



March 12th, 2018

Dear Fellow La Jolla Village Merchants,

Welcome to the 2018 1st quarter edition of the "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.

2017-18 Initiatives

We accomplished a great deal last year...

- Brand new [La Jolla by the Sea](#) website (**DON'T MISS OUT** - Please make sure your business is included)
- More aggressive social media campaign across Instagram and Facebook
- Enhanced event calendar and greater support of existing events
- First annual "Winter Gala" last December to support our merchants and recognize key accomplishments and contributors.

2018-19 Initiatives

As we approached our goals and initiatives for the fiscal year 2018-19, we continue to focus on our overarching goal, "What can we do to DRIVE business in La Jolla Village and support our merchant community?"

As a quick view, we are aggressively working on the following initiatives:

- Continue branding campaign that is dynamic, engaging, and creates a healthy buzz about our community.
 - Leverage our new website with a quarterly blog, member advertising opportunities, and a comprehensive event calendar
 - Create and support additional merchant advertising opportunities
 - Branded merchandise collateral (bags and polos)
- Continue a consistent and aggressive social media campaign that highlights all that we have to offer in La Jolla Village.
 - Instagram and Facebook as priorities
 - Social Media workshops for merchants on the ever-changing landscape of social media
- Increasing our participation and activities around signature local events, as well as adding an additional signature event (or events) wherever possible or appropriate.
 - Repeat "Winter Gala"
 - Explore additional events where warranted
- Frequent community communication and support.
 - Reach out to our members to keep everyone abreast of our progress, challenges, and successes
 - Recognize new businesses via ribbon cutting ceremony, and social media and website exposure
 - Recognize "over-achieving" businesses
 - Offer educational seminars
- Continue maintenance effort for landscaping, trash, and sidewalks

LA JOLLA CONCOURS D'ELEGANCE

Immediately around the corner is the La Jolla Concours D'Elegance. This is an internationally acclaimed event that spans April 6th through April 8th. The LJVMA will be sponsoring local music in key locations throughout La Jolla Village on Saturday April 7th from 2pm – 5pm. We will also support the event through ticket sales on April 5th through April 7th at the corner of Herschel and Prospect from 12pm – 4pm each day. Please remember that all tickets purchased with the code "LJVMA" will receive a discount on tickets and a portion of the proceeds on those tickets will go back to LJVMA. 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:

www.lajollabythesea.com

7590 Fay Avenue, Suite 404 | La Jolla, CA 92037 | 858-454-5718



- Social media campaign letting your followers know about this world class event.
- 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.

MERCHANT MIXER

We are excited to continue offering the quarterly LJVMA Merchants Mixer. Please join us for our 2018 first quarter Merchants Mixer at Pantai Inn on March 20th, 2018 at 1003 Coast Boulevard from 4pm – 7pm. The schedule of events is as follows:

- 4pm — 5pm Attend our free Social Media Seminar on Instagram and hear the latest changes in the platform, limited seating you must RSVP to reserve a seat.
- 5pm — 7pm Enjoy a taste of the great local restaurants and brewery we have in La Jolla with complimentary food and drink! Must be 21.

Please remember to RSVP to Events@LaJollabytheSea.com

IN CLOSING

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". The signature is written in a cursive, flowing style.

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