



**Little Italy Association of San Diego – DI&P Committee  
Friday, February 23, 2024 at 9:00am**

**Little Italy Association Office – Conference Room (2210 Columbia Street) or via  
Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/87131565061>  
or call 1-669-900-6833 / Meeting ID: 871 3156 5061 / Password: 3898**

- 1. Introductions / Perry Meyer, Chair**
- 2. Non-Agenda: Public Comment & Announcements**
- 3. Review of October 20, 2023 Minutes** *Action Item*      **P. 3-5**
- 4. Review of November 17, 2023 Minutes** *Action Item*      **P. 6-9**
- 5. Confirmed & Proposed Events**
  - a. 2024 Master Event Calendar *Action Item*      **P. 10**
  - b. Little Italy Mercato & Wednesday Market / Brijet Myers Every Sat. & Wed.
  - c. The Bulls of St. Agata Charge Little Italy / Nick Angulo Sun., 4/19
  - d. Mission Fed ArtWalk Sat. & Sun.,      **P. 11**  
4/27 & 4/28
- 6. New Events, Promotions, Fundraising & Councils**
  - a. So San Diego Little Italy Tours / Chris *Action Item*      **P. 12**
  - b. Olive Public Relations / Sydney Costales & Cree Jones **P. 13-17**
  - c. Public Relations & Social Media RFP – Update / Chris
  - d. 2024 Little Italy San Diego Sponsor Guide & Agreement / Chris **P. 18-28**
  - e. Reinstating eNews in March / Nick
  - f. San Diego Info Center Kiosk Program / Chris
- 7. Streetscape Improvements & Venues**
  - a. Little Italy Venues / Curt
  - b. Stella Artois Sponsorship of The Big Red Chair / Curt
  - c. Capital Outdoor Kiosks / Chris
- 8. Old Business**

*It is the practice of the LIA to formally request that an item under Old Business be pulled from the agenda and placed on a future Agenda for Discussion and/or Action.*

  - a. None
- 9. Adjournment** *Action Item*
- 10. Next Meeting:**      **Third Friday of the Month at 9:00am**  
**Little Italy Association Office – Conference Room**

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

**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](mailto:chris@littleitalysd.com) at least 48-hours prior to the meeting. **VITURAL 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 – DI&P Committee**  
**Friday, October 20, 2023, at 9:00am**  
**Little Italy Association Office – Conference Room (2210 Columbia Street)**

Present Steve Galasso, Lou Palestini, Jeri Keiller, Curt Brooker, Jon Zimmerly, David Rodger, Lisa Gerson, Perry Meyer, Kathi Meyer, Kassie Lewis, Susan Keating, Rob Paldino

Staff Christopher Gomez, Dianne T. Serna, Nick Angulo, Larisa Medina, Brijet Myers, Jenn Von Stauffenberg

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. by Christopher Gomez.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Perry Meyer announced that Meyer Fine Art will display Vintage Posters beginning November 15, 2023.  Lisa Gerson gave kudos to David Rodger for the PUNCHES on Piazza event.	2. No action taken
3. Review of September 22, 2023, Minutes	3. The minutes from September 22, 2023, DI&P meeting were reviewed	3. Perry Meyer moved to approve the minutes. Steve Galasso seconded the motion. Unanimously approved.
4. Confirmed Events		
a. Little Italy Mercato & Wednesday Market / Catt	4.a. Brijet Myers gave an update on the Little Italy Mercato and Wednesday Market.	4.a. No action taken
b. Casino di Piazza/ Chris	4.b. Chris shared the Draft P&L on pages 6 & 7. This event will be revenue neutral. If this event does not bring in \$10,000 next year, we will not continue it in the future.	4.b. No action taken

