



Date: October 20, 2023  
To: La Mesa Merchants and Residents  
From: La Mesa Village Association (LMVA)  
Re: 2023 Holiday in the Village

Dear Neighbor:

The La Mesa Village Association (LMVA) is proud to inform you that the **8<sup>th</sup> Annual La Mesa Holiday in the Village** will once again be ringing in the holiday cheer or everyone far and near! It is scheduled for **Saturday, December 2<sup>nd</sup>** in the La Mesa Village, friends and family will have the chance to take part in the **FREE** festive fun with live music, cozy fires, dancing, craft vendors, food, and a kids' area bigger than Santa's Toy Shop!

When: Saturday, December 2<sup>nd</sup> – 12:00 PM to 9:00 PM

Where: La Mesa Blvd. between Spring St & Cypress St. / Palm Ave. between Allison Ave. and Lemon Ave. / 3<sup>rd</sup> St. between La Mesa Blvd. and Lemon Ave. / 4<sup>th</sup> St. between La Mesa Blvd. and Lemon Ave.

**Set-Up/Breakdown: Saturday, December 2, 2023 5:00 AM**

**Break Down to start Saturday, December 2, 2023 – 9:00 PM**

**Streets will be reopened by Sunday, December 3, 2023 – 3:00 AM**

The LMVA wants to work in partnership with the community of La Mesa to minimize impact during the event set-up and breakdown and to maximize the benefits during the event itself. If you have any questions, please do not hesitate to contact me at 619-233-5008 and I will be able to assist you with any event related concerns. If you need to reach me during the event days, I can be reached at 619-392-0548.

On behalf of the Holiday in the Village, we thank you in advance and look forward to supporting local businesses by bringing thousands of consumers to our community.

Best Regards,

Laurel McFarlane  
Event Planner – Holiday in the Village