



# Annual Report 2018-2019

OUR MISSION

WE BRING BUSINESS TO  
LA JOLLA VILLAGE

Executive  
Committee &  
Director of  
LJVMA  
2018 - 2019

Brett Murphy – President

Don Parks – Vice President

Kelli Metcalf – Treasurer

Julie Wright - Secretary

Jodi Rudick - Executive Director (as  
of October 15, 2019)

Name	Term/Year Elected	Company Name	Address	Phone	Email
Gerhard Bendl	1/2017	Custom Shirts of La Jolla/Bendl's	7872 Girard Ave	858-459-6147	gerhardbendl@att.net customshirtsLJ@sbcglobal.net
Laurie Durisoe	1/2018	Pantai Inn	1003 Coast Boulevard	619-861-1417	Laurie@Durisoe.com
Gabriela Guevara	1/2018	Blue Apparel	1237 Prospect St.	508-332-9947	blueapparel@gmail.com
Michael Dorvillier	3/2017	Symbio Financial	7777 Fay Ave Suite, 315	858-551-8701	Michael.Dorvillier@gmail.com
Lauren Johnston	1/2019	Patronus Wellness	825 Fay Ave Suite LL-C	858-964-8355	ljohnston@patronusmedical.com
Robert Mackey	1/2018	La Jolla Golf Carts	7512 La Jolla Blvd	619-261-7000	rm@lajollagolfcarts.com
Kelli Metcalf, Treasurer	1/2018	Granite Escrow	1200 Prospect St., Suite 575	858-780-6255	kellisuemetcalf@gmail.com
Brett Murphy, President	2/2017	La Jolla Sports Club	7825 Fay Ave, Suite 160	858-500-2594	brett.murphy@lajollasportsclub.com
Don Parks, Vice President	1/2017	La Jolla Light	565 Pearl Street, Suite 300	858-875-5954	donp@rsfreview.com
Benoit Roux	1/2018	Trianon Clothing & Lingerie	7854 Girard Ave	619-228-6506	benoit@stellapacifico.com
Max Shenk	1/2018	San Diego Fly Rides	7444 Girard Ave	619-888-3878	max@sandiegoflyrides.com
Tammy Tillack	1/2018	National Geographic Fine Art	1209 Prospect St.	619-568-6790 619-808-5255	ttillack@natgeofineart.com
Jessica Wiley	1/2018	iAM Physical Therapy	7590 Fay Avenue Suite 403	858-224-3387	info@iamphysicaltherapy.com
Kipp Williams	1/2018	Blanchard, Krasner & French	800 Silverado Street	858-551-2440	kwilliams@bkflaw.com
Julie Wright, Secretary	1/2018	(W)right On Communications	1200 Prospect St. Suite G100	760-419-4664	jwright@wrightoncomm.com

# Board of Directors of LJVMA

# Organizational Financials

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## INCOME

BID Reimbursement	\$180,378
Special Events	\$ 23,331
Co-op Advertising	\$ 17,308
Grants/Donations	\$ 27,531
Associate Memberships	\$ 144
Miscellaneous	\$ 1696
<b>Income Total</b>	<b>\$250,388</b>

## EXPENSES

Organization/Administration	\$ 61,538
Personnel	\$ 91,301
Maintenance & Beautification	\$ 15,444
Promotion/Marketing	\$ 52,495
<b>Expense Total</b>	<b>\$220,778</b>



# La Jolla Village Merchants Association

## Who we are...

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*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*

### LJVMA District

- Neighborhood: La Jolla Village
- Approximate Boundaries: Eads to Ivanhoe, Ocean to Pearl /La Jolla Blvd.
- Number of Blocks: 30
- Number of Businesses: 1300 +/-
- Number of Employees - 6700

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. (January 11, 2011)

**Our Mission:**  
We bring business to La Jolla Village



# 2019 Strategic Plan Initiatives

1. ORGANIZATIONAL EXCELLENCE	2. ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3. DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
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## BIG IDEAS

