided by Permittee. Approval or purchase of any insurance contracts or policies shall in no way relieve from liability nor limit the liability of Permittee, its officials, officers, employees, agents, vendors, concessionaires, invitees or volunteers.

City shall be reimbursed for all attorney's fees and costs incurred by City in enforcing this Agreement.

This Agreement shall survive the expiration or revocation of the Permit.

The undersigned acknowledges that he/she (i) has read and fully understands the content of this Indemnification and Hold Harmless Agreement; (ii) is aware that this is a contract between the City and Permittee; (iii) has had the opportunity to consult with his/her attorney, in his/her discretion; (iv) is fully aware of the legal consequences of signing this document; and (v) is the Permittee or his/her/its authorized signatory.

Signed, sealed and delivered this 22 day of May 2019.

Trevor Moore
Permittee

Natalie Cassidy
Witness

Trevor Moore
Print Name

NATALIE CASSIDY
Print Name

[Redacted]
Address

[Redacted]
Address

[Redacted]
Telephone Number

[Redacted]
Telephone Number

Operation of Certified Farmers' Market in La Mesa RFP 20-06



**Integrity First Promotions Inc.
DBA: Brian's Farmers' Markets
Certified Producer Certificate Holder**

Submittal Date:

This proposal is for the contract of the *SPONSOR* and *MANAGER* of the La Mesa Certified Farmers' Market.

Owner/Principal Contact:

**Brian Beevers
3013 University Ave.
San Diego, CA 92104
Cell: [REDACTED]
Email: Brian@BriansFarmersMarkets.com
Web: www.BriansFarmersMarkets.com**

Why I Choose La Mesa Farmers' Market

Personal

I have grown to love the La Mesa community. I have a farm in Harbison Canyon and I choose to drive to La Mesa Village for casual dining, great food, and to stroll with my family. After moving from the vibrant North Park area in San Diego it was difficult to find a similar community flavor, but we found it in La Mesa.

Business

The La Mesa Farmers' Market is a thriving market. I believe that I had a large part in getting it to the point it is at today. While I cannot take credit for choosing to move the market to La Mesa Blvd, I have invested hundreds of hours and thousands of dollars recreating this market to what it is now. I have more than doubled the vendor count and increased the overall profits for the market (for vendors and for my company and the LMVA). In the past year, the market has become an iconic event known throughout San Diego County, with more people than ever before strolling down La Mesa Blvd on Fridays. Most businesses are in favor of the new location, and numerous restaurants have seen increased patronage. I was contracted to facilitate a smooth transition, and to ensure continued stability and growth of the market, which my team and I have accomplished. In a short time period, the market has experienced many successes, and my hope is that my staff and I will be given the opportunity to continue making this market amazing.

Farmers' Market Objectives and Philosophies:

Farms

I have a passion for creating opportunities through farmers' markets for local farmers to provide local communities with incredible fresh produce. As an advocate for healthy living, I work very hard to maintain viable markets. As the slogan on many of my advertisements states: "Local Food Makes Sense." I believe that when a particular food can be purchased from a local source, it should be; outside of that I support unique and multicultural imported foods. It is evident that, as an eco-minded city, La Mesa also supports reducing the carbon footprint. Local farmers' markets are a clear way to contribute to the overall climate action plan for the city of La Mesa, the nation, and ultimately the world. Less transport equals fewer carbon emissions.

Locally Made Prepared Foods

Over the past 20 years farmers' markets have transitioned from only farmers to a wide variety of locally made foods from hummus to kombucha. It is this variety that keeps the markets viable in a world where convenience is our biggest competitor. People, by and large, are just not cooking from scratch like they were in decades past. I believe that creating a mix of primarily fresh produce and farm stands, along with specialty pre-packaged foods, draws more people to the market. I believe that seeing all the fresh produce may, (optimistically.... will) inspire more people to cook and create meals that are far healthier than the contents of the towering processed food aisles in our grocery stores.

Prepared hot foods also contribute to drawing more people in to the market. As farmers' markets have changed over time, the public has come to expect a "street festival" type atmosphere. I have learned over my 11 years of founding and managing farmers' markets that one of the most popular talking points for customers is their experience eating the hot prepared foods at the market. While hot food sales is not my ultimate goal (which is motivating people to

buy more produce), it has been effective at drawing a wider demographic of shoppers to the market, and therefore encouraging more people to support farmers and cook at home.

Artisans and small businesses

Handmade crafts, fair trade items, etc., are great for farmers' markets for a few reasons: they draw a wider demographic of shoppers to the market, which is beneficial for all the reasons mentioned in the Locally Made Prepared Foods section above, they create jobs and opportunities for people who otherwise often do not have a weekly populated venue at which to present and sell their goods, and they are helpful during popular gift-buying seasons to promote the idea of buying local.

Management Philosophy

My management style is simple: I do everything in my power to create a professional, health-conscious, family- and community-oriented atmosphere. I treat every vendor with respect, giving them ongoing communication about any changes in the market with ample notice. I am known for being a fair and kind manager. Vendors are loyal to my markets and know that my mission is above money. While it is true that this is my livelihood, and I do have to get paid for my work, my ultimate driving force is not money. I know that my vendors trust me and stick with me because they clearly see the motives behind what I do. I will not inflate vendors' fees just to make another buck, but I will ensure profitability and sustainability. Vendors are also my customers and I work very hard to make sure they have a good experience at the markets I create, manage, and maintain. I believe that treating my vendors with respect and honesty allows me to expect nothing less than that in the way they treat their customers.

It is also extremely important to me to work with the brick and mortar businesses within the affected footprint. I have always offered free promotional booth spaces, signs, social media posts, coupon distribution, etc., for businesses in our footprint. I have always had an open ear policy to consider new ideas and reasonable concessions for my neighboring shops and eateries. I believe that the best farmers' market is one that supports the entire community, including storefronts and restaurants. Even for those businesses that are currently in opposition to the market, I keep an optimistic and kind attitude in hopes of finding understanding and collaboration.

Signature



Brian Beevers

Experience running certified and non-certified markets

I have been managing farmers' markets for 11 years. I was initially trained by the San Diego Farm Bureau and then went on to establish my own business of running farmers' markets. I have managed multiple farmers' markets over the past eleven years, and have successfully made a living doing so. I have built strong business friendships with thousands of vendors and farmers. I taught classes on how to become a vendor at a farmers' market through San Diego Continuing Education at multiple locations for about 2 years. My classes were popular and when I decided to discontinue teaching due to time constraints, San Diego Continuing Education contacted me numerous times to continue based on requests from students. Every year they still send me a letter requesting my return to teaching.

I have helped organize multiple street events. I managed the North Park monthly artwalk, Ray at Night, for three years, before passing the event on to new organizers. I was also part of the original team that revived the Golden Hill Street Fair. For two years I helped organize that event and my roles included recruiting all the vendors, providing much of the needed equipment, and managing the day of the event.

Furthering my experience, I organized the Kids' Block in 2015 and the Simply Local Block in 2018 at the North Park Festival of Arts. For the Kids' Block I recruited vendors, organized a stage and family-friendly musicians and other entertainment, and coordinated all the vendors to create free activities for kids. According to the feedback I received, the Kids' Block was considered a successful part of the North Park Festival of Arts that year. The Simply Local block was filled with over 40 vendors with 100% locally made artisan goods.

I own and operate Simply Local, a retail shop located in North Park. It is filled with over 75 artisans that are 100% locally owned. We have received numerous accolades and awards, and continue to be a destination for local gift shopping. It operates very similarly to a farmers' market except that is in a brick and mortar building, and is open 7 days a week.

I have also provided consultation to numerous market managers, event managers, and businesses on best practices of event management, effective staff management, and overall business start-up strategies.

Comparable Market Experience:

The most applicable example is my current management of the La Mesa Certified Farmers' Market. Having the experience of managing this market at the former location as well as the new location has given me significant insight to the benefits and challenges of the specific operation of this market. While the Civic Center location was able to maintain the basic criteria for sustainability, it never had the potential to significantly grow. I was tasked to ensure a successful transition from the parking lot to the street and to create a vibrant community-driven market. There were multiple moving parts and many rules and regulations, and oversight by the city. As a result of proper planning and communication, my team and I managed a smooth transition. My team is fully trained to handle all the required road closures, directional signage, no parking/tow zones, and management of vendor traffic flow.

My team and I more than doubled the number of vendors in the market by researching, strategically selecting, and recruiting quality farmers, artisans, and specialty food vendors. Overall, revenues for vendors increased on average. (I encourage the proposal review panel to examine the data compiled by Chris Gonzales to verify these claims.) The move to La Mesa Blvd under the management of my team has been an indisputable success.

Additional comparable market experience is the North Park Farmers' Market. This market maintains approximately 70+ vendors in the San Diego community of North Park. My team and I have worked tirelessly to maintain a healthy ratio of farms, prepared foods, and artisans. In March of 2019 I was able to get the market approved to accept EBT, which is growing in popularity and improving sales. My most exciting success has been the closure of a section of 29th Street, a cross street that separated the two blocks of the market. The long process of working with the city and businesses came to fruition in January of 2019. Instantly it became a safer market experience for families with children. It also allowed for a 20-vendor expansion. We were also now able to create an attractive courtyard area with umbrellas, tables and life-size table games for entertainment, which has been well received by the public. If I were given the privilege to continue managing the La Mesa Farmers' Market and had a longer contractual term of time, these are possibly the types of investments that I would be able to make.

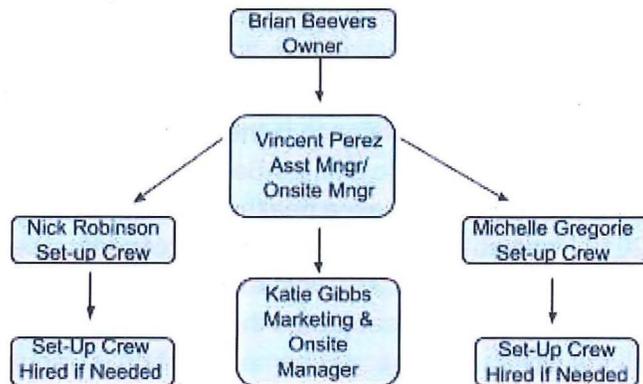
Unique Qualities of Brian's Farmers' Markets

The differences between my company and others are sometimes not seen on the surface. Those who work with me appreciate that my company is transparent in our operations. I am motivated by building a better world, by building better communities, as opposed to purely being motivated by money. We have great relationships with vendors; we see them as partners not subordinates. We are loyal, honest, and trustworthy, and we only work with organizations that we feel understand the greater good in creating healthy communities. Our overall principles reflect the people of La Mesa by:

1. Engendering kindness at the market. When vendors do not feel stressed or overwhelmed or fearful of the manager, the market vibe is positive. The way I run my markets is intentionally low stress. While we keep with the rules, we approach vendors in a way that honors and respects them. There is never an overall sense of reprimand or punishment. We work hard to build rapport with every vendor. We seek to understand them before we make a rash judgement. When vendors feel respected, they enjoy working at the market and it reflects onto the customers. I believe, by and large, the people of La Mesa are kind, and we should embody that.
2. Curating vendors that fit with the neighborly "La Mesa vibe". Picking the right vendors can be the most challenging part of managing a market in a specific community. It is easy to fill a market with just any vendor, a tactic that is usually money-motivated. I would make the argument that valuing quality and good fit above just filling the space will make a better market for everyone.

