



## Little Italy Association of San Diego – DISI Committee

Friday, April 8, 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 March 4, 2022 Minutes

*Action Item*

**P. 4-7**

### 5. Confirmed Events

- a. Little Italy Mercato & Wednesday Market
- b. RemedyRX Red Cross Blood Drive
- c. Mission Federal ArtWalk

Every Sat. & Wed.  
Sat., 4/16  
Sat. & Sun.,  
4/30 & 5/1

**P. 8**

**P. 9**

### 6. New Events, Promotions, Fundraising & Councils

- a. Olive Creative Strategies
  - i. Coverage Recap
- b. iSwirl Technologies Presentation & Proposal
- c. LittleItalySD Trademark - \$750

*Action Item*

*Action Item*

**P. 10-14**

**P. 15-23**

### 7. Streetscape Improvements & Venues

- a. Little Italy Venues
- b. Piazza Giannini Bronze Work – Update
- c. Ben Hur Advertising – Update

### 8. Chief Executive Administrator Report

### 9. Other

### 10. 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](mailto:mail@littleitalysd.com) ▪ Website: [www.littleitalysd.com](http://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. San Diego Hospitality Associates Tours
- b. FuseEvents Proposal: Italian Heritage Concert Series
- c. Public Art Task Force
- d. Donor Opportunities Guide
- e. Piazzas & Quasi-Public/Public Spaces
- f. Little Italy Restaurant, Retail & Hotel Councils
- g. Little Italy State of the Neighborhood
- h. Little Italy Casino Night Task Force

## 11. Adjournment

*Action Item*

**12. Next Meeting: First 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](mailto: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 – DISI Committee

Friday, March 4, 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, Davis Newton, Steve Galasso, Lou Palestini, Curt Brooker, Susan Ranft, Perry Meyer, Kathi Meyer, Joe Cordileone, Annette Casemero, Tanya Myers, Alice Vilafania

**Staff** Christopher Gomez, Dianne Serna De Leon, Larisa Medina, Alicia Douglas, Cree Jones, Dominic Li Mandri

#### 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. Chris 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. Kathi Meyer moved to accept the vote to continue meeting via Zoom. Danny Mocerri seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Chris reported that he lights on India, Kettner, Cedar and Date have been changed to blue and yellow in support of Ukraine. We will also be putting out street spanning flags.	3. No action taken
4. Approval of February 4, 2022, minutes.	The minutes from February 4, 2022, were reviewed.	4. Steve Galasso moved to accept the Minutes. Perry Meyer seconded the motion. Unanimously approved.

<p>5. Confirmed Events</p> <p>a. Little Italy Mercato &amp; Wednesday Market</p> <p>b. San Diego Stickball Tournament</p> <p>c. Remedy Rx Red Cross Blood Drive</p> <p>d. Mission Federal ArtWalk</p> <p>e. Marine Band San Diego Summer Concert</p> <p>f. First Responder's "It's Sauce, Not Gravy" Marinara Cook-Off</p>	<p>5.a. Alicia Douglas gave an update on the Little Italy Mercato.</p> <p>5.b. Chris reported that there were some minor issues with traffic control during the Stickball Tournament. These issues will be addressed before the next tournament in September.</p> <p>5.c. Chris reported that the Remedy Rx Blood Drive will take place on Saturday, April 16, 2022. They are hoping to exceed their goal of 18 units.</p> <p>5.d. Curt Brooker reported that Mission Federal ArtWalk will take place on April 30 -May 1, 2022. Street close dates and times are on page 34.</p> <p>5.e. Chris reported that Steve Galasso was able to secure \$2,500 from US Bank to underwrite the Marine Band Summer Concert.</p> <p>5.f. Chris reported that the First Responder's will not have their cook-off this year due to the pandemic.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p> <p>5.f. No action taken</p>
<p>6. New Events, Promotions, Fundraising &amp; Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage recap</p> <p>b. Fuse Events Proposal: Italian Heritage Concert Series</p>	<p>6.a. Larisa Medina gave an update on Olive Creative Strategies.</p> <p>6.i. Cree Jones gave a coverage recap on social media coverage.</p> <p>March is Woman's History Month. Chris thanked all the women who serve on the Board as well as all the women-owned businesses, for all they do.</p> <p>6.b. Curt shared the Fuse proposal for Italian Heritage Concert Series. It will be a ticketed event on Sunday evenings in October.</p>	<p>6.a. No action taken</p> <p>6.i. No action taken</p> <p>6.b. No action taken</p>

