



**Little Italy Association of San Diego – DI&P Committee
Friday, June 16, 2023 at 9:00am**

**Little Italy Association Office – Conference Room (2210 Columbia Street) or via
Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/87536443528>
or call 1-669-900-6833 / Meeting ID: 875 3644 3528 / Password: 3898**

- 1. Introductions / Perry Meyer, Chair**
- 2. Non-Agenda: Public Comment & Announcements**
- 3. Approval of May 19, 2023 Minutes** **Action Item** **P. 3-6**
- 4. Confirmed Events**
 - a. Little Italy Mercato & Wednesday Market / Catt White Every Sat. & Wed.
 - b. Taste of Little Italy / Hannah Tue. & Wed.,
6/20 & 6/21
 - c. ArtWalk Summer Series / Curt Brooker Suns., 6/25 & 7/23
 - d. Marine Band San Diego Summer Concert / Chris Sat., 7/29
 - e. San Diego Padres Italian Heritage Night / Chris Fri., 8/4
- 5. New Events, Promotions, Fundraising & Councils**
 - a. Olive Public Relations / Larisa Medina & Cree Jones **P. 7-10**
 - i. Social Media Icon Calendar **Action Item** **P. 11**
- 6. Streetscape Improvements & Venues**
 - a. Piazza della Famiglia Placemaking Strategy / Lisa Gerson **Action Item** **P. 12-22**
 - b. Liberty Station Italian Museum Banner Request / Jack Pecoraro **Action Item**
 - c. Little Italy Venues / Curt
- 7. Chief Executive Administrator Report**
- 8. Other**
- 9. 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. Capital Outdoor Kiosks
 - b. Piazza Costanza
- 10. Adjournment** **Action Item**
- 11. 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 at least 48-hours prior to the meeting.



Little Italy Association of San Diego – DI&P Committee
Friday, May 19, 2023, at 9:00am
Little Italy Association Office – Conference Room (2210 Columbia Street)

Present Steve Galasso Lou Palestini, Jeri Keiller, Danny Mocerri, Curt Brooker, Jack Pecoraro, Lisa Gerson, David Rodger

Guests Perry Meyer, Kathi Meyer, Susan Keating, Amrit Beaty, Hannah Reynolds, Kassie Lewis, Peter Genovese

Staff Christopher Gomez, Larisa Medina, Brijet Myers

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. Christopher Gomez.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Nothing to report.	2. No action taken
3. Approval of March 17, 2023, Minutes	3. Minutes from March 17, 2023, 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 announced that The Little Italy Mercato will be celebrating 15 years in business on June 3, 2023.	4.a. No action taken
b. Mission Fed ArtWalk / Hannah Reynolds	4.b. Hannah Reynolds gave an update on Mission Federal Artwalk.	4.b. No action taken

<p>c. Taste of Little Italy / Hannah</p> <p>d. Marine Band San Diego Summer Concert / Chris</p> <p>e. San Diego Padres Italian Heritage Night / Chris</p>	<p>4.c. Hannah reported that the Taste of Little Italy will take place on June 20-June 21, 2023. Tickets are on sale now.</p> <p>4.d. Chris reported that the Marine Band San Diego Summer concert will take place on Saturday July 29, 2023, at Piazza della Famiglia at 7:00pm</p> <p>4.e. 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>\$3.00 from every ticket purchased will be split between LIA, Convivio & ICC.</p>	<p>4.c. No action taken</p> <p>4.d. No action taken</p> <p>4.e. No action taken</p>
<p>5. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations / Larisa Medina & Cree Jones</p>	<p>5.a. Larisa Medina gave an update on Olive Public Relations.</p> <p>Larisa announced that the Little Italy Mercato has been nominated for USA Today's 10 Best Farmer's Markets in the country.</p>	<p>5.a. No action taken</p>
<p>6. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues / Hannah</p> <p>b. Batta Fulkerson New Dog Bag Stations / Chris</p>	<p>6.a. Hannah gave an update on Little Italy venues.</p> <p>6.b. Chris reported that Batta Fulkerson will be sponsoring LIA for another 2 years. We will be rolling out 40 new Dog Bag Stations throughout Little Italy.</p> <p>LIA will apply for the Neighborhood Reinvestment Grant to purchase another 40 stations.</p> <p>Batta Fulkerson also underwrites the cost of the dog bags, which is approximately \$12,000 a year.</p>	<p>6.a. No action taken</p> <p>6.b. No action taken</p>

