



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) or via

Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/87131565061>

or call 1-669-900-6833 / Meeting ID: 871 3156 5061 / Password: 3898

1. Introductions / Perry Meyer, Chair

2. Non-Agenda: Public Comment & Announcements

3. Review of September 22, 2023 Minutes

Action Item

P. 2-5

4. Confirmed & Proposed Events

a. Little Italy Mercato & Wednesday Market / Brijet Myers

Every Sat. & Wed.

b. Casino di Piazza / Chris

Wrap-Up

P. 6-7

c. Italian Heritage Concert Series / Curt

Postponed

d. Bella Vista Fest / Curt

Sat., 10/21 &

Sun., 10/22

e. Trick-or-Treat on India Street / Nick Angulo

Fri., 10/27

P. 8-10

f. Little Italy Tree Lighting & Christmas Village / Nick

Sat., 12/2

P. 11-13

5. New Events, Promotions, Fundraising & Councils

a. Olive Public Relations / Larisa Medina & Cree Jones

P. 14-17

b. Small Business Season / Larisa & Chris

6. Streetscape Improvements & Venues

a. Piazza Costanza – Update / Chris

P. 18-19

b. Little Italy Venues / Curt

7. 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

8. Adjournment

Action Item

9. 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 at least 48-hours prior to the meeting.

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 / Instagram / X: LittleItalySD ▪ TikTok: LittleItaly.SD ▪ #LittleItalySD



Little Italy Association of San Diego – DI&P Committee
Friday, September 22, 2023, at 9:00am
Little Italy Association Office – Conference Room
(2210 Columbia Street)

Present: Steve Galasso, Lou Palestini, Luke Vinci, Danny Mocerri, Jeri Keiller, Curt Brooker, Annette Casemero, Jon Zimmerly, David Rodger, Perry Meyer, Kathi Meyer, Kassie Lewis, Laura Burnett

Staff: Christopher Gomez, Dianne T. Serna, Larisa Medina, Cree Jones, 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. by Christopher Gomez.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. David Rodger asked to revisit the Events Task Force. Nick Angulo, LIA's new Events Manager will be heading LIA events moving forward. Members for the Event Task Force will be, David Rodger, Danny Mocerri, Lou Palestini, Curt Brooker, and Kathi Meyer.	2. No action taken
3. Review of August 30, 2023, Minutes	3. The minutes from August 30, 2023, DI&P meeting were reviewed	3. David Rodger moved to approve the minutes Lou Palestini 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. The Mercato is planning for the holidays.	4.a. No action taken

<p>b. Labor Day Stickball Tournament/ Chris</p>	<p>4.b. Chris reported that the Labor Day Stickball Tournament took place September 2, through September 4, 2023. This year LIA was given notice of the event only a week prior.</p> <p>There were some complaints from business owners regarding balls flying into an establishment and profanity.</p> <p>Chris will follow up to address these concerns.</p>	<p>4.b. No action taken</p>
<p>c. Casino di Piazza/ Chris</p>	<p>4.c. Chris wrapped up Casino di Piazza. He shared the Draft P&L on page 7.</p>	<p>4.c. No action taken</p>
<p>d. El Grito de San Diego/ Chris</p>	<p>4.d. The Mexican Consulate's, El Grito event took place on Friday, September 15, 2023.</p> <p>The current Consulate general will be moving to Los Angeles; a new Consulate General will be taking his place.</p>	<p>4.d. No action taken</p>
<p>e. Italian Heritage Concert Series/Curt</p>	<p>4.e. Curt reported that the Italian Heritage Concert Series will take place on Sunday 10/15. Tickets will be \$45 each.</p>	<p>4.e. No action taken</p>
<p>f. Trick-or-Treat on India Street</p>	<p>4.f. Chris announced 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. No action taken</p>
<p>g. Little Italy Tree Lighting & Christmas Village/ Chris</p>	<p>4.g. Chris reported that the Little Italy Tree Lighting and Christmas Village will take place on Saturday, December 2, 2023.</p> <p>LIA crew members are building a new Santa's workshop.</p> <p>Kids activation and Letters to Santa will be located next to Santa's workshop this year.</p>	<p>4.g. 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 a PR update. Cree Jones gave a Social Media Recap.</p>	<p>5.a. No action taken</p>
<p>6. Streetscape Improvements & Venues</p> <p>a. Piazza Costanza Update/ Chris</p> <p>b. Little Italy Venues / Curt</p> <p>i. Summer Goddess Market/ Curt</p> <p>ii. Panches in the Piazza/ David Rodger</p>	<p>6.a. Chris gave an update on Piazza Costanza.</p> <p>The dedication will take place on November 28, 2023 at 10:00am on the corner of Ash and Columbia.</p> <p>Columbia Street will be closed between Beech and Ash. SDSU Marching band will perform in honor of Midge Costanza.</p> <p>6.b. Curt Brooker gave an update on Little Italy Venues.</p> <p>6.i. Curt shared that the Summer Goddess Market booked another date for Sunday, December 10, 2023.</p> <p>They are also interested in scheduling dates in 2024; Curt will follow up with more information.</p> <p>6.ii. David reported that Panches in Piazza was a great event. He thanked the community for their support.</p> <p>Brijet Myers asked for an update on Bella Vita. 10/21-10/22</p> <p>The event is a celebration of Italian Culture, Featuring Chalk Art, Wine, Food, Music and More. It will take place on 10/21-10/22.</p> <p>Luke Vinci announced that Father Joe will be performing the Blessing of Animals next</p>	<p>6.a. No action taken</p> <p>6.b. No action taken</p> <p>6.i. No action taken</p> <p>6.ii. No action taken</p>