<p>c. Ben Hur Advertising</p>	<p>6.c. Chris reported that Capitol Outdoor would like to pay LIA \$12,000 annually for facilitation and allowance to install an advertising sign over the Ben Hur painting on the side of 800 West Ivy Street building.</p> <p>Steve Galasso asked to table this request until the building owner has been made aware.</p>	<p>6.c. No action taken</p>
<p>d. iSwirl Technologies Proposal</p>	<p>6.d. Chris shared information about the iSwirl point system. It's a business endorsement program where 25% of the revenues will go to the Association.</p> <p>Steve Galasso asked for more information before proceeding.</p>	<p>6.d. No action taken</p>
<p>e. The Great San Diego Scavenger Hunt</p>	<p>6.e. Chris shared information about the Great San Diego Scavenger Hunt on pages 30 -33. The event will take place on May 21, 2022, from 8:00m-6:00pm, highlighting the Business Districts. They would like LIA to participate.</p>	<p>6.e. Davis Newton moved to approve LIA's participation in the event. Steve Galasso seconded the motion. Unanimously approved.</p>
<p>f. San Diego Police &amp; Fire Fees for Special Events Increase</p>	<p>6.f. Chris gave an update on SD Police and Fire fees for special events. The increases have been delayed over a 4-year period, rather than 3 years. However, traffic control and event officers are increasing about 75%.</p>	<p>6.f. No action taken</p>
<p>7. Streetscape Improvements &amp; Venues</p> <p>a. Little Italy Venues</p> <p>b. San Diego Hospitality Associates Tours</p>	<p>7.a. Curt gave an update on Little Italy Venues.</p> <p>7.b. Chris reported that Anthony Davi from San Diego Hospitality Associates Tours will begin tours in April 2022.</p>	<p>7.a. No action taken</p> <p>7.b. No action taken</p>
<p>8.Chief Executive Administrator Report</p>	<p>8. Nothing to report</p>	<p>8. No action taken</p>
<p>9. Other</p>	<p>9. Chris announced that the Trusted Housesitters shade structure was installed at the dog park and the</p>	<p>9. No action taken</p>

	remaining funds will be used to complete the electrical.	
10. Old Business	10. Davis Newton asked to combine the Vici and LIA Casino Night.	10. No action taken
11. Adjournment	11. Meeting Adjourned.	11. Danny Moved to adjourn the meeting Annette Casemero seconded the motion. Unanimously approved.
12. Next Meeting	12.The Next Meeting will be on Friday, April 8, 2022, Friday of the month at 9:00 a.m., via Zoom.	12. No action taken

Minutes taken by: Dianne T. Serna De León, Staff.



SCAN ME

Sign-Up for Appointment at RemedyRX.com

First Annual Little Italy San Diego

# BLOOD DRIVE

remedy



Saturday, April 16th • 10am-4pm  
Remedy Holistic Pharmacy  
(320 West Cedar Street, Suite 103)

Gift bags provided for donors with gifts from Brazilia Skincare, Pappalecco, Queenstown Public House, Remedy and San Diego Docs

COVID antibody levels analyzed and provided to donors

Cannolis provided by Nonna + Zucchero after donating





**STREET CLOSURE DATES & TIMES**

**Thurs. 4/28 @ 7am - Mon. 5/2 @ 11am:**  
 W. Fir from Kettner to India  
 W. Date from Columbia to State  
 W. Cedar from Kettner to India  
 W. Beech from Kettner to Columbia

**Fri. 4/29 @ 7am - Mon. 5/2 @ 3pm:**  
 W. Cedar from India to Columbia

**Fri. 4/29 @ 7am - Sun. 5/1 @ 11:59pm:**  
 W. Fir from India to Columbia  
 W. Date from Kettner to India  
 W. Date from State to Union  
 W. Cedar from Columbia to State  
 W. Beech from Columbia to State

