



**Little Italy Association of San Diego - Board of Directors Meeting
 Tuesday, July 11, 2023 at 8:30 am
 Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)**

CLOSED SESSION TO DISCUSS POTENTIAL CONTRACTUAL CONFLICT ON ITEM 6

AGENDA

- 1) Introductions / Steve Galasso, President & Marco Li Mandri, CEA**
- 2) Non-Agenda: Public Comment & Announcements**
- 3) Minutes of the June 6, 2023 Meeting** *Action Item* P. 3-9
- 4) Committee Reports**
 - Organization Committee / Steve Galasso
 - a. Catt White Appoints Brijet Myers as Alternate / Marco P. 10
 - b. Unauthorized Camping on Public Land Ordinance – Update / Marco
 - c. FY24 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris Gomez P. 11-12
 - d. Next Meeting: **TBD**
 - Finance Committee / Bryan Thompson
 - a. YTD Draft Financial Report / Jeri Keiller & Bryan *Action Item* P. 13
 - b. FY24 Draft Association Budgets *Action Item* P. 14-25
 - c. FY24 Organization Committee Spending Allocation - \$2,000 / Marco *Action Item*
 - d. FY24 Finance Committee Allocation for Non-Budgeted Expenditures w/o Board Approval - \$25,000 / Jeri *Action Item*
 - e. Fidelity Investment – Update / Jeri & Bryan P. 26
 - f. Next Meeting: **Thursday, July 20, 2023 at 9:00am
 Little Italy Association’s Conference Room**
 - District Identity & Placemaking (DI&P) Committee / Chris Gomez P. 27-31
 - a. Olive Public Relations Report / Larisa Medina & Cree Jones
 - b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White
 - c. Taste of Little Italy – Recap / Curt Brooker
 - d. ArtWalk Summer Series (7/23) / Curt
 - e. Marine Band San Diego Summer Concert (7/29) / Chris
 - f. San Diego Padres Italian Heritage Night (8/4) / Chris
 - g. Our Lady of the Rosary Centennial Events (8/17-19) / Luke Vinci
 - h. Piazza Costanza – Update / Marco P. 32-38
 - i. Piazza della Famiglia Placemaking Strategy / Lisa Gerson P. 39-49
 - j. Little Italy Venues / Curt
 - k. Next Meeting: **NEW DATE / Friday, August 11, 2023 at 9:00am
 Little Italy Association’s Conference Room**

LITTLE ITALY ASSOCIATION OF SAN DIEGO

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. No Update
- b. Next Meeting: **TBD**

Parking & Mobility Committee / Luke Vinci

- a. Revisiting Grape Street Vacation of East Pedestrian Crosswalks / Chris
- b. Enhanced Continental Crosswalks – Update / Chris
- c. Next Meeting: **TBD**

5) Community Reports

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblywoman Boerner Office, Supervisor Lawson-Remer's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, Economic Development Department, Our Lady of the Rosary, Washington Elementary School, Convivio and DCPC.

6) CLOSED SESSION: BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL CONTRACTUAL CONFLICT. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER THE CLOSED SESSION.

- a. Potential Contractual Conflict **Action Item**

7) REOPEN MEETING & REPORT TO PUBLIC: Update on Little Italy Association's decision, if any, on Closed Session item.

8) Other

- 9) Next Meeting: NEW DATE / Tuesday, September 12, 2023 at 8:30am
Our Lady of the Rosary's Church Hall (Downstairs)**

10) Adjournment **Action Item**

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619 233-3898 or chris@littleitalysd.com at least 48-hours prior to the meeting.



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, June 6, 2023, at 8:30 am
Our Lady of the Rosary Church Hall-Downstairs (1654 State Street)

PRESENT Steve Galasso, Danny Mocerri, Lou Palestini, Bryan Thompson, Jeri Keiller, Rich Gustafson, Luke Vinci, Ryan Blum, Annette Casemero, Catt Fields White, Jack Pecoraro, David Rodger, Pasquale Ioele, Dino Cresci, Jocelyn Marcus, Joey Busalacchi, Curt Brooker

EXCUSED Juan Nuñez

UNEXCUSED Lisa Gerson, Dominic Brunetto, Jim DeSpenza, Joe Cordileone, Clarissa Estevez

GUESTS Officer Larry Turner, Mary Elizabeth Novell, Gary Mansour, Anna Tokie, Celsey Taylor, Joe Santos, Jonathan Santos, Susan Keating, Jason Weisz, David Kohn, Sal Giametta

STAFF Marco Li Mandri, Chris Gomez, Dianne T. Serna, Larisa Medina, Michelle Thomas de Mercado, Brijet Myers, Ethan Olsen

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 a.m. by the President, Steve Galasso.	<i>No action taken</i>
2. Non-Agenda: Public Comment Introductions and Announcements	Sal Giametta announced that he is launching a new Podcast; "On the Streets", which will feature visitors and locals throughout Little Italy. Marco Li Mandri congratulated Catt Fields White on the 15-year anniversary of the Little Italy Mercato. Catt was surprised last week at the Mercato by Hoover High school's Marching Band.	<i>No action taken</i>

<p>3. Review of May 2, 2023, Board Minutes</p>	<p>3. Minutes from May 2, 2023, were reviewed.</p>	<p><i>3. Jack Pecoraro moved to approve the amended February minutes. Danny Mocerri seconded the motion. Unanimously approved.</i></p>
<p>4. Committee Reports Organization Committee / Steve Galasso</p> <p>a. Set Annual Meeting & Appoint Nominations Task Force / Marco</p> <p>b. Unauthorized Camping on Public Land Ordinance Hearing (6/13) / Marco</p> <p>c. Approve Letter Endorsing Proposed City Ordinance Prohibiting Encampments on Public Property / Marco</p>	<p>4.a. Marco asked the Board to vote if the Board of Directors meeting should skip its Board meeting in August.</p> <p>Marco asked the Board to authorize Steve Galasso to set the Annual meeting date.</p> <p>The Annual meeting was set for Tuesday, September 12, 2023.</p> <p>4.b. Marco asked the Board to show their support for the Unauthorized Camping and Public Land Ordinance. The Ordinance hearing will take place on June 13, 2023, at 1:30pm.</p> <p>4.c. Marco asked the Board to approve the letter endorsing the Proposed City Ordinance Prohibiting Encampments on Public Property.</p>	<p><i>4.a. Rich Gustafson moved to skip the Board meeting in August. Pascual loele seconded the motion. Luke Vinci opposed. Motion passes.</i></p> <p><i>Luke Vinci moved to authorize Steve Galasso to set the Nominations Task Force for the Annual Meeting. Danny Mocerri seconded the motion. Unanimously approved.</i></p> <p><i>4.b. No action taken</i></p> <p><i>4.c. Luke moved to approve endorsing the Proposed City Ordinance Letter. Joselyn Marcus seconded the motion. Unanimously approved.</i></p>

<p>d. Resignation of Tom Zolezzi / Marco</p> <p>e. Busker Ordinance – Update / Marco</p> <p>f. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris</p> <p>g. Next Meeting:</p>	<p>4.d. Marco shared Tom Zolezzi’s resignation letter on page 8 of the Board Packet. Tom Zolezzi and his family have been a part of the Little Italy neighborhood and the Board for many years.</p> <p>4.e. Marco stated that he is still working with the City of San Diego on the Busker Ordinance.</p> <p>4.f. Chris reported that the Get-or-Give self-reporting form is on pages 9-10 of the Board packet.</p> <p>It is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association. Please contact him with any updates as he is closing out the fiscal year.</p> <p>4.g. TBD</p>	<p><i>4.d. No action taken</i></p> <p><i>4.e. No action taken</i></p> <p><i>4.f. No action taken</i></p> <p><i>4.g. No action taken</i></p>
<p><i>Finance Committee: Bryan Thompson;</i></p> <p>a. YTD Financial Report/Jeri Keiller & Bryan Thompson</p> <p>b. Authorization to Apply for County of San Diego NR & CE Grant / Chris</p> <p>c. Grain & Grit Use of Piazza della Famiglia in Evenings / Marco</p>	<p>4.a. Jeri Keiller gave an update on the YTD finances.</p> <p>Marco thanked Catt and Brijet for doing a great job with the Little Italy Mercato. We are 20% above the anticipated budget in revenue.</p> <p>4.b. Chris asked for authorization to apply for the County of San Diego NR and CE Grant. The funds will be used to purchase 40 additional dog dispensers, furniture, and fountain repairs.</p> <p>4.c. Chris reported that Grain and Grit requested partial exclusive use of Piazza della Famiglia for six months. Grain and Grit’s staff will be responsible for managing the furniture within their zone. Any private event will supersede the use of</p>	<p><i>4.a. No action taken</i></p> <p><i>4.b. Danny Mocerì moved to authorize staff to apply for grants for FY24 capital projects. Luke seconded the motion, Unanimously approved.</i></p> <p><i>4.c. No action taken</i></p>

<p>d. Fidelity Investment Update / Jeri & Bryan</p> <p>e. Next Meeting:</p>	<p>this space.</p> <p>4.d. Jeri Keiller gave an update on Fidelity Investment. The CDs are FDIC insured.</p> <p>4.e. The next Finance meeting will take place on Thursday, June 22, 2023, at 9:00am.</p>	<p><i>4.d. No action taken</i></p> <p><i>4.e. No action taken</i></p>
<p>Committee Reports <i>DI&P Committee:</i></p> <p>a. Olive Creative Strategies Report/Larisa Medina & Cree Jones</p> <p>b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White</p> <p>c. Taste of Little Italy (6/20 & 21) / Curt</p> <p>d. ArtWalk Summer Series (6/25 & 7/23) / Curt</p> <p>e. Marine Band San Diego Summer Concert (7/29) / Chris</p> <p>f. San Diego Padres Italian Heritage Night (8/4) / Chris</p>	<p>4.a. Larisa Medina gave an update on Little Italy's public relations activities..</p> <p>4.b. Catt Fields gave an update on the Little Italy Mercato, and thanked everyone who came out and helped to celebrate the 15-year anniversary of the Little Italy Mercato.</p> <p>4.c. Curt Brooker gave an update on the Taste of Little Italy. Curt shared that both Aperol and Stella Artois will be sponsors for the event.</p> <p>Curt informed the Board that 40 restaurants will be participating in the 2-day Taste event; 20 restaurants on each day. Curt thanked the restaurants for participating.</p> <p>4.d. Curt reported that Artwalk Summer Series will take place on June 25th and July 23, 2023. This will be a smaller version, referred to as an Art Market.</p> <p>4.e. Chris reported that The Marine Band Summer Concert will take place on July 29, 2023, at 7:00pm</p> <p>4.f. Chris announced that the San Diego Padres Italian Heritage Night will take place on August 4, 2023, at 6:40 pm, Padres vs. Dodgers.</p>	<p><i>4.a. No action taken</i></p> <p><i>4.b. No action taken</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p> <p><i>4.e. No action taken</i></p> <p><i>4.f. No action taken</i></p>