Generate New Revenue Streams	Ease of Access Parking Program Merchant Education & Communication	Support, Assist & Align with MAD Connect Storeowners to City Resources	Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination	Brand La Jolla as Cultural Arts Hub of San Diego County
<ul style="list-style-type: none"> <li><input type="checkbox"/> Develop <b>Associate Member</b> Category</li> <li><input type="checkbox"/> Re-vamp <b>PROW</b> Access program for consistency in billing and design.</li> <li><input type="checkbox"/> <b>Recruit</b> Student Interns/Volunteers</li> <li><input type="checkbox"/> Apply for Community Enhancement Grant</li> <li><input type="checkbox"/> Develop <b>Media Kit/Rate Card</b></li> <li><input type="checkbox"/> Create <b>Shop Local</b> Discount Program</li> <li><input type="checkbox"/> Create <b>Key Messaging</b> (Elevator Speech – See Marketing and Publicity)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Park La Jolla</b> – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village</li> <li><input type="checkbox"/> <b>Merchant Development</b> <ul style="list-style-type: none"> <li>o Education Workshops</li> <li>o Mentorship via Block Captains</li> <li>o Increase and promote merchant Resources on Website</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Align</b> with Maintenance Assessment District to insure LJVMA needs are being addressed</li> <li><input type="checkbox"/> <b>Maintain and upgrade</b> design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program)</li> <li><input type="checkbox"/> <b>Lighting improvements</b> not covered by MAD</li> <li><input type="checkbox"/> <b>Storefront Improvement</b> – Small Business Development Grants</li> <li><input type="checkbox"/> <b>Experiential</b> events (See Event and Experiences Committee)</li> <li><input type="checkbox"/> <b>Communicate and better control</b> consistency for PROW Access (See Organization)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Monthly Event</b> (First Friday/La Jolla After Dark,</li> <li><input type="checkbox"/> <b>Strategic Tie-in</b> with Third Party Events (partnerships insure our brand is visible, assist, clear communication between event managers and merchants, opportunity for merchants to sponsor/set up pop-ups/concessions, etc.)</li> <li><input type="checkbox"/> <b>Collaborate</b> with LJVMA arts, culture and event organizations (Athenaeum, Warwick's, La Jolla Music Society, Comedy Store, Nightclubs, Restaurants with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Write <b>marketing/media plan</b></li> <li><input type="checkbox"/> <b>Correct</b> misconceptions (parking, haughtiness)</li> <li><input type="checkbox"/> <b>Support</b> all other initiatives (events, experiences, local's engagement, etc.)</li> </ul>

1. ORGANIZATIONAL EXCELLENCE	2. ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3. DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
<i>BIG IDEAS</i>				
<b>Generate New Revenue Streams</b>	<b>Ease of Access Parking Program Merchant Education &amp; Communication</b>	<b>Support, Assist &amp; Align with MAD Connect Storeowners to City Resources</b>	<b>Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</b>	<b>Brand La Jolla as Cultural Arts Hub More than Just a Pretty Place</b>
<ul style="list-style-type: none"> <li>✓ Develop Associate Member Category</li> <li>☐ Actively Promote Associate Membership to Neighboring Businesses (Bird Rock and La Jolla Shores)</li> <li>☐ Re-vamp PROW Access program for consistency in billing and design.</li> <li>✓ Recruit Student Interns/Volunteers</li> <li>✓ Apply for Community Enhancement Grant</li> <li>✓ Develop Media Kit/Rate Card</li> <li>☐ Develop Sales strategy to attract sponsors and advertisers.</li> <li>☐ Create Shop Local Discount Program</li> <li>✓ Create Key Messaging (Elevator Speech – See Marketing and Publicity) “More than just a pretty place.”</li> </ul>	<ul style="list-style-type: none"> <li>✓ Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village</li> <li>✓ Merchant Development               <ul style="list-style-type: none"> <li>○ Education Workshops</li> <li>○ Mentorship via Block Captains</li> <li>○ Increase and promote merchant Resources on Website</li> <li>○ One on one Coaching Sessions</li> </ul> </li> <li>☐ Help merchants recruit and hire quality staff. (Job Fair, Job listings on website)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Align with Maintenance Assessment District to insure LJVMA needs are being addressed</li> <li>✓ Maintain and upgrade design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program)</li> <li>✓ Lighting improvements not covered by MAD</li> <li>☐ Storefront Improvement – Small Business Development Grants</li> <li>✓ Experiential events (See Event and Experiences Committee)</li> <li>☐ Design and order new street banners for self-promotion. Offset costs by allowing merchant sponsorship.</li> <li>☐ Communicate and better control consistency for PROW Access (See Organization)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Monthly Event (First Friday/La Jolla After Dark)</li> <li>☐ Monetize Enjoya La Jolla and/or Develop Revenue Generating Component</li> <li>✓ Strategic Tie-in with Third Party Events (partnerships ensure our brand is visible, assist, clear communication between event managers and merchants, opportunity for merchants to sponsor/set up pop-ups/concessions, etc. Concours, Art and Wine Festival, Taste of La Jolla, Open Aire Market)</li> <li>✓ Collaborate with LJVMA arts, culture and event organizations (Athenaeum, Warwick’s, La Jolla Music Society, Comedy Store, Nightclubs, Restaurants with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Write marketing/media plan</li> <li>✓ Complete high-level marketing research project</li> <li>✓ Correct misconceptions (parking, haughtiness)</li> <li>✓ Support all other initiatives (events, experiences, local’s engagement, etc.)</li> </ul>

