



**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: (858) 735-4248
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

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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.

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
 - 9665 Granite Ridge Dr Suite 600, San Diego, CA 92123
 - [REDACTED]
 - [REDACTED]

- Mark E. Butcher
 - Managing Director for Asset Services, CBRE
 - 4301 La Jolla Village Drive, Suite 3000, San Diego, CA 92122
 - mark.butcher@cbre.com

- [REDACTED]
- Scott Evans
 - Senior Vice President and Chief Executive Officer, Sharp Grossmont Hospital
 - 5555 Grossmont Center Dr, La Mesa, Ca 91942
 - [REDACTED]
 - [REDACTED]
- Steve Fitzgerald
 - Owner of Prevue Formal and Bridal
 - 5500 Grossmont Center Dr, La Mesa, Ca 91942
 - [REDACTED]
 - [REDACTED]
- Craig Macdonald
 - Senior Vice President and Chief Executive Officer, Sharp Grossmont Hospital
 - 5555 Grossmont Center Dr, La Mesa, Ca 91942
 - [REDACTED]
 - [REDACTED]
- Mike Moser
 - Leasing Agent at Retail Insite
 - 120 S. Sierra Ave, Solana Beach, CA, 92075
 - mikemoser@retailinsite.net
 - [REDACTED]
- Simona Valanciute
 - President and CEO of Oasis San Diego
 - 5500 Grossmont Center Dr., Ste. 269, La Mesa, CA 91942
 - simona@sandiegooasis.org
 - [REDACTED]



**CITY OF
LA MESA**
JEWEL OF THE HILLS

**APPLICATION FOR
SPECIAL EVENT**

July 1, 2018 – June 30, 2019

CITY CLERK USE ONLY

Applicant Name: Trevor Moore
(Please Print)

Address: [Redacted] **City:** [Redacted] **State:** [Redacted] **Zip:** [Redacted]

Home Phone: — **Work Phone:** (619) 465-2900 **Cell Phone:** (058) 735-4248

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 NO

On-Site Contact(s) responsible for special event or parade:

NAME	CELL/PHONE #	ADDRESS
1) Trevor Moore	(858) 735-4248	[REDACTED]
2)		
3)		

Total number of security persons provided by applicant: 6

Describe identification marks, badges or symbols to be worn by such persons:

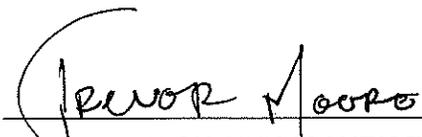
Securitas Private Security

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.

- 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

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.

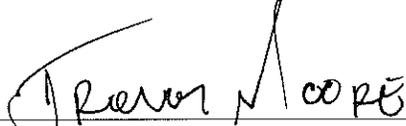
Permittee shall conduct all defense at his/her/its sole cost. The fact that insurance is obtained by Permittee shall not be deemed to release or diminish the liability of Permittee, including, without limitation, liability assumed under this Agreement. The duty to indemnify shall apply to all claims 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.

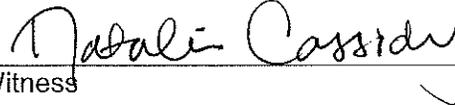
Signed, sealed and delivered this 22 day of May 2019.



Permittee

Trevor Moore

Print Name



Witness

NATALIE CASSIDY

Print Name

Address

(858) 735-4248

Telephone Number

Address

Telephone Number