Operational Capabilities:

Current flow chart of my market team:



Resources That I Can Provide

I own and maintain an 18-foot Freightliner box truck outfitted with \$40,000-\$50,000 worth of equipment for running farmers' markets and other events, including:

- Three quiet, high-power generators for powering lights, which are needed every October through March for markets that extend past dark. Access to these generators will lead to significant savings by alleviating the need for generator rentals.
- A fully-compliant hot- and cold-water 3 compartment sink. 3-compartment sinks are required by the health department and to rent them is often cost-prohibitive (approximately \$300-\$500 per market).
- Tables and chairs for dining - I have seating for approximately 12 to 16 people.
- Safety cones, A-frame barricades, candlestick cones, and safety vests.
- Portable P.A. system for announcements, music, and amplification for an acoustic musician (4-channel system; we ask the musician to bring their own mics and mic stands).
- Brooms and dustpans, trash cans, recycling cans. (Access to a nearby dumpster to dump at the end of the market is requested).
- Extra canopies, tables, tablecloths, hand-washing stations, canopy screen enclosures, extension cords, and more. These items are kept available in case a vendor forgets one of these necessary accessories, which occurs frequently. It is preferable to lend a canopy to a vendor for a \$15 fee than have them leave to retrieve the forgotten item and be significantly late for the market.
- Stormwater management gutter covers
- I have all the exact signage that is required for the La Mesa Farmers' Market by the La Mesa traffic control department. Currently, this specific signage is a shared ownership with the LMVA.

Current Markets:

Market Name	Years of Mngt	Time/Day	Vendor Count	Gross Annual Sales	Notes
Concourse Lunch Mkt	(New Mkt) Since Nov 2018	Wed 11am-2pm	10	*\$286,000.00	*projected based on current weekly and monthly totals
UTC Eastgate Lunch Mkt	2.5 years	Thurs 11am -2pm	15	2017 \$470,805.88 2018 \$499,250.76	

North Park Farmers' Mkt	1 year	Thurs 3:00pm-7:30pm	*70	\$702,336.24 (12 months -May 2018 through April 2019)	* Vendor counts fluctuates by about 5 +/- during different seasons.
Horton Plaza Lunch Mkt	2.5 years	Fridays 11am - 2pm	15	2017 \$212,473.39 2018 \$215,800.39	
La Mesa Farmers Mkt	1 year	Fridays 3pm to 7pm	*55	2018 \$810,906.84 (12 months - from May 2018 to April 2019)	* Vendor counts fluctuates by about 5 +/- during different seasons.

As I manage multiple farmers' markets it is important that I am able to handle bigger picture responsibilities. Therefore, after I spend 3 to 4 weeks at a new market, and learn the unique set-up and break-down procedures, as well as all the intricacies specific to that market, I then pass the onsite management over to one of my assistants.

The assistants are trained in the following areas, including but not limited to:

- Managing every aspect of the market from set-up to break-down
- Managing vendors with honesty and integrity
- Dealing with conflict and emergencies
- Problem-solving, and making quick decisions when necessary
- Seeking out safety red flags and dealing with them promptly
- Kindly but sternly enforcing the rules of the market
- Recruiting the right vendors while considering the dynamics of the market
- Professionally communicating with community groups, media, and sponsors
- Tracking data and producing comprehensive spreadsheets
- Keeping spirits high and maintaining a sense of fun at the market

Vincent Perez, Assistant Manager

Vincent, the assistant manager, has gone through over a year of extensive training and currently is the onsite manager of three markets under my supervision. Vincent is also my top vendor coordinator and recruiter. He manages the office and ongoing administrative duties. He is excellent in all aspects, likely the best employee I have ever had in this position.

Katie Gibbs, Marketing Coordinator

The marketing is directed and overseen by me, however, Katie is the key to making it successful. Katie is proficient with the workings and strategies needed to create effective digital marketing. She currently manages Instagram, Facebook, Twitter, Yelp, Mailchimp, and our most effective media platform, Opt-In Group Texting Campaigns. The group texting has proven to be the best ROI. We create eye-catching coupons which are sent out about 1 day prior to the market that week. Katie also updates our website which receives approximately 3000 unique hits per month and growing. In addition, Katie is trained to take on the duties of the onsite manager when necessary.

Nick Robinson

Nick has worked for Brian's Farmers' Markets for nearly 8 years, and is incredibly dependable. He is the brute force behind all the required street signage, safety requirements, and monitoring of street closures.

Market Description

As the Market Manager, I am tasked with creating a successful market that is centered around the vibrant family and neighborly community of La Mesa, and according to all collected data my team and I have successfully achieved this for the La Mesa Farmers' Market this past year. For this success to continue and grow it is pertinent to choose the proper day and hours that will not jeopardize the incredible support it has now. While there are numerous suggestions of new locations and different times and days, most of those suggestions are unfortunately stated without proper experience or data. I urge the city and the council to lean heavily on experts such as myself in this matter.

The absolute BEST choice for the La Mesa Farmers' Market is on Fridays in its current location on La Mesa Blvd, with the open hours from 3:00pm to 7:00pm, set-up starting at 2:00pm and streets opening by 8pm. Currently the street closure starts at 1:30pm, however, this can easily be adjusted to 2:00pm for street closure. While this would be the shortest setup time that I have ever seen in my 11 years for any market, I have confirmed with vendors that they are willing to make it work. This would allow a full lunch service to all the restaurants within the market footprint. Breakdown would conclude by 8:00pm as my team has proven possible for the last year.

Choosing 3pm-7pm open time is strategic, in that it allows people who are just getting off work to also shop at the market. Any earlier, and you would miss a significant amount of "9 to 5ers". Any later and it would impede on the restaurants.

Moving the location from La Mesa Blvd would, without a single doubt, crush it's great vibe and current success. While it may survive if returned to the city lot, it will not maintain its current support from the community. I would predict that we would immediately lose about 10-20 vendors and within 1-2 months, more than half will have sought out other markets on Fridays and ended their participation in the La Mesa Farmers Market.

Moving the day from Fridays will also have a major impact on the market. If moved to any other weekday (M-Th), it would likely be detrimental to the market's success. Families would stop coming, due to it being a school night, and the multitude of after school activities that would impede participation. It is also a work night, and people by and large are not in the leisurely mindset to enjoy a nice shopping stroll through the market. I would imagine that the market will lose, at first 50% of its average sales, soon thereafter, vendors would start to drop, then sales will drop even lower. Eventually, I predict the market would no longer be able to sustain itself.

Moving the day to a weekend (Sat or Sun) could possibly maintain the support from the community, however, it is likely that retaining our vendors may be impossible (see survey conducted by the City of La Mesa), which in turn would likely affect the community support. Assuming that Saturday would still be unwelcomed by a handful of restaurants, Sunday would be the only other day to consider. If we were to move the market to Sunday, the best operating times would be opening between 9am and 10am and closing between 1pm and 2pm. Setup and breakdown would be at least an hour prior and an hour after.

The most likely cause for failure on a Sunday is that most vendors already have commitments to other markets (Hillcrest, La Jolla, Leucadia, Solana Beach, Rancho Santa Fe, to name a few). It is likely we would lose 30%, if not more, of our farmers and likely up to 50% of our specialty foods and arts and craft vendors. Even if we were able to replace all the farmers and vendors with other farmers and vendors, it would still have a deep impact on loyal customers. Many customers have been coming for nearly 26 years, and are committed to shopping at their favorite farmer or vendor. It is not uncommon for customers to stop supporting a market when their favorite vendor is gone. It is a big risk to believe that the market can sustain this major change and build back up. Having said all that, **IF** there is literally no possibility to maintain the current day and time of the La Mesa Market, Sunday is the only day that has a slight chance of eventually succeeding. I would still be open to this arrangement, but please note, that I strongly do not recommend it. (The market map attached would serve a Sunday market also).

Proposed Amenities and Overview

The La Mesa Farmers' Market in the current location and time, has incredible potential. In one year, it has already improved on multiple levels. The exponential growth this year is extremely rare. It should also be noted that the short term permit granted originally to the LMVA only impeded the potential, yet it still grew. It is a fiscally responsible business practice to conserve your investments if the future of the business is repeatedly placed back on the chopping block. I was hesitant to make any large investments on amenities and equipment when it was very clear that adversaries of the market had major influence over it's fate. Below is an incomplete list of Amenities that could be implemented into the market, incomplete because the possibilities are endless. My team and I are prepared to take this market to the next level. In order to do so we need a long term permit.

Also, below in the middle column is a list of the current amenities as well as many opportunities that I offered to brick and mortar businesses even before we transitioned to La Mesa Blvd. I publicly announced these in meetings and in conversations directly with business owners. Very few businesses took advantage of this and none of those opposed to the market did.

Finally, the last section consists of concessions that can be implemented in short order as far as the market management side of things. I realize the city would have to reprogram the meters for one of the proposed changes.

<p>Implementation of longer term, more costly investments, given that a longer permit with the city is attained</p> <ul style="list-style-type: none"> - Shuttle Service (budget permitting) - Invest in special events throughout the year, such as Kids' Day, Backyard Gardeners' day, Collectibles/Vintage Day, Winter Holiday shopping day, Taste of La Mesa Blvd at the Market (promoting restaurants). - Investing in umbrellas and seating to create a better ambiance - Implementing EBT to encourage all socio-economic levels to shop for fresh produce. - Investing in cross city promotions, drawing even more people into La Mesa's incredible downtown village. - Investigate possibilities of designating retiree parking 	<p>Amenities/Opportunities Offered Currently:</p> <p>For Patrons:</p> <ul style="list-style-type: none"> - Live music - Covered seating - Text coupons, reminders, important communications - Information Booth - Clown/balloon artist for children - Inexpensive reusable bags for sale - Social media announcements - Allowance for community groups to promote local events, fundraisers, etc. <p>For Brick & Mortar Businesses within the market footprint:</p> <ul style="list-style-type: none"> - Free placement of sandwich boards within the market - Free placement of coupons on our management table - Free booth for promoting their business (promotions only) - Free placement of coupons on our social media and texting program - Open to other creative collaborations 	<p>Concessions that are ready now for implementation, in hopes to alleviate discontent of adversaries:</p> <ul style="list-style-type: none"> - Move setup time to 2pm, allowing for a full lunch service - Cut hot food vendor count in half - Remove banners from behind booths to allow for clear visuals to the brick and mortar businesses behind. - Implement a parking system for vendors that will require them to park in the city lot. Enforcement will be done by license plate registration for vendors. - Reconfigure our resources to focus on onboarding brick and mortar businesses in the multiple ways we can help promote them. - Reach out to community groups and clubs for partnerships (Little League club, La Mesa Library, Gardening Clubs, Soccer Clubs, all of the La Mesa Schools from Preschool to High School, etc.)
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Operational Budget

This estimated budget reflects the current cost of most necessities of the market. What it does not take into account is rising costs of the following: equipment replacement, equipment rentals, permits, marketing, and insurance.

