



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) 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

**CLOSED SESSION TO DISCUSS CONTRACT REVIEW ON ITEM 7**

1. Introductions / Perry Meyer, Chair
2. Non-Agenda: Public Comment & Announcements
3. Review of October 20, 2023 Minutes *Action Item* P. 3-5
4. Confirmed & Proposed Events
 

a. Little Italy Mercato & Wednesday Market / Brijet Myers	Every Sat. & Wed.	
b. San Diego Padres' Italian Heritage Night	Wrap-Up	P. 6
c. Bella Vista Fest / Curt	Wrap-Up	
d. Trick-or-Treat on India Street / Nick Angulo	Wrap-Up	P. 7
e. Piazza Costanza Dedication / Chris	Tue., 11/28	P. 8-9
f. Little Italy Tree Lighting & Christmas Village / Nick	Sat., 12/2	P. 10-12
5. New Events, Promotions, Fundraising & Councils
 

a. Olive Public Relations / Larisa Medina & Cree Jones	P. 13-17
b. Small Business Season / Larisa & Chris	
6. Streetscape Improvements & Venues
 

a. Little Italy Venues / Curt	
b. Winter Displays / Chris	P. 18
7. **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 REPORTED AFTER THE CLOSED SESSION.
 

a. LIA Vendor Contract Review and Discussion	<i>Action Item</i>
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8. REOPEN MEETING & REPORT TO PUBLIC: Update on Little Italy Association's decision, if any, on Closed Session item.
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.*

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866  
 Email: [mail@littleitalysd.com](mailto:mail@littleitalysd.com) ▪ Website: [www.littleitalysd.com](http://www.littleitalysd.com)  
 Facebook / Instagram / X: LittleItalySD ▪ TikTok: LittleItaly.SD ▪ #LittleItalySD

- a. Capital Outdoor Kiosks

**10. Adjournment**

*Action Item*

**11. Next Meeting:   Third Friday of the Month at 9:00am  
                          Little Italy Association Office – Conference Room**

**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.



**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	4.b. No action taken

<p>c. Italian Heritage Concert Series/Curt</p> <p>d. Bella Vita Fest/ Chris</p> <p>e. Trick-or-Treat on India Street</p> <p>f. Little Italy Tree Lighting &amp; Christmas Village/ Chris</p>	<p>event does not bring in \$10,000 next year, we will not continue it in the future.</p> <p>4.c. Chris shared that this event was cancelled and postponed.</p> <p>4.d. Curt reported that Bella Vita Fest will take place this weekend, October 21-22, 2023, from 11:00am-5:00pm.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>4.c. No action taken</p> <p>4.d. No action taken</p> <p>4.e. No action taken</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 gave a PR update.</p> <p>5.b. Chris stated that Small Business Season will promote shop local, shop little Italy. Promotions will begin the Saturday after Thanksgiving.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p>
<p>6. Streetscape Improvements &amp; Venues</p> <p>a. Piazza Costanza Update/ Chris</p>	<p>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.</p>	<p>6.a. No action taken</p>

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.

Padres LP

Vendor

Vendor ID

Payment Number

Date

Check Number

LITTLE ITALY ASSOCIATION OF LIT0006

0076114

11/09/2023

337115

6

Voucher Number	Invoice Number	Invoice Date	Voucher Description	Net Paid Amt	Discount Taken	Net Check Amt
LP0158982	0804 GT ITALIAN H	08/04/2023		\$2,643.00	\$0.00	\$2,643.00

TOTALS: \$2,643.00 \$0.00 \$2,643.00

Padres LP

Vendor

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LITTLE ITALY ASSOCIATION OF LIT0006

0076114

11/09/2023

337115

Voucher Number	Invoice Number	Invoice Date	Voucher Description	Net Paid Amt	Discount Taken	Net Check Amt
LP0158982	0804 GT ITALIAN H	08/04/2023		\$2,643.00	\$0.00	\$2,643.00

TOTALS: \$2,643.00 \$0.00 \$2,643.00

LIA 50% = 1,321.50  
 ICC 25% = 660.75  
 Convivio 25% = 660.75

Padres LP

100 Park Boulevard  
San Diego, CA 92101-7405

US BANK  
4747 Executive Dr, 3rd Floor  
SAN DIEGO, CA 92121-3095

90-3582/1222

Nov 9, 2023	337115
DATE	CHECK NO.

