Little Italy Association of San Diego – DISI Committee
Friday, July, 10 2020 at 9:00am
Zoom Virtual Meeting: https://us02web.zoom.us/j/85641328924
or call 1-669-900-6833 / Meeting ID: 856 4132 8924

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) **Events**
   a. Postponed/Cancelled
      i. Little Italy Wednesday Market
      ii. GranFondo San Diego
      iii. Washington Elementary VanGo!
      iv. Taste of Little Italy
      v. Little Italy Summer Film Festival
      vi. First Responder's "It's Sauce Not Gravy" Marinara Cook-Off
      vii. Marine Band San Diego Summer Concert
      viii. San Diego Padres Italian Heritage Night
      ix. Labor Day Stickball Tournament
   b. *Al Fresco*   Every Fri.-Sun.
   c. Little Italy Mercato   Every Sat.
   d. Little Italy State of the Neighborhood   Thu., 9/24
   e. Trick-or-Treat on India Street   Fri., 10/30
   f. MissionFed ArtWalk   Sat.-Sun., 11/7-8
   g. Small Business Saturday   Sat., 11/28
   h. Little Italy Tree Lighting & Christmas Village   Sat., 12/05

3) **New Events, Promotions, Fundraising & Councils**
   a. Olive Creative Strategies
      i. Coverage Recap
      ii. Social Media Giveaways & Advertising
   b. *Ciao Bella!* Campaign
   c. Taste of Little Italy – Take Out Edition (Fall 2020)   *Action Item*
   d. Davi Tours – Update & RFP   *Action Item*
   e. Little Italy Merchandise
   f. Little Italy Restaurant & Hotel Councils

L I T T L E   I T A L Y   A S S O C I A T I O N   O F   S A N   D I E G O

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

4) **Streetscape Improvements & Venues**
   a. Little Italy Venues
      i. Confirmed & Tentative Bookings
      ii. Table Tents
   b. Capitol Outdoor Displays – Presentation   *Action Item*
   c. W. Date Enhanced Lighting – Complete
   d. Little Italy Dog Park – Complete
   e. Piazza Giannini – Complete
   f. Piazza Basilone – In Progress
   g. Piazza della Famiglia – Pending

5) **Other**

6) **Adjournment**

7) **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) Donor Opportunities Guide
   2) Piazzas & Quasi-Public/Public Spaces

DISI Meeting
PR Agenda
Friday, July 10, 2020

PITCHING
Recap
- Ciao Bella! Announcement
- Little Italy Restaurants, Retailers and Parks Reopen Doors
- Little Italy Retailers & Restaurants Open to Support & Serve

Current/Upcoming Focus
- Ciao Bella!: Al Fresco & Air Kiss Challenge
- Taste of Little Italy
- Trick or Treat on India Street
- Shop Local Saturday

BLOGS
Recap
- Top 5 Ways to Support Little Italy This Summer
- Al Fresco Dining Transforms Little Italy
- Ciao Bella! | Little Italy Reopens
- Little Italy Stands Strong

Upcoming
- PRIDE in Little Italy
- How Tuna Helped Develop Little Italy

RECAP OF SECURED COVERAGE
National Coverage
- **4/1 Secured print coverage in Delta Sky Magazine**
  - Featured Little Italy's history and venues including food, art, shops and Piazza della Famiglia in April print issue

Regional Coverage
- **6/25 secured coverage on NBC7.com**
  - Episode spoke about the success of Little Italy's Al Fresco in a piece on the current state of dining in San Diego. Also, premier of podcast with NBC 7 and Eater SD.
- **6/20 secured broadcast coverage on ABC 10 News this Morning at 8 a.m.**

- o Segment on that night's Al Fresco dining along with an interview with Joey Busalacchi
- **6/20 secured broadcast coverage on ABC 10 News this Morning at 6 a.m.**
  - o Segment on that night's Al Fresco dining
- **6/20 Secured broadcast coverage on Asian Business Association San Diego**
  - o Summer To-Do List production featuring interview with Cecilia from Vocabulary Boutique
- **6/19 secured online coverage on Presidio Sentinel**
  - o Feature on Al Fresco dining along with a mention of upcoming Al Fresco
- **6/19 secured online coverage on News Break**
  - o Syndicated article from SDNews.com on the mayor's press conference mentioning Al Fresco and a quote from Marco
- **6/19 secured online coverage on SDNews.com**
  - o Article on the mayor's press conference mentioning Al Fresco and a quote from Marco
- **6/18 secured online coverage on MSN Lifestyle**
  - o Syndicated article from SDUT on the mayor's press conference mentioning Al Fresco and a quote from Steve Galasso
- **6/18 secured online coverage on the San Diego Union-Tribune**
  - o Article on the mayor's press conference mentioning Al Fresco and a quote from Steve Galasso
- **6/18 secured broadcast coverage on CBS 8 News at 11 a.m.**
  - o Segment on mayor's press conference mentioning Al Fresco and commentary from Steve Galasso
- **6/18 secured broadcast coverage on NewsRadio 600 KOGO**
  - o Mentioned mayor's press conference in Little Italy and noted second weekend along with commentary from Steve Galasso
- **6/18 secured broadcast coverage on KUSI Good Morning San Diego at 6 a.m.**
  - o Segment mentions Saturday's upcoming Al Fresco dining
- **6/17 secured broadcast coverage on KUSI News at 10 p.m.**
  - o Segment talks about success of Al Fresco
- **6/17 secured online coverage on SanDiegoVille**
  - o Article spoke about success of Al Fresco
- **6/17 secured online coverage on the San Diego Union-Tribune**
  - o Article on the Gaslamp's upcoming outdoor dining and mentioned Little Italy's and the changes being made for the next one (i.e. hand sanitizer stations and masks)
- **6/17 secured online coverage on Pacific San Diego**
  - o Article on the Gaslamp's upcoming outdoor dining and mentioned Little Italy's and the changes being made for the next one (i.e. hand sanitizer stations and masks)
- **6/16 secured broadcast coverage on KUSI Good Morning San Diego at 5 a.m.**
  - o Segment on Al Fresco dining featuring an interview with Luca from Civico 1845 and Sam from Not Tacos & Graze
- **6/16 secured broadcast coverage on KUSI News at 10 p.m.**
  - o Segment on Al Fresco dining featuring an interview with Luca from Civico 1845
- **6/16 secured broadcast coverage on KUSI News at 6 p.m.**
  - o Segment on Al Fresco dining featuring an interview with Sam from Not Tacos and Graze
- **6/16 secured broadcast coverage on KUSI News at 5 p.m.**
  - o Segment on Al Fresco dining featuring an interview with Luca from Civico 1845
- **6/16 secured broadcast coverage on KUSI News at 4 p.m.**
  - o Segment on Al Fresco dining featuring an interview with Sam from Not Tacos and Graze

- **6/16 secured broadcast coverage on NewsRadio 600 KOGO**
  - Mentioned Al Fresco dining and included clip on Marco's interview
- **6/16 secured broadcast coverage on NewsRadio 600 KOGO**
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- **6/16 secured broadcast coverage on NewsRadio 600 KOGO**
  - Mentioned Al Fresco dining and included clip on Marco's interview
- **6/15 secured broadcast coverage on NewsRadio 600 KOGO**
  - Interview with Marco on Little Italy's Al Fresco dining program.
- **6/15 secured online coverage on ABC10.com**
  - Feature following Al Fresco dining including commentary from Marco and Joey Busalacchi
- **6/15 secured online coverage on Eater San Diego**
  - Feature following Al Fresco dining including commentary from Marco and Dario
- **6/15 secured broadcast coverage on KUSI Good Morning San Diego at 8 a.m.**
  - Segment on Al Fresco dining featuring an interview with Chris
- **6/15 secured broadcast coverage on KUSI Good Morning San Diego at 5 a.m.**
  - Segment on Al Fresco dining featuring an interview with Chris
- **6/15 secured broadcast coverage on NewsRadio 600 KOGO**
  - Mentioned Al Fresco dining
- **6/15 secured broadcast coverage on NBC 7 News at 7 a.m.**
  - Segment on Al Fresco dining featuring commentary from Dario of Civico 1845
- **6/15 secured broadcast coverage on NBC 7 News at 7 a.m.**
  - Segment on Al Fresco dining
- **6/14 secured broadcast coverage on KUSI Good Morning San Diego at 9 a.m.**
  - Segment on Al Fresco dining featuring an interview with Chris
- **6/14 secured broadcast coverage on KUSI Good Morning San Diego at 7 a.m.**
  - Segment on Al Fresco dining featuring an interview with Chris
- **6/13 secured broadcast coverage on KUSI News at 11 p.m.**
  - Segment on Al Fresco dining featuring an interview with Chris
- **6/13 secured broadcast coverage on KUSI News at 10 p.m.**
  - Segment on Al Fresco dining featuring an interview with Chris
- **6/13 secured broadcast coverage on KUSI News at 6 p.m.**
  - Segment on Al Fresco dining featuring an interview with Chris
- **6/13 secured broadcast coverage on NBC 7 News at 11 p.m.**
  - Segment on Al Fresco dining featuring commentary from Dario of Civico 1845
- **6/13 secured broadcast coverage on NBC 7 News at 6 p.m.**
  - Segment on Al Fresco dining featuring an interview with Marco
- **6/13 secured online coverage on NBC7.com**
  - Segment on Al Fresco dining featuring commentary from Dario of Civico 1845
- **6/13 secured broadcast coverage on ABC 10 News at 11 p.m.**
  - Segment on Al Fresco dining featuring commentary from Carlos of Davanti
- **6/12 secured broadcast coverage on FOX 5 News at 11 p.m.**
  - Segment on Al Fresco dining featuring commentary from Valentina of Bencotto & Monello

