



## Little Italy Association of San Diego – DISI Committee

Friday, January 7, 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*

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 November 5, 2021 Minutes

*Action Item*

### 5. Confirmed Events

- |   |                   |
|---|-------------------|
| a. Little Italy Mercato & Wednesday Market        | Every Sat. & Wed. |
| b. Small Business Season                          | Wrap-Up           |
| c. Little Italy Tree Lighting & Christmas Village | Wrap-Up           |
| d. RemedyRX Red Cross Blood Drive                 | April 2022        |
| e. Little Italy State of the Neighborhood         | Spring 2022       |
| f. Little Italy Casino Night Task Force           | Spring 2022       |

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

- a. Olive Creative Strategies
  - i. Coverage Recap

### 7. Streetscape Improvements & Venues

- a. Little Italy Venues
- b. Public Art Task Force
  - i. Bronze Cleaning Quarterly Maintenance

*Action Item*

### 7. Chief Executive Administrator Report

### 8. Other

### 9. Old Business

## LITTLE ITALY ASSOCIATION OF SAN DIEGO

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*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.*

- 1) San Diego Hospitality Associates, Inc. (SDHA) Tours
- 2) Donor Opportunities Guide
- 3) Piazzas & Quasi-Public/Public Spaces
- 4) Little Italy Restaurant, Retail & Hotel Councils

## 10. Adjournment

*Action Item*

- 11. Next Meeting: First Friday of the Month at 9:00am via Zoom**  
**Zoom Link: <https://us02web.zoom.us/j/83003333549>**  
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**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.



**Little Italy Association of San Diego – DISI Committee**

**Friday, November 5, 2021 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 Jeri Keiller, Perry Meyer, Kathi Meyer, Joe Cordileone, Melanie Dellas, Lindsey Pierce, Jon Zimmerly, Davis Newton, Lou Palestini, Danny Mocerri, Curt Brooker, Sandi Cottrell, Susan Raft, Catt Fields White, Caller 3919

Staff Christopher Gomez, Dianne Serna De Leon, 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. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris stated 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. Perry Meyer moved to accept the vote to continue meeting via Zoom. Susan Raft seconded the motion. Unanimously approved
3. Non-Agenda: Public Comment & Announcements	3. Chris announced that the USO, will not be hosting their Thanksgiving dinner. They chose to go in a different direction.	3. No action taken
4. Approval of October 1, 2021, minutes.	The minutes from October 1, 2021, were reviewed.	4. Lou Palestini moved to accept the Minutes. Kathi Meyer seconded the motion. Unanimously approved
5. Confirmed Events a. Little Italy Mercato & Wednesday Market	5.a. Alicia Douglas gave an update on the Little Italy Mercato.	5.a. No action taken

<p>b. Mission Fed ArtWalk</p> <p>c. Trick-or-Treat on India Street</p> <p>d. Small Business Season</p> <p>e. Little Italy Tree Lighting &amp; Christmas Village</p> <p>f. Little Italy State of the Neighborhood</p>	<p>5.b. Sandi Cottrell stated that Mission Fed ArtWalk will take place April 30-May 1, 2022.</p> <p>5.c. Chris stated that TOTIS went very well.</p> <p>5.d. Chris stated that Small Business Season will kick off on November 27, 2021. This will be a promotional event.</p> <p>5.e. Chris reported that the Little Italy Tree Lighting and Christmas Village will take place on December 4, 2021. The income expense report is on page 10 of the packet.</p> <p>5.f. Chris stated that we will be postponing the Little Italy State of the Neighborhood, until spring or summer of 2022.</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 i. Coverage recap</p> <p>b. Artwalk Chalk Event 11/22-23/2022</p> <p>c. RemedyRX Red Cross Blood Drive 2/2022</p> <p>d. Corner Winter Displays</p> <p>e. San Diego Hospitality Associates. Inc. (SDHA) Tours-Update</p>	<p>6.a. Larisa Medina gave an update on Olive Creative Strategies. 6.i. Larissa gave a coverage recap.</p> <p>6.b. Sandi stated that Bella Vita Fest, (working title), is tentatively scheduled for 11/22-11/23/2022.</p> <p>6.c. RemedyRx would like to host a Blood Drive in February of 2022.</p> <p>6.d. Chris stated that Sponsorship for a Winter Display is \$350.00 The displays are gold nutcrackers and kinetic trees.</p> <p>6.e. Chris reported on SDHA, Anthony Davi Tours.</p>	<p>6.a. No action taken 6.i. No action taken</p> <p>6.b. No action taken</p> <p>6.c. Lou Palestini moved to approve the event. Jeri Keiller seconded the motion. Unanimously approved</p> <p>6.d. No action taken</p> <p>6.e. No action taken</p>

<p>f. San Diego Information Center Little Italy Display- Update</p> <p>g. Little Italy Casino Night Task Force</p>	<p>6.f. Chris reported that there is availability for eight business ads on the Little Italy, San Diego Information Center Display.</p> <p>6.g. Chris stated that Little Italy Casino night will take place in Spring or Summer of 2022. The task force will meet in January to discuss the details.</p>	<p>6.f. No action taken</p> <p>6.g. No action taken.</p>
<p>7. Streetscape Improvements &amp; Venues</p> <p>a. Little Italy Venues</p> <p>b. Public Art Task Force</p> <p>i. Bronze Cleaning &amp; Archival Protection Project-Issues</p>	<p>7.a. No update.</p> <p>7.b. Chris gave an update on the Bronze Cleaning &amp; Archival Protection Project.</p> <p>7.i. Chris stated that the Bronze Cleaning Project is complete.</p>	<p>7.a. No action taken</p> <p>7.b. No action taken</p> <p>7.i. No action taken</p>
<p>8. Other</p>	<p>8. Nothing to Report</p>	<p>8. No action taken</p>
<p>9. Old Business</p>	<p>9 Nothing to Report</p>	<p>9. No action taken</p>
<p>10. Adjournment</p>	<p>10. Meeting Adjourned.</p>	<p>10. No action taken</p>
<p>11. Next Meeting</p>	<p>11.The Next Meeting will be the first Friday of the month at 9:00 a.m., via Zoom.</p>	<p>11. No action taken</p>

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

Little Italy Tree Lighting & Christmas Village  
 Saturday, Dec. 4, 2021 from 4:00pm to 8:00pm

6/1/4/2022

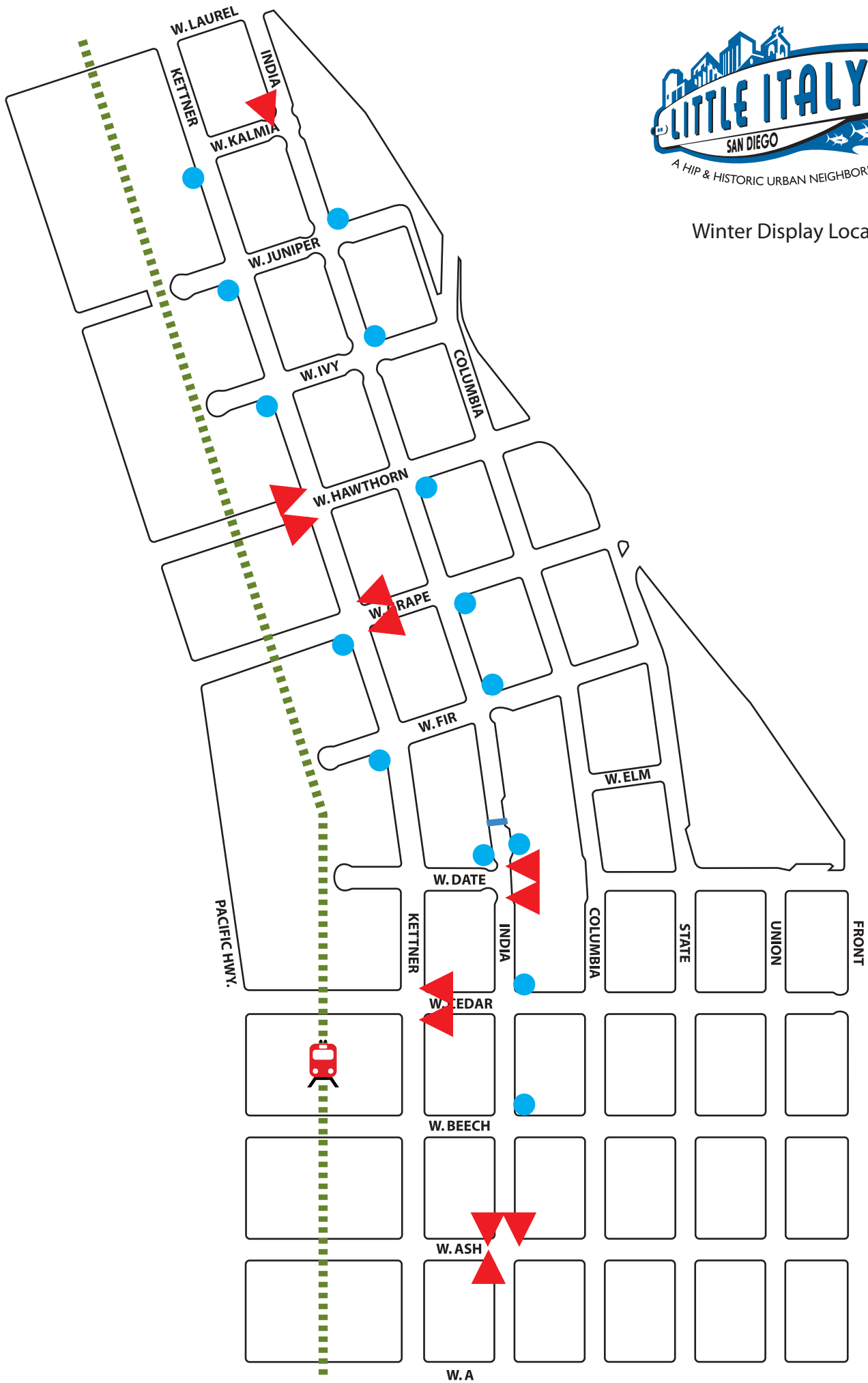
Service	Vendor	Purpose	Cost	
Permit	City of San Diego	Street Closure Permit & Late Fee		
	City of San Diego	Traffic Control	\$2,214	
Printing/Graphics	T's & Signs	Street Spanning Banner Update, Coroplast Signs, Toy Drive: 35 Posters	\$41	
	Rentals	H&E Equipment	1 52KVA Generators, 2 20KVA, Spider Boxes/Cables	\$5,145
Hudson Safe-T Lite		Barricades (20 Non-Lit, 20 Lit), 90 "No Parks", 40 Lane Delineators, 3 "Road Closed" Signs		
Services	Voice & Video	LED Lights for Stage, Sound Package & Tech	\$6,422	
	Safiro Portable Restrooms	Refresh: 1 ADA, 1 ADA Sink / New: 1ADA, 6 Regular, 1 ADA Sink, 2 Regular Sinks	\$975	
	SD Lighting Guys	Decorate Pdf Tree	\$4,650	
	Paul Nestor	Event Photographer	\$0	
Entertainment	AMR	Paramedics	\$446	
	Ginger	Registered Nurse	\$372	
	Acquisition		4:00pm-5:00pm / Our Lady of the Rosary	\$600
		Aleah Durkee	5:00pm-5:30pm / Facility Dance Alumni	\$0
		5:30pm-6:30pm / Full Measure	\$400	
		6:30pm-7:00pm / Tree Lighting Ceremony	\$0	
Acquisition		7:00pm-8:00pm /	\$800	
	Alex Guillen	India & Fir - 5:00pm-7:30pm / Alex Guillen	\$395	
	Josh Smitley	India & Cedar - 5:00pm-7:30pm / Josh Smitley	\$250	
	Georgia Expo	Stage Skirt	\$360	
	Uline	Toy Drive Boxes	\$278	
	Dollar Tree	Letters to Santa	\$73	
	Robinson Steel Co.	200 Hooks for Aurora	\$112	
	California Portable Party	20 Bil-Jax ST8100 Stage Legs	\$955	
	Clark Reder Engineering	Bil-Jax ST8100 Spec Sign-Off	\$420	
	LIA	Landscaping	\$3,000	
Ammorization	Luis Vargas	New Tree Frame	\$12,000	
	Joshua Hubert	Aurora Tree (3-Years Remaining)		
	Luis Vargas	New Tree Frame (3-Years Remaining)		
<b>TOTAL EXPENSES</b>			<b>\$39,908</b>	

