



Little Italy Association of San Diego – DI&P Committee

Friday, July 15, 2022 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>

or call 1-669-900-6833 / Meeting ID: 830 0333 3549 / Password: 3898

1. Zoom Meeting Protocol & Introductions / Perry Meyer, Chair

All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.

2. Continuing Virtual Meetings Pursuant to AB 361

Action Item

P. 3

Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. Non-Agenda: Public Comment & Announcements

4. Approval of June 17, 2022 Minutes

Action Item

P. 4-7

5. Confirmed Events

- | | | |
|---|-------------------|----------|
| a. Little Italy Mercato & Wednesday Market / Catt White | Every Sat. & Wed. | |
| b. Taste of Little Italy / Curt Brooker | Wrap-Up | P. 8 |
| c. ArtWalk Summer Series / Curt | Multiple Dates | |
| d. Little Italy Summer Film Festival / Chris Gomez | Multiple Dates | |
| e. San Diego Padres Italian Heritage / Chris | Fri., 7/29 | |
| f. Marine Band San Diego Summer Concert / Chris | Sat., 7/30 | P. 9-11 |
| g. Casino di Piazza / Chris | Fri., 9/16 | P. 12-14 |
| h. Little Italy State of the Neighborhood / Chris | Thu., 9/22 | |

6. New Events, Promotions, Fundraising & Councils

- | | | |
|---|--------------------|----------|
| a. Little Italy Urban Challenge – 8/28 / Lindsey Pierce | <i>Action Item</i> | P. 15-16 |
| b. Consulado de Mexico Grito Celebration – 9/16 / Chris | <i>Action Item</i> | |
| c. Olive Creative Strategies / Larisa Medina | | P. 17-26 |
| d. Little Italy Experiences & Tours / Anthony Davi | | |

7. Streetscape Improvements & Venues

- a. Little Italy Venues / Curt

8. Chief Executive Administrator Report

9. Other

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

10. Old Business

It is the practice of the LIA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.

- a. FuseEvents Proposal: Italian Heritage Concert Series
- b. Donor Opportunities Guide
- c. Hospitality Task Force
- d. Public Art Task Force
- e. Little Italy Restaurant, Retail & Hotel Councils
- f. Piazzas & Quasi-Public/Public Spaces

11. Adjournment

Action Item

12. Next Meeting: **Third Friday of the Month at 9:00am via Zoom**
Zoom Link: <https://us02web.zoom.us/j/83003333549>
or call 1-669-900-6833 / Meeting ID: 830 0333 3549
Password: 3898

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and on the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619-233-3898 or via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
 - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
 - (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Little Italy Association of San Diego – DI&P Committee

Friday, June 17, 2022, at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>

Or call 1-669-900-6833/ Meeting ID: 830 0333 3549/Password: 3898

Present Danny Mocerri, Steve Galasso, Lou Palestini, Perry Meyer, Kathi Meyer, Jeri Keiller, Robert Mendonca, Linsey Pierce, Annette Casemero

Staff Christopher Gomez, Dianne Serna De Leon, Larisa Medina, Cree Jones, Alicia Douglas, Dominic LiMandri, Jacob Rocha, Curt Brooker

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions / Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris stated that the Board and Committee need to ratify a vote during each meeting that states that we will continue to meet via Zoom until The Board and Committee are comfortable with resuming in-person meetings.	2. Danny Mocerri moved to accept the vote to continue meeting via Zoom. Jeri Keiller seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Nothing to report	3. No action taken
4. Approval of May 6, 2022, minutes.	The minutes from May 6, 2022, were reviewed.	4. Steve Galasso moved to accept the Minutes. Lou Palestini seconded the motion. Unanimously approved.
5. Confirmed Events		

a. Little Italy Mercato & Wednesday Market	5.a. Alicia Douglas gave an update on the Little Italy Mercato and Saturday Market.	5.a. No action taken
b. ArtWalk Summer Series	5.b. Curt Brooker gave an update on the Artwalk Summer Series. The first event took place last Sunday, June 12, 2022. There are 3 more events scheduled on June 26 th , July 10 th , and July 24 th from 11:00am-5:00pm.	5.b. No action taken
c. Taste of Little Italy	5.c. Curt reported that the Taste of Little Italy will take place on July 21 and July 22, 2022, with 30 participating restaurants. This is a sold-out event.	5.c. No action taken
d. Little Italy Summer Film Festival	5.d. Chris reported that the Little Italy Summer Film Festival will take place from July 2-September 3, 2022. The event will feature 15 Italian films, with showtimes beginning at 8:00pm for a \$10 donation.	5.d. No action taken
e. San Diego Padres Italian heritage	5.e. Chris reported that the San Diego Padres Italian Heritage night will take place on July 29, 2022. The first pitch will be at 6:40pm.	5.e. No action taken
f. Marine Band San Diego Summer Concert	5.f. Chris shared that the Marine Band SD Summer Concert will take place on July 30, 2022.	5.f. No action taken
6. New Events, Promotions, Fundraising & Councils		
a. Little Italy State of the Neighborhood	6.a. Chris presented September 22, 2022, as the potential date for the State of the Neighborhood.	6.a. Perry Meyer moved to accept the date. Danny Mocerri seconded the motion. Unanimously approved.
b. Olive Creative Strategies	6.b. Larisa Medina gave an update on Olive Creative Strategies. Cree Jones gave a coverage recap on social media coverage.	6.b. No action taken

c. Little Italy Experiences & Tours-Update	6.c. Chris announced that the LI Experiences and Tours Website is live. The link for the website can be found under the Explore tab on the Little Italy website.	6.c. No action taken
d. 2022 Lifestyle Photoshoot	6.d. Chris reported on the Lifestyle photoshoot. He thanked the Thompson Family for their participation. Larisa added that it was a 6-hour shoot and everything went well.	6.d. No action taken
e. Little Italy Casino Night	6.e. Chris reported that staff met with Vici to discuss the Little Italy Casino Night. The tentative dates for this event are September 16, or September 23, 2022.	6.e. No action taken
f. Hospitality Task Force	6.f. Chris stated that the Hospitality Task Force met on June 10, 2022. He reported that the Urgency Ordinance will expire on July 13, 2022. If you are not in the queue by July 14, you will need to remove your deck. We are trying to grandfather in those businesses who used the LIA design standard.	6.f. No action taken
7. Streetscape Improvements & Venues		
a. Little Italy Venues	7.a. Jacob Rocha asked to table this item as Curt Brooker was not present for the meeting.	7.a. No action taken
b. Bella Donnas-Update	7.b. Chris stated that the Bella Donnas will be displayed early next week.	7.b. No action taken
8. Chief Executive Administrator Report	8. Marco and Chris announced that LIA will be purchasing all new banners and brackets.	8. No action taken
9. Other	9. Marco reported that Mike Zarconi is reviewing the Amici Park contract.	9. No action taken
10. Old Business	10. Nothing to report.	10. No action taken

11. Adjournment	11. Meeting Adjourned.	11. Danny Mocerì moved to adjourn the meeting. Perry Meyer seconded the motion. Unanimously approved.
12. Next Meeting	12. The Next Meeting will be on Friday, July 15, 2022, at 9:00 a.m., via Zoom.	12. No action taken

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

ACTUAL 2022 TOLI ACTIVITY BREAKDOWN:Event Revenue:

Online Ticket Sales, Purple Pass	\$	78,215.60
Ticket Sales, Square	\$	612.50

Total Revenue	\$	78,828.10
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Cost of Production:

Production Staff, Wages	\$	14,000.00
Banner Patch & Posters - T's & Signs	\$	554.63
Passports - T's & Signs	\$	382.80
Event Signage - My Printer	\$	224.46
Adhesive Putty - Amazon	\$	14.59
Paper & Plastic Supplies, Webstaurant	\$	1,766.75
Boxes, Lids - Amazon	\$	291.02
Ziploc Bags - 7-11	\$	6.12
Performers	\$	200.00
Public Relations	\$	-

