

La Jolla Village Merchants Association STRATEGIC PLAN 2025

ORGANIZATIONAL EXCELLENCE	MERCHANT ENGAGEMENT / PROFESSIONAL DEVELOPMENT	EVENT MARKETING	ADVERTISING/SOCIAL MEDIA
<p><u>Ways and Means</u></p> <p>Alternative Revenue</p> <ul style="list-style-type: none"> <input type="checkbox"/> Explore additional merchandise opportunities. <input type="checkbox"/> Find additional year-round banner sponsor. (44 new locations identified.) <p>Associate Membership</p> <ul style="list-style-type: none"> <input type="checkbox"/> Build associate member members <ul style="list-style-type: none"> o Coastal La Jolla (Bird Rock, Shores, UTC) o B2B Vendors <p>Explore new grants.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue applying for Grant Funds <input type="checkbox"/> Sponsorship <p>Board Leadership</p> <p>Professionalism and Training</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create Leadership Recruitment Team to insure diverse and talented board membership. <input type="checkbox"/> Partner with other Community Groups to offer training (DEI) <p>Bylaws Update</p> <ul style="list-style-type: none"> <input type="checkbox"/> Review board member criteria and requirements <input type="checkbox"/> Establish a formal process to notify board members when they are out of compliance. 	<p>Welcome Packet Distributed via Street Team</p> <ul style="list-style-type: none"> <input type="checkbox"/> Update bi-annually <input type="checkbox"/> Consistent distribution <input type="checkbox"/> <i>Walkabouts with Jodi</i> – Personalized meet-and-greets to strengthen member relationships. <input type="checkbox"/> Walkabouts with Jodi – Custom one on one meet and greets to build member to member relationships. <p>LJVMA Website Proficiency</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer training for all members to navigate website functions <input type="checkbox"/> Vibemap Training <p>NextGen Program</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create LJVMA NextGen Leadership Group <input type="checkbox"/> Elevate program to become a marketing event <p>Merchant Communication/Education</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use Street Team as first step towards involvement. <input type="checkbox"/> Consider additional direct marketing campaign <p>Education –</p> <ul style="list-style-type: none"> <input type="checkbox"/> Quarterly Business Breakfasts <input type="checkbox"/> Quarterly Happy Hour <input type="checkbox"/> Quarterly Workshops <p>LJVMA Event Attendance</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue to increase attendance at monthly meetings with guest speakers, hot topics <input type="checkbox"/> Offer incentives to attend LJVMA events <input type="checkbox"/> Attract 50+ members to Annual Meeting to meet minimum threshold. <input type="checkbox"/> Rotate event locations across the village to boost participation from fringe areas. 	<p>Promote at Community Events</p> <ul style="list-style-type: none"> <input type="checkbox"/> Set up a pop-up booth at events both within and outside of La Jolla. <input type="checkbox"/> Speak at community meetings to share LJVMA's activities. <p>Volunteer Recruitment</p> <ul style="list-style-type: none"> <input type="checkbox"/> Recruit volunteers to assist with various events and marketing needs. <input type="checkbox"/> Internship program to support marketing and events <p>First Friday Art Walk</p> <ul style="list-style-type: none"> <input type="checkbox"/> Explore advertising opportunities <input type="checkbox"/> Add live music to Art Walk <input type="checkbox"/> Keep themes fresh and new with partnerships. <input type="checkbox"/> Promote additional VIP Experiences <p>Bring New Community Events to La Jolla Village</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue Nowruz Celebration in conjunction with Persian Business Owners <input type="checkbox"/> Build Fashion Week Partnership <input type="checkbox"/> Bring new signature event to La Jolla <ul style="list-style-type: none"> o Wellness/Fitness event o Interior Design Event <p>Arts and Culture Activities to LJVMA Offerings</p> <ul style="list-style-type: none"> o Actively promote all La Jolla tours o Use AI to assist with writing. <p>Merchant Cross promotion and collaborations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use Art Walk model for other business categories (fashion) <input type="checkbox"/> Explore charitable partnerships/fundraising programs. 	<p>Marketing Planning</p> <ul style="list-style-type: none"> <input type="checkbox"/> Integrate social media marketing + publicity + digital <input type="checkbox"/> Continue working with Commune Marketing setting specific goals for engagement and followers. <input type="checkbox"/> Increase and highlight contests and other successful campaigns to increase collaboration. <p>Influencer Marketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concierge and SDTA Involvement <input type="checkbox"/> Social Media Influencer Program <input type="checkbox"/> Specialty audience experiences (Interior Designers, Foodies, Media, Arts and Culture Community) <input type="checkbox"/> Highlight great merchants and unique stories <p>SEO Improvement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Best Selfie Spots in La Jolla <input type="checkbox"/> Use blog to improve SEO. Expand Blog Content to promote events of interest to a wider audience. <input type="checkbox"/> Goal to be on the first page of what to do in San Diego searches <p>Loyalty Programs</p> <ul style="list-style-type: none"> <input type="checkbox"/> La Jolla Card reboot for people who live, work and study in La Jolla <input type="checkbox"/> Industry Shopping Events for People who work in the village <input type="checkbox"/> Develop a fundraising template to help charities easily organize shopping fundraisers in the village. <p>Third Party Events – Continue Consistency and Formal Process</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"/> Negotiate to maximize the benefits LJVMA receives from third-party events. <input type="checkbox"/> LJVMA offers promotional support in exchange for in-kind donations, tickets, passes to be used for marketing purposes, etc. <input type="checkbox"/> Upcoming Events: