



Date: October 28, 2024
To: La Mesa Merchants and Residents
From: La Mesa Village Association (LMVA)
Re: 2024 Holiday in the Village

Dear Neighbor:

The La Mesa Village Association (LMVA) is proud to inform you that the **9th Annual La Mesa Holiday in the Village** event is right around the corner. This year, in addition to your annual favorites, we will offer **FREE** enhanced holiday activities that are fully immersed in La Mesa's charm! **Free This Year:** Synthetic "Ice" Skating Rink, Miniature Golf, All White Wonderland (Inflatable Bouncies), Mrs. Claus Reading Nook, Gingerbread House Photo Op, Elf Adventure Trail, Selfie's with Santa, Elf Yourself, and Holiday Entertainment. This years' event will be better than ever!

When: Saturday, December 14th – 12:00 PM to 9:00 PM

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

Set-Up/Breakdown: Saturday, December 14, 2024, 5:00 AM

Break Down to start Saturday, December 14, 2024 – 9:00 PM

Streets will be reopened by Sunday, December 14, 2024 – 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