

La Jolla Village Merchant Association

2019 Strategic Plan Initiatives

1. ORGANIZATIONAL EXCELLENCE	2. ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3. DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
<p>Big Ideas <i>Generate New Revenue Streams</i></p>	<p>Big Ideas Ease of Access Parking Program Merchant Education & Communication</p>	<p>Big ideas Support, Assist & Align with MAD Connect Storeowners to City Resources</p>	<p>Big ideas Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</p>	<p>Big Ideas Brand La Jolla as Cultural Arts Hub of San Diego County (<i>Think Laguna Beach</i>)</p>
<ol style="list-style-type: none"> 1. Develop Associate Member Category 2. Re-vamp PROW Access program for consistency in billing and design. 3. Recruit Student Interns/Volunteers 4. Apply for Community Enhancement Grant 5. Develop Media Kit/Rate Card 6. Create Shop Local Discount Program 7. Create Key Messaging (Elevator Speech – See Marketing and Publicity) 	<ol style="list-style-type: none"> 1. Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village 2. Merchant Development <ul style="list-style-type: none"> • Education Workshops • Mentorship via Block Captains • Increase and promote merchant Resources on Website 	<ol style="list-style-type: none"> 1. Align with Maintenance Assessment District to insure LJVMA needs are being addressed 2. Maintain and upgrade design amenities (benches, flowers, trash cans, tree program) 3. Lighting improvements 4. Storefront Improvement – Small Business Development Grants 5. Experiential events (See Event and Experiences Committee) 6. Communicate and better control consistency for PROW Access (See Organization) 	<ol style="list-style-type: none"> 1. Monthly Event (First Friday/La Jolla After Dark, 2. Strategic Tie-in with Third Party Events (partnerships insure our brand is visible, assist, clear communication between event managers and merchants, opportunity for merchants to sponsor/set up pop-ups/concessions, etc.) 3. Collaborate with LJVMA arts, culture and event organizations (Athenaeum, Warwicks, La Jolla Music Society, Comedy Store, Nightclubs, Restaurants with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.) 	<ol style="list-style-type: none"> 1. Write marketing plan 2. Correct misconceptions (parking, haughtiness) 3. Support all other initiatives (events, experiences, local’s engagement, etc.)