

La Jolla Village

MERCHANTS ASSOCIATION

Annual Report FY 2011 – FY 2012

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Executive Director: Sheila Fortune

President: Philip Coller

Date Established: January 11, 2011

*The vision for the LJVMA is to build consensus in the Village and
Re-establish La Jolla as a vibrant, prosperous community.*

Neighborhood: La Jolla Village

Boundaries: Eads to Ivanhoe, Ocean to Pearl Street with various extensions beyond these streets

Number of Blocks: 30

Number of Business: 1250 +/-

A non-profit business association formed in January 2011 with experienced professional stakeholders at the helm, and a team of skilled partners on deck. LJVMA signed a contract with the City in May 2011 to manage the BID.

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KEY ACCOMPLISHMENTS IN FY 2011

- *Incorporated January 11, 2011 as a nonprofit mutual benefit corporation*
- *Held first election of Board of Directors in January 2011*
- *LJVMA Board created and by-laws formally approved on February 24, 2011, by-laws were amended on March 14, 2012*
- *Hired Rosemary Murrieta, Executive Director July 25, 2011 – April 27, 2012*
- *October 2012 – Annual Meeting and 2011-2012 Board of Directors second election held*
- *Instituted Holiday Lighting Program*

CURRENT WORK IN FY 2012

- *Launched new website, www.lajollabythesea.com*
- *Produced the La Jolla Leaders Reception*
- *Established street banner program in collaboration with 11 arts and cultural organization*
- *Sheila Fortune, new executive director, hired as temporary replacement on May 4, 2012 and unanimously approved by BOD on September 1, 2012*
- *Negotiated \$80,000 sponsorships from Wells Fargo for Signature Events*
- *Partnered with La Jolla Historical Society for the Concours D'Elegance*
- *Partnered with Friends of La Jolla for the La Jolla Art & Wine Festival*
- *Partnered with San Diego Film Festival to bring the Festival to La Jolla*
- *Created Haute La Jolla Nights as a summer musical celebration throughout the Village*
- *Revitalized the Belvedere project and promotions for a Village Plaza*
- *Signed a Memorandum of Understanding to accept the management and responsibility of the SD Con/Vis Visitor Center in La Jolla, rebranding it under La Jolla Information Center*
- *Design Division—Establish a long term Flower Program*
- *Design Division—Establish the Street Furniture Program – concentrating on benches*
- *Design Division—Replaced trees that had been removed by the City of San Diego*
- *Successfully completed City of San Diego Annual Audit and Certified CPA Audit and Taxes for 2011*