Adding the shuttle service would leave very little room for unexpected or rising expenses. It would also impede most, if not all, contributions to improving the business district of La Mesa Blvd. There is no other market that I know of that hires out shuttle services, even in the most congested of locations. (Some markets are in locations where shuttles already exist). It has been suggested by a council member the city should provide insurance for the shuttle service. Regardless, I am still willing to implement a shuttle if it is at all financially possible..

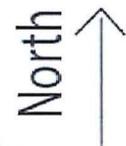
Lastly, it is important to note that if there is a mandate to invest some of the revenue into promoting the brick and mortar businesses, the execution of such marketing should not fall under the farmers' market management team. This is precisely why the LMVA has an important role. I would propose that if any funds are available for marketing the brick and mortar businesses, it be given to a group such as the LMVA in order to best serve those businesses.

Cost Description	Yearly Expenses	Total per week	Total Costs monthly
2 Grounds Crew 2x 8/\$16/hr	\$13,312.00	\$256.00	\$1109.33
Onsite Manager 12/\$18/hr	\$11,232.00	\$216.00	\$936.00
Load sheet printing	\$436.80	\$8.40	\$36.40
Marketing	\$2400.00	\$46.15	\$200.00
Ag Permit	\$150.00	\$2.88	\$12.50
Health Permit	\$676.00	\$13.00	\$56.33
Ag Inspections	\$600.00	\$11.53	50.00
SD City Permit	\$1849.00	\$35.55	\$154.08
Porta Potty & Sink	\$2880.00	\$55.38	\$240.00
Insurance	\$5296.00	\$101.84	\$441.33
Cost Recovery to City of La Mesa	\$700.76 \$400.00 for Fire dept	\$13.47 \$7.69	\$58.39 \$33.33
Equipment replace/repair/ vehicle maintenance	Estimated \$2500.00	\$48.07	\$208.33
Potential Shuttle Service	Estimated \$31,200.00	\$600.00	\$2600
Total Estimated Operational Cost	\$73,632.56	\$1415.96	\$6136.02*

* The average fees the market takes in monthly after expenses is about \$7500.00. Therefore net revenue each month is extremely low due to the shuttle service.

La Mesa Certified Farmers Market
Every Friday - 3pm to 7pm

Allison Ave



Palm Ave



ADA RESTROOM

Walk of Stars

Minimum 18 ft clearance
between vendor booths

Sidewalk

Sidewalk

LA MESA BLVD

LM

M E S S

LA MESA BLVD

18 ft

Sidewalk

Sidewalk

10 FT CLEARANCE
AFTER 60FT OF CONTINUOUS
VENDOR BOOTHS
PER FIRE DEPT REQUIREMENT

20 FT CLEARANCE
BETWEEN HOT FOOD
WITH OPEN FLAME AND
NEIGHBORING VENDOR
PER FIRE DEPT REQUIREMENT

SOME OPENINGS WE
INTENTIONALLY LEFT OPEN
FOR ACCESS TO BRICK & MORTAR
BUSINESSES

Each box represents
10ft x 10ft

3rd Street

4th Street

***Total Vendor Count : 56**

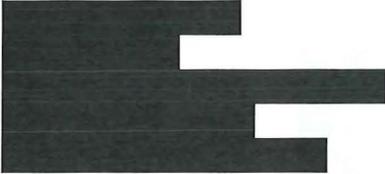
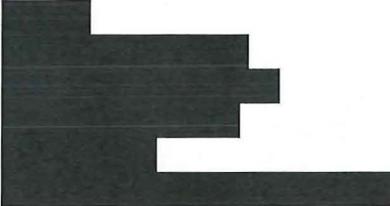
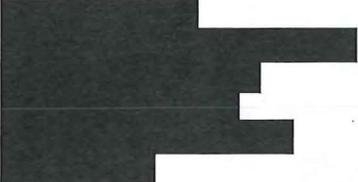
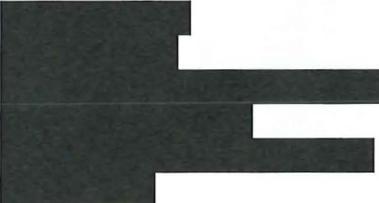
- Certified Farmers - 18 total - 3240 sq ft
- Open Food/Hot Food - 3 total - 30 sq ft
- Prepackaged foods - 26 total - 2550 sq ft
- Non-Food/Arts & Crafts - 9 - 90 sq ft
- First Aid
- Office

- Potential Shuttle/Rideshare Drop-off/Pick-up points
- Seating Areas
- Live Music
- All Yellow is Pedestrian Walkways

- 3 comp Sink
- Vehicle Blockade

**This number fluctuates dependent on the week and season.*

References:

<p>Kari Ann Parris  Relation: Formerly the main contact for the market I manage located on Irvine Co. property at Broadway Circle, Downtown San Diego</p>	<p>Angela Landsberg  Relation: I am the contracted manager of the North Park Farmers' Market. Angela is the director of North Park Mainstreet which sponsors and oversees the market.</p>
<p>Jeffrey Wallace  Relation: Main contact regarding my management of a market on the Concourse Plaza</p>	<p>Marin Peterson  Relation: Main contact regarding my management of a market on the Irvine property at the Eastgate Campus.</p>
<p>Yasser Ben Hadj Yahia  Relation: Vendor at numerous markets Managed by Brian's Farmers' Markets</p>	<p>Robin Rushmore Owner  Relation: Robin is a Farmer that has vended at numerous markets Managed by Brian's Farmers' Markets</p>
<p>Wei Tan Holt  Relation: Wei is a farmer that has been a vendor at the La Mesa Farmers Market before and after the move to La Mesa Blvd.</p>	

CERTIFIED PRODUCER'S CERTIFICATE
 ISSUING COUNTY: SAN DIEGO

CERTIFIED PRODUCER

Name: **BRIAN BEEVERS**
 DBA: **INTEGRITY FIRST PROMOTIONS INC**
 Address: 
 City, St. Zip: 
 Phone (1): 
 Phone (2): 
 Email: **brian@briansfarmersmarkets.com**

AWM2010-DCP-00196

FOR OFFICIAL USE ONLY

CERTIFICATE NO: 8210
 COUNTY FEE: \$52.00
 ISSUING DATE: 08/15/2018
 EXPIRATION DATE: 08/14/2019
 AMENDED DATE:
 COPIES ISSUED: 3

PRODUCTION SITE(s)

Only those products listed below, and grown at the following production site(s) by the certified producer may be sold at a certified farmers' market.



STORAGE LOCATION(s)	MONTHS IN STORAGE
Name(s) of the Producer(s) that the Certificate Holder May Sell FOR: NONE	
Issuing County/ Certificate No	
Date Declared	
Name(s) of the Producer(s) Authorized to sell for this Certificate Holder : NONE	
Issuing County/ Certificate No	
Date Declared	

AUTHORIZED COUNTY(ies) - transporting products into another county for the purpose of selling at a certified farmer's market within the county is permitted only in the authorized counties listed on this certificate

San Diego

I have reviewed this certificate and certify that the information provided is true and correct. I further certify that I am knowledgeable and intend to produce in accordance with good agricultural practices as published by the department. See http://www.cdfa.ca.gov/ISN_S_U/frm.html for copy of guidelines. I am aware I must also comply with any other local, state or federal laws. I understand that violations of these regulations may subject me to criminal and/or civil penalties, including fines, suspension and/or revocation of this Certificate and/or my privilege to participate in certified farmers' markets.

This certificate is issued under authority of Title 3, Division 3, Chapter 1 Subchapter 4, Article 6.5 of the California Code of Regulations. It authorizes the certified producer to sell produce directly to consumers at a certified farmers' market. Upon issuance of this certificate the applicant is hereby registered with the California Department of Food and Agriculture.


 Certificate Producer's Signature

Ha Dang
 Issuing Agricultural Commissioner

BY 

*** THIS CERTIFICATE MUST BE CONSPICUOUSLY POSTED AT POINTS OF SALE ***

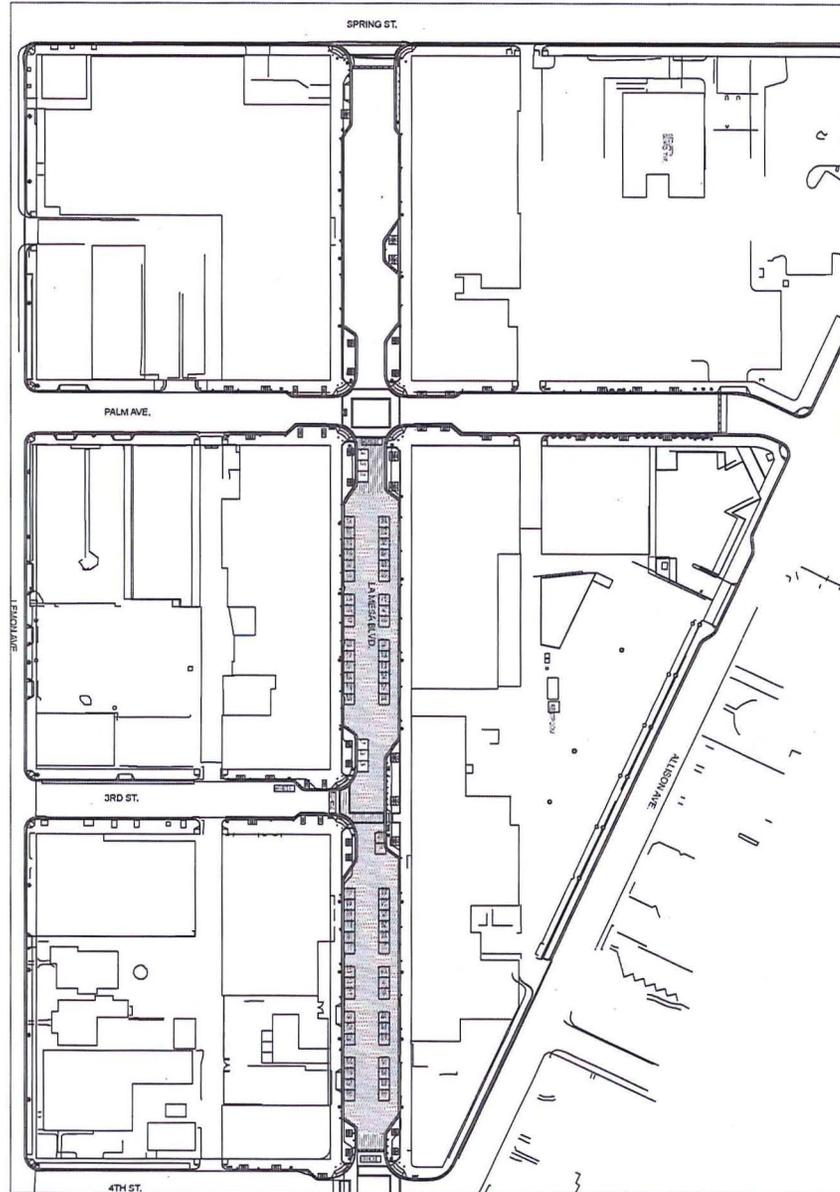
ORIGINAL TO ISSUING COUNTY

COPY TO STATE

COPY TO AUTHORIZED COUNTIES

PRINTED ON Wednesday, August 15, 2018

1 SITE PLAN



<p>1 OF 1</p>	<p>DATE: JANUARY 23, 2018</p>	<p>LA MESA FARMERS MARKET VENUE LAYOUT LA MESA, CA 91942</p>	<p>REVISIONS</p>	<p>PETER ECOUTHOOGD, ARCHITECT</p> <p>2019 Piedmont Drive La Mesa, CA 91942 619.438.8000 peter@peterecout.com</p>
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**APPLICATION FOR
SPECIAL EVENT**

