



# 2021 Strategic Plan

*in the time of COVID*

## **Our Mission:**

**We bring business to La Jolla Village Merchants**

## **Our Core Values:**

**LJVMA strives to be flexible, fluid, valuable and valued.**

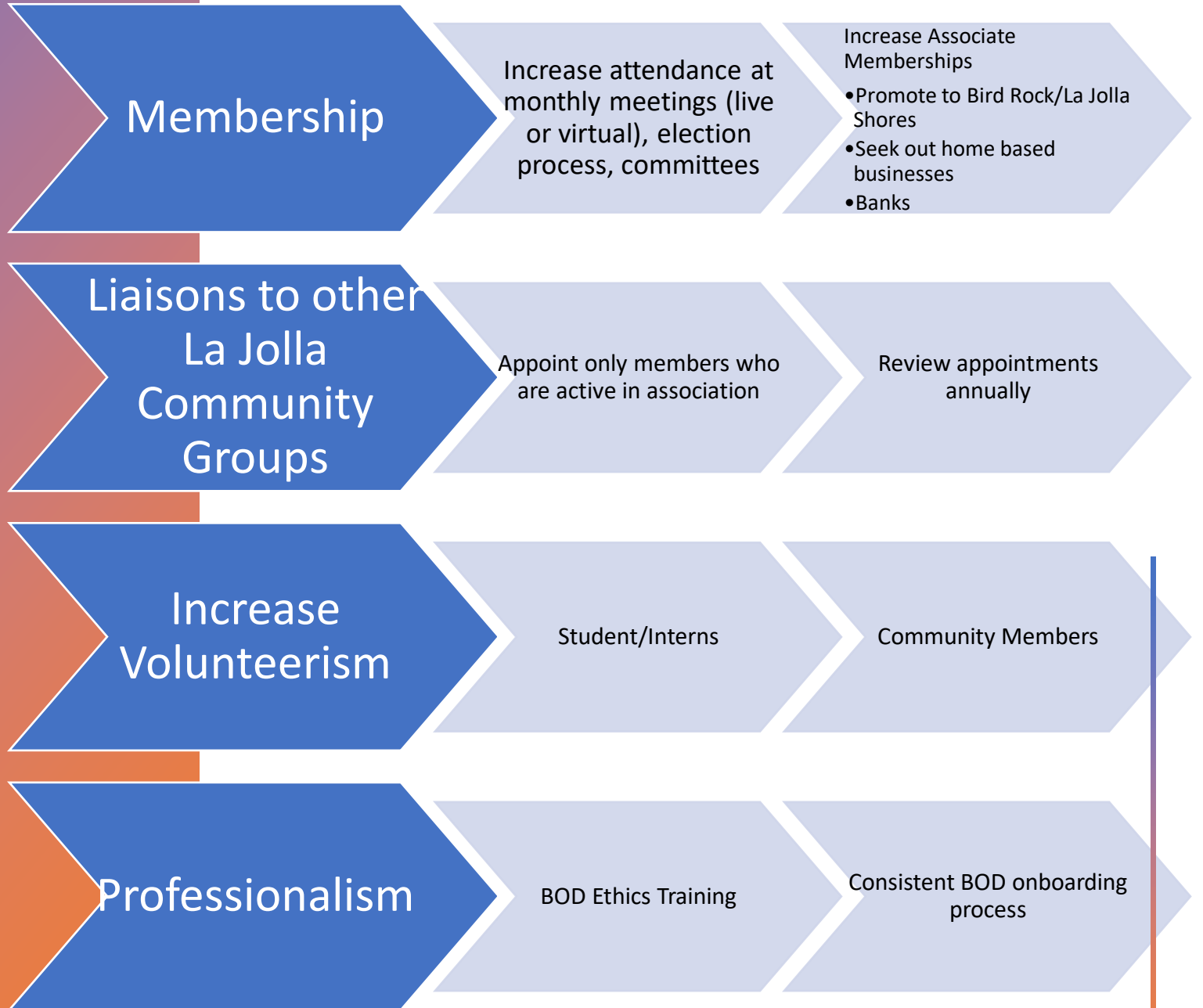
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# Part One Organizational Excellence