- **6/12 secured broadcast coverage on FOX 5 News at 10 p.m.**
  - Segment on Al Fresco dining featuring commentary from Valentina of Bencotto & Monello
- **6/12 secured online coverage on NBC7.com**
  - A feature on upcoming Al Fresco dining
- **6/12 secured online coverage on FOX5.com**
  - A feature on upcoming Al Fresco dining
- **6/12 secured online coverage on San Diego Downtown News**
  - Featured a ghost-written article by Chris around "Ciao Bella!"
- **6/12 secured online coverage on THERE San Diego**
  - A feature on upcoming Al Fresco dining
- **6/12 Secured online coverage on San Diego Downtown News**
  - Ghost-written article by Chris around Ciao Bella! campaign and Little Italy reopening
- **6/11 secured online coverage on Thrillist**
  - Featured Little Italy's Al Fresco dining in a San Diego weekend roundup
- **6/11 secured online coverage on Times of San Diego**
  - Featured Little Italy's Al Fresco dining in a San Diego weekend roundup
- **6/11 secured broadcast coverage on KUSI News at 6 p.m.**
  - Interview with Marco on Little Italy's Al Fresco dining program.
- **6/9 secured online coverage on SanDiegoVille**
  - Feature on Little Italy's upcoming Al Fresco dining
- **6/9 secured online coverage on Eater**
  - Feature on Ciao Bella along with commentary from Marco
- **5/29 secured online coverage on La Jolla Mom blog**
  - Feature highlights Little Italy as a major vacation destination showcasing some of the hotels
- **5/29 secured online coverage on EaterSD.com**
  - A feature around reopened San Diego restaurants mentioning a list of Little Italy's restaurants.
- **5/28 secured online coverage on NBC7.com**
  - Article on San Diego's expanding outdoor dining includes Little Italy's upcoming Al Fresco dining
- **5/24 secured broadcast segment on KUSI News at 6 p.m.**
  - Segment featuring interview with Civico 1845 and Marco about Little Italy restaurants reopening and Al Fresco dining
- **5/24 secured online coverage on San Diego Union Tribune**
  - Article regarding San Diego restaurants reopening featuring commentary from Marco about Little Italy's Al Fresco concept
- **5/23 secured print coverage in San Diego Union Tribune**
  - Article regarding San Diego restaurants reopening featuring commentary from Marco about Little Italy's Al Fresco concept
- **5/22 secured print coverage in San Diego Union Tribune**
  - Article regarding restaurants reopening amid Memorial Day weekend with commentary from Marco about Little Italy's traffic for the holiday
- **5/22 secured online coverage on San Diego Union Tribune**
  - Article regarding restaurants reopening amid Memorial Day weekend with commentary from Marco about Little Italy's traffic for the holiday
- **5/22 secured online coverage on Pacific San Diego**

- o Article regarding restaurants reopening amid Memorial Day weekend with commentary from Marco about Little Italy's traffic for the holiday
- **5/21 secured broadcast segment on KUSI News at 11 p.m.**
  - o Segment featuring interview with Civico 1845 and Marco about Little Italy restaurants reopening and Al Fresco dining
- **5/21 secured broadcast segment on KUSI News at 10 p.m.**
  - o Segment featuring interview with Civico 1845 and Marco about Little Italy restaurants reopening and Al Fresco dining
- **5/21 secured online coverage on KUSI**
  - o Article featuring interview with Civico 1845 and Marco about Little Italy restaurants reopening and Al Fresco dining
- **5/21 secured broadcast segment on KUSI News at 5 p.m.**
  - o Segment featuring interview with Civico 1845 and Marco about Little Italy restaurants reopening and Al Fresco dining
- **5/21 secured broadcast segment on KUSI News at 4 p.m.**
  - o Segment featuring interview with Civico 1845 and Marco about Little Italy restaurants reopening and Al Fresco dining
- **5/21 secured broadcast segment on NBC 7 News at 6 a.m.**
  - o Segment regarding San Diego restaurants reopening with commentary from Marco about Little Italy's reopening and Al Fresco plans
- **5/21 secured broadcast segment on NBC 7 News at 5 a.m.**
  - o Segment regarding San Diego restaurants reopening with commentary from Marco about Little Italy's reopening and Al Fresco plans
- **5/20 secured online coverage on NBC 7**
  - o Segment featuring interview with Civico 1845 and Marco regarding Little Italy restaurants reopening and Al Fresco dining
- **5/20 secured broadcast segment on NBC 7 News at 6 p.m.**
  - o Segment featuring interview with Civico 1845 and Marco regarding Little Italy restaurants reopening and Al Fresco dining
- **5/20 secured broadcast segment on NBC 7 News at 4 p.m.**
  - o Segment featuring interview with Civico 1845 and Marco regarding Little Italy restaurants reopening and Al Fresco dining
- **5/19 secured online coverage on NBC 7**
  - o Article around San Diego reopening restaurant featuring interviews with LIA's Chris Gomez and Little Italy resident
- **5/19 secured broadcast segment on NBC 7 News Today at 11 a.m.**
  - o Segment around San Diego reopening restaurant featuring interviews with LIA's Chris Gomez and Little Italy resident
- **5/18 secured online coverage on Eater SD**
  - o Article discussing Little Italy's plans to expand outdoor dining to sidewalk
- **5/18 secured broadcast segment on NBC 7 News at 6 a.m.**
  - o Segment around San Diego restaurants reopening mentioning LIA's Al Fresco dining with commentary from Marco
- **5/18 secured broadcast segment on NBC 7 News at 5 a.m.**
  - o Segment around San Diego restaurants reopening mentioning LIA's Al Fresco dining with commentary from Marco
- **5/16 secured online coverage on NBC 7**

- o   Article around San Diego restaurants reopening mentioning LIA's Al Fresco dining with commentary from Marco
- **5/16 secured broadcast segment on NBC 7 News at 7 a.m.**
  - o   Segment around San Diego restaurants reopening mentioning LIA's Al Fresco dining with commentary from Marco
- **5/15 secured broadcast segment on NBC 7 News at 5 p.m.**
  - o   Segment around San Diego restaurants reopening mentioning LIA's Al Fresco dining with commentary from Marco
- **5/10 secured print coverage in The San Diego Union Tribune**
  - o   Following an interview with Marco, commentary to appear in an article around the impact of COVID-19 on improvement districts
- **5/10 secured online coverage in The San Diego Union Tribune**
  - o   Following an interview with Marco, commentary to appear in an article around the impact of COVID-19 on improvement districts
- **5/4 secured print coverage for San Diego Business Journal**
  - o   Interviewed Marco and Catt regarding modified Mercato and community reopening
- **5/3 secured print coverage on The San Diego Union Tribune**
  - o   Following an interview with Marco, commentary appeared in an article around the impact of COVID-19 on small businesses referencing the Little Italy community
- **4/20 secured online coverage on The San Diego Union Tribune**
  - o   Following an interview with Marco, commentary appeared in an article around the impact of COVID-19 on small businesses referencing the Little Italy community
- **4/3 Secured print coverage in San Diego Downtown News**
  - o   Featured a ghost-written article by Chris around "Little Italy Stands Strong"
- **4/3 Secured online coverage on San Diego Downtown News**
  - o   Featured a ghost-written article by Chris around "Little Italy Stands Strong"
- **4/3 secured online coverage for Downtown News**
  - o   Featured Little Italy's restaurant delivery and takeout options
- **4/3 secured print coverage for Downtown News**
  - o   Featured Little Italy's restaurant delivery and takeout options
- **3/30 Secured online coverage on Times of San Diego**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/30 Secured online coverage on SD News**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/26 Secured online coverage on Thrillist**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/25 Secured online coverage on Eater SD**
  - o   Featured Little Italy's Extraordinary Desserts in a roundup of top dessert delivery and take out options
- **3/25 Secured online coverage on Ranch & Coast**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/24 Secured online coverage on NBC 7**
  - o   Featured Little Italy's restaurant delivery and take out options as part of feature around The Great American Takeout highlighting commentary from Buon Appetito and Davanti Enoteca staff as well as local customers
- **3/19 Secured online coverage on There SD**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/19 Secured online coverage on San Diego Magazine**

- o   Featured Little Italy's restaurant delivery and take out options
- **3/19 Secured online coverage on SanDiegoVille.com**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/19 Secured online coverage on The Nardcast**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/19 Secured online coverage on Ice Cream and Neon Dreams blog**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/19 Secured online coverage on SoCal Pulse**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/19 Secured online coverage on Eater SD**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/19 Secured online coverage on PACIFIC SD**
  - o   Featured Little Italy's restaurant delivery and take out options
- **3/19 Secured online coverage on The San Diego Union Tribune**
  - o   Featured Little Italy's restaurant delivery and take out options

SECURED INTEREST

National Coverage

- **Secured Invitation au Voyage**
  - o   Secure interest featuring LIA neighborhood in upcoming episode
- **Secured The New York Times**
  - o   Secured interest in featuring LIA's evolution in a neighborhood profile story
- **Secured freelancer Amber Love Bond for HuffPost, Eater, Thrillist and Time Out**
  - o   Interested in a media trip to San Diego in 2020 and will advise on dates
- **Secured OC Community Publications (Sorbet magazine, Marmalade magazine, South County Magazine, HB Magazine, Orange Magazine and Newport Mesa Magazine**
  - o   Working on a family travel feature around Little Italy. Interview pending.
- **Secured interest with Food & Wine Mexico**
  - o   Interested in a tasting at Pali Wine Co and Carruth Cellars; OCS confirming dates once COVID-19 passes

Social Media Statistics: March-July

- **Facebook**
  - Fans: 80,384 – 81,257 (1% increase)
  - Impressions: 1,893,956
  - Engagements: 85,975
- **Twitter**
  - Followers: 8,089 – 8,254 (2% increase)
  - Impressions: 120,345
  - Engagements: 4,136
- **Instagram**
  - Followers: 62,636-66,766 (6% increase)
  - Impressions: 1,091,948
  - Engagements: 59,864

Highlights

- Gained 5,192 new followers across all platforms

- Earned more than 149K total engagements
- Gained more than 4k Instagram followers organically
- Launched Ciao Bella & Al Fresco Campaign
- Kicked off ads in June post COVID break

Upcoming

- Continue to share CiaoBellaSD.com site & highlight reopening campaign
- Continue to promote the safety of Al Fresco Open-Air Dining
- Continue to promote Al Fresco Open-Air Dining Experience
- Continue to implement COVID-19 messaging and strategy | Ongoing
- Continue to engage and share "Air Kiss" Challenge participants
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media

FACEBOOK: Top Performing Posts

Little Italy
Tue 4/7/2020 1:01 pm PDT

VOLUME UP! India Street & the Piazza della Famiglia fountain in #LittleItalySD are going red, white and blue to honor our heroes. At ...

Total Engagements	7,478
Reactions	1,941
Comments	221
Shares	349
Post Link Clicks	-
Other Post Clicks	4,967

Little Italy
Mon 6/1/2020 6:24 pm PDT

We would like to thank our LIA Maintenance and Landscaping staff and volunteers that helped clean-up the damage after last night'...

