



LETTER FROM THE PRESIDENT

April 1st, 2017

Dear Fellow La Jolla Village Merchants,

This will be the first in a series of regular communications we are calling "Letter from the President". The purpose of this communication is to highlight our goals and initiatives as your La Jolla Village Merchants Association (LJVMA) Board of Directors and report on our progress to date as well as updates on any new ideas.

As we approached our goals and initiatives for this year, we kept coming back to the same mantra, "What can we do to DRIVE business in La Jolla Village?" The answer is rather simple. Focus on key marketing and promotional initiatives that will (1.) establish and strengthen our brand identity and (2.) create innovative ways for locals and tourists alike to come visit and stay in La Jolla Village.

As a quick view, we are aggressively working on the following initiatives "out of the gate"

- Updated branding campaign that is dynamic, engaging, and creates a healthy buzz about our community. (An updated website is a top priority for this branding campaign)
- A consistent and aggressive social media campaign that highlights all that we have to offer in La Jolla Village.
- Increasing our participation and activities around signature local events, as well as adding an additional signature event (or events) wherever possible or appropriate

Immediately around the corner is the La Jolla Concours D'Elegance. This is an internationally acclaimed event that spans April 7th through April 9th. The LJVMA will be sponsoring local music in key locations throughout La Jolla Village on Saturday April 8th from 2pm – 6pm. Local restaurants will also be supporting this event with special "Prix Fixe" menu options as well as some light tray passing during the afternoon hours. We would encourage all of you to take advantage of this incredible marketing opportunity. Here are a few simple suggestions that could help drive traffic to your business:

- Social media campaign letting your followers know about this world class event. (I have attached a flyer for you as a communication tool)
- Call or email your best clientele and let them know about all that is going on that weekend for them to enjoy, and perhaps give you some business on that day as well.
- Plan something special for that Saturday afternoon...perhaps a public appearance by a key vendor, or another special promotion that is appropriate for your business model.

I would encourage all of you to take an active role in helping to shape La Jolla as the place to be for all your shopping, dining, service, and accommodation needs. We are working hard for you to put things in place that will help set all of us up for success. Please do not hesitate to reach out to us if there is any way we can improve this effort for you. Until my next letter, I wish everyone much success and prosperity as we watch La Jolla Village become alive with a vibrancy and energy that this community so richly deserves.

Warm regards,

A handwritten signature in black ink that reads "James A. Niebling".

James A. Niebling
President, La Jolla Village Merchants Association
President, Esteban Interiors