<p>g. Our Lady of the Rosary Centennial Events (8/17-19) / Luke Vinci</p> <p>h. Little Italy Venues & Marketing Plan / Curt</p> <p>i. Amici Park Redesign Revised Estimate / Marco</p> <p>j. Next Meeting:</p>	<p>4.g. Luke Vinci reported that Our Lady of the Rosary's Centennial event will take place August 17-19, 2023. Tickets can be purchased at https://olr100.com/ General tickets cost \$65.00 and VIP tickets will be sold for \$120.00</p> <p>4.h. The next meeting will take place on Friday May 19, 2023, at 9:00 am in the Little Italy Association's Conference Room.</p> <p>4.i. Marco Li Mandri reported that the new estimate for the Amici Park Redesign will be between \$4.8-4.9 million.</p> <p>4.j. The next DI & P meeting will take place on June 16, 2023, at 9:00 am.</p>	<p>4.g. <i>No action taken</i></p> <p>4.h. <i>No action taken</i></p> <p>4.i. <i>No action taken</i></p> <p>4.j. <i>No action taken</i></p>
<p>Neighborhood Advisory Committee (NAC)- Jeri Keiller</p> <p>a. No Update/ Jeri</p>	<p>4.a. Jeri Keiller reported that there is no update.</p>	<p>4.a. <i>No action taken</i></p>
<p><i>Parking & Mobility Committee: Luke Vinci</i></p> <p>a. San Diego Rescue Mission in FY24/ Chris</p> <p>b. Columbia Street Diagonal Parking – Update / Chris</p> <p>c. State Street Bike Lane & Improvements - Update / Chris</p>	<p>4.a. Chris reported that we will continue working with the San Diego Rescue Mission 7 days a week in FY24.</p> <p>4.b. Luke Vinci shared that after 14 years, the Diagonal Parking on Columbia Street has been completed. However, there are fewer parking spaces than anticipated. We were expecting 30-40 spaces and 20-22 were completed.</p> <p>4.c. Chris reported that the State Street Bike Lane Improvements were put on hold due to the Mobility Plan. The City is moving forward with a bike lane similar to the bike lane on Beech Street, with pilons. The bike lane will be on the East side of the street, the street is set to be resealed in November. Chris gave an update on the Marketing agreement for the Kiosk Project. Chris will be meeting with the City Council at 2:00 today to amend the wording.</p>	<p>4.a. <i>No action taken</i></p> <p>4.b. <i>No action taken</i></p> <p>4.c. <i>No action taken</i></p>

5. Community Reports	<p>5. Emily Bonner from the City Council's office reported that the unsafe camping ordinance will be heard at 1:30pm on June 13, 2023.</p> <p>Jason Weisz from Senator Atkin's office reported that in the Legislature they passed what is called the House of Origin deadline. Senate bills will need to be passed out of the Senate, and Assembly bills will need to be passed out of the Assembly. If they did not meet the threshold by last Friday, they will not be able to move forward this year.</p> <p>On June 15, 2023, the State Legislature will need to pass a balanced budget and send it to Governor Newsom for signature.</p> <p>Marco asked for the status on the Mental Health Reform on page 22 of the Board packet.</p> <p>Marco asked for assistance with CalTrans regarding installation of a barrier wall to better protect the children at Washington Elementary School from oncoming traffic. The school currently has a chain link fence.</p> <p>Kelsie Taylor from Supervisor Lawson-Reemer's office gave an update on budgets.</p> <p>Office Turner reported that this Saturday at 11:00am is the next Surveillance meeting at the San Diego Library.</p>	5. <i>No action taken</i>
6. Other	6. Nothing to Report.	6. <i>No action taken</i>
7. Next Meeting	7. DATE CHANGE-Tuesday, July 11, 2023, at 8:30 am at Our Lady of the Rosary Church Hall.	7. <i>No action taken</i>
8. Adjournment	8. Meeting Adjourned	8. <i>Annette Casemero moved to adjourn the meeting. Danny Mocerri seconded the motion.</i>

		<i>Unanimously approved.</i>
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Minutes taken by Dianne T. Serna, Staff

Christopher M. Gomez

From: Catt Fields White <catt@sandiegomarkets.com>
Sent: Monday, June 26, 2023 5:39 PM
To: Christopher M. Gomez
Subject: Board alternate

Hello Chris,

As in past years, please consider Brijet Myers my alternate for my seat on the LIA Board, now and in the future, with my full proxy to vote in my absence. Please let this remain in full force and effect until rescinded in writing or my board term expires.

Thank you,

Catt

Catt Fields White

SanDiegoMarkets.com

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619.233.3901

GOALS MET

*FY24 RMNG does not carry-forward (C/F) into the next fiscal year.

LAST NAME	FIRST NAME	FY22 C/F	JUL'23	AUG. '23	SEP. '23	OCT. '23	NOV. '23	DEC. '23	JAN. '24	FEB. '24	MAR. '24	APR. '24	MAY '24	JUN. '24	FY23 + C/F	GoRG REQ	FY24 RMNG*	FY24 C/F
Galasso	Steven	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Mocerri	Danny	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Palestini	Lou	\$790													\$790	\$1,500	-\$710	-\$710
Thompson	Bryan	\$2,968													\$2,968	\$1,500	\$1,468	\$1,468
Vinci	Luke	\$4,250													\$4,250	\$1,500	\$2,750	\$2,750
Blum	Ryan	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Brooker	Curt	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Brunetto	Domenic	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Busalacchi	Joey	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Casemero	Annette	\$118													\$118	\$1,500	-\$1,382	-\$1,382
Cordileone	Joe	\$0													\$0	\$1,500	-\$1,500	-\$1,500
DeSpenza	Jim	\$930													\$930	\$1,500	-\$570	-\$570
Estevez	Clarissa	\$24,025													\$24,025	\$1,500	\$22,525	\$22,525
Gerson	Lisa	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Gustafson	Rich	\$100													\$100	\$1,500	-\$1,400	-\$1,400
loele	Pasquale	\$134													\$134	\$1,500	-\$1,366	-\$1,366
Keiller	Jeri	\$245													\$245	\$1,500	-\$1,255	-\$1,255
Newton	Davis	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Núñez	Juan	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Pecoraro	Jack	\$12,200													\$12,200	\$1,500	\$10,700	\$10,700
Rodger	David	\$825													\$825	\$1,500	-\$675	-\$675
Strauss Casey	Diana	\$0													\$0	\$1,500	-\$1,500	-\$1,500
Tabigue	Father Joseph	\$400													\$400	\$1,500	-\$1,100	-\$1,100
White	Catt	\$0													\$0	\$1,500	-\$1,500	-\$1,500
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$36,000		

Little Italy Association of San Diego
 FY24 Board Attendance

Last Name	First Name	Position	Jul. 23	Aug. 23	Sep. 23	Oct. 23	Nov. 23	Dec. 23	Jan. 24	Feb. 24	Mar. 24	Apr. 24	May. 24	Jun. 24
Blum	Ryan	Property Director												
Brooker	Curt	Business Director												
Brunetto	Domenic	Property Director												
Busalacchi	Joey	Business Director												
Casemero	Annette	Property Director												
Cordileone	Joe	Community at Large												
Cresci	Dino	Property Director												
DeSpensa	Jim	Property Director												
Estevez	Clarissa	Property Director												
Galasso	Steven	1 - PRESIDENT												
Gerson	Lisa	Property Director												
Gustafson	Rich	Property Director												
Ioele	Pasquale	Property Director												
Keiller	Jeri	Property Director												
Moceri	Danny	2 - VICE PRESIDENT												
Núñez	Juan	Property Director												
Palestini	Lou	3 - V.P. OF CULT. AFF.												
Pecoraro	Jack	Property Director												
Rodger	David	Property Director												
Strauss Casey	Diana	Property Director												
Tabigue	Father Joseph	Property Director												
Thompson	Bryan	4 - TREASURER												
Vinci	Luke	5 - SECRETARY												
White	Catt	Community at Large												

- X - Excused
- U - Unexcused
- L - Leave

Bylaws: Attendance

3 Unexcused

6 Total (Excused and Unexcused)

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2022 - JUNE 2023**

BOARD MEETING DATE:		7/11/2023				
Accrual Basis Report - May 2023						
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	YTD BUDGET (NET)	<u>REVISED ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS						
	BID	113,827	122,401	-8,574	517	0
	MAD ₁	1,132,938	1,261,944	-154,104	-140,094	-168,113
	PARKING METER ₂	633,081	707,198	-74,117	0	0
	TOTAL	\$1,879,846	\$2,091,543	-\$236,795	-\$139,577	-\$168,113
1. Supplemental Maintenance program: YTD net gain \$146,786. (Budgeted net gain YTD \$99,340. Annual budget net income is \$85,780)						
2. Additional Parking Program operations: YTD net income \$16,900. (Budgeted net income \$3,300. Annual budget net income \$3,600)						
Programs and Operations: YTD net income \$115,978. (Budgeted YTD net income \$51,842. Annual budget net income \$53,388) Included are the results for the Mercato. Mercato results -Net income YTD \$347,501, budgeted YTD net income \$281,260.						
		May-23	May-22			
Total income for Little Italy Assn		\$3,585,391	\$3,295,948			
Total expense for Little Italy Assn		<u>\$3,517,343</u>	<u>\$3,038,624</u>			
Net income over expense		\$68,048	\$257,324			
Balance Sheet						
	5/31/2023	5/31/2022				
Checking	567,761	705,429				
Savings	93,077	276,548				
Fidelity Investments	198,000	0				
Accounts Receivable	326,896	211,317				
Other assets	265,270	116,319				
Total Assets	<u>1,451,004</u>	<u>1,309,613</u>				
Accounts Payable	149,261	103,688				
Advances	185,852	223,593				
Loans	148,475	148,475				
Equity	967,416	833,857				
Liabilities & Equity	<u>1,451,004</u>	<u>1,309,613</u>				

