



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. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee quorum or are allowed to vote.



**Little Italy Association of San Diego – DI&P Committee**

**Friday, September 20, 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/89745309384>**

**or call 1-669-900-6833 / Meeting ID: 897 4530 9384 / Password: 3898**

Present Steve Galasso, Lou Palestini, David Rodger, Perry Meyer, Audrey Hermes, Curt Brooker, Kathi Meyer

Virtual Jeri Keiller

Staff Christopher Gomez, Nick Angulo, Dianne T. Serna, 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.	<i>No action taken</i>
2. Non-Agenda: Public Comment & Announcements	2. Lou Palestini shared that the UIAA American Italian Heritage event will take place on October 19, 2024.  Chris shared that Terra Lawson-Remer's office would like to present a proclamation for Italian Heritage Month on October 1, 2024.	<i>2. No action taken</i>
3. Review of August 9, 2024, Minutes	3. The minutes from August 9, 2024, DI&P meeting were reviewed.  David Rodger pointed out a spelling error on page 5 of the packet.	<i>3. David Rodger moved to approve the minutes with the corrected spelling of his name. Steve Galasso seconded the motion. Catt Fields White abstained. Motion passes.</i>
4. Confirmed Events		
a. Little Italy	4.a. Catt Fields White gave an update on the	<i>4.a. No action taken</i>

<p>Mercato &amp; Wednesday Market / Brijet Myers</p>	<p>Little Italy Mercato and Wednesday Market.</p> <p>Catt reported that last month was their highest profit month.</p> <p>Catt stated that the Wednesday market is at full capacity.</p> <p>Mercato will have vendor booths at TOTUS this year.</p> <p>Vendor booths are almost full for Christmas Village.</p>	
<p>b. San Diego Padres Italian Heritage Night/ Chris</p>	<p>4.b. Chris reported that the San Diego Italian Heritage Night is wrapping up and he is waiting on numbers from the Padres.</p> <p>\$3.00 from each ticket sold will be split with half going to LIA, then the remaining half being split between Convivio &amp; ICC.</p>	<p><i>4.b. No action taken</i></p>
<p>c. Punches in Little Italy/ David Ridger</p>	<p>4.c. David Rodger thanked the Association for all their support with the Punches in Little Italy event.</p> <p>David stated that they will have a recap meeting next Tuesday.</p>	<p><i>4.c. No action taken</i></p>
<p>d. Little Italy State of the Neighborhood</p>	<p>4.d. Nick Angulo reported that the State of the Neighborhood event will take place on Thursday, September 26, 2024, from 5:30-9:00pm.</p> <p>Nick reported that underground parking will be available for \$10.00.</p> <p>There will be 5 Raffle Prizes.</p> <p>As of this morning, 193 tickets have been sold out of 300.</p>	<p><i>4.d. No action taken</i></p>
<p>e. Italian Heritage Concert Series/ Curt Brooker</p>	<p>4.e. Curt Brooker reported that this event has been cancelled.</p>	<p><i>4.e. No action taken</i></p>
<p>f. Bella Vita Fest</p>	<p>4.f. Curt reported on the Bella Vita Fest. The event will take place on October 19<sup>th</sup> and 20<sup>th</sup>. This will be a free event</p>	<p><i>4.f. No action taken</i></p>

