



La Mesa Village Association

2023 ANNUAL REPORT

8030 La Mesa Blvd., #189

La Mesa, CA 91942

619-343-2460

info@lamesavillageassociation.org

TABLE OF CONTENTS

PAGE 3 – PRESIDENT’S MESSAGE

PAGE 4 – MISSIONS AND PURPOSES STATEMENTS

PAGE 5 – OUR OFFICERS AND BOARD MEMBERS

PAGE 6 – 2023 ACCOMPLISHMENTS

PAGE 9 – FINANCIAL REPORT

PAGE 10 – 2024 GOALS

PAGE 11 – CONTACT US

PRESIDENT'S MESSAGE

Dear Friends of the Association,

As the president of the La Mesa Village Association (LMVA), I am proud to present our 2023 annual report.

This report provides an overview of the work we have accomplished together over the past year and our financial status. The association's mission is to advocate for the growth and development of the Village.

This past year was a busy one for us. We have welcomed many new businesses and residents as members of the Association. The work we have done has made a difference to the La Mesa Village community and the surrounding area.

Thank you for your support, and I hope you will continue to work with us to help make the Village a better place to live, work and play.

**Sincerely,
Wes R. Troy
LMVA, President**

MISSION & PURPOSE STATEMENTS

Our Mission: To advocate for the growth and development of La Mesa Village, its businesses and associate businesses.

Our Purpose: The specific purpose of this corporation is to act as an association promoting events in the common interest of the businesses throughout the La Mesa Village.

Who we are: The LMVA is a 501(c)(6), made up of business owners and residents who are committed to the success of the La Mesa Village community. Through their support and dedication, the LMVA is able to provide a variety of free, community events throughout the year. The LMVA also allocates resources to create and maintain a positive “brand” image to the public in order to drive business to the downtown La Mesa.

OUR OFFICERS AND BOARD MEMBERS

OFFICERS

President: Wes Troy

Vice President: Michelle Huey

Community Liaison/Membership: Tracy Giordano

Secretary/Treasurer: Pam Rader

BOARD OF DIRECTORS

John Bedlion

Steve Clay

Theresa Favro

Tracy Giordano

Aaron Henderson

Michelle Huey

Melissa McCune

Roz Oserin

Pam Rader

Kirk Ranta

Deanne Ross

Wes Troy

OUR 2023 ACCOMPLISHMENTS

- 29th Classic Car Show, ran for 14 weeks (6/1/23 to 8/31/23)



- Farmers Market Celebrated its 30th Anniversary



- 8th Annual Holiday in the Village hosted by the LMVA

- Holiday Gifts to LMVA members
 - 125 cards for all members
 - 70 wreaths delivered to 70 business members



2nd Annual Holiday Storefront Decorating Contest

- Mario's - 1st Place
- The Floral Craft - 2nd Place
- Village Dental Checkup - 3rd Place



OUR 2023 ACCOMPLISHMENTS CONT'D

- Marketing and Advertising

- Business Members Social Media
- Created an LMVA YouTube Channel for the Business Member Reels, link added to LMVA Website. The following are the 2023 analytics for Reels and FB/IG for the below businesses:



| Business | Plays | Interactions |
|------------------------|---------------|--------------|
| Act II Boutique | 3,368 | 213 |
| drPilates | 3,583 | 100 |
| Home & Soul | 3,592 | 242 |
| Nainsook Framing + Art | 2,533 | 120 |
| Sara's Selection | 3,167 | 136 |
| Savinity | 1,702 | 73 |
| 2023 Total | 17,945 | 884 |

- District Sign
- Increased number of subscribers for monthly Newsletter to 2,500+
- Monthly print ads - Dine Shop Explore
- Radio ads and News spots for LMVA annual events (Car Show, Trick or Treat in the Village, Holiday in the Village, La Mesa Farmer's Market)
- Shared all Business Member's FB/IG stories on LMVA Social Media
- Shared all the LMVA Events and other La Mesa Nonprofit Events

- Membership increased by 20 members in 2023

- 12/31/23 - 120 members (82 businesses & 38 friends of the village)
- 12/31/22 - 100 members (69 businesses and 31 friends of the village)



- Hosted 3 Mixers

- 2023 Winter Mixer at Casa Gabriela – 60 attendees
- 2023 Spring Mixer at Johnny B's – 43 attendees
- 2023 Fall Mixer at La Mesa Optometry – 35 attendees

- 50th Oktoberfest – Partnered with MacFarlane Promotions



OUR 2023 ACCOMPLISHMENTS CONT'D



- Pole Banner Program
 - 42 Pole Banner (21 City and Event and 21 Business Members)
 - The Business Pole Banners are rented for 6-months (Jan-Jun & Jul-Dec) and are reserved on a first-come first-serve basis.