Total Engagements	4,281
Reactions	614
Comments	65
Shares	27
Post Link Clicks	-
Other Post Clicks	3,575

Little Italy
Thu 6/11/2020 10:24 am PDT

Our Lady of the Rosary Catholic Church was built as a labor of love by the Italian-Americans of the San Diego area in 1923. The design ar...

Total Engagements	3,044
Reactions	866
Comments	95
Shares	59
Post Link Clicks	28
Other Post Clicks	1,996

INSTAGRAM: Top Performing Posts

littleitalysd
Thu 4/23/2020 8:00 pm PDT

Tonight and every night at 8PM, we honor our front line workers. The nurses, doctors, health specialists, first responders and essential

Total Engagements	2,689
Likes	2,539
Comments	77
Saves	73

littleitalysd
Tue 4/7/2020 1:30 pm PDT

VOLUME UP! ✨ India Street & the Piazza della Famiglia fountain in #LittleItalySD are going red, white & blue & at 8 PM tonight, India Street's

Total Engagements	2,515
Likes	2,288
Comments	116
Saves	111

littleitalysd
Wed 4/15/2020 2:21 pm PDT

It's important to keep a paw-sitive mindset while you're at home with your pooch! 🐶 Here are some helpful tips: • When walking your p
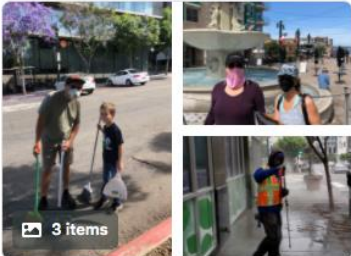
Total Engagements	1,801
Likes	1,750
Comments	34
Saves	17

TWITTER: Top Performing Tweets
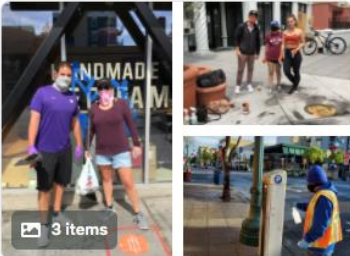

LittleItalySD
Tue 6/2/2020 1:30 am UTC

We would like to thank our LIA Maintenance and Landscaping staff and volunteers that helped clean-up the damage after last night

Total Engagements	347
Likes	42
@Replies	4
Retweets	4
Post Link Clicks	2
Other Post Clicks	295
Other Engagements	0

LittleItalySD
Tue 6/2/2020 1:30 am UTC

We have received notification that there is another protest underway in Balboa Park but do not know if they will return to Little Italy. We

Total Engagements	301
Likes	11
@Replies	1
Retweets	1
Post Link Clicks	1
Other Post Clicks	287
Other Engagements	0

LittleItalySD
Tue 4/7/2020 8:46 pm UTC

VOLUME UP! India St. & the Piazza della Famiglia fountain are going red, white & blue & at 8 PM, India St.'s lights will sparkle for 1-

Total Engagements	183
Likes	35
@Replies	0
Retweets	8
Post Link Clicks	-
Other Post Clicks	140
Other Engagements	0

Proposal for Redesigned Taste of Little Italy

As Little Italy works to re-open, we look to find new ways to enjoy the neighborhood and highlight the restaurants that are the backbone of the community. The redesigned Taste of Little Italy will follow new safety guidelines provided by the city and bring San Diegans together to enjoy a custom meal from their favorite Little Italy venues, support restaurants that have weathered through this hard time and participate in a fun event while staying safe and healthy. Instead of a one-night event, the new Taste will be extended over a weeklong period. Five restaurants will be highlighted each night to create an elevated five course meal. Chefs from each restaurant will collaborate together to make sure each course complements each other.

Logistically, we want to keep crowd sizes small and avoid mass gathering on the sidewalks. The new Taste will sell a maximum of 200 tickets per night. Ticketholders will be given a time window to check in at the Piazza della Famiglia. Upon arrival, each guest will receive a Little Italy tote bag so they can collect their meal from the five restaurants. In order to guarantee the best quality and safest preparation, participants will walk or drive to the participating restaurants to pick up their meals. Once all items have been obtained, guests will have a five-course meal for two that can be taken home or enjoyed at their convenience.

Details:

Title: Little Italy Taste Cinque or Sette Notti

Dates: August, September, or October

5 or 7 day event

Timing: 4:00pm – 7:00pm

Location: Piazza della Famiglia

Restaurants:

4 or 5 restaurants per night

Pricing:

$75 per ticket; based on a meal for two participants
      Maximum of 200 tickets sold per night

      Ticket cost breakdown
1. $75 per ticket
2. $10 per ticket to restaurant to offset food cost ($400 per restaurant per night)
3. $15 per ticket to restaurant to support restaurant crisis fund ($600 per restaurant per night)
   - Total give back to each participating restaurant is $1000
4. $50 to Little Italy Association for organization and support LIA efforts

New Taste of Little Italy

Estimted budget

Revenue

Ticket Sales

Tickets Per Day	# of Days	Total Tickets Sold	Ticket Price	Total Ticket Revenue
300	5	1500	$75	$ 112,500.00
			Sponsors	$ 2,500.00
			Total Revenue	$ 115,000.00

Expenses

Ticket Sharing

	Tickets Per Day	# of Days	Total Per Restaurant	Total Restarant Expense
	300	5	$25	$ 37,500.00

Based on 5 restaurants participating each night. Each restaurant will recieve $1,500.00

Public Relations	$ 500.00
Event Marketing	$ 1,000.00
Printing and Design	$ 3,000.00
Restaurant Supplies	$ 2,000.00
Setup Labor	$ 3,000.00
Payroll	$ 12,500.00
Total Expenses	$ 59,500.00
Profit	$ 55,500.00
Split	$ 27,750.00

Smart City Vision   **Interactive Digital Kiosks**

Illustrative Concept Images

LITTLE ITALY

CAPITOL | SMART CITY MEDIA
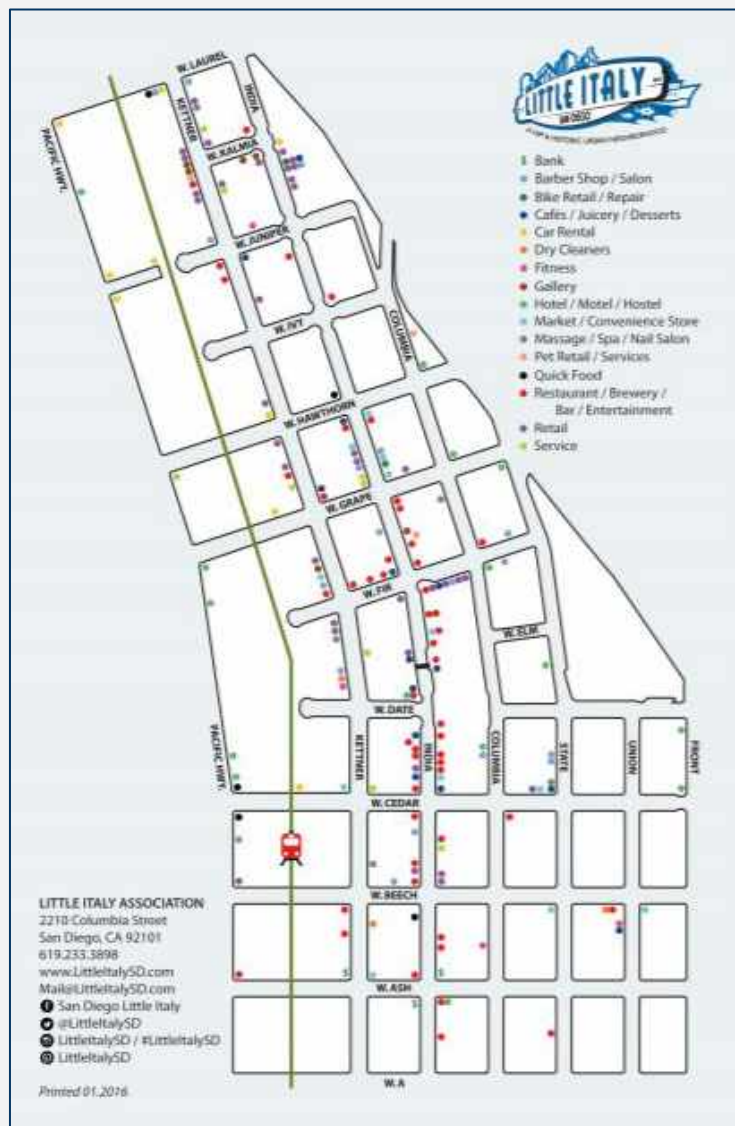
Illustrative Concept Images

Proposal for 25 Interactive Screens to be placed in Little Italy - San Diego to augment the existing dining and shopping experience, plus provide additional revenue and technology services.

Overview

Smart City Vision   **Interactive Digital Kiosks**

cityp⊙st

INFRASTRUCTURE WITH PURPOSE.

We transform communities with smart infrastructure.
We combine custom applications and curated info with connected devices, sensors, and data intelligence to improve the quality of life for people, enhance economic growth and address urban challenges.

Our deployments include cities, transit, universities, hospitals, real estate companies and retail.

Our team includes pioneers of IOT (Internet of Things) as well as the highest level of media, with honors including; coveted Smart City Awards, multiple Emmys, Peabodys, Effies and Gracies.

Touch our machines. Try our apps. See our community content. Talk to our Mayors. We make communities smarter, safer and better connected.

2,252 Total Public Screens Under Contract

37 States

25 Public & Private Contracts

2014
NYC Sapolin
ADA Award

2017
Edison Gold, KCMO
Smart City Innovation

2018
Smart City Awards
"Smart 50" Best

2018
IDC Gold, Community
Engagement

We helped launch the nation's first Smart+Connected corridor in Kansas City, MO just over 4 years ago, which won a Gold Edison Innovation award and has set the standard for architecting a smart city.

Today we're embarking on the world's first 5G enabled transit deployment with Dallas Area Rapid Transit, DART. Blazing fast media experiences with 5G colocation smart revenue.

"CityPost's KC Streetcar tracker app is our most reliable source for real-time arrival information."