Little Italy Tree Lighting - INCOME

Sponsorships	Donor/Company	Level	Amount
	Mercato Vendors		
	Sysco		\$10,000
	Kilroy	Gold	\$5,000
	Stiriti Family	Gold	\$5,000
	Zolezzi Family	Gold	\$5,000
	Filippi's Pizza Grotto	Silver	\$2,500
	Shake Shack	Silver	\$2,500
	610 W. Ash @ Little Italy	Bronze	\$1,200
	Buon Appetito Restaurants	Bronze	\$1,000
	Busalacchi Restaurants	Bronze	\$1,000
	Torrey Pines Bank	Bronze	\$1,000
	Bolt Brewery	Bronze	\$1,000
	Homelight		\$600
	Joe Cordileone		\$100
<b>TOTAL INCOME</b>			<b>\$35,900</b>
<b>VARIANCE</b>			<b>-\$4,008</b>



### Winter Display Locations





## LIA DISI Meeting PR Agenda Friday, January 7, 2022

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### PITCHING

#### Recap

- Tree Lighting & Christmas Villages (Short Leads)
- Small Business Season
- Little Italy Holiday Gift Guide
- Celebrate the Holidays in Little Italy All Month Long
- San Diego Rescue Mission Announcement

#### Current/Upcoming Focus

- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Long Leads)
- Davi Tours Announcement (TBD)

### BLOGS

#### Upcoming

- New Year, New Little Italy

### WRITING

#### Recap

- 2022 Annual Timeline
- Updated Wednesday Holiday Market page
- Updated Piazza Giannini page
- Updated San Diego Rescue Mission partnership page
- San Diego Downtown News | Little Italy is Shining Bright in 2022

#### Upcoming

- Update Little Italy Dog Park page
- Update Our Lady of the Rosary page
- January Blog #1 | New Year, New Little Italy
- San Diego Downtown News | Celebrating Love in Little Italy

#### Little Italy Holiday Roundup

#### SECURED COVERAGE

- 12/20 secured online coverage in PACIFIC Magazine



- Article included both Christmas trees in Little Italy in holiday roundup titled, "Deck the Halls: The ultimate guide to the holidays in San Diego"
- **12/18 secured broadcast coverage in KUSI (Good Morning San Diego at 9am)**
  - Segment featured how different neighborhoods are celebrating the holidays, and included Little Italy and local shoppers in the area
- **12/18 secured broadcast coverage in KUSI (Good Morning San Diego at 6am)**
  - Segment featured how different neighborhoods are celebrating the holidays, and included Little Italy and local shoppers in the area
- **12/17 secured broadcast coverage in KUSI (News at 11pm)**
  - Segment featured how different neighborhoods are celebrating the holidays, and included Little Italy and local shoppers in the area
- **12/17 secured broadcast coverage in KUSI (Good Evening San Diego at 6pm)**
  - Segment featured how different neighborhoods are celebrating the holidays, and included Little Italy and local shoppers in the area
- **12/17 secured broadcast coverage in KUSI (Good Evening San Diego at 5pm)**
  - Segment featured how different neighborhoods are celebrating the holidays, and included Little Italy and local shoppers in the area
- **12/16 secured online coverage in News Break**
  - Article included emailing Santa, the two trees, the holiday market and small business season as the best ways to continue to celebrate the holidays in the neighborhood
- **12/16 secured online coverage in Oside News**
  - Article included emailing Santa, the two trees, the holiday market and small business season as the best ways to continue to celebrate the holidays in the neighborhood
- **12/11 secured print coverage in San Diego Union-Tribune**
  - Article included Little Italy as a place to visit during the holidays, highlighting the Christmas trees in Piazza Basilone and Piazza della Famiglia, as well as the new décor debuted
- **12/10 secured broadcast coverage in KUSI (News at 11pm)**
  - Dan Plante highlighted the holiday happenings, and did a piece on how excited people are to be out and about celebrating in Little Italy, versus last year when we had the stay-at-home orders
- **12/10 secured broadcast coverage in KUSI (News at Ten)**
  - Dan Plante highlighted the holiday happenings, and did a piece on how excited people are to be out and about celebrating in Little Italy, versus last year when we had the stay-at-home orders
- **12/10 secured broadcast coverage in KUSI (Good Evening San Diego at 6pm)**
  - Dan Plante highlighted the holiday happenings, and did a piece on how excited people are to be out and about celebrating in Little Italy, versus last year when we had the stay-at-home orders
- **12/10 secured broadcast coverage in KUSI (Good Evening San Diego at 5pm)**
  - Dan Plante highlighted the holiday happenings, and did a piece on how excited people are to be out and about celebrating in Little Italy, versus last year when we had the stay-at-home orders
- **12/10 secured broadcast coverage in KUSI (Good Evening San Diego at 4pm)**
  - Dan Plante highlighted the holiday happenings, and did a piece on how excited people are to be out and about celebrating in Little Italy, versus last year when we had the stay-at-home orders

