



## **LA MESA VILLAGE ENHANCEMENT FUND PROGRAM**

### **1. PURPOSE**

It is the purpose of this policy to establish guidelines and criteria for allocation of Downtown Parking Fund revenue to the La Mesa Village Enhancement Fund Program.

### **2. BACKGROUND**

At the July 9, 2019 City Council meeting, the La Mesa City Council adopted the La Mesa Village Enhancement Fund Program to encourage ongoing investment in the Downtown Village, attract customers to businesses, and to create entertainment and community opportunities for residents and families. The program utilizes fifty percent (50%) of annual net revenue after ordinary expenses from Parking District Number One revenues in the Downtown Parking Fund to finance events, promotions, programs, and advertising for the public benefit of the business community in Parking District Number One in the City of La Mesa. Non-profit organizations and individual businesses can apply for funding via an online application form each annual funding cycle to utilize funds for activities that meet program requirements. Funding awarded through the La Mesa Village Enhancement Fund Program shall not be used for any purposes prohibited by laws governing the use of public funds, including but not limited to, religious, political campaigning, or purely private purposes or activities.

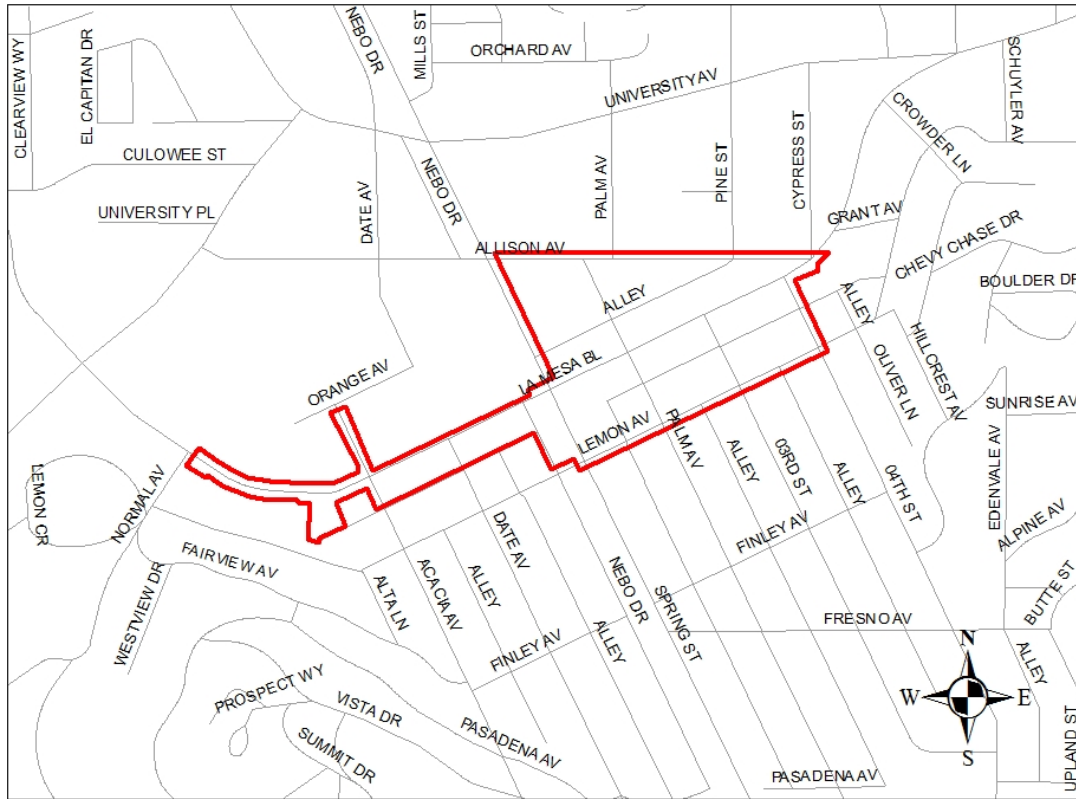
The following Program Guidelines establish the terms and conditions, criteria, method, and process for determining an award of funding for the La Mesa Village Enhancement Fund Program.

