



Little Italy Association of San Diego – Board of Directors’ Meeting
Tuesday, October 1, 2024 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

AGENDA

1) Introductions / Marco Li Mandri, CEA

2) Non-Agenda Public Comment & Announcements (3-Min. Max Per Person)

Please keep comments directed to non-agenda items.

3) Minutes of the September 10, 2024 Meeting / Marco

Action Item P. 3-10

4) Committee Reports

Organization Committee / Steve Galasso

a. Board Seat Reclassification: Brijet Myers (Prim.) & Catt White (Alt.) / Marco

Action Item P. 11-12

b. Annual Diversity, Inclusion & Antiharassment Training - Update / Chris

c. New City America FY24 Performance Review Process / Jeri Keiller

d. Donations Made: SD Police Foundation (\$500) & UIAA Heritage Event (\$500) / Chris

e. FY25 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris

P. 13, 14 & 35

f. Next Meeting: **Thursday, October 17, 2024 at 2:00pm**

Little Italy Association Office (Conference Room) & Zoom

Finance Committee / Bryan Thompson

a. FY24 EOY Draft Financials / Jeri & Bryan

Action Item P. 15

b. FY25 YTD Draft Financials / Jeri & Bryan

Action Item P. 16-17

c. Fidelity Investment – Update / Jeri & Bryan

P. 18

d. NCA Supplemental Compensation Amendment / Jeri & Bryan

Action Item P. 19-20

e. Grants Submitted / Chris

i. County of San Diego NRG (\$30K) & CEG (\$15K) – Update

P. 21

ii. California Natural Resources Agency EEM (\$418K) – Denied

iii. Cal-Fire (\$427K, over 2-Years) – Denied

f. Our Lady of the Rosary Spaghetti Dinner Sponsorship (\$5K) / Bryan

g. Little Italy Storage Moved to ALSCO - Update / Chris

h. Next Meeting: **Monday, October 21, 2024 at 2:00pm**

Little Italy Association Office (Conference Room) & Zoom

District Identity & Placemaking (DI&P) Committee / Perry Meyer

a. Olive Public Relations Report / Sydney Costales

P. 22-23

b. Little Italy Mercatos / Catt White or Brijet Myers

c. Punches in Little Italy (Wrap-Up) / David Rodger

d. Little Italy State of the Neighborhood (Wrap-Up) / Nick Angulo

e. Italian Heritage Concert Series (Cancelled) / Curt Brooker

f. Trick-or-Treat on India Street (10/27) / Nick

g. Fleet Week Navy & Marine Bands Concerts (11/3 & 4) / Nick

LITTLE ITALY ASSOCIATION OF SAN DIEGO

h. Little Italy Tree Lighting & Christmas Village (12/7) / Nick

i. Little Italy Venues / Curt

i. Female Maker's Market Annual Agreement

ii. Stella Artois Activation in the Piazza della Famiglia

j. Little Italy Tours x So Diego / Chris

k. Little Italy Merchandise / Chris

i. Next Meeting: **Friday, October 18, 2024 at 9:00am**

Little Italy Association Office (Conference Room) & Zoom

Neighborhood Advisory Committee (NAC) / Cynthia Adkins & Jeri Keiller

a. Recruiting New Committee Members / Jeri

b. Cynthia Adkins Leaving in Early 2025 / Jeri

c. Next Meeting: **Wednesday, October 8, 2024 at 6:00pm**

Little Italy Association Office (Conference Room) & Zoom

Parking & Mobility Committee / Luke Vinci

g. W. Grape & W. Hawthorn Surface Street Conversion - Update / Chris

h. Next Meeting: **TBA**

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) Other / Articles

7) Next Meeting: **Tuesday, November 5, 2024 at 8:30am**

Our Lady of the Rosary's Church Hall (Downstairs)

8) 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 on 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 via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee quorum or are allowed to vote.



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, September 10, 2024 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

PRESENT Bryan Thompson, Jeri Keiller, Luke Vinci, Annette Casemero
 Curt Brooker, Lou Palestini, Dominic Brunetto, Pasquali Ioele, Rich Gustafson,
 David Rodger, Clarissa Estevez, Ryan Blum, Brijet Myers, Audrey Hermes, Rob
 Paladino, Jim DeSpensa, Lisa Gerson, Joe Vecchio, Dino Cresci, Paulina
 Tejada, Jon Zimmerly

EXCUSED Steve Galasso, Diana Strauss Casey, Juan Nuñez,

UNEXCUSED Joey Busalacchi, Jack Pecoraro

GUESTS Mary Elizabeth Novell, Gary Mansour, Emily Piatanesi, Heather Ferbert, Randy
 Reyes, Capt. Ryan Hallahan. Lt. Jacob Resch, Marsha Lyon, Annalise Goyne

STAFF Marco Li Mandri, Chris Gomez, Jenn Von Stauffenberg, Nick Angulo, Dianne T.
 Serna

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Marco Li Mandri, CEA	The meeting was called to order at 8:30 a.m. by the Vice President, Luke Vinci.	<i>No action taken</i>
2. Non-Agenda: Public Comment & Announcements	2. City Attorney candidate Heather Ferbert introduced herself to the Board. If anyone would like to reach out to Heather, please contact her at https://www.heatherferbert.com/	<i>2. No action taken</i>

<p>3. Introduction & Comments from Capt. Ryan Hallahan & Lt. Jacob Resch/ Marco</p>	<p>3. Marco introduced Capt. Ryan Hallahan and Lt. Jacob Resch from the SDPD to the Board.</p> <p>Capt. Hallahan and Lt. Resch gave a brief overview of their backgrounds.</p> <p>Lt. Resch reported that Central Division is working to bring on 4-6 Bike Patrol Officers in Little Italy for early day shifts.</p>	<p>3. <i>No action taken</i></p>
<p>4. Minutes of the July 9, 2024, Meeting</p>	<p>4. Minutes from July 9, 2024, Board Meeting were reviewed.</p>	<p>4. <i>Annette Casemero moved to accept the Minutes as presented. Jeri Keiller seconded the motion. Unanimously approved.</i></p>
<p>5. Committee Reports Organization Committee / Steve Galasso</p> <p>a. Nominations of Officers/ Chris</p> <p>i. President Steve Galasso</p> <p>ii. Vice President of Heritage Affairs, Lou Palestini</p> <p>iii. Treasurer, Byran Thompson</p>	<p>5.a. Chris Gomez informed the Board that the Nominations Task Force reviewed the existing Board member seats.</p> <p>5.i. Chris Gomez stated that the slate being presented for President calls for one Representative:</p> <p>1. Steve Galasso</p> <p>5.ii. Chris Gomez stated that the slate being presented for Vice President of Heritage Affairs calls for one Representative:</p> <p>1. Lou Palestini</p> <p>5.iii. Chris Gomez stated that the slate being presented for Treasurer calls for one Representative:</p> <p>1. Bryan Thompson</p>	<p>5.a. No action taken</p> <p>5.i. <i>Jeri Keiller moved to seat Galasso as President. Ryan Blum seconded the motion. Unanimously approved.</i></p> <p>5.ii. <i>Luke Vinci moved to seat Lou Palestini for Vice President of Heritage Affairs. Dino Cresci seconded the motion. Unanimously approved.</i></p> <p>5.iii. <i>David Rodger moved to seat Bryan Thompson for Treasurer. Jeri Keiller seconded the motion. Unanimously approved.</i></p>