- **Sponsored Events**

- La Mesa History Center - 17th Annual Home Tours
- La Mesa National Little League - 70th anniversary celebration
- La Mesa Park & Recreation
 - Earth Day, Concerts and Movies in the Park and Park Appreciation Day/ Art in the Park/ La Mesa Rocks
- City of La Mesa - Flag Day Parade



- 5th Annual Trick or Treat, and the 2nd Annual Holl-o-ween

- **Secured Village Enhancement Funds (VEF) to support**

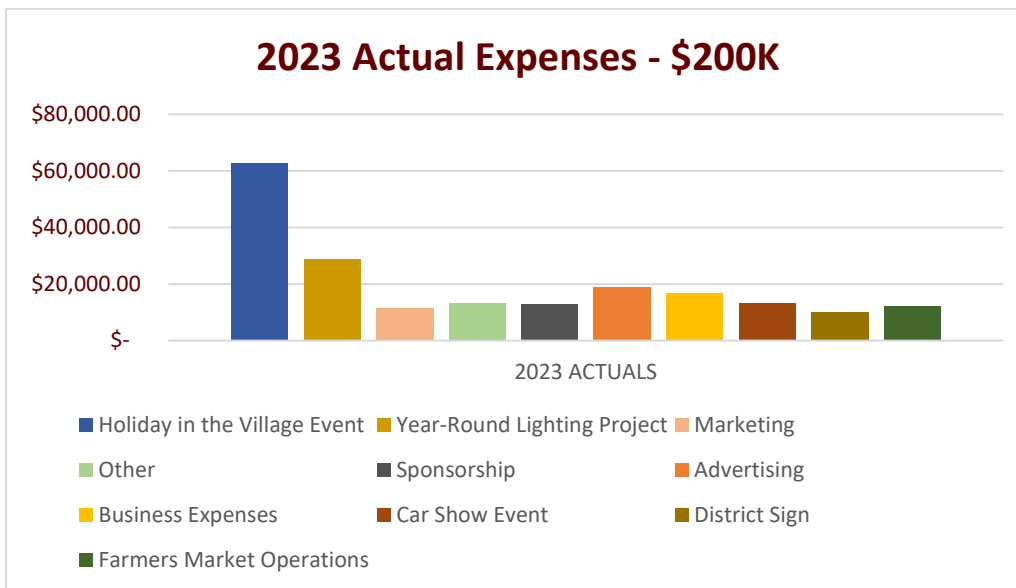
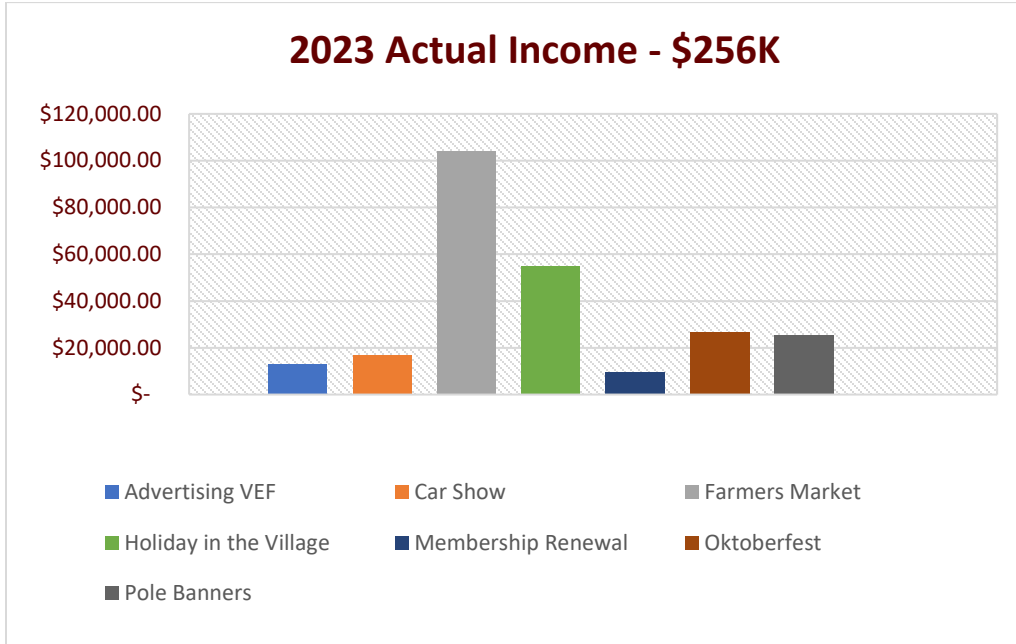
- 2023 Holiday in the Village
- 2024 Car Show
- 2023-2024 Advertising

- **Year-Round Light from 4th St. to Acacia Ave**

- 50 Trees



FINANCIAL REPORT



2023 Net Income - \$56K

2024 GOALS

- **Finalize LMVA Budget – Approved 3/13/24**
- **Finalize Review of LMVA Bylaws**
- **Finalize Guidelines for**
 - **How to Present New Ideas**
 - **Documentation Required for LMVA Records**
 - **Responsibilities for Committee Chairs**
 - **Duties for Officers**
 - **Expectations for Board Members**
- **Establish Committees**
 - **Community Engagement/Membership**
 - **Finance**
 - **Marketing/Advertising**
 - **Nominating**
- **Review LMVA Mission and Vision Statements**

CONTACT US

If you would like to learn more about the LMVA and what we do for the community please contact us at: info@lamesavillageassociation.org

Follow us on social media:

FM/IG/YouTube @LaMesaVillageAssociation

If you are interested in getting involved and becoming a member of the LMVA you can email our Membership Officer Tracy Giordano at tracygiordanohomes@gmail.com or you can join at <http://www.lamesavillageassociation.org/membership/>