



Little Italy Association of San Diego – DI&P Committee

Friday, November 18, 2022 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>

or call 1-669-900-6833 / Meeting ID: 830 0333 3549 / Password: 3898

1. Zoom Meeting Protocol & Introductions / Perry Meyer, Chair

All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.

2. Continuing Virtual Meetings Pursuant to AB 361

Action Item

P. 3

Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. Non-Agenda: Public Comment & Announcements

4. Approval of September 23, 2022 Minutes

Action Item

P. 4-7

5. Go Dark in December

Action Item

6. Confirmed Events

- Little Italy Mercato & Wednesday Market / Catt White
- Trick-or-Treat on India Street
- Small Business Season
- Little Italy Tree Lighting & Christmas Village

Every Sat. & Wed.

Wrap-Up

Sat., 11/26 (Kick-Off)

Sat., 12/3

P. 8-10

7. New Events, Promotions, Fundraising & Councils

- Little Italy Italian Heritage Concert Series – 10/2023
- Bella Vita – 10/21-22/2023 / Curt Brooker
- Olive Creative Strategies / Larisa Medina & Cree Jones
- Little Italy Experiences & Tours / Anthony Davi

Action Item

Action Item

P. 11

P. 12-16

8. Streetscape Improvements & Venues

- Little Italy Venues / Curt

9. Chief Executive Administrator Report

10. Other

11. Old Business

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 ▪ Website: www.littleitalysd.com

Facebook / Twitter / Instagram / LinkedIn: LittleItalySD ▪ #LittleItalySD

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. Donor Opportunities Guide
- b. Hospitality Task Force
- c. Public Art Task Force
- d. Little Italy Restaurant, Retail & Hotel Councils
- e. Piazzas & Quasi-Public/Public Spaces

12. Adjournment

Action Item

- 13. Next Meeting: Go Dark or Third Friday of the Month at 9:00am via Zoom**
Zoom Link: <https://us02web.zoom.us/j/83003333549>
or call 1-669-900-6833 / Meeting ID: 830 0333 3549
Password: 3898

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and on the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619-233-3898 or via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Little Italy Association of San Diego – DI&P Committee
Friday, October 21, 2022, at 9:00am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>
Or call 1-669-900-6833/ Meeting ID: 830 0333 3549/Password: 3898

Present Danny Mocerri, Perry Meyer, Jeri Keiller, David Roger, Jack Pecoraro, Curt Brooker

Staff Christopher Gomez, Dianne Serna De Leon, Ethan Olson, Larisa Medina, Alicia Douglas

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions / Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. Christopher Gomez went over the Zoom Meeting Protocol.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris stated that the Board and Committee need to ratify a vote during each meeting that states that we will continue to meet via Zoom until The Board and Committee are comfortable with resuming in-person meetings.	2. Danny Mocerri moved to accept the vote to continue meeting via Zoom. Perry Meyer seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Nothing to report	3. No action taken
4. Approval of September 23, 2022, minutes	4. The minutes from September 23, 2022, were reviewed.	4. Danny Mocerri moved to accept the Minutes. Perry Meyer seconded the motion. Unanimously approved.
5. Confirmed Events a. Little Italy	5.a. Alicia Douglas gave an update on	5.a. No action taken

<p>Mercato & Wednesday Market</p>	<p>the Little Italy Mercato and Wednesday Market.</p> <p>Alicia shared that there was a slow change in market attendance due to the heat.</p> <p>Christmas Village preparations are underway and will take place November 30, through December 31, 2022.</p>	
<p>b. An Evening you Can't Refuse with Gianni Russo</p>	<p>5.b. Jack Pecoraro gave a recap of the Gianni Russo event. A check for \$2,500 was sent to LIA and Washington Elementary school received \$1,200. It was a successful event and Gianni Russo is interested in being involved in future events in Little Italy.</p> <p>Jack concluded that Dan Springer is no longer with Convivio.</p> <p>Chris thanked Jack, Convivio, Larissa Medina & Cree Jones for their efforts in putting on this event.</p>	<p>5.b. No action taken</p>
<p>c. Trick-or-Treat on India Street</p>	<p>5.c. Chris shared that we have 25-30 businesses participating in handing out candy during the Trick or Treat on India Street event.</p> <p>The event will take place on Friday, October 28, 2022, from 5:30-7:30pm.</p> <p>Jeri Keiller brought up the possibility of holding the event on a different day next year since Fridays tend to be very busy.</p>	<p>5.c. No action taken</p>
<p>d. Small Business Season</p>	<p>5.d. Chis reported that the kick-off to Small Business Season will begin on November 26, 2022.</p>	<p>5.d. No action taken</p>
<p>e. Little Italy Tree Lighting & Christmas Village</p>	<p>5.e. Chris shared that the Little Italy Tree Lighting and Christmas Village will take place on December 3, 2022.</p> <p>We secured a new Santa Claus for the event. There will also be entertainment</p>	<p>5.e. No action taken</p>