c. Italian Heritage Concert Series/Curt	4.c. Chris shared that this event was cancelled and postponed.	4.c. No action taken
d. Bella Vita Fest/ Chris	4.d. Curt reported that Bella Vita Fest will take place this weekend, October 21-22, 2023, from 11:00am-5:00pm.	4.d. No action taken
	General admission tickets cost \$15.00. Wine tasting tickets cost \$50.00. There will be 22 Italian Wines to sample from 14 regions in Italy.	
e. Trick-or-Treat on India Street	4.e. Chris reported that TOTIS will take place on Sunday, 10/29/23. India Street will be closing from Cedar to Grape for this event.	4.e. No action taken
f. Little Italy Tree Lighting & Christmas Village/ Chris	4.f. Chris shared the Little Italy Tree Lighting and Christmas Village information on pages 11-13. The event will take place on Saturday, December 2, 2023.	4.f. No action taken
5. New Events, Promotions, Fundraising & Councils		
a. Olive Public Relations/ Larisa Medina & Cree Jones	5.a. Jenn Von Stauffenberg gave a PR update.	5.a. No action taken
b. Small Business Season/ Larsia & Chris	5.b. Chris stated that Small Business Season will promote shop local, shop little Italy. Promotions will begin the Saturday after Thanksgiving.	5.b. No action taken
6. Streetscape Improvements & Venues		
a. Piazza Costanza Update/ Chris	6.a. Chris shared pages 18-19. The Piazza Costanza dedication will take place on November 28, 2023 at 10:00am on the corner of Ash and Columbia.	6.a. No action taken
b. Little Italy Venues	6.b. Curt Brooker gave an update on Little Italy Venues.	6.b. No action taken

7. Old Business	7. Nothing to report.	7. No action taken
8. Adjournment	8. Meeting Adjourned	8. Jeri Keiller moved to adjourn the meeting Steve Galasso seconded the motion, Unanimously approved.
9. Next Meeting	9. Third Friday of the Month at 9:00am Little Italy Association Office – Conference Room	9. No action taken

Minutes taken by: Dianne T. Serna, Staff.



**Little Italy Association of San Diego – DI&P Committee**  
**Friday, November 17, 2023, at 9:00am**  
**Little Italy Association Office – Conference Room (2210 Columbia Street)**

Present Steve Galasso, Lou Palestini, Jeri Keiller, Curt Brooker, Jon Zimmerly, David Rodger, Perry Meyer, Audrey Hermes, Kathi Meyer, Kassie Lewis, Jacob Rocha, Gloire Bora

Staff Christopher Gomez, Dianne T. Serna, Larisa Medina, Brijet Myers, Jenn Von Stauffenberg, Sydney Costales

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. by Christopher Gomez.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Kathi Meyer announced that Meyer Fine Art will display Vintage Posters until the end of the year. The reception will take place on Saturday, November 18, 2023, from 1:00pm-7:00pm.	2. No action taken
3. Review of October 20, 2023, Minutes	3. The minutes from October 20, 2023, DI&P meeting were reviewed	3. Steve Galasso moved to approve the minutes. Perry Meyer seconded the motion. Unanimously approved.
4. Confirmed Events		
a. Little Italy Mercato & Wednesday Market / Catt	4.a. Brijet Myers gave an update on the Little Italy Mercato and Wednesday Market.  Brijet thanked Olive PR for their assistance with Busker, Joe Dreamz issues she encountered at the Little Italy Mercato. Brijet and Joe were able to come to a civil resolution.	4.a. No action taken
b. San Diego	4.b. Chris shared page 6 of the packet. Little	4.b. No action taken

<p>Padres' Italian Heritage Night</p>	<p>Italy received \$1,321.50 from the split with ICC and Convivio for the Italian Heritage Night.</p> <p>Next year, the San Diego Padres will go up against the NY Mets for Italian Heritage Night. LIA will be involved with the design of the hats.</p>	
<p>c. Bella Vita Fest/ Chris</p>	<p>4.c. Curt wrapped up Bella Vita Fest. Curt stated that this was the first year for this event and they learned a lot to make it better next year. This event broke even.</p> <p>There was feedback and discussion from the event. Curt anticipates bringing in more of the Italian culture next year.</p>	<p>4.c. No action taken</p>
<p>d. Trick-or-Treat on India Street</p>	<p>4.d. Chris shared page 7 of the packet. Chris thanked Filippis Pizza Grotto, Coco Maya, and Jeri and Ted Keiller for their sponsorship for the Trick or Treat on India Street closure. There was a \$1,400 net to the Association.</p> <p>Next year, LIA is considering extending the street closer to 4 hours and adding Fall Activations. The event will take place the Sunday before Halloween, October 27, 2024.</p>	<p>4.d. No action taken</p>
<p>e. Piazza Costanza Dedication/ Chris</p>	<p>4.e. Chris shared pages 8-9 of the packet. Chris reported that the Midge Costanza dedication will take place on Wednesday, November 28, 2023, from 10:00am until 12:00pm.</p>	<p>4.e. No action taken</p>
<p>f. Little Italy Tree Lighting &amp; Christmas Village/ Chris</p>	<p>4.f. Chris shared pages 10-12 of the Packet. The Little Italy Tree Lighting and Christmas Village will take place on Saturday, December 2, 2023, from 4:00pm- 8:00pm.</p> <p>Next year will be LIA's 25<sup>th</sup> Anniversary.</p>	<p>4.f. No action taken</p>

