**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**

|  |
| --- |
| **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
 |