Key

New items added

To be developed

Completed/Phase Completed

# Strategic Plan Modification

Developed  
Branding  
Message  
and Tagline

*More than  
just a  
pretty place*

*la jolla*  
BY THE SEA



A photograph of an outdoor market stall. A large red umbrella is open over a table covered with a red cloth. The table is filled with various colorful items, including what appears to be clothing or fabric. In the background, there's a red vehicle and a view of a coastal town under a blue sky with some clouds.

# Key Accomplishments 2018-19

## Organizational Excellence

### Governance and Community Involvement

Maintained a full board with active involvement from all board members.

Continuing a direct relationship with county, state and city leaders 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.

Partnering with our local associations: La Jolla Community Planning Association – with 3 seats on the Planned Development Ordinance Board, Traffic & Transportation – with 2 seats, La Jolla Coastal Access & Parking- 3 seats on the board. Supporting La Jolla Town Council and La Jolla Parks & Beaches in their initiatives.

Communicating and meeting regularly with City of San Diego Councilmember Bry and her office staff to improve streets, sidewalks, trees, garbage containers, parking and mobility, homelessness, sidewalk vendors, The Cove smell, and other issues that arise daily.

The Executive team continues to work with the Mayor's Office, La Jolla Town Council, La Jolla Parks & Beaches and local merchants to resolve pertinent La Jolla Village issues.

Meeting regularly with other City of San Diego BID Alliance Executive Directors to educate on common issues and share lessons learned.

Key Accomplishments  
2018-2019  
Organizational Excellence

## Leadership, Accountability & Outreach



Held Fall elections for Officers and Directors for the LJVMA Board of Directors – attracting an impressive group of self-nominated candidates reflecting many different types of businesses and their individual professional backgrounds.



Hired and onboarded a new Executive Director, who brings a fresh marketing driven, innovative approach to both management, merchant communications and public information.



Formalized Associate Member Program attracting both neighboring businesses and regional companies to support LJVMA



Held Annual Strategic Planning Workshop attracting over 40 merchants to develop goals and objectives. Modified Strategic plan mid-year noting accomplishments and new initiatives.



Successfully completed our Certified CPA Audit and Taxes for FY 2017 - 2018.



Developed a comprehensive volunteer Internship Program contributing over 720 Volunteer hours to the Merchants Association



Key Accomplishments  
2018-2019  
Organizational  
Excellence

## Revenue Generation

Formalized Associate Member Program attracting both neighboring businesses and regional companies to support LVMA

Developed a sponsorship rate card encouraging financial support for La Jolla Village Merchant Association events, marketing efforts and merchant education.