July 1, 2018 – June 30, 2019

CITY CLERK USE ONLY

Applicant Name:

(Please Print) Brian Beevers

Address: [REDACTED] City: San Diego State: CA Zip: 92104

Home Phone: [REDACTED] Work Phone: [REDACTED] Cell Phone: [REDACTED]

E-Mail Address: Brian@BriansFarmersMarkets.com

Organization Brian's Farmers' Markets
(Please Print)

Address: 3013 University Ave. San Diego CA 92104 City: San Diego State: CA Zip: 92104

Phone: [REDACTED] E-Mail address: Brian@BriansFarmersMarkets.com

Event Name: La Mesa Certified Farmers' Market Text

Date(s): Every Friday **Start Time:** 2:00pm **Location:** On La Mesa Blvd Between Palm and 4th st.
End Time: 8:00pm

Please note: application fee is not refundable. Also, any required staffing for the event is charged at full cost recovery rates unless a specific exception has been approved by the City Council. This applies to all events.

Approximate Number of People:	FEES
<input type="checkbox"/> Parade	\$ 350.00
<input type="checkbox"/> 250-499	\$ 408.00
<input type="checkbox"/> 500-999	\$ 598.00 + \$1,000 refundable clean-up fee
<input checked="" type="checkbox"/> 1,000+	\$ 1,849.00 + \$1,000 refundable clean-up fee
<input type="checkbox"/> Street Closure Permit (if applicable) . . .	\$ 50

In addition to the above fees, applicant must provide the following:

- A certificate of insurance in an amount specified by the City, **and** an Additional Insured Endorsement naming the City of La Mesa and verifying that the applicant's insurance shall be primary and any insurance or self-insurance provided by the City shall be non-contributory. (Available through the applicant's insurance carrier.)
- A hold harmless/indemnification agreement. (Available through the City Clerk's Office.)
- Applicant must submit a traffic control plan if city property/streets/traffic/transit will be impacted and/or used for the event. Applicant must notify MTS and/or SDTC if any form of transit will be impacted.

The Engineering Division must approve the traffic/transit control plan prior to the approval of the permit.

Detailed Description of Event:

The La Mesa Certified Farmers' Market is a weekly event consisting of approximately 56 vendors. North side of the street is all certified farmers and the south side of street is a mix of pre-packaged locally prepared foods, arts and crafts and 3 hot food vendors. This 26 year tradition is now a widely community supported event. I hope to keep it on the list of wonderful things about La Mesa.

It is important to note that while 1000+ people will stroll through the market over the course of 4 hours, there is likely not more than 500 at any given time.

Name of Event La Mesa Certified Farmers Market

If a PARADE, provide the following information:			
Assembly Location(s):	N/A		
Dispersal Location(s):	N/A		
Specific Parade Route:	N/A		
Plans for Assembly:	N/A		
Plans for Dispersal:	N/A		
Number in Parade	N/A	People:	N/A
		Animals:	N/A
		Vehicles:	N/A
Will any costumes, masks or unusual attire be worn?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	N/A
On-Site Contact(s) responsible for special event or parade:			
NAME	CELL/PHONE #	ADDRESS	
1) Brian Beevers	██████████		
2) Vincent Perez	██████████		
3)			
Total number of security persons provided by applicant: <u>0</u>			
Describe identification marks, badges or symbols to be worn by such persons:			
While do not have security, we have 3 staff members who are trained to handle safety concerns and to call proper authorities if needed.			
WHEN THE SPECIAL EVENT IS EXPECTED TO REACH 500 OR MORE PERSONS AT ANY GIVEN TIME, TO BE DETERMINED BY THE CHIEF OF POLICE OR HIS/HER REPRESENTATIVE, THE APPLICANT, IN ADDITION TO THE ABOVE, WILL PROVIDE AND ASSURE THE FOLLOWING SERVICES:			
<ol style="list-style-type: none"> 1. The applicant shall distribute handbills that have been approved by the Chief of Police, or his/her representative, to surrounding residences and businesses within 300 feet of the special event's perimeter at least 30 days before the event. Parades and runs may satisfy this requirement by posting notices along the proposed route. The applicant must attest in writing to the City Clerk that this requirement has been met. 2. Adequate potable water supply. 3. One toilet for every 250 persons in attendance. 4. Adequate lighting during nighttime events. 			

Name of Event La Mesa Certified Farmers' Market

5. Adequate number of trash receptacles.
6. Adequate communications equipment for use by the monitors.
7. Clean-up of immediate and surrounding area properties within 24 hours of the special event.
8. Parking control (two hours before the start and two hours after the conclusion of the special event).
9. Method of regulating the number of participants. One security person for every 250 persons in attendance. Special Events utilizing La Mesa police officers, La Mesa reserve officers, and/or officers from other law enforcement agencies may be exempted from this requirement.
10. One copy of white background print of a map drawn to scale showing:
 - a. The location of the property concerned.
 - b. The location of all highways, streets, alleys, lots and parcels of land within 500 feet of the exterior boundaries of the proposed use.
 - c. The location of the vehicle parking area and of all other areas to be used for other uses incidental to the special event.
 - d. All interior access ways.
 - e. Access to the property.
 - f. The location and detailed plans of all buildings and structures on the premises or to be erected, including any bandstand, stage or other facility for performers.
 - g. The location of loud speakers.
 - h. The location of all toilet, medical, drinking and other facilities.
11. A certified check or other funds acceptable to the city in the amount of one thousand dollars shall be paid at the time of application to the City of La Mesa for clean up. If the terms of this chapter are met, the funds will be returned to the applicant within thirty days after the special event upon written request of the applicant.
12. Such other information as the Chief of Police may deem necessary in order to properly provide for traffic control, street and property maintenance, administrative arrangements, police and fire protection, and for the protection of public health, safety and welfare.

I DECLARE UNDER PENALTY OF PERJURY THAT THE STATEMENTS MADE ABOVE ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF. I UNDERSTAND THAT ANY FALSE STATEMENTS OR INFORMATION WILL RESULT IN THE REJECTION OR REVOCATION OF MY PERMIT.



Brian Beevers

5-21-2019

SIGNATURE OF APPLICANT/ORGANIZATION

PRINT NAME

DATE OF APPLICATION

CITY OF LA MESA USE ONLY		
COMMUNITY SERVICES DEPT: Facility Availability		
Name of Facility:		
Availability: YES <input type="checkbox"/> NO <input type="checkbox"/>		
POLICE DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
Method of Noticing (for over 500 people):		
PUBLIC WORKS DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
BUILDING DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
PLANNING DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
FIRE DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
ENGINEERING DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
RECEIPT #	FEE AMOUNT: \$	DATE PAID:
PERMIT #	DATE ISSUED:	BY:

**INDEMNIFICATION AND HOLD HARMLESS AGREEMENT
FOR SPECIAL EVENTS**

In consideration for the issuance of a Special Event Permit ("Permit") and to the furthest extent allowed by law, Permittee does hereby agree to indemnify, hold harmless and defend the City of La Mesa ("City") and each of its elected officials, officers, officials, employees, agents and volunteers from any and all loss, liability, fines, penalties, forfeitures, costs and damages (whether in contract, tort or strict liability, including but not limited to personal injury, death at any time and property damage) incurred by City, Permittee or any other person, and from any and all claims, demands and actions in law or equity (including attorney's fees and litigation expenses), arising or alleged to have arisen directly or indirectly out of the special event. Permittee's obligations under the preceding sentence shall apply regardless of whether City or any of its elected officials, officers, officials, employees, agents or volunteers are negligent, but shall not apply to any loss, liability, fines, penalties, forfeitures, costs or damages caused solely by the gross negligence, or caused by the willful misconduct, of City or any of its elected officials, officers, officials, employees, agents or volunteers.

Throughout the life of this Agreement, Permittee shall pay for and maintain in full force and effect all insurance as required in Exhibit A, which is incorporated into and is hereby part of this Agreement, or as may be authorized or required in writing by the City Manager or his/her designee at any time and in his/her sole discretion.

Permittee shall conduct all defense at his/her/its sole cost. The fact that insurance is obtained by Permittee shall not be deemed to release or diminish the liability of Permittee, including, without limitation, liability assumed under this Agreement. The duty to indemnify shall apply to all claims regardless of whether any insurance policies are applicable. The duty to defend hereunder is wholly independent of and separate from the duty to indemnify and such duty to defend exists regardless of any ultimate liability of Permittee. The policy limits do not act as a limitation upon the amount of defense and/or indemnification to be provided by Permittee. Approval or purchase of any insurance contracts or policies shall in no way relieve from liability nor limit the liability of Permittee, its officials, officers, employees, agents, vendors, concessionaires, invitees or volunteers.

City shall be reimbursed for all attorney's fees and costs incurred by City in enforcing this Agreement.

This Agreement shall survive the expiration or revocation of the Permit.

The undersigned acknowledges that he/she (i) has read and fully understands the content of this Indemnification and Hold Harmless Agreement; (ii) is aware that this is a contract between the City and Permittee; (iii) has had the opportunity to consult with his/her attorney, in his/her discretion; (iv) is fully aware of the legal consequences of signing this document; and (v) is the Permittee or his/her/its authorized signatory.

Signed, sealed and delivered this 21 day of May 2019.



Permittee

Brian Beevers

Print Name



Address



Telephone Number



Witness

Marieke Dusenbery

Print Name



Address



Telephone Number



May 21, 2019

**REQUEST FOR PROPOSAL
OPERATION OF A CERTIFIED FARMERS' MARKET IN LA MESA**

BACKGROUND:

The City of La Mesa has managed a Farmers' Market since 1993, being the oldest farmers' market in the region. The Market was successfully run in the past from 2011 through April of 2018, at the Civic Center.

OBJECTIVE:

The objective of the La Mesa Chamber of Commerce is to move the Market and manage it for the City of La Mesa. We propose continuing a Friday weekly Farmers Market and move the location to the Civic Center. There is ample parking and street visibility, which offers the opportunity to make this area a magnet for people to view as they enter La Mesa. The viability of this location offers an opportunity to enhance the exposure and image of the Market. The Market located at the Civic Center would require no temporary street closures; no need to use the City Engineering division to design a traffic control plan for those closures and the City would have any loss of parking meter revenue from street closures. Residents and neighborhoods surrounding the current Market location will have their streets back with our proposed move. Local businesses that are currently experiencing financial distress due to the current location and street closures, will again be on a level playing field on a Friday and able to compete for "happy hour" and Friday evening dining business, as well as retail shopping.