**Fri. 4/29 @ 9pm - Sun. 5/1 @ 11:59pm:**  
 India St. from W. Grape to W. Ash  
 Fir St. from Columbia to State

**LITTLE ITALY MERCATO (SEPARATE EVENT)**

**Sat. 4/30 from 5:30am - 4:00pm**  
 W. Beech from State to Front  
 W. Cedar from State to Front

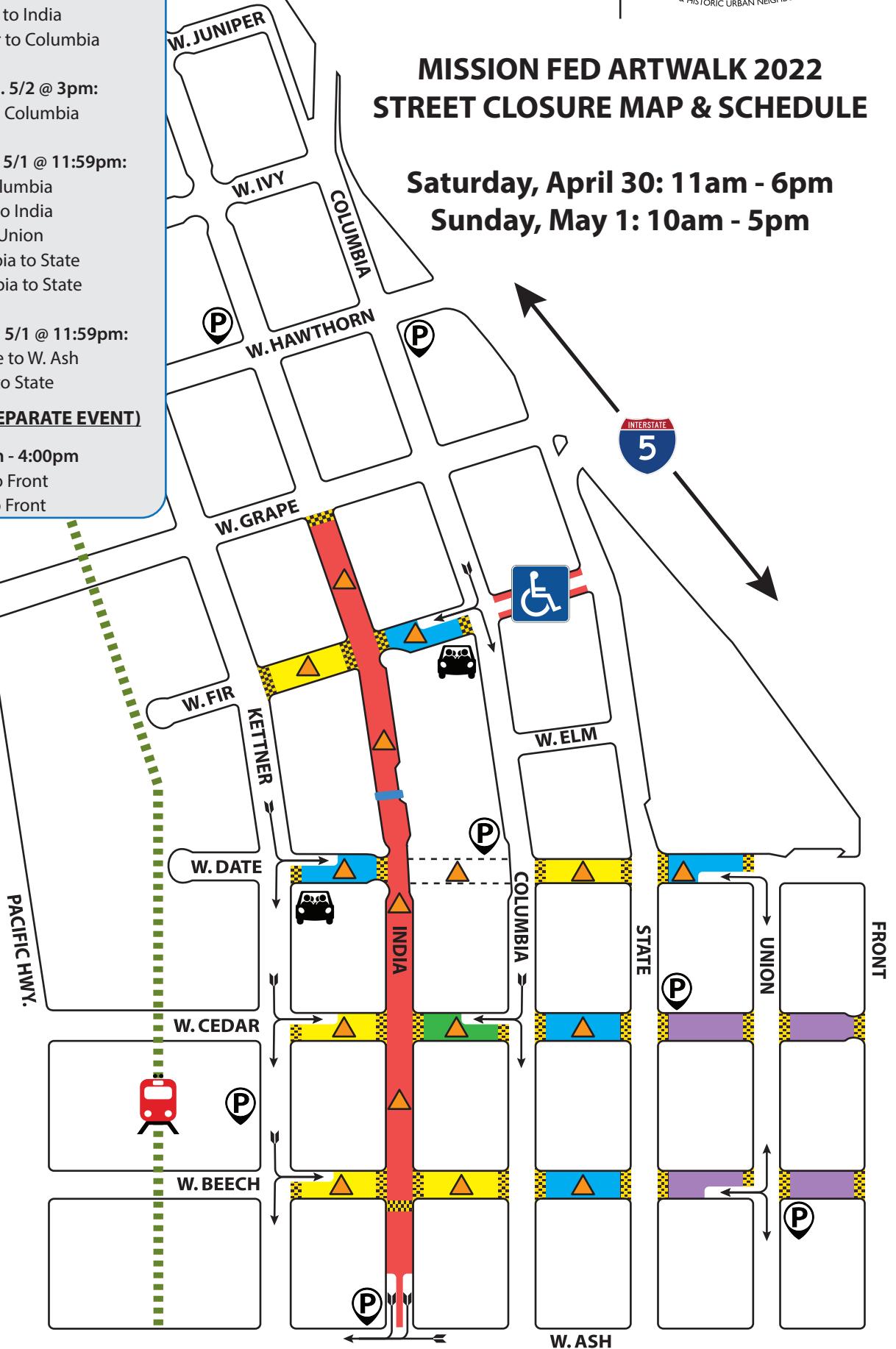
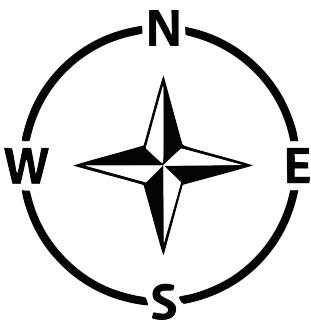


**MISSION FED ARTWALK 2022  
 STREET CLOSURE MAP & SCHEDULE**

**Saturday, April 30: 11am - 6pm**  
**Sunday, May 1: 10am - 5pm**

**LEGEND**

- ArtWalk Booths
- Driveway Access (One-way Street)
- Driveway Access (Two-way Street)
- Handicap Parking Only
- Hard Street Closure
- Public Parking
- Rideshare Pickup/ Drop-Off





**LIA DISI Meeting**  
**PR Agenda**  
 Friday, April 8, 2022

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**PITCHING**

**Recap**

- RemedyRX Blood Drive (Short Leads)
- Taste of Little Italy (Long Leads)
- Female-owned Business Roundup (Short Leads)

**Current/Upcoming Focus**

- Celebrating Easter in Little Italy
- Summer Events Roundup - Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival (Long Leads)
- RemedyRX Blood Drive (Short Leads)
- Taste of Little Italy (Long Leads)
- Celebrating Mother's Day in Little Italy (Short Leads)