Total Cost of Production	\$	17,440.37
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Gross Profit:	\$	61,387.73
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Profit Split:

FUSE	\$	30,693.86
LIA	\$	30,693.87
Sponsorship	\$	4,300.00
TOTAL LIA	\$	34,993.87



MARINE BAND SAN DIEGO SUMMER CONCERT

LOCATION // Piazza della Famiglia

DATE // Saturday, July 30, 2022

TIME // Sunset

For over a decade, the Little Italy Association has partnered with the Marine Band San Diego to host a free Summer concert for San Diegans and visitors. Every year, Marine Band San Diego brings over 40 Marines to play time honored hymns, traditional patriotic songs and to spice things up has a smaller break-out band that does cover songs.

This year, the concert will be held in the Piazza della Famiglia where hundreds of guests will grab a seat and enjoy the show.

Help us keep this long standing tradition alive by becoming a sponsor. Below are the different levels and benefits.

SPONSORSHIP LEVELS

- **Platinum Level / \$5,000**
Gold Level + "Presenting" sponsorship.
- **Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- **Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- **Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

Marine Band San Diego Summer Concert

Marine Band San Diego Summer Concert

SPONSORSHIP LEVELS

Check one of the options below.

- Platinum Level / \$5,000**
Gold Level + "Presenting" sponsorship.
- Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association
Mail to: 2210 Columbia Street, San Diego, CA 92101
Email to: Chris@LittleItalySD.com

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.



India Street >>

<< Columbia Street

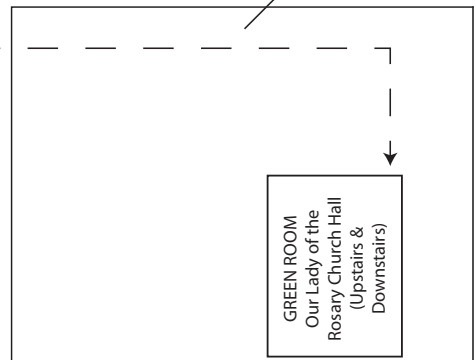
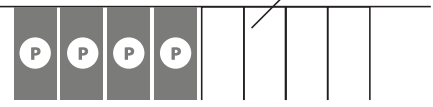
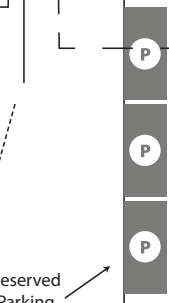
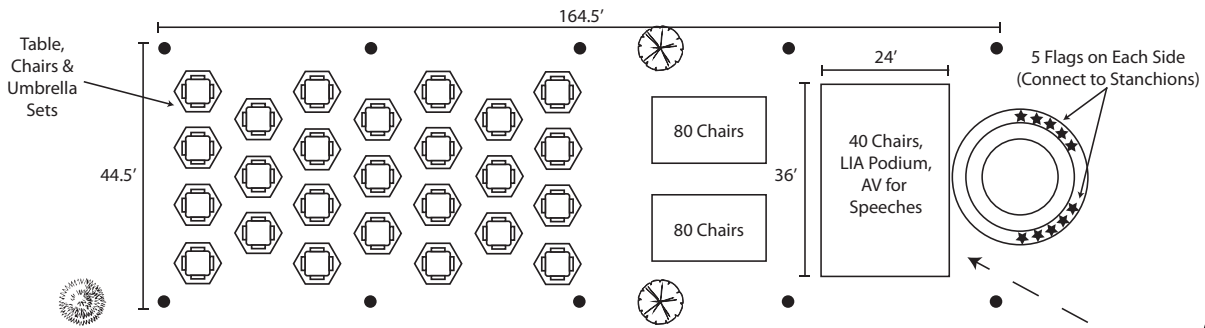
State Street >>

