

La Jolla Village Business Improvement District

ANNUAL REPORT 2015

La Jolla Village
MERCHANTS ASSOCIATION

Executive Committee & Director of LJVMA

- Claude Anthony Marengo – President
- James Niebling – Vice President
- Paul Burke – Treasurer
- Claudette Berwin - Secretary
- Sheila Fortune - Executive Director

A non-profit business association formed in January 2011 with experienced professional stakeholders at the helm, and a team of skilled partners on deck. LJVMA signed a contract with the City of San Diego in May 2011 to manage the La Jolla Village BID.

Board of Directors of LJVMA

BOD (Officer Term)	(Board Term) Company Name	Address	Phone	Email
Elsie Arredondo	(2016 x 1) Monarch Fine Art of La Jolla	7629 Girard Avenue	858-454-1231	elsie@monarchfineart.com
Krista Baroudi (Sec x 3)	(2016 x 2) The World Around You	7660 Fay Avenue, #822	858-459-2621	kkaylj@san.rr.com
Claudette Berwin (Sec x 1)	(2016 x 3) Gallery Properties	7861 Herschel Avenue	858-454-0555	claudette@galleryproperties.com
Paul Burke (Treasurer x 2)	(2016 x 1) PSB, Inc.	1295 Prospect Street	858-459--0501	paul@bhhsaljolla.com
Leon Chow	(2016 x 3) C&H Photo	7720 Fay Avenue	858-729-6565	lc@candhphoto.com
James Niebling (VP x2)	(2016 x 2) Esteban Interiors	7605 Girard Avenue	858-729-0045	James@estebaninteriors.com
Terrence Underwood	(2016 x 1) Grande Colonial	910 Prospect Street	858-729-5380	tunderwood@gclj.com
Richard Walker	(2016 x 1) Richard Walker's Pancake	909 Prospect Street	858-459-8800	richardwalkerjr@richardwalkers.com
Nancy Warwick (VP x3)	(2017 x 3) Warwick's	7812 Girard Avenue	858-454-0347	nancywarwick@yahoo.com
CA Marengo (Pres x3)	(2017 x 2) Marengo Morton Arch	7724 Girard Avenue, 2 nd Floor	858-459-3769	cmarengo@me.com
Michael Dorvillier	(2017 x 2) Symbio Financial	7825 Fay Avenue, Suite 110	858-551-8701	michael@symbiofinancial.com
Adam Barno	(2017 x 1) Dick's Liquor & Wine	737 Pearl St	858-668-8525	dicksliquorandwine@yahoo.com
Brett Murphy	(2017 x 1) La Jolla Sports Club	7825 Fay Ave, Suite 160	858-500-2594	brett.murphy@lajollasportsclub.com
Ike Fazzio	(2017 x 1) San Diego Fly Rides	1237 Prospect St, Suite X	619-602-2607	ike@sandiegoflyrides.com
Christophe Cevasco	(2017 x 1) Eddie V's	1270 Prospect Street	858-459-5500	ccevasco@eddiev.com

LJVMA Vision – Established January 11, 2011

The vision for La Jolla Village Merchants Association (LJVMA) is to build consensus in the Village and re-establish La Jolla as a vibrant, prosperous community.

LJVMA District

Neighborhood: La Jolla Village

Boundaries: Eads to Ivanhoe, Ocean to Pearl Street to La Jolla Boulevard with various extensions beyond these streets

Number of Blocks: 30

Number of Businesses: 1327 +/-

Key Accomplishments – 2015

Economic Development

- The Board of Directors and Executive Director have continued our program communicating with our district's businesses to determine if all business owners are paying their annual City of San Diego Business License Tax. With the data collected from this field survey and program we increased our assessments for 2015 City of San Diego Business Tax/LJBID by **\$30,000 for the year**.
- LJVMA has formulated a committee to survey residents and merchants to find out what business mix they would like to see more of in La Jolla. The survey will be used to create a La Jolla Marketing Package to aid in the proactive task of promoting the Village to potential new businesses.
- A Business Page has been created on our www.LaJollabytheSea.com to help new businesses find information on how to open a business in La Jolla.

Key Accomplishments – 2015

Promotions

- Created a partnership with **Fashion Week San Diego** to bring their event to La Jolla Village in October 2015 and a long term vision of establishing it as a Signature Event for LJVMA. \$5 of each ticket sold was donated back to LJVMA.
- Participated in the **2015 World Games Special Olympics** in Los Angeles, as the ***La Jolla Host Town for 340 Delegates from India*** in partnership with Special Olympics Southern California – held in July 2015. This is an International Media event and world exposure derived from this partnership.
- Created a Marketing 101 Roundtable Education Group – ***The Village Marketing Collective***, to meet monthly for free during brown bag lunch programs to help educate merchants with marketing, public relations and social media resources. Creating more positive synergy among the entire LJBID.
- Promoted the **2nd Annual La Jolla Day at the Padres** and doubled our attendance with \$5 for each ticket being returned to LJVMA for cleaning the Village.

Key Accomplishments – 2015

Promotions

- Improved our web site by:
 - Adding a page for business related information for opening a business and resources for permitting, licensing, etc.
 - Created a more user friendly database search program of merchants.
 - Improved the Home page and capitalizing on strategic page position and content value.
 - Implemented our Social Media connections in all platforms www.LaJollabytheSea.com
 - Facebook/LaJollabytheSea
 - Twitter/LaJollaInfoCtr
 - Pinterest/LaJollabytheSea
 - Instagram/LaJollabytheSea
 - Share your #LaJollaLove Photos
 - Adding a Blog to go live by the end of the year.