**BLOGS**

**Current**

- Celebrating Women's History Month in Little Italy

**Upcoming**

- Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk

**WRITING**

**Recap**

- Celebrating Easter in Little Italy
- Summer Events Roundup (Long Lead)
- March Blog #1 | Celebrating Women's History Month in Little Italy
- San Diego Downtown News April | Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk

**Upcoming**

- Celebrating Mother's Day in Little Italy
- Top 10 Things to do in Little Italy This Summer (National)
- April Blog #1 | Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk
- San Diego Downtown News May | Mother's Day in Little Italy

**Little Italy Neighborhood Blood Drive**

**SECURED COVERAGE**

- **3/14 secured online coverage in Patch San Diego**
  - Article included details regarding the blood drive and where donors can sign up ahead of time
- **3/14 secured online coverage in THERE San Diego**
  - Article included details regarding the blood drive and where donors can sign up ahead of time

#### **SECURED INTEREST**

- **Presidio Sentinel**
  - Secured inclusion in the April issue of Presidio Sentinel

#### **Female-Owned Business Roundup Short Leads**

- **3/4 secured online coverage in News Break**
  - Article included roundup of female-owned businesses to support in Little Italy during Women's History Month
- **3/4 secured online coverage in THERE San Diego**
  - Article included roundup of female-owned businesses to support in Little Italy during Women's History Month
- **3/4 secured online coverage in San Diego Downtown News**
  - Chris Gomez' article included female-owned businesses to support during Women's History Month
- **3/4 secured print coverage in San Diego Downtown News**
  - Chris Gomez' article included female-owned businesses to support during Women's History Month

#### **Valentine's Day in Little Italy (Short Leads)**

##### **SECURED COVERAGE**

- **2/31 secured broadcast coverage in KSDY-TV**
  - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/30 secured broadcast coverage in KSDY-TV**
  - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/29 secured broadcast coverage in KSDY-TV**
  - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/25 secured broadcast coverage in KSDY-TV**
  - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/24 secured broadcast coverage in KSDY-TV**

- Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/23 secured broadcast coverage in KSDY-TV**
  - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long

### Other

#### **SECURED COVERAGE**

- **3/29 secured online coverage in Big AZ Media**
  - Article included Little Italy as one of the top 10 things to do while traveling to San Diego
- **3/27 secured online coverage in Tiny Beans**
  - Article included the Little Italy Saturday Mercato as a go-to event for the last weekend of March
- **3/11 secured print coverage in WHERE Traveler**
  - Spring issue included Little Italy as one of the top neighborhoods to visit in San Diego

### Organic

#### **COVERAGE**

- **3/31 online coverage in SFGate**
  - Article included Little Italy as one of the 7 best neighborhoods in San Diego
- **3/13 online coverage in Money Inc**
  - Article included Little Italy as a must-visit neighborhood in their list of 20 best things to do in San Diego
- **3/11 online coverage in ABC 10**
  - Article included video from police body cam's regarding the eviction gone wrong in Aqua Vista. This piece was picked up by every local outlet and syndicated nationally on some websites
- **3/9 online coverage in ABC 10**
  - Article included footage of a fight that broke out on the freeway close to Little Italy. This piece was picked up by every local outlet
- **3/8 online coverage in FOX 5**
  - Article included information regarding the identity of the man that was found dead on the sidewalk in February. This piece was picked up by every local outlet
- **3/3 broadcast coverage in ABC 10**
  - Segment included an interview with a local Little Italy resident regarding the eviction notice gone wrong in Aqua Vista. Resident spoke highly of the neighborhood and how calm it actually is
- **3/1 online coverage in San Diego Union-Tribune**
  - Article included the newest announcement on the vendor ordinance and mentioned Little Italy as one of the neighborhoods that will benefit from this crack down. This piece was picked up by every local outlet.

## Social Media Statistics: March 2022

### Highlights / Recap

- Hotels Reel on IG performed exceptionally well with 27K views & over 1.2K engagements
- Gained over 1.8K new followers across all platforms
- Created Blood Drive Facebook event page
- Completed two influencer giveaways (over 4.2K entries)

### Upcoming


- Creating original Reels / TikTok videos
  - National Beer Day
  - Bocce 101
  - Firehouse Museum

### Analytics

- **Instagram**
  - Followers: **87,326** (+1,700)
  - Impressions: **314K**
  - Engagements: **7.4K**
- **Facebook**
  - Fans: **90,579** (+59)
  - Impressions: **1.7M**
  - Engagements: **26K**
- **TikTok**
  - Followers: **110** (+80)
  - Likes: **143**
- **Twitter**
  - Followers: **8,708** (+20)
  - Engagements: **90**