<p>g. Trick-or-Treat on India Street</p>	<p>highlighting Chalk Art.</p> <p>The Wine bar will be ticketed.</p> <p>4.g. Nick reported on TOTUS.</p> <p>This event will take place on Sunday, October 27, 2024.</p> <p>LIA will not be handing out candy this year, to allow guests to walk about the district and collect candy from other businesses.</p> <p>Mercato will have Fall Booths at the event.</p> <p>India street will be closed from Cedar to Grape.</p>	<p><i>4.g. No action taken</i></p>
<p>h. Fleet Week Concert (Navy &amp; Marine Bands)/ Nick</p>	<p>4.h. Nick reported that the Navy &amp; Marine Band reached out asking to perform at Piazza della Famiglia for Fleet Week on November 3<sup>rd</sup> &amp; 4<sup>th</sup>, 2024.</p> <p>Nick is still finalizing logistics.</p>	<p><i>4.h. No action taken</i></p>
<p>i. Little Italy tree Lighting &amp; Christmas Village/ Nick</p>	<p>4.i. Nick reported that the Tree Lighting &amp; Christmas Village will take place on December 7, 2024.</p> <p>Nick reported that the Marine Band will be the headliner for the event.</p>	<p><i>4.i. No action taken</i></p>
<p>5. New Events, Promotions, Fundraising &amp; Councils</p> <p>a. Olive Public Relations/ Sydney Costales &amp; Cree Jones</p> <p>b. Fall Display Sponsorship/ Chris</p>	<p>5.a. Sydney Costales gave a PR and Social Media update</p> <p>5.b. Chris shared the Fall Display Sponsorship on page 12.</p> <p>Chris stated that Landscaping will be using the planters for the Fall Displays instead of the wooden barrels.</p>	<p><i>5.a. No action taken</i></p> <p><i>5.b. No action taken</i></p>

<p>c. Little Italy Merchandise/ Chris</p> <p>d. Little Italy Tours x So Diego/ Chris</p>	<p>5.c. Chris reported that Little Italy Merchandise is being produced and samples will be available at State of the Neighborhood.</p> <p>5.d. Chris reported that So Diego will go live with Tours October 1, 2024.</p>	<p>5.c. <i>No action taken</i></p> <p>5.d. <i>No action taken</i></p>
<p>6. Streetscape Improvements &amp; Venues</p> <p>a. Little Italy Venues/ Curt</p> <p>i. Females Maker's Market- Annual Contract</p> <p>ii. Stella Artois Activation &amp; Banner Installation</p>	<p>6.a. Curt gave an update on Little Italy Venues.</p> <p>6.i. Curt reported on the Female Maker's Market, one-year contract.</p> <p>Curt reported that the Female Maker's Market presented rates for 2025. Curt countered those rates, and they accepted.</p> <p>6.ii. Curt reported that Stella Artois will be activating Piazza della Famiglia on September 20, 2024.</p> <p>Curt reported that the Big Red Chair has been repainted by Stella.</p>	<p>6. <i>No action taken</i></p> <p>6.i. <i>No action taken</i></p> <p>6.ii. <i>No action taken</i></p>
<p>7. Old Business</p>	<p>7. Nothing to report.</p>	<p>7. <i>No action taken</i></p>
<p>8. Adjournment</p>	<p>8. Meeting Adjourned</p>	<p>8. <i>Perry Meyer moved to adjourn the meeting. Steve</i></p>
<p>9. Next Meeting</p>	<p>9. The next DI&amp;P Meeting will take place on Friday, October 18, 2024, at 9:00am Little Italy Association Office-Conference Room</p>	<p>9. <i>No action taken</i></p>

Minutes taken by: Dianne T. Serna, Staff.

Celebrate Italian Heritage Month in the heart of Little Italy!



FREE TO ATTEND | 523 W DATE ST.

**OCTOBER 19-20, 2024**

SATURDAY 11AM-6PM | SUNDAY 11AM-5PM

Live chalk art from 30+ expert artists

Italian-themed live entertainment and merchants

Viccolo del Vino: Wine tasting from 20+ Italian winemakers

DETAILS AT **BELLAVITAFEST.COM**

PRODUCED BY ARTWALK SAN DIEGO



October 2024

Dear Little Italy Neighbors,

We are excited to announce the second annual Bella Vita Fest, happening on **October 19<sup>th</sup> & 20<sup>th</sup>, 2024!** The event brings live chalk art back to the streets of Little Italy with over 30 chalk artists as well as Italian wineries, merchants, and food vendors for an immersive Italian experience.