**SECURED COVERAGE**

- **12/8 secured broadcast coverage in KUSI (Good Morning San Diego at 9am)**
  - Segment included Dan Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras followed her as she connected with some of the people on the sidewalks and shared her own story
- **12/8 secured radio coverage in KPBS-FM (Radio at 8am)**
  - Segment included Melissa Mae's interview with Marco Li Mandri, Paul Armstrong and Karla Venegas from the San Diego Rescue Mission
- **12/8 secured radio coverage in KPBS-FM (Radio at 6am)**
  - Segment included Melissa Mae's interview with Marco Li Mandri, Paul Armstrong and Karla Venegas from the San Diego Rescue Mission
- **12/8 secured broadcast coverage in KUSI (Good Morning San Diego at 5am)**
  - Segment included Dan Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras followed her as she connected with some of the people on the sidewalks and shared her own story
- **12/7 secured online coverage in News Break**
  - Syndicated KUSI article included an Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras followed her as she connected with some of the people on the sidewalks and shared her own story
- **12/7 secured online coverage in KUSI**
  - Article included an Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras followed her as she connected with some of the people on the sidewalks and shared her own story
- **12/7 secured broadcast coverage in KUSI (News at 11pm)**
  - Segment included Dan Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras followed her as she connected with some of the people on the sidewalks and shared her own story
- **12/7 secured broadcast coverage in KUSI (News at Ten)**
  - Segment included Dan Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras followed her as she connected with some of the people on the sidewalks and shared her own story
- **12/7 secured broadcast coverage in KUSI (Good Evening San Diego at 6pm)**
  - Segment included Dan Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras followed her as she connected with some of the people on the sidewalks and shared her own story
- **12/7 secured broadcast coverage in KUSI (Good Evening San Diego at 5pm)**
  - Segment included Dan Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras followed her as she connected with some of the people on the sidewalks and shared her own story
- **12/7 secured broadcast coverage in KUSI (Good Evening San Diego at 4pm)**
  - Segment included Dan Plante's interview with Paul Armstrong from the SD Rescue Mission and Karla Venegas, SDRM's outreach coordinator in Little Italy. Cameras

followed her as she connected with some of the people on the sidewalks and shared her own story

- **12/7 secured online coverage in Flipboard**
  - Syndicated KPBS article included Melissa Mae's interview with Marco Li Mandri, Paul Armstrong and Karla Venegas from the San Diego Rescue Mission
- **12/7 secured online coverage in News Break**
  - Syndicated KPBS article included Melissa Mae's interview with Marco Li Mandri, Paul Armstrong and Karla Venegas from the San Diego Rescue Mission
- **12/7 secured online coverage in KPBS**
  - Article included Melissa Mae's interview with Marco Li Mandri, Paul Armstrong and Karla Venegas from the San Diego Rescue Mission
- **12/7 secured broadcast coverage in KPBS-TV**
  - Segment included Melissa Mae's interview with Marco Li Mandri, Paul Armstrong and Karla Venegas from the San Diego Rescue Mission
- **12/7 secured radio coverage in KPBS-FM (Radio at 3pm)**
  - Segment included Melissa Mae's interview with Marco Li Mandri, Paul Armstrong and Karla Venegas from the San Diego Rescue Mission
- **12/7 secured radio coverage in KOGO-AM (Rush Limbaugh at 10am)**
  - Segment included coverage on the partnership and ran interview bites from Marco Li Mandri's ABC 10 interview
- **12/7 secured radio coverage in KOGO-AM (San Diego's Morning News at 8am)**
  - Segment included coverage on the partnership and ran interview bites from Marco Li Mandri's ABC 10 interview
- **12/7 secured radio coverage in KOGO-AM (San Diego's Morning News at 6am)**
  - Segment included coverage on the partnership and ran interview bites from Marco Li Mandri's ABC 10 interview
- **12/7 secured broadcast coverage in ABC 10 (10News This Morning at 5am)**
  - Segment included an interview with Marco Li Mandri and Paul Armstrong discussing details about the Little Italy Association's partnership with the San Diego Rescue Mission
- **12/7 secured radio coverage in KOGO-AM (San Diego's Morning News at 5am)**
  - Segment included coverage on the partnership and ran interview bites from Marco Li Mandri's ABC 10 interview
- **12/7 secured radio coverage in CBS News Radio (The Steve LeVeille Broadcast at 3am)**
  - Segment included coverage on the partnership and ran interview bites from Marco Li Mandri's ABC 10 interview
- **12/7 secured radio coverage in CBS News Radio (The Steve LeVeille Broadcast at 1am)**
  - Segment included coverage on the partnership and ran interview bites from Marco Li Mandri's ABC 10 interview
- **12/6 secured broadcast coverage in ABC 10 (10News at 6pm)**
  - Segment included an interview with Marco Li Mandri and Paul Armstrong discussing details about the Little Italy Association's partnership with the San Diego Rescue Mission
- **12/6 secured radio coverage in KOGO-AM (The DeMaio Report)**
  - Segment included coverage on the partnership and ran interview bites from Marco Li Mandri's ABC 10 interview
- **12/6 secured broadcast coverage in ABC 10 (10News Midday)**
  - Segment included an interview with Marco Li Mandri and Paul Armstrong discussing details about the Little Italy Association's partnership with the San Diego Rescue Mission
- **12/6 secured online coverage in SD News Group**

- Feature provided details about the Little Italy Association's partnership with the San Diego Rescue Mission

### **Small Business Season**

#### **SECURED COVERAGE**

- **11/26 secured online coverage in News Break**
  - Syndicated ABC 10 article included Little Italy's Small Business Season in Small Business Saturday roundup
- **11/26 secured online coverage in ABC 10**
  - Article included Little Italy's Small Business Season in Small Business Saturday roundup