**Top Performing Posts:**


**Instagram**



Mar. 13 2022

**Did you know? San Diego's Little Italy dates all t...**


📶 Reach	14K
💬 Comments	5
❤️ Likes	704
📌 Saved	19
📊 Engagement	728



Mar. 26 2022

**You know that feeling of pure bliss when you're di...**

📶 Reach	18K
💬 Comments	15
❤️ Likes	682
📌 Saved	10
📊 Engagement	707




Mar. 20 2022

**The first day of spring is here! Nothing is ...**

📶 Reach	9.8K
💬 Comments	12
❤️ Likes	634
📌 Saved	13
📊 Engagement	659


**Facebook**



Mar. 13 2022

**Did you know? San Diego's Little Italy dates all t...**


📶 Reach	13K
📊 Engaged Users	690
👁️ Clicks	109
👁️ Other clicks	368



Mar. 2 2022

**Today we honor Ash Wednesday, a Catholic holy**

📶 Reach	9.9K
📊 Engaged Users	300
👁️ Clicks	39
👁️ Other clicks	81




Mar. 30 2022

**Frozen treats galore!**

📶 Reach	7.9K
📊 Engaged Users	186
👁️ Clicks	90
👁️ Other clicks	85


**Twitter**



Mar. 13 2022

**Did you know? San Diego's Little Italy dates all t...**


❤️ Likes	23
🔄 Retweets	5
📊 Engagement	28



Mar. 17 2022

**Wishing you all a happy (and lucky) St. Patrick's ...**

❤️ Likes	14
🔄 Retweets	1
📊 Engagement	15



Mar. 30 2022

**Frozen treats galore! Paletas are a Mexican fr...**

❤️ Likes	13
🔄 Retweets	1
📊 Engagement	14

15  
*Thank you!*

**GET CASH-BACK AND A DONATION  
TO YOUR FAVORITE CHARITY TODAY!\***

\*Visit [TigersShare.com](http://TigersShare.com) for details.



**Scan this QR code to get started.**



**HOW TO REGISTER:**

Please scan the code to complete your one-time registration.

Here you can

**CHOOSE YOUR FAVORITE CHARITY**



tell us where to send your  
**CASH-BACK REWARDS.**

**TIGERS** *Share*

 [TIGERSshare.com](http://TIGERSshare.com) •  [facebook.com/iSwirlTechnologiesTIGRSUSA](https://facebook.com/iSwirlTechnologiesTIGRSUSA)

POWERED BY  iSwirl Technologies



# WHAT NOW?

SELL, GIVE, RECEIVE, REPEAT.



## 1. DO WHAT WORKS



Many well-respected, community-oriented organizations share the same customers as you.



These community pillars want to help you reboot your business by directing their supporters and network to **buy** from you.



Use **TIGERS Share Universal Rewards Solution** to achieve this.



Cooperation has always worked in the past and will continue work now.



Limited royalty-earning founding merchant spots for high-volume locations are available in your area. Contact us as soon as possible to secure your spot.

### NATIONAL

Each national brand has a distribution reach of 50–100 million



### REGIONAL

Each regional brand has a distribution reach of 1–2 million



### LOCAL

Each local brand has a distribution reach of 10,000–25,000



## 2. REWARD YOUR CUSTOMERS



Use **TIGERS Share** to reward them for showing up and completing a purchase with you.



Every transaction completed in the **TIGERS Share Universal Rewards Solution** creates cash-back for our members and a donation for the charity of the member's choice.



These acts of kindness will be used to promote you on social media.



YOU set the minimum sale amount and YOU set the reward amount.



Call, email, or text to schedule a call, Zoom chat or in person meeting to attract millions of new and loyal customers from your community.

1 (619) 993-8668  
steph.groce@tigersshare.com

Please join us at our next retailer information meeting at \_\_\_\_\_

# TIGERS Share

TiGeRSshare.com | facebook.com/iSwirlTechnologiesTiGRSUSA

POWERED BY iSwirl Technologies





Please find below a proposal for **Little Italy San Diego**. **TIGERS Share** can provide:

1. **A brand new passive revenue stream.**
2. **New and loyal supporters.**
3. **Social media promotions on a daily basis.**
4. **Passive donations for the charity or foundation of your choice.**
5. **Global data analytics.**



## 1. PASSIVE PROFIT

You can receive transactional royalties based on your distribution, retailer introduction, and willingness to champion this goodwill solution.

PROJECTIONS FOR OWN DISTRIBUTION	
<b>15,000 members</b>	\$288,000 per year in passive royalties
<b>30,000 members</b>	\$576,000 per year in passive royalties
<b>45,000 members</b>	\$864,000 per year in passive royalties

PROJECTIONS FOR CONNECTOR ROYALTIES	
<b>50,000 members</b>	\$480,000 per year in passive royalties
<b>100,000 members</b>	\$960,000 per year in passive royalties
<b>200,000 members</b>	\$1.92 million per year in passive royalties

TOTAL PERPETUAL ROYALTY PROJECTION FOR YOU	
<b>3 YEARS</b>	\$4.6 million in royalties
<b>5 YEARS</b>	\$7.68 million in royalties
<b>7 YEARS</b>	\$10.75 million in royalties

You will receive a transactional royalty of 4% of the retailer reward on all accounts founded by your distribution.