<< W. Date Street >>

Reserved Parking

Reserved Parking

Reserved Parking



MARINE BAND SAN DIEGO SUMMER CONCERT MAP

Saturday, July 30, 2022
 Set-Up: Right After Market
 Performance: 6:00pm to 7:30pm
 Tear-Down: After Performance

Casino di Piazza

Date: Friday, September 16,2022
 Time: 7:00pm-11:00pm
 Location: Piazza della Famiglia
 Head Count: 300
 Buy-In: \$60-\$100

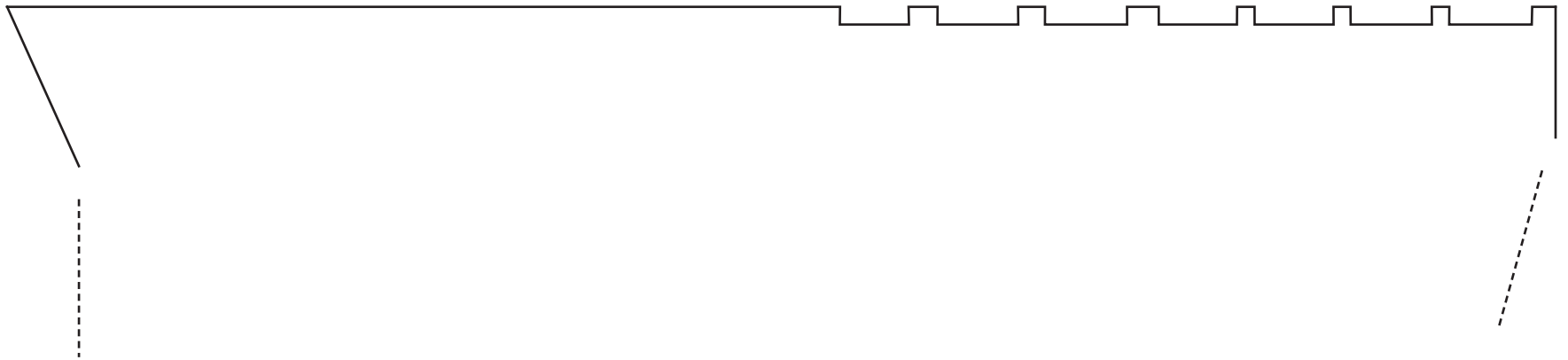
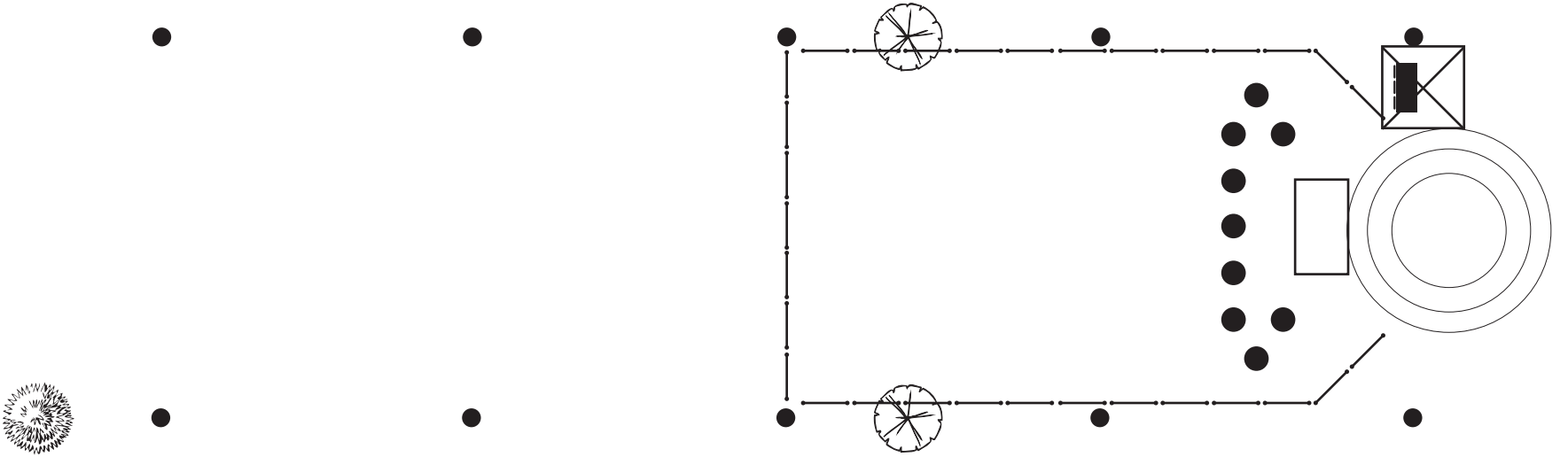
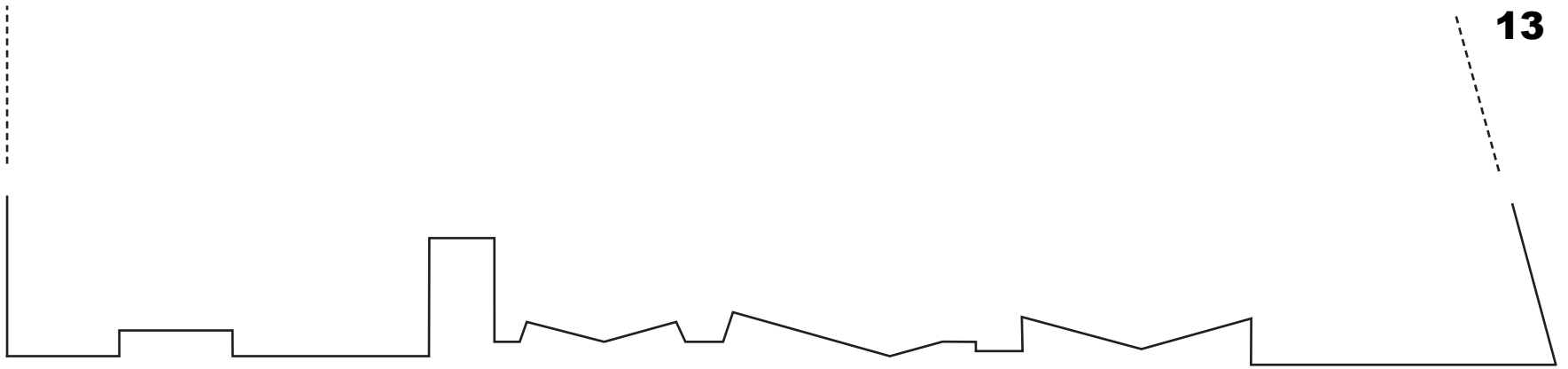
INCOME