**ELEVATE YOUR BRAND!**

*la jolla*  
BY THE SEA

**ENJOYA LA JOLLA SPONSORSHIP**

SPONSOR TYPE	MONTH	YEAR
SIGNATURE SPONSOR	\$5,000	\$50,000
ENTERTAINMENT	\$1,500	\$15,000
PARKING SPONSOR	\$1,250	\$12,500
PROMOTIONAL	\$1,000	\$10,000
STAGE SPONSOR	\$500	\$5,000
PRIZE SPONSOR	IN KIND	VARIES
VIP / VOLUNTEER HOSPITALITY	\$500	VARIES

**MORE SPONSORSHIPS**

<b>BUSINESS4BREAKFAST</b> VENUE AND BREAKFAST FOR 30 TO 75 ATTENDEES	<b>6K</b> MEMBER CONTACTS	IN KIND OR \$600/MONTH \$6000/YEAR
<b>LJVMA NEWSLETTER</b>	<b>3K</b> MERCHANTS & VISITORS	\$300/MONTH \$3000/YEAR

**BANNER ADVERTISEMENTS**

ON OUR WEBSITE		ON THE STREET	
		LJVMA	NON MEMBER
<b>60K</b> PAGE VIEWS PER MONTH	\$300/MONTH \$3000/YEAR	20 \$500	\$550
		50 \$1000	\$1100
		75 \$1250	\$1400
		100 \$1500	\$1650

CUSTOM OPTIONS AVAILABLE!  
CONTACT US TO EXPLORE YOUR IDEAS AND BUDGET

**36K** CAR VIEWS DAILY!

PARTNERSHIP OPPORTUNITIES WITH THE LA JOLLA VILLAGE MERCHANTS ASSOCIATION

(858) 230-2725 | LAJOLLABYTHESEA.COM | LAJOLLABYTHESEA1 | @LAJOLLABYTHESEA



# \$5 ALL DAY

Brought to you by Ace Parking



Please present this pass for \$5 PARKING during Enjoya La Jolla on 6/8/19. This pass is valid from 9AM to 8PM only; posted rates will apply for all other parking hours. Valid only at the 875 Prospect street garage. Cannot be combined with any other offer. Rules subject to change at any time. Coupon has no cash value.

Key Accomplishments  
2018-2019  
Organizational Excellence

## Seeking Solutions Through Partnerships

Subcontracted discounted parking pass program for the City of San Diego as the fiduciary manager for La Jolla Coastal Access and Parking.

Created discounted parking program for events

Ongoing conversations to find more supplemental parking availability through Ace Parking and LAZ Parking managers; getting employees vehicles off the streets and into garages.

Retain a professional parking consultant through a *pro-bono* agreement.



## Key Accomplishments 2018-2019 Organizational Excellence

Developed formal "New Business Promotional Program" providing complimentary Ribbon Cutting Ceremony for Grand Openings of new businesses; providing press photo to all new businesses who opened in the Village and wanted the opportunity to capture the event.

Subcontracted discounted parking pass program for the City of San Diego as the fiduciary manager for La Jolla Coastal Access and Parking.

Ongoing conversations to find more supplemental parking availability through Ace Parking and LAZ Parking managers; getting employees vehicles off the streets and into garages.

Partnering with our local associations: La Jolla Community Planning Association – with 3 seats on the Planned Development Ordinance Board, Traffic & Transportation – with 2 seats, La Jolla Coastal Access & Parking- 3 seats on the board. Supporting La Jolla Town Council and La Jolla Parks & Beaches in their initiatives.

# Key Accomplishments 2018 – 2019 Design & Beautification

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Continued maintenance of monthly Hanging Basket Flower Program, as well as litter removal in high traffic areas. Partnered with Rotary La Jolla to replace 35 Baskets at no cost to LJVMA.

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Supported development of MAD (Maintenance Assessment District) and Enhance La Jolla

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Managed and helped coordinate memorial bench program maintenance.

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Upgraded hardware for light line, street banners and Holiday Décor to reduce need for repair and replacement.

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Managed the 100-unit Banner Pole Program for advertising of non-profits and cultural arts events.

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Manage maintenance staff position to help keep sidewalks clean and light maintenance.

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# Key Accomplishments 2019-2020 Economic Vitality & Merchant Development

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Held four “Business4Breakfast” Professional Development workshops attracting a total of 180 merchants to a free networking and education experience.

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Offered Open Office Hours allowing merchants to schedule one-on-one time with LJVMA staff and experts.

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Completed a Business Walk with City of San Diego staff and leaders in order to survey and education business owners about resources offered by the City’s Small Business Development Department and the Merchants Association.