<p>b. American Italian Heritage Day Endorsement/ Lou Palestini</p>	<p>5.b. Lou Palestini shared a separate handout to endorse the First Annual American Italian Heritage Day event, taking place on October 19, 2024.</p>	<p><i>approved.</i></p> <p><i>5.b. Luke Vinci moved to Endorse the event. David Rodger seconded the motion. Unanimously approved.</i></p>
<p>c. New City America Leadership Transition Plan/ Marco</p>	<p>5.c. Chris reported on the NCA Leadership Transition Plan on pages 12-16 of the Board packet. The transition will go into effect on January 1, 2025.</p>	<p><i>5.c. Annette Casemero moved to approve the NCA Transition Plan. Jeri Keiller seconded the motion. Unanimously approved.</i></p>
<p>d. Annual Diversity, Inclusion & Anti-Harassment Training/ Chris</p>	<p>5.d. Chris reported that the Annual Diversity, Inclusion & Anti-Harassment training is coming up. We will be taking this to Finance for approval.</p> <p>LIA is hoping to mirror the required 2-year training that Economic Development and the State of California requires, instead of annually.</p>	<p><i>5.d. No action taken</i></p>
<p>e. FY25 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris</p>	<p>5.e. Chris gave an update on the Board Get-or-Give and Attendance Review on pages 17-18.</p> <p>It is the responsibility of each Board member to keep Chris Gomez informed of monies raised or given to the Association. The self-reporting form can be found on page 32 of the Board packet.</p>	<p><i>5.e. No action taken</i></p>
<p>f. Next Meeting:</p>	<p>5.f. The next Organization Committee Meeting will take place on Thursday, September 9, 2024, at 11:00am in the Little Italy Association office (Conference Room), as well as by Zoom.</p>	<p><i>5.f. No action taken</i></p>
<p>Finance Committee / Bryan Thompson</p> <p>a. YTD Draft Financials / Jeri & Bryan</p>	<p>5.a. Jeri Keiller gave an update on the YTD Financials provided on pages 19-20 of the Board packet.</p>	<p><i>5.a. David Rodger moved to accept YTD Financials. Bryan</i></p>

		<p><i>Thompson the motion.</i></p> <p><i>Recusals: Jeri Keiller, Curt Brooker, and Brijet Myers due to financial interest as a paid LIA staff member.</i></p> <p><i>Motion passes.</i></p>
b. Fidelity Investment – Update / Jeri & Bryan	5.b. Jeri Keiller gave an update on the Fidelity Investments accounts, which were provided on page 21 of the Board packet.	<i>5.b. No action taken</i>
c. Olive Public Relations Contract Budget Adjustment/ Chris	5.c. Jenn Von Stauffenberg gave Public Relations and Social Media update in reference to the budget adjustment.	<i>5.c. No action taken</i>
d. Grant Submitted/ Chris	5.d. Chris gave an update on the Grants that have been submitted.	<i>5.d. No action taken</i>
i. County of San Diego NRP (\$150) & CEP (\$30K) Both Awarded	5.i. Chris thanked Terra Lawson Reemer for her support with the \$30,000 NRP grant. Both this grant, and the CEP grants were awarded.	<i>5.i. No action taken</i>
ii. City of San Diego CPPS (\$30K) & ACCF (\$5K)- Pending	5.ii. Chis reported that the City of San Diego CPPS and ACCF grants are pending.	<i>5.ii. No action taken</i>
iii. California Natural Resources Agency EEM (\$418K)- Pending	5.iii. Chis reported that the California Natural Resources Agency EEM grant is pending.	<i>5.iii. No action taken</i>
iv. Cal-Fire (\$427K), over 2 years)- Pending	5.i.v. Chis reported that the Cal-Fire grant is pending.	<i>5.i.v. No action taken</i>
v. Arbor Day Foundation (\$403K) – Denied	5.v. Chis reported that the Arbor Day Foundation grant was denied.	<i>5.v. No action taken</i>
vi. California Clean Air Day (\$1K)- Denied	5.vi. Chris reported that the California Clean Air Day grant was denied.	<i>5.vi. No action taken</i>

<p>e. U.S. Bank Transition Complete/ Chris</p> <p>f. Next Meeting:</p>	<p>5.e. Chris reported that the U.S. Bank Transition is complete.</p> <p>5.f. The next Finance meeting will take place on Monday September 16, 2024, at 2:00pm in the Little Italy Association Office (Conference Room), as well as by Zoom.</p>	<p><i>5.e. No action taken</i></p> <p><i>5.f. No action taken</i></p>
<p>5. District Identity & Placemaking (DI&P) Committee / Perry Meyer</p> <p>a. Olive Public Relations Report / Sydney Costales</p> <p>b. Little Italy Mercato / Brijet Myers</p> <p>c. Taste of Little Italy Final P&L / Curt Brooker</p> <p>d. Marine Band San Diego Summer Concert (Wrap-up)/ Nick Angulo</p> <p>e. San Diego Padres Italian Heritage Night (Wrap-Up)</p> <p>g. Punches in Little Italy (9/14)/ David Roger</p> <p>h. Little Italy State of the Neighborhood (9/26)/ Nick</p> <p>i. Little Italy Venues /Curt</p> <p>i. Female Maker's Market Annual Agreement</p>	<p>5.a. Jenn Von Stauffenberg gave an update on Little Italy's public relations and social media activities.</p> <p>5.b. Catt Fields White gave an update on the Little Italy's Wednesday and Saturday Markets.</p> <p>5.c. Curt Brooker presented the final P&L for the Taste of Little Italy.</p> <p>5.d. Nick Angulo reported on the Marine Band San Diego Summer Concert.</p> <p>5.e. Chris reported on the San Diego Padres Italian Heritage Night.</p> <p>5.f. David Rodger reported on the Punches in Little Italy event that will take place on September 14, 2024.</p> <p>5.g. Nick reported on the State of the Neighborhood event that will take place on September 26, 2024.</p> <p>5.h. Curt gave an update on Little Italy Venues.</p> <p>5.i. Curt gave an update on the Female Maker's Market Annual Agreement. We will be taking this to Finance for approval and discussion.</p>	<p><i>5.a. No action taken</i></p> <p><i>5.b. No action taken</i></p> <p><i>5.c. No action taken</i></p> <p><i>5.d. No action taken</i></p> <p><i>5.e. No action taken</i></p> <p><i>5.f. No action taken</i></p> <p><i>5.g. No action taken</i></p> <p><i>5.h. No action taken</i></p> <p><i>5.i. No action taken</i></p>