June 23 2023			
PROPOSED BUDGET	LITTLE ITALY ASSOCIATION		
2023-2024			
	2022-2023 YEAR END ACTUAL (estimate)	Budget 22-23	Budget 23-24
BID	-\$5,000	\$0	\$0
MAD	-140,000	-168,113	-228,204
MNA	155,000	86,780	150,000
PARKING	0	3,000	0
PROGRAMS/OPS	100,000	53,388	83,064
Total	\$110,000	-\$24,945	\$4,860

**Little Italy Association of San Diego
 BID Profit & Loss Budget**

			Jul '22 - May 23	Annual Budget 2022-23
				Annual Budget 2023-24
	Income			
	SBEP · SBEP Management Grant		18,356.00	
	BID INCOME			
	Carry-forward		0.00	6,213.31
	BID Dues		600.00	0.00
	BID Disbursements		94,871.36	126,000.00
	Total BID INCOME		95,471.36	132,213.31
	Total Income		113,827.36	132,213.31
	Expense			
	OFFICE OPERATIONS			
	Accounting		4,000.00	3,999.96
	Computer Service		6,699.00	4,500.00
	Dues & subscriptions		900.00	1,500.00
	Insurance		5,733.32	3,999.96
	Office supplies		6,152.68	6,900.00
	Printing		0.00	500.04
	Phone & Internet		2,021.10	2,600.04
	Postage		1,927.69	999.96
	Rent		5,500.00	6,000.00
	Web Maintenance		300.00	2,000.04
	Total OFFICE OPERATIONS		33,233.79	33,000.00
	PROGRAM EXPENSE			
	Merchant Services		10.65	
	Total PROGRAM EXPENSE		10.65	
	NCA Management			
	Staff Administration		38,683.68	60,000.00
	Total NCA Management		38,683.68	60,000.00
	Consulting Services			
	PR		30,250.00	33,000.00
	Total Consulting Services		30,250.00	33,000.00
	Contingency		4,587.16	6,213.31
	SBEP EXPENSES			
	Management Grant		16,316.32	0.00
	Total SBEP EXPENSES		16,316.32	0.00
	Total Expense		123,081.60	132,213.31
	Net Income		-9,254.24	0

**Little Italy Association of San Diego
MAD Profit & Loss Budget**

		Jul '22 - May 23	Annual Budget 2022-23	Annual Budget 2023-24
Income				
MAINTENANCE DISTRICT INCOME				
	MAD Assessments	1,112,638.05	1,218,606.00	1,306,498.98
	MAD Gas Tax	0.00	3,916.00	4,241.00
	MAD General Benefit Income	0.00	48,035.00	52,455.65
	MAD City Administration	0.00	-3,500.00	-3,500.00
	MAD Spec Dist Lighting	0.00	-35,000.00	-76,000.00
Total Income		1,112,638.05	1,213,787.00	1,283,695.63
Expense				
OFFICE OPERATIONS				
	Accounting	5,800.00	5,000.00	5,000.00
	Computer Service	2,871.00	7,000.00	7,000.00
	Insurance	116,795.80	125,000.00	125,000.00
	Office supplies	3,580.11	10,000.00	6,000.00
	Payroll Service	5,618.08	5,000.00	5,000.00
	Rent			
	Storage	7,214.00	10,000.00	10,000.00
	Rent - Other	43,400.00	40,000.00	40,000.00
	Total Rent	50,614.00	50,000.00	50,000.00
	Repairs & Maintenance	957.00	6,000.00	2,000.00
	Utilities		3,500.00	
Total OFFICE OPERATIONS		186,235.99	211,500.00	200,000.00
LANDSCAPE OPERATIONS				
	Nursery & Landscape Supplies	32,836.27	26,000.00	20,000.00
	Tree Supplies & Services	24,435.33	25,000.00	20,000.00
	Tools & Equipment	0.00	1,000.00	3,000.00
	Dumpster	3,862.56	4,000.00	2,000.00
	Uniforms	1,575.46	2,000.00	5,000.00
	Equipment Rental	805.84	5,000.00	2,500.00
Total LANDSCAPE OPERATIONS		7,882.24	2,500.00	52,500.00
ASSESS DIST OPERATIONAL EXP				
MAD / BID OPERATIONS				
	Dumpster	26,864.75	30,000.00	30,000.00
	Tools & Equipment	1,807.40	1,500.00	1,500.00
	Auto expenses	15,583.16	12,000.00	12,000.00
	Gas & electricity	7,885.51	6,000.00	6,000.00
	Gasoline	36,552.44	28,000.00	30,000.00
	Equipment Rentals	0.00	1,000.00	1,000.00
	Cell Phones / Radios	2,684.00	4,800.00	4,800.00
	Electrical Work/Street Lights	0.00	1,000.00	1,000.00
	Water	9,998.78	16,000.00	16,000.00
	Uniforms	2,201.64	7,000.00	7,000.00
	Cleaning & Janitorial Supplies	40,431.52	35,000.00	35,000.00
Total MAD / BID OPERATIONS		144,009.20	142,300.00	144,300.00

**Little Italy Association of San Diego
MAD Profit & Loss Budget**

	Jul '22 - May 23	Annual Budget 2022-23	Annual Budget 2023-24
PRESSURE-WASHING OPERATIONS			
Tools & Equipment	0.00	1,000.00	1,000.00
Pressure Washer / Water Trailer	11,172.52	5,000.00	5,000.00
Total PRESSURE-WASHING OPERATIONS	11,172.52	6,000.00	6,000.00
Total ASSESS DIST OPERATIONAL EXP	155,181.72	148,300.00	150,300.00
PERSONNEL EXPENSE			
EE MEDICAL CONTRIBUTION			
Consultant Salary Expense	10,346.43	0.00	8,000.00
EE MEDICAL CONTRIBUTION - Other	-5,349.92	0.00	-4,000.00
Total EE MEDICAL CONTRIBUTION	4,996.51	0.00	4,000.00
Office Administrator			
Salary Expense	36,436.00	21600	40,500.00
Landscape Crew			
Salary Expense	197,144.81	278,400.00	288,000.00
Maintenance Crew			
Salary Expense	464,159.80	516,000.00	650,000.00
Pressure-Washing Crew			
Salary Expense	101,699.89	115,000.00	125,000.00
Total PERSONNEL EXPENSE	803,437.00	931,000.00	1,107,500.00
PROGRAM EXPENSE			
Landscaping & Nursery Supplies	449.33		
Total PROGRAM EXPENSE	449.33		
Maintenance Personnel			
Payroll taxes	1,014.07		
Total Maintenance Personnel	1,014.07	0.00	
Maintenance Non-Personnel			
Repairs & Maintenance	450.00	0.00	
Total Maintenance Non-Personnel	450.00	0.00	
NCA Management			
Staff Administration	22,000.00	24,000.00	
Total NCA Management	22,000.00	24,000.00	
Office Operational			
Employee Screening Services	1,477.79	1,600.00	1,600.00
Total Expense	1,261,943.60	1,402,200.47	1,511,900.00
Net Income	-129,005.55	-168,113.00	-228,204.37

**Little Italy Association of San Diego
MNA Profit & Loss Budget**

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		Jul '22 - May 23	Annual Budget 2022-23	Annual Budget 2023-24
Income				
	Donation	2,225.00		6,000.00
	Sponsors	12,000.00	0.00	16,000.00
	Total PROGRAM INCOME	14,225.00	11,000.00	22,000.00
MAINTENANCE NON-ASSESS INCOME				
	Mercato Services	55,000.00	60,000.00	60,000.00
	Supplemental Services	85,243.00	75,000.00	105,000.00
	Total MAINTENANCE NON-ASSESS INCOME	140,243.00	142,200.00	165,000.00
Total Income		154,468.00	154,200.00	187,000.00
Expense				
MISC MAINT EXPENSE				
	Misc Maintenance Expense	381.70	600.00	2,500.00
	School Dist Property Taxes	0.00	17,500.00	17,500.00
	Total MISC MAINT EXPENSE	381.70	18,100.00	20,000.00
MAD / BID OPERATIONS				
	Meals & Entertainment	247.70	600.00	600.00
	Late Fees	49.46	100.00	100.00
	Tools & Equipment	2,116.00	0.00	3,000.00
	Liability Claims	0.00	3,000.00	
	Auto expenses	187.00	600.00	
	Cell Phones / Radios	104.00		
	Total MAD / BID OPERATIONS	2,704.26	4,300.00	3,700.00
OFFICE OPERATIONS				
	Office supplies	239.35	0.00	
LANDSCAPE OPERATIONS				
	Nursery & Landscape Supplies	114.25		
	Tree Supplies & Services	1,000.00	0.00	
	Total LANDSCAPE OPERATIONS	1,114.25	0.00	
PERSONNEL EXPENSE				
	Staff reimbursement			-8,500.00
Maintenance Crew				
	Staff Bonuses	9,000.00	10,000.00	10,000.00
	Payroll Taxes	-1,186.30		
	Total Maintenance Crew	7,813.70	10,000.00	1,500.00
	Total PERSONNEL EXPENSE	6,627.40	10,000.00	1,500.00
ACCOUNTANT EXPENSE ENTRIES				
	Depreciation	9,468.19	29,000.00	10,800.00
PROGRAM EXPENSE				
	Liability Claim	0.00	3,000.00	
	Meals / Entertainment / Travel	94.11	1,020.00	1,000.00
	Late fees	68.46		
	Total PROGRAM EXPENSE	162.57	4,020.00	1,000.00
	Total Maintenance Personnel	-9,856.84		
	Legal		6,000.00	
Total Expense		76,882.15	68,420.04	37,000.00
NET INCOME		146,785.49	85,779.56	150,000.00

FY24 Little Italy Parking District Budget

Drafted May 23, 2023

INCOME	
Parking Meter Revenues (PMR)	\$650,000
Keep // Projected Program Revenue	\$116,640
Total FY23 Projected Income	\$766,640

EXPENSE	PMRs	
In-House Valet Program		
Valet Employee Payroll	\$260,000	
Equipment & Uniforms	\$8,000	
Cell/Tech Service & Fees	\$2,000	
Permits	\$4,000	36%
Total	\$274,000	

Park. Prog.

