

# La Jolla Village Merchants Association STRATEGIC PLAN 2025

ORGANIZATIONAL EXCELLENCE	MERCHANT ENGAGEMENT / PROFESSIONAL DEVELOPMENT	EVENT MARKETING	ADVERTISING/SOCIAL MEDIA
<p><b>Ways and Means</b></p> <p><b>Alternative Revenue</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Explore additional merchandise opportunities.</li> <li><input type="checkbox"/> Find additional year-round banner sponsor. (44 new locations identified.)</li> </ul> <p><b>Associate Membership</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Build associate member members               <ul style="list-style-type: none"> <li>o Coastal La Jolla (Bird Rock, Shores, UTC)</li> <li>o B2B Vendors</li> </ul> </li> </ul> <p><b>Explore new grants.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Continue applying for Grant Funds</li> <li><input type="checkbox"/> Sponsorship</li> </ul> <p><b>Board Leadership</b></p> <p><b>Professionalism and Training</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create Leadership Recruitment Team to insure diverse and talented board membership.</li> <li><input type="checkbox"/> Partner with other Community Groups to offer training (DEI)</li> </ul> <p><b>Bylaws Update</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Review board member criteria and requirements</li> <li><input type="checkbox"/> Establish a formal process to notify board members when they are out of compliance.</li> </ul>	<p><b>Welcome Packet Distributed via Street Team</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Update bi-annually</li> <li><input type="checkbox"/> Consistent distribution</li> <li><input type="checkbox"/> <i>Walkabouts with Jodi</i> – Personalized meet-and-greets to strengthen member relationships.</li> <li><input type="checkbox"/> Walkabouts with Jodi – Custom one on one meet and greets to build member to member relationships.</li> </ul> <p><b>LJVMA Website Proficiency</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Offer training for all members to navigate website functions</li> <li><input type="checkbox"/> Vibemap Training</li> </ul> <p><b>NextGen Program</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create LJVMA NextGen Leadership Group</li> <li><input type="checkbox"/> Elevate program to become a marketing event</li> </ul> <p><b>Merchant Communication/Education</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use Street Team as first step towards involvement.</li> <li><input type="checkbox"/> Consider additional direct marketing campaign</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 Workshops</li> </ul> <p><b>LJVMA Event Attendance</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"/> Offer incentives to attend LJVMA events</li> <li><input type="checkbox"/> Attract 50+ members to Annual Meeting to meet minimum threshold.</li> <li><input type="checkbox"/> Rotate event locations across the village to boost participation from fringe areas.</li> </ul>	<p><b>Promote at Community Events</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Set up a pop-up booth at events both within and outside of La Jolla.</li> <li><input type="checkbox"/> Speak at community meetings to share LJVMA's activities.</li> </ul> <p><b>Volunteer Recruitment</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Recruit volunteers to assist with various events and marketing needs.</li> <li><input type="checkbox"/> Internship program to support marketing and events</li> </ul> <p><b>First Friday Art Walk</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Explore advertising opportunities</li> <li><input type="checkbox"/> Add live music to Art Walk</li> <li><input type="checkbox"/> Keep themes fresh and new with partnerships.</li> <li><input type="checkbox"/> Promote additional 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"/> Continue Nowruz Celebration in conjunction with Persian Business Owners</li> <li><input type="checkbox"/> Build Fashion Week Partnership</li> <li><input type="checkbox"/> Bring new signature event to La Jolla               <ul style="list-style-type: none"> <li>o Wellness/Fitness event</li> <li>o Interior Design Event</li> </ul> </li> </ul> <p><b>Arts and Culture Activities to LJVMA Offerings</b></p> <ul style="list-style-type: none"> <li>o Actively promote all La Jolla tours</li> <li>o 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>Marketing Planning</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Integrate social media marketing + publicity + digital</li> <li><input type="checkbox"/> Continue working with Commune Marketing setting specific goals for engagement and followers.</li> <li><input type="checkbox"/> Increase and highlight contests and other successful campaigns to increase collaboration.</li> </ul> <p><b>Influencer Marketing</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Concierge and SDTA Involvement</li> <li><input type="checkbox"/> Social Media Influencer Program</li> <li><input type="checkbox"/> Specialty audience experiences (Interior Designers, Foodies, Media, Arts and Culture Community)</li> <li><input type="checkbox"/> Highlight great merchants and unique stories</li> </ul> <p><b>SEO Improvement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Best Selfie Spots in La Jolla</li> <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>Loyalty Programs</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> La Jollalty Card reboot for people who live, work and study in La Jolla</li> <li><input type="checkbox"/> Industry Shopping Events for People who work in the village</li> <li><input type="checkbox"/> Develop a fundraising template to help charities easily organize shopping fundraisers in the village.</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"/> Negotiate to maximize the benefits LJVMA receives from third-party events.</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> <li><input type="checkbox"/> Upcoming Events:</li> </ul>