### **Tree Lighting & Christmas Village**

#### **SECURED COVERAGE**

- **12/5 secured broadcast coverage in Fox 5 (News at 5pm)**
  - Segment featured Megan Healy live in Little Italy for the this year's annual tree lighting and Christmas Village. The segment provided details about the event and the activities that took place, and included the Italian countdown for the tree lighting
- **12/4 secured online coverage in La Jolla Mom**
  - Article featured the Little Italy Tree Lighting & Christmas Village as a must-attend holiday event in San Diego
- **12/4 secured online coverage in NBC 7**
  - Article featured the Little Italy Tree Lighting & Christmas Village as a must-attend holiday event in San Diego
- **12/4 secured online coverage in News Break**
  - Syndicated Fox 5 online article featured Megan Healy's live coverage from Little Italy for the this year's annual tree lighting and Christmas Village. The segment provided details about the event and the activities that took place, and included the Italian countdown for the tree lighting
- **12/4 secured online coverage in Fox 5**
  - Article featured Megan Healy's live coverage from Little Italy for the this year's annual tree lighting and Christmas Village. The segment provided details about the event and the activities that took place, and included the Italian countdown for the tree lighting
- **12/4 secured broadcast coverage in Fox 5 (News at 10pm)**
  - Segment featured Megan Healy live in Little Italy for the this year's annual tree lighting and Christmas Village. The segment provided details about the event and the activities that took place, and included the Italian countdown for the tree lighting
- **12/3 secured online coverage in Flipboard**
  - Syndicated KOGO-AM online feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in News Break**
  - Syndicated KOGO-AM online feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in Channel 93.3**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in Rock 105.3**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in Jam'n 95.7**

- Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in Star 94.1**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in 760AM**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in 101.5 KGB**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in XTRA 1360**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in KOGO-AM**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in Telemundo20**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured print coverage in San Diego Family**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured print coverage in San Diego Union-Tribune**
  - Feature included the Little Italy Tree Lighting and Christmas Village as an upcoming Holiday event in San Diego
- **12/3 secured online coverage in CBS 8**
  - Article included segment interviews with Catt and two vendors to highlight the offerings of the Christmas Village. The segment also touched on the Tree Lighting, Letters to Santa & Gio the Elf
- **12/3 secured broadcast coverage in CBS 8 (News 8 This Morning at 8am)**
  - Segment included interviews with Catt and two vendors to highlight the offerings of the Christmas Village. The segment also touched on the Tree Lighting, Letters to Santa & Gio the Elf
- **12/3 secured online coverage in California News Times**
  - Syndicated Times of San Diego article included Little Italy Tree Lighting & Christmas Village in weekend roundup, as a must-see event
- **12/3 secured online coverage in News Break**
  - Syndicated Times of San Diego article included Little Italy Tree Lighting & Christmas Village in weekend roundup, as a must-see event
- **12/3 secured online coverage in Times of San Diego**
  - Article included Little Italy Tree Lighting & Christmas Village in weekend roundup, as a must-see event
- **12/3 secured online coverage in Flipboard**
  - Article included Little Italy Tree Lighting & Christmas Village in weekend roundup, as a must-see event
- **12/3 secured online coverage in NBC 7**

- Article included Little Italy Tree Lighting & Christmas Village in weekend roundup, as a must-see event
- **12/3 secured online coverage in Flipboard**
  - Syndicated Patch article included Little Italy Tree Lighting & Christmas Village in weekend roundup, as a must-see event
- **12/3 secured online coverage in Patch (63 communities in Southern California)**
  - Article included Little Italy Tree Lighting & Christmas Village in weekend roundup, as a must-see event
- **12/2 secured online coverage in News Break**
  - Syndicated San Diego Food Finds feature highlighted the Tree Lighting and Christmas Village and includes all the details about the two trees, decorations and activities
- **12/2 secured online coverage in San Diego Food Finds**
  - Feature highlighted the Tree Lighting and Christmas Village and includes all the details about the two trees, decorations and activities
- **12/2 secured broadcast coverage in FOX 5 (Morning News at 7am)**
  - On-site live segment with Heather Lake featured interviews with Chris, Catt, some Christmas Village vendors and Sam the Cooking Guy
- **12/2 secured broadcast coverage in FOX 5 (Morning News at 6am)**
  - On-site live segment with Heather Lake featured interviews with Chris, Catt, some Christmas Village vendors and Sam the Cooking Guy
- **12/1 secured online coverage in ABC 10**
  - Article lists the Little Italy Tree Lighting & Christmas Village as an upcoming holiday event in their weekend roundup
- **12/1 secured broadcast coverage in KUSI (Good Evening San Diego at 4 p.m.)**
  - Segment included a live interview with Allie Wagner and Chris Gomez in the Piazza della Famiglia discussing letters to Santa, the Tree Lighting and Christmas Village, the new decorations and more
- **12/1 secured online coverage in News Break**
  - Syndicated THERE San Diego article included the Little Italy Tree Lighting & Christmas Village as a must-visit event in their holiday event roundup
- **12/1 secured online coverage in THERE San Diego**
  - Article included the Little Italy Tree Lighting & Christmas Village as a must-visit event in their holiday event roundup
- **12/1 secured online coverage in Thrillist**
  - Article included the Little Italy Tree Lighting & Christmas Village as a must-visit event in their holiday event roundup
- **12/1 secured online coverage in SoCal Pulse**
  - Article included the Little Italy Tree Lighting & Christmas Village as a must-visit event in their holiday event roundup
- **12/1 secured online coverage in San Diego Union-Tribune**
  - Article included the Little Italy Tree Lighting & Christmas Village as a must-visit event in their holiday event roundup
- **12/1 secured online coverage in PACIFIC**
  - Article included the Little Italy Tree Lighting & Christmas Village as a must-visit event in their holiday event roundup
- **12/1 secured online coverage in San Diego Magazine**
  - Included the Tree Lighting & Christmas Village in the Holiday event roundup
- **12/1 secured print coverage in San Diego Magazine**