You will also be granted a 2% connector royalty on all transactions completed by all member codes distributed throughout your network of influence.

Our existing running platform in Canada has proven the average rewards transaction is \$4, and the average member will use their member code at participating merchants 10 times per month.

# TIGERS *Share*

[TiGeRSshare.com](http://TiGeRSshare.com) | [facebook.com/iSwirlTechnologiesTiGRSUSA](https://facebook.com/iSwirlTechnologiesTiGRSUSA)

POWERED BY  iSwirl Technologies



## 2. NEW & LOYAL SUPPORTERS

Many well-respected, community oriented organizations are joining the Gratitude Movement. We have secured distribution of our unique Gratitude Rewards Cards through these like-minded community pillars. All supporters and constituents of these amazing organizations will be encouraged to buy from **TIGERS Share** accepting retailers. We would love to send these members to support you.

### NATIONAL

Each national brand has a distribution reach of 50–100 million



### REGIONAL

Each regional brand has a distribution reach of 1–2 million



### LOCAL

Each local brand has a distribution reach of 10,000–25,000



# TIGERS Share

[TiGeRSshare.com](http://TiGeRSshare.com) | [facebook.com/iSwirlTechnologiesTiGRSUSA](https://facebook.com/iSwirlTechnologiesTiGRSUSA)

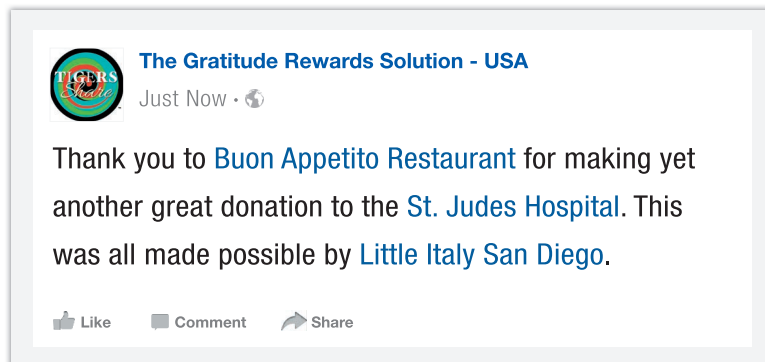
POWERED BY iSwirl Technologies



### 3. SOCIAL MEDIA PROMOTIONS

Every transaction completed in our rewards system creates a donation for a charity of the member's choice. These daily donations are captured by our social media team and used to promote the merchant for their acts of generosity on targeted social media messages. You can be added to each of these messages to promote you globally on a daily basis.

An example of these messages is as follows:



### 4. CHARITY SUPPORT

Every member code distributed by you will have a charity of your choice pre-loaded as the recipient of the charity portion of each retailer reward. This will send 25% of all retailer incentives directly to charities supported by you such as the **501-C3 Association** as a passive donation. Each member founded by your influence can generate an estimated \$120 per year in passive donations for these Foundations. Please see the projections below for donations generated by your distribution. This charity support is in addition to your royalties projected above.



#### PROJECTIONS FOR CHARITIES SUPPORTED BY LITTLE ITALY SAN DIEGO

15,000 members can result in \$1.8 million per year in passive donations.

30,000 members can result in \$3.6 million per year in passive donations.

45,000 members can result in \$5.4 million per year in passive donations.

### 5. GLOBAL DATA ANALYTICS

Our unique member code structured rewards platform can track each and every member everywhere they shop and use their **TIGERS Share Member Code** globally. The member can simply provide a phone number upon purchase or store their unique member QR code on their smart device. This universal data will be recorded and openly shared with you. Each account will be tracked and accessed by its own unique URL address allowing for very specialized data reports based on numerous preferences. These analytics which track members throughout the retailer community will allow for unparalleled customer experiences. This data can create games, sweepstakes and draws to keep your members engaged all year.