	<p>year on October 4, 2024. More information to follow.</p> <p>Perry Meyer announced that Meyer Fine Arts will be holding a Vintage Poster Show in November until the end of the year.</p>	
7. Old Business	7. Nothing to report.	7. No action taken
8. Adjournment	8. Meeting Adjourned	8. Danny Mocerì moved to adjourn the meeting Annette Casemero 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.

4:20 PM
10/17/23
Accrual Basis

Little Italy Association of San Diego
Casino di Piazza Profit & Loss (Detail)
July 2023 through June 2024

Type	Date	Source Name	Memo	Amount
Income				
PROGRAM INCOME				
LIA Board Give or Get				
Invoice	08/28/20	Casino de Pi...	2023 Casino di Piazza - Silver L...	1,000.00
Depo...	09/13/20		Joe Cordileone	130.00
Depo...	09/13/20		Bryan Thompson	250.00
Total LIA Board Give or Get				1,380.00
Admission				
Invoice	10/01/20	Casino de Pi...	Purple Pass Ticket Sales	13,730.00
Total Admission				13,730.00
Sponsors				
Invoice	09/26/20	Casino de Pi...	2023 Casino di Piazza - Gold L...	2,500.00
Total Sponsors				2,500.00
Ticket sales				
Depo...	09/13/20		Ticket Sales, Chip Sales, Bever...	2,467.76
Depo...	09/18/20		Ticket Sales, Beverage Sales, ...	2,026.00
Total Ticket sales				4,493.76
Total PROGRAM INCOME				22,103.76
Total Income				22,103.76
Gross Profit				22,103.76
Expense				
PROGRAM EXPENSE				
Banners / Flags				
Bill	09/01/20	T's & Signs	Cable for Casino Di Piazza Ban...	647.06
Bill	09/18/20	T's & Signs	8 Coroplastic Signs	304.50
Total Banners / Flags				951.56
Beer & Wine				
Bill	09/18/20	Nick Zawadzki	Wine	930.00
Total Beer & Wine				930.00
Catering Expense				
Check	08/15/20	Chef Giselle ...	Caterer for 9/15/23 Event	2,020.31
Bill	09/01/20	Del Road, LLC	Little Italy Casino Night event 9/...	5,048.84
Check	09/08/20	Chef Giselle ...	Caterer for 9/15/23 Event	2,020.31
Check	09/13/20	Little Italy M...	Alcohol	1,406.33
Total Catering Expense				10,495.79
Entertainment				
Bill	08/09/20	Black Tie Ca...	Casino Tables for event	5,100.00
Check	08/22/20	The Bash		250.00
Check	09/06/20	Raphael Bati...	Violinist - Casino Di Piazza	600.00
Check	09/07/20	Black Tie Ca...		2,550.00
Check	09/08/20	Serenade Ev...	Serenade Events Guitar	517.50

4:20 PM
10/17/23
Accrual Basis

Little Italy Association of San Diego
Casino di Piazza Profit & Loss (Detail)
July 2023 through June 2024