	and the Christmas Village.	
6. New Events, Promotions, Fundraising & Councils		
a. Little Italy Branded Instagram GIFs	6.a. Chris shared page 10 of the packet. He asked the committee for approval to bring the purchase of 10 Animated GIFs for \$1,500 to the Finance committee for consideration and approval.	6.a. Danny Mocerri moved to allow staff to present this amount to Finance. Lou Palestini second the motion. Unanimously approved.
b. Olive Creative Strategies	6.b. Larisa Medina gave an update on Olive Creative Strategies.	6.b. No action taken
c. Resent Donations (Kaylan Thornhill & Little Italy Market)	6.c. Chris shared that Kaylan Thornhill & Little Italy Market, purchased a 2x2 concrete pad for a \$15,000 donation to the Little Italy Association.	6.c. No action taken
d. Little Italy Experiences & Tours-Update	6.d. Anthony Davi was not present for an update.	6.d. No action taken
7. Streetscape Improvements & Venues		
a. Little Italy Venues	7.a. Curt gave an update on LI Venues. Curt shared that there are two potential inquiries for renting out Piazza della Famiglia. A Bank of America Bicentennial event and San Diego Loyal Soccer club has expressed interest in possible activation of the space in November. Curt will keep us posted.	7.a. No action taken
8. Chief Executive Administrator Report	8. Nothing to report	8. No action taken
9. Other	9. Jack asked if Chris would create a Master Calendar to include events for LIA, OLR Church and Convivio to avoid overlapping events.	9. No action taken

	<p>Lou Palestini asked if the tiles around the fountain could be repaired or replaced.</p> <p>Chris stated that he will ask the Maintenance team to address the tiles.</p>	
10. Old Business	10. Nothing to report.	10. No action taken
11. Adjournment	11. Meeting Adjourned.	11. Meeting adjourned
12. Next Meeting	12.The Next Meeting will be on the Third Friday of the month at 9:00 a.m., via Zoom.	12. No action taken

Minutes taken by Dianne T. Serna De León, Staff

Little Italy Tree Lighting & Christmas Village

Saturday, December 3, 2022 / 4:00pm-8:00pm

INCOME

Sponsorships	Donor/Company	Level	Amount
	SYSCO	Platinum	\$10,000
	610 W. Ash @ Little Italy	Bronze	\$1,000
	Filippi's Pizza Grotto	Bronze	\$1,000
TOTAL INCOME			\$12,000

EXPENSE

Service	Vendor	Purpose	Cost	
Permit	City of San Diego	Street Closure Permit & Late Fee		Waiting for City
	City of San Diego	Traffic Control	\$2,214	Waiting for City
Printing/Graphics	T's & Signs	Street Spanning Banner Update, Coroplast Signs, Toy Drive: 35 Posters	\$41	
Rentals	Hudson Safe-T Lite	Barricades (20 Non-Lit, 20 Lit), 90 "No Parks", 40 Lane Delineators, 3 "Road Closed" Signs		
	Voice & Video	LED Lights for Stage, Sound Package & Tech	\$5,112	
	Safiro Portable Restrooms	Refresh: 1 ADA, 1 ADA Sink / New: 1ADA, 6 Regular, 1 ADA Sink, 2 Regular Sinks	\$993	
	SD Lighting Guys	Decorate Pdf Tree		Waiting for Emilio
Services	Paul Nestor	Event Photographer	\$500	
	Event Response Services	2 EMT & Registered Nurse (3:30pm-8:30pm)		Waiting for McKenna
Entertainment		4:00pm-5:00pm /		
	Daniel Mocerri	5:00pm-5:30pm / Holiday Sounds by Danny	\$150	
	Ernest Mary Grimm	5:30pm-6:30pm / Our Lady of the Rosary	\$600	
		6:30pm-7:00pm / Tree Lighting Ceremony	-	
	Chula Vista High School	7:00pm-8:00pm / CVHS New Renaissance	\$200	
	Kaleidoscope Carolers	India & Fir - 4:00pm-6:00pm / Kaleidoscope Carolers	\$550	
		India & Cedar - 6:00pm-8:00pm /	\$250	
Acquisition	San Diego Markets	6 Generators		Waiting for Catt
	Uline	20 Toy Drive Boxes	\$337	
	Oriental Trading Co.	Letters to Santa		Waiting for Moni
	Amazon	Candy Canes for Santa		Waiting for Moni
	LIA	Landscaping	\$3,000	
Ammorization	Joshua Hubert	Aurora Tree (2-Years Remaining)		\$7,000
	Luis Vargas	New Tree Frame (1.5-Years Remaining)		\$4,000
TOTAL EXPENSES			\$13,947	
VARIANCE			(\$562)	



LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

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

DATE // Saturday, December 3, 2021

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 23rd Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 3rd from 4:00 p.m. to 8:00 p.m.

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" sponsorship.
- **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.
- 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

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.



LEGEND



BELLA VITA EVENT FOOTPRINT

Saturday, 10/21 | 11AM - 6PM

Sunday, 10/22 | 10AM - 5PM



MERCATO FOOTPRINT

Saturday, 10/21 | 8AM - 2PM



PERIMETER FENCE



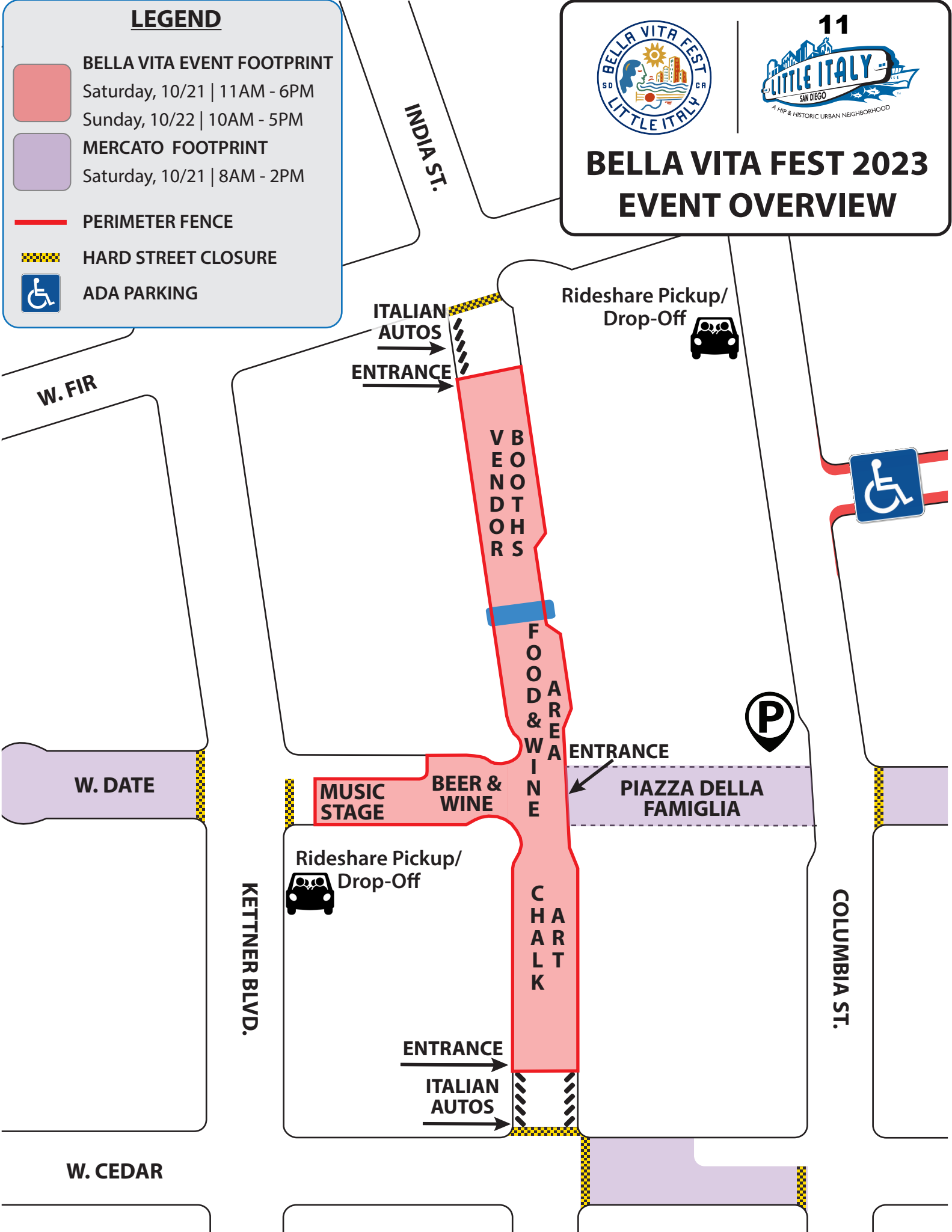
HARD STREET CLOSURE



ADA PARKING



BELLA VITA FEST 2023 EVENT OVERVIEW





LIA DISI Meeting PR Agenda

Friday, November 18, 2022

PITCHING

Recap

- Trick-or-Treat on India St Long Leads (Short Leads)
- Small Business Season (Short Leads)
- Little Italy Tree Lighting & Christmas Village (Long Leads)

Upcoming Focus

- Little Italy Tree Lighting & Christmas Village (Short Leads)
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego (Short Leads)

BLOGS

Current

- Small Business Season

Upcoming

- Little Italy Tree Lighting & Christmas Village

WRITING

Recap

- Trick-or-Treat on India St Long Leads (Short Leads)
- Small Business Season (Short Leads)
- Little Italy Tree Lighting & Christmas Village (Long Leads)
- San Diego Downtown News November | Small Business Season

Upcoming

- Little Italy Tree Lighting & Christmas Village (Short Leads)
