



2019 Strategic Plan Initiatives (June 2019 Update)

1. ORGANIZATIONAL EXCELLENCE	2. ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3. DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
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BIG IDEAS

Generate New Revenue Streams	Ease of Access Parking Program Merchant Education & Communication	Support, Assist & Align with MAD Connect Storeowners to City Resources	Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination	Brand La Jolla as Cultural Arts Hub More than Just a Pretty Place
<ul style="list-style-type: none"> ✓ Develop Associate Member Category <input type="checkbox"/> Actively Promote Associate Membership to Neighboring Businesses (Bird Rock and La Jolla Shores) <input type="checkbox"/> Re-vamp PROW Access program for consistency in billing and design. ✓ Recruit Student Interns/Volunteers ✓ Apply for Community Enhancement Grant ✓ Develop Media Kit/Rate Card <input type="checkbox"/> Develop Sales strategy to attract sponsors and advertisers. <input type="checkbox"/> Create Shop Local Discount Program ✓ Create Key Messaging (Elevator Speech – See Marketing and Publicity) “More than just a pretty place.” 	<ul style="list-style-type: none"> ✓ Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village ✓ Merchant Development <ul style="list-style-type: none"> ○ Education Workshops ○ Mentorship via Block Captains ○ Increase and promote merchant Resources on Website ○ One on one Coaching Sessions <input type="checkbox"/> Help merchants recruit and hire quality staff. (Job Fair, Job listings on website) 	<ul style="list-style-type: none"> ✓ Align with Maintenance Assessment District to insure LJVMA needs are being addressed ✓ Maintain and upgrade design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program) ✓ Lighting improvements not covered by MAD <input type="checkbox"/> Storefront Improvement – Small Business Development Grants ✓ Experiential events (See Event and Experiences Committee) <input type="checkbox"/> Design and order new street banners for self-promotion. Offset costs by allowing merchant sponsorship. <input type="checkbox"/> Communicate and better control consistency for PROW Access (See Organization) 	<ul style="list-style-type: none"> ✓ Monthly Event (First Friday/La Jolla After Dark) <input type="checkbox"/> Monetize Enjoya La Jolla and/or Develop Revenue Generating Component ✓ 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. Concours, Art and Wine Festival, Taste of La Jolla, Open Aire Market) ✓ Collaborate with LJVMA arts, culture and event organizations (Athenaeum, Warwick’s, La Jolla Music Society, Comedy Store, Nightclubs, Restaurants with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.) 	<ul style="list-style-type: none"> ✓ Write marketing/media plan ✓ Complete high-level marketing research project ✓ Correct misconceptions (parking, haughtiness) ✓ Support all other initiatives (events, experiences, local’s engagement, etc.)

New items added

To be developed

Key

Completed/Phase Completed