Please be advised that **India Street from Cedar to Grape and Fir Street from Kettner to Columbia will be closed starting Saturday morning at 2:00am. Streets will be fully reopened Sunday night by 11:59pm.**

*Please see the 2024 event overview map on the next page.*

**BUSINESSES LOCATED WITHIN THE EVENT FOOTPRINT:**

If you have deliveries or pick-ups on Saturday and Sunday mornings, it will be imperative that you make these arrangements as early as possible. India Street closes to event traffic at 9am, and artists will be loading into their booths beginning at 6am, so your delivery/pick up people will need to allow extra time.

We are aware that some of the waste management companies have told businesses that they cannot get into the venue when they see the street closures, but this is not correct. **If necessary, we will personally meet the garbage truck and walk them through the venue to your dumpster.** Please give them our phone number in case they are questioning the ability to drive in:

Jacob: 805.345.0860

Curt: 619.972.1115

**Deliveries and trash pick-up can occur before 9am on Saturday and Sunday mornings.**

Thank you for your flexibility and understanding as we strive to bring quality events and many new visitors to Little Italy. Please let us know if you have any questions or concerns.

Thank you,

Curt Brooker  
Owner/Director

Jacob Rocha  
Dir. Business Operations

Hannah Reynolds  
Operations Manager

Steph Gittins  
Partnerships Manager

2210 Columbia St.  
619.615.1090

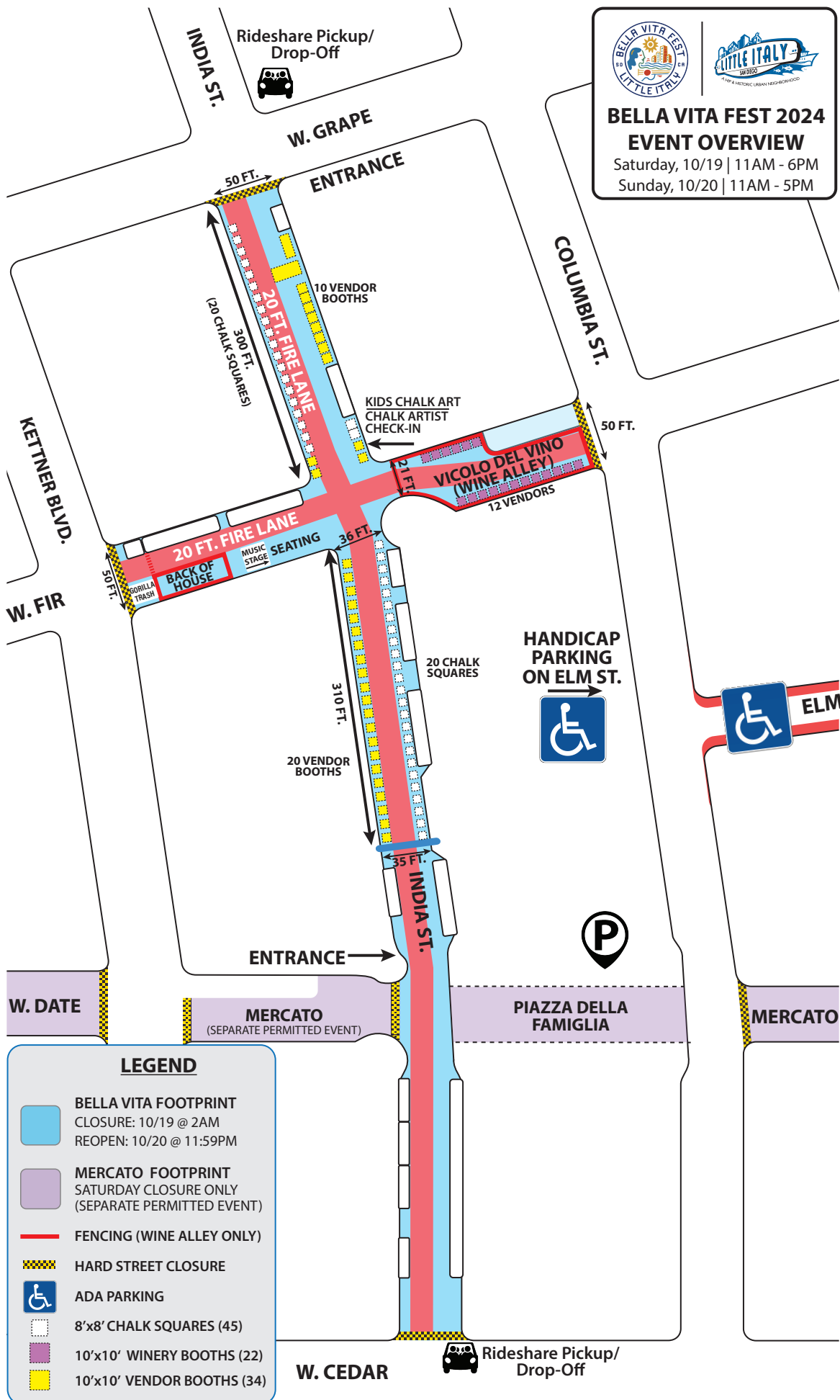
[info@artwalksandiego.org](mailto:info@artwalksandiego.org)