<p>5. New Events, Promotions, Fundraising &amp; Councils</p> <p>a. Olive Public Relations/ Larisa Medina &amp; Cree Jones</p> <p>b. Small Business Season/ Larsia &amp; Chris</p>	<p>5.a. Jenn Von Stauffenberg shared that today was Larisa Medina’s last day with Olive PR.</p> <p>Larisa Medina gave a PR update.</p> <p>Cree Jones gave a Social Media recap.</p> <p>Chris shared a story of his first-time meeting Larisa and thanked her for all the amazing work she did for the past three years.</p> <p>Larisa tearfully said her goodbyes.</p> <p>5.b. Chris stated that Small Business Season will promote businesses that reach out with their specials on social media.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p>
<p>6. Streetscape Improvements &amp; Venues</p> <p>a. Little Italy Venues/ Curt</p> <p>b. Winter Displays/ Chris</p>	<p>6.a. Curt Brooker gave an update on Little Italy Venues. Curt reported that the Female Makers Market will take place on December 10, 2023. They asked for four more dates in 2024. March 17<sup>th</sup>, May 5<sup>th</sup>, September 1<sup>st</sup> and December 15, 2024.</p> <p>Curt reported that a second Market; The Dreamers Market, showcasing Arts and Crafts, is interest in renting space in the Piazza della Famiglia on May 19<sup>th</sup>, August 11<sup>th</sup>, and December 8, 2024, The task force has already accepted the discounted fee of \$5,000 for the rental fee of the space.</p> <p>There will be an amendment stating that each market will need two dates guaranteed and a 60-day notice if any future dates need to be cancelled.</p> <p>6.b. Chris shared the Sponsor form for Winter Displays on page 18 of the packet. The Winter Displays will go out on</p>	<p>6.a. No action taken</p> <p>6.b. No action taken</p>



	November 20-December 26, 2023. If you sponsor a display, this will go toward your Get-or-Give.	
7. CLOSED SESSION:  a. LIA Vendor Contract Review and Decision	7.a. CLOSED SESSION: BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO REVIEW AND DISCUSS CONTRACT. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REORTED AFREER THE CLOSED SESSION.	7.a. Curt Brooker moved to obtain a full scope of work from Olive PR, trigger an RFP and work with the Task force to determine a budget. Brijet Myers seconded the motion. Steve Galasso was opposed. Motion passes.
8. REOPEN MEETING & REPORT TO PUBLIC	8. REOPEN MEETING & REPORT TO PUBLIC: Update on Little Italy Association's decision, if any, on Closed item.	8. Nothing to report
9. Old Business	9. Nothing to report.	9. No action taken
10. Adjournment	10. Meeting Adjourned	10. Perry Meyer moved to adjourn the meeting Curt Brooker seconded the motion, Unanimously approved.
11. Next Meeting	11. DI&P will go Dark for the month of December.	11. No action taken

Minutes taken by: Dianne T. Serna, Staff.



## Little Italy Association 2024 Event Master Calendar

### **RECURRING EVENTS**

Every Saturday | 8:00am-2:00pm

Every Wednesday | 9:30am-1:30pm

[The Mercato: Little Italy's Farmers' Market](#)

### **FEBRUARY**

Fri., 02/16 | 5:00pm-10:00pm

\**Our Lady of the Rosary Fish Fry*

### **APRIL**

Sun., 04/19 | 3:30pm-6:30pm

[The Bulls of Sant'Agata Charge Little Italy](#)

Sat. & Sun., 04/27 & 28 | 11:00am-6:00pm

\*[Mission Fed ArtWalk](#)

### **JUNE**

Tue. & Wed., 06/18 & 19 | 4:00pm-8:00pm

[Taste of Little Italy](#)

### **JULY**

Sat., 07/27 | Concert starts at 7:00pm

[Marine Band San Diego Summer Concert](#)

### **AUGUST**

Fri., 08/23 | 7:00pm-11:00pm

[Casino di Piazza](#)

Fri., 08/23 | First Pitch at 6:40pm

[San Diego Padres Italian Heritage Night](#)

(Padres v. New York Mets)