We have provided the details of our proposal, the history of our organization, our past successes and our vision for the Market for your consideration. I look forward to discussing our proposal at your earliest convenience.

Sincerely,

A handwritten signature in black ink that reads 'Mary England'.

Mary England
President & CEO
8080 La Mesa Blvd., Ste 212
La Mesa, CA 91942
(619) 465-7700 [REDACTED]
maryengland@lamesachamber.com

OUR ORGANIZATION/BACKGROUND AND QUALIFICATIONS:

The La Mesa Chamber filed their Articles of Incorporation in 2007, after 12 years of not having a chamber in La Mesa. In 2008 the organization hired a CEO and began the journey of building the business organization that would support, promote and serve the La Mesa community and region. The Chamber prides itself on building relationships and partnerships. This is achieved by connecting the consumer to businesses, while providing the expertise to facilitate successful events, designed to support the Chamber's on-going activities and programs. Through our past ten years we have been committed to grow and mobilize our volunteer base and have produced and executed the following:

The La Mesa Oktoberfest 2009-2014 – Throughout those six years the Chamber managed the beer garden, as well as created a food court. These efforts mobilized a total of over 190 volunteers each year from local banks, credit unions, car dealerships, churches, real estate agents, community groups and various business members. The Chamber takes pride in the fact, that we always met our financial obligations associated with this event and paid 100% cost recovery in the years 2011-2014.

The Salute to Local Heroes Recognition Dinner – For the past ten years this annual dinner recognizes those chosen by their organizations from police, fire, paramedics and volunteers from the Retired Senior Volunteer Patrol. We honor them and celebrate their accomplishments and dedication to our community.

Business Expos held in April and August – These two events, for the past six years have continued to grow. These Expos allow the Chamber to invite the public and highlight 48-52 business vendors, have 13 restaurants serve items from their menu and entertain over 300 attendees. New business members are introduced to the public and over 32 volunteers are needed at each of these two activities.

Taste of La Mesa – For the past ten years this popular community activity has constantly grown and required expanding the local venue to multiple buildings at the La Mesa Community Center with over 430 people attending and utilizing 42 volunteers. Due to the growth of this event, this year we are moving to a larger venue to accommodate the number of restaurants, attendees and business vendors that participate.

We serve as a City of La Mesa tourism bureau. We send information and respond to inquiries from visitors and those planning to relocate to La Mesa. We have printed and distributed 9,000 City of La Mesa maps in the past eight years.

We believe that being a member of the community also means giving back. We have created community projects that are for the betterment of people within La Mesa. We receive tremendous support from the public, our members and those from throughout the region.

Several examples are:

Annual Homebound Senior Project – Each holiday season we adopt 24 homebound La Mesa seniors in partnership with the La Mesa Police Department and members of the RSVP program. Last year we purchased, collected and distributed a total of 3,804 items such as; canned goods, toiletries, breakfast bars, snacks, cereal, socks and more in gift bags to the seniors.

La Mesa Military Children's Project – This annual holiday project receives great community support. Last year we purchased and collected a grand total of 2,194 toys and items for these military families. We also partner with Barnes & Noble at Grossmont Center and Carl Burger Dodge Chrysler Jeep RAM World to create the "Stuff the Jeep" book drive for these children. Last year we collected 568 books through this partnership, and celebrated our success in October by having our "Stuff the Jeep" event in the Courtyard at Grossmont Center.

OUR VISION FOR THE FARMERS' MARKET:

(1) Continue the tradition that the City of La Mesa began 27 years ago through this free Farmers' Market, ensuring a safe and family-friendly environment.

(2) Make this weekly activity a memorable experience and exceed all expectations of the City of La Mesa and guests. To create a marketing strategy that will be infused with high energy, visible signage, a proactive marketing campaign and a welcoming environment when guests enter.

(3) Capitalize on the character and charm of the City of La Mesa that people have grown to enjoy while attending this weekly event. We will make necessary modifications to the venue to enhance the success of the vendors, as well as providing a delightful experience for them and the consumer. We plan to maximize our resources and partnerships with various local and regional media.

This will include but is not limited to:

Discovering My City Magazine, Newspapers, Facebook, Twitter, Instagram, our data base of members/followers, and our media partner--Passport to San Diego.

(4) Create a partnership with the current vendors and make them a part of the process. They have been doing this event for years. What modifications would they like to see? What is working? What is not? Their success will be our success. Invite vendors that have left the Market to join us and be a part of this newly energized weekly event in La Mesa and listen to them.

(5) Introduce ourselves as the Market Manager and the booking agent for the Market. The Chamber would be responsible for the cash management of the Market, as well as the set up and tear down. We would work with the vendors to be sure all La Mesa Farmers Market fire safety conditions are adhered to, as well as all aspects of the management of the Market.

(6) Have our teams of volunteers perform various duties throughout the event. The first and foremost duty will be to welcome visitors as they arrive. This will create a warm and inviting atmosphere that will reinforce the revival of the weekly Market.

(7) We plan to add an enhanced marketing opportunity for La Mesa businesses. We will launch our "Shop Local – Shop La Mesa" campaign at the Market. This will allow La Mesa businesses from throughout the city to have a presence at the Market. We will share this concept with them, as well as assist them in developing their marketing collaterals. Those collaterals can be distributed and spotlight their specials, discounts and provide other items to be given away. The purpose is to introduce our Market attendees to those businesses and share the goods and services that they offer.

(8) We would also like to create the opportunity to spotlight businesses from different areas of La Mesa during the upcoming months. For instance, we could have a "Highlight of Lake Murray Businesses." This would focus on businesses from that area. They would be invited to participate, either as a vendor or provide the collaterals for us to distribute on their behalf. This concept will allow the Market to be a useful benefit to the many business areas throughout La Mesa.

(9) Our on-going marketing strategy will allow the businesses in the Village to have a presence at the Market weekly. Those businesses will be introduced to our "Shop Local – Shop La Mesa" concept. We are hopeful that those businesses being in close proximity to the Farmers' Market will wish to rent a vendor table or want to provide us their marketing coupons, pamphlets and collateral which we will gladly distribute.

(10) Periodically we would like to add face painters to the venue and other types of entertainment to enhance the experience for families and children. We will pattern those modifications based on the changing trends of successful Certified Farmers' Markets within the region. We realize that consumers can change their expectations. We shall be sensitive to those expectations and when appropriate or feasible, we will strive to make necessary modifications. We are involved and connected to our community. That will be an enormous benefit as we manage the weekly Market.

OUR MARKET MANAGER:

Our Market Manager will be our President and CEO, Mary England. She worked with the City of La Mesa and managed the Oktoberfest beer garden from 2009 - 2014. That professional management allowed the Chamber to successfully entertain an approved occupancy of 2,200 people until midnight in that beer garden. The Chamber was also granted the operation of a food court on La Mesa Boulevard during the Oktoberfest activities. Under her guidance the Chamber immediately began to grow their volunteer base that supports the Chamber's various events and projects. In addition to quality management of activities and events, sponsors are garnered through the cultivation of relationships.

In addition to working for the La Mesa Chamber of Commerce, Ms. England has owned her own event planning and fundraising business, Mary England Enterprises, Inc. Through years of developing relationships, she has worked for various clients: Supervisor Dianne Jacob, San Diego District Attorney Bonnie Dumanis, Supervisor Greg Cox, State Assemblywoman Shirley Horton, Councilmember Kevin Faulconer, Camp Hope, Coming Together, San Diego Crime Commission, and the Kiwanis Club of Lemon Grove Sunrise. Ms. England has volunteered her services for various charities and causes over the past twenty-five years. Some of these are: The Lemon Grove car show, "Blast from the Past," the Telephone Pioneers of America, the Lemon Grove Education Foundation, the Lemon Grove Chamber of Commerce, and secured sponsorships for community events for the City of Lemon Grove as a seated Council Member from 2000-2012. A volunteer highlight was successfully co-chairing the Lemon Grove School Bond Measure, Proposition LL, which won with an 81% voter approval rate in 1998.

In summary, the La Mesa Chamber of Commerce is held in high esteem for producing quality events within the area. We will be committed to ensuring this signature event continues to be executed in a quality manner.

1. Cover Page:

Name of RFP: RFP 20-06 Operation of a Certified Farmers' Market in La Mesa

Name of Organizations: La Mesa Village Association (LMVA) and Brian's Farmers' Market

Respondent(s): Peter Soutowood – [REDACTED]
La Mesa Village Association, Chair
Fourpenny House
8323 La Mesa Blvd, La Mesa, CA 91942

Theresa M. Favro – [REDACTED]
La Mesa Village Association, Co-Chair
Amethyst Moon
8329 La Mesa Blvd, La Mesa, CA 91942

Principal Contact(s): Brian Beevers – [REDACTED]
Brian's Farmers' Market
3013 University Ave
San Diego, CA 92104

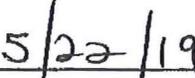
Submittal Date: 5/22/19

2. Statement of Interest:

The La Mesa Village Association believes a healthy farmers market in the heart of La Mesa's Village can be productive for businesses, for the public, and the city as a whole. The operation of the market should focus on the speed and efficiency of setup and tear-down to minimize disruption to La Mesa Boulevard. The market operator should be respectful of city property including streets, street planting, and sidewalk amenities. Vendors should be selected to complement brick-and-mortar businesses and provide a healthy variety of food and products. Our belief is that the best practices of an operation will enhance the shopping and dining experience for visitors to La Mesa's Village.

The LMVA is interested in continuing to operate the certified farmers' market based on the overwhelming positive support the market has received from the public and village businesses. Over the past year the market 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 market and adjacent to it. A healthy and vibrant farmers market in the heart of La Mesa will continue to be beneficial for the long-term growth and viability for the Village and the City of La Mesa.


Theresa M. Favro


Date

3. Statement of Qualification:

- Overview of background and number of years of experience for certified farmers' markets.
 - The LMVA has been the sponsor the for La Mesa Farmers' Market for one (1) year.
 - Brian Beevers, of Brian's Farmers' Market, is the manager for the La Mesa Farmers' Market. He also manages the North Park Thursday Certified Farmers' Market.
 - Mr. Beevers has 11 years of experience as a Certified Farmers' Market manager, he has the required permits and licenses to operate certified farmers' markets. Because of his extensive knowledge and experience he has experience promoting special events, monitoring, maintaining and ensuring compliances with all regulations of other agencies pertaining to certified farmers' market (e.g., Dept. of Agriculture, Weights and Measures, Dept. of Environmental Health). He is responsible for vendor booking and management, cash management and oversight of each market event, including market set-up and break-down in a safe, efficient, timely manner, including the proper placement of promotional signage, traffic control signage and storm-water apparatus, oversight of vendor vehicle ingress and egress, and post-market clean-up and removal of signage, etc. He has established and enforces rules of operation for the market vendors, support staff, volunteers, and provides excellent customer service to all stakeholders
 - In addition to the La Mesa Farmers' Market the LMVA has sponsored or co-sponsored the following events:
 - Holiday in the Village sponsored Dec. 10, 2016 (1-day event), Dec. 9 & 10, 2017 (2-day event), and Dec. 7 & 8, 2018 (2-day event)
 - Oktoberfest co-sponsored Sept. 29 to Oct. 1, 2017 (3-day event) and Sept. 28-30, 2018 (3-day event)
 - Car Show sponsored June 1 to Aug. 31, 2017 on Thursday (14 days), June 7 to Aug. 20, 2018 on Thursday (13 days) and June 6 to Aug. 29, 2019 on Thursday, (12 days)
- List of relevant certifications and any members or leadership roles in relevant local, state, or national organizations.
 - The LMVA is a non-profit business owners trade association 501(c)(6), which was filed with the Secretary of State, State of California on Aug 02, 2016 – [Attachment A](#)
- Description of operational capabilities (including number of employees, type and quantity of company-owned equipment and other resources used to operate certified farmers' markets)
 - The LMVA is a volunteer organization and we contracted Brian's Farmers' Market (an independent contractor) to manage the La Mesa Farmers Market.
 - The equipment (promotional signage, traffic control signage and storm-water Best Management Practices (BMPs) apparatus) utilized during this event belongs to the Brian's Farmers' Market and the LMVA.