Lot Rentals and Insurance for Both Programs		
Workers Comp	\$15,000	
Liability Insurance	\$48,000	
Parking Lot Rentals	\$110,000	23%
Total	\$173,000	

Marketing and Promotions		
Website Maintenance & IT (Partial)	\$4,500	
Printed Material	\$5,000	
Public Relations (Partial)	\$40,000	6%
Total	\$49,500	

New Initiatives and Special Projects		
Wayfinding Systems	\$1,000	
Bicycle Mobility & Infrastructure	\$1,000	
Planters, Bollards & Beautification	\$9,736	
Traffic Control	\$50,000	
Enhanced Pedestrian Lighting	\$35,000	13%
Total	\$96,736	

LIA Operational		
Admin Oversight	\$0	\$113,404
Office Rent (Partial)	\$24,000	
Utilities & Supplies (Partial)	\$12,000	
Audit	\$2,000	
Vehicle Subsidy & Maintenance (Partial)	\$10,000	
Storage (Partial)	\$8,764	7%
Total	\$56,764	\$3,236
Total FY24 Projected Expenses	\$650,000	85%

Variance **-\$116,640** **\$116,640**

PROGRAMS AND OPERATIONS BUDGET 2023-24											20	
	DOG PARK	GROUNDS	Art Appreciation Projects	Art Walk	Banner	Bella Vita	Casino de Piazza	Christmas Programs	Convivio Events	County Grants	Concert series	
	Budget	Budget	Budget	Budget	Budget		Budget	Budget	Budget	Budget		
ESTIMATE 2022-2023	9,300	-9,400	-13,906	5,000	-4,800		-1,000	8,000	2,600	0	0	
BUDGET 2022-2023	3,200	-10,625	-21,574	5,000	-1,000		3,000	5,000	0	0	7,500	
BUDGET 2023-2024	5,000	-10,000	-3,436	10,000	-1,000	5,000	5,000	15,000	0	0	7,500	
	A.	B.		C.		D.						
	General/Admn	Mercato	Merchandise	Military Events	Misc Events	Officer's Budget	Piazza Basilone	Public restrooms	Piazza della Famiglia	Rescue Mission	Piazza Costanza	
	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	
ESTIMATE 2022-2023	-285,000	360,000	300	2,100	2,200	-300	-4,600	1,800	-28,000			
BUDGET 2022-2023	-330,844	309,842	0	1,100	5,000	-2,000	-4,800	0	-5,600			
BUDGET 2023-2024	-407,000	387,000	0	0	3,000	-2,000	-4,000	0	-25,000	0	0	
	E.	G.								F.		
	Seasonal Displays	State of the Neighbrd	Summer Film Festival	TOLI	Trick or Treat	Venue Rentals	TOTAL					
	Budget	Budget	Budget	Budget	Budget	Budget	Budget					
ESTIMATE 2022-2023	-2,132	-400	2,400	28,000	-4,100	37,000	15,062					
BUDGET 2022-2023	3,000	0	2,000	28,000	0	57,000	53,388					
BUDGET 2023-2024	5,000	0	0	28,000	0	65,000	83,064					
			H.			I.						
A.	Income \$9k and estimate repairs \$k											
B.	Total rent from Convivio is \$8,500. Reserve for repairs is \$3000.											
C.	Art walk donation \$5000. Reimbursement City security grant-\$5000											
D.	New program by Fuse											
E.	ERTC income included for 22-23 of \$167,000											
F.	Rescue Mission funded by carry forward Parking funds 22-23											
G.	Adjusted split from 45%/55% to 40%/60%											
H.	Moved to Firehouse Museum											
I.	Create subaccounts by locations for 2023-24											

Little Italy Association of San Diego

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		Dog Park		Grounds		Art Appreciation Projects		Art Walk		Banner		Bella Vita	Casino de Piazza
		Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Budget	Budget	
PROGRAM INCOME													
	Rent Income	0		7,791	7,796	0	0		0				
	Advertising	7,500	8,250	0		0	0		0				
	Banner Sponsor	0		0		0	0		2,250				
	Sponsors	1,500		0		0	0		0	0			
	Vendor income	0		0		0	0	5,000	0				
Total PROGRAM INCOME		9,000	8,250	7,791	7,796	0	0	5,000	2,950	0			
Income		9,000	8,250	7,791	7,796	0	0	5,000	2,950	0			
OFFICE OPERATIONS													
	Pest Control	0		0	1,100	0	0		0				
	Utilities	642		468		0	0		0				
Total OFFICE OPERATIONS		642		468	1,100	0	0		0				
ASSESS DIST OPERATIONAL EXP													
	Gas & electricity	0		0	2,475	0	0		0				
	Water	0		494	2,750	0	0		0				
Total MAD / BID OPERATIONS		0		494	5,225	0	0		0				
Total ASSESS DIST OPERATIONAL		0		494	5,225	0	0		0				
	Depreciation	440	733	0		0	0		0				
PROGRAM EXPENSE													
	Outside Services	0		0	7,700	0	0		0				
	Public Relations	0		0		0	500		0				
	Banners / Flags	0		0		0	0		7,715	1,000			
	Landscape/ Nursery Supplies	0	4,583	0		0	0		0				
	Program Operations	0		15,868	2,420	10,581	0		0				
	Program Supplies	561		900	1,100	3,601	0		0				
Total PROGRAM EXPENSE		561	4,583	16,768	11,220	14,182	500		7,722	1,000			
Total expenses		1,643	5,317	17,730	17,545	14,182	500		7,722	1,000			
Net income		7,357	2,933	-9,939	-9,749	-14,182	-500	5,000	-4,772	-1,000			
ESTIMATE 2022-2023		9,300		-9,400		-13,906	5,000		-4,800				-1,000
BUDGET 2022-2023		3,200		-10,625		-21,574	5,000		-1,000				3,000
BUDGET 2023-2024		5,000		-10,000		-3,436	10,000		-1,000		5,000		5,000

Little Italy Association of San Diego

		Christmas Programs		Convivio Events		County Grants		Concert series	Tours	General/Admin	Mercato
		Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget				
PROGRAM INCOME											
	NCA Fundraising (Sponsorships)	20,000		0		0					
	LIA Board Give or Get	14,500	10,000	0		0					
	County Grant	0		0		0	1				
	Donation	0		2,575		0					
	Sponsors	5,000	60,000	0		0					
	Vendor income	7,805		0		0					
	Total PROGRAM INCOME	47,305	70,000	2,575		0	1				
	Income	47,305	70,000	2,575		0	1				
OFFICE OPERATIONS											
	Depreciation	8,415	0	0		0					
PROGRAM EXPENSE											
	Public Relations	1,000		0		0					
	Entertainment	1,750		0		0					
	Equipment Rentals	10,179		0		0					
	Event Staffing Payroll Taxes	546		0		0					
	Landscaping & Nursery Supplies	4,401		0		0					
	Misc										
	Miscellaneous	0	65,000	0		0	1				
	Permits & Fees	814		0		0					
	Program Operations	8,303		0		17,500					
	Program Supplies	3,490		0		23,703					
	Total PROGRAM EXPENSE	30,482	65,000	0		41,203	1				
Maintenance Personnel											
	Event or Special staffing	154		0		0					
	Total Maintenance Personnel	154		0		0					
	Total expenses	39,065	65,000	0		41,203	1				
	Net income	8,240	5,000	2,575		-41,203	0				
	ESTIMATE 2022-2023	8,000		2,600		0		7,500	5,388	-285,000	360,000
	BUDGET 2022-2023	5,000		0		0			0	-330,844	309,842
	BUDGET 2023-2024	15,000						7,500	0	-407,000	387,000

Little Italy Association of San Diego

		Merchandise		Military Events		Misc Events		Officer's Budget		Piazza Basilone	
		Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget
PROGRAM INCOME											
	NCA Fundraising (Sponsorships)	0.00		400.00		0.00		0.00		0.00	
	LIA Board Give or Get	0.00		3,350.00		0.00		0.00	0.00	0.00	
	Donation	180.00		0.00		2,656.00		0.00		0.00	
	Merchandise	125.00		0.00		0.00		0.00		0.00	
	Sponsors	0.00		2,500.00	2,500.00	4,227.56		0.00		0.00	1,833.37
	Ticket sales	0.00		0.00		0.00		0.00		0.00	
	Vendor income	0.00	4,583.37	0.00		0.00	5,000.00	0.00		0.00	
	Venue policy income	0.00		0.00		0.00		0.00		0.00	
Total PROGRAM INCOME		305.00	4,583.37	6,250.00	2,500.00	6,883.56	5,000.00	0.00	0.00	0.00	1,833.37
OFFICE OPERATIONS											
LANDSCAPE OPERATIONS											
	Nursery & Landscape Supplies	0.00		0.00		0.00		0.00		0.00	550.00
Total LANDSCAPE OPERATIONS		0.00		0.00		0.00		0.00		0.00	550.00
	Misc	0.00		0.00		0.00		0.00	1,833.37	0.00	
Total MAD / BID OPERATIONS		0.00		0.00		0.00		0.00	1,833.37	0.00	
Total ASSESS DIST OPERATIONAL EXP		0.00		0.00		0.00		0.00	1,833.37	0.00	
PROGRAM EXPENSE											
	Public Relations	0.00		500.00		500.00		0.00		0.00	
	Catering Expense	0.00		3,318.65		0.00		0.00		0.00	
	Banners / Flags	0.00		125.00		576.38		0.00		237.01	
	Beer & Wine	0.00		120.00		0.00		0.00		0.00	
	Landscaping & Nursery Supplies	0.00		0.00		0.00		0.00		952.86	
	Program Operations	0.00		0.00	1,400.00	1,416.10		300.00		560.00	5,500.00
	Program Supplies	0.00	4,583.37	219.65		2,112.60		0.00		3,175.02	
Total PROGRAM EXPENSE		0.00	4,583.37	4,295.85	1,400.00	4,605.08		300.00		4,924.89	5,500.00
Total expenses		0.00	4,583.37	4,295.85	1,400.00	4,605.08	0.00	300.00	1,833.37	4,924.89	6,050.00
Net income		305.00	0.00	1,954.15	1,100.00	2,278.48	5,000.00	-300.00	-1,833.37	-4,924.89	-4,216.63
ESTIMATE 2022-2023		300		2,100		2,200		-300		-4,600	
BUDGET 2022-2023		0		1,100		5,000		-2,000		-4,800	
BUDGET 2023-2024		0		0		3,000		-2,000		-4,000	

