



Draft December 2021 – Notes from President Amber Anderson

Our Mission: We Bring Business to La Jolla Village.

Guiding Principle: LaJolla Village Merchants Association is HERE TO SUPPORT OUR MERCHANTS AND OUR COMMUNITY:

Target Markets – Our target market is focused on two areas: Merchants and Community engagement

1. Merchants
2. La Jolla Village Community

La Jolla by the Sea Brand Content Pillar to reach target markets

- 1) **Lifestyle of La Jolla -**
 - a) **Produced Video content with SEO Value-**
 - i) **Ideas:** Top 3/Love it Like a Local/My Three Favorite Things, holiday shopping destinations, 3 best brunches with a view, top pet resources , 3 great date nights with a view, best places to work out, best happy hours in town showcasing our merchants **NEED MERCHANT FEEDBACK ON IDEAS AND GET LIST OF WHO WANTS TO BE SHOWCASED,** (there is a quick shot list to participate)
 - b) **La Jolla by the Sea Swag and gifts, puzzles, towels ect** (*Merchants can sell in their stores*)
 - c) **Brainstorm additional ways to show off lifestyle of La Jolla (Wayfinding signage/directories to get to main attractions/seals/sea lions/coast)**
- 2) **Community Events**
 - a) **Calendar-** build out and share the la jolla by the sea calendar to become the resource guide for la jolla on all events and happenings
 - b) **Digital Signage,** Kiosk with village directory of local businesses? **Need feedback on locations**
 - c) **Monthly Marketing and Networking** (*Merchants can host*)
 - d) 3 Signature events
 - i) First Friday Art Walk
 - ii) La Jolla Concours D' Elegance April 22 through 24- Friday night party and Saturday brake in the village ?

- iii) **Pick the 3rd area to focus. (Pillage the Village, Business Breakfasts, Philanthropic partnerships, January Event at the cove, La Jolla Christmas Parade and Holiday Celebration, (NEED MERCHANT FEEDBACK ON WHAT THEY WANT to do**

- 3) **Local Business Highlights**
 - a) Business Limelight
 - b) advertisements in la jolla light
 - c) social media promotion
 - d) **brainstorm additional ways to highlight businesses**
- 4) **Increase Engagement with Merchants and the Local Community through:**
 - a) Monthly Newsletter
 - b) Merchants Facebook Group and Social Media
 - c) Monthly events (First Friday Art Walk), Signature Events, and Board Meetings
 - d) **Partnership with local organizations: NEED MERCHANT FEEDBACK OF WHO TO SUPPORT**(Service Clubs, Charitable Organizations, La Jolla Join Committees (Enhance La Jolla, CPA, DPO, Traffic and Transportation, La Jolla Coastal Access and Parking, Town Council, etc) Service Clubs - La Jolla Rotary, Kiwanis, Soroptimist, Las Patronas, Junior League, etc); San Diego Chamber of Commerce, Charitable Groups (Rady's, Humane Society, Voices for Children, etc)
 - e) **Brainstorm additional ways for engagement**
- 5) **Overview of 12 Month Marketing Plan for 2022 (Integrated MarCom Calendar created in Google. Shareable and easy to edit by team members**
 - a) Newsletter 1 x per month
 - b) Social Media 7 x per week includes video content
 - c) Facebook, Instagram, Twitter
 - d) 12 Monthly community events (First Friday of each Month)
 - e) 12 Monthly Merchant events(Tuesday marketing and networking meeting)
 - f) 2 to 3 signature events (April 22 and 23 , October 31st)
 - g) Full list merchant outreach (Election mailing