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego
- San Diego Downtown News December | Little Italy Tree Lighting & Christmas Village

Little Italy Tree Lighting and Christmas Village Long Leads 12/3

SECURED COVERAGE

- **11/6 secured online coverage on El Imparcial**
 - Article featured the Little Italy Tree Lighting and Christmas Village on December 3, noting that Little Italy will be transformed with decorations
- **11/6 secured online coverage on Flipboard**

- Syndicated El Imparcial article that featured the Little Italy Tree Lighting and Christmas Village on December 3, noting that Little Italy will be transformed with decorations
- **11/4 secured online coverage on San Diego Red**
 - Feature highlighted the Little Italy Tree Lighting and Christmas Villages noting that the neighborhood will be decorated with 10-foot tall nutcrackers and the traditional tree lighting will take place in the Piazza della Famiglia
- **11/4 secured online coverage on Yahoo! Noticias**
 - Syndicated San Diego Red feature that highlighted the Little Italy Tree Lighting and Christmas Villages noting that the neighborhood will be decorated with 10-foot tall nutcrackers and the traditional tree lighting will take place in the Piazza della Famiglia
- **11/4 secured online coverage on Yahoo! Vida y estilo**
 - Syndicated San Diego Red feature that highlighted the Little Italy Tree Lighting and Christmas Villages noting that the neighborhood will be decorated with 10-foot tall nutcrackers and the traditional tree lighting will take place in the Piazza della Famiglia