ENTER PHONE NUMBER HERE:

OR



# TIGERS Share

[TiGeRSshare.com](http://TiGeRSshare.com) | [facebook.com/iSwirlTechnologiesTiGRSUSA](https://facebook.com/iSwirlTechnologiesTiGRSUSA)

POWERED BY  iSwirl Technologies

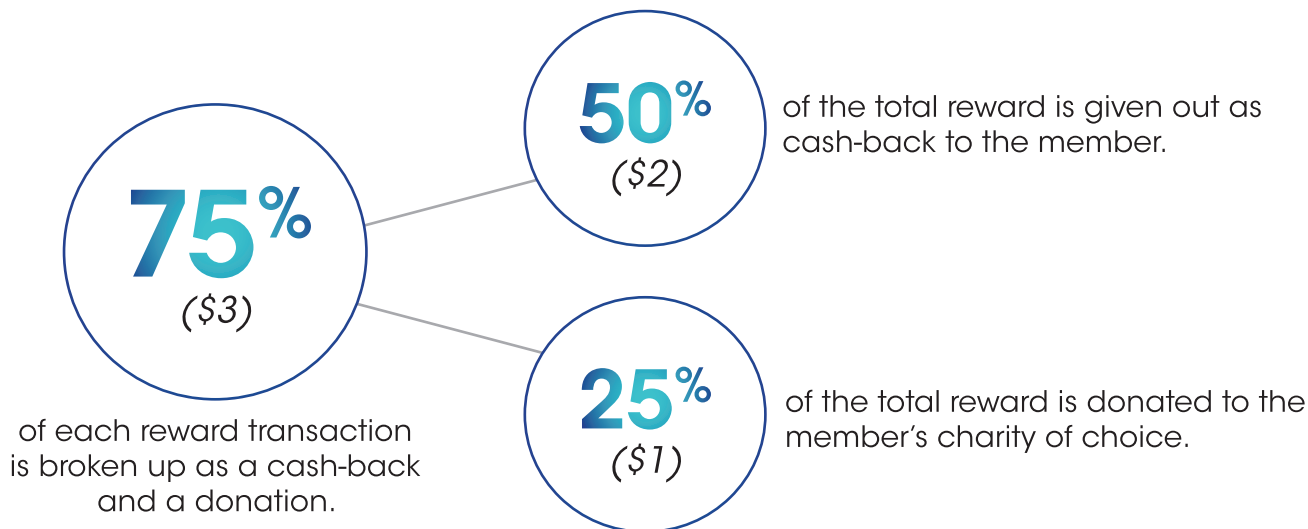
# REWARD DISTRIBUTION

THERE IS NO COST TO THE DISTRIBUTOR OR CHARITY.