<p>ii. Stella Artois Activation in the Piazza della Famiglia</p> <p>i. So Diego! Little Italy Tours x Update/ Chris</p> <p>j. Little Italy Merchandise/ Chris</p> <p>k. Next Meeting:</p>	<p>5ii. Curt reported that a Stella Artois Activation will take place on September 20, 2024, from 4-8pm. This is a free event, with \$17,000 going back to the Association.</p> <p>5.i. Chris gave an update on the new Little Italy Tours.</p> <p>5.j. Chris gave an update on the Little Italy Merchandise.</p> <p>5.k. The next DI&P meeting will take place on Friday, September 20, 2024, at 9:00am Little Italy Association Office (Conference Room), as well as by Zoom.</p>	<p><i>5.ii. No action taken</i></p> <p><i>5.i. No action taken</i></p> <p><i>5.j. No action taken</i></p> <p><i>5.k. No action taken</i></p>
<p>Neighborhood Advisory Committee (NAC) / Jeri Keiller</p> <p>a. First Meeting moved to October & Setting Ongoing Monthly Meetings/ Jeri</p> <p>b. Next Meeting</p>	<p>a. Jeri stated that she is working on scheduling the next NAC meeting.</p> <p>b. TBA</p>	<p><i>a. No action taken</i></p> <p><i>b. No action taken</i></p>
<p>Parking & Mobility Committee / Luke Vinci</p> <p>a. W. Grape & W. Hawthorn Surface Street Conversion/ Chris</p>	<p>5.a. Chris asked the Board to authorize staff to submit a letter to the City requesting that the W. Grape conversion mirrors the W. Hawthorn conversion:</p> <ul style="list-style-type: none"> • They reevaluate Class IV Bollard Bike Path in 3 years • They prioritize AA Phase II on W. Laurel turning Lane • They upgrade above-head signage for I-5 directions • They add enhanced pedestrian lighting on I-5 South entrance. 	<p><i>a. Luke Vinci moved to authorize staff to send a letter to the City, adding that they will count actual bikes and not give a percentage of bikes on W. Grape & W. Hawthorn. David Rodger seconded the motion. Dominic Brunetto was opposed. Motion passes.</i></p>

<p>b. AB413 Removal of Corner Parking & Obstructions for Visibility/ Chris</p> <p>c. FY25 Budget Adjustments re: FRED Revenue Share & Garage Binds/ Chris</p> <p>d. Establishing a New Parking Management Corporation/ Chris</p> <p>e. Next Meeting:</p>	<p>5.b. Chris reported on AB413 Removal of Corner Parking & Obstructions for Visibility on page 27.</p> <p>c. Chris reported on the FY25 Parking District Budget on page 31 of the packet.</p> <p>d. This item was tabled.</p> <p>e. TBA</p>	<p><i>b. No action taken</i></p> <p><i>c. No action taken</i></p> <p><i>d. No action taken</i></p> <p><i>e. No action taken</i></p>
<p>6. Community Reports</p>	<p>5. Emily Piatanesi gave a brief update on Prop 1 regarding Mental Health Facilities.</p> <p>Emily announced that she will be moving on from her role as our County representative and introduced her replacement, Randy Reyes.</p> <p>Emily encouraged everyone to contact the County if they have any questions.</p>	<p><i>5. No action taken</i></p>
<p>7. CLOSED SESSION:</p>	<p>7. BOARD MEMBERS AND STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL LITIGATIONS. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER THE CLOSED SESSION.</p> <p>a. Flores v. City of San Diego, LIA et. al</p> <p>b. Krammer v. City of San Diego, LIA et al.</p>	<p><i>7.a. No action taken</i></p> <p><i>7.b. No action taken</i></p>
<p>8. REOPEN MEETING & REPORT TO PUBLIC</p>	<p>8. REOPEN MEETING & REPORT TO PUBLIC: Update on Little Italy Association's decision, if any, on Closed Session item.</p>	<p><i>8. No action taken</i></p>
<p>9. Other/ Articles</p>	<p>9. Nothing to report.</p>	<p><i>9. No action taken</i></p>

10. Next Meeting	10. The Next Board Meeting will take place on Tuesday October 1, 2024, at 8:30am Our Lady of the Rosary's Church Hall (Downstairs).	<i>10. No action taken</i>
11. Adjournment	11. Meeting adjourned.	<i>11. The meeting was adjourned by consensus.</i>

Minutes taken by: Dianne T. Serna/ Staff



SETTING GOALS

May 2024

- Organization Committee to prepare FY25 goals for NCA and present them to the Board for consideration.

June 2024

- Board to review, discuss, and adopt FY25 goals for NCA to work on.

REVIEW PROCESS

September 2024

- Organization Committee to trigger NCA self-evaluation & review with Jeri as Review Liaison.

Between Meetings

- NCA to conduct FY24 self-evaluation based on FY24 Goals.
- NCA to send Jeri NCA's FY-24 self-evaluation.
- Jeri to send NCA's FY24 self-evaluation to the Board requesting comments.
- Jeri to send a summation of NCA's FY24 self-evaluation with Board comments to the Organization Committee pre-October Org meeting.

October 2024

- Organization Committee to solicit additional comments from the public at the Committee meeting and then review all comments (Board and Public) and evaluate NCA's performance based on self-evaluation and comments provided. Performance evaluation will be summarized by Jeri (Review Liaison) and given to NCA and ORG committee for any corrections required. Additional NCA goals for FY25 may be added.
- After consensus approval of any changes by NCA and ORG committee, report to be sent to the Finance Committee for additional financial considerations.
- The Finance Committee will review NCA's FY24 Performance Summary and other financial benefits NCA has brought to the Association and potentially approve performance and supplemental compensation for the Board's approval.

November 2024

- The Board will review the Organization and Finance Committees' recommendations, discuss, and vote to accept or amend recommendations from the Committees.