Type	Date	Source Name	Memo	Amount
Bill	09/14/20	Chris Gomez	Soo Kim Entertainment	250.00
Check	09/14/20	Serenade Ev...	Serenade Events Guitar	207.00
Bill	09/17/20	Chris Gomez	Soo Kim Entertainment	100.00
Depo...	10/17/20		Refund on overpayment	-2,550.00
Total Entertainment				7,024.50
Public Relations				
Bill	08/07/20	Olive Public ...	Casino De Piazza	500.00
Total Public Relations				500.00
Program Operations				
Bill	09/15/20	Carlos Hern...	Staffing for Casino Di Piazza Ev...	342.30
Check	09/20/20	San Diego C...	Wash Tablecloths	6.50
Check	09/20/20	Square Inc.	Test Square service for Casino ...	10.00
Total Program Operations				358.80
Program Supplies				
Check	08/22/20	Amazon.com	Raffle Tickets	12.88
Check	08/22/20	Amazon.com	Wristbands/ Misc Supplies	427.09
Check	08/24/20	Amazon.com		68.50
Check	09/06/20	Dollar Tree ...		40.32
Check	09/06/20	GWLinens		140.93
Check	09/07/20	Amazon.com		40.38
Check	09/08/20	Amazon.com		186.30
Check	09/09/20	Amazon.com		36.96
Check	09/09/20	Amazon.com		101.75
Check	09/09/20	Amazon.com		177.84
Check	09/11/20	The UPS St...		88.46
Check	09/12/20	Restaurant ...		64.44
Check	09/12/20	Smart & Final	Refreshments for Casino Di Pia...	146.35
Bill	09/14/20	Nick Angulo	Smart & Final	284.96
Bill	09/14/20	Nick Angulo	Costco	18.45
Bill	09/14/20	Nick Angulo	Smart & Final Return	-96.87
Check	09/17/20	Amazon.com		11.85
Depo...	09/19/20	Smart & Final	Refreshments for Casino Di Pia...	-39.90
Depo...	09/21/20	Amazon.com	Deposit	-11.85
Total Program Supplies				1,698.84
Security Services				
Bill	08/22/20	Titanium Se...		290.00
Total Security Services				290.00
Total PROGRAM EXPENSE				22,249.49
Total Expense				22,249.49
Net Income				-145.73



TRICK-OR-TREAT ON INDIA STREET

LOCATION // Piazza della Famiglia and throughout Little Italy

DATE // Sunday, October 29, 2023

TIME // 5:30pm to 7:30pm

We are welcoming back our favorite Halloween tradition, Trick-or-Treat on India Street! On Sunday, October 29th from 5:30pm to 7:30pm. Little ghouls and goblins of all ages are encouraged to dress up in their best costumes and enjoy an evening of authentic trick-or-treating with their families. Little witches and monsters will be able to stop door-to-door and get delicious Halloween treats and candy from participating Little Italy businesses along the historic India Street.

Maps of participating businesses will be available as the trick-or-treat fun happens at the Piazza della Famiglia on India and W. Date Street. You won't want to miss out on this year's fun!

SPONSORSHIP LEVELS

- **Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- **Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- **Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.



Trick-or-Treat on India Street

SPONSORSHIP LEVELS

Check one of the options below.

- Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

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.



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

INCOME		Amount
	Presenting Sponsor	
Filippi's Pizza Grotto	Gold Sponsor	\$1,000
Jeri Keiller	Bronze Sponsor	\$500
Batta Fulkerson	Gold Sponsor	\$2,000
TOTAL INCOME		\$3,500
EXPENSES		Amount
Permits		
City of San Diego	Street Closure Permit & Police/Fire Services	\$0
Marketing/Promotions		
T's & Signs	50 Posters & 2,000 Postcard Fliers	
Paul Nestor	Photographer	\$500
Props/Décor & Equipment		
T's & Signs	Nightmare Before Christmas Backdrop	\$500
LIA	Poles and Bases, Bike Racks (shrubs)	
Amazon	Spooky Pennant Flags	\$16
TBD	4 x 8-Foot Poles and Bases	
LIA	Participating Businesses Maps	
Office Depot	Map Paper & Cutting	
Michaels	Wreath and Garland	\$698
Amazon	Wreath Decor	\$304
Amazon	Lighted Foam Sticks	\$92
TBD	Candy	
TOTAL EXPENSES		\$2,110
VARIANCE		\$1,390



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

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.