- Tom Gerrand, KC Streetcar Executive Director

Active Deployment Partners

- Kansas City, MO*
- KCATA, MO*
- KCI Airport, MO*
- Dallas DART*
- Memphis MATA*
- St Charles, MO*
- UMKC, MO
- Bethesda, MD
- Montgomery County, MD*

- Jersey City, NJ*
- Louisville, KY
- Aurora, IL*
- Greensboro, NC
- Columbia, SC
- Fort Lauderdale, FL
- Little Rock, AK
- Milwaukee, WI*
- Plus 8 more contracts

Transit-Centric Deployments

Current Transit Enhancements

- 24/7 dedicated arrival times
- Live transit trackers
- Payment & ticketing services
- WiFi, private LTE and 5G
- Multimodal mapping
- 360º video capture
- 911 Callbox by Talkaphone
- Automated and manual alerts
- Pedestrian counts/analytics
- Companion mobile transit app

Little Italy San Diego Receives Projected 10-Yr Revenue of $1.9M

Projected Gross Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total Gross Revenue
25 Screens	$487,500	$487,500	$536,200	$536,200	$585,000	$585,000	$585,000	$633,750	$633,750	$633,750	**$5,703,650**
Screen Occupancy Rate	50%	50%	55%	55%	60%	60%	60%	65%	65%	65%	
Little Italy Revenue Share (33%)	$160,875	$160,875	$176,946	$176,946	$193,050	$193,050	$193,050	$209,138	$209,138	$209,138	**$1,882,206**

CAPITOL | SMART CITY MEDIA

Section 3

Product Features

Smart City Vision   LITTLE ITALY SAN DIEGO   **Interactive Digital Kiosks**

Proven Technology – High Visibility, Municipal Deployments

Mayor Mark Stodola - Little Rock Mayor & President of the National League of Cities

Mayor Mike Bloomberg, New York City, NY

Mayor Sly James, Kansas City, MO

Jane Nickles - Chief Information Officer, City of Greensboro

Mayor Greg Fischer, Louisville, KY

11

Mayor Ted Strickland, Memphis, TN

Michael Pegues - Chief Information Officer - City of Aurora, IL

UNMATCHED FEATURES

See Citypost Louisville in Action – On TV and on the News

Louisville CityPost Overview - Features and Media - Click above to watch video

- 5G Model - CBRS private networking
- 4 Camera, 360º video capture and retrieval
- Video Analytics
- WiFi Hotspot
- Payment Gateways
- IoT Integration
- Sensors
- LED Lighting Control
- Wayfinding Mapping
- Real-Time Transit
- Directions / Send to mobile
- Touchless content delivery to mobile phones
- City Dashboard
- 311 Reporting
- Media Usage Analytics
- Admin Software
- Campaign Manager
- Photo Booth
- Directory Listings
- Multilingual Language Options
- Award winning ADA UI/UX
- SMS Messaging
- Emergency Alerts & Weather Alerts
- Public Safety Messaging
- Companion Mobile App
- Live Streaming / Screen Takeover
- Third Party App Integration
- Helpdesk & Support Access

Click above to watch DART launch video

RideKC STREETCAR

Click to see real-time onboard tracking provided to the KC Streetcar

UNMATCHED PLACEMAKING

One design does not fit all.
We provide a suite of products that can to adapt to any City aesthetic or infrastructure need.

Large Digital & Interactive

Display Size: 86"

Single or Dual Sided

Height: 86.2" inches

Width: 52.8" inches

Depth: 11.7" inches

Custom Outdoor Interactive

Display Size: 55"

Single or Dual Sided

Height: 72" inches

Width: 37" inches

Depth: 11" inches

EV Outdoor Interactive

Display Size: 55"

Single or Dual Sided

Optional LED Lightbox

Payment Gateway

Height: 102" inches

Width: 41" inches

Depth: 11.6" inches

Used by Dallas DART

Outdoor Interactive

Display Size: 55"

Single or Dual Sided

Optional LED Lightbox

Height: 102" inches

Width: 41" inches

Depth: 11.6" inches

Used by Dallas DART

Outdoor Interactive

Display Size: 46" & 55"

Single or Double Sided

Height: 86.6" inches

Width: 31.4" inches

Depth: 11.6" inches

Used by Miami

Outdoor Interactive Wall
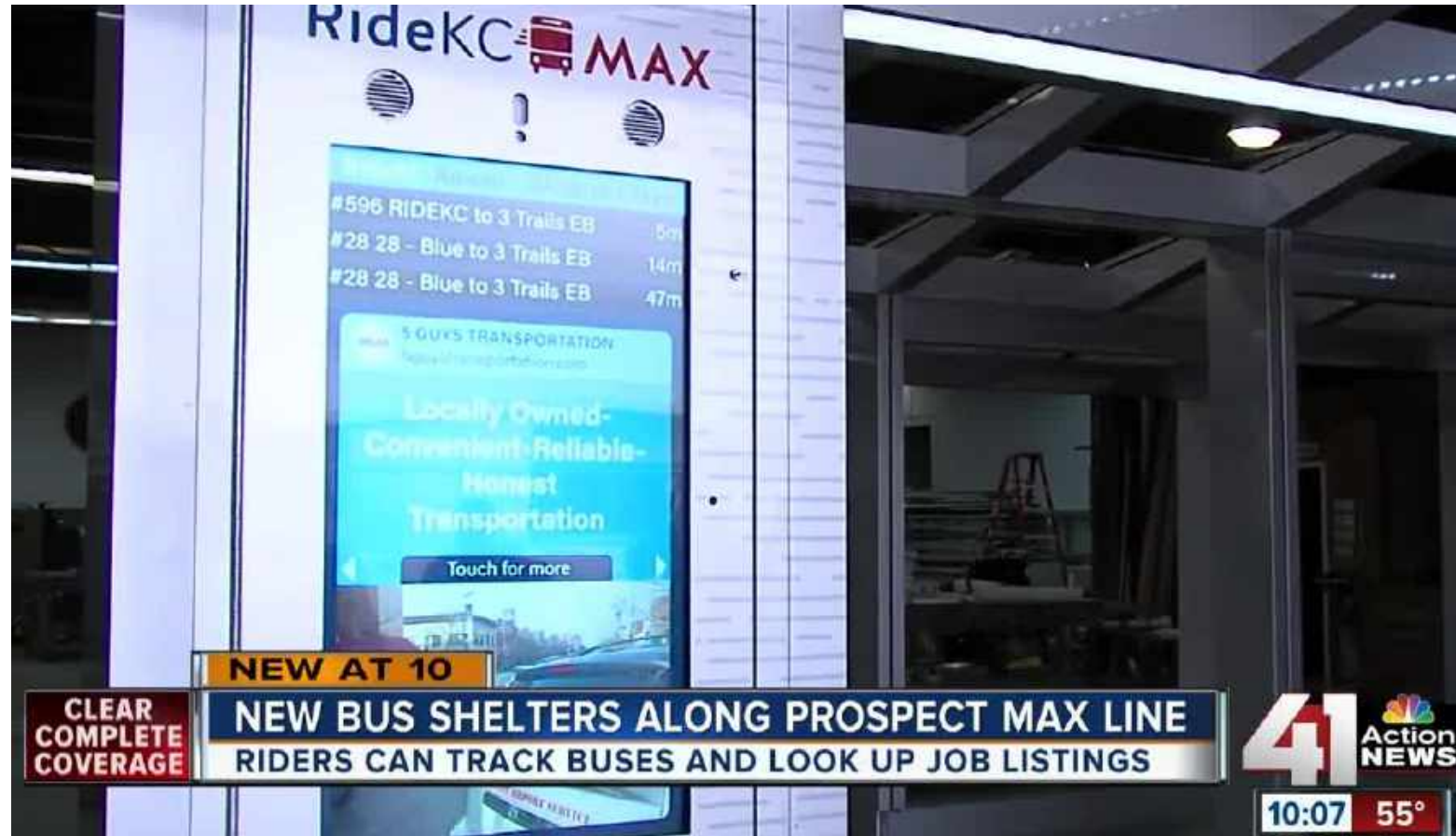
Display Sizes: 46" & 55"

Single Sided

Height: 59" inches (55")

Width: 33.8" inches (55")

Depth: 6.5" inches (55")

Used by Fort Lauderdale

Indoor Interactive

Display Size: 42"

Single or Double Sided

Height: 72" inches

Width: 28" inches

Depth: 8.9" inches

Used by Orlando hotels

UNMATCHED MOBILITY

Real-time trackers, transit arrivals, job boards, mobile apps, street light displays, beacons

Citypost "Easy-to-Post" Content Publishing Portal

Citypost Transit Broadcast Available on Any Smart TV

45" BoldVu by LG-MRI. The Industry Leader In Outdoor Display Technology

Loop Tracker App on Citypost iOS & Android

14

UNMATCHED CONTENT DELIVERY

Unlike our competitors, and as our name suggests, Citypost is a true content publishing platform for the streets. We are news and media execs that take pride in publishing valuable content for the community.

Our publishing platform automatically creates unique QR codes that allow users contactless connection to community content and City messaging.

Publish Real-time Events, News, Specials, Promos

Automated Public Safety Alert Messaging

Local Content and Community Inclusion

Automated, Real-Time Weather Alerts

Community Sponsors and Messaging

Interactive Surveys and Community Polling

UNMATCHED CONTENT PUBLISHING

CityPost is built for real-easy, real-secure and real-time publishing. Smart content posters are connected to any CityPost screen and our mobile application. See more at citypost.us

Our Campaign Manager is the engine for CityPost. It allows users to simply and quickly post to their interactive screens

Create Interactive Outdoor Posters in Minutes

CityPosting or the analog version, "Wild Posting," is visual art for the streets and our software builds off of this principle.

Users can build What You See Is What You Get (WYSIWYG) interactive posters for any digital screen. If you can post on Facebook or Twitter then you can easily CityPost.

Our secure web based campaign manager portal enables allows our customers real-time message creation for their broadcast.

Click to watch a Small Business Demo/Tutorial

UNMATCHED SMALL BUSINESS

SCM small business program launched in 2017 - We cared about small business before COVID and we will care after. Don't buy competitors who gave up free time for cheap PR when no one was buying.
<u>Demand a solution and a program that is real.</u>

*"Claudia Urrutia and Jesus Sanchez of La Quinta de Los Reyes restaurant have published their promotional ad on the new smart digital kiosks in Aurora. **Local small businesses can promote for free."***

Citypost enables small businesses to post ad messages themselves via our Citypost.us website.

We have over 107 active small businesses posting for FREE in Aurora, IL today. Nobody else does this.

**Click on the video below to watch how easy it is to post to Citypost."**

UNMATCHED VISITOR EXPERIENCE

We embed locally and bring authentic content and content providers to our screens in every market that we deploy. From local news channels, to tourism based events calendars to local business specials. Our digital bulletin board is a wealth of immediate, local and real-time information. All of which is produced for the City of Houston and by the City of Houston.