[www.bellavitafest.com](http://www.bellavitafest.com)





**BELLA VITA FEST 2024**  
**EVENT OVERVIEW**  
 Saturday, 10/19 | 11AM - 6PM  
 Sunday, 10/20 | 11AM - 5PM



**LEGEND**

- BELLA VITA FOOTPRINT  
CLOSURE: 10/19 @ 2AM  
REOPEN: 10/20 @ 11:59PM
- MERCATO FOOTPRINT  
SATURDAY CLOSURE ONLY  
(SEPARATE PERMITTED EVENT)
- FENCING (WINE ALLEY ONLY)
- HARD STREET CLOSURE
- ADA PARKING
- 8'x8' CHALK SQUARES (45)
- 10'x10' WINERY BOOTHS (22)
- 10'x10' VENDOR BOOTHS (34)



2024



LITTLE ITALY SAN DIEGO  
SPONSOR OPPORTUNITIES





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

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

## WHO WE REACH

### *Location + Audience*

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



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



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



**FACEBOOK**  
**97,000+**  
**Followers**



**INSTAGRAM**  
**93,600+**  
**Followers**



**TIKTOK**  
**1,067+**  
**Followers**

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



## TASTE OF LITTLE ITALY

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

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

### TASTE OF LITTLE ITALY REACH



*Marine Band  
San Diego  
Summer Concert*

## MARINE BAND SUMMER CONCERT

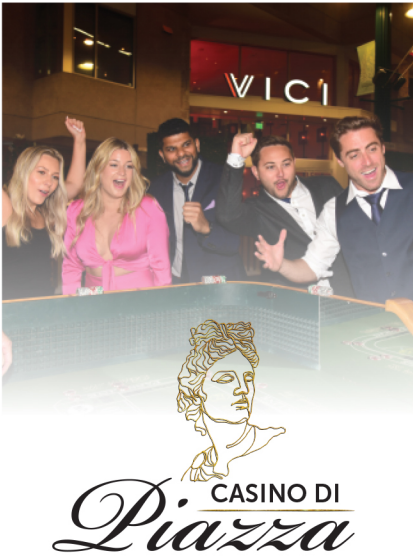
*July 27, 2024 from 7:00pm to 8:00pm*

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

### MARINE BAND SAN DIEGO SUMMER CONCERT REACH



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



## CASINO DI PIAZZA

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

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

### CASINO DI PIAZZA REACH



## ITALIAN HERITAGE CONCERT SERIES

**Multiple Dates in October with TBA**

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

### ITALIAN HERITAGE CONCERT SERIES REACH



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

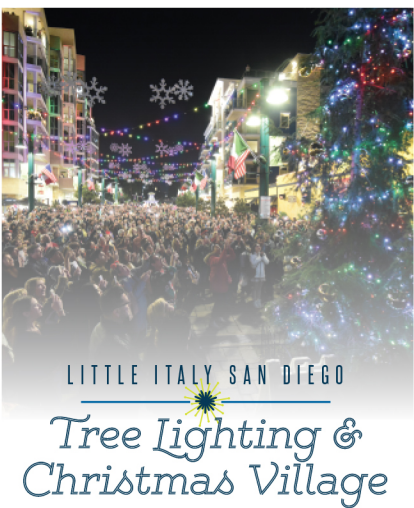


## TRICK-OR-TREAT ON INDIA STREET

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

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

### TRICK-OR-TREAT ON INDIA STREET REACH



## LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

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

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

### LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE REACH



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



## LITTLE ITALY MERCATO

*Every Saturday from 8:00am to 2:00pm*  
*Every Wednesday from 9:30am to 1:30pm*