### **3. PROGRAM GUIDELINES**

#### **Terms & Conditions**

The La Mesa Village Enhancement Fund Program has been established for non-profit organizations and individual businesses to apply for funding to conduct events, promotions, programs, and advertising in Parking District Number One. The program's main goal is to enhance the vibrancy of the Downtown Village and encourage more ongoing investment. To meet this goal, applications for funding must be able to demonstrate a public benefit to the business community in Parking District Number One. An example of a public benefit could be a well-advertised event or promotion that brings residents to the Downtown Village. The ability for an applicant to clearly demonstrate that a project includes a public benefit to Parking District

Number One is an important factor in determining whether an application is awarded funding. The map below shows the boundaries of Parking District Number One.



Any event, promotion, program, or advertisement that qualifies for funding must take place within the boundaries of Parking District Number One. Non-profit organizations and individual businesses that are not located inside the district may apply for funding as long as a public benefit to the businesses in Parking District Number One can be determined by the City.

The City Manager's Office will administer the La Mesa Village Enhancement Fund Program with the assistance of the City Clerk's Office for the processing of all necessary special event permits. The Community Development Department, Public Works Department, La Mesa Police Department, and Heartland Fire & Rescue will participate in any necessary Application Meetings to verify compliance with City codes and standards, determine cost recovery associated with special events and promotions, ensure fire safety, clarify scope of work, and answer applicant questions.

### *Events & Promotions*

Certain events and promotions require City support for services such as public safety, traffic control, placement of safety equipment, and fire inspection. Applicants applying for funding for events and promotions are required to attend an Application Meeting with City staff to determine if City support services will be required. If it is determined that City support is required for an event or promotion, staff will provide a cost recovery estimate for the application and the amount

will be included in the applicant's request for Enhancement Fund Program funds and may be considered for Enhancement Fund Program funding.

When applying for funding for events or promotions, applicants should take into consideration the dates and times of existing events when determining their event date(s). It is the responsibility of the applicant to choose event and promotion dates that do not conflict with other events.

Applications for events or promotions that require the closing of streets or public right-of-way will require a Special Event Permit. The Applicant must apply for a Special Event Permit immediately following the award of funding to allow ample processing time before the event or promotion date. Applicants are responsible for ensuring the timing of their projects. Failure to follow the special event permit process will result in the disqualification of funds for events and promotions that include the closing of public right-of-way. Applicants should be aware that during review of the Special Event Permit, certain aspects of the event or promotion may be modified to meet City codes and standards. If a Special Event Permit is approved, it is the responsibility of the applicant to adhere to all conditions of approval of the Special Event Permit. In the event that the Special Event Permit is denied, the award of funding is withdrawn and the funding will become unencumbered and available for future applicants.

A Special Event Permit Application can be downloaded from the City's website at <https://www.cityoflamesa.us/1467/Special-Event-Guidelines-and-Forms> or picked up at the City Clerk's counter at La Mesa City Hall located at 8130 Allison Avenue.

### *Advertisements*

Advertisements qualify for program funding so long as it can be demonstrated that the advertisement includes a public benefit to Parking District Number One. An example of an advertisement that qualifies is an online restaurant ad or an ad in a magazine that highlights the diverse culinary choices in the Downtown Village. Applications for advertisements can include all types of media, including newspapers, magazines, online ads, social media, radio, and television. Applications for advertisement funding are encouraged to include reputable, well-circulated publications or media outlets that provide the best opportunity to target the desired audience. Applicants are required to provide information such as the publication or type of media being proposed, the length of time the advertisement will run, a rendering or example of the ad itself, and any other collateral materials that help explain the advertisement. The quality of the advertisement, its message, and how well it conveys a public benefit to Parking District Number One are factors in determining an award of funding.

### *Temporary Promotional Banners*

Temporary promotional banners are banners that advertise an event or promotion that affix to decorative street poles or other infrastructure. La Mesa Municipal Code Section 15.10.040 allows for the placement of temporary special event banners as part of an event or promotion in the Commercial Downtown (CD) zoning designation. Applicants are required to provide information in the application submittal and any necessary collateral materials that clearly communicates the size, design, material, colors, number of banners, location(s) to be installed, and installation and removal dates. Temporary promotional banners may be displayed for a maximum of ninety (90) days per application. Applicants are required to submit an application for a sign permit with the Community Development Department following an award of funding. Failure to apply for a sign permit may result in the disqualification of funds. All applications are

subject to compliance with City building codes. Applicants may be required to attend an Application Meeting to clarify sign permit guidelines and scope of work.

