



Little Italy Association of San Diego – DISI Committee

Friday, January 8, 2021 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/87545212726>

or call 1-669-900-6833 / Meeting ID: 875 4521 2726 / Password: 3898

1) Zoom Meeting Protocol & Introductions – Perry Meyer, Chair

- a. 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 that specific topic.

2) Approval of November 6, 2020 Minutes

Action Item

3) Events

- | | |
|------------------------------------------------------|----------------|
| a. <i>Al Fresco</i> | Postponed |
| b. Little Italy Mercato | Every Sat. |
| c. Small Business Season | <i>Wrap-Up</i> |
| d. Little Italy Wednesday Holiday Market | <i>Wrap-Up</i> |
| e. Little Italy Holiday Special & Virtual Activities | <i>Wrap-Up</i> |
| i. P&L Report | |
| ii. Little Italy Holiday Special | |
| iii. Gio The Elf | |
| iv. JOY! Cocktail Tutorial | |
| v. Letters to Santa | |
| vi. Little Italy Toy Drive – 375 Toys | |

4) New Events, Promotions, Fundraising & Councils

- | | |
|---------------------------------------|--------------------|
| a. Olive Creative Strategies | |
| i. Coverage Recap | |
| b. Little Italy Merchandise | |
| c. Little Italy Tours | |
| d. Little Italy North Event/Promotion | Action Item |

5) Streetscape Improvements & Venues

- | | |
|-------------------------------------------------|--------------------|
| a. Piazza Basilone | |
| b. Public Art Task Force | Action Item |
| c. Public Art Projects | |
| i. Piazza della Famiglia Monument | Action Item |
| ii. Mine-A-Lisa Mural Lighting (I-5 S Entrance) | Action Item |

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866

Email: mail@littleitalysd.com ▪ Website: www.littleitalysd.com

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

6) Other**7) Adjournment****8) Next Meeting: First Friday of the Month at 9:00am via Zoom****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.

- 1) Little Italy Venues
- 2) Donor Opportunities Guide
- 3) Piazzas & Quasi-Public/Public Spaces
- 4) Little Italy Restaurant & Hotel Councils
- 5) Capitol Outdoor Displays

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19: *Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit www.LittleItalySDMeetings.com (Page 4, Section 11).*

THE 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 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 at least 48-hours prior to the meeting.*



Little Italy Association of San Diego – DISI Committee

Friday, November 6, 2020 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/81845314996>

or call 1-669-900-6833 / Meeting ID: 818 4531 4996 Password: 3398

Present: Steve Galasso, Lou Palestini, Danny Mocerri, Perry Meyer, Kathi Meyer, Joe Cordileone, Vito Altieri, Joey Busalacchi, Melanie Dellas, Leanna VanDyk, Susan Ranft, Jeri Keiller, Melanie Dellas, Catt White, Anthony Torreganni, Olivia Connolly

Staff: Chris Gomez, Dianne T. Serna De León, Larisa Medina, Monica Montes

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. Approval of August 7, 2020 minutes.	The minutes from October 2, 2020 were reviewed.	Lou Palestini moved to accept the Minutes. Danny Mocerri seconded the motion. Unanimously approved.
3. Events a. <i>Al Fresco</i>	<p>3.a. Chris Gomez and the Hospitality Task Force met to discuss <i>Al Fresco</i>. The Association can no longer fund the \$8,000 a month for the street closure, towing, Administrative staff and Elite Security.</p> <p><i>Al Fresco</i> will continue through the month of November; however, it will be ending by December 1, 2020.</p> <p>We can revisit the possibility of bringing <i>Al Fresco</i> back at a later time.</p>	3.a. No action taken

<p>b. Little Italy Mercato</p>	<p>3.b. There was no update on the LI Mercato.</p>	<p>3.b. No action taken</p>
<p>c. Small Business Saturday</p>	<p>3.c. Chris Gomez made several attempts to reach out to LI Businesses with no response for Small Business Saturday.</p> <p>Jenn Von Stauffenberg from Olive Creative Strategies suggested, Small Business Season, where businesses can highlight items on Saturdays. Online sales, curbside pick-up and gift cards would also be a great idea for those who are not comfortable with in-person shopping.</p>	<p>3.c. No action taken</p>
<p>d. Little Italy Wednesday Market</p>	<p>3.d. The LI Wednesday Market will run from 10:00am-2:00pm on Wednesdays in the Piazza della Famiglia, for the month of December.</p>	<p>3.d. No action taken</p>
<p>e. Little Italy Holiday Special & Virtual Activities</p>	<p>3.e. Chris Gomez reported on the Little Italy Holiday Special & Virtual Activities.</p>	<p>3.e. No action taken</p>
<p>i. P & L Report & Fundraising: www.DonateLISD.com</p>	<p>3.i. Chris Gomez reviewed the P & L Report for the LI Holiday Special.</p>	<p>3.i. No action taken</p>
<p>ii. Filming of Holiday Special</p>	<p>3.ii. We will be filming for two, half days, November 16th -20th. We will schedule Marco LiMandri, Father Joe and the Officers to film on November 30th or December 1st.</p> <p>The Itinerary for Filming:</p> <ol style="list-style-type: none"> 1. Opening Remarks by Little Italy President – Steven J. Galasso 2. Community Holiday Wishes <ol style="list-style-type: none"> a. Meyer Fine Art – Perry & Kathi Meyer b. Little Italy Resident – TBD 3. MC Introducing OLR Choir – Performance in Historically Renovated Church 4. Community Holiday Wishes <ol style="list-style-type: none"> c. Bencotto/Monello – Guido & Valentino d. Little Italy Resident – TBD 	<p>3.ii. No action taken</p>