### **SEPTEMBER**

Sat., 08/31-Mon., 09/02 | 8:00am-5:00pm

\*[Labor Day Stickball Tournament](#)

Mon., 09/16 | 5:00pm-9:00pm

\**El Grito de México*

### **OCTOBER**

Sun., 10/06 | TBA

\**Our Lady of the Rosary Festa & Procession*

Sat. & Sun., 10/19 & 20 | 11:00am-5:00pm

\*[Bella Vita Fest](#)

Sun., TBD | TBA

Italian Heritage Concert Series

Sun., 10/27 | 3:30pm-7:30pm

[Trick-or-Treat on India Street](#)

### **NOVEMBER**

Sat., 11/02 | Noon-8:00pm

\**Our Lady of the Rosary Spaghetti Dinner*

Sat., 11/30 | All-Day

[Small Business Saturday](#)

### **DECEMBER**

Sat., 12/07 | 4:00pm-8:00pm


[Little Italy Tree Lighting & Christmas Village](#)


\* *Italics not Little Italy events.*


## LITTLE ITALY ASSOCIATION OF SAN DIEGO


2210 Columbia Street ■ San Diego, CA 92101 ■ 619-233-3898 ■ [mail@LittleItalySD.com](mailto:mail@LittleItalySD.com) ■ [LittleItalySD.com](http://LittleItalySD.com)  
Facebook / Instagram / X / LinkedIn: @LittleItalySD ■ TikTok: LittleItaly.SD ■ #LittleItalySD

**STREET CLOSURE DATES & TIMES**


 Thurs. 4/25 @ 7am - Mon. 4/29 @ 11am:  
W. Fir from Kettner to India  
W. Cedar from Kettner to India  
W. Beech from Kettner to Columbia

 Fri. 4/26 @ 7am - Mon. 4/29 @ 11am:  
W. Cedar from India to Columbia

 Fri. 4/26 @ 7am - Sun. 4/28 @ 11:59pm:  
W. Fir from India to Columbia  
W. Date from Kettner to India  
W. Date from Columbia to Union  
W. Cedar from Columbia to State

 Fri. 4/26 @ 9pm - Sun. 4/28 @ 11:59pm:  
India St. from W. Grape to W. Ash  
Fir St. from Columbia to State (ADA Only)

**LITTLE ITALY MERCATO (SEPARATE EVENT)**

 Sat. 4/27 from 5:30am - 4:00pm  
W. Beech from Columbia to Front  
W. Cedar from State to Front

*NOTE: All North-South roads between closed East-West blocks will remain open, with the exception of India Street.*



**MISSION FED ARTWALK 2024  
STREET CLOSURE MAP & SCHEDULE**

**EVENT DATES & HOURS**  
Saturday, April 27: 11am - 6pm  
Sunday, April 28: 10am - 5pm

**LEGEND**

-  ArtWalk Booths
-  Driveway Access (One-way Street)
-  Driveway Access (Two-way Street)
-  Handicap Parking Only
-  Hard Street Closure
-  Public Parking
-  Rideshare Pickup/ Drop-Off





## ABOUT SO DIEGO



So Diego is a lifestyle tour company, specializing in food, drink and historic tours throughout San Diego. We work with locally owned and operated restaurants and businesses to not only support our local business owners, but also share their stories and unique offerings. Since the business was founded in 2009, we've made profound relationships with restaurateurs and tourism industry leaders to create and sell memorable tours for individual travelers and groups of up to 450 guests.



## WEEKLY LITTLE ITALY TOURS

**PIZZA, PASTA & PIAZZAS**  
**Tues-Thurs @ 4:30-7:00pm**

This walking tour shares the history of Little Italy, the local restaurants, piazzas and their significance, and architecture. Restaurants partners: Solunto, Mr. Moto, Queenstown and Pappalecco



### VINO! VINO!

**Fri-Sun @ 3:00-6:00pm**

This walking tour shares the history, and walks guests through the neighborhood to taste wine from local tasting rooms and a restaurant. Guests are served a total of 8 wine tastings, a cheese board, and a bowl of house made bolognese pasta. Restaurant Partners: Vino Carta, Pali Wine Co., and Solunto

## NEW AMERICA + SO DIEGO

All sales that are made via the Little Italy Association's website and network will be awarded a 20% commission.

### What else can So Diego do?

We also offer brewery tours, scavenger hunts and cooking demonstrations and classes in Little Italy, in addition to very specific custom requests i.e. dessert tours, multi neighborhood tours, coffee tours, etc. We are happy to partner with the Little Italy Association on recurring exclusive events for a larger commission with the idea that the Association would help promote and sell the tickets.