Presenting Sponsor			
Event Sponsors			
Table Sponsors			
VIP Ticket Sales	50	\$100	\$5,000
General Ticket Sales	250	\$60	\$15,000
Day-Of Ticket Sales		\$75	
Total			\$20,000

EXPENSE

Category	Vendor(s)	Cost	Items/Rentals
Casino & Rentals	Black Tie Raphael's BID Alliance ALSCO	\$4,550	14-16 12 Casino Tables: Craps, Blackjack, Poker , Roulette (Dealers/Event Manager) Belly Bars, Cocktail Seating, Lounge Chairs, Green Walls, Statues Linens
Enterintainment	TBD TBD		7:00pm-8:30pm 8:45pm-10:15pm
Food & Beverage	Graze by Sam Little Italy Food Hall TBD	\$10,031 \$1,204	Charcutterie Board (\$25PP) 6 Beverage Servers + 1 Portable Bar Small Bites
Photography/Promotion	Paul Nestor T's & Signs	\$500 \$1,244	Photography during Event 75 Posters, 2,500 Fliers, Street Spanning Banner
Total			\$17,529

- Notes:
- Dress Code
 - Cigar Lounge (Princess Pub)
 - Bars (Number & Locations)
 - Catering & Food Donations
 - invitations
 - Timeline
 - Rental Companies
 - Volunteers: LIA
 - Piazza Map to Committee
 - Snake Oil





Little Italy Urban Challenge

Sunday, August 28, 2022

Check-in: Noon

Kick-Off: 1:00pm

Reveal: 3:00pm

INCOME	Price	Ticket Qty		
Early Bird (2) Shirt included	\$40	20	\$800	
Ticket (2) No Shirt	\$30	50	\$1,500	<i>Should this be lower? \$25 last year OR to reduce costs more - includes 2 drinks (redeem after challenge) and/or other item (see below)</i>
Ticket (2) Shirt included	\$50	30	\$1,500	
Sponsor(s)				
Total Income (projected)		200	\$3,800	(fees passed on to guest)
		TOTAL PEOPLE	GROSS PROFIT	
EXPENSES	Estimated	<u>Actual</u>	NOTES:	
Clue Cards - LIA	\$0			
Stage/AV set up - LIA	\$0			is there a way to set up music through your speakers? If not, maybe we use our speaker set up
Balloon Columns (2, 5ft tall)	\$150			reduce cost from arch (\$300 in 2021) Heart of Steele
Social Media Ads	\$100			
Shirts (100, about \$7.50 ea)	\$750			LIA vendor - T's & Signs Inc. OR: branded headbands/hats instead/bandana? 'welcome' drink?
GC Grand Champion	\$100			
GC Second Place	\$0			can reduce these costs by offsetting with sponsors/donations
GC Third Place	\$0			additional prizes/gift baskets (\$350 LIFH GC cost 2021)
Envelopes - LIA	\$0			
Trophies	\$70			
Answer Posters	\$360			
Music 1:00pm-3:00pm	\$0			we can just set up speakers and music instead for music during challenge?
Music 3:30pm-6:30pm	\$300			
Total Expenses	\$1,830	\$0		

Projected Net Revenue \$1,970

LIA (50% of Net) \$985

LIFH (50% of Net) \$985

Additional Revenue Streams:

LIA merch table/vendor booth

Signage: "Support Our Beautiful Little Italy" QR codes to donate?

Silent Auction: receive additional donations from vendors/local businesses to be auctioned off. Profit goes to Judy/LIA

Return for donations: tag sponsors on all social/ads/listings, add logo to materials

Fundraiser for Judy & Family: separate component on LIFH (possibly % from bar sales, cocktail specials, etc)

Reach out to Judy's family for thoughts on this, want to respect their privacy

Little Italy Urban Challenge

Date: Sunday, August 28, 2022

Location: Piazza della Famiglia

Time: 12:00pm check in, 1pm kick off, back by 3pm for reveal

Total Clues: 20

Total Capacity: 100 tickets, 200 people

Promotion begins: July 25

Overview: Urban Challenge was first brought to life by a Little Italy resident who has a love for the town and wanted to showcase the fun facts in the area. This event is meant to bring the community together and act as a fun, family-friendly event to discover parts of Little Italy that are often overlooked!

Ticket Cost (teams of 2):

- Early Bird (shirts): \$40, 20 tickets
- General (no shirts): \$30, 50 tickets
- General (shirts): \$30 tickets

Profit & Expenses:

Total projected Gross Profit: \$3,800

Total projected expenses: \$1,830

Total projected Net Revenue: \$1,970

50/50 - LIA/LIFH Split: **\$985 each**

Geographic area: Beech and Grape Streets, from Columbia to Kettner Streets.