Little Italy Association of San Diego

		Piazza Costanza		Public restrooms		Piazza della Famiglia - Other		Piazza Giannini		Piazza Pescatore	
		Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget
PROGRAM INCOME											
	NCA Fundraising (Sponsorships)	5,000.00		0.00		0.00		0.00		0.00	
	LIA Board Give or Get	0.00		0.00		5,000.00		0.00		0.00	
	Piazza Services	0.00		2,475.00	3,208.37	0.00		0.00		0.00	
	Sponsors	36,348.10		0.00		11,000.00	45,833.37	1,000.00		0.00	
Total PROGRAM INCOME		41,348.10		2,475.00	3,208.37	16,000.00	45,833.37	1,000.00		0.00	
Income		41,348.10		2,475.00	3,208.37	16,000.00	45,833.37	1,000.00		0.00	
OFFICE OPERATIONS											
	General Insurance	0.00		0.00		7,133.32	11,000.00	0.00		0.00	
	Entertainment	0.00		0.00		2,750.00		0.00		0.00	
	Landscaping & Nursery Supplies	0.00		0.00		0.00	550.00	0.00		0.00	
	Program Operations	0.00		0.00		24,735.33	22,916.63	0.00		100.00	
	Program Supplies	41,202.80		696.81	3,208.37	7,764.07	7,333.37	0.00		0.00	
Total PROGRAM EXPENSE		41,348.10		696.81	3,208.37	42,382.72	41,800.00	0.00		100.00	
	Repairs & Maintenance	0.00		0.00		0.00	9,166.63	0.00		0.00	
Total Maintenance Non-Personnel		0.00		0.00		0.00	9,166.63	0.00		0.00	
Total expenses		41,348.10		696.81	3,208.37	42,382.72	50,966.63	0.00		100.00	
Net income		0.00		1,778.19	0.00	-26,382.72	-5,133.26	1,000.00		-100.00	
ESTIMATE 2022-2023		0				-28,000		1,000		-100	
BUDGET 2022-2023						-5,600		0		0	
BUDGET 2023-2024						-25,000		0		0	

Little Italy Association of San Diego PROGRAM - BUDGET TO ACTUAL

Accrual Basis

		Seasonal Displays		State of the Neighborhood		Summer Film Festival		TOLI		Trick or Treat		Venue Rentals		TOTAL	
		Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	Jul '22 - May 23	Budget	
PROGRAM INCOME															
	NCA Fundraising (Sponsorship)	350		0											
	LIA Board Give or Get	4,200		2,770			1,500								
	SBEP Bookkeeping Grant	0		0											
	SBEP City Fees	0		0											
	Donation	802		0							30,000				
	Sponsors	4,200	4,583	4,000	4,000				1,000		9,005				
	Ticket sales	0		2,733											
	Total PROGRAM INCOME	9,552	4,583	9,503	4,000										
		9,552	4,583	9,503	4,000										
		9,552	4,583	9,503	4,000	2372								325,226	236,531
PROGRAM EXPENSE															
	Commission										3,000				
	Public Relations	0		500											
	Catering Expense	0		4,673											
	Landscaping & Nursery Supplies	998		0											
	Program Operations	0		4,722							7,541				
	Program Supplies	8,849	1,833	0	4,000										
	Total PROGRAM EXPENSE	9,875	1,833	9,895	4,000				5,110	1,000	10,563				
SBEP EXPENSES															
	Bookkeeping Grant	0		0											
	City Fees & Permits	0		0											
	Total SBEP EXPENSES	0		0											
	Total expenses	9,875	1,833	9,895	4,000	30	0		5,110	1,000	10,563			1,254,210	948,647
	Net income	-322	2,750	-393	0	2,332					37,942	52,250		136,476	51,842
	ESTIMATE 2022-2023	-2,132		-400		2,400	28,000		-4,100		37,000			15,062	
	BUDGET 2022-2023	3,000		0		2,000	28,000		0		57,000			53,388	
	BUDGET 2023-2024	5,000		0		0	28,000		0		65,000			83,064	



LIA DISI Meeting
PR Agenda
Monday, July 10, 2023

PITCHING

Recap

- Taste of Little Italy (Short Leads)
- Marine Band Summer Concert (Short Leads)
- Summer Event Roundup (Short Leads)

Upcoming Focus

- Summer Event Roundup (Short Leads)
- Casino di Piazza (Long Leads)
- Trick-or-Treat on India St (Long Leads)

WRITING

Recap

- Summer Event Roundup (Short Leads)
- Little Italy Mercato Anniversary Media Alert
- San Diego Downtown News July

Upcoming

- Casino di Piazza (Long Leads)
- Trick-or-Treat on India St (Long Leads)
- Entrepreneurial Pitch
- Groundbreaking Piazza Pitch

Taste of Little Italy

SECURED COVERAGE

- **6/23 secured online coverage in Daily Advent**
 - Syndicated article highlighted TOLI as one of the Best of the Best in the country for food and culinary experiences in 2023
- **6/23 secured online coverage in FOX 5**
 - Article highlighted TOLI as one of the Best of the Best in the country for food and culinary experiences in 2023
- **6/21 secured online coverage in News Break**
 - Syndicated San Diego Tourism Authority roundup of summer events in San Diego which included Taste of Little Italy
- **6/21 secured online coverage in San Diego Tourism Authority**
 - Roundup of summer events in San Diego included Taste of Little Italy

- **6/20 secured online coverage on NBC 7**
 - Online share of broadcast segment about Taste of Little Italy which included interview with Fisher's
- **6/20 secured broadcast coverage on NBC 7 (News at 5pm)**
 - Broadcast segment about Taste of Little Italy included interview with Fisher's
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 4pm)**
 - Broadcast segment about Taste of Little Italy included interview with The Yasai
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 4pm)**
 - Broadcast segment about Taste of Little Italy included interview at Caffe Italia
- **6/20 secured broadcast coverage on NBC 7 (News Midday)**
 - Broadcast segment about Taste of Little Italy included interview with Fisher's
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 6am)**
 - Broadcast segment about Taste of Little Italy included interview at Caffe Italia
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 6am)**
 - Broadcast segment about Taste of Little Italy included interview with The Yasai
- **6/20 secured broadcast coverage on NBC 7 (News Today at 5am)**
 - Broadcast segment about Taste of Little Italy included interview with Bayside Kitchen & Bar
- **6/20 secured broadcast coverage on NBC 7 (News Today at 5am)**
 - Broadcast segment about Taste of Little Italy included interview with Burgeon at the Arbor
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 5am)**
 - Tease for broadcast segment at Caffe Italia
- **6/20 secured broadcast coverage on NBC 7 (News Today at 4am)**
 - Broadcast segment about Taste of Little Italy included interview with Chris Gomez
- **6/18 secured online coverage in the San Diego Union-Tribune**
 - Arts & Culture section included Taste in the Summer events: Dining and Drinking section
- **6/18 secured print coverage in the San Diego Union-Tribune**
 - Arts & Culture section included Taste in the Summer events: Dining and Drinking section
- **6/16 secured online coverage in US Head Topics**
 - Syndicated San Diego Union-Tribune roundup of news in the food and beverage industry in San Diego this week which includes Taste of Little Italy, including a link to purchase tickets
- **6/16 secured print coverage in the San Diego Union-Tribune**
 - Weekend roundup of food and beverage events in San Diego included Taste of Little Italy with a mention of a few of the restaurants and where to purchase tickets
- **6/16 secured online coverage in the San Diego Union-Tribune**
 - Roundup of news in the food and beverage industry in San Diego this week included Taste of Little Italy, including a link to purchase tickets
- **6/15 secured online coverage in Thrillist San Diego**
 - Article includes Taste of Little Italy in the roundup of upcoming events
- **6/15 secured broadcast coverage on CBS 8 (Mornings at 7am)**
 - Segment highlighted TOLI and featured 2 restaurants included in the event
- **6/15 secured broadcast coverage on CBS 8 (Mornings at 7am)**
 - Teaser highlighted TOLI segment to come
- **6/15 secured broadcast coverage on CBS 8 (Mornings at 7am)**
 - Segment highlighted TOLI and featured 2 restaurants included in the event
- **6/15 secured broadcast coverage on KUSI (Good Morning San Diego 6am)**
 - Teaser highlighted TOLI segment to come

- **6/15 secured online coverage on KUSI (Good Morning San Diego 6am)**
 - Segment highlighted TOLI in an interview with Chris Gomez
- **6/13 secured online coverage in SoCal Pulse**
 - Article mentioned TOLI in roundup of weekend events in SD
- **6/8 secured online coverage in Daily Advent**
 - Syndicated Presidio Sentinel article highlighted Taste of Little Italy as one of the top events of the month, which restaurants are participating and where people can purchase tickets
- **6/8 secured online coverage in Presidio Sentinel**
 - Article highlighted Taste of Little Italy as one of the top events of the month, which restaurants are participating and where people can purchase tickets
- **6/2 secured online coverage in San Diego Union-Tribune**
 - Article highlighted Taste of Little Italy as one of the top neighborhood events coming back for its 15th year
- **6/2 secured print coverage in San Diego Union-Tribune's Night + Day**
 - Night + Day section highlighted Taste of Little Italy as one of the top neighborhood events coming back for its 15th year
- **6/2 secured online coverage in NBC 7**
 - Article highlighted Taste of Little Italy as one of the top food festivals to attend in San Diego and provided an overview of food that guests could expect at the market and where to purchase tickets online
- **6/2 secured online coverage in Daily Advent**
 - Syndicated article from THERE San Diego highlighting Taste of Little Italy and where people can purchase tickets
- **6/1 secured online coverage in We the Italians**
 - Syndicated article from THERE San Diego highlighting Taste of Little Italy and where people can purchase tickets
- **6/1 secured online coverage in THERE San Diego**
 - Article highlighted Taste of Little Italy and where people can purchase tickets
- **6/1 secured print coverage in Presidio Sentinel**
 - June issue highlighted Taste of Little Italy as one of the top events of the month
- **5/30 secured online coverage in SD News**
 - Article included Taste of Little Italy in weekday roundup of community news and events in San Diego
- **5/28 secured online coverage in The Nardcast**
 - Article highlights event details for Taste of Little Italy and promotes the purchase of tickets
- **5/25 secured online coverage in Modern Luxury San Diego**
 - Article included Taste of Little Italy in roundup of June events
- **5/25 secured print coverage in Modern Luxury San Diego**
 - June issue included Taste of Little Italy in roundup of June events
- **5/25 secured online coverage in San Diego Family Magazine**
 - Article included Taste of Little Italy as one of the top summer events for families in June event roundup
- **5/25 secured print coverage in San Diego Family Magazine**
 - June issue included Taste of Little Italy as a must-attend summer event for families

Social Media

Highlights / Recap

- Gained 1,688 total new followers on all platforms
- Earned over 1.5M total impressions
- Garnered over 29K total engagements
- Promoted and created event content for Taste of Little Italy
- Promoted voting for the Mercato for USA Today 10 Best Awards
- Padres Italian Heritage Night Facebook event page has 685 responses
- Marine Band Concert Facebook event page has 322 responses

Upcoming

- Continue to promote summer events

Analytics (Last 30 days as of July 5)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	1289	91449	4433	304800
 Little Italy	371	95197	25043	1167351
<ul style="list-style-type: none"> ● TikTok <ul style="list-style-type: none"> ○ Followers: 737 ○ Likes: 1099 				

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jun 26, 2023 · Little Italy San Diego

When the neighborhood turns into a cotton candy paradise, you know it's...