### Funding Guidelines

At the beginning of each funding cycle, applicants are invited to apply for program funds and directed to the City's website where application materials and available funding information is located. Individual applications will not be accepted that exceed available funding in each funding cycle. All submittals through the La Mesa Enhancement Fund Program are subject to funding availability. Funding awarded through the program cannot be used for any purposes prohibited by laws governing the use of public funds.

The La Mesa Village Enhancement Fund Program is a 100% reimbursable grant program. Approved funding is provided to the applicant once the event, promotion, program, or advertisement has been completed. Once an event, promotion, program, or advertisement has been completed and all applicable City requirements are met, applicants are responsible for providing all receipts of expenditures to the City, including proof of payment for expenses. Reimbursement will only be made for expenses that have been outlined in the Enhancement Fund Program application that are accompanied with receipts. Applicants will not be compensated for labor they perform themselves. Labor performed by a subcontractor or consultant, City over-the-counter fees, the Special Event Permit Application fee, and cost recovery for special events qualify for program funding and may be included as an expense in the application process.

Projects that are awarded funding that are not completed by the date outlined in the Enhancement Fund Program Application and Letter of Commitment will forfeit their award and the funding will be returned to the parking fund.

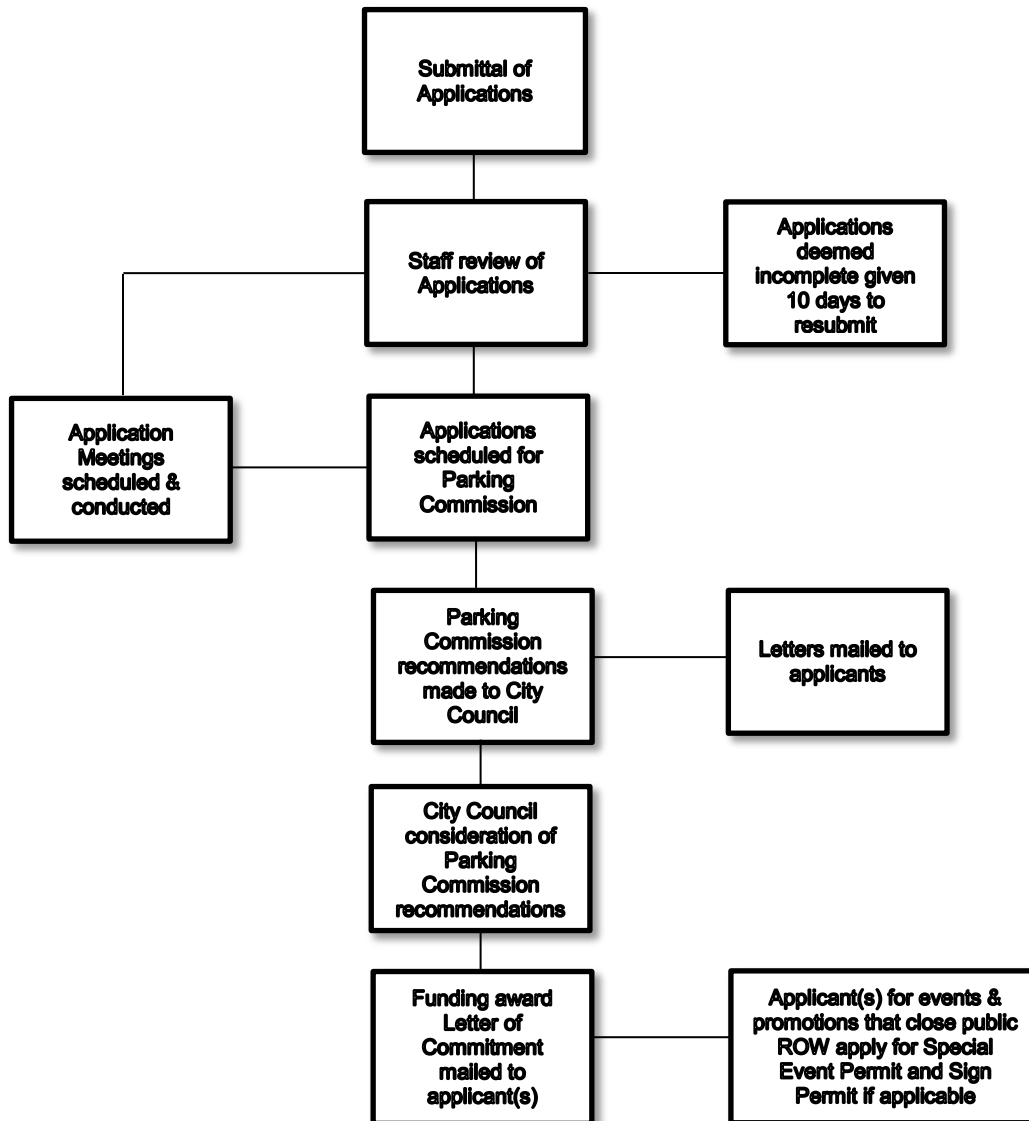
### Eligibility Requirements

Non-profit organizations and individual businesses that are located either inside or outside the boundaries of Parking District Number One qualify to apply for funding. Applicants must have a valid business license to operate in the City of La Mesa to apply for funding.

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#### 4. ANNUAL APPLICATION PROCESS

The annual application process for the La Mesa Village Enhancement Fund Program is highlighted in the flow chart below.



Annually, when the program funding cycle begins, applicants are invited to complete and submit a La Mesa Village Enhancement Fund Program online application available on the City's website. Once the application period has ended and all applications have been received, staff will review the applications for completeness. Applications that are deemed incomplete will be returned to the applicant and allowed ten (10) business days to address any incomplete information and resubmit. After all applications are deemed complete, staff will work with applicants to schedule necessary Application Meetings for projects that include special events and promotions that may require City support or the closing of public right-of-way. Applications