Publish Real-time Events, News, Specials, Promos
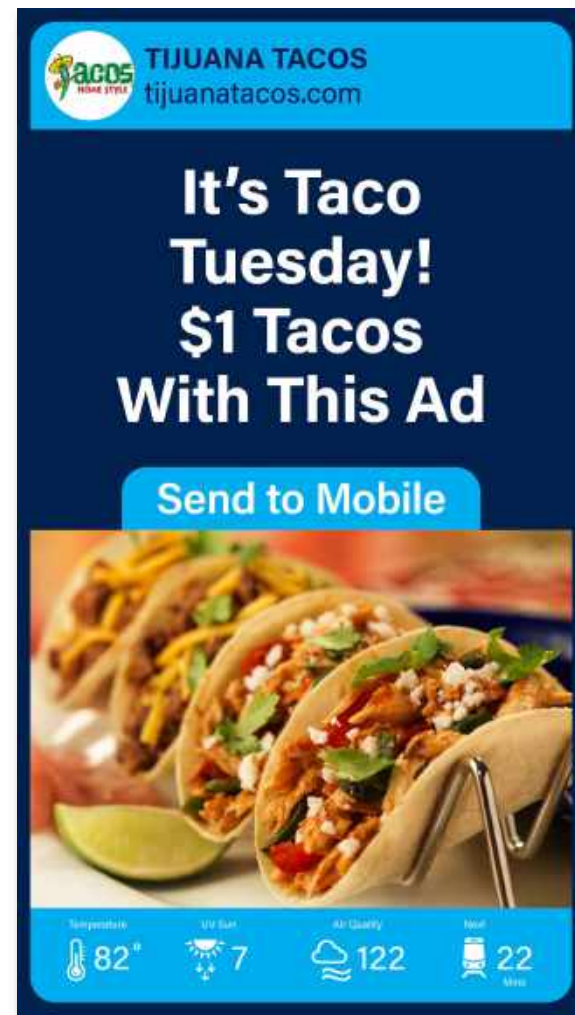
Local Content and Community Inclusion
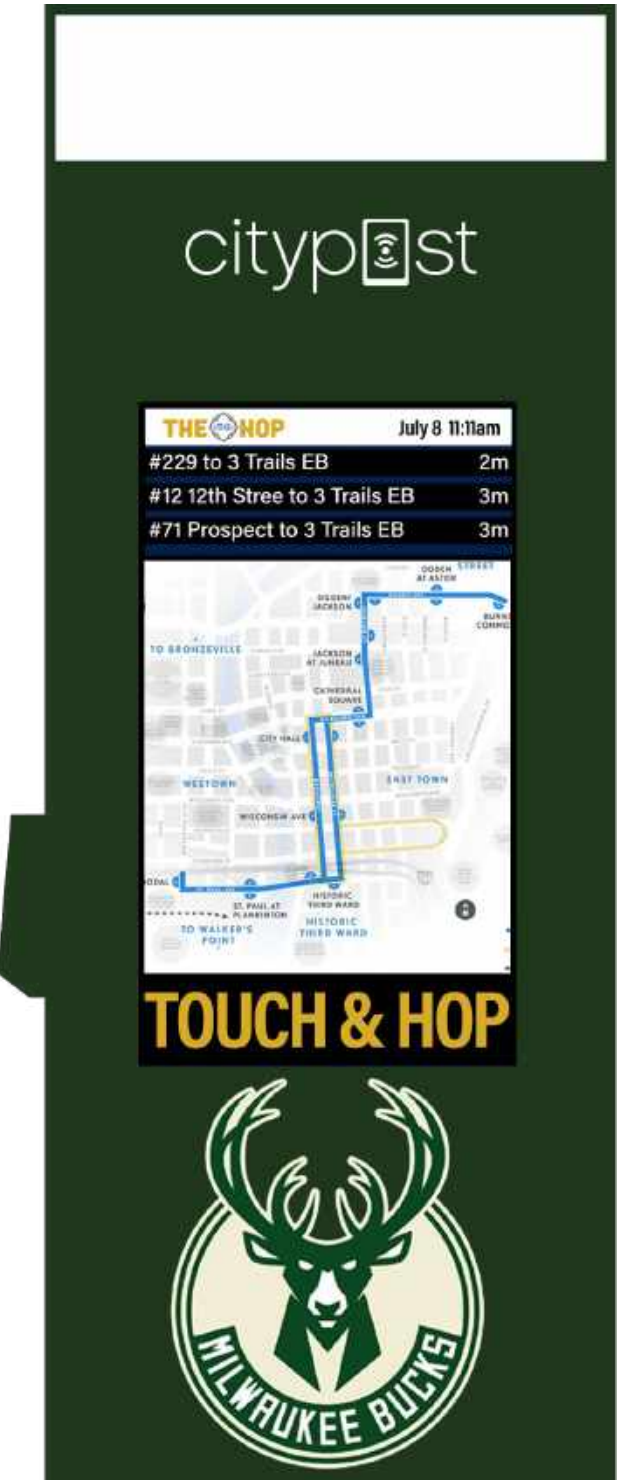
English and Spanish are built in. Choose from over 100+ other languages to suit your citizens

UNMATCHED ACCESSIBILITY

Awarded ADA Solutions

Scrollable & Flippable,
Award-Winning UI/UX

All Height / Reach measures
to ADA Standards or Better

Audio Jack with volume control;
Induction Loop in Beta test

Tactile Keypad and Braille for
Optional 911 & 311 Call Box

6 Button Audio Navigation Keypad
with Braille on Every CityPost

"CityPost Access" ADA Curated
Content, on Kiosks & Mobile

ADA Advisor, Victor Calise,
NYC MOPD Commissioner

Closed Caption Video,
Available Soon

Voice Search,
Beta testing

NEW YORK CITY
SAPOLIN
ADA AWARD

2014
NYC Sapolin
ADA Award

Canyon Pizza
canyonpizza.com

**Canyon Pizza -
Proud to be
Wheelchair
Accessible**

Touch for more

UNMATCHED CYBER SECURITY

SCM is working directly with the Cybersecurity and Infrastructure Security Agency (CISA).*

As the nation's cybersecurity risk advisor, CISA works to defend and secure critical infrastructure. SCM is **honored to be the first and only Smart Kiosk network currently working with the nation's foremost threat assessment agency for cybersecurity.**

CityPost uses a separate advanced network connections:

- A highly-secure private network for managing critical kiosk operations

- A secure public network for simplified access to Wi-Fi and IoT devices and

- A high speed low-latency for connecting security cameras to law enforcement

- No Personally identifiable information (**PII**)

- No Data Permanently Stored, NoData Sold

- Closed Network - NO open web access

- Consumer Opt-In features for Mobile

- Open Data Share w/County and Local Partners

Section 4

IoT Enhanced Services

**Smart City Vision**   **Interactive Digital Kiosks**

UNMATCHED IOT SOLUTIONS

Citypost is an open, distributed real-time, ecosystem built to integrate seamlessly with other technologies and services. We are future-forward.
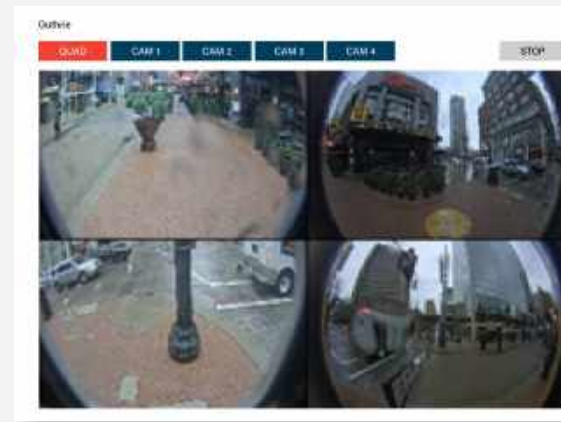
- EV Integration
- 5G LTE Private Network
- EBT Scanning & Alerts
- Payment Gateways
- IoT Integration
- Sensors

- Public WiFi
- Hardware Agnostic
- Data Analytics
- LED Lighting Control
- CityPost Content API
- Mobile & BLE

SCM Console
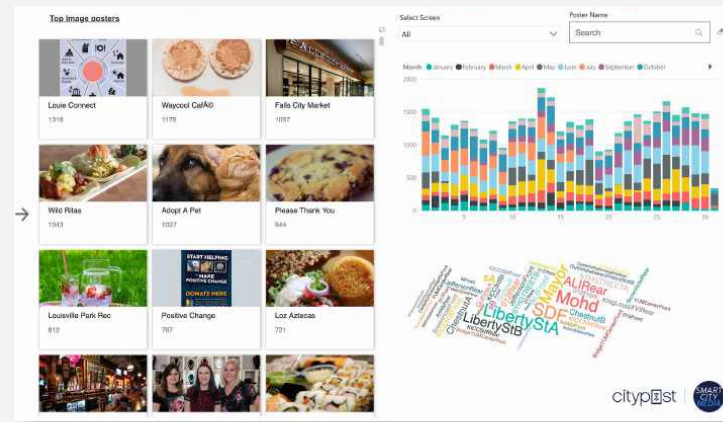
Data Analytics

Camera Portal

Payment

LANDMARK FLEXGRID™   (intel)   GoPass   NVIDIA   TALKAPHONE   FLIR   AXIS COMMUNICATIONS

UNMATCHED PUBLIC SAFETY

CityPost Public Safety & Security

We were founded on street-level emergency patents, after the tragic events of 9/11/2001. The principle is simple: Nothing is more valuable than a life. And it is our duty to provide better and cost effective emergency solutions for the public as both technology and infrastructure develop into one another. The CityPost suite of safety services is unparalleled in the IoT security space in both services provided and cost for container and components alone. CityPost advanced public safety & security includes the following features:

LED LIGHTBOX CONTROL

4-SIDED VIDEO CAPTURE

PUBLIC ADDRESS

EMERGENCY CALL BOX

EMERGENCY CALL BOX

All CityPosts come with help points for immediate, direct connection to police or security. Unit includes braille and visual assistance for call sequencing. Built by Talkaphone, an industry leader in blue light communications

4-SIDED VIDEO CAPTURE

24/7, Surround-Vu HD video capture. Provides the city with near 360º video from 4 camera sensors. Video footage is available for retrieval via secure web portal for quick access to any kiosk and any camera in the CityPost network

