



ASSOCIATE BUSINESS MEMBERSHIP

ABOUT LA JOLLA

La Jolla is an affluent, hilly seaside resort community occupying 7 miles of curving coastline along the Pacific Ocean in Southern California within the northern city limits of San Diego. La Jolla is surrounded on three sides by ocean bluffs and beaches and is located 12 miles north of Downtown San Diego. The La Jolla Village Merchants Association is home to a variety of businesses in the areas of lodging, dining, shopping, software, finance, real estate, medical practice and scientific research. Business owners are proud to call La Jolla home, and extend the same friendly welcome to locals and visitors alike.

Since the 1880's, La Jolla has been a favorite vacation destination. Boasting southern California's most beautiful and majestic coastline and the finest weather in the world, La Jolla offers a varied selection of hotels, shopping, dining, events and attractions. From the nostalgia and splendor of the 1920s to new boutique luxury, La Jolla's beachfront hotels and lodging are second to none.

The La Jolla Business Improvement District (BID) was founded in 1989 by the local businesses of the day to further the prosperity of the commercial neighborhood. The La Jolla Village Merchants Association is the non-profit management corporation for the La Jolla Business Improvement District.

ASSOCIATE BUSINESS MEMBER BENEFITS

For-profit and non-profit businesses in and around the La Jolla Village area will be considered for Associate Business Member status. Only businesses within the San Diego Community Plan for La Jolla are eligible to apply. For home businesses, they must also be in the Community Plan district map. Eligibility shall be conditional on payment of an amount determined by the following fee schedule. Associate Members enjoy the benefits of Assessed Businesses except that they cannot sit as Directors per the LJVMA By-laws. The La Jolla Village Merchants Association (LJVMA) is dedicated to serving the businesses in the La Jolla Village Business Improvement District. For this reason, when considering selection of vendors the highest priority will always be given to member businesses of the LJVMA.

ASSOCIATE BUSINESS MEMBER FEES

Associate members will pay a fee equivalent to the amount paid by similar assessed businesses. An analysis of the total number of employees will serve as the basis for determining the amount of the fee for each prospective Associate member.

Associate Membership Fee Schedule:

Companies with 1 – 10 employees	\$350
Companies with 11 – 40 employees	\$600
Companies with 41 – 75 employees	\$900
Companies with 76 – 125 employees	\$1,250
Companies with 126 – 200 employees	\$1,600
Companies with 200 + employees	\$2,000

PROCESS

Businesses wishing to be associate members to the La Jolla Village Merchants Association must complete the application below. Only businesses or non-profit companies are eligible for Associate Memberships. Associate Members shall have the right to vote but shall not have the right to sit as a Director.

Upon receipt of an application from a qualified for-profit or not-for-profit business, the Associate Member committee will verify the information provided by the prospective member, determine if the prospective member meets the qualifications for Associate Membership, and will determine which category the applicant falls into. If the applicant satisfies the qualifications, the Associate Membership Committee will place the application before the Board of Directors at their next regularly scheduled meeting (following the submission of the application). The Board of Directors will review the information provided by the Associate Membership Committee and will consider a motion to accept the applicant as an Associate Member.

Once the applicant has been accepted by a majority vote of the Board of Directors they will pay the annual membership dues based upon the prices listed above. Their membership is valid for one year from date of payment and will renew at the current Associate Membership rates of their assigned category in effect at the time of their renewal. Their Associate Membership will remain active unless they cancel the membership, or they become disqualified as an Associate Member. Associate Members can be disqualified by majority vote of the Board of Directors. If an Associate Member resigns or is otherwise disqualified, no refund of the annual dues will be given.



ASSOCIATE BUSINESS MEMBERSHIP APPLICATION

Name _____

Business Name _____

Type of Business _____

Physical Address of Business _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Business Owner (Representative) _____ E-mail _____

Federal Tax ID _____

For Profit Company / Organization

Non-Profit Company / Organization

Size of Company:

- Companies with 1 – 10 employees \$350
 Companies with 11 – 40 employees \$600
 Companies with 41 – 75 employees \$900
 Companies with 76 – 125 employees \$1,250
 Companies with 126 – 200 employees \$1,600
 Companies with 200 + employees \$2,000

Please make check payable to La Jolla Village Merchants Association

Which benefits have attracted you to join the LVMA as an Associate Business Member?

Why do you want to join the LVMA as an Associate Business Member?

Get Involved: Are you interested in serving on a committee? Yes ___ No ___

If yes, which committee(s)

- Promotions/Marketing Organization Design Economic Special Events

EMAIL LISTS - Do you want to be included in the LVMA emails: Yes ___ No ___