- Listing and location of all certified farmers' markets currently operated (including length of time, day of the week, total number of vendors at each market; and the amount of average annual gross sales generated).
 - The La Mesa Village Association is the sponsor for the La Mesa Farmers' Market; however, Brian's Farmers' Market is the Manager of the La Mesa Farmers' Market
 - This market has been in operation for one (1) year (5/4/18 to Present)
 - It's held on Friday from 3-7pm
 - There are approximately 56 vendors
 - The amount of average annual gross sales generated to date are \$810,906.84

- Description of working knowledge and experience creating multi-faceted marketing campaigns for certified farmers' markets (including website creation, management and integration/coordination of social media platforms).
 - The LMVA contracted with the Brian's Farmers' Market manager with the advertising and marketing of the La Mesa Farmers' Market.
 - In addition, the LMVA has advertisement in various papers, such as La Mesa Courier, My City Magazine – La Mesa.
 - The LMVA has a website, where we post information regarding are events (Car Show, Oktoberfest, Holiday in the Village and Farmers' Market). Additionally, we work with the City of La Mesa and have events added to their website.
 - In additional the LMVA has a Facebook page, which is used for advertising events, such as the Car Show, Oktoberfest, Holiday in the Village, and the Farmers' Market and we use the La Mesa Happening Facebook page for advertising the aforementioned events. In additional most of the merchant's post information on their business Facebook pages, as well as send emails to their customers sharing information regarding La Mesa events.

- Proof of domestic non-profit status from the California Secretary of State
 - The LMVA is a non-profit business owners trade association 501(c)(6), which was filed with the Secretary of State, State of California on Aug 02, 2016 – Attachment A

4. Market Description:

- The day of the week the market will operate, why the day was selected, how the selection will contribute to the market's success and sustainability.
 - The La Mesa Farmers' Market will be operated on Fridays. The City of La Mesa has sponsored a weekly farmers' market in the Downtown Village since 1993 on Friday.
 - Also, based on the recommendations from the La Mesa City Staff, Brian Beevers La Mesa Farmers' Market Manager and the former La Mesa Farmers' Market Manager Mark Bendixen, changing to another day after it being on Friday for 26 years would jeopardize the success of the market.
 - The vibrancy of the Village is enhanced by a pedestrian-only event during the prime time when residents are off work and ready to experience the best of La Mesa. By centering the market around the peak time that the public can access and enjoy it ensures a large flow of people to local businesses with increased sales and visibility.

- The house of operation for the market, how the hours were selected, and how the selection will contribute to the market's success and sustainability.
 - The hours of operation will be 3:00pm to 7:00pm
 - The change in hours for the current farmers market was shifted slightly later in the afternoon to provide more access for working professionals who couldn't reach the market when it ended earlier. In addition, the street closure will be delayed to 2pm to allowing the eating and drinking business to provide a full lunch service, as well as service-industry businesses to conclude midday appointments before street closure.
 - Friday evening provides the best chance for the market to thrive while providing access to the largest pool of working residents, non-residents and families by operating during off-hours from work and school.

- Map of the proposed market site, including the proposed location. The map should show the positions of all booths within the market boundary; booth dimensions (in feet); distances between booth (in feet); and show pedestrian pathways through the market. A map ledger shall identify each booth by type (e.g., farm, pre-package food, hot food, and/or arts/crafts) and the sum total of booths by type.
 - Map of Market site and all requested information – Attachment B

- Overview and narrative regarding additional amenities that may be proposed to be provided for the market.
 - LMVA to provided overview and narrative regarding any additional amenities – In addition to the street closure delay, it is recommended that drop-off zone for businesses that have elderly and physically challenged clientele who can walk only limited distances. These drop-off zones will be at either end of the street to let customers access businesses with a minimum of inconvenience during market hours. Enhanced signage will be provided to guide visitors to the market, as well as expanded advertising and social media reach. Online marketing on the LMVA website, as well as Facebook and Instagram will highlight local

businesses, events, and the farmers market, as well as A-frame or "sandwich board" signs directing Farmers' Market patrons to brick and mortar businesses, and printed advertisement publications with a wide distribution outside of La Mesa. We will reduce the numbers of hot food vendors by 1/3 in response to local business concerns. Additionally, working the market manager we will remove banners from the back of vendor's booths to improve visibility into the businesses.

5) Estimated Operating Budget:

- The La Mesa Certified Friday Farmers' Market Manager maintains details records
- As the Sponsor for the La Mesa Farmers' Market we receive 50% of the sales
 - 2018 Farmers' Market Expenditures
 - Farmers' Market Special Event Permit - \$1365.00
 - Farmers' Market Cost Recovery 2018 - \$400.00*
 - Farmers' Market Insurance
 - \$4,943.56
 - Farmers' Market LMVA Share
 - \$25,554.512019 Farmers' Market Estimated Expenditures
 - Farmers' Market Insurance
 - \$5,296.05
 - Farmers' Market LMVA Share
 - \$37,047.34**

*This information is from the March 26, 2019 Staff Report under Fiscal Impact

**These funds are used for the following:

- Advertising to promote all of the Village businesses and increase activity on other days of the week
- Car Show (permits, insurance, advertising)
- Oktoberfest (permits, insurance, advertising)
- Holiday in the Village (permits, insurance, advertising)
- Insurance for the LMVA Officers

6) Special Event Permit Application:

- Permit and Indemnification and Hold Harmless Agreement – Attachments C and D

7) References (include the full name, mailing address, email address and telephone number, as well as a brief description of the services provided).

As a reminder the La Mesa Association was established August 1, 2016; therefore, we are only able to provide information for the last three (3) years.

- Laurel McFarlane
 - McFarlane Promotions, Inc
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - As the Co-sponsor for the Oktoberfest and Sponsor of the Holiday in the Village we working closing with the Event Manager and her staff to ensure the success for the following La Mesa Village events:
 - Oktoberfest 2017, and 2018
 - Holiday in the Village 2018
- Guy McWhirter
 - Guy McWhirter Insurance
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - As the Chair and Co-Chair of the LMVA we worked closing with Mr. McWhirter (former La Mesa City Councilmember) to ensure compliance with La Mesa City requirements and the success of the following La Mesa Village events:
 - Car Show 2017, 2018
 - Holiday in the Village 2016, 2017 and 2018
 - Oktoberfest 2016, 2017 and 2018
- Brian Beavers
 - Brian's Farmers' Market
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - As the sponsor of the La Mesa Farmers' Market we work closely with the market manager and his staff to ensure compliance with all local, state and/or national organization, to ensure the success of the current La Mesa Farmers' Market from May 4, 2018 to Present.

ARTS-MU

Articles of Incorporation of a Nonprofit Mutual Benefit Corporation

3932466

To form a nonprofit mutual benefit corporation in California, you can fill out this form or prepare your own document, and submit for filing along with.

- A \$30 filing fee.
- A separate, non-refundable \$15 service fee also must be included, if you drop off the completed form or document.

Important! Nonprofit corporations in California are not automatically exempt from paying California franchise tax or income tax each year. For information about tax requirements and/or applying for tax-exempt status in California, go to https://www.ftb.ca.gov/businesses/exempt_organizations or call the California Franchise Tax Board at (916) 845-4171.

Note: Before submitting this form, you should consult with a private attorney for advice about your specific business needs.

FILED JAW
Secretary of State
State of California

AUG 02 2016

PC

NA

This Space For Office Use Only

For questions about this form, go to www.sos.ca.gov/business/be/filing-tips.htm

Corporate Name (List the proposed corporate name. Go to www.sos.ca.gov/business/be/name-availability.htm for general corporate name requirements and restrictions.)

1 The name of the corporation is LA MESA VILLIAGE ASSOCIATION

Corporate Purpose

2 This corporation is a nonprofit Mutual Benefit Corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity, other than credit union business, for which a corporation may be organized under such law.

Service of Process (List a California resident or an active 1505 corporation in California that agrees to be your initial agent to accept service of process in case your corporation is sued. You may list any adult who lives in California. You may not list your own corporation as the agent. Do not list an address if the agent is a 1505 corporation as the address for service of process is already on file.)

3 a. David C. Jarvis

Agent's Name

b.

Agent's Street Address (if agent is not a corporation) - Do not list a P.O. Box City (no abbreviations) State Zip

Corporate Addresses

4 a. Initial Street Address of Corporation - Do not list a P.O. Box City (no abbreviations) State Zip

b. same

Initial Mailing Address of Corporation, if different from 4a City (no abbreviations) State Zip

Additional Statements (The following statements are for tax-exempt status in California.)

- 5 a. The specific purpose of this corporation is to Non Profit business owners trade association (501 (c)(6)
b. Notwithstanding any of the above statements of purposes and powers, this corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the specific purposes of this corporation.

This form must be signed by each incorporator. If you need more space, attach extra pages that are 1-sided and on standard letter-sized paper (8 1/2" x 11"). All attachments are made part of these articles of incorporation.

Incorporator Sign Here (with signature)

David C. Jarvis
Print your name here

Make check/money order payable to: Secretary of State
Upon filing, we will return one (1) uncertified copy of your filed document for free, and will certify the copy upon request and payment of a \$5 certification fee.

