



UPGRADES TO DMVA WEBSITE

Goal to Make Website the Definitive Web Presence for City of Del Mar

DMVA has implemented many website upgrades to promote downtown Del Mar. These upgrades have been made possible due to a recent \$5,000 donation from the Del Mar Inn.

Thomas Mackey, manager of the Del Mar Inn, explains why the hotel is initiating the website upgrade. *"As an active member of the Village of Del Mar and a long time supporter of the DMVA, I believe it's vital that hotels assist any organization that promotes the seaside Village of Del Mar as all of us benefit from visitors staying in the area,"* said Mr. Mackey. He further explained that overnight guests provide vital municipal revenue with their spending in local restaurants and shops along with hotel occupancy taxes.



DMVA Executive Director Jen

Grove echos the importance of a strong web presence. *"Whether you're seeking information on where to eat, shop, or stay, what activities are available, or the DMVA community events taking place, our website has the information that's visually easy to find,"* said Ms. Grove. *"Ultimately, we plan to make the DMVA website the definitive web presence for the City of Del Mar."* ■

SIGN-UP FOR CITY EBLAST INFORMATION FOR EMERGENCY NOTIFICATIONS & MORE

"BEING IN THE KNOW" with the City's latest projects and up-to-the minute emergency information directly impacts your business. By registering for the City's Eblast information through the City of Del Mar's website you will receive email notification on the city's current projects and city committee agendas as well as crucial emergency information such as evacuations and road closures. To register for the email notifications, visit the City of Del Mar Website and click on the email newsletter sign-up link: www.delmar.ca.us ■

WHAT IS THE DEL MAR VILLAGE ASSOCIATION AND HOW CAN I BECOME A MEMBER?

The Del Mar Village Association (DMVA) is a non-profit public benefit organization made up of Del Mar residents, downtown business owners and commercial property owners dedicated to working together to enhance the vitality of Del Mar Village while preserving the community's history and unique character.

There are four key committees within the DMVA: Design, Economic Restructuring, Promotion/Events, and Promotion/Marketing. Each committee is chaired by a DMVA board member and always welcomes participation from interested Del Mar business owners and commercial property owners on community enhancing projects.

DMVA current Community Enhancing Projects and Programs include:

- Community Events such as Vintner dinners, U.S. Open downtown events, Summer Solstice, Taste and Art Stroll in Del Mar, Halloween, and Holiday Wonderland;
- Community services such as summer valet parking program, summer visitor center, public art, downtown ombudsman, website, educational workshops, community and business newsletters, advocating for downtown revitalization;
- Marketing/Branding such as design of new Del Mar logo, development of a municipal marketing and branding program, city/event banners, Del Mar village entrance signs, village map and directory, holiday voucher program, network with tourism industry, Race Track and Fairgrounds.



Chief Lifeguard Pat Vergne with DMVA Taste & Art Stroll Volunteers.

To learn more on how you can become a DMVA Business Member please visit the DMVA website www.delmarmainstreet.com or contact the DMVA office via email info@delmarmainstreet.com or by phone 859.755.1179.

The DMVA Would Like to Recognize the Following 2007 DMVA Members and 2007 DMVA Event Sponsors for Their On-Going Support and Commitment to the Revitalization of Downtown Del Mar. ■

DMVA Members 2007

22nd District Agricultural Association
Clark, Diana and Grant
Del Mar Inn
Del Mar Medical Properties
Del Mar Plaza
Del Mar Thoroughbred Club
Earnest, Richard and Jackee
Ellis, Bob
Gardens Del Mar
Hilliard, Carl and Sharon
Johnson, Don
Kennedy, Jim
L'Auberge Del Mar
Les Artiste Hotel
Luke, Linda
San Diego County Supervisors/
Pam Slater-Price
Smith, Tricia
Soulshine
Union Bank of California
Watkins, Jim/Stratford Square

