



La Mesa Village Association

2025 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 2025 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

Secretary/Treasurer: Pam Rader

Community Liaison/Membership: Tracy Giordano

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 2025 ACCOMPLISHMENTS

1. 2025 GOALS MET

- a. Finalized
 - i. 2024 Annual Report
 - ii. 2025 Budget
- b. Advertising
- c. Hosted 2 New Events
 - i. 1st Annual Taste of La Mesa Village
 - ii. 1st Annual Bingo in the Village
- d. Involvement

2. EVENTS & PROGRAMS

- a. Annual Lighting Project from 4th St. to Acacia Ave
 - i. 3rd year Lighting the Village Trees 1st year included the Bistro Lights from 4th St to Acacia Ave.
- b. Farmers Market
- c. Pole Banner Program
 - i. 42 Pole Banner (21 City and Event and 21 Business Members)
 - ii. Business Banners are rented for 6 months (Jan-Jun & Jul-Dec) and are reserved on a first-come first-serve basis.
- d. 1ST Annual Taste of La Mesa Village (4/24/25)
- e. 31st Classic Car Show, which ran 13 weeks (6/5 to 8/28/25)
- f. 1st Annual Bingo in the Village (8/6/25)

OUR 2025 ACCOMPLISHMENTS CONT'D

- g. 7th Annual Halloween and 4th Annual Holl-o-ween in the Village (10/31/25).**
 - i. Which coincided with the Farmers Market, and was enjoyed by the attendees, businesses and FM vendors.**
- h. 10th Annual Holiday in the Village (12/13/25)**
- i. 4th Annual Holiday Storefront Decorating Contest**
 - i. Honey & Hive was the winner of the contest.**
- j. Two (2) Mixers**
 - i. Winter Mixer at Whissel Reed Group (2/27/25), catered by Curbside – 56 attendees**
 - ii. Fall Mixer at Bougies Cheese Shop (9/10/25) – 81 attendees.**
- k. Membership increased by 10 in 2025**
 - i. 12/31/25 - 160 members (100 businesses and 60 friends of the village)**
 - ii. 12/31/24 - 150 members (91 businesses & 59 friends of the village)**
- l. 2025 Member Gifts**
 - i. 6 LMVA Tumblers given to current and new members**
 - ii. Holiday Gifts - 161 Holiday Cards given to all members and 85 wreaths delivered to 85 business members**

OUR 2025 ACCOMPLISHMENTS CONT'D

3. MARKETING & ADVERTISING

a. The following are the 2025 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
AcruHealth	1,747
Blackbird	1,701
Bougie's Cheese Shop	4,200
Friends of the La Mesa Library	3,299
Hacienda Cazadores	8,823
La Mesa Thrift Shop	3,222
Lightbulb Coffee	3,532
San Diego Myofascial Release	3,144
Tour de Tapas	7,504
2025 Total	37,172

b. The following are the 2025 / 2024 analytics for Reels and FB/IG for the events showing a 43% increase:

Event Reels	2025 Data		2024 Data	
	# of Posts	Plays	# of Posts	Plays
Car Show	26	196,262	18	109,157
Farmers Market	48	144,451	15	48,032
Halloween	9	33,983	4	8,346
Holiday Decorating Contest	2	10,284	2	8,187
Holiday in the Village	17	161,851	14	37,941
LMVA Mixers	7	10,549	3	3,001
Summer Bingo	4	13,105	0	-
Taste of La Mesa Village	15	60,235	0	-
2025 Total	129	630,720	56	271,683

OUR 2025 ACCOMPLISHMENTS CONT'D

c. The following are the analytics for Reels and FB/IG for other items:

Other Reels	# of Posts	Plays
Black Friday/Small Biz Sat	1	2,506
Christmas Gift Idea	1	1,742
Cinco de Mayo	1	970
Falls Must Have's	1	2,750
Fall Shopping Post	1	2,732
Ground Hog Day	1	1,867
Happy Thanksgiving	1	1,763
Hello Spring	1	1,125
Happy Flag Day	1	2,330
July 4th 2025	3	4,096
Memorial Day	1	873
Mother's Day - Shopping in the Village	1	1,423
Last Minute Holiday Shopping in LMV	1	890
New Years Eve	1	531
Oktoberfest Proud Support	1	3,966
Palm Reader @ Amethyst Moon	1	1,098
SD Magazine Voting	1	1,052
Superbowl Sunday	1	642
Valentine's Dining	1	854
Welcome Autumn	1	2,018
2025 Total	16	35,228

