


# STRATEGIC PLAN 2024

ORGANIZATIONAL EXCELLENCE	MERCHANT ENGAGEMENT / PROFESSIONAL DEVELOPMENT	EVENT MARKETING	ADVERTISING/SOCIAL MEDIA
<p><b><u>Ways and Means</u></b></p> <p><b>Alternative Revenue</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create La Jolla by the Sea branded merchandise.</li> <li><input type="checkbox"/> Actively promote jigsaw puzzle sales</li> <li><input type="checkbox"/> Find Year-Round Banner Sponsor</li> </ul> <p><b><u>Associate Membership</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Recruit associate members <ul style="list-style-type: none"> <li>Coastal La Jolla (Bird Rock, Shores, UTC)</li> <li>B2B Vendors</li> </ul> </li> </ul> <p><b>Explore new grants.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Secure Additional Grant Funds (County Community Enhancement Grant)</li> <li><input type="checkbox"/> Sponsorship</li> <li><input type="checkbox"/> Launch 501c3 activities.</li> </ul> <p><b><u>Board Leadership Professionalism and Training</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Partner with other Community Groups to offer training (DEI)</li> <li><input type="checkbox"/> Consistent BOD onboarding process</li> </ul> <p><b>Bylaws Update</b></p> <p>Modernize election process</p>	<p><b>Welcome Packet</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Update</li> <li><input type="checkbox"/> Consistent distribution</li> </ul> <p><b>LJVMA Website Proficiency</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> BOD to know information and how to navigate.</li> </ul> <p><b>NextGen Program</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop/host regional networking event to attract young professionals from the region.</li> <li><input type="checkbox"/> Create LJVMA NextGen Leadership Group</li> </ul> <p><b>Merchant Communication/Education</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Block Captains – Re-launch program to keep merchants informed and connected.</li> <li><input type="checkbox"/> Annual direct mail newsletter/election timeline to add to reach of email newsletter (Bi-annually, quarterly?)</li> </ul> <p><b>Education –</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Quarterly Business Breakfasts</li> <li><input type="checkbox"/> Quarterly Happy Hour</li> <li><input type="checkbox"/> Quarterly Marketing Workshops</li> </ul> <p><b>Membership Engagement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Continue to increase attendance at monthly meetings with guest speakers, hot topics.</li> <li><input type="checkbox"/> Build on success of holiday event. Research and share best resources with members to assist with business success (5 Star, Queen Bee, etc.)</li> </ul>	<p><b>Establish Clear Identity of La Jolla Village - Brand La Jolla as Arts and Culture Destination</b></p> <p><b>First Friday Art Walk</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Keep themes fresh and new with partnerships.</li> <li><input type="checkbox"/> Actively promote VIP Experiences</li> </ul> <p><b>Bring New Community Events to La Jolla Village</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Nowruz Celebration in conjunction with Persian Business Owners</li> <li><input type="checkbox"/> Fashion Week Partnership</li> </ul> <p><b>Arts and Culture Activities to LJVMA Offerings</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Actively promote all La Jolla tours</li> <li><input type="checkbox"/> Use AI to assist with writing.</li> </ul> <p><b>Merchant Cross promotion and collaborations</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use Art Walk model for other business categories (fashion)</li> <li><input type="checkbox"/> Explore charitable partnerships/fundraising programs.</li> </ul> 	<p><b>Create Marketing Plan and Calendar</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Research and hire social media growth company to increase engagement and followers.</li> <li><input checked="" type="checkbox"/> Continue contests and other successful campaigns to increase collaboration.</li> </ul> <p><b>Digital Marketing and Social Media</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Continue best practices such as promoting local events/businesses with tags; increasing interaction to and from business accounts.</li> <li><input type="checkbox"/> Connect with Influencers – local, regional, and national</li> </ul> <p><b>SEO Improvement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use blog to improve SEO. Expand Blog Content to promote events of interest to a wider audience.</li> <li><input type="checkbox"/> Goal to be on the first page of what to do in San Diego searches.</li> </ul> <p><b>Third Party Events – Continue Consistency and Formal Process</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ensure 3rd party events are inclusive of all LJVMA members that wish to be included.</li> <li><input type="checkbox"/> Review and adhere to 3rd Party Event Agreement Template</li> <li><input type="checkbox"/> Sell and educate event promoters on the value of LJVMA partnership.</li> <li><input type="checkbox"/> Make sure partnerships are equitable and fair to all parties.</li> <li><input type="checkbox"/> LJVMA offers promotional support in exchange for in-kind donations, tickets, passes to be used for marketing purposes, etc.</li> </ul> <p><b>Motivate more visitors to visit the village as well as The Cove</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use signage/directories to guide people to the Village.</li> <li><input type="checkbox"/> Educate visitors about where businesses are located. Partner and educate tourism community (SDTA, concierges, front desk staff, tour guides, etc.)</li> </ul>