



hidden  
gems

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



## San Diego County COVID Update

- On November 10, the County of San Diego moved back to the most restrictive tier (Purple-Tier) of the State of California's COVID-19 risk levels. This change means that certain businesses are required to operate differently as of Saturday, November 14. These restrictions apply to businesses within every zip code in San Diego County. This week, the State also made the decision to roll various other counties throughout California into the Purple-Tier.
- Restaurants, gyms, museums, zoos, and aquariums, and other businesses will need to stop indoor operations until the County moves back into Tier 2 (Red-Tier). The metrics that inform these decisions are consistently being updated and reviewed. More information will be provided in future updates. For a complete list of operations regulations, please see the [County's website](#).

## Advice on Outdoor Heaters

- The California Fire Code regulates the use of propane heaters and our local Heartland Fire Department enforces those regulations. During these challenging times and with winter weather on the horizon, Heartland will work with individual businesses to evaluate temporary outdoor storage options for the use of propane heaters. Propane heaters are allowed as long as they are utilized in a way that meets the

individual manufacturer's specifications for clearances and location placement.

- The most significant concern of the use of propane heaters is the proximity to flammable structures, such as temporary tents or coverings. Heartland Fire Department understands the need to make outdoor dining comfortable during the cooler months. Heartland will work with our local businesses to keep everyone safe. For more information or request and inspection from Heartland Fire, please contact Shaun Richardson at [srichardson@heartlandfire.net](mailto:srichardson@heartlandfire.net)

## State of CA Resource Programs

- The State of California is hosting an online resource meeting on Monday, November 23 to provide information, among other topics, about accessing capital through IBank and the Capital Access Program. Speakers include representatives from the California Office of the Small Business Advocate, Go-Biz, IBank, and other business representatives. To register, please [click here](https://bit.ly/CAResourcesSBW).



**California State Resources for Small Businesses**

SPONSORED BY:  
California State Treasurer Fiona Ma, CPA  
San Diego & Imperial Valley Small Business Development Center (SBDC)

**November 23, 2020**  
11:00-12:10pm

**Speakers include:**

- California Infrastructure & Economic Development Bank ("IBank")
- California Capital Access Program ("CalCAP")
- California Alternative Energy and Advanced Transportation Financing Authority's ("CAEATFA") Small Business Financing and Sales & Use Tax Exclusion Programs
- CalSavers Retirement Savings Program
- GO Biz's Business Investment Services Unit
- California Office of the Small Business Advocate

**Details & RSVP:**  
<https://bit.ly/CAResourcesSBW>

Logos at the bottom include: CalSavers, ABA, SBDC, EDC, IBank, and others.

## Dine-In to Chip-In Social Media Marketing Program



**LA MESA**  
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*Dine In to Chip In!*

The City of La Mesa is kicking off a "Dine In to Chip In" promotion during the holiday season.

We would like to showcase your restaurant or eatery on social media to highlight our City's wonderful hidden gems and help encourage residents to support your businesses.

This is an opportunity to promote your business to the thousands of followers on the City's social media platforms!

If you are interested in this promotion, please contact Lyn Dedmon at 619.667.1339, or [ldedmon@cityoflamesa.us](mailto:ldedmon@cityoflamesa.us).

hidden gems

CITY OF LA MESA

The City launched the Dine-In to Chip-In marketing campaign earlier this month featuring Yogurt Mill and Bo Beau. Check out the most recent social media updates on our [Instagram](#) page!

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 619-667-1339 with questions.

## La Mesa Chamber of Commerce



## Toy Drive for Children of Military Members

The La Mesa Chamber of Commerce is partnering with **Lincoln Military Housing** to collect toys, diapers, and other items for children of military families living in La Mesa between the ages of 2 and 13.

The Chamber will accept your items throughout the month by either calling Mary England, 619-251-7730 to meet and pick them up, or drop them off to Fran Smith at 8080 La Mesa Blvd., Suite 214 in La Mesa between the hours of 10 a.m.- 4 p.m. The final collection of toys (new and unwrapped) and gift items will take place at our new "Drive-Thru" event on Tuesday, December 1st at **Grossmont Center**, 5500 Grossmont Center Drive.

The Chamber will be in the parking lot in front of San Diego Yoga and CVS Pharmacy between the hours of 5:30 p.m. - 6:30 p.m. Enter Grossmont Center by Target and drive up the entrance and you will see us on the right as you drive in the Center.

## SENIOR HOLIDAY PROJECT

There is still time to be a part of our holiday project that assists La Mesa homebound seniors for the holidays. The La Mesa Chamber of Commerce encourages you to join them and make a difference in the lives of La Mesa homebound seniors.

The Chamber is still gathering items for these seniors. It is the goal of the Chamber to collect, purchase and assemble items and place them in large gift baskets and gift bags. The proposed deadline to receive the gifts for our seniors is **Friday, November 27th**. This will allow time to wrap all of the items, prepare all of the gift baskets and purchase the items needed.

If you need a little extra time to gather your items, give Mary England a call 619-251-7730 and we can arrange to receive your items a little later. We are grateful for all donations and thank you in advance for making this holiday special for these wonderful members of our community!

## LA MESA LIVE!

The [La Mesa Chamber](#) continues highlighting local businesses through its La Mesa Live series.

Check out the latest [video](#) featuring [Anthony's Fish Grotto](#). 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.

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## City News Updates

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## La Mesa HOME Program

The Homeless Outreach and Mobile Engagement ("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. For more information, or to request that HOME be dispatched in response to a specific concern, please see the City's [webpage](#).

## Small Business Saturday November 28, 2020

- **Small Business Saturday** will be held on November 28 this year. Small Business Saturday™ was first observed on November 27, 2010, and is designed to encourage residents to shop locally at their favorite small businesses. American Express has created an online tool to help your business design marketing around the "Shop Small" movement. For more information, please click [here](#). The City will be promoting Small Business Saturday to the community through its social media this year and we hope you will participate.

### 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@cityoflamesa.us](mailto:economicdevelopment@cityoflamesa.us)



## SBDC WORKSHOPS

The San Diego & Imperial Small Business Development Center (SBDC) Network, assist San Diego County small business owners with navigating requirements related to the COVID-19 pandemic as they reopen. Assistance includes [free online training](#) (live and recorded) and [free one-on-one business advising](#).



La Mesa Economic Development | 619.667.1311 | [www.cityoflamesa.us](http://www.cityoflamesa.us)