By Mail
Secretary of State
Business Entities, P.O. Box 944260
Sacramento, CA 94244-2600

Drop-Off
Secretary of State
1500 11th Street, 3rd Floor
Sacramento, CA 95814

Attachment A



I hereby certify that the foregoing transcript of _____ page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

AUG 09 2016 *WA*

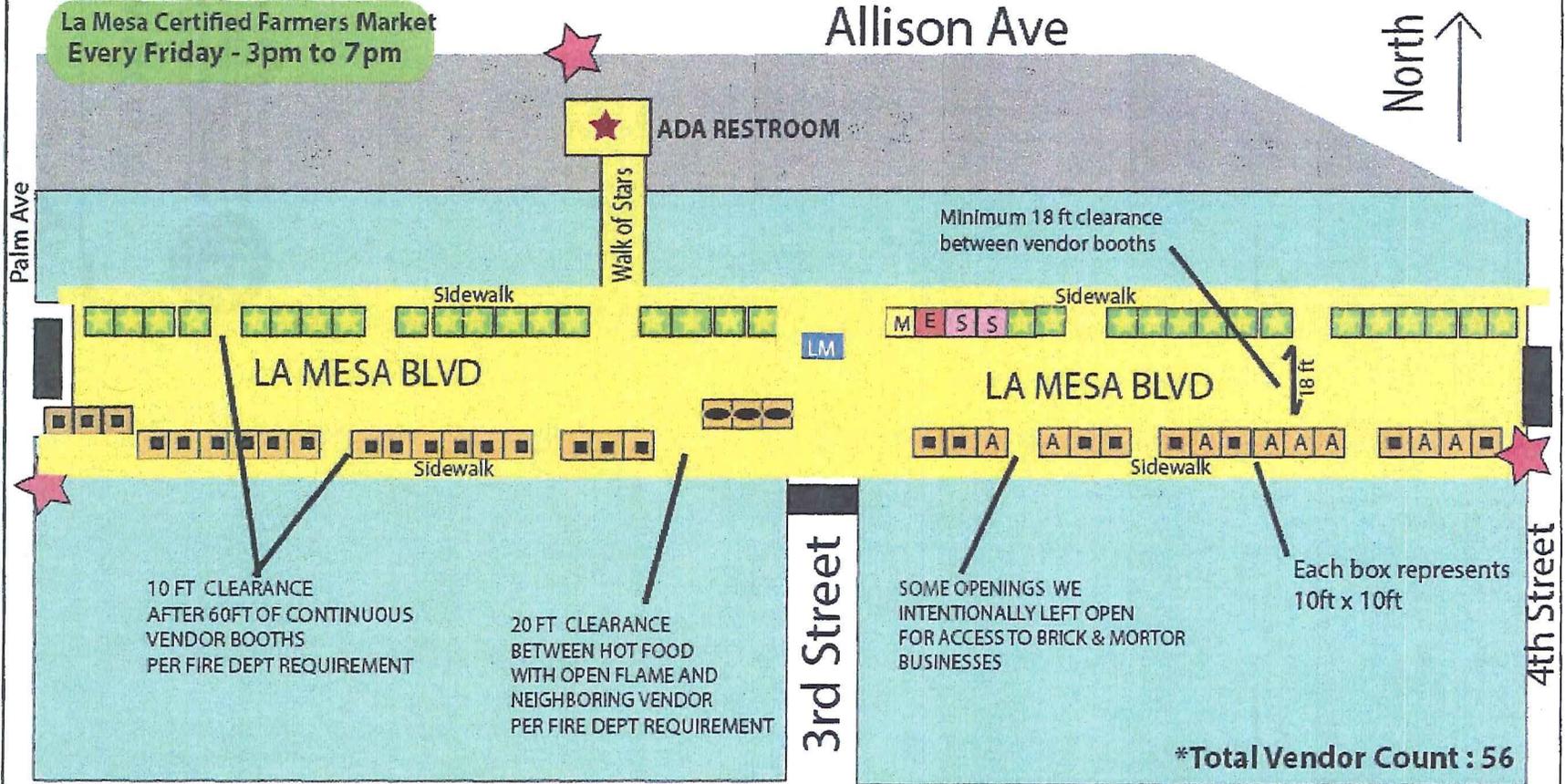
Date: _____

Alex Padilla

ALEX PADILLA, Secretary of State

Attachment A

Attachment B



La Mesa Certified Farmers Market
Every Friday - 3pm to 7pm

Allison Ave

North ↑

ADA RESTROOM

Minimum 18 ft clearance
between vendor booths

LA MESA BLVD

LA MESA BLVD

10 FT CLEARANCE
AFTER 60FT OF CONTINUOUS
VENDOR BOOTHS
PER FIRE DEPT REQUIREMENT

20 FT CLEARANCE
BETWEEN HOT FOOD
WITH OPEN FLAME AND
NEIGHBORING VENDOR
PER FIRE DEPT REQUIREMENT

SOME OPENINGS WE
INTENTIONALLY LEFT OPEN
FOR ACCESS TO BRICK & MORTOR
BUSINESSES

Each box represents
10ft x 10ft

***Total Vendor Count : 56**

- Certified Farmers - 18 total - 3240 sq ft
- Open Food/Hot Food - 3 total - 30 sq ft
- Prepackaged foods - 26 total - 2550 sq ft
- Non-Food/Arts & Crafts - 9 - 90 sq ft
- First Aid
- Office

- Potential Shuttle/Rideshare Drop-off/Pick-up points
- Seating Areas
- Live Music
- All Yellow is Pedestrian Walkways

- 3 comp Sink
- Vehicle Blockade

**This number fluctuates dependent on*



APPLICATION FOR SPECIAL EVENT

July 1, 2018 – June 30, 2019

CITY CLERK USE ONLY

Applicant Name: La Mesa Village Association (LMVA) – Theresa M. Favro (Please Print)

Address: 8030 La Mesa Blvd #189 City: La Mesa State: CA Zip:91942

Home Phone: Work Phone: Cell Phone: [REDACTED]

E-Mail Address: info@lamesavillageassociation.org

Organization: Same as above (Please Print)

Address: Same as above City: State: Zip:

Phone: same as above E-Mail address: same as above

Event Name: La Mesa Farmers' Market

Date(s): Every Friday beginning 8/2/2019 Start Time: 2PM End Time: 8PM Location: La Mesa Blvd between Palm Ave and 4th St

Please note: application fee is not refundable. Also, any required staffing for the event is charged at full cost recovery rates unless a specific exception has been approved by the City Council. This applies to all events.

Table with 2 columns: Approximate Number of People, FEES. Includes options for Parade, 250-499, 500-999, 1,000+, and Street Closure Permit.

In addition to the above fees, applicant must provide the following:

- Three bullet points regarding insurance, indemnification, and traffic control plan requirements.

The Engineering Division must approve the traffic/transit control plan prior to the approval of the permit.

Detailed Description of Event: The LMVA will sponsor a weekly farmers' market in the Downtown Village. There will be 48 or 49 market days per year, factoring in closures on certain holidays and for other special events that will occur in the Downtown Village.

It is requested that LMPD RSVP be authorized to support this event, with clearing cars from 1-2pm, so the vendors can begin set-up at 2pm.

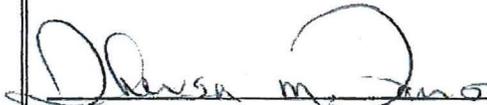
Name of Event La Mesa Farmers' Market

If a PARADE, provide the following information:			
Assembly Location(s):			
Dispersal Location(s):			
Specific Parade Route:			
Plans for Assembly:			
Plans for Dispersal:			
Number in Parade	People:	Animals:	Vehicles:
Will any costumes, masks or unusual attire be worn?		YES <input type="checkbox"/>	NO <input type="checkbox"/>
On-Site Contact(s) responsible for special event or parade:			
NAME	CELL/PHONE #	ADDRESS	
1) Peter Soutowood	██████████	Fourpenny House, 8323 La Mesa Blvd, 91942	
2) Theresa Favro	██████████	Amethyst Moon, 8329 La Mesa Blvd, 91942	
3) Pam Rader	██████████	████████████████████	
Total number of security persons provided by applicant: <u>None</u>			
Describe identification marks, badges or symbols to be worn by such persons:			
WHEN THE SPECIAL EVENT IS EXPECTED TO REACH 500 OR MORE PERSONS AT ANY GIVEN TIME, TO BE DETERMINED BY THE CHIEF OF POLICE OR HIS/HER REPRESENTATIVE, THE APPLICANT, IN ADDITION TO THE ABOVE, WILL PROVIDE AND ASSURE THE FOLLOWING SERVICES:			
1. The applicant shall distribute handbills that have been approved by the Chief of Police, or his/her representative, to surrounding residences and businesses within 300 feet of the special event's perimeter at least 30 days before the event. Parades and runs may satisfy this requirement by posting notices along the proposed route. The applicant must attest in writing to the City Clerk that this requirement has been met.			
2. Adequate potable water supply.			
3. One toilet for every 250 persons in attendance.			
4. Adequate lighting during nighttime events.			