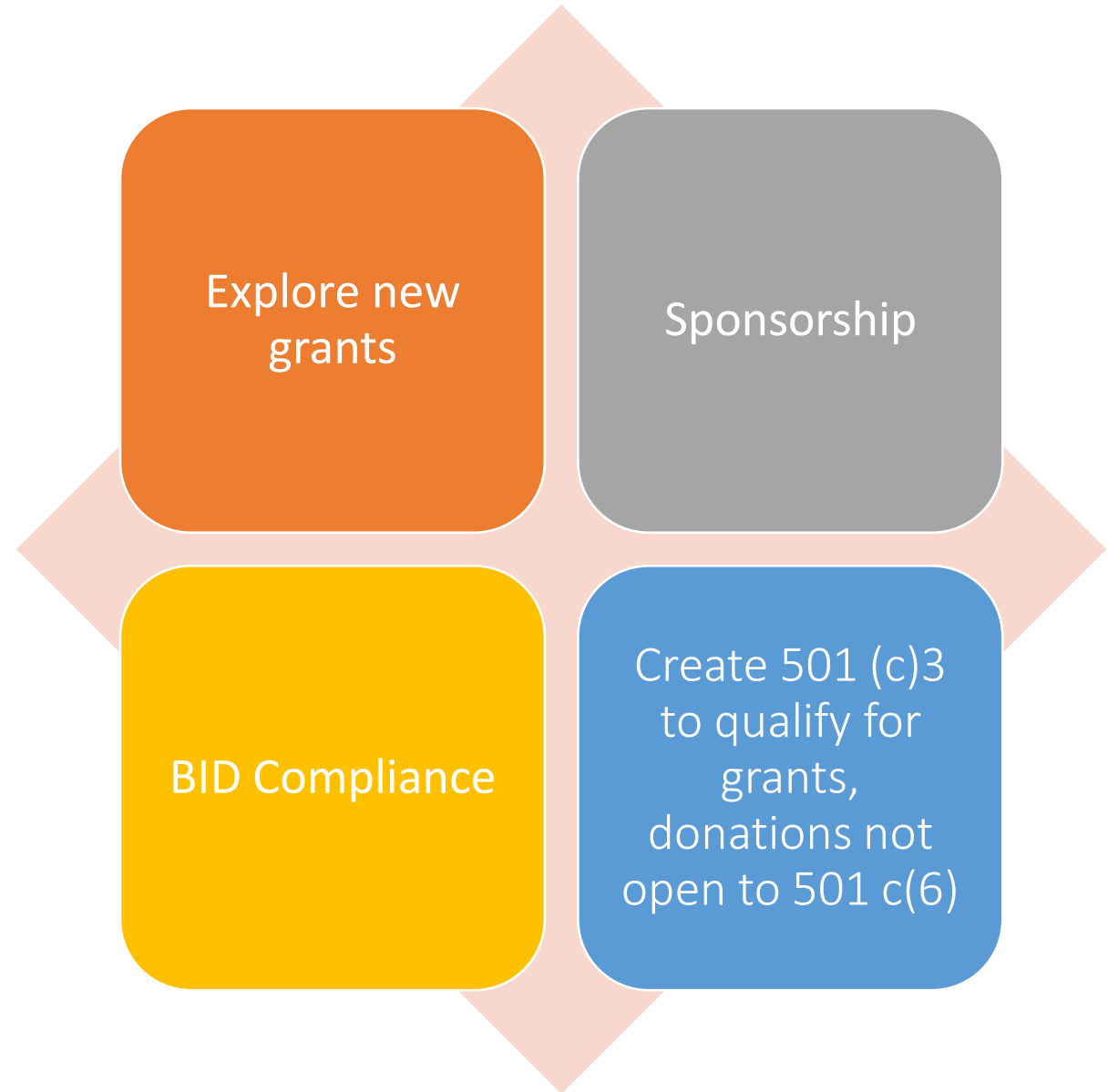
led by Brett Murphy, President





# Alternative Revenue Ways and Means

led by Amber Anderson, Treasurer





# Specific Alternate Revenue Tactics


## La Jollalty Gift Card Promotion

- Bonus Bucks
- Package Hotel, Meal, Retail

## Virtual Events

- Online Silent Auction
- Priceless experiences (Classes/Intimate Gatherings with celebrity chefs, authors, photographers, designers, etc.)
- Quarterly Raffles for Holiday Events

## Create and Sell La Jolla Branded items

- T-shirts
  - Beach Towels
  - Jigsaw Puzzle
  - Produce Custom Books
    - Cookbook for La Jolla
    - Coloring Book
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# Part Two Merchant Education and Engagement

## Education

- Business Breakfasts (Virtual)
  - Promote Job Board
- Promote 3rd Party online education (“Don’t reinvent the wheel.”)
- Deliver Hands on Online Education
  - Social Media
  - Wellness for Merchants – Highlight Village Professionals
  - Work-Life Balance
  - Stress Reduction
  - Nutrition
  - Exercise and Movement
  - Promote parks, beaches and trails

## Networking with Added Value

- Guest Speakers
- How to Sessions (Social Media, Hosting Virtual Events, How to Increase Business, Fundraisers as a Marketing Tool, Marketing, Funding Resources, City Services)