Pay Two Thousand Six Hundred Forty Three Dollars and 00 Cents

AMOUNT  
**\$2,643.00**

to the Order of:

LITTLE ITALY ASSOCIATION OF SAN DIEGO  
2210 COLUMBIA STREET  
SAN DIEGO, CA 92101

AUTHORIZED SIGNATURE

2 SIGNATURES REQUIRED OVER \$5,000

DOCUMENT INCLUDES A HIDDEN WORD. PLEASE CHECK THE WORDS IN THE DOCUMENT. THESE WORDS CONTAIN THE ACCOUNT NUMBER. TO CHECK HERE, THE IMAGE DISAPPEARS WITH HEAT.

⑈ 337115 ⑆ ⑈ ⑆ 22235821 ⑆ ⑆ 157506707676 ⑆ ⑈

**Trick-or-Treat on India Street**  
**Sunday, October 29, 2023**  
**5:30pm to 7:30pm**

\$45,244

<b>INCOME</b>		<b>Amount</b>
	Presenting Sponsor	
Filippi's Pizza Grotto	Gold Sponsor	\$1,000
Jeri Keiller	Bronze Sponsor	\$500
Batta   Fulkerson	Gold Sponsor	\$2,000
Coco Maya by Miss B's	Bronze Sponsor	\$500
<b>TOTAL INCOME</b>		<b>\$4,000</b>
<b>EXPENSES</b>		<b>Amount</b>
<b>Permits</b>		<b>\$150</b>
City of San Diego	Street Closure Permit & Police/Fire Services	\$0
<b>Marketing/Promotions</b>		
T's & Signs	<del>50 Posters &amp; 2,000 Postcard Fliers</del>	
Paul Nestor	Photographer	\$500
<b>Props/Décor &amp; Equipment</b>		
T's & Signs	Nightmare Before Christmas Backdrop	\$500
LIA	Poles and Bases, Bike Racks (shrubs)	
Amazon	Spooky Pennant Flags	\$20
TBD	4 x 8-Foot Poles and Bases	
LIA	Participating Businesses Maps	\$30
Office Depot	Map Paper & Cutting	
Michaels	Wreath and Garland	\$698
Amazon	Wreath Decor	\$304
Amazon	Lighted Foam Sticks	\$92
Costco	Candy	\$400
<b>TOTAL EXPENSES</b>		<b>\$2,544</b>
<b>VARIANCE</b>		<b>\$1,456</b>

**Piazza Costanza**

11/14/2023

Tuesday, November 28, 2023 / 10:00am-Noon

**EXPENSE**

Vendor	Item	Cost	
Gregory Reade	Bronze Life-Size Statue	\$17,500.00	Ordered
QCP Corp	Custom Monument & Planters	\$44,540.00	Ordered
FermobUSA	5 Tables & 20 Chairs (+ 5 Reserve Set)	\$23,702.80	Ordered
MJJ Sales	5 Umbrellas (+5 Reserve Units)	\$3,110.25	Ordered
T's & Signs	10 Umbrellas Silk-Screened (4 Panels)	\$652.50	Ordered
Planter's Unlimited	16 Hanging Baskets	\$1,437.84	Ordered
Olive Public Relations	Public Relations	\$500.00	Ordered
Paris Group Incorporated	16 Photo Tiles	\$1,664.00	Ordered
Legacy Digital	Digitization of Videos and Audio	\$155.00	Done
Little Italy Association	Initial Landscaping of 10 Planters & 8 Hanging Baskets	\$4,232.00	
Little Italy Association	5 Year Maintenance/Replanting of Landscaping & Hanging Baskets	\$22,040.00	
Little Italy Association	Capital Reserve	\$26,466.31	

**DEDICATION CEREMONY**

City of San Diego	Street Closure Permit & Police/Fire Services	\$1,000.00	\$7,797.15
Mario Genel	Photography & Videography	\$750.00	
TBD	Food & Coffee	\$0.00	
Chef Giselle	Charcuterie Board	\$500.00	
TBD	Plates, Napkins, Cups		
Amazon	Easels	\$176.19	
Amazon	Ribbon	\$15.00	
Amazon	Linens	\$140.00	
Amazon	Donor Gift Bags	\$47.27	
Amazon	Frames	\$25.00	
Alamo Flags	Flags	\$669.96	
T's & Signs	Invitations	\$399.66	
3DCrystal.com	Donor Gifts	\$2,005.75	
Framebridge	Archive Shadow Box	\$350.00	
Chrome Digital	Picture	\$18.32	
SDSU	Entertainment Donation & Transportation	\$1,200.00	
Giselle	Brunch Board	\$500.00	
TBD	Rental Equipment		