**Little Italy Association of San Diego
FY24 GOALS FOR NEW CITY AMERICA, Inc.
Prepared by the Organization Committee on August 24, 2023
(Amended on December 15, 2023)**

Goals for 2023-2024:

1. Improve understanding of operations and accomplishments with a quarterly closed session meeting with Org members/board.
2. Schedule an orientation with all board members to improve their understanding of LIA operations.
3. Start on the 2024-25 budget soon- within two months.
4. Completion of the reserve study and inventory of assets. Develop a schedule of maintenance, repairs, and replacements. Communicate the schedule to the Org committee.
5. Create a process for reporting repairs and maintenance in the community that creates accountability and follow-up by staff. [Similar to the process available from the Downtown Partnership]
6. Schedule ongoing neighborhood walk-throughs with Org members/board members.
7. Resolution of the following or update/progress on the following items:
 - Amici Park Remodel
 - Piazza Natale
 - Piazza Tomaso (Tom Fat)
 - Piazza Grancini (Fr. Steve Grancini)
 - Bollards
8. Implementation of SB43 in Little Italy

LITTLE ITALY ASSOCIATION OF SAN DIEGO

Little Italy Board of Directors Get-or-Give & Staff Fundraising Summary

Term: 2024-2025

GOALS MET

*FY24 C/F does not carry-forward into the next fiscal year (FY26).

LAST NAME	FIRST NAME	FY24 C/F*	JUL'24	AUG. '24	SEP. '24	FY25 + C/F	GorG REQ	FY25 RMNG	FY26 C/F	
Galasso	Steve	\$1,125		\$340		\$1,465	\$1,500	-\$35	-\$1,160	Aug. State Tix & Raffle
Thompson	Bryan	\$0		\$240		\$240	\$1,500	-\$1,260	-\$1,260	Aug. State Tix
Palestini	Lou	\$0		\$60		\$60	\$1,500	-\$1,440	-\$1,440	Aug. State Tix
Vinci	Luke	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Casemero	Annette	\$49		\$3,000	\$3,200	\$33,249	\$1,500	\$31,749	\$31,700	All Storage / Sep. State Tix
Blum	Ryan	\$90			\$200	\$290	\$1,500	-\$1,210	-\$1,300	Sep. State Tix
Brooker	Curt	\$3,500			\$100	\$3,600	\$1,500	\$2,100	-\$1,400	Sep. State Tix
Brunetto	Domenic	\$0		\$60		\$60	\$1,500	-\$1,440	-\$1,440	Aug. State Tix & Food
Busalacchi	Joey	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Cresci	Dino	\$0		\$500		\$500	\$1,500	-\$1,000	-\$1,000	Aug. State Raffle
DeSpenza	Jim	\$930		\$240		\$1,170	\$1,500	-\$330	-\$1,260	Aug. State Tix
Estevez	Clarissa	\$24,025			???	\$24,025	\$1,500	\$22,525	-\$1,500	Sep. State Venue
Gerson	Lisa	\$18,300	\$1,000	\$1,120	\$1,000	\$30,420	\$1,500	\$28,920	\$10,620	All Piazza Supp. / Aug. State Tix
Gustafson	Rich	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Hermes	Audrey	\$988		\$500		\$1,488	\$1,500	-\$12	-\$1,000	Aug. State Raffle
loele	Pasquale	\$0		\$1,630		\$1,630	\$1,500	\$130	\$130	Aug. State Sponsor & Tix
Keiller	Jeri	\$260		\$240		\$500	\$1,500	-\$1,000	-\$1,260	Aug. State Tix
Núñez	Juan	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Paladino	Robert	\$0		\$330		\$330	\$1,500	-\$1,170	-\$1,170	Aug. State Tix
Pecoraro	Jack	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Rodger	David									
		\$5,175	\$1,657	\$340		\$7,172	\$1,500	\$5,672	\$497	Jul. Taste Food, Marine Band Food / Aug. State Tix, Raffle & Food
Strauss Casey	Diana	\$0	\$200			\$200	\$1,500	-\$1,300	-\$1,300	Jul. State Tix
Tabigue	Father Joe	\$0	\$600	\$325	\$100	\$1,925	\$1,500	\$425	\$425	All Hall Use / Jul. Marine Room / Aug. State Tix
Vecchio	Joe	\$124,375			\$180	\$124,555	\$1,500	\$123,055	-\$1,320	Sep. State Tix
White	Catt	\$13,858		\$420		\$14,278	\$1,500	\$12,778	-\$1,080	Aug. State Tix & Décor
Zimmerly	Jon	\$0		\$200	\$100	\$300	\$1,500	-\$1,200	-\$1,200	Aug. State Tix / Sep. State Tix
		\$192,675	\$3,457	\$9,545	\$4,880	\$54,781	\$39,000			

As of 9/13/2024

FY25 Board Attendance

Last Name	First Name	Position	Member Since	Jul. 23	Aug. 23	Sep. 23
Galasso	Steve	1 - PRESIDENT	1996			X
Vinci	Luke	2 - VICE PRESIDENT	2011			
Palestini	Lou	3 - V.P. OF CULT. AFF.	2000			
Thompson	Bryan	4 - TREASURER	2018			
Casemero	Annette	5 - SECRETARY	2021			
Blum	Ryan	Property Director	2020			
Brooker	Curt	Business Director	2022			
Brunetto	Domenic	Property Director	1997			
Busalacchi	Joey	Business Director	2020			U
Cresci	Dino	Property Director	2023			
DeSpenza	Jim	Property Director	2011			
Estevez	Clarissa	Property Director	2022			
Gerson	Lisa	Property Director	2022			
Gustafson	Rich	Property Director	2011			
Hermes	Audrey	Business Director	2023			
Ioele	Pasquale	Property Director	2013			
Keiller	Jeri	Property Director	2020			
Núñez	Juan	Property Director	2019	X		X
Paladino	Robert	Property Director	2024			
Pecoraro	Jack	Property Director	2011			U
Rodger	David	Property Director	2022			
Strauss Casey	Diana	Property Director	2019			X
Tabigue	Father Joe	Property Director	2011	A		
Vecchio	Joe	Community at Large	2024			
White	Catt	Community at Large	2009			A
Zimmerly	Jon	Residential Tenant	2023	X		

- X - Excused
- U - Unexcused
- L - Leave
- A - Alternate

Bylaws: Attendance

3 Unexcused or 6 Total (Excused & Unexcused)

Alternates are not permitted to stand in for more than 6 times in a calendar year.