## Block Captains

- Continue Virtual Outreach Program to keep merchants informed and connected [during COVID CRISIS]
- Assist Merchants with COVID Orders
- Create New Business Welcome Packet

# Increase Value and Participation of Monthly Membership Meetings by Merging with Merchant Engagement

## Increase attendance

- Reward attendance and ongoing attendance
  - Raffle for free parking for all who attend
  - Attend three meetings in a row and get a prize
- Outreach to La Jolla Shores, Bird Rock
- Reward for bringing a new person to the meeting
- Treats for those who pre-register (coffee coupons, wine, chocolates, snacks)

## Enhance Content and Format

- Theme each meeting
- Virtual Game Show (La Jolla Jeopardy, La Jolla Family Feud, Bingo)
- Virtual Happy Hour with the three merchant groups (et al) quarterly to get an update and work smarter together – not harder.
- Post meeting meditation, chair yoga, etc.
- Community Networking – Make time for introductions
  - Business Spotlight each month
  - Community Spotlight each month (Showcase a La Jolla Community Group each month allowing them to share for 5 minutes)
- Interactive Icebreaker Question each meeting (One thing I love about the Village, one thing I would change, the best idea I've seen in other Shopping Areas, best marketing idea I've tried lately) this time

# Part Three: Design and Ambience Ideas

## Storefront/Window Display Improvements

- Create Friendly Competitions with Prizes
- Best looking Block Competition
- Window Decorating Contests (Holidays and Beyond)
- Help with window design and merchandising (Window Design Mentors)

## La Jolla, MAD, City Resources and Get-it-Done App to all

- Connect with organizations working on Streetscapes
- Pocket Park

## Promotional Use of PROW

- Sidewalk Sales
- Sidewalk Cafes
- Parklets
- Street Closures
- Public Art
  - Seal Installations
  - Explore other public art
  - Capitalize on Murals
- Photo Stops (IG worthy backgrounds, window displays, etc)

## Wayfinding

- Touch Directory in the Village
- Wayfinding Blade Signs

## Lighting

- Explore additional holiday lights
- Improve lighting overall

## Sound Design - Music throughout the village

- When allowed - Live pop-up performances, encourage buskers
- Recorded music

# Part Four - Marketing and Events – Big Ideas

## Highlight Current Marketing Magnets

- Leverage our most popular attractions (Seals, Sea Lions, Scenery)
- Implement strategies to move people from the Cove to the Village

## Charitable Partnering

- Partner with Local nonprofits
- La Jollalty Card Fundraisers

## Advance Social Media

- Use virtual events (scavenger hunts, contests, etc.) to increase social media engagement.
- Add New Blog Features (Meet the Merchant, Merchants Doing Good)
- Shift Event Calendar from Live to Virtual Events
- Promote #mylajolla
- Paid boosts for Facebook events
- Social sharing links in all media newsletter
- Explore Google products

## Update La Jolla Village Map in Conjunction with Wayfinding

- Align with overall Wayfinding Plan
- Widen distribution (hotels, concierge, park rangers, association, etc.)



# Specific Marketing & Events Tactics

## On Site Marketing

- Selfie Stations in Peak Walking Areas Encourage People to tag and bring more business to the community
- Directory/Bulletin Boards outside or inside of stores to cross promote fellow merchants
- COVE Marketing
  - Coupons
  - Gifts
  - Shuttle Rides

## COVID Friendly Events

- Self Guided Walking Tours (Connect with Historic Society)
- Small Business Day(s) (Buy a Bag, Get a Discount at participating stores/restaurants)
- Virtual Ribbon Cuttings (when stay-in-place order) lifts; Huge Ribbon Cutting to celebrate all business which opened during COVID
- On-line Cooking Classes
- Behind the Scenes Tours of Iconic Places (La Valencia, Grand Colonial,

## Natural Resources are Natural Attractions

- Seals/Sea Lions
- Cormorants
- Collaborate
  - Galleries (Nat Geo/Mangelson/Peter Lk)
- Environmental Groups
- Photographers

## Create/Sponsor Groups to tie into Special Interest

- Meet-up
- Social groups
- Photography
- Environmental
- Open Water Swimmers
- Foodies
- Happy Hours
- Singles
- Moms

## Gift Card Program

- Bonus Bucks
- Model after successful programs

## Strategic Video Marketing with Ben Roberts

- Visual Local Shopping Guide for Specific Interests
  - Families/Kids
  - Pet Lovers
  - Romantics
  - Girls Day Out
  - Foodies
  - Retail Therapy
  - Fitness

## Merchant Cross promotion and collaborations

- Trade Gift Cards
- Buy this from us, get that from another merchants