

November 20, 2014

Town of Oro Valley
11000 N La Canada Dr
Oro Valley, AZ 85737

To Whom It May Concern:

Please find the attached application form in order for La Mesa RV Center, Inc. (Yuma) to produce up to four (4) RV Shows and Sales per calendar year on an undeveloped pad north of the Red Lobster in the Oro Valley Marketplace.

La Mesa RV has been in business since 1972 and we will produce upwards of 100 plus similar type of events across the country each year. We maintain an excellent relationship with all of the various facilities that we use as we want to continue coming back to do additional events in years to come. Vestar has agreed to allow us to produce six (6) of these events since early 2013 and is interested in continuing our ongoing relationship.

La Mesa RV is the sole participant in each event and will also handle all of the advertising placed in the local Tucson market. Approximately 100 to 150 units will be moved to the location for each event. Two days of set-up will be required, each event will run for 4 days, Thursday thru Sunday, from 9 am to dusk each day and then the following two days will be needed for move out and clean up.

Local advertising will be placed on KVOA, KGUN, Cox Media cable, local radio stations and the Arizona Daily newspaper. A website, www.rvshowusa.com, will also carry information about the event and an email blast promoting the event to people that have registered with La Mesa RV will be sent out.

La Mesa RV Center has previously produced six events at this same location and the managers and staff from Wal-Mart and Red Lobster have thanked us for doing the events as they increased traffic and sales at both of these retail establishments.

RVs are used for a variety of purposes from short weekend trips, longer family vacations as well as a winter home for many people that come to the Oro Valley area. La Mesa RV's events will primarily attract people from an upper income bracket that either have previously owned an RV and are ready to trade to a larger one or are at this time looking to downsize. These events do not attract unruly crowds or create noise nuisances to the area or neighborhood nor is there an unusually large amount of traffic generated. As the sun begins to set, our attendees will be making their way home and our event will be winding down for the day.

If you need further information or documentation for processing this permit, please contact me at the address below.

Sincerely,



Steve Love
Marketing Manager
La Mesa RV Center
858-874-8095 | slove@lamesarv.com