DMVA Event Sponsors 2007

Altegris
Bella Villa Hair Salon and Spa
Boby and Kathy Angello/
Willis Allen Realtors
Bully's North
Celine's Boutiques and Gifts
Chiquita Abbott Real Estate
Crepes and Corks Café
Del Mar Liquor
Del Mar Plaza
Del Mar Thoroughbred Club
Dicaro, Coppo and Popcke
DiscoverSD.com
Douglas Allred Company
En Fuego Cantina and Grill
Filanc Kim/Coldwell Banker
Real Estate
Folio Design
Hoehn Honda
ItZ Fixed Computer/Joel
Politzer
Java Kai

J.Carl Shoes
Jelley Properties
Jimmy O's Sportsbar
Kramer Martin Real Estate
L'Auberge Del Mar
Manpower San Diego
Pacifica Del Mar Restaurant
Rusty Del Mar
Ryan's Collection
San Diego County Supervisors/
Pam Slater-Price
Soulshine
Stratford Court Cafe
Surfing Magazine
Time Warner Cable
Union Bank of California
Wahoo's Fish Tacos
Watkins, Jim/Stratford Court
Weatherly Asset Management
Willis Allen Real Estate



DEL MAR™
VILLAGE ASSOCIATION

BUSINESS UPDATE

NUMBER 1

APRIL/MAY 2008

“It’s time for us to get together as neighbors and empower one another.”

RETAILERS & RESTAURANTS ARE INVITED TO TEAM UP WITH DMVA TO CREATE NETWORKING GROUP

First networking evening on Tuesday, May 6th from 6:30-8:30 at Soul Shine, 1217 Camino Del Mar.

by Melanie Bivens

Calling all Del Mar retailers, restaurant owners and managers! Did you know The Flower Den is also a salon, Soul Shine operates a Wellness Network, Giorgio’s offers weekday evening ½ price bottles of wine and that Dexter’s just had a weekend “wellness expo” for pets?

There is a lot of creative energy flowing through Del Mar businesses and the time has come for us to get together as neighbors and empower one another.

There are an expected 67,000 people coming to Torrey Pines for the U.S. Open in June. These folks will be less than 5 miles away from us on vacation, ready to experience what Del Mar has to offer.

What is your business going to do to capture that mar-

ket? I’d like to be able to tell our shoppers why they should go to Rusty’s for surf gear, or how Ryan’s new line of sunglasses is amazing or why Sbicca’s specials make for a great dinner destination.

Join us for an evening of discussion fostering cross-marketing and promotions opportunities on Tuesday, May 6th from 6:30-8:30 at Soul Shine, 1217 Camino Del Mar. The goal of this gathering is to get to know the representatives of each business and learn what those businesses are doing to market themselves.

Please bring any marketing materials you’d like to share, contact information and a bio on your business. Also, please focus on the notion that the goal of this exchange is to have some fun and move forward in a positive direction.

Should you have any questions please contact Melanie Bivens, the co-owner of Soul Shine at Melanie@soulshine.com. ■



PHOTO: RESOLUSIAN.COM



PRESENTED BY THE DMVA:
Enhancing the vitality of the Village of Del Mar while preserving its history and unique character.

- DMVA BOARD OF DIRECTORS
Walt Beerle, President
Greg Allen, Treasurer
Nancy Johnson Sanquist, Secretary, VP Design
Mike Slosser, VP Economic Restructuring
Sara Harnly, VP Promotions/Events
Andrea Hirashiki, VP Promotions/Marketing
Sissy Alsbrook
Mary Lou Amen
Rebecca Bartling
Matthew Bergman
Melanie Bevens
Larry Brooks
Bettina Experton
Craig Fravel
Sharon Hilliard
Don Johnson
Reyna Powers
Jen Grove, Executive Director
Susan Ivison, Assistant Executive Director

DESIGN: www.HulaGirlDesign.com

“STAY OPEN FOR THE OPEN”

DMVA Markets to Visitors Coming to San Diego for U.S. Open World Renowned Golf Tournament To Take Place at Torrey Pines June 9 – 15

The DMVA Promotion/Marketing Committee is encouraging businesses to take advantage of the thousands of visitors descending on San Diego in June for the U.S. Open golf tournament. “This is a perfect opportunity to showcase our Downtown Village as visitors will be looking for places to eat, shop, and unwind,” said DMVA Marketing Sub-Committee Chair Andrea Hirashiki, Director of Group Sales for Pacifica Del Mar.