<p>iii. Little Italy Toy Drive</p> <p>iv. Giuseppe on the Shelf</p> <p>v. Letters to Santa</p> <p>vi. JOY! Cocktail Tutorial</p>	<p>5. MC Introducing Santa & Mrs. Clause – Reading of “Twas the Night Before Christmas”</p> <p>6. Community Holiday Wishes e. Little Italy Mercato – Catt White f. Little Italy Resident – TBD</p> <p>7. Closing Remarks by Little Italy Leadership</p> <p>8. Italian Count Down with Father, Officers and Marco – Lighting of Pdf Tree</p> <p>9. Drone Pulls Back from Pdf Tree and Flies Down India Street and Circles Around Aurora</p> <p>10. VidDay Business & Resident Video Compilation.</p> <p>3.iii. The Little Italy Toy Drive will run until December 14th. Currently, seven businesses will be hosting a Toy Box at their location.</p> <p>New Alternatives will also be accepting monetary donations.</p> <p>Vici and 610 W. Ash Street would also like to host a box at their location.</p> <p>3.iv. We are looking for a volunteer to dress us as our Giuseppe on the Shelf. This will be a 1-2-day, paid photoshoot.</p> <p>3.v. We are researching costs for a mailbox for children to drop off letters to Santa. A USPS mailbox will cost \$1,300. We also found a smaller mailbox on Amazon for \$250.</p> <p>3.vi. Cloak and Petal, Civico 1845 and Juniper and Ivy would like to participate in the cocktail tutorial, JOY!</p>	<p>3.iii. No action taken</p> <p>3.iv. No action taken</p> <p>3.v. No action taken</p> <p>3.vi. No action taken</p>
<p>4. New Events, Promotions, Fundraising, & Cocktails</p>		

<p>a. Olive Creative Strategies</p> <p>i. Coverage Recap</p> <p>b. Little Italy Merchandise</p> <p>c. Little Italy Tours</p>	<p>4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p> <p>4.i. Larisa Medina gave a coverage recap on LI Businesses, Taste of LI: Takeout Edition and Italian- American Heritage month.</p> <p>4.b. Chris Gomez met with Marco Polo and his business partner, Pamela to discuss LI Merchandise. The LIA Agreement with Marco Polo is giving him the licensing rights for the Merchandise and there will be no financial liability to the Association. There will be a Task Force to discuss designs.</p> <p>4.c. Chris Gomez, Marco LiMandri and Steve Galasso met to discuss LI Tours proposal with Anthony Davi regarding the opportunity to work with the Old Town Trolley tours.</p>	<p>4.a. No action taken</p> <p>4.i. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>5. Streetscape Improvements & Venues</p> <p>a. Piazza Basilone</p> <p>b. Little Italy Park</p> <p>c. Amici House</p>	<p>5.a. Chris Gomez reported that final improvements are going in at Piazza Basilone.</p> <p>5.b. Chris Gomez reported that the Dog Park is wrapping up.</p> <p>5.c. Chris Gomez and Marco LiMandri met with Tom from Convivio to go over a few things.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p>
<p>6. Other</p>	<p>Olivia Connelly reported that the Piazza della Famiglia fountain repairs are currently being worked on.</p>	<p>6. No action taken</p>
<p>7. Adjournment</p>	<p>Meeting Adjourned.</p>	<p>7. No action taken</p>
<p>8. Next Meeting</p>	<p>The Next Meeting will be the First Friday of the month at 9:00 a.m., via Zoom.</p>	<p>8. No action taken</p>

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

1:20 PM

01/05/21

Cash Basis

Little Italy Association of San Diego
CHRISTMAS PROGRAMS Profit & Loss
 July 2020 through June 2021

	Jul '20 - Jun 21
Income	
PROGRAM INCOME	
NCA Fundraising (Sponsorships)	500.00
LIA Board Give or Get	9,125.00
Donation	50.00
Sponsors	5,983.18
	15,658.18
Total PROGRAM INCOME	15,658.18
Total Income	15,658.18
Gross Profit	15,658.18
Expense	
PROGRAM EXPENSE	
Entertainment	600.00
Equipment Rentals	213.37
Landscaping & Nursery Supplies	4,850.88
Merchant Services	12.08
Meals / Entertainment / Travel	21.23
Program Operations	11,746.19
Program Supplies	2,364.28
	19,808.03
Total PROGRAM EXPENSE	19,808.03
Total Expense	19,808.03
Net Income	-4,149.85