Trick-or-Treat on India St 10/28

SECURED COVERAGE

- **10/28 secured broadcast coverage on CBS 8 (News at 1 p.m.)**
 - Segment highlighted fun Halloween events including Trick-or-Treat on India St
- **10/28 secured online coverage on Telemundo 20**
 - Article highlights trick-or-treat on India Street as a fun Halloween related event for kids which will begin in the Piazza della Famiglia
- **10/28 secured broadcast coverage on FOX 5 (Morning News at 9 a.m.)**
 - Segment highlighted fun Halloween events including Trick-or-Treat on India St
- **10/28 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.)**
 - Segment highlighted fun Halloween events including Trick-or-Treat on India St
- **10/28 secured broadcast coverage on CBS 8 (Mornings at 6 a.m.)**
 - Segment highlighted fun Halloween events including Trick-or-Treat on India St
- **10/28 secured broadcast coverage on ABC 10 News (This Morning at 6 a.m.)**
 - Segment highlighted fun Halloween events including Trick-or-Treat on India St
- **10/28 secured broadcast coverage on ABC 10 News (This Morning at 5 a.m.)**
 - Segment highlighted fun Halloween events including Trick-or-Treat on India St
- **10/28 secured online coverage on San Diego Sun**
 - Article featured trick or treat on India St noting that the event will start at the Piazza della Famiglia and will be open to kids of all ages as well as showcasing a photo gallery of past costumes
- **10/28 secured online coverage on There San Diego**
 - Article includes Trick or Treat on India Steet in its roundup of things to do in San Diego this weekend linking back to the feature article
- **10/28 secured online coverage on Times of San Diego**
 - Article includes Trick-or-Treat on India St in its roundup of Halloween themed events in San Diego
- **10/28 secured online coverage on News Break**
 - Syndicated Times of San Diego article that includes Trick-or-Treat on India St in its roundup of Halloween themed events in San Diego

- **10/28 secured online coverage on Local Today**
 - Syndicated Times of San Diego article that includes Trick-or-Treat on India St in its roundup of Halloween themed events in San Diego
- **10/28 secured online coverage on Patch (Encinitas)**
 - Syndicated Times of San Diego article that includes Trick-or-Treat on India St in its roundup of Halloween themed events in San Diego
- **10/27 secured online coverage on CBS 8**
 - Article includes Trick-or-Treat on India Street in its roundup of fun things to do in San Diego this weekend noting that kids of all ages are encouraged to dress up in their best costumes
- **10/27 secured broadcast coverage on CBS (The Four at 4:30 p.m.)**
 - Segment highlighted fun Halloween events including Trick-or-Treat on India St
- **10/27 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Segment highlighted fun Halloween events including Trick-or-Treat on India St
- **10/27 secured online coverage on San Diego Red**
 - Article included Trick-or-Treat on India Street in its roundup of trick-or-treating events noting that the event will be a fun opportunity for kids to trick or treat among the music and decorations that fill Little Italy
- **10/27 secured online coverage on Yahoo! Deportes**
 - Syndicated San Diego Red article that included Trick-or-Treat on India Street in its roundup of trick-or-treating events noting that the event will be a fun opportunity for kids to trick or treat among the music and decorations that fill Little Italy
- **10/27 secured online coverage on Yahoo! Noticias**
 - Syndicated San Diego Red article that included Trick-or-Treat on India Street in its roundup of trick-or-treating events noting that the event will be a fun opportunity for kids to trick or treat among the music and decorations that fill Little Italy
- **10/27 secured online coverage on CBS 8**
 - Article included the CBS segment that highlighted Trick-or-Treat on India St including an interview with Chris Gomez and some trick or treaters
- **10/27 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.)**
 - Segment highlighted Trick-or-Treat on India St including an interview with Chris Gomez and some trick or treaters
- **10/27 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.) – teaser**
 - Teaser highlighted Trick-or-Treat on India St including an interview with Chris Gomez and some trick or treaters
- **10/26 secured online coverage on ABC 10**
 - Article included Trick-or-Treat on India Street in its roundup of Halloween related events
- **10/26 secured online coverage on News Break**
 - Syndicated ABC 10 article that included Trick-or-Treat on India Street in its roundup of Halloween related events
- **10/26 secured online coverage on Flipboard**
 - Syndicated ABC 10 article that included Trick-or-Treat on India Street in its roundup of Halloween related events
- **10/26 secured online coverage on Local Today**
 - Syndicated ABC 10 article that included Trick-or-Treat on India Street in its roundup of Halloween related events
- **10/24 secured online coverage on There San Diego**
 - Article includes Little Italy's Trick-or-Treat On India St in a roundup of Halloween related events noting that kids will enjoy authentic trick or treating from Little Italy businesses

that starts in Piazza della Famiglia

- **10/21 secured online coverage on San Diego Magazine**
 - Article includes Trick-or-Treat on India St in its roundup of Halloween events noting that the Piazza will be decked out in Halloween themed décor and photo ops

Little Italy Fall Event Round Up (Little Italy Experiences and Tours and Trick-or-Treat on India St)