## LIA DI&P Meeting PR and Social Report Friday, February 23, 2024

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### PITCHING

#### Recap

- Beyond Pasta: Fitness & Wellness in Little Italy
- Best Walkable Neighborhoods - Little Italy San Diego
- Taste of Little Italy (long leads)

#### Upcoming Focus

- Taste of Little Italy (long leads)
- Date Night in Little Italy
- Mother's Day in Little Italy (long leads)

### WRITING

#### Recap

- Date Night in Little Italy

#### Upcoming

- San Diego Downtown News March
- Women Owned Businesses

#### Taste of Little Italy (long leads)

#### SECURED OPPORTUNITY

- **2/8 secured opportunity with Pasadena Now**
  - Will be featuring Taste of Little Italy in travel section, requested two media passes for event
- **2/8 secured opportunity with SD Today**
  - Will be including TOLI in upcoming article

#### SECURED INTEREST

- **2/14 secured interest with LA Magazine**
  - Flagged for consideration
- **2/7 secured interest with Hey SoCal**
  - Might want to do a feature on TOLI, including an interview with Chris

#### Date Night in Little Italy

**SECURED COVERAGE**

- **2/5 secured online coverage on Gente Bonita Magazine**
  - Article featured different ways to celebrate Valentine's Day in Little Italy
- **2/5 secured online coverage on Gente Bonita Magazine**
  - Article featured different ways to celebrate Valentine's Day in Little Italy

**SECURED OPPORTUNITY**

- **1/31 secured opportunity with Presidio Sentinel**
  - Will feature Little Italy in upcoming article

**SECURED INTEREST**

- **2/9 secured interest with FOX 5 The Localist**
  - Would like to film segments to air year-round
- **2/6 secured interest with FOX 5**
  - Will try to feature on her show

**Mother's Day in Little Italy (Long Leads)****SECURED OPPORTUNITY**

- **1/30 secured opportunity with HB Magazine**
  - Would like to schedule visit in March for mother/daughter trip to highlight in their April 2024 issue
- **1/30 secured opportunity with Sorbet**
  - Would like to schedule visit in March for mother/daughter trip to highlight in their April 2024 issue
- **1/30 secured opportunity with South County Magazine**
  - Would like to schedule visit in March for mother/daughter trip to highlight in their April 2024 issue
- **1/29 secured opportunity with Pasadena Now**
  - Visiting Little Italy for article February 10-12, reaching out to hotels and restaurants to visit and highlight
- **1/29 secured opportunity with Hey SoCal**
  - Interview with Chris scheduled for 2/2

**SECURED INTEREST**

- **1/30 secured opportunity with Times Local Media**
  - Passed info along to editor for consideration
- **1/26 secured opportunity with Modern Luxury**
  - Flagged for consideration for when they begin working on Mother's Day content

**Beyond Pasta – Wellness in Little Italy****SECURED COVERAGE**

- **1/26 secured online coverage on CBS 8 Online**
  - Online share of segment which highlights three health wellness businesses in Little Italy: SD Botox, Brazilia Skin Care, and Theory Hair Studio
- **1/26 secured broadcast coverage on CBS 8 (Mornings at 6 a.m.) – teaser**
  - Teaser for segment which highlights three health wellness businesses in Little Italy: SD Botox, Brazilia Skin Care, and Theory Hair Studio
- **1/26 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.) – teaser**
  - Teaser for segment which highlights three health wellness businesses in Little Italy: SD

Botox, Brazilia Skin Care, and Theory Hair Studio

- **1/26 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.)**
  - Segment highlights three health wellness businesses in Little Italy: SD Botox, Brazilia Skin Care, and Theory Hair Studio

### **Best Walkable Neighborhoods - Little Italy San Diego**

#### **SECURED COVERAGE**

- **1/16 secured online coverage on Wherever Family**
  - Article featured San Diego's Little Italy as place to explore one of the city's most walkable neighborhoods