DISI Meeting PR Agenda Friday, January 8, 2021

PITCHING

Recap

- Little Italy Coming Together – Dine, Shop, and Support #LittleItalySD
- Little Italy's Resolution

Current/Upcoming Focus

- TBD

BLOGS

Recap

- Wednesday Holiday Market Gift Guide
- The Feast of Seven Fishes

Upcoming

- How to Celebrate Valentine's Day in Little Italy
- TBD

SECURED COVERAGE

- **12/31 secured online coverage on Noticias Ya San Diego**
 - Article featured interview with Marco regarding Mayor Todd Gloria's new mandates and how they will affect small businesses.
- **12/31 secured broadcast coverage on KBNT 17 (Early News)**
 - Segment featured interview with Marco regarding Mayor Todd Gloria's new mandates and how they will affect small businesses.
- **12/31 secured broadcast coverage on CBS 8 (Morning Extra)**
 - Segment featured Nolita Hall's bar manager and executive chef creating NYE mocktails/cocktails and small bites. Highlights Little Italy Instagram's JOY! to find more mocktail recipes for NYE.
- **12/31 secured broadcast coverage on KUSI (Good Morning San Diego News at 9 a.m.)**
 - Segment featured Dan Plante, live from Little Italy, speaking about Mayor Todd Gloria's new mandates. He highlighted how the Piazzas will continue to stay open, although outdoor dining is closed and interviewed locals that were eating at Piazza della Famiglia.
- **12/30 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment featured Dan Plante, live from Little Italy, speaking about Mayor Todd Gloria's new mandates. He highlighted how the Piazzas will continue to stay open, although outdoor dining is closed and interviewed locals that were eating at Piazza della Famiglia.

- **12/30 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment featured Dan Plante, live from Little Italy, speaking about Mayor Todd Gloria's new mandates. He highlighted how the Piazzas will continue to stay open, although outdoor dining is closed and interviewed locals that were eating at Piazza della Famiglia.
- **12/30 secured broadcast coverage on Fox 5 (News at 9 a.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 7 a.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 7 a.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 6 a.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 5 a.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 5 a.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 4:30 a.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/29 secured broadcast coverage on Fox 5 (News at 11 p.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 10 p.m.)**
 - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.

- **12/29 secured online coverage on News Break**
 - Syndicated Fox 5 article featured interview with PJ from Barbusa discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/29 secured online coverage on Fox 5**
 - Article featured interview with PJ from Barbusa discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/18 secured broadcast coverage on ABC 10 (News at 11 p.m.)**
 - Segment featured interview with Joey from Barbusa regarding the new order to close restaurants after the reversal.
- **12/18 secured broadcast coverage on ABC 10 (News at 11 p.m.)**
 - Segment featured interview with Joey from Barbusa regarding the new order to close restaurants after the reversal.
- **12/18 secured broadcast coverage on Fox 5 (News at 11 p.m.)**
 - Segment featured interviews with Cesar with Cloak & Petal and Joey from Barbusa regarding new order to shut down restaurants
- **12/18 secured broadcast coverage on Fox 5 (News at 10 p.m.)**
 - Segment featured interviews with Cesar with Cloak & Petal and Joey from Barbusa regarding new order to shut down restaurants
- **12/18 secured online coverage on Fox 5**
 - Article discussed the order to shut restaurants down again and featured insights from Cesar with Cloak & Petal and Joey from Barbusa
- **12/18 secured online coverage in the San Diego Union-Tribune**
 - Article featured interviews from shoppers during 'Super Saturday' as they stopped at Café Italia and the Little Italy Mercato for their last-minute holiday shopping.
- **12/17 secured radio coverage in KOGO-AM (Rush Limbaugh)**
 - Syndicated KOGO segment featured interview with Marco Li Mandri regarding the resolution backed by more than 1,000 business owners
- **12/17 secured online coverage in Del Mar Times**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/17 secured online coverage in Santa Fe Review**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/17 secured radio coverage in KOGO-AM (Morning news at 7 a.m.)**
 - Segment featured interview with Marco Li Mandri regarding the resolution backed by more than 1,000 business owners
- **12/17 secured radio coverage in KOGO-AM (Morning news at 5:30 a.m.)**
 - Segment featured interview with Marco Li Mandri regarding the resolution backed by more than 1,000 business owners
- **12/17 secured radio coverage in KOGO-AM (Morning news at 5 a.m.)**
 - Segment featured interview with Marco Li Mandri regarding the resolution backed by more than 1,000 business owners
- **12/17 secured online coverage in SoCal Pulse**