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2023 - JUNE 2024**

BOARD MEETING DATE:		9/10/2024					
Accrual Basis Report - JUNE 30, 2024			unaudited results				
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE FISCAL YEAR</u>	<u>NET BUDGET YTD</u>	<u>ANNUAL BUDGET (NET)</u>	<u>REVISED ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS							
	BID	119,410	125,369	-5,959	0	0	0
	MAD ₁	1,409,143	1,492,243	-83,100	-147,837	-147,837	-100,000
	PARKING METER ₂	545,457	511,819	33,638	0	0	92,964
	TOTAL	\$2,074,010	\$2,129,431	-\$55,421	-\$147,837	-\$147,837	
SUPPLEMENTAL MAINTENANCE							25,000
PARKING PROGRAMS							0
PROGRAMS AND OPERATIONS							\$181,700
							\$199,664
1. Supplemental Maintenance program: FY net loss \$7501. FY budget net income is \$25,000.							
2. Additional Parking Program operations: FY net income 9,247. FY budget net income \$0.							
3. Programs and Operations: FY net income 179,669. FY budget net income \$105,239. Included are the results for the Mercato. Mercato's results are FY net income of \$511,123. FY budget \$387,060).							
		Jun-24	Jun-23				
Total income		\$3,965,729	\$3,921,628				
Total expenses		<u>\$3,839,816</u>	<u>\$3,970,478</u>				
Net income over expense		<u>\$125,913</u>	<u>-\$48,850</u>				
BALANCE SHEET							
		6/30/2024	6/30/2023				
Checking		\$621,094	\$742,358				
Savings		93,602	93,119				
Fidelity Investments		156,000	106,000				
Accounts Receivable		294,363	310,797				
Other assets		65,894	91,123				
Total Assets		<u>\$1,230,953</u>	<u>\$1,343,397</u>				
Accounts Payable		\$32,765	\$307,533				
Advances		72,401	35,989				
Loans		148,475	148,476				
Equity		977,312	851,399				
Liabilities & Equity		<u>\$1,230,953</u>	<u>\$1,343,397</u>				

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2024 - JUNE 2025**

BOARD MEETING DATE:		10/1/2024				
Accrual Basis Report - August 31, 2024						
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE FISCAL YEAR</u>	<u>NET BUDGET YTD</u>	<u>ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS						
	BID	0	-24,883	24,883	-4,013	0
	MAD _i	237,099	230,269	6,830	2,793	0
	PARKING METER	63,156	33,366	29,790	0	0
	TOTAL	\$300,255	\$238,752	\$61,503	-\$1,220	\$0
Supplemental Maintenance						\$1,000
Parking programs						0
Programs and Operations						-1,097
						-97
1. Supplemental Maintenance program: YTD net gain \$9,923. YTD budget \$4,375. (Annual budget net income is \$1,000)						
2. Programs and Operations: YTD net loss \$-2,117. YTD budget net loss \$-3,052. (Annual budget net loss \$- 1,097)						
Included are the results for the Mercato. Mercato's results are YTD net income of \$98,534 YTD budget \$ 75,096.						
3. Pin money is \$651.						
		Aug-24	Aug-23			
Total income		\$547,803	\$702,388			
Total expenses		<u>\$585,269</u>	<u>\$612,165</u>			
Net income over expense		-\$37,466	\$90,223			
BALANCE SHEET						
		8/31/2024	8/31/2023			
Checking		\$540,854	\$535,999			
Savings		93,877	33,196			
Fidelity Investments		74,000	96,000			
Accounts Receivable		521,521	615,022			
Other assets		81,604	158,755			
Total Assets		<u>\$1,311,856</u>	<u>\$1,438,972</u>			
Accounts Payable		\$43,656	\$133,459			
Advances		179,879	179,483			
Loans		148,475	148,476			
Equity		939,846	977,553			
Liabilities & Equity		<u>\$1,311,856</u>	<u>\$1,438,971</u>			

Little Italy Association of San Diego
Profit & Loss
 July through August 2024

	BID	MAD	Maintenance Non-Ass...	Total Parking District	Programs & Operations	TOTAL
Income						
PROGRAM INCOME	0.00	0.00	3,000.00	0.00	46,899.61	49,899.61
MAINTENANCE DISTRICT INCOME	0.00	237,098.58	0.00	0.00	0.00	237,098.58
MAINTENANCE NON-ASSESS INCO...	0.00	0.00	30,341.81	0.00	0.00	30,341.81
MERCATO INCOME	0.00	0.00	0.00	0.00	227,815.00	227,815.00
PARKING DISTRICT INCOME	0.00	0.00	0.00	2,648.00	0.00	2,648.00
Total Income	0.00	237,098.58	33,341.81	2,648.00	274,714.61	547,803.00
Gross Profit	0.00	237,098.58	33,341.81	2,648.00	274,714.61	547,803.00
Expense						
MISC MAINT EXPENSE	0.00	0.00	513.37	0.00	0.00	513.37
GENERAL OPERATING	680.00	12,500.00	0.00	0.00	847.50	14,027.50
NON-PROFIT ADMIN	15,587.49	20,646.38	2,022.75	0.00	66,879.46	105,136.08
LANDSCAPE IMPROVEMENTS & MA...	0.00	180,274.36	15,562.23	0.00	100.00	195,936.59
NON-DISCRETIONARY EXPENSE	0.00	13,006.50	0.00	0.00	0.00	13,006.50
CONTINGENCY	1,071.00	3,842.08	0.00	0.00	0.00	4,913.08
ACCOUNTANT EXPENSE ENTRIES	0.00	0.00	1,721.48	0.00	2,569.50	4,290.98
PROGRAM EXPENSE	0.00	0.00	247.08	0.00	71,544.66	71,791.74
Maintenance Personnel	0.00	0.00	0.00	0.00	114.00	114.00
Maintenance Non-Personnel	0.00	0.00	0.00	0.00	2,688.24	2,688.24
Office Operational	0.00	0.00	0.00	0.00	2,807.00	2,807.00
BUSINESS PROMOTION/DEVELOPM...	7,396.00	0.00	0.00	0.00	0.00	7,396.00
MERCATO EXPENSE	0.00	0.00	0.00	0.00	129,281.47	129,281.47
PARKING DISTRICT EXPENSE	0.00	0.00	0.00	33,366.02	0.00	33,366.02
Total Expense	24,734.49	230,269.32	20,066.91	33,366.02	276,831.83	585,268.57
Net Income	-24,734.49	6,829.26	13,274.90	-30,718.02	-2,117.22	-37,465.57