The sub-committee is asking shops to “STAY OPEN FOR THE OPEN” with longer business hours and special promotional offers to attract U.S. Open visitors at the end of the play.

To enhance the visitor’s Del Mar experience, Hirashiki and her committee members are planning and promoting live music at the L’Auberge Del Mar Outside Amphitheatre for the evenings of Sunday, June 8th and Wednesday, June 11th. Local res-



continued on page 2

continued from page 1

restaurants, Jimmy O's, Pacifica Del Mar, and Epazote Oceanview Steakhouse will provide complimentary food. DMVA will be providing a limited number of special edition golf balls and other prizes during these events.

Also, a downtown directory/map of Del Mar highlighting shops, restaurants and services is currently being developed by DMVA. This brochure, including a promotional insert aimed at U.S. Open attendees, will be distributed at area hotel concierge desks to help promote the downtown.



To further promote Del Mar to visitors, downtown events will be posted on the DMVA website for access by hotel concierges and DMVA will be sending out e-blasts to more than 3,000 subscribers. Make the most of this opportunity! If you will be offering a special promotion while the U.S. Open is in town, please contact the DMVA office via email info@delmarmainstreet.com or by phone 858.755.1179. ■



PHOTO: RESOLUSEAN.COM

DMVA EXTENDS SUMMER VALET PARKING

Service starts June to September 1st



Knowing that parking is at a premium in Downtown Del Mar, the DMVA has extended its' summer VALET PARKING PROGRAM with the program now starting in June. This year the popular service will start June 1st and is offered from 5:30pm-11pm. The summer valet parking program is completely sponsored by the DMVA with the support of local restaurants and retailers through the DMVA hosted Summer Solstice Event. ■

TIME WARNER CABLE PARTNERS WITH DMVA

DISCOUNTED ADVERTISING OPPORTUNITIES
AVAILABLE THROUGH DMVA - CABLE TV PARTNERSHIP

A partnership between the DMVA and Time Warner Cable is bringing television advertising opportunities.

Premium ad spots are available for DMVA Diamond and Platinum Level DMVA Event Sponsors for the October 4th **Art Stroll & Taste** and December 7th **Holiday Wonderland**. More than 800 event ads highlighting the DMVA hosted events and its' premium level event sponsors will air one month prior to each event. The cable ads help promote the event as well as the Downtown Village to millions of cable television viewers.

In addition, if you've ever contemplated television advertising for your business but felt it was just out of reach now is the time to seize the opportunity. Time Warner Cable is offering DMVA business partners an opportunity to spotlight Del Mar on its "Stop-n-Shop" program.

To take advantage of any of these opportunities please contact DMVA at info@delmarmainstreet.com. ■



PHOTO: RESOLUSEAN.COM

SHOWCASE WHAT DEL MAR HAS TO OFFER AND PROMOTE YOUR BUSINESS OR SERVICE

Auction Items Needed for June 19th DMVA Summer Solstice Event

Looking for the perfect opportunity to showcase your business to potential new customers? Interested in attracting new clients? The upcoming DMVA Summer Solstice event is the perfect opportunity to showcase what you have to offer through its' silent and live auctions. In addition to the auctions, the June 19th event, which sold out early last year, offers an array of culinary creations from Del Mar's finest restaurants as well as selections from California's best wineries and breweries. The rhythmic sounds of steel drums, along with a beautiful ocean sunset serves as the backdrop.