👁️ Reach	9,899
💬 Comments	15
❤️ Likes	962
📌 Saves	14
📊 Engagement	991
Engagement rate per reach	10%
Engagement rate per impression	9.4%



Jul 1, 2023 · Little Italy San Diego

Petco Park will transform into a hub of Italian culture and baseball...

👁️ Reach	12,642
💬 Comments	10
❤️ Likes	706
📌 Saves	26
📊 Engagement	744
Engagement rate per reach	5.9%
Engagement rate per impression	5.6%



Jun 12, 2023 · Little Italy San Diego

Our neighborhood is filled with wagging tails and endless smiles. 🐾...

👁️ Reach	7,964
💬 Comments	15
❤️ Likes	715
📌 Saves	5
📊 Engagement	735
Engagement rate per reach	9.2%
Engagement rate per impression	8.3%

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Jun 16, 2023 · Little Italy

There's still time to vote for the Little Italy Mercato Farmers Market as Be...

🔗 Link	
👁️ Reach	23,299
👤 Engaged users	1,586
👁️ Clicks	662
👁️ Other clicks	1,110
Engagement rate per reach	6.8%
Engagement rate per impression	4.4%



Jun 26, 2023 · Little Italy

When the neighborhood turns into a cotton candy paradise, you know it's...

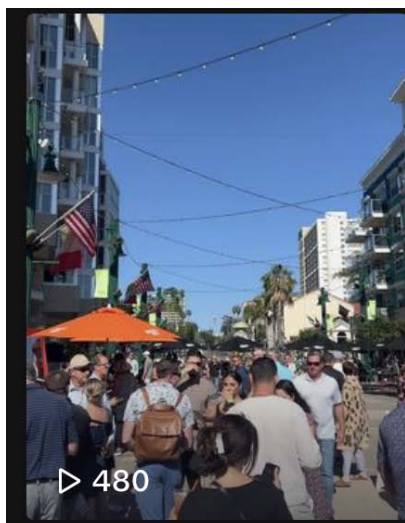
🖼️ Image	
👁️ Reach	11,568
👤 Engaged users	492
👁️ Clicks	53
👁️ Other clicks	98
Engagement rate per reach	4.3%
Engagement rate per impression	4.1%

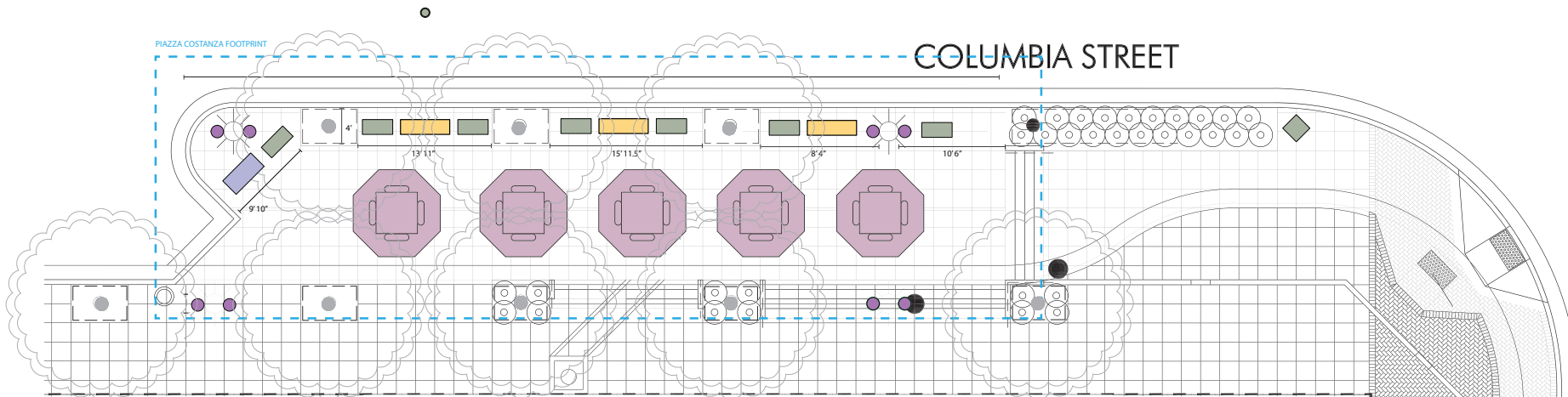


Jun 14, 2023 · Little Italy

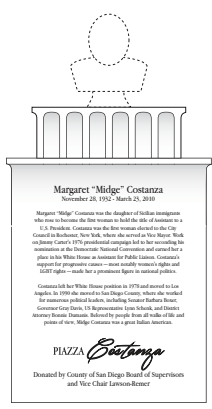
Sip, savor, and share the joy of Taste of Little Italy with your favorite...

🖼️ Multi Image	
👁️ Reach	7,852
👤 Engaged users	319
👁️ Clicks	140
👁️ Other clicks	92
Engagement rate per reach	4.1%
Engagement rate per impression	3.5%





Table, Chairs & Umbrella Sets (5 Units)



Monument & Bronze Bust Sculpture (1 Unit)



Quote Planters (3 Units)



Sponsor Planters (7 Units)



Hanging Baskets (8 Units)

Piazza Costanza

PLANT SCHEDULE

TREES	BOTANICAL NAME / COMMON NAME	SIZE
	FRAXINUS OXYCARPA / 'RAYWOOD'™ / RAYWOOD ASH	36" BOX
	JACARANDA MIMOSIFOLIA / JACARANDA	48" BOX

SCALE: 1" = 10'-0"

PRIVATE CONTRACT

LANDSCAPE PLANTING PLAN FOR:
520 W. ASH

LOTS 7, 8, 9 AND 10 IN BLOCK 19 OF MIDDLETOWN

CITY OF SAN DIEGO, CALIFORNIA
DEVELOPMENT SERVICES DEPARTMENT
SHEET 16 OF 22 SHEETS

I.O. NO. 24006067
PROJECT NO. 434883

FOR CITY ENGINEER: _____ DATE _____ T.M.W. NO. _____

DESCRIPTION	BY	APPROVED	DATE	FILED
ORIGINAL	UA			

AS-BUILTS _____ DATE STARTED _____
CONTRACTOR: _____ DATE COMPLETED _____
INSPECTOR: _____

1943-4277
NAD83 COORDINATES
202-1717
LAMBERT COORDINATES
38963-16-D



HOME OF PIAZZA COSTANZA
COLUMBIA & W. ASH



HANGING BASKETS FROM LIGHT POLES



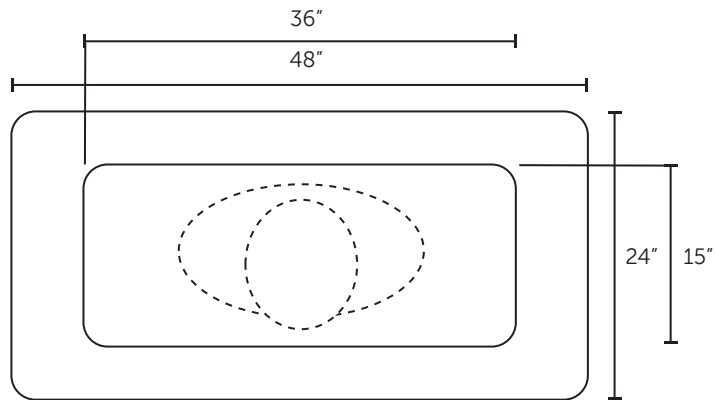
BLACK CHERRY FERMOB FURNITURE
& BANDED UMBRELLA



CUSTOM PLANTERS WITH QUOTES AND SPONSOR OPPORTUNITIES



NOT THE FINAL RENDERING AND NOT TO FINAL MODEL SCALE



BIRD'S EYE VIEW



INTERIOR FACING VIEW

STREET SIDE VIEW

RIGHT VIEW

LEFT VIEW

Margaret "Midge" Costanza

November 28, 1932 - March 23, 2010

Margaret "Midge" Costanza was the daughter of Sicilian immigrants who rose to become the first woman to hold the title of Assistant to a U.S. President. Costanza was the first woman elected to the City Council in Rochester, New York, where she served as Vice Mayor. Work on Jimmy Carter's 1976 presidential campaign led to her seconding his nomination at the Democratic National Convention and earned her a place in his White House as Assistant for Public Liaison. Costanza's support for progressive causes — most notably women's rights and LGBT rights — made her a prominent figure in national politics.

Costanza left her White House position in 1978 and moved to Los Angeles. In 1990 she moved to San Diego County, where she worked for numerous political leaders, including Senator Barbara Boxer, Governor Gray Davis, US Representative Lynn Schenk, and District Attorney Bonnie Dumanis. Beloved by people from all walks of life and points of view, Midge Costanza was a great Italian American.