<b>SUBTOTAL WITHOUT RESERVE</b>	<b>\$127,331.54</b>
<b>PROJECT TOTAL</b>	<b>\$153,797.85</b>

**Long-Term Maintenance & Replanting Break-Down**

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

<b>LONG-TERM MAINTENANCE &amp; REPLANTING SUBTOTAL</b>	<b>\$22,040.00</b>
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**INCOME**

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

<b>INCOME TOTAL</b>	<b>\$193,000.00</b>
<b>VARIANCE</b>	<b>\$39,202.15</b>





The Little Italy Association Board of Directors, Staff and Committee Members are honored to unveil Little Italy's newest piazza celebrating the amazing life and contributions of Midge Costanza.

Please join us at a hospitality hour following the dedication ceremony of the Piazza Costanza on Tuesday, November 28, 2023 at ten o'clock in the morning outside of LUMA Luxury Apartments on the corner of Columbia and W. Ash.

# PIAZZA *Costanza*

Little Italy, San Diego, California



*"Human dignity is a right, not a privilege,  
a right inherited at birth."*

*Margaret Midge Costanza*

Little Italy Tree Lighting & Christmas Village  
Saturday, December 2, 2023 / 4:00pm-8:00pm

11/14/2023

## INCOME

Sponsorships	Donor/Company	Level	2023
	SYSCO	Platinum	\$10,000
	SDCM (Camino Riviera & KEX)	Gold	\$5,000
	The Stiriti Family	Gold	\$5,000
	Amazon Fresh	Silver	\$2,500
	Olea Apartments	Silver	\$2,500
	610 W. Ash @ Little Italy	Bronze	\$1,000
	Filippi's Pizza Grotto	Bronze	\$1,000

<b>TOTAL INCOME</b>	<b>\$27,000</b>
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## EXPENSE

Service	Vendor	Purpose	Cost
<b>Permit</b>	City of San Diego	Street Closure Permit	\$150
	City of San Diego	Traffic Control, PD, Tow	\$2,768
<b>Printing/Graphics</b>	T's & Signs	Street Spanning Banner Update & Toy Drive: 35 Posters	
<b>Rentals</b>	Hudson Safe-T Lite	Barricades (33 Non-Lit)	
	AV Equipment	LED Lights for Stage, Sound Package & Tech	\$4,000
	Safiro Portable Restrooms	Refresh: 1 ADA, 1 ADA Sink (Date St) New: 1ADA, 6 Regular, 1 ADA Sink, 2 Regular Sinks(FIR)	
	SD Lighting Guys	Decorate Pdf Tree	\$300
<b>Services</b>	Paul Nestor	Event Photographer	\$800
	San Diego Santas	Santa (4 Hours)	\$600
	Horse Carriage	Carriages by Sioux	
	ArtReach	Kid's Activity	\$500
	Sunbelt	Main Stage Generator	
	First Aid Services San Diego	2 EMTs, Registered Nurse, First Aid & Ambulance	
<b>Entertainment</b>	Ernest Mary Grimm	4:30pm-5:30pm / Our Lady of the Rosary	\$600
		5:30pm-6:30pm / Full Measure	\$450
		6:30pm-7:00pm / Tree Lighting Ceremony	
	Chula Vista High School	7:00pm-8:00pm / CVHS New Renaissance	\$200
		India & Fir - 4:00pm-6:00pm /	
	India & Cedar - 6:00pm-8:00pm / Katie Ward	\$300	
<b>Acquisition</b>			
	Uline	20 Toy Drive Boxes, 30 Trash/Recycle Boxes & Lids	
		Drums (weights for Tree)	\$248
	Oriental Trading Co.	Letters to Santa	
	Amazon	Candy Canes, Lights & Glue Gun	
	LIA	Landscaping	\$3,000
<b>Ammorization</b>	Joshua Hubert	Aurora Tree (2-Years Remaining)	
	Luis Vargas	New Tree Frame (1.5-Years Remaining)	

<b>TOTAL EXPENSES</b>	<b>\$13,916</b>
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<b>VARIANCE</b>	<b>\$13,084</b>
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## LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

**LOCATION //** Throughout Little Italy - India Street between W. Cedar & W. Grape Streets

**DATE //** Saturday, December 2, 2023

**TIME //** 4:00pm – 8:00pm

This holiday season, Little Italy invites families, friends, neighbors and visitors to our time-honored Christmas season kick-off celebration. Sidewalks in Little Italy will be filled with holiday cheer for the 24th Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 2nd from 4:00pm to 8:00pm.