- Article included Little Italy Dine, Shop, and Support #LittleItalySD in a holiday weekend roundup.
- **12/16 secured online coverage in News Bug**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Cherokee Tribune & Ledger News**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Finger Lakes Times**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Register-Guard**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Union-Bulletin**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Herald Mail Media**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Bakersfield.com**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Myrtle Beach Online**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Fort Worth Star-Telegram**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The News and Observer**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Merced Sun-Star**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Lexington Herald Leader**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Idaho Statesman**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Island Packet**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Sun Herald**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Herald Sun**

- Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Herald**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Miami Herald**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Bradenton Herald**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Belleville News-Democrat**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Olympian**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in News Press Now**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Charlotte Observer**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Ledger-Enquirer**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Telegraph**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The News Tribune**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in San Luis Obispo Tribune**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Bellingham Herald**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Wichita Eagle**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Centre Daily Times**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Lancaster Online**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Gazette Extra**

- Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Los Angeles Times**
 - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in San Diego Union Tribune**
 - Article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured broadcast coverage on Fox 5 (News at 10 p.m.)**
 - Segment from Little Italy discussing the county's decision on suspending enforcement of outdoor dining.
- **12/16 secured online coverage on Fox 5**
 - Article featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 7 p.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 6 p.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 5 p.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 4 p.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 1 p.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on CBS 8 (News at 9 a.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on CBS 8 (News at 5 a.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on CBS 8 (News at 4:30 a.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on CBS 8 (News at 4:30 a.m.)**

- Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/15 secured broadcast coverage on CBS 8 (News at 11 p.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/15 secured broadcast coverage on CBS 8 (News at 10 p.m.)**
 - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/14 secured online coverage in Times of San Diego**
 - Article included Little Italy's resolution in piece on state senators urging Gov. Gavin Newsom to deem restaurants essential.
- **12/14 secured online coverage in News Break**
 - Syndicated San Diego Food Finds article included what Little Italy is doing to come together and support their community as well as Shop, Dine, and Support #LittleItalySD.
- **12/14 secured online coverage in San Diego Food Finds**
 - Article included what Little Italy is doing to come together and support their community as well as Shop, Dine, and Support #LittleItalySD.
- **12/14 secured print coverage in Presidio Sentinel**
 - Article included Little Italy events in holiday roundup.
- **12/14 secured online coverage in Presidio Sentinel**
 - Article included Little Italy events in holiday roundup.
- **12/14 secured online coverage in the San Diego Union Tribune**
 - Article included JOY! in New Year's Eve virtual event Roundup
- **12/14 secured online coverage in Pacific Magazine**
 - Article included JOY! in New Year's Eve virtual event Roundup
- **12/12 secured online coverage in ABC 10**
 - Article included the Little Italy Toy Drive in roundup of San Diego toy drives you can still donate to
- **12/9 secured online coverage in LOCALE**
 - Article included Little Italy shops for a Shop Small roundup. They also included how to support with Dine, Shop, and Support #LittleItalySD
- **12/9 secured online coverage in Oside News**
 - Article discussed the expansion of Small Business Saturday to Small Business Season and the Small Business Season Holiday Gift Guide
- **12/9 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment featured an interview with Marco on how businesses are coping during the stay-at-home order, as well as hope for the future in light of LA County Superior Court's prohibition on ban of outdoor restaurants past the 3-week mandate.
- **12/9 secured broadcast coverage on KUSI (News at 4 p.m.)**
 - Segment featured an interview with Marco on how businesses are coping during the stay-at-home order, as well as hope for the future in light of LA County Superior Court's prohibition on ban of outdoor restaurants past the 3 week mandate.
- **12/9 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment with Chef Moira from Nolita Hall on how they pivoted with the new Covid-19 closures

- **12/8 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment with Chef Moira from Nolita Hall on how they pivoted with the new Covid-19 closures
- **12/8 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment with Chef Moira from Nolita Hall on how they pivoted with the new Covid-19 closures
- **12/8 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment with Chef Moira from Nolita Hall on how they pivoted with the new Covid-19 closures
- **12/7 secured online coverage on ABC 10**
 - Article featured insight from Little Italy business owners regarding their frustration with the new restrictions.
- **12/7 secured online coverage on KUSI**
 - Article featured how Little Italy handled the newest restrictions, how businesses are coping and encouraging the community to support local.
- **12/7 secured broadcast coverage on KUSI (News at 5 p.m.)**
 - Segment with Dan Plante spending time in Little Italy discussing the newest restrictions, how businesses are coping and encouraging the community to support local.
- **12/7 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment with Dan Plante spending time in Little Italy discussing the newest restrictions, how businesses are coping and encouraging the community to support local.
- **12/7 secured broadcast coverage on KUSI (News at 5 p.m.)**
 - Segment with Dan Plante spending time in Little Italy discussing the newest restrictions, how businesses are coping and encouraging the community to support local.
- **12/7 secured broadcast coverage on KSDY (50 en 50)**
 - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays.
- **12/7 secured broadcast coverage on FOX 5 (News at 6 a.m.)**
 - Segment on new Covid-19 closures and the impact on businesses
- **12/6 secured broadcast coverage on KUSI (Good Evening San Diego at 11 p.m.)**
 - Segment on the airing of the Little Italy Holiday Special
- **12/6 secured broadcast coverage on KUSI (Good Evening San Diego at 10 p.m.)**
 - Segment on the airing of the Little Italy Holiday Special
- **12/6 secured broadcast coverage on ABC 10 (News at 8 a.m.)**
 - Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/6 secured broadcast coverage on ABC 10 (News at 6 a.m.)**
 - Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/6 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
 - Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/6 secured online coverage on SanDiegoVille**
 - Streamed the Little Italy Holiday Special on their platform for a higher viewership.
- **12/5 secured broadcast coverage on FOX 5 (News at 10 p.m.)**
 - Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/5 secured broadcast coverage on FOX 5 (News at 4 p.m.)**

- Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/5 secured broadcast coverage on KUSI (Good Morning San Diego Weekend at 9 a.m.)**
 - Segment included interview with Chris Gomez on how businesses are preparing for the stay-at-home order and how to continue to support small businesses all season long.
- **12/5 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment included interview with Chris Gomez on how businesses are preparing for the stay-at-home order and how to continue to support small businesses all season long.
- **12/4 secured radio coverage on La Poderosa 860AM (Al Dia con Paola Hernandez)**
 - Included the Little Italy Holiday Special in weekend roundup.
- **12/4 secured online coverage in Patch West Hollywood**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Venice-Mar Vista**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Westwood-Century City**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Encino-Tarzana**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch La Jolla**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch La Mesa-Mt. Helix**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Montrose-La Crescenta**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Imperial Beach**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Arcadia**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Echo Park-Silver Lake**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Fountain Valley**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Glendora**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Monrovia**

- Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Banning-Beamont**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Santa Monica**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Highland Park-Mount Washington**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Moorpark**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch La Cañada Flintridge**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Marina del Rey**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Lemon Grove**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Murrietta**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch North Hollywood-Toluca Lake**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Coronado**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Carlsbad**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Mission Viejo**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Beverly Hills**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Belmont Shores-Naples**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Newport Beach-Corona del Mar**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Lake Elsinore-Wildomar**

- Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Northridge-Chatsworth**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Hollywood**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Hermosa Beach**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Culver City**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Cerritos-Artesia**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Oceanside-Camp Pendelton**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Diamond-Bar Walnut**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Eagle Rock**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Malibu**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Long Beach**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Laguna Niguel**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Calabasas**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Brentwood**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Laguna Beach**
 - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch San Diego**
 - Article included the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured radio coverage on Channel 93.3 (Geena the Latina and Frankie V Morning Show)**

- Segment mentioned the Little Italy Holiday Special as a way to safely celebrate the holidays this month, as well as everything else Little Italy has planned for the holidays.
- **12/4 secured broadcast coverage on Fox 5 (San Diego Morning News)**
 - Segment with Geena the Latina from Channel 93.3 mentioning the Little Italy Holiday Special as a way to safely celebrate the holidays this month.
- **12/4 secured broadcast coverage on KUSI (News 5 p.m.)**
 - Segment included interview with Chris Gomez on how businesses are preparing for the stay-at-home order and how to continue to support small businesses all season long.
- **12/4 secured broadcast coverage on CBS 8 (News at 6 p.m.)**
 - Segment included interview with Chris Gomez on what Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market, as well as shop small business season.
- **12/4 secured broadcast coverage on CBS 8 (The Four at 4 p.m.)**
 - Segment included interview with Chris Gomez on what Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market, as well as shop small business season.
- **12/4 secured online coverage in Del Mar Times**
 - Article included all of the events Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market
- **12/4 secured online coverage in Times of San Diego**
 - Article discussed the holiday events in Little Italy and the Little Italy Holiday Special.
- **12/3 secured online coverage in Family Entourage**
 - Article included Letters to Santa in interview with Together SD for the San Diego Union-Tribune, as a way for kids to practice their writing this holiday season.
- **12/3 secured online coverage in San Diego Downtown News**
 - Ghost-written article by Chris around what to expect from Little Italy this holiday season. The article included the Little Italy Holiday Special, JOY!, Gio the Elf, and Letters to Santa.
- **12/3 secured print coverage in San Diego Downtown News**
 - Ghost-written article by Chris around what to expect from Little Italy this holiday season. The article included the Little Italy Holiday Special, JOY!, Gio the Elf, and Letters to Santa.
- **12/3 secured online coverage in Thrillist**
 - Article included the Little Italy Holiday Special in a weekend roundup.
- **12/3 secured online coverage in San Diego Food Finds**
 - Article included the Little Italy Shop Small Business Shopping Guide and Dine, Shop, and Support #LittleItalySD
- **12/2 secured broadcast coverage on KUSI (Good Evening San Diego at 10 p.m.)**
 - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays this year.
- **12/2 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
 - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays this year.
- **12/2 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
 - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays this year.
- **12/2 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**

- Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays this year.
- **12/2 secured online coverage in SoCal Pulse**
 - Included Little Italy Wednesday Holiday Market as part of small business season roundup.
- **12/1 secured print coverage in Los Angeles Magazine**
 - Article listed Little Italy as where to go eat, while in San Diego with specific mentions to Civico and Ironside.
- **11/30 secured online coverage in Oside News**
 - Article on the Little Italy Holiday Special and when to watch it.
- **11/30 secured online coverage in News Break**
 - Syndicated THERE San Diego article included all of the events Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market
- **11/30 secured online coverage in THERE San Diego**
 - Article included all of the events Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market
- **11/29 secured print coverage in San Diego Family Magazine**
 - Article included the Little Italy virtual tree lighting in a holiday roundup.
- **11/29 secured broadcast coverage in ABC 10**
 - Segment on Little Italy’s virtual tree lighting.

SECURED OPPORTUNITIES

- **Secured San Diego Downtown News**
 - Ghost-written article by Chris around the virtual events taking place this year including the Little Italy Holiday Special, JOY!, Giuseppe the Elf and Letters to Santa
- **Secured Crown City Magazine**
 - Including article on Little Italy in January issue. Sent images for inclusion.
- **Secured New York Times**
 - Featuring Little Italy in “Living in California” column. Interviewed Marco and will interview several local homeowners and realtors once the stay-at-home order has been lifted.

SECURED INTEREST

- **Secured NBC 7**
 - Interested in speaking with business owner and the association on the impact of the new restaurant closures.

Social Media Statistics: December 1-22

- **Facebook**
 - Fans: 83,889 (+372)
 - Impressions: 1,066,673
 - Engagements: 38,244
- **Twitter**
 - Followers: 8,515 (+44)
 - Impressions: 28,012
 - Engagements: 844
- **Instagram**
 - Followers: 73,669 (+945)
 - Impressions: 627,455

- Engagements: 20,358

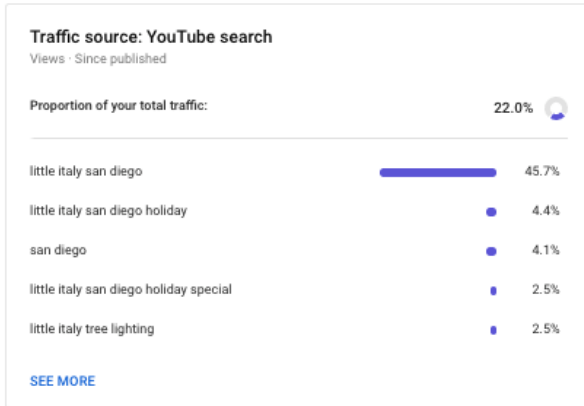
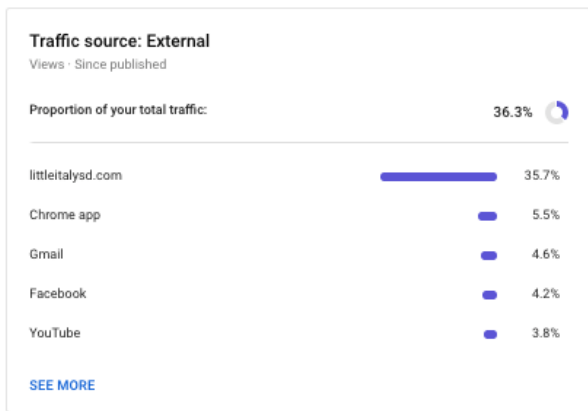
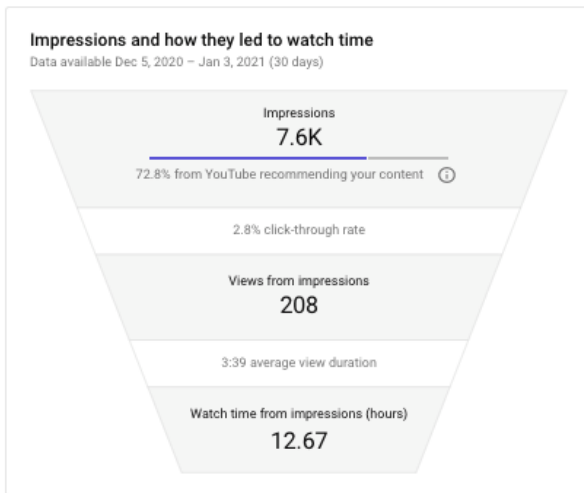
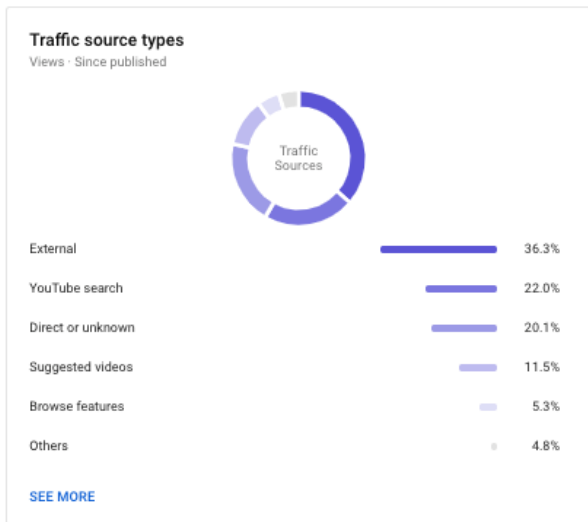
Highlights