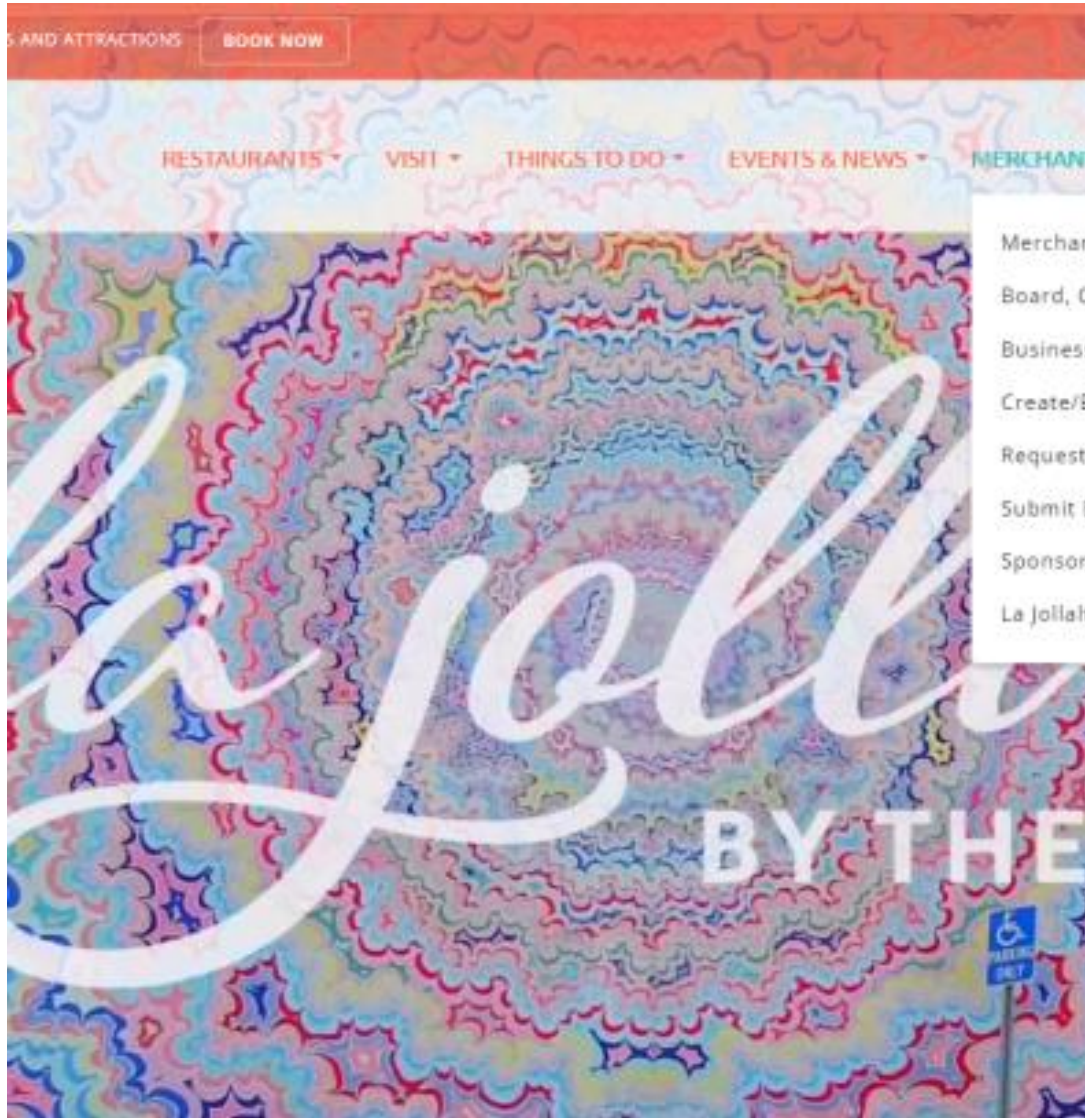
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Comprehensive audit completed of all businesses within BID boundaries to ensure Business Tax Certificate Compliance in conjunction with City of San Diego Treasurer’s Office

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Promoting village access to cyclists, worked with the La Jolla Parks and Beaches Committee to install branded bike racks in La Jolla Village’s public spaces.