Guests will be invited to enjoy Little Italy's newest tree - The Aurora, created by California artist Josh Hubert, located in the center of Piazza Basilone and our permanent 25'+ live tree in the Piazza della Famiglia.

As visitors await the traditional Italian countdown tree lighting ceremony in the Piazza della Famiglia, they will be able to peruse and shop from local artisans for the perfect holiday gifts at the Christmas Village as to enjoy the community's festive decor, live music and entertainment, snacks, holiday beverages, and more!

The fun doesn't stop there! Santa will be making a special appearance for a quick, "Hello and Merry Christmas!" greeting.

### SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$15,000**  
Platinum Level + "Presenting" .
- **Platinum Level / \$10,000**  
Gold Level + "Presenting" sponsorship for various portions of the event.
- **Gold Level / \$5,000**  
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**  
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**  
Logo on website with hyperlink.

## LITTLE ITALY SAN DIEGO



# Tree Lighting & Christmas Village

## Little Italy Tree Lighting & Christmas Village Sponsor Form

### SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$15,000**  
Platinum Level + "Presenting" sponsorship of overall event.
- Platinum Level / \$10,000**  
Gold Level + "Presenting" sponsorship for various portions of the event.
- Gold Level / \$5,000**  
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**  
Bronze Level + logo on street sign and marketing materials.
- Bronze Level / \$1,000**  
Logo on website with hyperlink.

### CONTACT INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

### ONCE COMPLETE

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

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





**LIA DI&P Meeting**  
**PR Agenda**  
 Friday, November 17, 2023

## **PITCHING**

### **Recap**

- Trick-or-Treat on India St (Media Alerts)
- Piazza Costanza

### **Upcoming Focus**

- Little Italy Tree Lighting & Christmas Village (Short Leads)
- Piazza Costanza Ribbon Cutting
- Small Business Season (Short Leads)

## **WRITING**

### **Recap**

- San Diego Downtown News November
- Little Italy Tree Lighting & Christmas Village (Short Leads)
- Small Business Season (Short leads)

### **Upcoming**

- Little Italy Tree Lighting & Christmas Village (Media Alerts)
- San Diego Downtown News December

### **Little Italy Tree Lighting & Christmas Village**

#### **SECURED COVERAGE**

- **11/9 secured online coverage on SD Today**
  - Holiday roundup featured the Little Italy Tree Lighting and Christmas Village, mentioning details of the event
- **11/9 secured newsletter coverage in SD Today**
  - Newsletter included holiday roundup that featured the Little Italy Tree Lighting Ceremony and Christmas Village, mentioning details of the event
- **11/9 secured online coverage on News Break**
  - Syndicated SD Today holiday roundup that featured the Little Italy Tree Lighting Ceremony and Christmas Village, mentioning details of the event
- **11/7 secured online coverage on Modern Luxury SD**
  - Holiday roundup featured the Little Italy Tree Lighting and Christmas Village, mentioning details of the event
- **11/7 secured online coverage on Presidio Sentinel**
  - Article highlights the Little Italy Tree Lighting and Holiday Market mentioning details of

the festivities

- **11/1 secured online coverage on The Places Where We Go**
  - Article highlights the Little Italy Tree Lighting and Holiday Market mentioning details of the festivities
- **10/23 secured online coverage on Go Visit San Diego**
  - Article highlights the Little Italy Tree Lighting and Holiday Market mentioning details of the festivities
- **10/23 secured online coverage on La Jolla Mom**
  - Article highlights the Little Italy Tree Lighting and Holiday Market mentioning details of the festivities

#### **SECURED OPPORTUNITY**

- **11/1 secured print opportunity with Modern Luxury SD**
  - Including the event in November issue
- **11/1 secured print opportunity with Presidio Sentinel**
  - Including the event in November issue
- **11/1 secured print and online opportunity with San Diego Magazine**
  - Including the event in December issue
- **10/16 secured print and online opportunity with Ranch & Coast**
  - Including the event in December issue