SECURED COVERAGE

- **10/28 secured online coverage on Patch (San Diego)**
 - Article includes the Taste of Italy Food Tour and The Story of Little Italy Guided Historical Tour Adventure in its roundup of things to do this weekend
- **10/21 secured online coverage on Patch (Encinitas)**
 - Article includes the Taste of Italy Food Tour and The Story of Little Italy Guided Historical Tour Adventure in its roundup of things to do this weekend

Social Media

Highlights / Recap

- Gained 1,126 total new followers on all platforms
- Earned over 583K total impressions
- Garnered over 11K total engagements
- Promoted Trick or Treat on India Street event
- Created FB event page for Tree Lighting

Upcoming

- Creating original Reels / TikTok videos
- Continue to promote upcoming events

Analytics (Last 30 days as of November 8)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	995	89753	4779	204747
 Little Italy	127	93298	5741	378581
 Little Italy SD	-25	 8771	80	-

- **TikTok**
 - Followers: **467 (+29)**
 - Likes: **538 (+37)**

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Oct 9, 2022 · Little Italy

The Piazza Giannini honors the legacy of the great Italian-American who...

👂 Reach	8,741
👤 Engaged users	538
👁️ Clicks	29
👁️ Other clicks	152



Oct 24, 2022 · Little Italy

Buongiorno! 🌞🥳 We hope you have a week full of smiles ahead. 🍪...

👂 Reach	7,362
👤 Engaged users	333
👁️ Clicks	30
👁️ Other clicks	58



Oct 19, 2022 · Little Italy

The Little Italy Landmark Sign commemorates the historical...

👂 Reach	7,345
👤 Engaged users	217
👁️ Clicks	127
👁️ Other clicks	44

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Nov 1, 2022 · Little Italy San Diego

There are countless hidden gems in #LittleItalySD. 🌟📍...

👂 Reach	40,077
💬 Comments	29
❤️ Likes	1,742
📌 Saves	527
📈 Engagement	2,723



Oct 27, 2022 · Little Italy San Diego

🌟TOMORROW NIGHT🌟 Little ghouls and goblins will take over Little Italy...

👂 Reach	16,249
💬 Comments	4
❤️ Likes	466
📌 Saves	5
📈 Engagement	475



Oct 17, 2022 · Little Italy San Diego

We love any excuse to enjoy oodles of noodles. 🍝 Happy National Pasta...

👂 Reach	8,088
💬 Comments	9
❤️ Likes	436
📌 Saves	17
📈 Engagement	462

Top content - Twitter (Based on engagement)

Best performing content published during the selected period.



Oct 9, 2022 · Little Italy SD

The Piazza Giannini honors the legacy of the great Italian-American who...

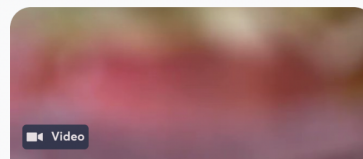
❤️ Likes	25
🔄 Retweets	4
📈 Engagement	29



Oct 29, 2022 · Little Italy SD

Fall is in the air here at the Mercato! 🎃🍂 @jason_nato #LittleItalySD...

❤️ Likes	8
🔄 Retweets	3
📈 Engagement	11



Nov 3, 2022 · Little Italy SD

Love at first *bite* 🍔 Celebrating National Sandwich Day at Mona Lis...

❤️ Likes	9
🔄 Retweets	1
📈 Engagement	10

Sotto le Stelle



Little Italy – Piazza della Famiglia Sunday, October 1st & 8th (Tentative Dates)

Fuse Events proposes to kick off Italian Heritage month by holding two Italian themed concerts under the stars.

Sotto le Stelle will be held in the Piazza della Famiglia and guests will be treated to Italian concerts focusing on vocals and string instruments. Traditional Italian music will be played for the attendees while they enjoy beverages and appetizers served from Little Italy restaurants.

Two concerts are planned for each night. One at 5:00pm for the before dinner crowd and another set scheduled for 7:00pm for the attendees wanting to enjoy an early dinner. Each performance will seat a maximum of 200 guests.

This will be a ticketed event and tickets are tentatively priced at \$65 each. The pricing model is similar to the Taste of Little Italy with a profit split format.

Details:

Dates: October 1st and 8th

Location: Piazza della Famiglia

Times: 5:00pm and 7:00pm

Ticket prices: Tentative \$65

Guest counts: 200 per show