Little Italy Tree Lighting & Christmas Village

10/17/2023

Saturday, December 2, 2023 / 4:00pm-8:00pm

INCOME

Sponsorships	Donor/Company	Level	2023
	SYSCO	Platinum	\$10,000
	SDCM (Camino Riviera & KEX)	Gold	\$5,000
	Filippi's Pizza Grotto		\$1,000
TOTAL INCOME			\$16,000

EXPENSE

Service	Vendor	Purpose	Cost
Permit	City of San Diego	Street Closure Permit & Late Fee	\$0
	City of San Diego	Traffic Control, PD, Tow	\$2,768
Printing/Graphics	T's & Signs	Street Spanning Banner Update & Toy Drive: 35 Posters	
Rentals	Hudson Safe-T Lite	Barricades (33 Non-Lit)	
	Voice & Video	LED Lights for Stage, Sound Package & Tech	\$5,000
	Safiro Portable Restrooms	Refresh: 1 ADA, 1 ADA Sink New: 1ADA, 6 Regular, 1 ADA Sink, 2 Regular Sinks	
	SD Lighting Guys	Decorate PdF Tree	
Services	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	
Entertainment	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	
Acquisition	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
Amortization	Joshua Hubert	Aurora Tree (2-Years Remaining)	
	Luis Vargas	New Tree Frame (1.5-Years Remaining)	
TOTAL EXPENSES			\$14,466

VARIANCE	\$1,534
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LIA DI&P Meeting PR Agenda Friday, October 20, 2023

PITCHING

Recap

Italian Heritage Concert (Media Alerts)
Trick-or-Treat on India St (Short Leads)
Piazza Costan

Upcoming Focus

Trick-or-Treat on India St (Media Alerts)
Little Italy Tree Lighting & Christmas Village (Short Leads)

WRITING

Recap

San Diego Downtown News October
Little Italy Tree Lighting & Christmas Village (Long Leads)
Small Business Season (Long leads)
Piazza Costanza

Upcoming

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

Italian Heritage Concert

SECURED COVERAGE

- **10/10 secured newsletter coverage in SD Today**
 - newsletter features the first ever Italian Heritage Concert in Little Italy featuring world-renown Pop Opera singer, Nick Palance
- **10/4 secured online coverage on There San Diego**
 - article features the first ever Italian Heritage Concert in Little Italy featuring world-renown Pop Opera singer, Nick Palance
- **10/4 secured newsletter coverage in DoSD**
 - newsletter features the first ever Italian Heritage Concert in Little Italy featuring world-renown Pop Opera singer, Nick Palance

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

SECURED COVERAGE

- **10/16 secured online coverage on San Diego.com**
 - Halloween roundup features Trick-or-Treat on India Street including information on the event.
- **10/16 secured online coverage on Patch**
 - article features Trick-or-Treat on India Street including information on the event.
- **10/16 secured online coverage on Patch**
 - Halloween roundup features Trick-or-Treat on India Street including information on the event
- **10/13 secured online coverage on Locale Magazine**
 - Halloween roundup features Trick-or-Treat on India Street including information on the event
- **10/13 secured online coverage on There San Diego**
 - Halloween roundup features Trick-or-Treat on India Street including information on the event
- **10/9 secured online coverage on SD Today**
 - article features Trick-or-Treat on India Street including information on the event.
- **10/9 secured newsletter coverage on SD Today**
 - Halloween roundup features Trick-or-Treat on India Street including information on the event
- **10/9 secured online coverage on Times of San Diego**
 - Halloween roundup features Trick-or-Treat on India Street including information on the event
- **10/5 secured online coverage on San Diego Magazine**
 - Halloween roundup features Trick-or-Treat on India Street including information about the spooky event.
- **10/5 secured online coverage on News Break**
 - Syndicated San Diego Magazine Halloween roundup that features Trick-or-Treat on India Street including information about the spooky event.
- **10/2 secured online coverage on La Jolla Mom**
 - family-friendly Halloween roundup features Trick-or-Treat on India Street mentioning details about the event.
- **10/2 secured online coverage on San Diego Sun**
 - article features Trick-or-Treat on India Street as a fun Halloween activity to with family in the downtown area
- **9/29 secured online coverage on I5 Exit Guide**
 - article featured Trick-or-Treat on India Street for some Halloween family fun in San Diego
- **9/29 secured online coverage on Axios San Diego**
 - newsletter highlighted the Little Italy Mercato including details of the farmers market.
- **9/27 secured print coverage in San Diego Family Magazine**
 - The article features Trick-or-Treat on India Street as a fun Halloween event to attend in October.
- **9/27 secured online coverage on San Diego Family Magazine**
 - The article features Trick-or-Treat on India Street as a fun Halloween event to attend in October.
- **9/25 secured print coverage in San Diego Magazine**