- Garnered more than 1.7M impressions across all platforms
- Earned over 59K engagements across all platforms
- Garnered 1,361 new followers across all platforms up 30%
- Total ad spend of \$252.37
- Total paid impressions at 76,713 at CPM of \$3.29
- Total paid engagements at 15,981 at CPE 2 cents
- Total paid clicks 3,245 at CPC 8 cents
- **Little Italy Holiday Special Premiered 12/5 – YouTube views:** 1.4K, 3 comments
Facebook views: 22.6k views, 1.8k post clicks, 1.1K engagements (see more below)
- Shared & put together weekly Joy! Little Italy Mixologists' Holiday Cocktail and Mocktail video tutorials
- Shared daily Gio the Elf posts highlighting Little Italy businesses in Instagram + Facebook stories through the 24th
- Created Shop, Dine & Support #LittleItalySD group on Facebook to create a community where business owners can share their offerings. 272 members

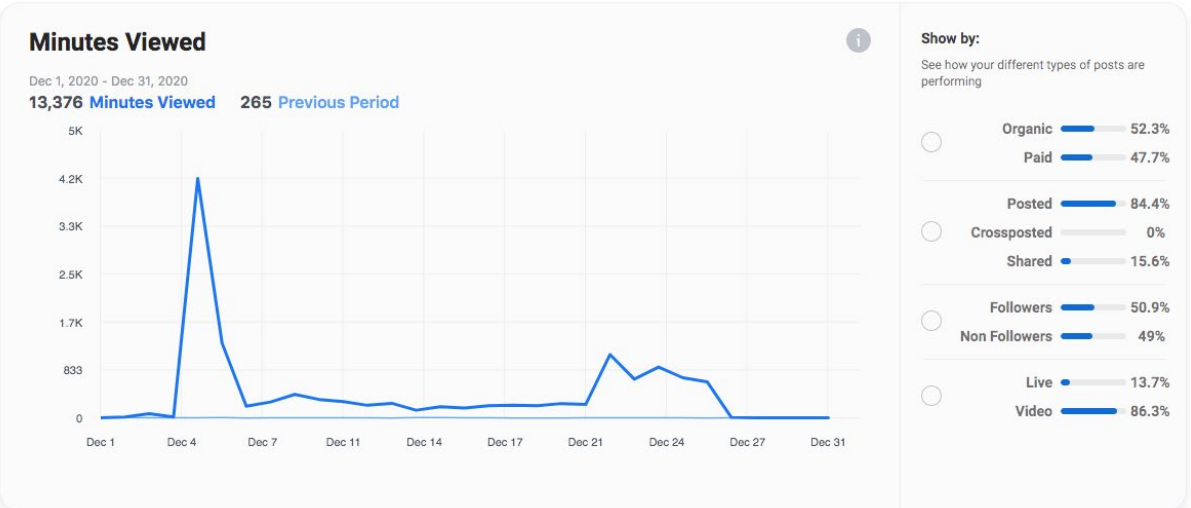
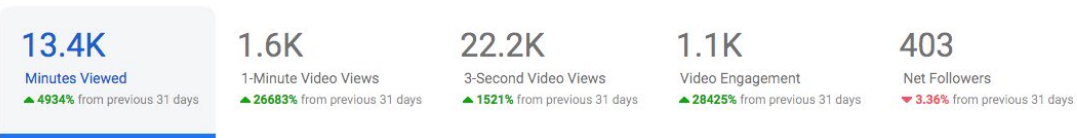
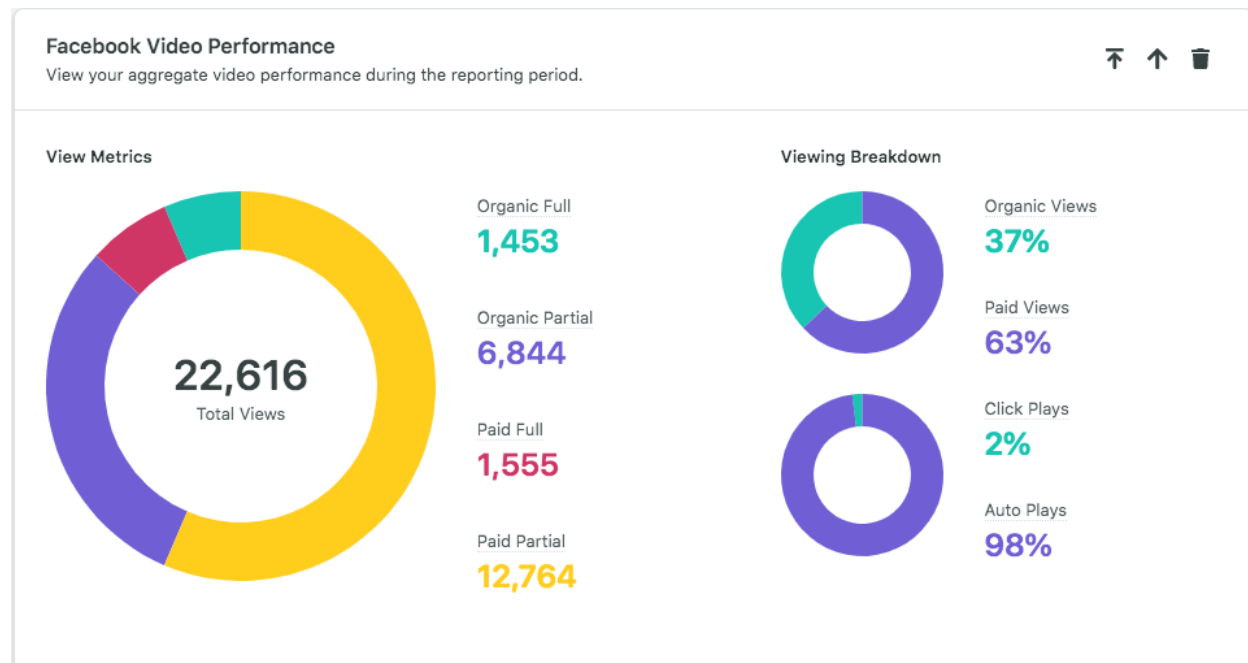
Upcoming