for advertisements do not require an Application Meeting. Once all necessary Application Meetings are complete, City staff will schedule the applications to be heard at the next available Parking Commission meeting. The role of the Parking Commission is to consider applications and recommend to the City Council which application(s) should receive program funding. Applicants will be informed of the scheduled Parking Commission meeting date and are encouraged to attend the meeting to answer questions or to clarify submittal requests. The Parking Commission meets regularly on the third Tuesday of each month.

Applicants are notified whether their application was recommended or not recommended for funding by the Parking Commission. Applications that are recommended for funding are scheduled for the next available City Council meeting and applicants are notified of the scheduled City Council meeting date. Similar to the Parking Commission meeting, applicants are encouraged to attend the City Council meeting to answer questions or to clarify submittal requests.

After the City Council meeting, applicants not approved for funding are notified and applicants that are awarded funding receive a Letter of Commitment from the City. The Letter of Commitment details the terms and conditions for acceptance of the funds, the amount of funds committed to the application or project and the timeframe the funds are committed for.

Applicants for funding for events and promotions that close the public right-of-way must apply for a Special Event Permit following receipt of the Letter of Commitment. If the event or promotion includes a temporary banner advertisement, applicants must also apply for a sign permit with the Community Development Department.

## 5. TIMELINE

The La Mesa Village Enhancement Fund Program is currently a one-year pilot program. In the event that the program is continued beyond year one, the following timeline applies each funding cycle.

June 1 <sup>st</sup>	Available funding is announced. City begins accepting applications.
June 30 <sup>th</sup>	Deadline to submit applications for funding.
July/August	Applications scheduled for next available Parking Commission meeting.
August/September	Applications recommended by Parking Commission scheduled for next available City Council meeting. Letter(s) of Commitment sent.

## 6. PROGRAM CONTACT

For information about the La Mesa Village Enhancement Fund Program, contact Lyn Dedmon, Senior Management Analyst, at (619) 667-1339 or [ldedmon@cityoflamesa.us](mailto:ldedmon@cityoflamesa.us).