FIDELITY INVESTMENTS - LITTLE ITALY ASSOCIATION - 9-30-2024							
DESCRIPTION	DEPOSIT	DATE DEPOSIT	AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %
DEPOSIT	\$4,000	1/13/2023					
DEPOSIT	\$5,000	1/17/2023					
DEPOSIT	\$50,000	2/28/2023					
BALANCE 2/28/2023	\$59,000		\$8,000				
BALANCE 3/31/2023	\$169,000		\$167,000				
BALANCE 4/30/2023	\$169,000		\$167,000				
BALANCE Certificates of Deposit 6/30/2023			\$106,000				
Money Market 6/30/2023			\$94,436				
Total 6/30/2023	\$199,000		\$200,436				
BALANCE Certificates of Deposit 9-30-2024			\$44,000				
Money Market			\$117,714	withdrawal 3-20-24 \$50,000			
Total 9-30-2024	\$199,000		\$161,714				
BY MATURITY DATE							
			AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %
949764GK4	WELLS FARGO		\$30,000	10/02/2023	10/02/24	12	5.55%
15987UVG1	CHARLES SCHWAB		\$5,000	11/20/23	12/04/24	12	5.35%
0605IXCD2	BANK OF AMERICA		\$4,000	4/9/2024	01/13/25	9	5.10%
045491SJ7	ASSOCIATED NATIONAL BANK		\$5,000	5/30/24	05/30/25	12	5.30%
			\$44,000				



New City America, Inc.
Supplemental Compensation Summary and Disbursement Policy
Contract Amendment – ~~Adopted May 3, 2022~~DRAFT

New City America, Inc. (NCA) will present a list of secured donors and/or net funds, based on the below policy, to the Finance Committee on a quarterly basis. The Finance Committee, after review and consideration, may approve all or some of NCA's request for supplemental compensation.

AUDITED NET @ 10%

After the annual audit is completed, the Financial Advisor will review with the Finance Committee Chair and the Committee members. Based on the NCA contract, NCA will be eligible for 10% of audited net of the City contracts and Maintenance Non-Assessment; Programs account will be excluded. NCA is dedicated to increasing the non-assessment or government funding for LIA's activities and operations as part of its overall management of the City contracts under this agreement.

CASH PROGRAMS

1) Tile Sales and Cash Donations:

NCA may be eligible to receive 15% of any tile sale, as well as 10% of any cash donation that NCA staff initiated and secured.

2) Major Capital Projects:

For major capital projects, NCA supplemental compensation will be wrapped into the overall project budget and will be submitted, considered and pre-approved by the Finance Committee before major capital improvement project has approval to move forward.

3) Grants & Oversight:

NCA would be eligible to receive up to 15% of the total grant awarded if the grantor allows for an administrative oversight fee to be added to the grant and the Little Italy Association receives a majority of the grant funds for projects, assets, or offset.

34) Reduction of City Overhead Costs:

NCA may be eligible for a percentage of any cost savings that NCA staff initiates that will lower operational costs of the Association. These costs shall include, but not be limited, to general liability insurance annual costs, water and lighting costs, trash removal costs, sidewalk repair and tree trimming, etc.

LITTLE ITALY ASSOCIATION OF SAN DIEGO

45) NCA Managed Events:

NCA may be eligible to receive up to 40% of net income based upon the activities that it initiates and/or manages that generates additional net income to the Association.

56) Third-Party Managed Events:

NCA may be eligible to receive up to 20% of net income based on their efforts to support third-party event planners who generates additional net income to the Association.

Calculations on any bonus allocated for supplemental compensation to NCA, based upon Finance Committee's final approval, shall be determined after the end of the fiscal year and paid out quarterly in the following fiscal year.

PERFORMANCE REVIEW

After NCA presents annual self-review to the Organization Committee, the Committee will submit final evaluation to the Finance Committee and NCA. NCA will then submit a supplemental compensation proposal based on annual evaluation to the Finance Committee. The proposal will be a range for the Finance Committee to consider.

** Traditionally grants allow for up to 15% to cover admin. If grant does not allow for 15% to cover admin, funds may be covered by non-assessment funds.*

County of San Diego
FY25 Neighborhood Reinvestment Program Grant

Item	Cost	Recommended
Street Furniture & Amenities		
New Trashcan Plates - Waste & Recycle (725)	\$5,479	\$5,479
New Trashcan Lids (125)	\$5,368	\$5,368
India Street Flag Program	\$3,500	
BigBelly Trash & Recycling Receptacles (13)	\$45,500	
Seasonal Pole Banners (180)	\$7,401	
Closed EV Golf Cart (1)	\$18,250	
Pressure Washer	\$26,500	
Piazza della Famiglia Improvements		
Electrical Work - Repair Bell Light	\$2,299	\$2,299 May be able to cover with CEG
Bollard Replacement (2)	\$5,399	\$5,399
Piazza Basilone Improvements		
Fountain Pump Repair (1)	\$1,631	\$1,631
Light Bollard Repair/Replacement (5) & Electrical Work	11,735	\$11,735
Little Italy Dog Park Improvements		
Fence Mesh Replacement (All)	\$7,000	\$7,000
Urban Forestry Audit & Health Software		
Software	\$2,750	
Inventory & Assessment	\$7,188	
FY25 NEG Total Request	\$150,000	\$38,911
Over		\$3,911



LIA Board Meeting PR and Social Agenda Tuesday, October 1, 2024

Pitches

State of the Neighborhood

- Secured online coverage in There San Diego & San Diego Union Tribune

Little Italy Tree Lighting (Long Leads)

- Expected coverage on NBC 7, CBS 8, & Locale

Trick-or-Treat India St. (long leads)

- Secured coverage on DoSD, & San Diego Event Blog
- Expected coverage on CBS 8

Writing

- Small Business Season x Little Italy Tours
- Trick-or-Treat on India Street (short leads)
- November contributed article for San Diego Downtown News
- Fleet Week Concerts

General

- Updated annual timeline to reflect increase in budget

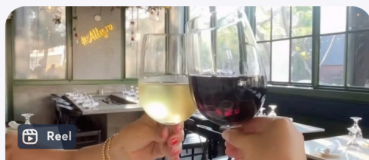
Social Media

Highlights / Recap

- Gained 1,370 new followers on all platforms
- Earned over 610K impressions total impressions
- Garnered over 4.8K total engagements
- Promoted State of the Neighborhood - 184 responses
- Promoted Trick-or-Treat on India Street - 1675 responses
- Promoted Bella Vita Fest

Top content - Little Italy San Diego, Instagram (Based on engagement)

Best performing content published during the selected period.



Sep 7, 2024

Serving up serious decor inspo at some of our neighborhood's most...

Reach	10,972
Comments	16
Likes	583
Saves	62
Engagement	734
Engagement rate per reach	6.7%
Engagement rate per impression	6.7%



Sep 23, 2024

Fall into style in #LittleItalySD! Discover fresh looks for the season...