OUR 2025 ACCOMPLISHMENTS CONT'D

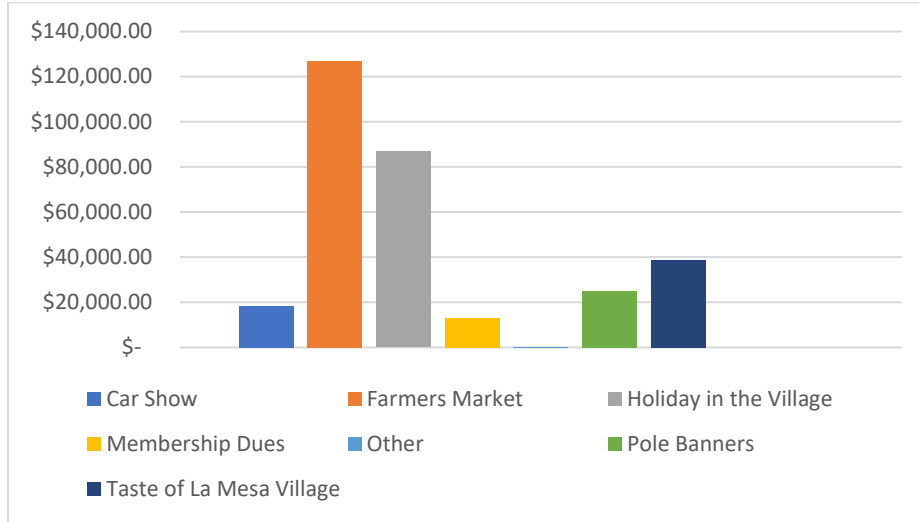
- d. In addition to the business Reels and FB/IG, the following event Reels and FB/IG can be found on the LMVA website for**
 - i. District Sign**
 - ii. Monthly Print Ads - Dine Shop Explore**
 - iii. Radio ads and News spots for LMVA annual events (Car Show, Holiday in the Village, La Mesa Farmers Market, Summer Bingo, Taste of the Village, and Trick or Treat in the Village)**
 - iv. Shared all the LMVA Events and other La Mesa Nonprofit Events**

4. SPONSONSHIPS & SUPPORT

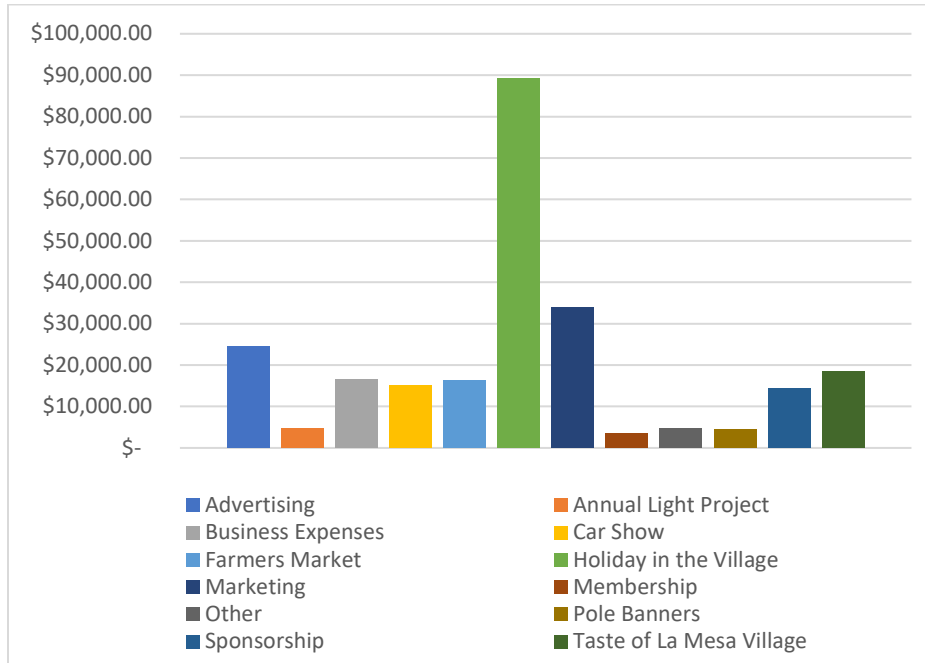
- a. City of La Mesa - Flag Day Parade**
- b. Foothills Art Association – Wildlife in the Art**
- c. La Mesa History Center - 19th Annual Home Tours**
- d. La Mesa National Little League – 72nd Anniversary**
- e. La Mesa Park & Recreation - Earth Day, Concerts and Movies in the Park, and La Mesa Rocks**
- f. Mt. Helix Park Foundation – Wine and Food Festival**
- g. Officer Craven’s Memorial Fundraiser**
- h. 52nd Oktoberfest**
 - i. Supported the event sponsor/manager by MacFarlane Promotions, Inc.**
- i. Secured Village Enhancement Funds (VEF) to support.**
 - i. 2025 Holiday in the Village**
 - ii. 2026 Taste of La Mesa Village**
 - iii. 2026 Car Show**

FINANCIAL REPORT

2025 Cash Accounting Income - \$309K



2025 Cash Accounting Expenses - \$246K



2025 Cash Accounting Net Income - \$63K

2026 GOALS

- **Finalize 2025 Annual Report**
- **Finalize 2026 Annual Budget**
- **Advertising**
- **New Events**
- **Involvement**