**2020-2021 Strategic Plan Initiatives (Modification May 2020)**

**Our Mission: We bring business to La Jolla Village (Merchants)**

**Note: COVID-19 Driven Initiatives in RED**

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| **Main Street America’s Four Planning Tenets** | | | | |
| 1. **ORGANIZATION** | 1. **ECONOMIC VITALITY** | 1. **DESIGN** | **4a. PROMOTION**  **(Events)** | **4b. PROMOTION**  **(Marketing & Publicity)** |
| **COVID-19 Crisis Management**   * Use media assets to connect merchants to resources, funding opportunities, programs, * Promote needs of all merchants to elected officials during budget and decision-making process * Create 501 (c)3 to qualify for grants, donations not open to 501 c(6) * Adjust meeting format until in person meetings can be resumed. * Bring on Policy Intern to navigate changes. * Prepare to draft 2021-22 Budget based on 30% Decrease in BID Revenue   **Professionalism**   * BOD Ethics Training * Consistent BOD onboarding process   **Membership**   * Increase attendance at monthly meetings (live or virtual), election process, committees * Associate Membership Actively promote Category (Bird Rock/La Jolla Shores)   **Ways and Means**   * Explore new grants * Sponsorship * BID Compliance   + Summer Intern completed **audit of BID;** anticipated 20% revenue increase.   **Decrease staff costs using volunteers**   * Student/Interns * Community Members   **Liaisons to other La Jolla Community Groups**   * Appoint members who are active in association * Review appointments annually | **Merchant Education**   * Business Breakfasts (Profitable Partnerships) * Online Education * Promote 3rd Party online education (“Don’t reinvent the wheel.”) * Develop Webinar Education specific to La Jolla Village merchant needs   + The Big Pivot   + Social Media   + Re-opening Safely   Block Captains   * Create Virtual Outreach Program to keep merchants informed and connected during COVID CRISIS * Choose Chair * Assist Merchants with COVID Orders * Create New Business Welcome Packet.   Real Estate Relationships   * Develop relationship with property owners, commercial real estate brokers.   Traffic and Parking   * Continue work with parking consultant. * Draft Parking Communication and Wayfinding Program * . | **Social Distancing**   * Assist with Soft Streets City Plan for Street Closure * Communicate Design Ideas to assist with social distancing.   **Leverage Seals**   * Create Seals on Parade Public Art project   **Draft Place-Making/Signage**   * Cove * Directory * Parking Signage * Pedestrian Signs   **Year-Round Ambience**   * Ongoing relationship with MAD * Promote Store-front maintenance of PROW/privately owned planters, etc. * Music through the village * Determine future of Holiday Décor and lightline | **Adjust to Event Shutdown as Ordered**  **If Allowed:**  **Duplicate successful events**   * Pillage the Village * Taste of SoVille (Fay/Pearl?)   **Enjoya La Jolla**   * Earlier time 12– 3 * Family/Children’s Activities * Get more services involved * Get merchants involved outside the Village Center (Create Highlighted Zones, ie Fitness of Fay, Upper Girard Design District, Happenings on Hershel, * Secure sponsors   **Fireworks?**   * Pre event dining/shopping event * VIP Event (Fundraiser?)   **Standardize 3rd Party Event MOU**   * Invite to partnerships with LJVMA * Link Merchants to Available 3rd Party Events: (Parade, Concours, Open Aire Market, Wine and Art Festival, Fashion Film Festival, Summer Concerts, Taste of LaJolla, MOCA, Farmer’s Open, etc. | **Highlight Current Marketing Magnets**   * Leverage our most popular attractions (Seals, Sea Lions, Scenery) * Implement strategies to move people from the Cove to the Village   **Charitable Partnering**   * Partner with Local nonprofit   + La Jollalty Card Fundraisers   **Advance Social Media**   * Add New Blog Feature (Meet the Merchant, Merchants Doing Good) * Shift Event Calendar from Live to Virtual Events * Promote #mylajolla * Paid boosts for Facebook events * Social sharing links in all media newsletter * Explore Google products   **Update La Jolla Village Map**   * Align with overall Wayfinding Plan * Widen distribution (hotels, concierge, park rangers, association, etc.)   **Co-op advertising (based on COVID reopening)**   * Tourism publications * La Jollalty/Enjoya * Explore radio * PR consistency * Intern Project * Media alerts * Feature Story pitching   **La Jollalty Card**   * Marketing Plan * Increase Merchant Engagement |