URGENT COMMUNICATIONS

Critical messaging is pushed by city admin via our secure web portal. It's template based, fast and simple. There are tools for image and video posters as well as live "takeovers" for public address announcements

LED LIGHT CONTROL

Top light can be programmed for emergencies and can be turned BLUE or RED when e911 is engaged. We can also control the light box colors, remotely, for city events, sporting events and social happenings

UNMATCHED CAMERA AI

UNMATCHED SENSOR INTEGRATION

Micro-sensor & Antenna
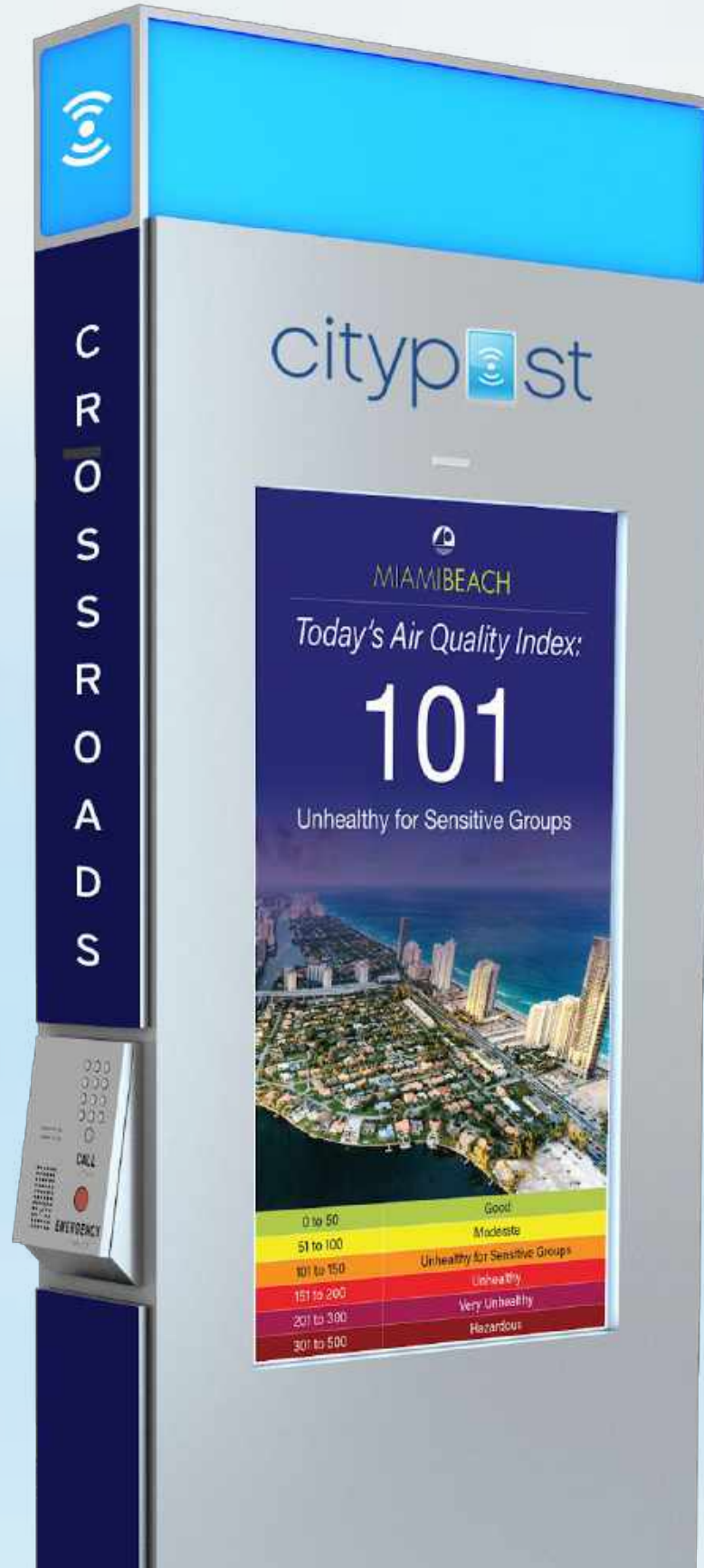
Available Sensor Solutions
Air Quality - Lighting - Noise - Weather

- Temperature
- Humidity
- Atmospheric pressure
- Ultrasound (distance measurement)
- Particulate Matter-(PM2, PM2.5, PM1
- Carbon Monoxide (CO) [Calibrated]
- Carbon Dioxide (CO2) [Calibrated]
- Molecular Oxygen (O2) [Calibrated]
- Ozone (O3) [Calibrated]
- Nitric Oxide (NO) [Calibrated]
- Nitric Dioxide (NO2) [Calibrated]
- Sulfur Dioxide (SO2) [Calibrated]
- Ammonia (NH3) [Calibrated]
- Hydrogen Sulfide (H2S) [Calibrated]
- Noise meters

SCM is working closely with cities on their sustainability and resilience plans.

IoT sensors to capture air quality information:

- *Is there information that will help improve the quality of life in your city or neighborhood?*

- *Are there air quality studies that could benefit from having more data sources?*

- *Do you have communities that are being developed as mixed-use neighborhoods where noise is an issue?*

The CityPost standard offering is to broadcast the temperature, UV index, and weather feed available from a regional EPA testing location and post them on the footer of our CityPost screens.

UNMATCHED DATA AVAILABILITY

Our real-time data portal is unequalled in data capture, detail and logistics. It is available for each and every one of our deployments and ready to share with local data scientists and communication students across colleges and universities.

CAPITOL | **SMART CITY MEDIA**
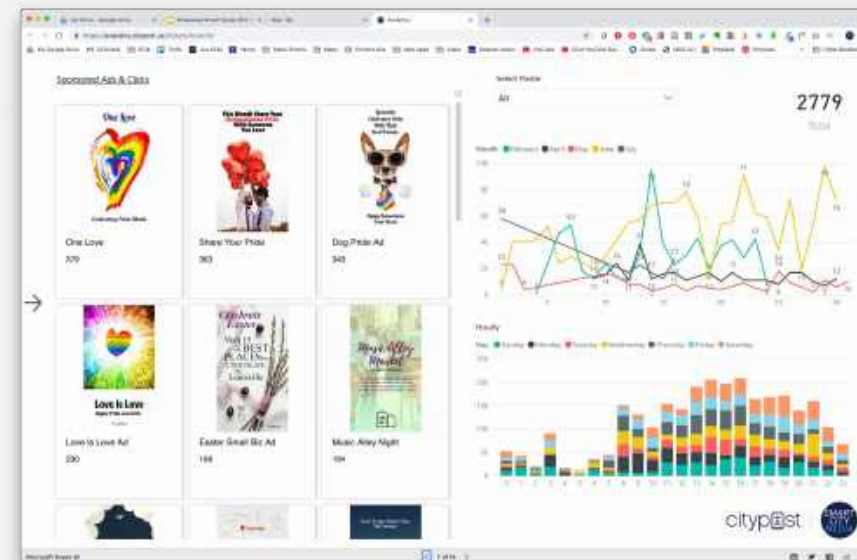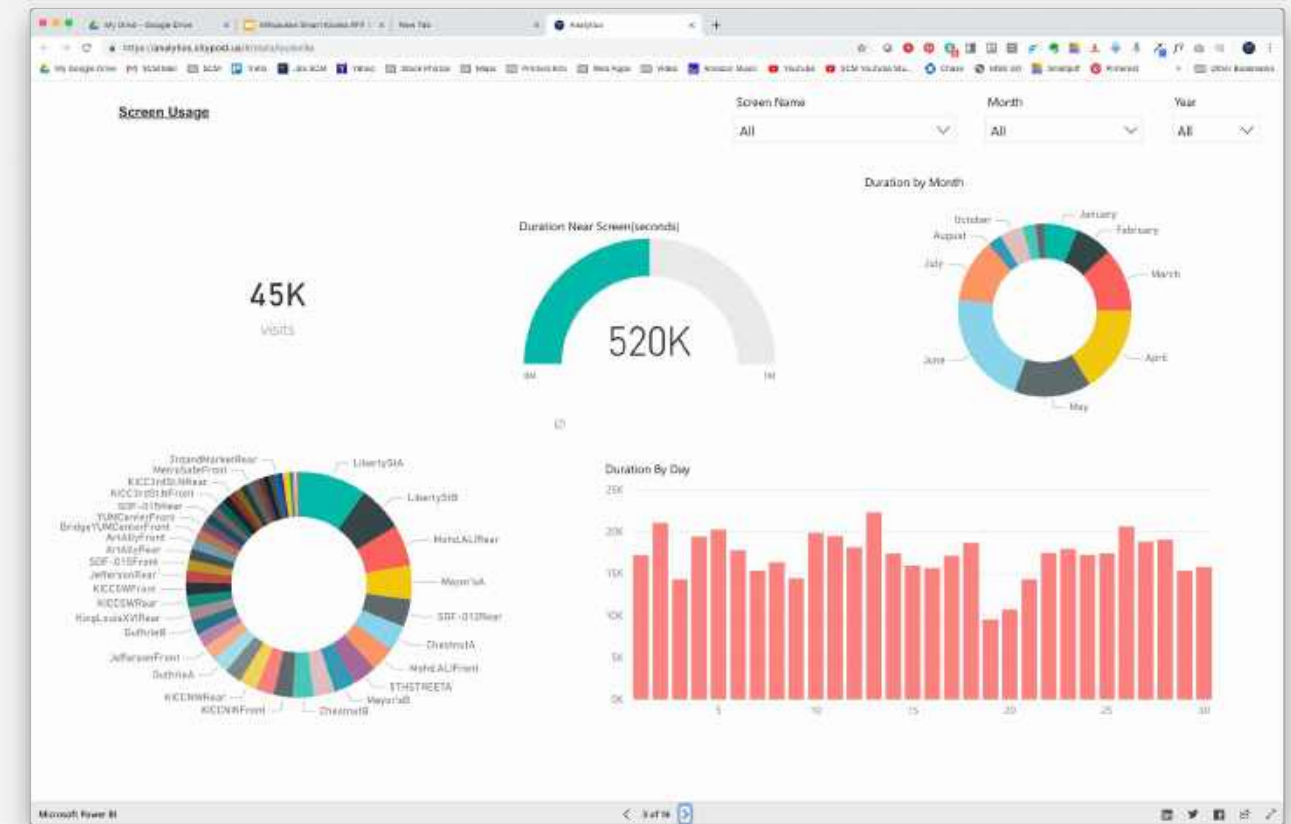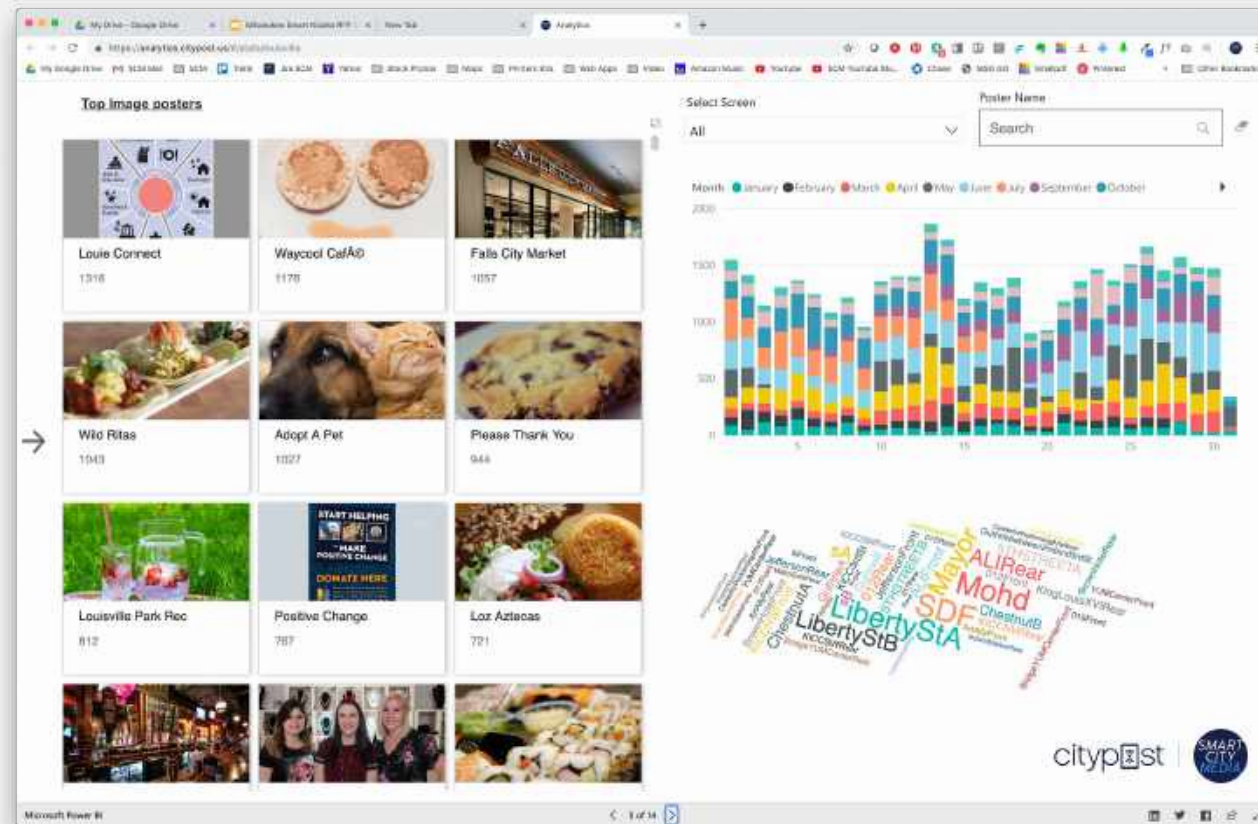
Section 5