#### **Trick-or-Treat on India St (10/27)**

##### **SECURED COVERAGE**

- **10/27 secured print coverage in The San Diego Union Tribune**
  - Weekend roundup featured the Trick-or-Treat on India Street event taking place in Little Italy, including details of the event
- **10/27 secured online coverage on The San Diego Union Tribune**
  - Newsletter included article that featured the Trick-or-Treat on India Street event taking place in Little Italy, including details of the event
- **10/27 secured online coverage on Deal Town**
  - Syndicated San Diego Union Tribune newsletter that included article that featured the Trick-or-Treat on India Street event taking place in Little Italy, including details of the event
- **10/27 secured online coverage on Axios San Diego**
  - Weekend roundup featured the Trick-or-Treat on India Street event taking place in Little Italy, including details of the event
- **10/27 secured online coverage on NBC 7**
  - Weekend roundup featured the Trick-or-Treat on India Street event taking place in Little Italy, including details of the event
- **10/27 secured online coverage on SD Today**
  - Events roundup featured the Trick-or-Treat on India Street event taking place in Little Italy, including details of the event.
- **10/27 secured online coverage on FOX 5**
  - Online article highlighted Trick-or-Treat on India Street as one of the top Halloween events in Little Italy
- **10/27 secured online coverage on CBS 8**
  - Online version of segment that featured an interview with Chris Gomez discussing what kids and families can expect from this year's Trick-or-Treat on India Street
- **10/27 secured broadcast coverage in CBS 8 (Mornings at 7:00 am)**

- Segment featured an interview with Chris Gomez discussing what kids and families can expect from this years' Trick-or-Treat on India Street
- **10/27 secured broadcast coverage in CBS 8 (Mornings at 7:00 am)**
  - Teaser segment featured an interview with Chris Gomez discussing what kids and families can expect from this years' Trick-or-Treat on India Street
- **10/26 secured online coverage on San Diego Union Tribune**
  - Halloween roundup featured the Trick-or-Treat on India Street event taking place in Little Italy, including details of the event
- **10/26 secured broadcast coverage in KUSI (Good Morning San Diego at 7:30 am)**
  - Segment featured an interview with Chris Gomez discussing what kids and families can expect from this years' Trick-or-Treat on India Street
- **10/26 secured broadcast coverage in KUSI (Good Morning San Diego at 7:30 am)**
  - Teaser segment featured an interview with Chris Gomez discussing what kids and families can expect from this years' Trick-or-Treat on India Street
- **10/25 secured online coverage on SoCal Pulse**
  - Teaser segment featured an interview with Chris Gomez discussing what kids and families can expect from this years' Trick-or-Treat on India Street
- **10/25 secured online coverage on San Diego Magazine**
  - Weekend roundup featured the Trick-or-Treat on India Street event taking place in Little Italy, including details of the event
- **10/23 secured online coverage on SD News**
  - Article highlights the upcoming Trick or Treat on India Street, including details of the event
- **10/23 secured online coverage on San Diego Explorer**
  - Halloween roundup highlights the upcoming Trick or Treat on India Street, including details of the event
- **10/23 secured online coverage on SoCal Pulse**
  - Halloween roundup highlights the upcoming Trick or Treat on India Street, including details of the event.
- **10/19 secured print coverage in DoSD**
  - Newsletter features Trick-or-Treat on India Street including information on the event.

## **Other**

### **SECURED COVERAGE**

- **11/8 secured online coverage on SD News**
  - Article featured the new businesses in Little Italy, places to celebrate small business season in neighborhood and the Little Italy Tree Lighting and Christmas Village, mentioning details of the event
- **11/3 secured print coverage on San Diego Uptown Downtown News**
  - Article featured the new businesses in Little Italy, places to celebrate small business season in neighborhood and the Little Italy Tree Lighting and Christmas Village, mentioning details of the event
- **10/23 secured online coverage on San Diego Sun**
  - Article highlights the beloved restaurants that won the dining polls in Little Italy including Herb & Wood, Civico 1845, and Filippi's Pizza Grotto
- **10/20 secured online coverage on SD Today**
  - Article highlights the Little Italy neighborhood describing it with traits of a Virgo due to its busy mind, grounded qualities, and practicality

**Organic**

- **11/6 received online coverage on Medium**
  - Article featured the Little Italy neighborhood as one of the top five tourist destinations in San Diego, mentioning the community events and farmers market as fun things to do

**Social Media**

**Highlights / Recap**

- Gained 1,459 total new followers on all platforms
- Earned over 1.1M total impressions
- Garnered over 14K total engagements
- Promoted Trick-or-Treat on India Street
- Promoted Little Italy Tree Lighting & Christmas Village
  - Facebook event page has 11,121 responses

**Upcoming**

- Continue to promote upcoming events




**Analytics (Last 30 days as of Nov 10)**

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
Little Italy San Diego	1104	93021	3285	452970
Little Italy	292	96343	10483	629848

- **TikTok**
  - Followers: **909 (+63)**
  - Likes: **2145 (+316)**

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

Best performing content published during the selected period.