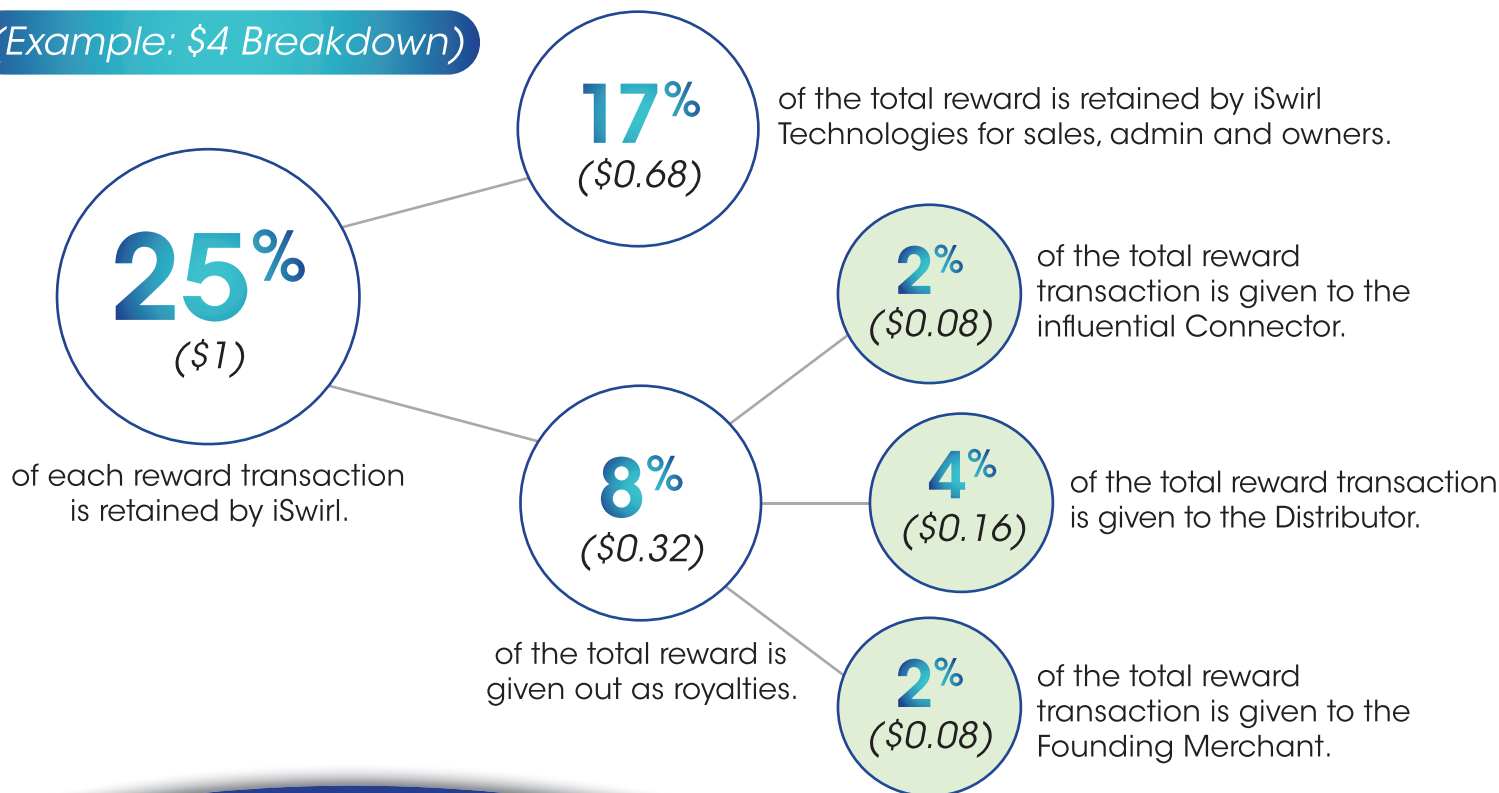
**\*PATENT PENDING\***



All retailer rewards are paid out to a **bank escrow account**. The bank then distributes all monies based on data received from iSwirl Technologies.



*(Example: \$4 Breakdown)*



# TIGERS Share

TiGeRSshare.com | facebook.com/iSwirlTechnologiesTiGRSUSA

POWERED BY iSwirl Technologies





We're pleased to present all of this to Little Italy San Diego in exchange for 3 requests:

- 1 A signed letter stating Little Italy San Diego's release of this rewards solution. We will use this letter to encourage retailers to join **TIGERS Share** and provide a cash-back incentive for all members.
- 2 Distribution of The Gratitude Rewards Codes through your existing distribution channels once an appropriate number of merchant locations are signed onto the program.
- 3 Assistance in securing retailer acquisition through our retailer focused information sessions.

**TIGERS** *Share*

[TiGeRSshare.com](http://TiGeRSshare.com) | [facebook.com/iSwirlTechnologiesTiGRSUSA](https://facebook.com/iSwirlTechnologiesTiGRSUSA)

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## HOW THE TRANSACTION IS COMPLETED

*Minimum purchase  
threshold-based rewards*  
(Chosen by Merchant)

*Fixed reward amounts*  
(Chosen by Merchant)

ENTER PHONE NUMBER HERE:

--	--	--	--	--	--	--	--	--	--



Transaction Amount

THANK YOU  
(ENTRY FOR MONTHLY DRAWS)  
\$ 0.00 - \$ 9.99

Minimum Purchase: \$10.00  
Total Reward: \$0.40 - Customer: \$0.20 - Charity \$0.10

Minimum Purchase: \$50.00  
Total Reward: \$5.00 - Customer: \$2.50 - Charity \$1.25

Minimum Purchase: \$200.00  
Total Reward: \$10.00 - Customer: \$5.00 - Charity \$2.50

REMAINING 25% RETAINED BY TIGERS Share LLC

Process Transaction



**1. Simply enter the phone number of the member OR Scan their TIGERS Share member code with any smart device.**

**Member codes are available:**

- on a card
- as a photo
- as an app
- manually entered member number online
- or phone number only

**2. Choose the minimum purchase that applies to the sale.**



Members will get rewarded on EVERY transaction. Purchases that do not meet the minimum threshold will get a "thank you" button scan. This will allow the retailers to show gratitude to the member by name as well as enter the member into monthly draws and sweepstakes.

**3. We do the rest!**

**TRACK  
STORE  
INVOICE  
COLLECT  
ACCUMULATE  
PAYOUT  
PROMOTE  
PROVE  
CELEBRATE**

*EARN REWARDS IN STORE & ONLINE*

Implementation of TIGERS Share Solution is  
**COMPLETELY FREE**  
for the retailer. This includes the scanning device  
and the technology.

**TIGERS** Share

[TiGeRSshare.com](http://TiGeRSshare.com) | [facebook.com/iSwirlTechnologiesTiGRSUSA](https://facebook.com/iSwirlTechnologiesTiGRSUSA)

POWERED BY iSwirl Technologies



To whom it may concern;

This is our stated letter of intent to repetitiously distribute member codes through all existing channels at our disposal.

We look forward to working in tandem with merchants and charities to inspire people to buy from local merchants that give back.

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*Signature*

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*Date*