



La Mesa Village Association

2024 ANNUAL REPORT

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PRESIDENT'S MESSAGE

Dear Friends of the Association,

As the president of the La Mesa Village Association (LMVA), I am proud to present our 2024 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 & VISION STATEMENTS

Our Mission: The La Mesa Village Association (LMVA) is a non-profit organization whose purpose is to enhance the La Mesa Village through promotions, improvements and community events making it the preferred destination for our businesses, the community, and visitors.

Our Vision: Provide a welcoming destination where the local community and visitors can dine, shop, and explore in a charming village atmosphere, with a focus on the following:

- **Promote the unique character and historical significance of the village.**
- **Host annual high-quality community events.**
- **Support and advocate for our business members.**
- **Invest in programs that enhance the village.**
- **Market and advertise for our business members, the village and community events.**
- **Act as a liaison between the city, Village businesses and residents.**

MISSION & VISION STATEMENTS CONT'D

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, LMVA can 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 to drive business to 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

Roz Oserin

Pam Rader

Kirk Ranta

Deanne Ross

Wes Troy

OUR 2024 ACCOMPLISHMENTS

- **Annual Lighting Project from 4th St. to Acacia Ave**
 - Added Bistro Lights from 4th St to Acacia
- **Hosted the 30th Classic Car Show, which ran 11 weeks (6/6 to 8/29/23)**
- **Events Sponsored**
 - City of La Mesa - Flag Day Parade
 - Foothills Art Association – Wildlife in the Art
 - La Mesa History Center - 18th Annual Home Tours
 - La Mesa National Little League - 71st anniversary
 - La Mesa Park & Recreation - Earth Day, Concerts and Movies in the Park, Art in the Park and La Mesa Rocks
 - Mt. Helix Park Foundation – Wine and Food Festival
- **2024 Goals Met**
 - Established
 - 2023 Annual Report
 - 2024 Budget
 - New Committees
 - Finance
 - Marketing/Advertising
 - Taste of La Mesa Village
 - Expectations for Board Members
 - Presenting New Ideas to the LMVA Board
 - Responsibilities for Committee Chairs
 - Updated
 - Bylaws
 - Duties for Officers
 - Mission and Vision Statements
- **Hosted the 9th Annual Holiday in the Village**
- **Hosted the 3rd Annual Holiday Storefront Decorating Contest**
 - Pink Rose Café was the winner of the contest.
- **Sponsored the 31st La Mesa Village Farmers Market**
 - 3-730pm (May 1st through September 30th)
 - 3-7pm (October 1st to April 30th)

OUR 2024 ACCOMPLISHMENTS CONT'D

- Marketing and Advertising

- The following are the 2024 analytics for Reels and FB/IG for the below LMVA business members and can be found on the LMVA YouTube on the LMVA website:

Business Reels	Plays
Capstone	889
CeCe Canton Photography	1,073
City Tacos	3,361
Curbside	1,749
Farmer's Table La Mesa	2,316
Honey & Hive Salon	1,722
Honor Among Thieves	4,720
La Mesa Lumber & Hardware	1,962
La Mesa Optometry	1,192
Mattress Makers	2,903
Pete's Place	4,619
Pierre's Jewelers	2,741
Pink Rose Café	5,900
Postal Annex	1,352
Prime Plastic Surgery & Med Spa	1,559
Salon Celeste	2,465
San Pasqual	827
SFS Life Settlements	2,256
Sheldon's	1,849
Tara Holistic	911
The Floral Craft	2,610
The Hot Suite	1,123
Village Pet Salon	1,773
Will Powers Fitness	4,154
2024 Total	58,912

- The following are the 2024 analytics for Reels and FB/IG for the below events:

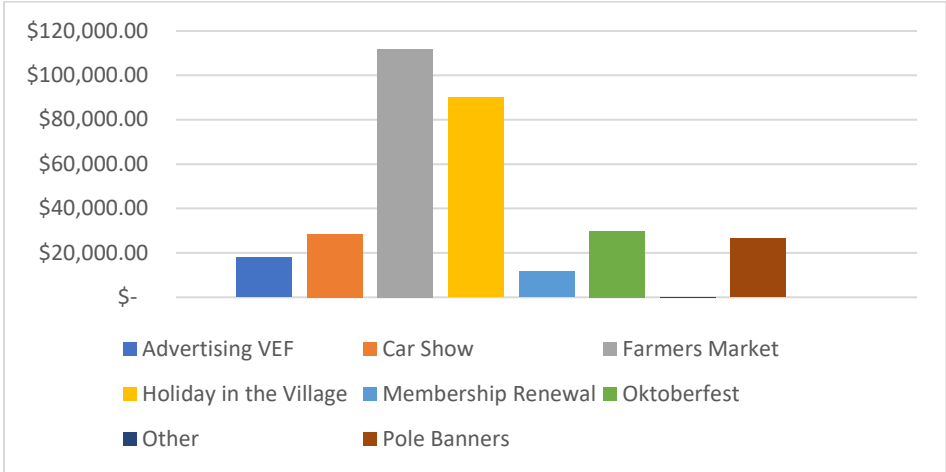
Events Reels	Plays
All Member Meeting Post	1,370
Car Show	109,157
Farmers Market	48,032
Halloween	8,346
Holiday Decorating Contest	8,187
Holiday in the Vilalge	37,941
La Mesa Neighborhood - SD Magazine	947
LMVA Womens Small Business Month	1,896
LMVA Mixers	3,001
Small Business Saturday	10,392
Shop Small This Season	5,666
Petal Pop Up	16,854
2024 Total	251,789