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

### LITTLE ITALY MERCATO REACH



## 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					✓



October 2024  
8,000+ Attendees



December 2024  
65,000+ Attendees

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



# SPONSOR OPPORTUNITIES

## ANCILLARY EVENTS

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



June 2024  
1,500 Attendees  
(Ticketed)



July 2024  
2,000+ Attendees



August 2024  
300 Attendees  
(Ticketed)



October 2024  
800 Attendees  
(Ticketed)

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

## SPECIALTY EVENTS & OTHER OPPORTUNITIES

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





## LIA DI&P Meeting PR and Social Report Friday, October 18, 2024

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### PITCHING

#### Recap

- Trick-or-Treat on India Street (short leads)
- Little Italy Tree Lighting (Long Leads)
- State of the Neighborhood
- Launch of So Diego x Little Italy Tours

#### Upcoming Focus

- Fleet Week Concert Series
- Small Business Season
- Little Italy Tree Lighting

### WRITING

#### Recap

- San Diego Downtown News October
- Small Business Season (short leads)
- Launch of So Diego x Little Italy Tours

#### Upcoming

- San Diego Downtown News November
- Tree Lighting & Christmas Village (short leads)

#### Fleet Week Concert Series

#### SECURED OPPORTUNITY

- **10/7 secured opportunity with NBC 7**
  - Scheduled interview for 10/28
- **10/3 secured opportunity with There San Diego**
  - Will include in upcoming article

#### SECURED INTEREST

- **10/10 secured interest with FOX 5**
  - Would like to schedule segment with a band

**Small Business Season x Little Italy Tours****SECURED COVERAGE**

- **10/2 secured online coverage on There San Diego**
  - Article highlighted new Little Italy Tours
- **9/26 secured online coverage on Times of San Diego**
  - Article highlighted new Little Italy Tours
    - Syndicated on Pressbee

**State of The Neighborhood****SECURED COVERAGE**

- **9/26 secured newsletter coverage on There San Diego**
  - Newsletter featured information about the State of the Neighborhood address
- **9/26 secured broadcast coverage on NBC 7**
  - Segment featured information about the State of the Neighborhood address
    - NBC 7 (News at 5:00am)
- **9/20 secured online coverage on There San Diego**
  - Article shared details of State of the Neighborhood
- **9/19 secured online and print coverage on San Diego Union-Tribune**
  - Article mentioned State of the Neighborhood in a roundup of local events