- Included the Tree Lighting & Christmas Village in the Holiday event roundup in December/January print issue
- **12/1 secured online coverage in News Break**
  - Syndicated THERE San Diego feature highlighted all the details about the Tree Lighting and Christmas Village including specifics about the festivities and the trees
- **12/1 secured online coverage in THERE San Diego**
  - Feature highlighted all the details about the Tree Lighting and Christmas Village including specifics about the festivities and the trees
- **11/30 secured broadcast coverage in KUSI (Good Evening San Diego at 4 p.m.)**
  - Segment included a live interview with Allie Wagner and Chris Gomez in the Piazza della Famiglia discussing letters to Santa, the Tree Lighting and Christmas Village, the new decorations and more
- **11/30 secured online coverage in News Break**
  - Syndicated KUSI article included live interview with Allie Wagner and Chris Gomez in the Piazza della Famiglia discussing letters to Santa, the Tree Lighting and Christmas Village, the new decorations and more
- **11/30 secured online coverage in KUSI**
  - Article included live interview with Allie Wagner and Chris Gomez in the Piazza della Famiglia discussing letters to Santa, the Tree Lighting and Christmas Village, the new decorations and more
- **11/30 secured broadcast coverage in KUSI (Good Morning San Diego at 9 a.m.)**
  - Segment included a live interview with Allie Wagner and Chris Gomez in the Piazza della Famiglia discussing letters to Santa, the Tree Lighting and Christmas Village, the new decorations and more
- **11/30 secured broadcast coverage in KUSI (Good Morning San Diego at 7 a.m.)**
  - Segment included a live interview with Allie Wagner and Chris Gomez in the Piazza della Famiglia discussing letters to Santa, the Tree Lighting and Christmas Village, the new decorations and more
- **11/30 secured broadcast coverage in KUSI (Good Morning San Diego at 6 a.m.)**
  - Segment included a live interview with Allie Wagner and Chris Gomez in the Piazza della Famiglia discussing letters to Santa, the Tree Lighting and Christmas Village, the new decorations and more
- **11/29 secured radio coverage in All In SD Podcast**
  - Podcast episode with AJ & Sara included the Little Italy Tree Lighting & Holiday Village as a must-experience event for the holidays in San Diego
- **11/29 secured online coverage in San Diego Family**
  - Article included the Little Italy Tree Lighting & Christmas Village in holiday roundup for families to enjoy
- **11/26 secured online coverage in LOCALE**
  - Feature highlighted all the details about the Tree Lighting and Christmas Village including specifics about the festivities and the trees
- **11/25 secured online coverage in News Break**
  - Syndicated NBC 7 article included the Little Italy Tree Lighting and Christmas Village was included in the holiday roundup
- **11/25 secured online coverage in NBC 7**
  - Article included the Little Italy Tree Lighting and Christmas Village was included in the holiday roundup
- **11/24 secured online coverage in News Break**

- Syndicated Tiny Beans article included Little Italy Tree Lighting and Christmas Village was included in holiday weekend roundup
- **11/24 secured online coverage in Tiny Beans**
  - Article included Little Italy Tree Lighting and Christmas Village was included in holiday weekend roundup
- **11/24 secured online coverage in Flipboard**
  - Feature highlighted both the Aurora Tree and the permanent tree in the Piazza as holiday must-sees, and also included information on the Little Italy Tree Lighting on December 4th
- **11/24 secured online coverage in San Diego Union-Tribune**
  - Feature highlighted both the Aurora Tree and the permanent tree in the Piazza as holiday must-sees, and also included information on the Little Italy Tree Lighting on December 4th
- **11/22 secured online coverage in San Diego Tourism Authority**
  - Feature included the event in their holiday roundup and used the image of the Aurora Tree and the Christmas Village as their article headlining image for the article titled, “25 Free Holiday Activities”
- **11/21 secured online coverage in San Diego Union-Tribune**
  - Feature highlighted the Little Italy Tree Lighting and Christmas Village as an upcoming holiday event in San Diego and includes details about both trees and Christmas Village
- **11/21 secured print coverage in San Diego Union-Tribune**
  - Feature highlighted the Little Italy Tree Lighting and Christmas Village as an upcoming holiday event in San Diego and includes details about both trees and Christmas Village in Sunday’s print issue
- **11/20 secured online coverage in Yahoo! Sports**
  - Syndicated San Diego Red article included the Little Italy Tree Lighting & Christmas Village in roundup on holiday events in San Diego you won't want to miss
- **11/20 secured online coverage in Yahoo! News**
  - Syndicated San Diego Red article included the Little Italy Tree Lighting & Christmas Village in roundup on holiday events in San Diego you won't want to miss
- **11/20 secured online coverage in San Diego Red**
  - Article included the Little Italy Tree Lighting & Christmas Village in roundup on holiday events in San Diego you won't want to miss
- **11/20 secured online coverage in San Diego Words & Pictures**
  - Article included Little Italy Tree Lighting & Christmas Village in November issue
- **11/19 secured online coverage in LA Times**
  - Syndicated San Diego Union-Tribune en Español feature highlighted the Little Italy Tree Lighting and Christmas Village as an upcoming holiday event in San Diego and includes details about both trees and Christmas Village
- **11/19 secured online coverage in San Diego Union-Tribune en Español**
  - Feature highlighted the Little Italy Tree Lighting and Christmas Village as an upcoming holiday event in San Diego and includes details about both trees and Christmas Village
- **11/15 secured print coverage in Lighthouse SD Magazine**
  - Holiday event article included Annual Tree Lighting & Holiday Village in November issue of local Japanese magazine
- **11/12 secured online coverage in Modern Luxury San Diego**
  - The feature highlights all the details about the Tree Lighting and Christmas Village including specifics about the festivities and the trees