 <p>Nov 7, 2023 · Little Italy</p> <p><b>The countdown to the most magical night begins! 🎄🌟 Save the date for...</b></p> <p>👤 Reach 18,854</p> <p>📊 Engaged users 795</p> <p>👁️ Clicks 399</p> <p>👁️ Other clicks 234</p> <p>Engagement rate per reach 4.4%</p> <p>Engagement rate per impression 4.2%</p>	 <p>Nov 8, 2023 · Little Italy</p> <p><b>We live for moments like this. 🎵💙👤 pinkalex07 (TikTok) #LittleItalySD...</b></p> <p>👤 Reach 12,671</p> <p>📊 Engaged users 368</p> <p>👁️ Clicks 0</p> <p>👁️ Other clicks 165</p> <p>Engagement rate per reach 2.9%</p> <p>Engagement rate per impression 2.9%</p>	 <p>Oct 18, 2023 · Little Italy</p> <p><b>Get ready for Little Italy's newest event by team ArtWalk, making its...</b></p> <p>👤 Reach 7,505</p> <p>📊 Engaged users 236</p> <p>👁️ Clicks 79</p> <p>👁️ Other clicks 55</p> <p>Engagement rate per reach 3.1%</p> <p>Engagement rate per impression 3.1%</p>
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### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Nov 7, 2023 • Little Italy San Diego

**The countdown to the most magical night begins! 🎄 ✨ Save the date for...**

📢 Reach 8,875

💬 Comments 0

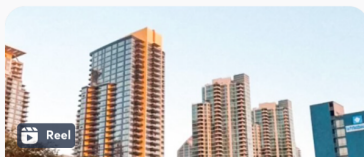
❤️ Likes 160

📌 Saves 48

📊 Engagement 814

Engagement rate per reach 9.2%

Engagement rate per impression 7.9%



Oct 16, 2023 • Little Italy San Diego

**Fall in Little Italy means sipping on espresso, discovering unique...**

📢 Reach 29,631

💬 Comments 15

❤️ Likes 507

📌 Saves 20

📊 Engagement 580

Engagement rate per reach 2%

Engagement rate per impression 2.5%



Nov 4, 2023 • Little Italy San Diego

**The perfect day to soak up the cozy fall vibes at the @littleitalymercato. ...**

📢 Reach 6,029

💬 Comments 1

❤️ Likes 326

📌 Saves 5

📊 Engagement 352

Engagement rate per reach 5.8%

Engagement rate per impression 5.8%

# LITTLE ITALY

# Winter Displays

This holiday season, the Little Italy Association has created and implemented a new modern seasonal display program to add to the 8' Nutcrackers, that traditionally adorn our corners on India Street and Kettner Boulevard.

Last year, staff created a two new designs to limit the footprint of the display to the size of a wine barrel and focused on minimizing future costs by using reusable materials along with real seasonal plants with a winter wonderland feel.

Little Italy's seasonal displays draw hundreds of Little Italy visitors and resident to them for great photo opportunities. This is just one of the many ways that we set our neighborhood apart from the rest of San Diego. This year the Winter Displays will be on display from November 20th to January 6th.

In the past, the Association absorbed the costs of the displays through various other funding mechanisms. Our focus, moving forward, is to make all projects revenue neutral so that we can fund other programs and projects. So, we are looking to our businesses, property owners and residents to support our efforts by sponsoring a corner. The cost of each display is \$350 and comes with a small marker identifying your family name, business name or a person you would like to dedicate the display to.

If you are interested, please fill out the form below and email to [chris@littleitalysd.com](mailto:chris@littleitalysd.com).

Thank you for your time, consideration, and support,

  
Steven J. Galasso  
President  
Little Italy Association of San Diego



I, \_\_\_\_\_, hereby agree to sponsor a Winter Display for \$350.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The Little Italy Association of San Diego is a Non-Profit 501(c)(3) Corporation: Tax-ID #33-0752255. Donations and sponsorships made to the Association may be fully or partially tax-deductible. Please confer with your financial advisor or accountant.