OUR 2024 ACCOMPLISHMENTS CONT'D

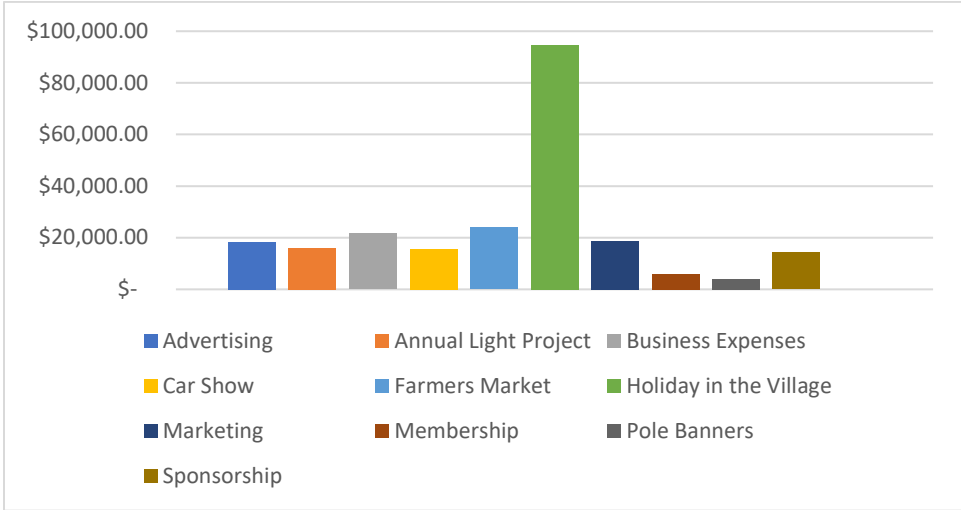
- In addition to the business Reels and FB/IG, the following event Reels and FB/IG can be found on the LMVA YouTube on the LMVA website for
 - 2024 Car Show (iFly drone video + 2 new clips)
 - 2 Farmers Market spotlights and the
 - Fox 5 Morning News live broadcast from downtown La Mesa in June 2024.
- District Sign
- Increased number of subscribers for monthly Newsletter to 3000+
- 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 50 in 2024.**
 - 12/31/24 - 150 members (91 businesses & 59 friends of the village)
 - 12/31/23 - 100 members (82 businesses and 38 friends of the village)
- **2024 Member Gifts**
 - 41 LMVA Tumblers given to current and new members
 - 40 LMVA Stickers given to business members
 - Holiday Gifts - 151 Holiday Cards given to all members and 64 wreaths delivered to 64 business members
- **Hosted 3 Mixers**
 - Winter Mixer at Public Square – 60 attendees
 - Spring Mixer at City Tacos – 51 attendees.
 - Fall Mixer at Sheldon's – 61 attendees.
- **51st Oktoberfest – Supported the sponsor/manager (MacFarlane Promotions) for the event.**
- **Managed the 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.
- **Hosted the 6th Annual Trick or Treat and supported the 3rd Annual Holl-o-ween.**
- **Secured Village Enhancement Funds (VEF) to support.**
 - 2024 Holiday in the Village
 - 2025 Taste of La Mesa Village

FINANCIAL REPORT

2024 Cash Accounting Income - \$317K



2024 Cash Accounting Expenses - \$233K



2024 Cash Accounting Net Income - \$84K

2025 GOALS

- **Finalize 2024 Annual Report**
- **Finalize 2025 Annual Budget**
- **Advertising**
- **New Events (Taste)**
- **Involvement**

CONTACT US

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

OR

**Follow us on social media:
FM/IG/YouTube @LaMesaVillageAssociation**

**If you are interested in becoming a member of the LMVA you can email Tracy Giordano, LMVA Membership Officer at
member@lamesavillageassociation.org**

**or you can join at
<http://www.lamesavillageassociation.org/membership/>**