**Trick or Treat on India Street****SECURED COVERAGE**

- **10/10 secured online and newsletter coverage in LaJolla.com**
  - Article mentioned Trick or Treat on India Street in a roundup of Halloween events
- **10/10 secured online coverage in SanDiego.com**
  - Article mentioned Trick or Treat on India Street in a roundup of Halloween events
- **10/10 secured online coverage on Telemundo**
  - Article mentioned Trick or Treat on India Street in a roundup of Halloween events
- **10/10 secured online coverage in the San Diego Union-Tribune**
  - Article mentioned Trick or Treat on India Street in a roundup of Halloween events
- **10/1 secured online coverage on Locale**
  - Article mentioned Trick or Treat on India Street in a roundup of Halloween events
- **9/30 secured online coverage on San Diego Tourism Authority**
  - Article featured Trick-or-Treat on India Street in a roundup of October events
- **9/30 secured print coverage on San Diego Family Magazine**
  - October Calendar featured Trick-or-Treat on India Street
- **9/30 secured online and newsletter coverage on San Diego Sun**
  - Article featured Trick-or-Treat on India Street in their October event roundup
- **9/24 secured newsletter coverage on DoSD**
  - Newsletter mentioned Trick-or-Treat on India Street in a roundup of upcoming events in San Diego
- **9/17 secured online coverage on San Diego Event Blog**
  - Article mentioned Trick-or-Treat on India Street in a roundup of October events in San Diego
- **9/10 secured online coverage on SanDiego.com**
  - Article mentioned Trick-or-Treat on India Street in a roundup of fall events in San Diego

**SECURED OPPORTUNITY**

- **10/7 secured opportunity with NBC7**
  - Scheduled interview for 10/24
- **10/7 secured opportunity with KUSI**
  - Scheduled interview for 10/24
- **9/30 secured opportunity with FOX 5**
  - Segment scheduled for 10/23

**SECURED INTEREST**

- **10/8 secured interest with Univision**
  - Would like a flyer to post on social
- **10/1 secured interest with Rancho Santa Fe Review**
  - Flagged for upcoming article

**Other**

**SECURED COVERAGE**

- **10/4 secured online and print coverage on San Diego Downtown News**
  - Contributed article featured things to do this fall in Little Italy

**Social Media**

**Highlights / Recap**

- Gained 1,295 total new followers (616 net)
- Earned 615K impressions (7% increase)
- Garnered 6.4K engagements (55% increase)
- Promoted State of the Neighborhood
- Promoting Fleet Week Concert Series
- Promoting Trick-or-Treat on India Street - FB event page has 1900+ responses

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

Best performing content published during the selected period.



Oct 8, 2024

**Ready for the perfect fall day in Little Italy, San Diego? 🌟🍂 Here's your...**

Reach	6,866
Comments	5
Likes	524
Saves	26
Engagement	641
Engagement rate per reach	9.3%
Engagement rate per impression	9%



Oct 5, 2024

**Happy Italian-American Heritage Month! 🇮🇹❤️ October is all about...**

Reach	5,764
Comments	12
Likes	471
Saves	18
Engagement	548
Engagement rate per reach	9.5%
Engagement rate per impression	9%



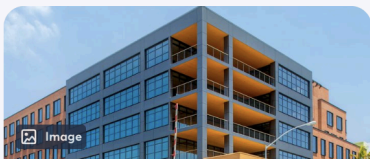
Sep 28, 2024

**Round and round we go! 🎡🍷 Grab your crew and enjoy an evening full...**

Reach	6,472
Comments	5
Likes	253
Saves	33
Engagement	370
Engagement rate per reach	5.7%
Engagement rate per impression	5.7%

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

Best performing content published during the selected period.



Sep 14, 2024

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

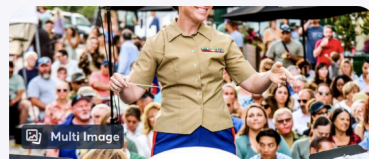
Reach	3,927
Engagement	130
Clicks	25
Other clicks	54
Engagement rate per reach	3.3%
Engagement rate per impression	3.1%



Sep 12, 2024

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

Reach	2,908
Engagement	68
Clicks	19
Other clicks	12
Engagement rate per reach	2.3%
Engagement rate per impression	2.2%



Oct 2, 2024

**Join us for two unforgettable nights of music, honor, and celebration! ...**

Reach	2,815
Engagement	121
Clicks	17
Other clicks	24
Engagement rate per reach	4.3%
Engagement rate per impression	4.2%