

	Main Street America's Four Planning Tenets				
	1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
Sample Ideas to Explore:	<p><b>Professionalism</b></p> <ul style="list-style-type: none"> <li>• Create BOD Handbook</li> <li>• Consistent BOD onboarding process</li> <li>• Associate Membership Actively promote Category (Bird Rock/La Jolla Shores)</li> </ul> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li>• Give Monthly Awards to increase attendance at monthly meetings, election process, committees</li> </ul> <p><b>Ways and Means</b></p> <ul style="list-style-type: none"> <li>• Explore new grants</li> <li>• Fundraising Event</li> <li>• Sponsorship</li> <li>• BID Compliance               <ul style="list-style-type: none"> <li>○ Summer Intern completed <b>audit of BID</b>; anticipated 20% revenue increase</li> <li>○ Audit every other year (2021)</li> </ul> </li> </ul> <p><b>Decrease staff costs using volunteers</b></p> <ul style="list-style-type: none"> <li>○ Student/Interns</li> <li>○ Community Members</li> </ul> <p><b>Continue assigning Liaisons to other La Jolla Community Groups</b></p>	<p><b>Merchant Networking</b></p> <ul style="list-style-type: none"> <li>• Merchant Business Breakfasts.               <ul style="list-style-type: none"> <li>○ Property Panel</li> <li>○ Business Law</li> <li>○ Tourism Update</li> <li>○ Take Your Social Media to the Next Level</li> <li>○ Profitable Partnerships (Spring)</li> <li>○ Profitable Partnerships (Fall)</li> </ul> </li> <li>• <b>Merchant Mixers</b></li> <li>• <b>Block Captains</b></li> <li>• Meet with merchants regularly</li> <li>• Create New Business Welcome Packet.</li> <li>• Develop mentorship program matching new businesses with long-time merchants</li> </ul> <p><b>Real Estate Relationships</b></p> <ul style="list-style-type: none"> <li>• Develop relationship with <b>property owners</b>, commercial real estate brokers.</li> </ul> <p><b>Traffic and Parking</b></p> <ul style="list-style-type: none"> <li>• Continue work with parking consultant.</li> <li>• <b>Shuttle</b> -Readdress when trolley opens.</li> </ul>	<p><b>Leverage Seals</b></p> <ul style="list-style-type: none"> <li>• Create Seals on Parade Public Art project</li> </ul> <p><b>Signage</b></p> <ul style="list-style-type: none"> <li>• Cove</li> <li>• Directory</li> </ul> <p><b>Year Round Ambience</b></p> <ul style="list-style-type: none"> <li>• Ongoing relationship with MAD</li> <li>• Promote Store-front maintenance of PROW/privately owned planters, etc.</li> <li>• Music through the village</li> <li>• Determine future of Holiday Décor and lightline</li> </ul>	<p><b>Duplicate successful events –</b></p> <ul style="list-style-type: none"> <li>• Pillage the Village in Spring (St. Patty's Day/Spring Scavenger/Egg Hunt)</li> <li>• Taste of SoVilLe (Fay/Pearl?)</li> </ul> <p><b>Enjoya La Jolla</b></p> <ul style="list-style-type: none"> <li>• Earlier time 12– 3</li> <li>• Family/Children's Activities</li> <li>• Get more services involved</li> <li>• Get merchants involved outside the Village Center (Create Highlighted Zones, ie Fitness of Fay, Upper Girard Design District, Happenings on Hershel,</li> </ul> <p><b>Fireworks</b></p> <ul style="list-style-type: none"> <li>• Pre event dining/shopping event</li> <li>• VIP Event (Fundraiser?)</li> </ul> <p><b>Formalize MOU</b> for all "Third Party Events" to ensure Merchants are Benefitting (Parade, Concours, Open Aire Market, Wine and Art Festival, Fashion Film Festival, Summer Concerts, Taste of LaJolla, MOCA, Farmer's Open, etc.</p>	<p><b>Seal Marketing</b></p> <ul style="list-style-type: none"> <li>• Leverage our most popular attraction</li> <li>• Implement strategies to move people from the Cove to the Village</li> </ul> <p><b>Charitable Partnering</b></p> <ul style="list-style-type: none"> <li>• Monthly Give-Back Days</li> <li>• Partner with Local nonprofit partner each month; have % of sales go back to that nonprofit (Enjoya La Jolla?)</li> </ul> <p><b>Advance Social Media</b></p> <ul style="list-style-type: none"> <li>• Merchant involvement</li> <li>• Promote #mylajolla</li> <li>• Paid boosts for Facebook events</li> <li>• Create snapchat filter</li> <li>• Add Facebook retargeting pixel to website</li> <li>• Social sharing links and CTAs in newsletter</li> </ul> <p><b>Update La Jolla Village Map</b> for wide distribution (hotels, concierge association, etc.)</p> <p><b>Support Co-op advertising</b> efforts (Tourism publications, La Jollalty Monthly Ad) Continue to elevate ROI of <b>social media</b></p> <ul style="list-style-type: none"> <li>• <b>PR consistency.</b> Intern Project</li> <li>• Formalize <b>La Jollalty Card</b> Marketing Plan</li> </ul>