<p>c. Amici House Improvements – Update / Chris</p> <p>d. Piazza Costanza – Update / Chris</p> <p>e. FY24 County of San Diego NR & CE Grants / Chris</p>	<p>6.c. Danny Mocerri gave an update on Amici House Improvements.</p> <p>Chris thanked Jack Pecoraro and Pecoraro Paint for underwriting the paint for Amici House.</p> <p>Chris thanked Danny for overseeing the improvements to Amici House.</p> <p>Jeri Keiller asked to update the committee regarding a report she submitted through the Get-it-done App. Jeri reported that an issue regarding a broken light pole with live wires was addressed and repaired within an hour.</p> <p>6.d. Chris gave an update on Piazza Constanza on pages 10-16.</p> <p>6.e. Chris reported on the FY24 County of San Diego NR & CE Grants on page 17 of the packet. LIA will be requesting \$46,000 to replace damaged tables and chairs and to purchase 40 more Dog Stations.</p>	<p>6.c. No action taken</p> <p>6.d. No action taken</p> <p>6.e. No action taken</p>
<p>7. Chief Executive Administrator Report</p>	<p>7. Nothing to report.</p>	<p>7. No action taken</p>
<p>8. Other</p>	<p>8. David Rodger announced that Filippi’s would like to plan a Boxing Event Fundraiser to donate funds to schools and Convivio.</p> <p>David stated that ESPN announcers will be present, there will be no outside alcohol vendors and Filippi’s is considering scheduling the event on September 8, 2023.</p> <p>David concluded that he would like to present a proposal for consideration.</p> <p>Chris stated that any venue rentals would need to go through the Piazza della Famiglia task force, then to committee for consideration.</p>	<p>8. No action taken</p>
<p>9. Old Business</p>	<p>9. Chris announced that Little Italy Tours and Experiences is officially cancelled.</p>	<p>9. No action taken</p>

10. Adjournment	10. Meeting Adjourned	10. Danny Mocerì moved to adjourn the meeting. Steve Galasso seconded the motion. Motion passes by consensus.
11. Next Meeting	11 Third Friday of the Month at 9:00am Little Italy Association Office – Conference Room	11. No action taken

Minutes taken by: Dianne T. Serna, Staff.



LIA DISI Meeting PR Agenda Friday, May 19, 2023

PITCHING

Recap

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

Upcoming Focus

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

WRITING

Recap

- Marine Band Summer Concert (Long Leads)
- Summer Event Roundup (Short Leads)
- Little Italy Mercato Anniversary Media Alert
- San Diego Downtown News June

Upcoming

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

Taste of Little Italy

SECURED COVERAGE

- **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

SECURED OPPORTUNITY

- **KUSI**
 - Secured TV segment to include zoom interview with Chris Gomez to highlight the event, what's different this year and where viewers can purchase tickets
- **CBS 8**
 - Secured TV segment highlighting participating restaurants for Taste of Little Italy on 6/15 with Chris Gomez, Bun & Patti and Coco Maya
- **NBC 7**
 - Secured TV segment highlighting participating restaurants for Taste of Little Italy on 6/20 with Chris Gomez, Above Ash Social, Fisher's, Isola Pizza Bar and Pali Wine Co. As of 6/14 on Fisher's is confirmed, TBD on the rest
- **ABC 10**
 - Secured TV segment highlighting participating restaurants for Taste of Little Italy. Pre-recorded segment on 6/16 will feature a neighborhood staple and will run on 6/19. Live segment on 6/19 will also include an interview with The Yasai