- **11/12 secured online coverage in Patch (San Diego)**
  - Article included Tree Lighting & Christmas Village in roundup of upcoming holiday events in San Diego. The article was also syndicated to nine additional community pages within Patch
- **11/9 secured online coverage in We The Italians**
  - Article highlighted details for Little Italy Tree Lighting and Christmas Village with a link to the website
- **11/4 secured online coverage in San Diego Reports**
  - Syndicated THERE San Diego article includes the full details on this year's Little Italy Tree Lighting and Christmas Village, what attendees can expect, and the new décor ready to debut
- **11/4 secured online coverage in THERE San Diego**
  - Article includes the full details on this year's Little Italy Tree Lighting and Christmas Village, what attendees can expect, and the new décor ready to debut
- **11/4 secured online coverage in SD News Group**
  - Article included the Tree Lighting & Christmas Village in today's weekly briefing titled, "WEEKLY BRIEFING – Pacific Beach food drive, Solidarity Journey in Ocean Beach, Seas 'n' Greetings at Birch Aquarium"
- **11/4 secured online coverage in News Break**
  - Syndicated Oside News feature provides all the event details for the Tree Lighting and what people can look forward to at the Christmas Village
- **11/4 secured online coverage in Oside News**
  - Feature provides all the event details for the Tree Lighting and what people can look forward to at the Christmas Village
- **11/1 secured print coverage in Presidio Sentinel**
  - December issue included feature on the 23rd Annual Little Italy Tree Lighting & Christmas Village
- **10/31 secured online coverage in News Break**
  - Syndicated Presidio Sentinel article included feature on the 23rd Annual Little Italy Tree Lighting & Christmas Village
- **10/31 secured online coverage in Presidio Sentinel**
  - Article included feature on the 23rd Annual Little Italy Tree Lighting & Christmas Village

#### Other

#### **SECURED COVERAGE**

- **12/10 secured online coverage in Yahoo!**
  - Syndicated Patch - San Diego Daily Update article included the Shelter Dog Toy Drive in weekend event roundup
- **12/10 secured online coverage in Flipboard**
  - Syndicated Patch - San Diego Daily Update article included the Shelter Dog Toy Drive in weekend event roundup
- **12/10 secured online coverage in Patch San Diego**
  - San Diego Daily Update article included the Shelter Dog Toy Drive in weekend event roundup
- **12/10 secured online coverage in NBC 7**
  - Article included the Shelter Dog Toy Drive in weekend event roundup
- **12/10 secured online coverage in Flipboard**
  - Syndicated Patch article included the Shelter Dog Toy Drive in weekend event roundup

- **12/10 secured online coverage in Patch (Syndicated to 63 markets in Southern California)**
  - Article included the Shelter Dog Toy Drive in weekend event roundup
- **12/10 secured broadcast coverage in KUSI (Good Morning San Diego at 7am)**
  - Segment included an interview with Missy from The Animal Pad, highlighting why the Shelter Toy Drive comes at such a good time and why the Little Italy Dog Park is the best location for it
- **12/2 secured online coverage in News Break**
  - Article included details of the Shelter Toy Drive event at the Little Italy Dog Park, as well as the delicious coffee from Caffé Caritazza
- **12/2 secured online coverage in THERE San Diego**
  - Article included details of the Shelter Toy Drive event at the Little Italy Dog Park, as well as the delicious coffee from Caffé Caritazza
- **12/1 secured online coverage in News Break**
  - Syndicated Oside News feature highlighted the upcoming Dog Toy Drive event in Little Italy with details on the activities that TrustedHousesitters will be hosting, as well as the delicious coffee from Caffé Caritazza
- **12/1 secured online coverage in Oside News**
  - Feature highlighted the upcoming Dog Toy Drive event in Little Italy with details on the activities that TrustedHousesitters will be hosting, as well as the delicious coffee from Caffé Caritazza
- **11/5 secured online coverage in News Break**
  - Syndicated San Diego Downtown News article of Chris Gomez' monthly column focused on celebrating Small Business Season in Little Italy all month long
- **11/5 secured online coverage in San Diego Downtown News**
  - Chris Gomez' monthly column focused on celebrating Small Business Season in Little Italy all month long
- **11/3 secured radio coverage in KPBS (Radio at 8pm)**
  - Interview included commentary from Steve Galasso and Marco Li Mandri regarding the new Spaces as Places program, what this means for businesses moving forward and how Little Italy has adapted to the lack of parking with the parklets up and down India St
- **11/3 secured online coverage in KPBS**
  - Online article included radio interview with commentary from Steve Galasso and Marco Li Mandri regarding the new Spaces as Places program, what this means for businesses moving forward and how Little Italy has adapted to the lack of parking with the parklets up and down India St
- **11/3 secured radio coverage in KPBS (Radio Midday)**
  - Interview included commentary from Steve Galasso and Marco Li Mandri regarding the new Spaces as Places program, what this means for businesses moving forward and how Little Italy has adapted to the lack of parking with the parklets up and down India St
- **11/2 secured radio coverage in KPBS (Radio Midday)**
  - Interview included commentary from Steve Galasso and Marco Li Mandri regarding the new Spaces as Places program, what this means for businesses moving forward and how Little Italy has adapted to the lack of parking with the parklets up and down India St

#### Organic COVERAGE

- **12/19 broadcast coverage in NBC 7**
  - Segment focused on how families are preparing for the holidays and walked around the neighborhood interviewing families and highlighting the neighborhood as a whole