- Continue to promote take-out and Small Business Season, shopping local through the new year
- Continue to share new state and county mandates
- Continue to post on safety measures
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media

Little Italy Holiday Special YouTube:




All video views Facebook:



FACEBOOK: Top Performing Posts:

LITTLE ITALY Little Italy
Sat 12/5/2020 5:30 pm PST


This year, we bring you an evening of music, cheer, storytelling and more with the Little Italy Holiday Special, a



Total Engagements	2,460
Reactions	478
Comments	129
Shares	101
Post Link Clicks	17
Other Post Clicks	1,735

LITTLE ITALY Little Italy
Sun 12/13/2020 5:05 pm PST


We are resilient. We are in this together and we are so grateful for our community that continues to show up for each other.



Total Engagements	2,087
Reactions	809
Comments	36
Shares	46
Post Link Clicks	109
Other Post Clicks	1,087


LITTLE ITALY Little Italy
Sat 12/5/2020 9:45 am PST

It's beginning to look a lot like Christmas! ❄️ Tonight is the night. At 5:30pm tune into the Little Italy Holiday Special, a




Total Engagements	415
Reactions	179
Comments	22
Shares	15
Post Link Clicks	60
Other Post Clicks	139


TWITTER: Top Performing Tweets:

 **LittleItalySD**
Thu 12/3/2020 1:30 am UTC


This Saturday, December 5th at 5:30pm we bring you our time-honored tradition, the Little Italy Tree Lighting, but this year




Total Engagements	82
Likes	18
@Replies	0
Retweets	4
Post Link Clicks	1
Other Post Clicks	59
Other Engagements	0

 **LittleItalySD**
Fri 12/4/2020 7:44 pm UTC


Keep an eye out for the Big Red Mailbox in the Piazza della Famiglia to drop-off your letters to Santa. To be ext



Total Engagements	64
Likes	8
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	55
Other Engagements	0


 **LittleItalySD**
Sun 12/20/2020 2:03 am UTC

Cold nights and twinkling lights. 📸
[@angelapequenophotography](#)
[#LittleItalySD](#)




Total Engagements	58
Likes	14
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	43
Other Engagements	0


INSTAGRAM: Top Performing Posts:

 **littleitalysd**
Sun 12/13/2020 5:04 pm PST


We are resilient. We are in this together and we are so grateful for our community that continues to show up for each other




Total Engagements	3,111
Likes	3,004
Comments	51
Saves	56

 **littleitalysd**
Fri 12/25/2020 6:51 am PST


Buon Natale! Merry Christmas, Little Italy! This is what we mean when we say "Merry and Bright". If you haven't had a chance



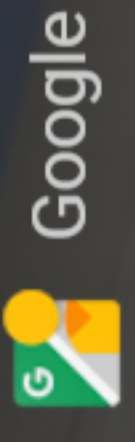
Total Engagements	2,527
Likes	2,464
Comments	21
Saves	42

 **littleitalysd**
Wed 12/30/2020 5:08 pm PST

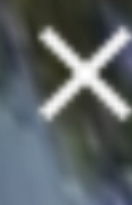
Sugar and spice and everything nice. Have you taken a drive by our very own gingerbread house @queenstownph? 📸



Total Engagements	1,878
Likes	1,816
Comments	20
Saves	42



Street View



NORTH SOUTH



ENTRANCE

CAUTION



Google