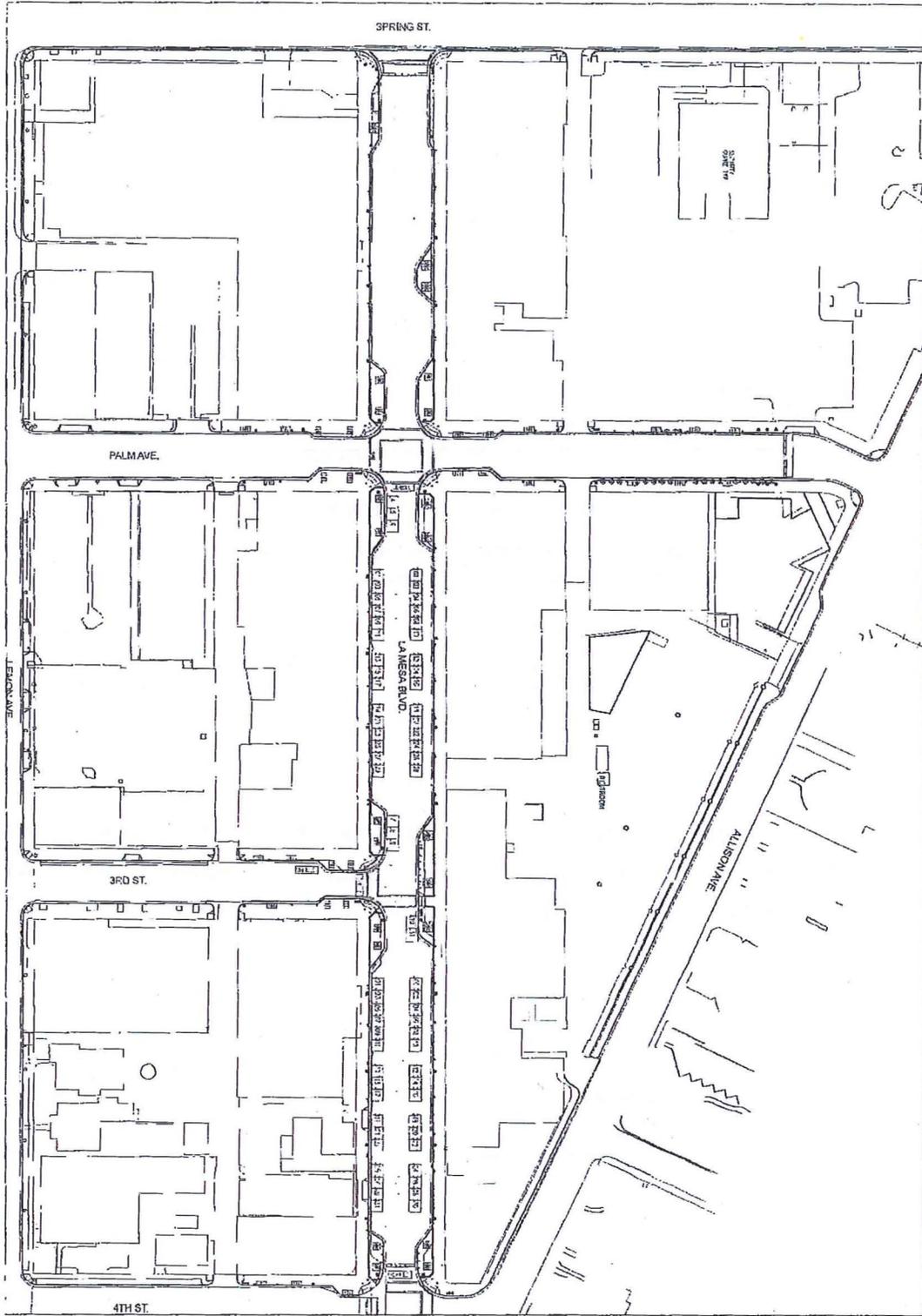
Name of Event La Mesa Farmers' Market

5. Adequate number of trash receptacles.
6. Adequate communications equipment for use by the monitors.
7. Clean-up of immediate and surrounding area properties within 24 hours of the special event.
8. Parking control (two hours before the start and two hours after the conclusion of the special event).
9. Method of regulating the number of participants. One security person for every 250 persons in attendance. Special Events utilizing La Mesa police officers, La Mesa reserve officers, and/or officers from other law enforcement agencies may be exempted from this requirement.
10. One copy of white background print of a map drawn to scale showing:
 - a. The location of the property concerned.
 - b. The location of all highways, streets, alleys, lots and parcels of land within 500 feet of the exterior boundaries of the proposed use.
 - c. The location of the vehicle parking area and of all other areas to be used for other uses incidental to the special event.
 - d. All interior access ways.
 - e. Access to the property.
 - f. The location and detailed plans of all buildings and structures on the premises or to be erected, including any bandstand, stage or other facility for performers.
 - g. The location of loud speakers.
 - h. The location of all toilet, medical, drinking and other facilities.
11. A certified check or other funds acceptable to the city in the amount of one thousand dollars shall be paid at the time of application to the City of La Mesa for clean-up. If the terms of this chapter are met, the funds will be returned to the applicant within thirty days after the special event upon written request of the applicant.
12. Such other information as the Chief of Police may deem necessary in order to properly provide for traffic control, street and property maintenance, administrative arrangements, police and fire protection, and for the protection of public health, safety and welfare.

I DECLARE UNDER PENALTY OF PERJURY THAT THE STATEMENTS MADE ABOVE ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF. I UNDERSTAND THAT ANY FALSE STATEMENTS OR INFORMATION WILL RESULT IN THE REJECTION OR REVOCATION OF MY PERMIT.

	/ Theresa M. Favro	/ 5/22/19
SIGNATURE OF APPLICANT/ORGANIZATION	PRINT NAME	DATE OF APPLICATION

① SITE PLAN



SHEET NO. 1 OF 1	DATE APR 23, 2018	SCALE AS SHOWN	PROJECT NO. LA MESA FARMERS MARKET	LA MESA FARMERS MARKET VENUE LAYOUT LA MESA, CA 91942	REVISIONS _____ _____ _____	PETER SOUTHWOOD, ARCHITECT 3112 Flower St. Los Angeles, CA 90007 (310) 441-1111 peter@southwood.com
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Name of Event La Mesa Classic Car Show

CITY OF LA MESA USE ONLY		
COMMUNITY SERVICES DEPT: Facility Availability		
Name of Facility:		
Availability: YES <input type="checkbox"/> NO <input type="checkbox"/>		
POLICE DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
Method of Noticing (for over 500 people):		
PUBLIC WORKS DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
BUILDING DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
PLANNING DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
FIRE DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
ENGINEERING DEPT: Approved <input type="checkbox"/> Denied <input type="checkbox"/> Signature:		
Comments:		
RECEIPT #	FEE AMOUNT: \$	DATE PAID:
PERMIT #	DATE ISSUED:	BY:

**INDEMNIFICATION AND HOLD HARMLESS AGREEMENT
FOR SPECIAL EVENTS**

In consideration for the issuance of a Special Event Permit ("Permit") and to the furthest extent allowed by law, Permittee does hereby agree to indemnify, hold harmless and defend the City of La Mesa ("City") and each of its elected officials, officers, officials, employees, agents and volunteers from any and all loss, liability, fines, penalties, forfeitures, costs and damages (whether in contract, tort or strict liability, including but not limited to personal injury, death at any time and property damage) incurred by City, Permittee or any other person, and from any and all claims, demands and actions in law or equity (including attorney's fees and litigation expenses), arising or alleged to have arisen directly or indirectly out of the special event. Permittee's obligations under the preceding sentence shall apply regardless of whether City or any of its elected officials, officers, officials, employees, agents or volunteers are negligent, but shall not apply to any loss, liability, fines, penalties, forfeitures, costs or damages caused solely by the gross negligence, or caused by the willful misconduct, of City or any of its elected officials, officers, officials, employees, agents or volunteers.

Throughout the life of this Agreement, Permittee shall pay for and maintain in full force and effect all insurance as required in Exhibit A, which is incorporated into and is hereby part of this Agreement, or as may be authorized or required in writing by the City Manager or his/her designee at any time and in his/her sole discretion.

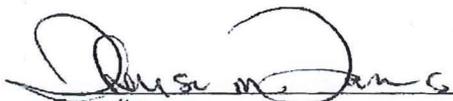
Permittee shall conduct all defense at his/her/its sole cost. The fact that insurance is obtained by Permittee shall not be deemed to release or diminish the liability of Permittee, including, without limitation, liability assumed under this Agreement. The duty to indemnify shall apply to all claims regardless of whether any insurance policies are applicable. The duty to defend hereunder is wholly independent of and separate from the duty to indemnify and such duty to defend exists regardless of any ultimate liability of Permittee. The policy limits do not act as a limitation upon the amount of defense and/or indemnification to be provided by Permittee. Approval or purchase of any insurance contracts or policies shall in no way relieve from liability nor limit the liability of Permittee, its officials, officers, employees, agents, vendors, concessionaires, invitees or volunteers.

City shall be reimbursed for all attorney's fees and costs incurred by City in enforcing this Agreement.

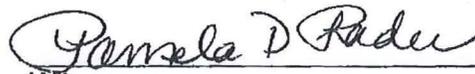
This Agreement shall survive the expiration or revocation of the Permit.

The undersigned acknowledges that he/she (i) has read and fully understands the content of this Indemnification and Hold Harmless Agreement; (ii) is aware that this is a contract between the City and Permittee; (iii) has had the opportunity to consult with his/her attorney, in his/her discretion; (iv) is fully aware of the legal consequences of signing this document; and (v) is the Permittee or his/her/its authorized signatory.

Signed, sealed and delivered this 22nd day of May 2019.



Permittee



Witness

Theresa M. Favro

Print Name

Pamela D. Rader

Print Name

8329 La Mesa Blvd, La Mesa, CA 91942

Address

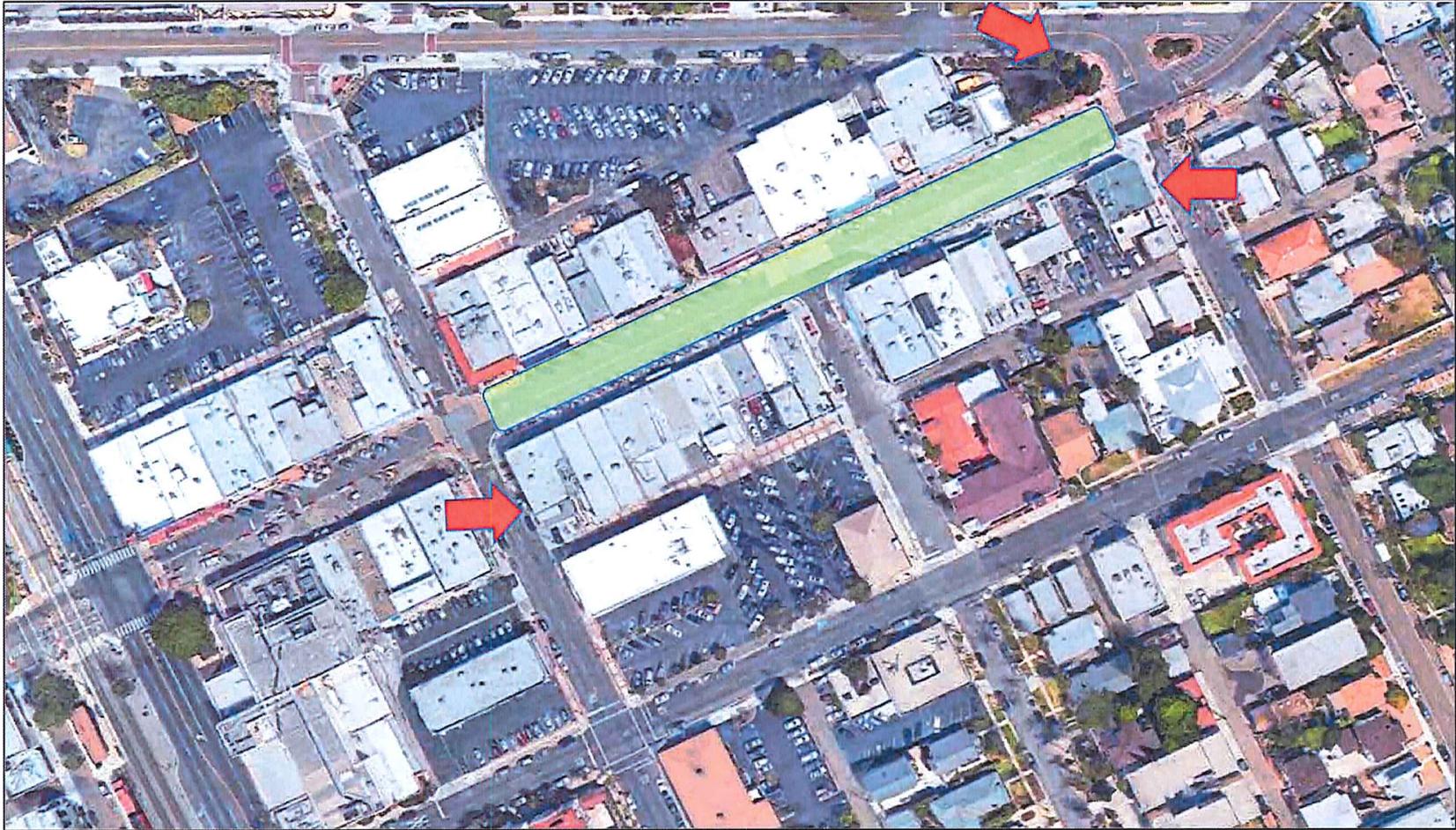
Address

Telephone Number

Telephone Number

Attachment D

ATTACHMENT B
MAP OF PROPOSED PEDESTRIAN DROP-OFF ZONES (1)



(1) As presented to Council on March 26, 2019.