



Date: August 14, 2023
To: La Mesa Merchants and Residents
From: La Mesa Oktoberfest, Inc., supported by the La Mesa Village Association
Re: 2023 La Mesa Oktoberfest

Dear Neighbor:

The La Mesa Oktoberfest (in partnership with the La Mesa Village Association) is proud to inform you the 2023 event will be held on Friday, September 29th, through Sunday, October 1st, 2023. The La Mesa Village Association is actively supporting the event and has classified the festival as its signature event.

This unique, three-day festival is the largest Oktoberfest celebration in San Diego County and will showcase over 100 unique retail vendors, two beverage gardens and loads of delectable food choices. The event will also feature amazing live music and entertainment and an interactive children's area with carnival rides & games. Attendance is expected to surpass 100,000 people over the course of the weekend, and we will market the event through print, broadcast, and online media outlets throughout California, Northern Baja and national tourism markets.

This premier fundraising and community event unites the La Mesa community and celebrates the history of the event as the top Oktoberfest in the County. We look forward to supporting local businesses and raising funds for the La Mesa Village Association through corporate sponsorships, vendor booth fees, beverage sales and donations.

When: Fri., Sept 29th 4PM to 10:30PM / Sat., Sept 30th 10AM to 10:30PM / Sun., Oct. 1st Noon to 8PM

Where: La Mesa Boulevard between Spring Street & Cypress Street / Palm Avenue between Allison Avenue and Lemon Avenue / 3rd Street between La Mesa Boulevard and Lemon Avenue / 4th Street between La Mesa Boulevard and Lemon Avenue / Allison Avenue between Cypress Street & Pine Avenue / Cypress Street between La Mesa Boulevard and Allison Avenue
Eastbound Allison Ave. between Palm Avenue and Pine Avenue will be temporarily closed for the period of 2PM to 4PM on Thursday, September 28th

**Set-Up/Breakdown: Street closure and set up begins THURSDAY, September 28th, 2 PM.
Streets will be reopened on MONDAY, October 2nd, 7 AM.**

Security: 24-Hour security will be provided.

The La Mesa Oktoberfest and the La Mesa Village Association want 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 Laurel McFarlane at 619.233.5008 and she will be able to assist you with any event related concerns. If you need to reach Laurel during the event days, she can be reached at 619.392.0548.

On behalf of the La Mesa Oktoberfest, we thank you in advance and look forward to supporting local businesses by bringing thousands of consumers to our community while raising funds to support the 2023 La Mesa Holiday in the Village.

Best Regards,
Laurel McFarlane, CEO | La Mesa Oktoberfest, Inc.