## Key Accomplishments 2018-2019

### Economic Vitality & Merchant Development

#### Communication and Compliance

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Developed user groups for email marketing database to better target audience needs and interests reducing opt-outs.

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Expanded Merchant Resource pages on [www.LaJollabytheSea.com](http://www.LaJollabytheSea.com) allowing merchants to better access and navigate to information they need while allowing the site to attract tourists and others to "explore La Jolla."

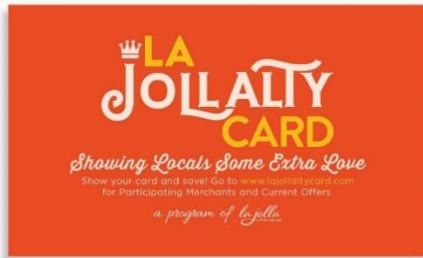
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Held Hosted Merchant Mixer and Volunteer Appreciation Night in conjunction with City Business Walk and Winter Holidays

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Comprehensive audit completed of all businesses within BID boundaries to ensure Business Tax Certificate Compliance in conjunction with City of San Diego Treasurer's Office





CLIENT PROOF SHEET

# Phase One Development of Locals Discount Program *The La Jollalty Card*

POSTS

TAGGED



# Key Accomplishments 2018-2019 Promotions & Experiences

## Digital Marketing



LJVMA continued to focus efforts on digital marketing efforts including ongoing website enhancements and updated technologies. Highlights include:

- Promotional products distributed promoting social media hashtags and LJVMA brand
- Merchant education about logo, branding and promotional resources.
- Upgraded website to increase function and performance.
- Outreach to merchants encouraging greater self-promotion using Merchant Profile and Event pages
- Updated content regularly continuing to answer frequently asked questions about shopping, dining, and opening a business in La Jolla (permitting, licensing, business documents, etc.)
- Expanded eblast program to twice monthly to create more consistent communication between LJVMA and merchants
- Upgraded to high-functioning Event Calendar promoting hundreds of events on behalf of Village merchants, nonprofits, community organizations and promoters.
- Social Media connections in all platforms [www.LaJollabytheSea.com](http://www.LaJollabytheSea.com), #MyLaJolla
  - Facebook/LaJollabytheSea | Instagram/LaJollabytheSea
  - Share your #mylajolla #LaJollaLove Photos





*Low Tide*  
TO  
*High Style*

La Jolla is a world-class destination for marine life and coastal vistas. It's also home to San Diego's best galleries, boutiques and dining.

[www.lajollabythesea.com](http://www.lajollabythesea.com)

*la jolla*  
VILLAGE MERCHANTS ASSOCIATION

MORE THAN JUST A PRETTY PLACE.

## Key Accomplishments

2018-2019

## Promotions & Experiences

### Research, Advertising & Publicity

- Formed a Marketing and Events Committee under the direction of Julie Wright. Hosted monthly meetings attracting approximately 50 merchants and marketing professionals to develop plans and ideas.
- Completed comprehensive Market Research Project with San Diego State University's Fowler Business School
- Places monthly ads in local media to promote events
- Developed co-op marketing program allowing merchants to promote to tourism marketing at affordable rates
- Researched and compiled current advertising rates for local media to effectively and efficiently buy print, radio and digital media.
- Updated media list to include regional print, broadcast and digital editors, producers and influencers.
- Sent regular press releases and media alerts to various outlets
- Posted event information on online calendars and event guides.

## Key Accomplishments 2017-2018 Promotions & Events

## Partnerships & Support

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10/2018 7th Annual Pillage the Village – Event Sponsor, Promotional Partner & Coordinator

10/2018 LJ Art & Wine Festival – Promotional Partner

12/2018 La Jolla Christmas & Holiday Parade – Promotional Partner

Children's Pool Plaza – Promotional Partner and Sponsor

12/2018 Holiday Banner Program – Promotional Partner

02/2019 Farmers Insurance Open PGA Golf Tournament - Promotional Partner

04/2019 Concours d' Elegance –Add-on event Producer, Supporter and Beneficiary



# Brake in the Village

SATURDAY, APRIL 13, 2019 | 12PM TO 5PM



LOOK FOR THE BALLOONS OUT FRONT OF PARTICIPATING MERCHANTS

○ VEHICLE   ● GALLERY   ● RESTAURANT   ● SERVICE   ● SHOP

## A FREE SIP, SHOP & STROLL EVENT

Pick-up/Return Your Map and Entry Form:  
National Geographic Fine Art Gallery  
1205 Prospect Street, La Jolla

