

La Jolla Village

MERCHANTS ASSOCIATION

Annual Report FY 2012 – FY 2013

Address: 1162 Prospect Street

La Jolla, CA 92037

Phone: 858-454-5718

Email: SFortune@lajollabythesea.com

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.

KEY ACCOMPLISHMENTS 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
- Held Fall Elections for Officers and Directors for the Board of Directors
- Started fund raising for new Information Center construction
- 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 2012

CURRENT WORK IN FY 2013

- *Opened new La Jolla Village Information Center on Prospect Street*
- *Taken over staff from previous Visitor Center (4 staff and 13 volunteers)*
- *Launched advertising campaign for merchants with 20 donated flat screen TVs in the new Information Center*
- *Applied for EDTS Grant*
- *Applied for San Diego County Community Enhancement Grant*
- *Partnered with the Century Club of San Diego to promote the Farmers Insurance Open – PGA Tournament with 3 day event in the Village*
- *Issued a RFP for streetscape for Prospect Street*
- *Negotiated \$40,000 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*
- *Expand Haute La Jolla Nights as a summer musical celebration throughout the Village*
- *Revitalized the Belvedere project and promotions for a Village Plaza*
- *Design Division—Continue long term Flower Program*
- *Design Division—Continue Street Furniture Program – concentrating on benches*
- *Design Division—Replace trees that had been removed by the City of San Diego*
- *Block Captain program expanding coverage in Village to spread word on La Jolla Village and the Merchants Association*
- *Proactively search for businesses to open in La Jolla*