

STRATEGIC PLAN 2023

| ORGANIZATIONAL EXCELLENCE | MERCHANT ENGAGEMENT / PROFESSIONAL DEVELOPMENT | BRANDING/FIRST FRIDAYS/ ART & CULTURE | Advertising / Social & Digital Media |
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| <p>Professionalism and Training</p> <ul style="list-style-type: none"> <input type="checkbox"/> BOD COI and Ethics Training <input type="checkbox"/> Adhere to city of San Diego Compliance Plan <input type="checkbox"/> Consistent BOD onboarding process <input type="checkbox"/> Annual Diversity/Inclusion Training <p>Ways and Means</p> <p>Explore new grants</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsorship <input type="checkbox"/> Activate 501c3 <input type="checkbox"/> Secure Grant Funds <p>Alternate Revenue Tactics</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sell advertising on website <input type="checkbox"/> Build on success of fundraising merchandise <input type="checkbox"/> Create La Jolla Branded items <input type="checkbox"/> T-shirts, polos hats, jigsaw puzzle, | <p>Welcome Packet</p> <ul style="list-style-type: none"> <input type="checkbox"/> Update the current format & create an electronic format version <input type="checkbox"/> Assign a BOD member to be the point of contact for new businesses <p>Support Businesses in Southern Part of the Village</p> <ul style="list-style-type: none"> <input type="checkbox"/> Special events – Taste of SoVille/Taste of Uptown <input type="checkbox"/> Community events at Strategic locations (Flower Pot, The LOT) <input type="checkbox"/> First Friday with SoVille Focus <p>LJVMA Website</p> <ul style="list-style-type: none"> <input type="checkbox"/> BOD to know information and how to navigate <input type="checkbox"/> All vendors to be registered and utilize the events calendar <input type="checkbox"/> Newsletter – Direct Mail & Online version <input type="checkbox"/> Sell ads for revenue generation <p>Merchant Communication/Education</p> <ul style="list-style-type: none"> <input type="checkbox"/> Block Captains – Re-launch program to keep merchants informed and connected <input type="checkbox"/> Direct mail newsletter to add to reach of email newsletter (Bi-annually, quarterly?) <p>Education – Hot Tops</p> <ul style="list-style-type: none"> <input type="checkbox"/> Business Breakfasts <input type="checkbox"/> Guest Speakers / Local Vendors <p>Membership Engagement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Increase attendance at monthly meetings with guest speakers, hot topics <input type="checkbox"/> Annual – Welcome & Celebrate any new businesses with one big event <input type="checkbox"/> Host newcomers’ breakfast <input type="checkbox"/> Holiday Event for Networking and End of Year Awards | <p>Establish Clear Identity of La Jolla Village - Brand La Jolla as Arts and Culture Destination</p> <p>First Friday Art Walk</p> <ul style="list-style-type: none"> <input type="checkbox"/> Keep themes fresh and new <input type="checkbox"/> Gain museum involvement <input type="checkbox"/> Maps delivered to all museums <input type="checkbox"/> Conrad/ LJCMA/Open Aire Market <input type="checkbox"/> Street publicity/signage <input type="checkbox"/> Refreshment Stations > Push patrons inside the galleries <input type="checkbox"/> Add VIP Experience <p>Add Arts and Culture Activities to LJVMA Offerings</p> <ul style="list-style-type: none"> <input type="checkbox"/> Murals of La Jolla <input type="checkbox"/> Village Walking Tour (docent led, self-guided, gps) <input type="checkbox"/> Monthly/Quarterly Newsletter Online and printed <input type="checkbox"/> Create a “Content Team Committee” cover the events / Social platforms <input type="checkbox"/> Expand Blog Content <p>Merchant Cross promotion and collaborations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use Art Walk model for other business categories (Fitness BINGO) <input type="checkbox"/> Explore charitable partnerships/fundraising programs | <p>Create Marketing Plan and Calendar</p> <ul style="list-style-type: none"> <input type="checkbox"/> Explore marketing/social media companies to see if the cost/benefit might be worthwhile. <input type="checkbox"/> Collaborate with other La Jolla brands (LaJolla.com, LaJolla.ca, LaJollaSocial) <p>Digital Marketing and Social Media</p> <ul style="list-style-type: none"> <input type="checkbox"/> Conduct a social media audit to assess engagement for IG/FB posts and followers <input type="checkbox"/> Promote local events/businesses with tags <input type="checkbox"/> Increase interaction to and from business accounts <input type="checkbox"/> Research [Nextdoor] App and opportunities for businesses to promote items and services <input type="checkbox"/> Connect with Influencers – local, regional, and national <input type="checkbox"/> Start with board and committee members – If LJVMA leadership is not engaged how can we expect others to engage? <p>QR Code</p> <ul style="list-style-type: none"> <input type="checkbox"/> Promote and spread locally and city wide <input type="checkbox"/> Link to LJVMA IG/FB <input type="checkbox"/> Develop an interactive map of “What to do in La Jolla” <input type="checkbox"/> Goal to drive visitors to when visiting our SM pages <p>SEO Improvement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Goal to be on the first page of what to do in San Diego searches <input type="checkbox"/> Use blog to improve SEO <p>Third Party Events</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ensure 3rd party events are inclusive of all LJVMA members that wish to be included. <input type="checkbox"/> Review and adhere to 3rd Party Event Agreement Template <input type="checkbox"/> Sell and educate event promoters on the value of LJVMA partnership. <input type="checkbox"/> Make sure partnerships are equitable and fair to all parties. <input type="checkbox"/> LJVMA offers promotional support in exchange for in-kind donations, tickets, passes to be used for marketing purposes, etc. <p>Motivate more visitors to visit the village as well as The Cove</p> <ul style="list-style-type: none"> <input type="checkbox"/> Educate visitors about where businesses are located <input type="checkbox"/> Use signage/directories to guide people to the Village. <input type="checkbox"/> Partner and educate tourism community (SDTA, concierges, front desk staff, tour guides, etc.) |