Social Media

Highlights / Recap

- Gained 1,344 total new followers on all platforms
- Earned over 1.2M total impressions
- Garnered over 27K total engagements
- Taste of Little Italy Facebook event page has 3397 responses
- Padres Italian Heritage Night Facebook event page has 677 responses

Upcoming

- Continue to promote Taste of Little Italy
- Continue to promote Padres Italian Heritage Night

Analytics (Last 30 days as of May 10)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	638	90378	5273	183703
 Little Italy	436	94561	27320	1257035

- **TikTok**
 - Followers: **709**
 - Likes: **1045**

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Jun 3, 2023 · Little Italy
Today marks the 15th Anniversary of our beloved @littleitalymercato!...
 📊 Reach 10,402
 👤 Engaged users 502
 🖱️ Clicks 99
 🖱️ Other clicks 149
 📈 Engagement rate per reach 4.8%
 📈 Engagement rate per impression 4.5%



Jun 4, 2023 · Little Italy
Calling all foodies! ✨ Join us for the highly-anticipated Taste of Little Ita...
 📊 Reach 8,365
 👤 Engaged users 400
 🖱️ Clicks 145
 🖱️ Other clicks 120
 📈 Engagement rate per reach 4.8%
 📈 Engagement rate per impression 4.7%



Jun 1, 2023 · Little Italy
Little Italy
 📊 Reach 7,881
 👤 Engaged users 972
 🖱️ Clicks 56
 🖱️ Other clicks 653
 📈 Engagement rate per reach 12.3%
 📈 Engagement rate per impression 12%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jun 4, 2023 · Little Italy San Diego

Calling all foodies! ✨ Join us for the highly-anticipated Taste of Little Ita...

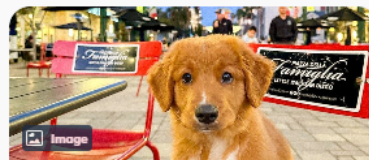
👁️ Reach	27,047
💬 Comments	6
❤️ Likes	1,153
🔖 Saves	123
📊 Engagement	1,282
Engagement rate per reach	4.7%
Engagement rate per impression	4.4%



Jun 3, 2023 · Little Italy San Diego

Today marks the 15th Anniversary of our beloved @littleitalymercato! 🍒...

👁️ Reach	12,174
💬 Comments	8
❤️ Likes	777
🔖 Saves	18
📊 Engagement	803
Engagement rate per reach	6.6%
Engagement rate per impression	6.6%



Jun 12, 2023 · Little Italy San Diego

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

👁️ Reach	6,407
💬 Comments	13
❤️ Likes	626
🔖 Saves	2
📊 Engagement	638
Engagement rate per reach	10%
Engagement rate per impression	9.4%



January

National Days/Holidays

Profile Image Calendar



Hide fields Filter Group Sort Color Share and sync

<input type="checkbox"/>	A Name	Dates	Attach...	+
1	Main	January-May July-September November-December		
2	Pride	June Pride Weekend in July		
3	Patriotic	Memorial Day weekend 4th of July Labor Day weekend		
4	Farmers Market	August 1-7		
5	Italian Heritage Month	October		
+				

Add...

5 records

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 VISITS - 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 VISITS - 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	
	←----- Monthly - Girls Night -----→						
	←----- Weekly - Piazza Fitness, Yappy Hour, Mommy and Me Meet Up -----→						
WOULD YOU CONSIDER	←----- Daily - Music & Signature Scent Activation, Selfie-Spots & Photo Activations -----→						
	←----- Monthly - Temporary Art Installations, Fountain Light Displays -----→						

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.

H.G. FENTON COMPANY™

TRUST, SERVICE AND INNOVATION SINCE 1906

Igniting The Magic of Piazza della Famiglia