Electric Vehicle Charging

Smart City Vision **LITTLE SAN DIEGO ITALY** **Interactive Digital Kiosks**

UNMATCHED EV INFRASTRUCTURE

LIGHT UP LUCRATIVE CITY-OWNED PROPERTY WITH

EV PRIORITY PARKING & TECH SERVICES FOR ALL

4-SIDED VIDEO CAPTURE

24/7, 360º video capture. Provides the city with video from 4 camera sensors. Video footage is available for retrieval via secure web portal for quick access to any kiosk and the CityPost network

URGENT COMMUNICATIONS

Critical messaging is pushed via our secure web portal. It's template based, fast and simple. There are tools for image and video posters, Twitter feed posters, as well as live "takeovers" for PA announcements

WiFi Hotspots and 5G Network Integration

Small Business tools allow Community posting to network

Public Safety Alert Messaging

Air Quality Sensors / Daily Messaging and Alerts

Transit Payment & Ticketing Ready

Multi-Modal transit integration and other micro transit API's

Publishing, image and video, via secure web portal

Real-Time Data Analytics, Pedestrian Counts, WiFi Usage

City-Owned Property

Last updated 3 months ago | 1,810 Records

JUICEBAR **Level 2 & 3 Series Chargers**

Designed with BMW Group DesignworksUSA, **the Juice Bar charging stations are more than pieces of equipment or simply charging stations - they are billboards of sustainability.**

- Available in 40, 50 and 80 amps
- Fast, Safe with Unsurpassed Customer Experience
- Cutting-edge Retractable Cord Technology

1,260,000	60,000	976	356,240
EVs	US Chargers	Juice Bars	Juice Bar Charges
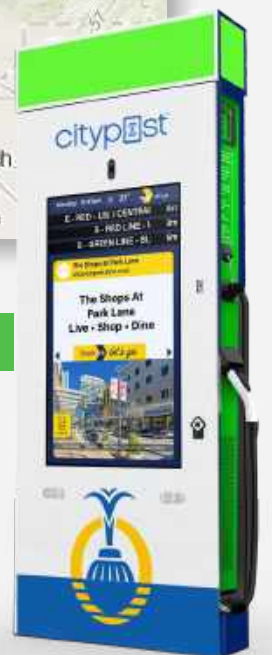
UNMATCHED EV INFRASTRUCTURE

MEDIA INFRASTRUCTURE WITH PURPOSE.

CityPost offers cities an attractive, safe, secure way to introduce EV charging infrastructure into downtown streetscapes that reduces street clutter and the competition for valuable curb space while rewarding EV drivers with access to public WiFi, interactive wayfinding, and real-time information about local businesses and opportunities to explore the community.

Citypost EV SAAS

CityPost software is turnkey and any-screen ready for

Broadcast or Interactive *modes.*

Our SaaS partners will have access to the same software applications being used by the nation's largest cities and transit systems. Every feature is built to enhance or simplify the experience of the end user. We will work with you to determine your software interests, options, hardware peripherals/software needs, Languages, ui colors, etc. Onboarding and training is easy and fully choreographed.

Our team of developers, creators and support staff will be with you every step of the way.

Features	CityPost Broadcast	CityPost Interactive
Dashboard	yes	yes
Admin Software	yes	yes
Campaign Manager	private & public access	private & public access
Media Usage Analytics	content, network, proof of play	content, network, proof of play
Connect any OCPP-compliant charging station	yes	yes
Monitor station status & EV Usage stats 24/7	yes	yes
Wayfinding Mapping	-	yes
Real-Time Transit	yes	yes
Photo Booth	-	yes
Directory Listings	-	yes
Multilingual Language Options	-	yes
Award winning ADA UI/UX	-	yes
SMS Messaging	-	yes
Training & Support Access	yes	yes
Emergency Alerts	yes	yes
Emergency Calling	-	yes
Video Capture Footage Retrieval	yes	yes
Video Analytics	yes	yes
Companion Mobile App	yes	yes
Live Streaming	yes	yes
Third Party Integration	yes	yes
White Label	yes	yes

Citypost EV SAAS

Create Image & Video Broadcast
Posters from Built-In Templates

Publish full Screen Image & Video
Posters in a snap

CAPITOL | SMART CITY MEDIA

Section 6

Our SCM Team

Smart City Vision LITTLE ITALY SAN DIEGO **Interactive Digital Kiosks**

Tom Touchet, President & CEO
IoT World Forum Founding Member, City24/7 CEO, Former Executive Producer NBC Today Show & ABC News

Sona Banker, Chief Financial Officer
Strategic and Financial Talent, Former Investment Manager at Goldman Sachs Group - Private Equity Group

Mike Mainthow, CMO, Project Manager
Outdoor Interactive Media Expert, City24/7 CMO, Former Ad Exec McCann, BBDO (Coke, Pepsi accounts)

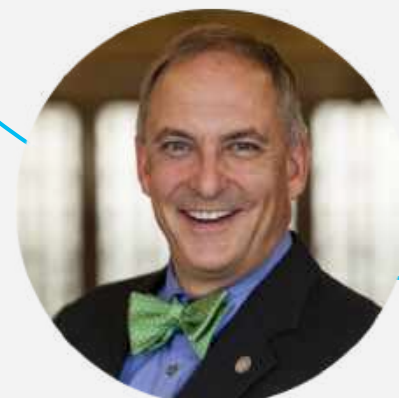**Karl Turkel, Chief Creative Officer**
Acclaimed OOH Innovator Publicis, Award Winning Art Director/Designer, Public safety patents for Citysafe, reinvented the payphone with City24/7

Aravind Sethuraman, CTO
Software Architect and Unified Communications Expert, Multiple patents related to video, communications

UNMATCHED TEAM

Highest Levels of Media, Technology, Civic and Financial Leadership

Scott Pomeroy, Chief Intelligence Officer
Community Builder, Placemaking Expert Award Winning Visionary, created Downtown DC EcoDistrict

Girish Kondappa, Chief Engineer
Responsible for development, support, and the overall evolution of our Smart City Media products

Bob Bennett, Chief Engagement Officer
Smart City Practitioner and Thought Leader, Coaches City Leaders with Focus on Optimizing Ops Kansas City CIO 2016-2019; Edison Award 2017

Rick Walsh, Director of Hardware and IoT
From Time Warner to Clear Channel to the NYSE Trading Floor, Rick has spearheaded display integration with leaders in the digital signage space

Our experience runs deep and is unrivaled by any of our competitors.

Tom Touchet is our fearless leader and CEO. Under Tom's leadership as the Executive Producer of NBC's Today Show, the broadcast grossed more than $750M in ad sales, more than any single year in the history of the show. A large component of this was through sponsorship - like the St. Jude's Thanks & Giving series sponsored by Procter and Gamble - which correlates directly to SCM's sponsor strategy. In both cases, intelligent companies are capitalizing on association with smart brands that provide public benefit and utility.