PIAZZA *Costanza*

Donated by County of San Diego Board of Supervisors
and Vice Chair Lawson-Remer

PIAZZA

Costanza

DEDICATED ON NOVEMBER 28, 2023

LITTLE ITALY ASSOCIATION OF SAN DIEGO
BOARD OF DIRECTORS

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Chief Executive Administrator

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PIAZZA COSTANZA COMMITTEE

Luana Motta Annette Martignoli	Michelle Spence Joe Scuderi
-----------------------------------	--------------------------------

COMMUNITY PARTNER
Lorana

Piazza Costanza Profit & Loss Report

As of 6/27/2023

EXPENSE

Vendor	Item	Cost	
Gregory Reade	Bronze Life-Size Statue	\$17,500.00	Ordered
QCP Corp	Custom Monument & Planters	\$60,038.32	
FermobUSA	5 Tables & 20 Chairs (+ 5 Reserve Set)	\$23,702.80	Ordered
MJJ Sales	5 Umbrellas (+5 Reserve Units)	\$3,310.25	
T's & Signs	10 Umbrellas Silk-Screened (4 Panels)	\$652.50	
Planter's Unlimited	16 Hanging Baskets	\$1,437.84	
Olive Public Relations	Public Relations	\$500.00	
TBD	Dedication Photography	\$500.00	
TBD	Dedication Food/Beverages	\$500.00	
Little Italy Association	Initial Landscaping of 10 Planters & 8 Hanging Baskets	\$4,232.00	
Little Italy Association	5 Year Maintenance/Replanting of Landscaping & Hanging Baskets	\$22,040.00	
Little Italy Association	Capital Reserve	\$27,882.74	

PROJECT TOTAL	\$156,453.71
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Long-Term Maintenance & Replanting Break-Down

Little Italy Association	Weekly Maintenance of Space (5 Years)	\$14,040.00
Little Italy Association	Quarterly Replanting (5 Years)	\$8,000.00

LONG-TERM MAINTENANCE & REPLANTING SUBTOTAL	\$22,040.00
--	--------------------

INCOME

Donor	Level	Amount	
Senator Toni Atkins	State Grant	\$55,000.00	
County of San Diego	County Grant	\$40,000.00	Received
County of San Diego	County Grant	\$15,000.00	
County of San Diego	County Grant	\$5,000.00	
Irwin Jacobs	Large Donor	\$35,000.00	
Mel Katz	Semi-Large Donor		\$10,000.00
Phil Blair	Semi-Large Donor		\$10,000.00
Bobbie Spoon	6x6 Donor	\$5,000.00	Received
Marco & Laura Li Mandri	6x6 Donor	\$5,000.00	Received
Laurie Black	6x6 Donor	\$5,000.00	
Joe Vecchio	6x6 Donor	\$2,500.00	Received
Bonnie Dumanis & Denise	6x6 Donor	\$5,000.00	Received
Rotary - Downtown SD	6x6 Donor		\$5,000.00

INCOME TOTAL	\$172,500.00
VARIANCE	\$16,046.29



\$150,000

PIAZZA COSTANZA

Margaret "Midge" Costanza was a social and political activist who served as a top advisor to President Jimmy Carter. Known for her wit, outspoken manner and commitment to her convictions, she fought for the rights and dignity of all people, particularly women, the LGBTQ community, and other marginalized groups. The daughter of Sicilian immigrants Midge Costanza became the first City councilwoman in Rochester, New York in 1973. She later rose to become the first female Assistant to a U.S. President. Midge moved to San Diego in the 1980s where she was active in numerous organizations and issues. She had the rare ability to bring together people with different viewpoints to accomplish a shared civic goal. In honor of her outstanding service, the Little Italy Association would like to create a new Piazza Costanza which would include a monument with a bronze bust sculpture of Midge, custom planters with quotes from Midge with enhanced landscaping, hanging flower baskets, and tables and chairs with umbrellas.

\$80K

LOCATION

Corner of Columbia & W. Ash Streets

OPENING DATE

November 28, 2023

FUNDRAISING GOAL

\$150,000

COMMITTED TO DATE (6.2023)

\$80,000

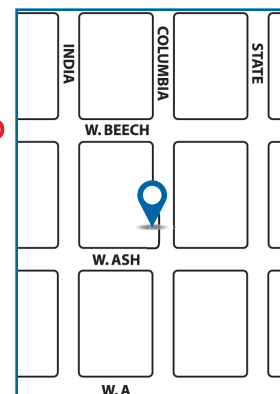
FUNDRAISING TIMELINE

2021 - Complete

DONOR OPPORTUNITIES

- "Presenting" Monument Donor (Qty. 1)
(Piazza Costanza presented by the County of San Diego)
- 1' x 1' Donor Plaque next to Monument (Qty. 2)
- 1' x 1' Donor Plaque in Planter
- 6" x 6" Donor Plaque in Planter

- \$55,000 **SOLD**
- \$35,000 **2 RESERVED**
- \$10,000
- \$5,000



Piazza Costanza

LITTLE ITALY SAN DIEGO

Piazza Costanza Donor Form

SPONSORSHIP LEVELS

Check one of the options below.

- "Presenting" Monument Donor (1 Available) / \$55,000** **SOLD**
(Piazza Costanza presented by the County of San Diego)
- 1' x 1' Donor Plaque next to Monument in Planter (2 Available) / \$35,000** **2 RESERVED**
- 6" x 12" Donor Plaque in Planter / \$10,000**
- 6" x 6" Donor Plaque in Planter / \$5,000**

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association
Mail to: 2210 Columbia Street, San Diego, CA 92101
Email to: Chris@LittleItalySD.com

All major credit cards accepted as well.
To process, call: 619-233-3898

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.



Placemaking Strategy

2023-2024

Piazza della Famiglia



Piazza della Famiglia By The Numbers

2019

VISITS - 446.5K

VISITORS - 315.4k

AVERAGE DWELL TIME - 63MIN

MEDIAN AGE - 37.4 Years

ETHNICITY - 43.7% White | 30% Hispanic

PERSON PER HOUSEHOLD - 2.49

HOUSEHOLD INCOME -
<50k = 25% | 50-150k = 50% | >150+ = 25%

DAILY VIISTS - Friday - Sunday has the highest traffic

HOURLY VISITS - 10am to 9pm with 12pm, 7pm and 8pm as peak

VISITOR FAVORITE PLACES - San Diego Airport, Balboa Park, Fashion Valley Mall, Westfield Mission Valley, Liberty Station Retail, Westfield UTC

VISITOR JOURNEY - 85% of visits come from 2 mile radius

VISITS TREND - Low Months January - April and September - November

2022

VISITS - 497.7K

VISITORS - 399.9k

AVERAGE DWELL TIME - 69MIN

MEDIAN AGE - 36.7 Years

ETHNICITY - 49.2% White | 36% Hispanic

PERSON PER HOUSEHOLD - 2.60

HOUSEHOLD INCOME -
<50k = 25% | 50-150k = 50% | >150+ = 25%

DAILY VIISTS - Saturday and Wednesday traffic increased, Friday, Sunday and Tuesday traffic decreased, Monday and Thursday relatively the same

HOURLY VISITS - 9am to 9pm with 11am, 12pm, and 1pm as peak times with 7pm and 8pm as second highest time to visit the Piazza.

VISITOR FAVORITE PLACES - San Diego Airport, Balboa Park, Fashion Valley Mall, Westfield Mission Valley, Liberty Station Retail, Westfield UTC

VISITOR JOURNEY - 89% of visits come from 2 mile radius

VISITS TREND - Low Months September - December

Overview

2023 - 2024

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
ONE-TIME EVENTS (Annual)	Comi-Con Meet + Greet	#PiazzaPups Adoption Event	Silent Disco	Whiskey Festival			
ONGOING EVENTS (Weekly and Monthly)	Mixology Class	Mixology Class		Mixology Class		Mixology Class	
	<p>←----- Monthly - Girls Night -----→</p> <p>←----- Weekly - Piazza Fitness, Yappy Hour, Mommy and Me Meet Up -----→</p>						
WOULD YOU CONSIDER	<p>←----- Daily - Music & Signature Scent Activation, Selfie-Spots & Photo Activations -----→</p> <p>←----- Monthly - Temporary Art Installations, Fountain Light Displays -----→</p>						

Annual Events - Definitions and Details

Comic-Con Fan Meet-and-Greet

Recommended Time Period: Anytime July 15 - July 23 leading up to and during Comic-Con that does not conflict with ongoing Piazza della Famiglia events

About: Comic-con wrap-around fan event with influencers who may prefer an outdoor space with alcohol for Q&A's and Meet & Greets, like podcast hosts and cosplay icons. Alcohol to be served by LIFH and food can be ordered by event patrons from any Piazza restaurants and enjoyed during the Q&A

Piazza Use: Half of the Piazza closest to Columbia Street, Piazza chairs and tables reserved for event seating, with additional chairs placed throughout depending on the number of event attendees, with bar-high chairs for the talent located in front of the fountain(good for photos).

Target Audience: San Diego locals that want a unique meet-and-greet experience outside of the convention center

Estimated People: 100-250



#PiazzaPups Dog Adoption Event

Recommended Time Period: International Dog Day August 26, 2023 from 4pm to 7pm

About: Engage local pet vendors (i.e. dog treats, dog portraits) encouraging Piazza patrons to bring their pups, enjoy the outdoor seating, and eat/drink from the Piazza restaurants. This is a great time for Farmers Table's dog menu to shine, as well as other vendors to offer pet friendly treats. The local animal shelter can be on site with a few dogs (around 5) that are up for adoption at the event.

Piazza Use: Half of the Piazza closest to Columbia street with tables and chairs reserved for the #PiazzaPups event

Target Audience: Little Italy dog parents that enjoy engaging with their pets around the neighborhood and want to meet other pet parents

Estimated People: 50 people



Annual Events - Definitions and Details

Silent Disco

Recommended Time Period: September 2023, 6-10pm, recommend a Tuesday evening to help drive additional foot traffic to the Piazza on slower evenings.

About: Invite battling DJs during the early winter for a silent dance party! Rental equipment from a [vendor](#) allows guests to see which of your battling DJs is winning and keep the sound silent which residents will appreciate. Keep Piazza patrons engaged with DJ voting, drink specials, and themed food offerings.

Piazza Use: DJ table(s) to be located near the fountain and Piazza tables and chairs removed over half of the Piazza to allow for dancing.