Register in advance at:

[tinyurl.com/BrakeInTheVillageFree](http://tinyurl.com/BrakeInTheVillageFree)

- 80 Participating Merchants
- 24 Refreshment Stops
- 19 Special Events
- 10 Beautiful Galleries
- 7 Amazing Musicians
- 6 Awe-Inspiring Vehicles
- 4 Prize Packages
- 1 UNFORGETTABLE DAY



## Brake in the Village Partner Event with Concours D'Elegance

1100 TICKETS RESERVED

GENERATED OVER 1100  
EMAIL CONTACTS

ASSISTED WITH  
VOLUNTEER  
RECRUITMENT



Developed Enjoya La Jolla –  
Monthly Sip, Shop & Stoll Event

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## CELEBRATING SUMMER!

### EVENT HIGHLIGHTS

Thank you for joining us today. Mark your calendars every month to Enjoya La Jolla on the Second Saturday from 3 PM to 7 PM. Surprises around every corner!

@LAJOLLABYTHESEA1 @LAJOLLABYTHESEA

### SPECIAL EVENTS

3:30 pm - 4:30 pm  
Summer Sliders compliments of CAVU Brewery  
in front of Meanley & Sons Ace Hardware

4:30 pm - 5:30 pm  
Sangria and Shavasana at La Jolla Sports Club

5:00 pm - 7:00 pm  
Sips of Summer Ale at CAVU Brewery & Restaurant

### DEMONSTRATIONS

iAM Physical Therapy  
Bang & Olufsen  
Jo Stretch  
Ligne Roset La Jolla  
Rangoni Shoes  
San Diego Fly Rides  
Secret Vein Clinic



### GIFTS & GIVEAWAYS

At the Moment Yoga  
Cruiser's Gourmet Subs  
Decker's Dog & Cat  
National Geographic  
Secret Vein Clinic

### GIFT WITH PURCHASE

Blue Apparel  
CosBar  
Euro Comfort Footwear  
Ian Ely Gallery  
Jewels by the Sea  
Jo Stretch  
Jose's Courtroom  
Juice Crafters La Jolla  
Lunisol  
Salon La Jolla  
SeaMakers & Co.  
Two Neighbors



### REFRESHMENTS

AT Coffee House  
Bendis Custom Shirts  
Brooks Brothers  
CosBar  
Decker's Dog & Cat  
Fresh Produce  
Froglanders  
Hi Sweetheart  
Hydration Room  
J McLaughlin  
Jewels by the Sea  
Juice Crafters  
Legends Gallery  
Ligne Roset  
Lululemon  
Mangelsen Gallery  
Martin Lawrence Galleries  
Meanley & Sons Ace Hardware  
Muttropolis  
National Geographic Galleries  
Peter Lik Gallery  
Ralph Lauren  
Rangoni Shoes  
SeaMakers & Co.  
Social Concept  
Thumbprint Gallery  
Warwick's  
We Olive  
White House Black Market

### CONTESTS & RAFFLES

Adelaide's Succulent Raffle  
Geppetto's Toys  
Gracie & Co.  
J.Dixx Photography  
Ligne Roset  
Lululemon  
Nurse Next Door  
RICA Boutique  
The Hydration Room



Schedule and offers are subject to change. We apologize for any omissions or errors. Don't forget to drop off your Passport to National Geographic Gallery OR La Jolla Sports Club before 7:00 to be entered to win one of four fantastic La Jolla Village Prize Packages. Winner need not be present.

Between 60  
and 80  
Merchants  
Participate in  
Enjoya La Jolla  
Each Month



7590 FAY AVENUE, SUITE 404

LA JOLLA, CA 92037

858-454-5718

[WWW.LAJOLLABYTHESEA.COM](http://WWW.LAJOLLABYTHESEA.COM)

[INFO@LAJOLLABYTHESEA.COM](mailto:INFO@LAJOLLABYTHESEA.COM)