- **12/18 broadcast coverage in FOX 5**
  - Segment focused how restaurants will be struggling again with the new mask mandates. The piece included an interview with Sara Arjmand from Farmer's Table and noted they will also have to take the roof off of their parklet
- **12/15 online coverage in San Diego Union-Tribune**
  - Opinion piece highlighted why Little Italy should be the standard for development in San Diego
- **12/12 online coverage in San Diego Union-Tribune**
  - Article announcing the San Diego Rescue Mission's new homeless shelter in National City, briefly mentioned their partnership with the Little Italy Association
- **12/10 broadcast coverage in NBC 7 (News at 6pm)**
  - Segment included how people are reacting to the new Omicron strain and interviewed people around Little Italy for their thoughts
- **11/23 online coverage in Thrillist**
  - Article highlighted Little Italy as a top neighborhood where visitors can shop locally and included The Waterfront, Little Italy Mercato, Stroll, Vitreum, Love & Aesthetics, Bluza Boutique, Rosamariposa, Home Ec, and some Little Italy Mercato specific vendors like Angel Me, Style by Ilana and PAR KER made
- **11/18 online coverage in ABC 10**
  - Article provided details on how the city of San Diego voted to get rid of the minimum parking space requirement for many businesses, and it highlights interviews with Stefano Brunetto from Mona Lisa Italian Foods and other business owners
- **11/17 online coverage in NBC 7**
  - Article provided details on how the Mexican Consulate in Little Italy will host hundreds of Mexican children to get their Pfizer vaccine as cross-border plan goes into place
- **11/17 broadcast coverage in Food Network**
  - Food Network highlighted Little Italy and Isola Pizza Bar as a top location for foodies
- **11/14 online coverage in We The Italians**
  - Article included full feature on the Little Italy Association's partnership with the San Diego Rescue Mission and how that's being implemented
- **11/13 broadcast coverage in KUSI (News at Ten)**
  - Dan Plante interviewed Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/13 broadcast coverage in KUSI (Good Morning San Diego at 6am)**
  - Dan Plante interviewed Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/13 broadcast coverage in KUSI (Good Morning San Diego at 5am)**
  - Dan Plante interviewed Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/12 online coverage in News Break**
  - Syndicated KUSI online article included Dan Plante interview with Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/12 online coverage in KUSI**

- Online article included Dan Plante interview with Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/12 broadcast coverage in KUSI (News at Ten)**
  - Dan Plante interviewed Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/12 broadcast coverage in KUSI (Good Evening San Diego at 6pm)**
  - Dan Plante interviewed Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/12 broadcast coverage in KUSI (Good Evening San Diego at 5pm)**
  - Dan Plante interviewed Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/12 broadcast coverage in KUSI (Good Evening San Diego at 4pm)**
  - Dan Plante interviewed Marco Li Mandri in Little Italy regarding outdoor dining becoming permanent, how crucial it was for Little Italy, and also touched on the association's new partnership with the San Diego Rescue Mission
- **11/1 print coverage in Ranch & Coast Magazine**
  - Full page feature in November issue included Downtown San Diego and its new normal, included a section highlighting Little Italy, its outdoor dining and culinary scene

#### **Social Media Statistics: December 1-December 21**

- **Facebook**
  - Fans: **90,963 (+209)**
  - Impressions: **50K**
  - Engagements: **1.8K**
  - Engagement rate: **7.52%**
- **Twitter**
  - Followers: **8,637 (+18)**
  - Impressions: **11K (+92%)**
  - Engagements: **429 (+113%)**
  - Engagement rate: **3.75% (+2.7%)**
- **Instagram**
  - Followers: **85,321 (+923)**
  - Impressions: **187K (+26.2%)**
  - Engagements: **7.1K (+11.7%)**
  - Engagement rate: **4.15%**

#### **Highlights**

- Garnered over **248K** impressions across all platforms
- Earned over **9K** engagements across all platforms
- Garnered **1,150** new followers across all platforms
- Garnered over **7K** Tree Lighting and Christmas Village Facebook event responses

#### **Upcoming**

- Continuing to implement new social media strategy focusing on the history, the experience and the fun. Putting a deeper focus on the community in Little Italy
- Continue engaging with our online communities

- Continuing to create more video content as Instagram goes into more video-based platform, similar to Tik Tok

**Top Performing Posts:**

**f Top posts > Engaged Users**



What a magical night! ✨ Grazie mille to everyone that came out to celebrate our 23rd Annual Little Italy Tree Lighting & Christmas Village! 🎄 The

**284** users



Get ready to rock around the Christmas tree! 🎵🎄 We have an excellent lineup of musicians and dancers set for this Saturday's Annual Tree

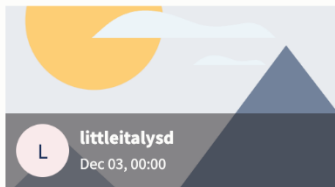
**175** users



The spirit of the season is spreading magic and holiday cheer all over our neighborhood! Jump into the holiday spirit with our golden nutcrackers

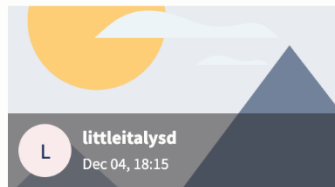
**146** users

**@ Top posts > Engagements**



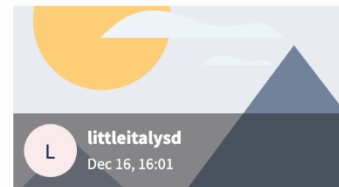
Get ready to rock around the Christmas tree! 🎵🎄 We have an excellent lineup of musicians and dancers set for this

**1213** engagements



We can't wait to officially ring in the holidays at our Annual Tree Lighting and Christmas Village today! For so many of us.

**1109** engagements



If you have a loved one who loves Little Italy, a mini version of our iconic landmark sign would be the perfect holiday gift! The

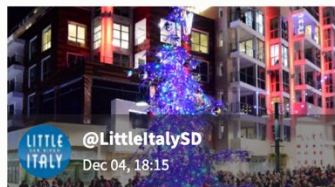
**1019** engagements

**t Top tweets > Engagements**



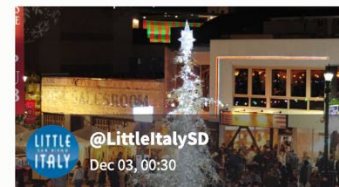
The Experience | 'Tis the season, for Small Business Season! ❄️ Our Wednesday Holiday Market is back today from 9:30am-

**54** engagements



We're excited to ring in the holidays today! The event kicks off at 4pm w/ the Tree Lighting Ceremony at 6:30pm in the Piazza

**45** engagements



Get ready to rock around the Christmas tree! 🎵🎄 We have an excellent lineup of musicians & dancers set for this Saturday's

**42** engagements