Bob Bennett joined SCM as Chief Engagement Officer following 3 years as CIO for the City of KC. Bob works with city leaders who implement Smart City Media's kiosk and data tools to ensure that the city can use the kiosk as a foundation for a holistic Smart City program. Bob's an innovative leader with experience in solving "wicked problems" including synchronization of over 500 concurrent operations in Africa and development / implementation of an integrated whole-of-government strategy in Iraq.
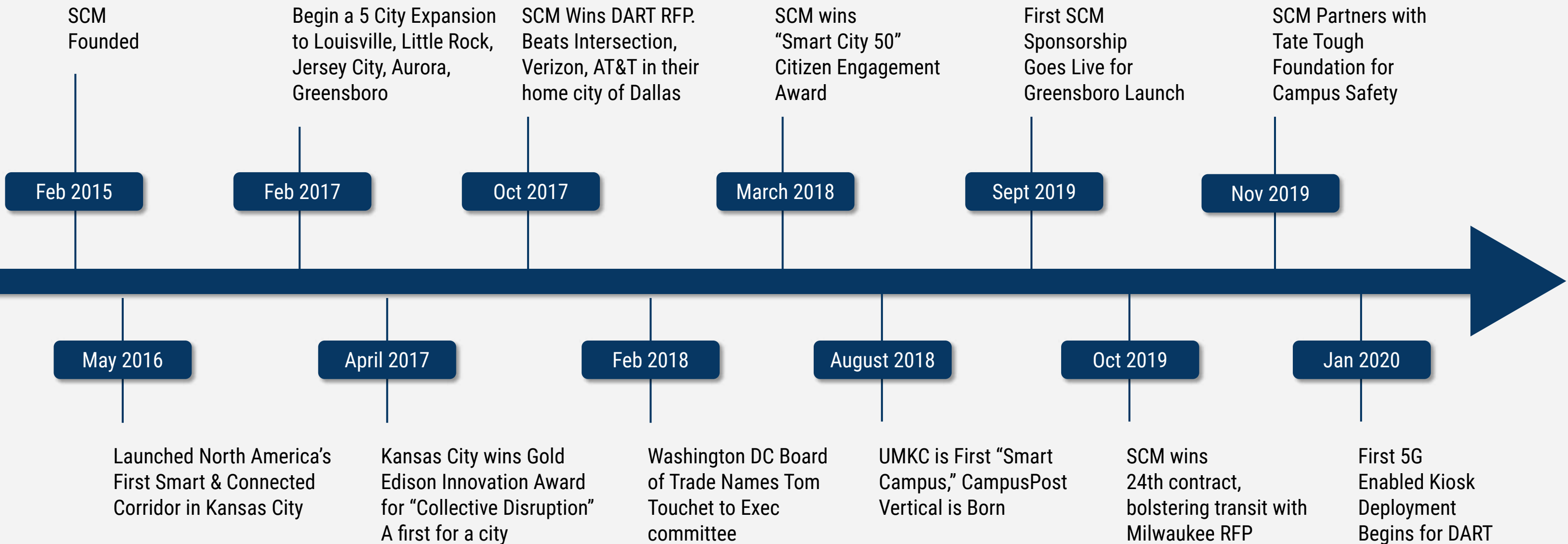
Karl Turkel reinvented the payphone and secured street level digital patents nearly a decade before NYC proclaimed their "Reinvent the Payphone" challenge in 2014. Karl built the framework for CitySafe and City24/7, the first real-time, outdoor, multi-screen, smart city networks, dating back to 2004. These products created the smart city kiosk market and were the reason for LinkNYC, Civiq, IKE, etc. Karl leads all product creation and execution for SCM and has an extensive career creating ads for the world's largest brands. Karl created an outdoor campaign for Tide that went global, won industry awards for ad effectiveness and made it into advertising history books.

Scott Pomeroy was introduced to SCM as the primary point of contact for the partnership with the DowntownDC BID, where he was responsible for identifying placement sites and identifying the how the kiosk deployment would support BID work plan priorities such as establishing Public WiFi, improving public safety, and enhancing placemaking efforts.

Mike Mainthow is our CMO and has extensive experience with blue chip national advertisers including working with Coca-Cola as an executive on the Ad Agency side and then moving to Atlanta to work at the Coca-Cola Company. His work focused on developing brand strategy, brand budgets and in-market execution. Mike was responsible for brand budgets that typically exceeded $250M annually. His most recent years have been spent building a national network for SCM, which we are proud to say includes 25 city contracts and growing.

Aravind Sethuraman has built the CityPost technology platform from the ground up and previous to Smart City Media, Aravind has been involved in a number of successful patented tech products and came to SCM via Bloomberg. He was also the chief architect in Teliris which reinvented the video conferencing industry from boardroom to desktops.

Sona Banker is our strategic and financial leader with over 15 years experience working on Wall Street. She spent the first eight years of her career at Goldman Sachs Group in their Equities Division in New York and Hong Kong and later in the Private Equity Group, where she was an investment manager for a $435 million secondary interest private equity fund.

citypost | SMART CITY MEDIA

SCM Founded

Feb 2015

Begin a 5 City Expansion to Louisville, Little Rock, Jersey City, Aurora, Greensboro

Feb 2017

SCM Wins DART RFP. Beats Intersection, Verizon, AT&T in their home city of Dallas

Oct 2017

SCM wins "Smart City 50" Citizen Engagement Award

March 2018

First SCM Sponsorship Goes Live for Greensboro Launch

Sept 2019

SCM Partners with Tate Tough Foundation for Campus Safety

Nov 2019

May 2016

Launched North America's First Smart & Connected Corridor in Kansas City

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April 2017

Kansas City wins Gold Edison Innovation Award for "Collective Disruption" A first for a city

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Feb 2018

Washington DC Board of Trade Names Tom Touchet to Exec committee

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August 2018

UMKC is First "Smart Campus," CampusPost Vertical is Born

Oct 2019

SCM wins 24th contract, bolstering transit with Milwaukee RFP

Jan 2020

First 5G Enabled Kiosk Deployment Begins for DART

Apparatus for citizen requests for assistance

Abstract

A method and system for initiating an incident-specific request for assistance from a citizen call station by touching a sequence of positions on a display screen. The citizen call station comprises a display having a touch-responsive mechanism for entering a call sequence of statements including initiating an alert, reporting a concern, and selecting help needed. A transmission mechanism for transmitting the call sequence to a control location is provided. A confirmation of the request, sent from the control location, may be received at the call station. The call station may also deliver information from a central location. The call station may include cameras, various sensors, two-way communications, and may be used to provide information on demand, outside of the normal security concerns.

Images (12)

Our founders pioneered street-level, smart+connected services with the first "smart city kiosk" in NYC 2012.
First team patent granted for 911/Urgent communications onto Outdoor infrastructure Sept 11, 2012

Thank You
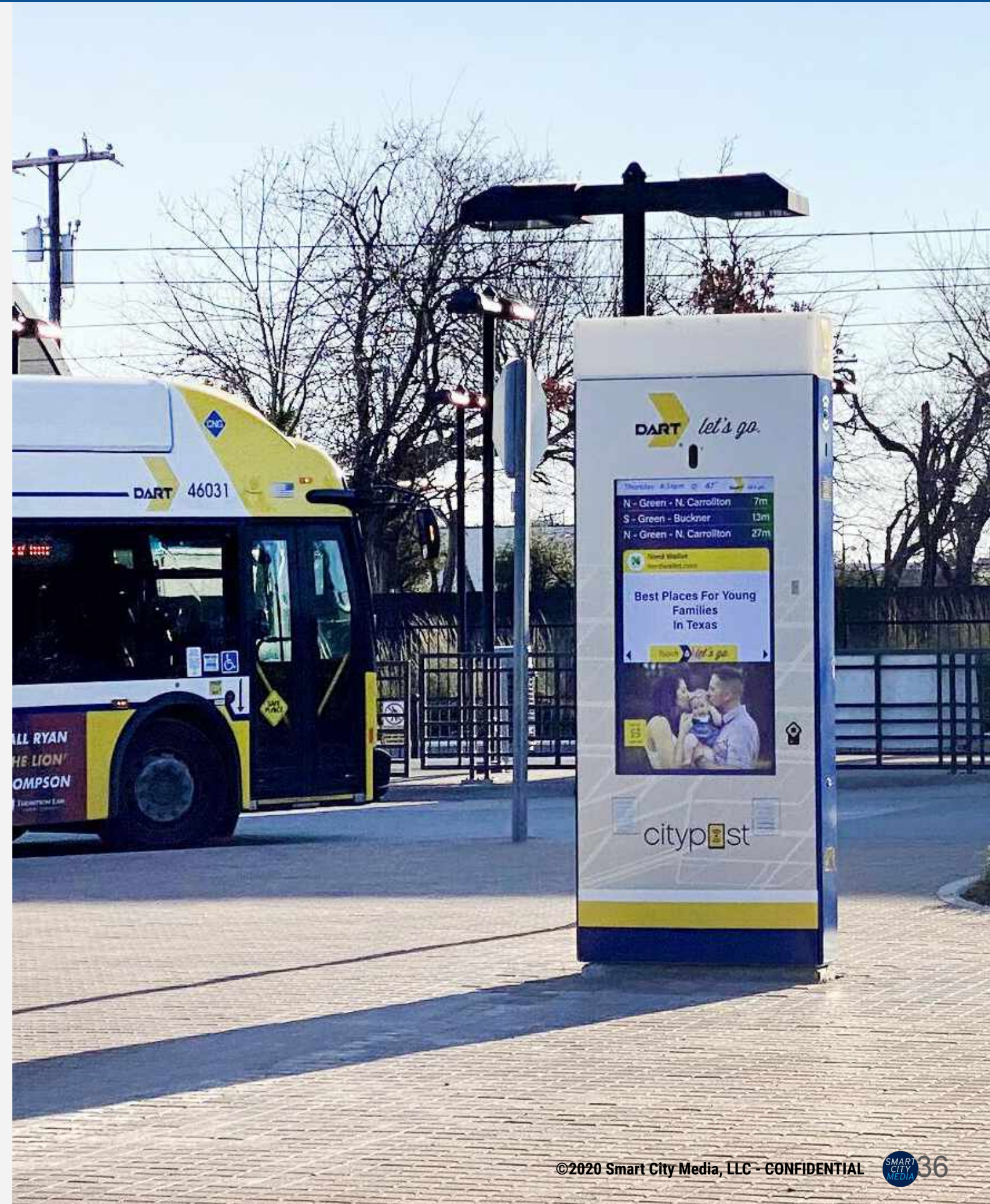
Thank you.

Smart City Vision

Interactive Digital Kiosks