- The article features Trick-or-Treat on India Street as a fun Halloween event to attend in October.
- **9/25 secured online coverage on San Diego Magazine**
 - The article features Trick-or-Treat on India Street as a fun Halloween event to attend in October.
- **9/20 secured online coverage on Modern Luxury**
 - Halloween roundup includes Trick-or-Treat on India Street including details such as attendees can dress up and stop by participating businesses to receive candies and treats

Other

SECURED COVERAGE

- **10/12 secured online coverage on Discovering Hidden Gems**
 - article features the Little Italy Mercato as a fun thing to do in San Diego this November.
- **10/12 secured print coverage in SD Downtown News**
 - contributed article mentions how to celebrate Italian Heritage Month as well as the upcoming Trick-or-Treat on India Street event coming up.
- **9/28 secured print coverage in Arrived Magazine**
 - The article highlights the Little Italy Mercato, which was ranked among the top 10 farmers markets in the US, as a fun activity to do in the fall. Little Italy was also highlighted in another article titled "Downtown," which detailed the neighborhood and what visitors can expect when they stop by.

Organic

- **10/4 received online coverage on The San Diego Union Tribune**
 - article features the Little Italy neighborhood including details of its past and fun facts

Social Media

Highlights / Recap

Gained 1,628 total new followers on all platforms

Earned over 1M total impressions



Garnered over 25K total engagements

Trick-or-Treat on India Street Facebook event page has 3212 responses

Upcoming

- Continue to promote upcoming events

Analytics (Last 30 days as of Oct 16)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	1365	92682	15608	290091
 Little Italy	147	96128	9786	711585

TikTok

- Followers: **909**
- Likes: **1829**

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Sep 25, 2023 · Little Italy

Wander through the charming streets and you'll instantly know why we're...

📢 Reach	14,175
👤 Engaged users	451
🖱️ Clicks	0
🖱️ Other clicks	178
Engagement rate per reach	3.2%
Engagement rate per impression	3.2%



Oct 8, 2023 · Little Italy

Fall is in the air, and Little Italy is dressed in its autumn best! 🍂 Gra...

📢 Reach	13,234
👤 Engaged users	295
🖱️ Clicks	25
🖱️ Other clicks	68
Engagement rate per reach	2.2%
Engagement rate per impression	2.2%



Sep 22, 2023 · Little Italy

Mark your calendars for Bella Vita Fest: a celebration of Italian culture...

📢 Reach	9,394
👤 Engaged users	323
🖱️ Clicks	158
🖱️ Other clicks	53
Engagement rate per reach	3.4%
Engagement rate per impression	3.4%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Sep 23, 2023 · Little Italy San Diego

It's the first day of fall & we're embracing all the festive, spooky...

📢 Reach	127,042
💬 Comments	33
❤️ Likes	8,101
📌 Saves	3,227
📊 Engagement	17,707
Engagement rate per reach	13.9%
Engagement rate per impression	13.2%



Sep 26, 2023 · Little Italy San Diego

Wander through the charming streets and you'll instantly know why we're...

📢 Reach	25,790
💬 Comments	35
❤️ Likes	2,171
📌 Saves	131
📊 Engagement	2,607
Engagement rate per reach	10.1%
Engagement rate per impression	9.9%



Oct 2, 2023 · Little Italy San Diego

Happy Italian-American Heritage and Culture Month! 🇮🇹❤️ Join us on...

📢 Reach	4,505
💬 Comments	3
❤️ Likes	340
📌 Saves	10
📊 Engagement	377
Engagement rate per reach	8.4%
Engagement rate per impression	7.7%

Piazza Costanza Profit & Loss Report

As of 10/13/2023

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	
Legacy Digital	Digitization of Videos and Audio	\$155.00	
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	\$26,356.85	

DEDICATION CEREMONY

Vendor	Item	Cost	
City of San Diego	Street Closure Permit & Police/Fire Services	\$1,000.00	\$7,249.88
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	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	
TBD	Rental Equipment		

SUBTOTAL WITHOUT RESERVE	\$126,784.27
PROJECT TOTAL	\$153,141.12

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

LONG-TERM MAINTENANCE & REPLANTING SUBTOTAL	\$22,040.00
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INCOME

Donor	Level	Amount	
Senator Toni Atkins	State Grant	\$55,000.00	
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	\$2,500
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

INCOME TOTAL	\$193,000.00
VARIANCE	\$39,858.88



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

Margaret Midge Costanza



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