Key Accomplishments – 2015

Promotions

- Created 1st Saturday/Village Nights Monthly - Event Promoter
- 02/2015 Farmers Insurance Open PGA Golf Tournament - Promotional Partner
- 04/2015 Concours d' Elegance – Committee Partner
- 06/2015 La Jolla Day at the Padres Game – Revenue Partner and Event Promoter
- 07/2015 LJ 4TH of July Fireworks – Program Partner
- 08/2015 LJ Half Marathon – Promotional Partner
- 09/2015 Taste of the Cove
- 10/2015 Fashion Week SD – Event Sponsor and Revenue Partner
- 10/2015 LJ Art & Wine Festival – Promotional Partner
- 10/2015 Pillage the Village – Event Sponsor
- 12/2015 La Jolla Christmas & Holiday Parade – Promotional Partner
- 12/2015 Holiday Festival of Lights – Event Promoter

Key Accomplishments - 2015

Organization

- Establishing a direct relationship with the Mayor's Office to better communicate challenges and solutions to create a better La Jolla for our visitors' to experience, as well as a better business climate and place to live.
- Communicating and working weekly with City of San Diego President and Councilmember Lightner's office staff to improve streets, sidewalks, trees, garbage containers, The Cove smell, and other issues that arise daily.
- Partnering with the City of San Diego's Finance and Tax office to find solutions for billing and collecting delinquent business taxes, locating and educating businesses that are not currently paying their taxes.
- The Executive team has worked with the Mayor's Office and local merchants to resolve "The Smell at the Cove" and initiate a schedule for environmental treatments for the smell. Maintaining the program LJVMA has established with the Mayor's Office for monthly scheduled environmental clean-up at The Cove.

Key Accomplishments - 2015

Organization

- Meeting regularly with other City of San Diego BID Council Executive Directors to educate on common issues and share lessons learned.
- Working with the City of San Diego Development Services Department to create better communication and streamline administrative procedures, and researching ways to improve current Public Right of Way (PROW) guidelines for La Jolla.
- Continue to educate the Real Estate Owners and Business owners regarding the PROW Ordinance and legalities, potential fines, and appropriate Permits that are available through LJVMA.
- Managing the Approval of Construction that affects our PROW and scheduled moratoriums.

Key Accomplishments - 2015

Organization

- The Executive Director staffed and managed the 7 day a week Information Center with: 1 full-time marketing/information center assistant and 3 part-time information center ambassadors, and up to 10 volunteers throughout the year until closure in October 2015 after lease was not renewed, funding was not renewed and sub-tenant vacated.
- Held Fall Elections for Officers and Directors for the LJVMA Board of Directors – attracting an impressive group of 15 self-nominated candidates reflecting many different types of businesses and their individual professional backgrounds.
- Successfully completed our Certified CPA Audit and Taxes for FY 2014 - 2015.

Key Accomplishments - 2015

Organization

- Executive Director Manages the contract and the supplemental parking pass program for the City of San Diego as the fiduciary manager for La Jolla Coastal Access and Parking.
- Partnering with our local associations: La Jolla Community Planning Association – with 3 seats on the Planned Development Ordinance Board, Traffic & Transportation – with 2 seats, and the Executive Director manages daily business administrative operations of La Jolla Coastal Access & Parking – also with 3 seats on the board. Supporting La Jolla Town Council and La Jolla Parks & Beaches in their initiatives.
- Provided complimentary welcome package, ribbon cutting and press photo to all new businesses who opened in the Village and wanted the opportunity to capture the event.

Key Accomplishments - 2015

Organization - Block Captain Program

- Continuing to improve our Block Captain Program expanding coverage in the Village to educate the merchants and prospective merchants regarding their benefits from being a member of the La Jolla Business Improvement District/La Jolla Village Merchants Association.
- Check all business license of all businesses in LJBID and compare to the City Tax Collection Record report received monthly from the City of San Diego Tax office.
- Constantly working to engage more business owners/managers to participate in our LJVMA monthly meetings and committees.
- Educate business owners to our website, their free member listing, advertising opportunities, our calendar of events, in an effort to continue to improve the Block Captain Program with educated volunteers, a consistent message and repeat visits to merchants to build rapport.

Key Accomplishments - 2015

Design Committee

- Continued to improve on our monthly Hanging Basket Flower Program, as well as maintaining the new trees for life, per City of San Diego ordinances.
- Managed the program for LJVMA Benches and management of the Memorial Benches in the Village.
- Increased the Holiday Décor in the Village by adding additional decorations, roof top lights and palm tree wrapped lights.
- Managed the 100 Banner Pole Program for advertising of non-profits and cultural arts events.
- Created a banner program for merchants, associations and residents to sponsor **Sparkle & Shine** banners to provide funding for pressure washing and maintenance of sidewalks in the Village – as of December 1, 2014 initial donations \$70,000+ through 2015.
- Created and manages maintenance staff position 6 days per week to help keep sidewalks clean and light maintenance with **Sparkle & Shine** Banner donations.

La Jolla Village
MERCHANTS ASSOCIATION

1246 ROSLYN LANE

LA JOLLA, CA 92037

858-454-5718

WWW.LAJOLLABYTHESEA.COM

INFO@LAJOLLABYTHESEA.COM