

hidden gems

♦ LA MESA ♦
JEWEL OF THE HILLS
DINE • SHOP • EXPLORE



Dine-In to Chip-In Social Media Marketing Program



The City is launching a marketing campaign starting November 2 to encourage our residents to support local business by "dining-in" and "chipping-in" to the local economy.

Participating restaurants should provide photos of their food and information on special offers. The City will promote your business on Instagram and social media.

If you are a La Mesa restaurant and would like to be featured in our Dine-In to Chip-In promotion, please [click here](#) for more information. Please note that there is a short [online application](#) to determine eligibility.

Please contact Lyn Dedmon at 619-667-339 with questions.

La Mesa Chamber of Commerce



LA MESA LIVE!

The La Mesa Chamber continues highlighting local businesses through its La Mesa Live series. Check out this [video](#) featuring The Hills. This is a great way to help promote your business.

If you would like to be featured in the Chamber's upcoming videos, please contact **Mary England** at **619-251-7730** to schedule your interview.



SENIOR HOLIDAY PROJECT

The Chamber is now beginning to gather items for seniors. Donations will be assembled items and placed in large gift baskets and gift bags. All of these gifts are delivered along with a hot turkey dinner, with all of the trimmings.

We ask that if you wish to donate items from your pantry, please double check the expiration date on those items and make sure they have not expired.

The Chamber wants to make this a memorable holiday for our home bound seniors again this year. The deadline is **Friday, November 27th**.

Please contact **Mary England** at **619-251-7730**.

La Mesa Village Association Begins Banner Program in Village

The La Mesa Village Association (LMVA) recently installed banners on many of the decorative poles in the Downtown Village from 4th Street west to Acacia Avenue to kick off the La Mesa Village Banner Program. The City of La Mesa supplied the brackets and the LMVA completed the installation.



Administered by the LMVA, the banner program will promote the village by displaying beautiful, festive, and decorative graphics on banners to celebrate the village and attract visitors of all ages. The banners will publicize the diverse range of events, activities, and attractions in the village and help to activate public space.

The banner program features three categories of banners – event promotional banners, City enhancing banners, and general business banners. The event promotional banners include messaging about upcoming events and seasons of celebration. The City enhancing banners will contain messaging that promotes the City’s beauty, heritage, stewardship, and quality of life. Examples of messaging that will be displayed on City banners are “Welcome to Historic Downtown La Mesa”, the City’s “DineShopExplore” promotion, and “Celebrating over 100 Years”. The general business banners provide an opportunity for LMVA member businesses to rent a banner location to promote their business with a banner at designated banner pole locations. For more information about the La Mesa Village Banner Program, please contact the LMVA at (619) 343-2460 or info@lamesavillageassociation.org.

City News Updates

Business Assistance Program

The City awarded \$865,000 in CARES Act funds to 183 eligible La Mesa businesses through the Business Assistance Program. The City and the East County Economic Development County would like to thank all of the businesses that applied. The program is now closed. However, there is a loan program available through the County of San Diego that can provide up to \$50,000 at 1% interest. You can find more details about the County program below.

La Mesa HOME Program

The City Council unanimously approved a brand-new program designed to help the La Mesa homeless population. The Homeless Outreach and Mobile Engagement program, or HOME, is modeled after the successful CAHOOTS program in Eugene, Oregon. HOME will allow non-emergency calls for service related to homelessness to be addressed by professionally trained outreach workers that specialize in de-escalation, trauma intervention, and mental health. This program will reduce the number of calls where law enforcement is dispatched and allows our police officers to focus on responding to high-priority calls for emergency services.

The HOME program includes a full-time outreach worker and mental health professional working together to connect our homeless residents to programs, services, and housing. Our goal is to ensure that our homeless residents receive the care needed and transition them to healthy and productive lives. Phase 1 of the program will start next month. The City hired People Assisting the Homeless or PATH to help us over the next year while we transition to the next phase. Phase 2 of the program will have our La Mesa HOME team working directly with the homeless out of a specially-outfitted van.

Virtual Business Visitations

Our office would like to get to know your business, discuss programs, receive feedback on City services, and discuss ways to better serve your business. Reach out to us at any time to schedule a business visitation. Contact us at **619-667-1311** or via **email** at **economicdevelopment@lamesaca.us**



LOAN PROGRAM OPPORTUNITY

Local nonprofit Accion is offering small business loans from \$5,500 to \$50,000 at 1% interest rate to existing businesses located in San Diego County with fewer than 50 employees.

Visit social.accion.org/loans to learn more and apply.

The **San Diego & Imperial Small Business Development Center Network (SBDC)** are ready to

- From \$5,500 to \$50,000 term loans for COVID-19 impact relief
- Low, fixed interest rate of 1%* (San Diego County) or 3.99% (Imperial, Riverside and San Bernardino counties)
- No payments for the first 6 months. Terms up to 60 months, including the 6-

help you get materials ready for this loan program .

month deferral

To start your loan application, please click [here](#).

- Administrative fees waived (State Guaranty fee financed with the loan)

UPCOMING EVENTS AND WORKSHOPS

Did you know the Small Business Development Center offers free virtual business workshops throughout the year? Check out their [website](#) for a full list of upcoming training events!



La Mesa Economic Development | 619.667.1311 | www.cityoflamesa.us