Reach	3,159
Comments	5
Likes	221
Saves	8
Engagement	244
Engagement rate per reach	7.7%
Engagement rate per impression	7.6%



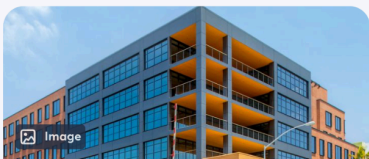
Aug 29, 2024

Mark your calendars for Trick-or-Treat on India Street! 🎃 Join us o...

Reach	4,349
Comments	2
Likes	168
Saves	14
Engagement	213
Engagement rate per reach	4.9%
Engagement rate per impression	3.9%

Top content - Little Italy, Facebook (Based on reach)

Best performing content published during the selected period.



Sep 14, 2024

The past, present, and future of Little Italy—all in one unforgettable nigh...

Reach	3,714
Engagement	114
Clicks	25
Other clicks	51
Engagement rate per reach	3.1%
Engagement rate per impression	2.9%



Aug 27, 2024

From stunning art installations to heartwarming community events,...

Reach	3,618
Engagement	356
Clicks	79
Other clicks	125
Engagement rate per reach	9.8%
Engagement rate per impression	7.4%



Sep 12, 2024

Wagging tails and happy pups are a daily sight here in Little Italy! 🐶 Ou...

Reach	2,730
Engagement	67
Clicks	19
Other clicks	12
Engagement rate per reach	2.5%
Engagement rate per impression	2.3%



2024



LITTLE ITALY SAN DIEGO
SPONSOR OPPORTUNITIES





One of the most well-known and largest Little Italy communities in the nation, Little Italy San Diego embodies a nostalgic charm of an old-world Italian city with a contemporary vibe. A neighborhood that originally took shape in the 1920's, Little Italy continues to highlight the Italian-immigrant contributions within the 48-square-blocks. The community embraces the cultural nuances with the many public landmarks – from the Piazzas and the bocce courts at Amici Park to the various Italian staples in the neighborhood and the beloved Little Italy Mercato. Additionally, Little Italy is known to be a culinary haven, offering a spectrum of delicious delights ranging from true authentic Italian cuisine to modern tastings. Little Italy San Diego continues to be a place that locals and tourists look to for a memorable night out with friends or daytime adventures for the entire family.

A nonprofit 501(c)(3) corporation for the public's benefit, the Little Italy Association (LIA) advocates on behalf of its members' best interests in the areas of public safety, beautification, promotion and economic development, while preserving the unique cultural resources that exist in the Little Italy neighborhood of Downtown San Diego. The Association stands as the only district management corporation of its kind for any Little Italy neighborhood in the United States.

WHO WE REACH

Location + Audience

Located just North of Downtown San Diego, Little Italy encompasses a diverse demographic deeply influenced by the neighborhood's rich Italian heritage. With its unmistakable Italian influence and deep-rooted traditions, residents embody the essence of family and community pride. From the authentic piazzas lining the streets to the numerous festivals and events throughout the year, Little Italy serves as a dynamic hub where generations converge in celebration. The neighborhood prioritizes the preservation of its distinct Italian identity while embracing the new trends of the younger generations. In Little Italy, residents and visitors alike value tradition, family ties, and the diverse community life within this historic neighborhood.



Our monthly newsletter reaches **7,620+ unique subscribers** and has an average **41% open rate**.



Our events attract a **wide demographic in age and ethnicity** with attendance for events ranging from **300 to 100,000**.



FACEBOOK
97,000+
Followers



INSTAGRAM
93,600+
Followers



TIKTOK
1,067+
Followers

**Data snapshot as of February 14, 2024.*



TASTE OF LITTLE ITALY

June 18 & 19, 2024 from 4:00pm to 8:00pm

Taste of Little Italy is a vibrant culinary event that serves as a true reflection of the diverse flavors within the neighborhood. By showcasing a variety of local businesses, this event offers a delightful journey through the authentic tastes of Little Italy. Attendees have the opportunity to savor the rich culinary heritage of the community while supporting and celebrating the unique offerings of neighborhood establishments.

TASTE OF LITTLE ITALY REACH



*Marine Band
San Diego
Summer Concert*

MARINE BAND SUMMER CONCERT

July 27, 2024 from 7:00pm to 8:00pm

The Marine Band San Diego Summer Concert, presented by the Little Italy Association of San Diego, transforms the Piazza della Famiglia into a vibrant hub of community spirit. Featuring the dynamic performance of popular music group "Sound Strike," composed of talented Marines, the event captivates locals and visitors alike. As attendees enjoy the live entertainment, the concert not only unites neighbors but also demonstrates unwavering support for our local Marines.

MARINE BAND SAN DIEGO SUMMER CONCERT REACH



* The numbers are based on the circulation and UVPm reported by media to a trusted media database called MuckRack. There is no multiplier applied.



CASINO DI PIAZZA

August 23, 2024 from 7:00pm to 11:00pm

Whether you love to gamble or feeling extra lucky, the Little Italy Association, in partnership with Vici Luxury Rentals, invites the community to Casino di Piazza! The unforgettable experience promises an evening of craft cocktails provided by the Little Italy Food Hall, light hors d'oeuvres, Blackjack, Craps and Roulette. Test your luck at the most elegant Italian garden casino experience in San Diego under the stars. Proceeds from Casino di Piazza will benefit the Little Italy Association's continued beautification and maintenance of the Piazza della Famiglia.

CASINO DI PIAZZA REACH



ITALIAN HERITAGE CONCERT SERIES

Multiple Dates in October with TBA

In honor of Italian Heritage month, the Little Italy Association hosts an Italian Heritage Concert in October. Guests will enjoy a breathtaking performance from well-known Italian artists, celebrating local talent and the rich Italian culture. Soak in the beauty of the Piazza della Famiglia during an elegant evening of buona musica e buona compagnia, good music and good company. Wine and charcuterie will be available for purchase to enhance the upscale experience.

ITALIAN HERITAGE CONCERT SERIES REACH



* The numbers are based on the circulation and UVPm reported by media to a trusted media database called MuckRack. There is no multiplier applied.



TRICK-OR-TREAT ON INDIA STREET

October 27, 2024 from 3:30pm to 7:30pm

Head down to Little Italy for a spine-tingling evening of authentic trick-or-treating on India Street just days before Halloween. Perfect for all those who are looking to show off their very best costumes, the evening will be filled with thrills and endless delights for all ages, as families walk through the neighborhood and collect treats and tricks from local businesses and neighbors. The 10,000-square-foot space will be activated with Halloween-themed music and decked out with Halloween décor and photo opportunities. To protect all the trick-or-treaters running around, India Street will be closed for families to be able to safely enjoy their day of trick-or-treating.