### **Other**

#### **SECURED COVERAGE**

- **2/11 secured online coverage on Travel + Leisure**
  - Article featured the Little Italy neighborhood as a place to visit during a weekend getaway to San Diego.
- **2/8 secured online coverage on SD News**
  - Contributed article featured different ways to celebrate Valentine's Day in Little Italy
- **2/5 secured print coverage on Uptown Downtown News**
  - Contributed article featured different ways to celebrate Valentine's Day in Little Italy
- **1/31 secured online coverage on SoCal Pulse**
  - Weekend roundup welcomed readers to visit the Little Italy Mercato this weekend.
- **1/8 secured online coverage on SD News**
  - Contributed article featured different ways to enjoy a fresh reset in Little Italy, including different local businesses
- **1/2 secured broadcast coverage on Monocle Radio**
  - Radio segment featured a close up into the Little Italy neighborhood, including an interview with Chris Bencotto and Mona Lisa

#### **SECURED INTEREST**

- **2/14 secured interviews with We Like LA**
  - Would like to schedule media trip to LI in coming months

### **Organic**

- **2/13 received coverage on RentCafe**
  - Article included a visit to Little Italy and the Mercato in a roundup of places to explore in San Diego
- **1/26 received coverage on Bae Area and Beyond**
  - Article featured different things to do in Little Italy including visiting the Little Italy Mercato, the Piazza Della Famiglia, Amici Park and more

### **Social Media**

#### **SECURED COVERAGE**

- **2/5 secured Instagram coverage with Gente Bonita Magazine**
  - Instagram post featured different ways to celebrate Valentine's Day in Little Italy

#### **SECURED OPPORTUNITY**

- **2/6 secured opportunity with Vibemap**
  - Will be featuring Little Italy on their social pages, passed along images for them to use, meeting with team to discuss potential collab on 2/14

**Social Media**

**Highlights / Recap**

- Gained 1150 total new followers on all platforms
- Earned over 832K total impressions
- Garnered over 15K total engagements
- Hosted a health & wellness giveaway with Brazilia Skincare, Remedy, Parakeet Cafe and Stretch Lab - Received 321 entries
- Promoted celebrating Valentine’s Day in Little Italy

**Analytics (Last 30 days as of Feb 16)**

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
Little Italy San Diego	792	93615	2647	121468
Little Italy	311	97417	12344	710978

- **TikTok**
  - Followers: **1065 (+47)**
  - Likes: **2338**

**Top content - Facebook (Based on reach)**

Best performing content published during the selected period.



Jan 27, 2024 · Little Italy

**Letting the neighborhood views speak louder than words. 🌆📍...**

Reach	13,662
Engaged users	782
Clicks	188
Other clicks	433
Engagement rate per reach	5.7%
Engagement rate per impression	4.8%



Feb 6, 2024 · Little Italy

**Planning the perfect date night? Look no further than our vibrant...**

Reach	5,174
Engaged users	78
Clicks	12
Other clicks	40
Engagement rate per reach	1.5%
Engagement rate per impression	1.4%



Feb 4, 2024 · Little Italy

**Our neighborhood is a haven for romance! ❤️📍 From scenic views to...**

Reach	5,127
Engaged users	243
Clicks	42
Other clicks	93
Engagement rate per reach	4.7%
Engagement rate per impression	4.3%



### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jan 22, 2024 · Little Italy San Diego

🎉 **GIVEAWAY!** 🎉 **Embrace a healthier you in Little Italy. We've...**

Reach	6,345
Comments	321
Likes	301
Saves	7
Engagement	654
Engagement rate per reach	10.3%
Engagement rate per impression	8.9%



Jan 27, 2024 · Little Italy San Diego

**Letting the neighborhood views speak louder than words. 🏡📍...**

Reach	7,622
Comments	8
Likes	344
Saves	19
Engagement	404
Engagement rate per reach	5.3%
Engagement rate per impression	5.1%



Feb 4, 2024 · Little Italy San Diego

**Our neighborhood is a haven for romance! ❤️🌹 From scenic views to...**

Reach	6,732
Comments	5
Likes	269
Saves	3
Engagement	296
Engagement rate per reach	4.4%
Engagement rate per impression	4.3%



2024



LITTLE ITALY SAN DIEGO  
SPONSOR OPPORTUNITIES

# LITTLE ITALY SAN DIEGO



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.*

# OUR EVENTS



## 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.

# OUR EVENTS



## 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.

# OUR EVENTS



## 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.

# OUR EVENTS



## 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.

# SPONSOR OPPORTUNITIES



## 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](mailto: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](mailto: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

The Little Italy Association of San Diego (LIA) is a 501(c)(3) Corporation. Any contributions made to LIA, are considered tax-deductible. Please consult with your financial advisor for more details. Federal Tax ID #33-0752255.