Target Audience: San Diego locals that want a unique experience to enjoy music and dance in the Piazza under the stars with a view of the water.

Estimated People: 100+ people



Whiskey Festival

Recommended Time Period: October 21, 2023 from 6-10pm

About: LIFH to contact their 6-10 whiskey, scotch and bourbon brands that would sample their product to 200 guests. Patrons would purchase tickets to the whiskey festival where they receive a passport to go to each tasting station and a food ticket to get one meal up to \$15 at LIFH. Live music playing as patrons stay warm by sipping and dance the night away.

Piazza Use: Tasting stations setup surrounding the piazza, starting closest to Columbia Street so piazza tables and chairs remain intact for guests to use. No private fencing needed as the Passport is the "ticket" to get a tasting so non-event guests can access restaurants.

Target Audience: San Diego locals that want to sip small batch and name brand whiskey's, scotch and bourbon in an alfresco setting

Estimated People: 200+ people



On-Going Events - Definitions and Details

Yappy Hour

Recommended Time Period: Wednesdays from 4pm to 7pm

About: Wednesday night Yappy Hour events for dog owners, with pet-friendly food option add-ons like chicken and rice side orders to the already pet-friendly menu at Farmer's Table and occasional pop-ups from the Vici pet portrait vendor and other local pet-centric Little Italy businesses that can sell their products to event patrons. Adult drinks and pup-centric beverages are available for purchase from LIFH.

Piazza Use: Coordination of occasional pet-centric vendors setting up near Farmer's Table, LIFH and Graze with some seating between LIFH and Graze "reserved" for the Yappy Hour guests

Target Audience: Little Italy residents, dog parents, that enjoy engaging with their pets around the neighborhood and want to meet other pet parents

Estimated People: 25 people + 25 dogs



Girls Night

Recommended Time Period: First Friday of Every Month, 6-10pm

About: Celebrate the first Friday of every month as "girls night!" with best-friend mixers, Mad-Libs type games on the tables, bingo and drink specials each month, with the evening's host encouraging Girls Night tables to get to know new people at each table. Prizes for winning Bingo include gift cards to the restaurants and fun girls night centric gifts from local Little Italy stores.

Piazza Use: Some seating between LIFH and Graze "reserved" for the Girls Night

Target Audience: Little Italy residents that want to get their friends together for drinks and food in a lively, upscale atmosphere, drinking alfresco under the stars

Estimated People: 25 -50 people



On-Going Events - Definitions and Details

Mommy and Me Meet Up

Recommended Time Period: Monday's from 4pm to 6pm

About: Little Italy mom's come together to connect as a community. A special Graze menu with happy hour specials for the moms and toddler/kid friendly options for the kids. Provide high-chair seating or booster seats so kids can easily play at the tables, coloring books and other kids friendly activities to engage the kids while the moms converse, drink and eat. Consider setting up a small 20' x 20' safety gate area in front of the fountain, next to the tables, where blankets and games can be setup for kids to play in a safe space while the moms watch over.

Piazza Use: 20x20 space near the found sectioned off with temporary 3 foot gate and a few tables between LIFH and Graze

Target Audience: Little Italy moms that are looking to meet other moms in the area

Estimated People: 25 -50 people



Mixology Classes

Recommended Time Period: July 11, 2023 | August 22, 2023 | October 17, 2023 | December 12, 2023

About: Let your favorite bartender be your guide at Graze! Help Piazza locals upgrade their hosting with seasonal cocktails. This quarterly event invites residents to try their hand at mixing a specialty aperol spritz for summer and an eggnog martini for winter, for example, while enjoying Italian bites. An influential, social media centric, guest bartender for each event will help draw in a crowd and expose a new audience to the magic of the Piazza.

Piazza Use: LIFH portable craft cocktail bar on Columbia street end of Piazza and some of the tables between LIFH and Graze

Target Audience: Little Italy residents, tourists, and corporation's employee events

Estimated People: 25 -50 people



On-Going Events - Definitions and Details

Piazza Fitness

Recommended Time Period: Tuesdays from 7-8am on the piazza closest to India street, blue shirts to put chairs out at 8am on Tuesdays

About: The "PiazzaStrong" fitness program which includes the "PiazzaRun" club, meeting once a week to run around Little Italy, "PiazzaStretch" yoga on the Piazza, which includes a coffee from Frost Me for participants, and "PiazzaSpin" which includes occasional spin sessions benefitting the LIA. The facilitators can come from local Little Italy yoga, spin and running companies who donate their time in exchange for branded promotion. Ex. YogaSix and Core Power Yoga

Piazza Use: Half of the Piazza that is closest to India street, where fitness class guests are looking at the water, table and chairs in this section to be setup after the event to allow for yoga mats and or spin bikes.

Target Audience: Little Italy residents that want a unique fitness experience with views of the water

Estimated People: 50-99 people



Would You Consider

Piazza Daily Music and Signature Scent

Music: Mood Media curates the music playlist based on the Piazza customer profile (from Placer.ai) and they can help control the volume throughout the day if desired. LIA can give directives on the type of music to include or avoid and updates to the playlist can be made in real time. The music is played through the existing stereo system that is hard-wired throughout the Piazza. The type and volume of music playing at 9am will be different than 7pm and everything is adjustable through Mood Media's music player. This tool also allows you to have sporadic voiceover commentary welcoming guests to Piazza della Famiglia and promoting Little Italy San Diego through voice marketing. This could also promote LIA events and direct people to websites and social channels.

Timing: Daily

Vendor: [Mood Media](#)

LIA Revenue Opportunity: sell 15 second voiceover spots to be played over the speaker system to business

Scent: Scent marketing is one of the top tools to help ensure a positive customer experience and we are 100 times more likely to remember something we smell over something we see, hear or touch. This scent tool helps remove unwanted odors from transients or extended Piazza use, making the desired audience more likely to return and enjoy the Piazza more frequently. Location of the scent devices could be within the planters surrounding the Piazza.

Timing: Daily

Vendor: [Mood Media Scent Marketing](#)

Temporary Art Installations

Concept: Invite local artist or similar artist to [Ruben Rojas](#) or [WRDSMTH](#) to do a customized art pop-up installation (temporary for one-month), with the Italian flag colors and Italian heritage in mind, that brings awareness to Italian culture in a new vibrant method of communication. These artists bring people from all over who seek out their installations. An optional meet and greet event would draw 200+ people at one time to connect with the artists, take pictures with them and the installation. Another touch point would be a social media contest for an enter-to-win where the prize is something from the artist, when people take a photo with the pop-up installation and post about it to social media tagging Little Italy SD IG. This engages fans of the artist to interact and follow LISD social channels, elevating visual awareness of the Piazza on social, and increasing foot traffic where the artist also shares about the install on their social channels.

Current Example: Bella Donnas

LIA Revenue Opportunity - corporations could cover the cost of the event or installation should the artist require cash payment, For Example: Experience the LOVE sculpture, presented by Southwest, located at Piazza della Famiglia for the month of November. Snap a pic with the statue, tag LISD and Southwest on Instagram and be entered to win a Little Italy swag bag including five \$100 gift cards to the Piazza restaurants, artist signed shirt, two round trip tickets on Southwest, LISD hat, etc. Always include the total value of the prize in marketing and communication to encourage more participation.

Would You Consider

Fountain Light Displays

Fountain Light Displays - Generate themed lighting activations for key months. For example, June Pride Rainbow, October Halloween Orange, December Holiday Green and Red, March St. Patrick's Green, etc. Promote on social for the months of the specialty fountain lighting and tie it to a contest where the best photo with the specialty fountain lights wins a prize to a restaurant on the Piazza. Install temporary signage at the fountain for the month talking about the Installation with QR Code to LISD IG to post and tag. Recommend adding in signage at the fountain year-round that tells people the history of the fountain and directs them where to post their pictures.

LIA Revenue Opportunity - sell in signage and lighting installation to corporations or other organizations that want to take over the space and run a similar integrated marketing campaign in collaboration with the corporation. For example, Susan G. Komen Breast Cancer awareness in October with pink lights and a temporary pink ribbon install next to fountain.

Selfie Spots and Photo Activations

Selfie Spots- Identify key spots around the Piazza that give the best picture or video background and call them out with "stand here for the best photo op" floor decals. The decals can have fun prompts like "your new profile photo awaits" or "stand here and say cheese". The decals can have the LISD Instagram handle, website and # like the signage on the Piazza seating. The use of selfie spot signage/floor decals is common at city attractions and high traffic retail destination.

LIA Revenue Opportunity - sell "presented by" naming rights on the selfie spot floor decals and include the sponsors digital credentials (website and socials)

Instagram-able Moments Inside Restaurants: Create a "selfie space" or other unique photo opportunity (neon signs and fun walls), to invite more photos and social media tagging by Piazza patrons. These spaces can include the restaurants branding and # to help drive consistent traffic. Morning Glory does a great job of using this to drive online engagement.

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TRUST, SERVICE AND INNOVATION SINCE 1906

Igniting The Magic of Piazza della Famiglia





TERRA LAWSON-REMER

SUPERVISOR, THIRD DISTRICT
San Diego County Board of Supervisors

May 2, 2023

Little Italy Association
San Diego, CA 92101

As the San Diego County Supervisor for District 3, I am reaching out to thank you for your service to our community and your leadership in the Little Italy Association. Your work is critical to our region, and I know it takes a village. Thank you for stepping forward to give back.

I am proud that the County of San Diego Board of Supervisors approved \$15000 in Fiscal Year 2022-2023 to support the vital work of Little Italy Association.

It is by partnering with community-led efforts like yours that we can make a genuine, transformative impact in tackling homelessness and housing affordability, supporting our youth, protecting our coastlines and natural habitats and environment, supporting arts and culture, developing our local workforce and economy, expanding access to mental and behavioral health services, helping small businesses and workers to flourish, building community and improving services for everyone, and so much more. Your work is making an important difference.

As a third-generation San Diegan, I am honored to serve our community. In the coming months we will hold Neighborhood Meet & Greets all across District 3, so it would be great to see you there. Feel free to reach-out if there is ever anything my office can do to support your work. You can contact my team at 619-531-5533 or email me at terra.lawson-remmer@sdcounty.ca.gov.

In service,

Terra Lawson-Remer
County Supervisor, District 3