Promote your business or services by donating an auction item for **Summer Solstice** in Del Mar. To learn more or donate contact the DMVA office via email info@delmarmainstreet.com at 858.755.1179. ■



DEL MAR VILLAGE ASSOCIATION OFFERS NUMBER OF OPPORTUNITIES TO PROMOTE BUSINESSES



Finding new or retaining repeat customers takes creativity and persistence. Market research studies prove that now more than ever businesses need to make sure they're top of mind as customers are more likely to comparison shop as well as seek reassurance on brand quality and shopping experience. But, how do businesses make sure their name is recognized and seen repeatedly when advertising budgets are already stretched thin? The Del Mar Village Association (DMVA) offers businesses a number of marketing opportunities to be seen and be heard:

1. DMVA Website Downtown Event Calendar
2. DMVA Event Sponsorship Opportunities
3. DMVA Event Partnerships
4. DMVA Media Cooperative Ads

DMVA WEBSITE DOWNTOWN CALENDAR

Post Your Event on the DMVA Website

With more than **10,000 hits a month** and recent upgrades, the DMVA website is loaded with information and is easy to navigate with up-to-date business listings, area attractions, and DMVA sponsored events.

Visit the DMVA website and complete the online event form so that your event can be listed today. www.delmarmainstreet.com

Promotional and event information, if provided within print deadlines, may also be listed in the quarterly DMVA Community Newsletter, a newsletter with a distribution base of more than 6,500 Del Mar residents and businesses!

DMVA EVENT SPONSORSHIP OPPORTUNITIES AVAILABLE

Businesses Marketed in Multi-Media Campaign

Del Mar is becoming well recognized for its' annual DMVA hosted events, particularly the organization's premium

events, **Summer Solstice, Taste & Art Stroll, and Holiday Wonderland.**

These three DMVA hosted events are aggressively marketed, attracting both area residents and surrounding community visitors to attend the event as well as shop and eat in Del Mar. Sponsoring one or all three DMVA special events provides you access to one of the most sought after demographic niches in the Southern California.

Depending on your level of event sponsorship your business will be repeatedly marketed via a multi-media campaign:

1. POSTCARDS – 4-color postcards with event information and listed sponsors are mailed to more than 9,000 Del Mar residents and businesses within the 92014 zip code. An additional 1,000 postcards are distributed to local and regional businesses.

2. WEB – Depending on your level of sponsorship, your company link or name will be posted on the DMVA website. This site receives over **10,000 hits each month** and links to all local area websites and regional visitor sites such as the City of Del Mar, Del Mar Fairgrounds, and Del Mar Regional Chamber of Commerce. DMVA 2007 events were also highlighted on website – www.DiscoverSD.com

3. E-BLASTS – Eblasts will be sent to 3,000+ DMVA subscribers with company logos or names prominently displayed.

4. COMMUNITY NEWSLETTER – Your company logo or name will appear as an event sponsor in this quarterly newsletter that is distributed to more than 6,500 Del Mar residents and businesses. In addition, 1,000 newsletters are available throughout the Downtown Village.

5. PRINT MEDIA – The DMVA has partnered with the Del Mar Times, Carmel Valley Leader, Rancho Santa Fe Record, Solana Beach Sun and the Union Tribune to help promote and advertise events.

6. TV & RADIO – Your company name, logo, or individual name will receive mention in in-kind promotional television spots.

For more information on how you or your business can become a sponsor for an upcoming DMVA event please visit our website – www.delmarmainstreet.com or contact the DMVA office via email info@delmarmainstreet.com or by phone 858.755.1179

DMVA EVENT PARTNERSHIPS

Collaboration Benefits Business and Downtown Revitalization Efforts

Planning an event? Want to ensure your event is well marketed? Why not partner with the DMVA and work together to assure your upcoming event is top of mind? Whether it's a vintner dinner, a special shopping opportunity, or unique seasonal event, collaborate with the DMVA as a community partner and take advantage of the benefits. As a DMVA event partner your event is advertised to more than 3,000 through DMVA eblast contacts, newsletters and website. In return, DMVA receives 10-20% of event proceeds, which, in turn, supports the organization's Downtown Village revitalization efforts, a win for everyone!

To partner an event with the DMVA contact our office via email info@delmarmainstreet.com or by phone 858.755.1179 ■



2007 Event collateral