TRICK-OR-TREAT ON INDIA STREET REACH



LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

December 7, 2024 from 4:00pm to 8:00pm

The Little Italy Tree Lighting is a festive reflection of the neighborhood's spirit, capturing the essence of the holiday season with a delightful display of lights and decorations. In addition to creating a merry atmosphere, the event spotlights local businesses, offering a platform for them to showcase their products and services. Attendees not only experience the magic of the tree lighting ceremony but also have the opportunity to support and celebrate the unique offerings of the neighborhood's businesses, contributing to the festive and communal atmosphere of Little Italy.

LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE REACH



* The numbers are based on the circulation and UVPm reported by media to a trusted media database called MuckRack. There is no multiplier applied.



LITTLE ITALY MERCATO

Every Saturday from 8:00am to 2:00pm

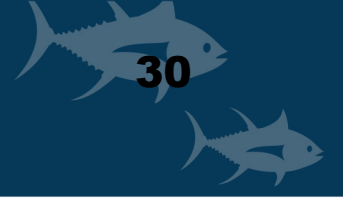
Every Wednesday from 9:30am to 1:30pm

Known to be one of the best farmers markets in San Diego, the Little Italy Mercato connects the community with a multitude of local vendors, makers, artisans and more. Every Wednesday from 9:30 am to 1:30 pm and Saturday from 8:00 am to 2:00 pm, make your way down to Little Italy and stroll through the six city blocks on West Date Street from west of Kettner Boulevard to Front Street. Whether you're looking to buy something or came down just to admire the interesting vendors, the Little Italy Mercato is the perfect place to get to know the faces behind the local vendors in your neighborhood.

LITTLE ITALY MERCATO REACH



SPONSOR OPPORTUNITIES



FLAGSHIP EVENTS

SPONSORSHIP LEVEL	Community Partner \$1,500	Exhibitor \$3,500	Select Partner \$7,500	Premier Partner \$15,000	Legacy Partner \$25,000
Hyperlink Logo on Little Italy Website	✓	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓	✓
Logo on Marketing Material (Pre-Event)			✓	✓	✓
Booth Space (10x10)		✓			
Category Exclusive			AVAILABLE	AVAILABLE	✓
Activation Space (10x10 or Larger)			✓	✓	✓
Zone / Area Naming Rights				✓	✓
TV / Media / Digital Coverage*				AVAILABLE	✓
"Presented by" on All Collateral					✓



**TRICK
OR
TREAT**
On India Street

October 2024
8,000+ Attendees

LITTLE ITALY SAN DIEGO
**Tree Lighting &
Christmas Village**

December 2024
65,000+ Attendees

** TV / Media / Digital opportunities are subject to media outlet and may have restrictions.

SPONSOR OPPORTUNITIES

ANCILLARY EVENTS

SPONSORSHIP LEVEL	Community Partner \$1,000	Exhibitor \$3,000	Select Partner \$5,000	Premier Partner \$7,500	Legacy Partner \$10,000
Hyperlink Logo on Little Italy Website	✓	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓	✓
Logo on Marketing Material (Pre-Event)			✓	✓	✓
Booth Space (10x10)		✓			
Category Exclusive			AVAILABLE	AVAILABLE	✓
Activation Space (10x10 or Larger)			✓	✓	✓
Zone / Area Naming Rights				✓	✓
TV / Media / Digital Coverage*				AVAILABLE	✓
"Presented by" on All Collateral					✓



June 2024
1,500 Attendees
(Ticketed)



July 2024
2,000+ Attendees



August 2024
300 Attendees
(Ticketed)



October 2024
800 Attendees
(Ticketed)

** TV / Media / Digital opportunities are subject to media outlet and may have restrictions.

SPECIALTY EVENTS & OTHER OPPORTUNITIES

Little Italy is the home of many amazing events and activations including specialty events, like the Little Italy Mercatos, that have their own sponsorship opportunities. Please email events@littleitalysd.com for more details.

Every Saturday in 2024
Attendance
21,000+ a Week



Every Wednesday in 2024
Attendance
4,000+ a Week



The Little Italy Association has created many other opportunities for sponsors to gain visibility from the hundreds and thousands of San Diegans and visiting guests that come to Little Italy to shop, dine, and enjoy our dynamic and historic community and public spaces.

Some opportunities include:

- Piazza Spanning Banners
- Street Spanning Banners
- Branding "The Big Red Chair"
- Pedestrian Pole Banners
- Piazza della Famiglia Activations
- Donor Tiles in the Various Piazzas

For more information about the above opportunities or others, please email events@littleitalysd.com.



LITTLE ITALY ASSOCIATION OF SAN DIEGO

**2210 Columbia Street
San Diego, CA 92101**

619.233.3898

LittleItalySD.com

**A Non-Profit 501c3 Corporation
Fed Tax ID No. 33-0752255**

Little Italy San Diego 2024 Sponsorship Agreement Form

Please select event and level that you would like to sponsor.

FLAGSHIP EVENTS

Check one of the options below.

- Trick-or-Treat on India Street (10/27)
- Little Italy Tree Lighting & Christmas Village (12/7)

FLAGSHIP SPONSORSHIP LEVELS

Check one of the options below.

- Legacy Partner / \$25,000**
Premier Partner + "Presented by" on All Collateral.
- Premier Partner / \$15,000**
Select Partner + Zone/Area Naming Rights.
- Select Partner / \$7,500**
Community Partner + Activation Space.
- Exhibitor / \$3,000**
Community Partner + 10x10 Booth Space.
- Community Partner / \$1,500**
Hyperlink Logo on Website + Logo on Printed Collateral (Event Day).

ANCILLARY EVENTS

Check one of the options below.

- Taste of Little Italy (6/18 & 19)
- Marine Band Summer Concert (7/27)
- Casino di Piazza (8/23)
- Italian Heritage Concert Series (TBD)

ANCILLARY SPONSORSHIP LEVELS

Check one of the options below.

- Legacy Partner / \$10,000**
Premier Partner + "Presented by" on All Collateral.
- Premier Partner / \$7,500**
Select Partner + Zone/Area Naming Rights.
- Select Partner / \$5,000**
Community Partner + Activation Space.
- Exhibitor / \$3,000**
Community Partner + 10x10 Booth Space.
- Community Partner / \$1,000**
Hyperlink Logo on Website + Logo on Printed Collateral (Event Day).

CONTACT INFORMATION

Name: _____

Company (If Applicable): _____

Address: _____

Phone: _____ Email: _____

I hereby agree to sponsor the above event and level I have selected on behalf of myself/business.

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association of San Diego

Mail to: 2210 Columbia Street, San Diego, CA 92101

Email to: Events@LittleItalySD.com

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