



LJVMA Strategic Plan One-Page Overview

Objective 1: Strong, Ethical Leadership & Financial Sustainability

- Grow associate membership (Coastal La Jolla, B2B vendors, networking participants)
 - Diversify revenue through banner sponsorships (including new locations), grants, and digital media sponsorship
 - Strengthen board professionalism through leadership recruitment, diversity, and on-demand training
 - Conduct annual bylaws review; clarify board roles, criteria, and expectations; explore a board retreat
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Objective 2: Increase Business Awareness & Engagement

- Launch **Curated Connections** to strengthen member relationships and collaboration
 - Improve onboarding with a Quick-Start video, welcome basket, and annual calendar
 - Expand outreach via a Street Team and an additional direct-mail campaign
 - Grow NextGen by engaging Village professionals and establishing a leadership group
 - Elevate education through rebranded Business Breakfasts and professional development offerings
 - Increase participation in meetings and events through engaging programming, incentives, and guest speakers
 - Achieve quorum by attracting 50+ members to the Annual Meeting
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Objective 3: Drive Visitor Traffic & Buyer Activity

- Increase community visibility through speaking engagements and participation in regional events
 - Recruit volunteers and continue internship support for events and marketing
 - Enhance First Friday Art Walk with advertising, live music, children's components, VIP experiences, and strategic partnerships
 - Introduce new and signature events aligned with the LJVMA mission, including Family Sundays, Fashion Week collaborations, and culturally significant celebrations (e.g., Nowruz)
 - Expand merchant cross-promotion and charitable fundraising partnerships
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Objective 4: Expand the “La Jolla by the Sea” Brand Reach

- Integrate social, digital, and publicity efforts with measurable goals
- Strengthen influencer marketing and specialty audience outreach (design, food, arts, media, tourism)
- Grow SEO through blog content and strategic use of VibeMap insights
- Refresh loyalty initiatives for workers, residents, students, and visitors
- Maintain a consistent process for third-party events that maximizes value to LJVMA through promotional exchanges