Rules:

1. The answers to the clues can all be found between Beech and Grape Streets, from Columbia to Kettner Streets.
2. Both members must be in photo/stick together (selfie)
3. Phone/internet usage is allowed
4. Teams have to stay together.
5. They can search for clues in any order.
6. Reveal: go down list, have participants check off correct, the top 3 teams with the most clues will then be verified by LIFH team viewing photos

Set up:

- Stage with 2 balloon columns.
- Speaker/mic set up on stage (music artists to bring their own speaker set up if needed)
- Stanchions to close off. Entrance with two check in tables to time stamp, etc.
- Additional table set ups for merch sales
- Portable bar on the LIFH patio

Additional event proposals:

- LIA merch/donation table
- Del Road merch table (set up near portable bar to purchase at bar), or purchase at Graze bar
- Book signing with Sam? Sell his books, bring in additional audience
- Portable bar out
- Cocktail specials: % from all bar sales goes to Judy's family?
- Prizes & Auction items: get sponsors and prize donations much further in advance to be part of the promo. In return - tagged in all posts and ads/materials, logo on materials. Auction profits go to LIA/Judy
- Alternatives to Shirts included in ticket: headbands, hats, tote swag bag, 'welcome' drink



LIA DISI Meeting

PR Agenda

Friday, July 15, 2022

PITCHING

Recap

- Taste of Little Italy (Short Leads)
- Summer Events Roundup - Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival (Short Leads)
- Celebrating Father's Day in Little Italy (Short Leads)
- Top 10 Things to do in Little Italy This Summer (National)
- Little Italy Experiences and Tours (Local)

Upcoming Focus

- Little Italy Experiences and Tours (Local)
- Trick-or-Treat on India St Long Leads (Local)
- Little Italy Tree Lighting & Christmas Village Long Leads (National)
- Plan Your Winter Getaway | Enjoy San Diego's Year Round Warm Weather Long Leads (National)

BLOGS

Current

- Taste of Little Italy Returns!

Upcoming

- Little Italy Experiences and Tours

WRITING

Recap

- Taste of Little Italy (Short Leads)
- June Blog #1 | Highlighting Taste of Little Italy
- San Diego Downtown News June | Taste of Little Italy
- DISI Agenda for June
- Board Agenda for July

Upcoming

- Trick-or-Treat on India St Long Leads (Local)
- Little Italy Tree Lighting & Christmas Village Long Leads (National)
- Plan Your Winter Getaway | Enjoy San Diego's Year Round Warm Weather Long Leads (National)
- July Blog #1 | Little Italy Experiences and Tours
- San Diego Downtown News June | Summer in Little Italy

- DISI Agenda for July
- Board Agenda for August

Summer Events Roundup (Marine Band Summer Concert, ArtWalk Little Italy Summer Series, Little Italy Mercato, Little Italy Summer Film Festival)

SECURED COVERAGE

- **7/11 secured broadcast coverage in NBC 7 (News Today)**
 - Segment highlighted ArtWalk Little Italy Summer Series and included an interview with Jacob Rocha speaking about why it's such an important event and how many more dates are left this summer
- **7/11 secured online coverage in NBC 7**
 - Article included segment, which highlighted ArtWalk Little Italy Summer Series and included an interview with Jacob Rocha speaking about why it's such an important event and how many more dates are left this summer
- **7/11 secured broadcast coverage in CBS 8 (Mornings at 7am)**
 - Segment highlighted the return of the ArtWalk Little Italy Summer Series for its second to last date
- **7/11 secured broadcast coverage in CBS 8 (Mornings at 6am)**
 - Segment highlighted the return of the ArtWalk Little Italy Summer Series for its second to last date
- **7/11 secured broadcast coverage in CBS 8 (Mornings at 4:30am)**
 - Segment highlighted the return of the ArtWalk Little Italy Summer Series for its second to last date
- **7/10 secured broadcast coverage in CBS 8 (News 8 at 11pm)**
 - Segment highlighted the return of the ArtWalk Little Italy Summer Series for its second to last date
- **7/10 secured broadcast coverage in CBS 8 (News at 7pm)**
 - Segment highlighted the return of the ArtWalk Little Italy Summer Series for its second to last date
- **7/10 secured broadcast coverage in CBS 8 (News Live at 6:30pm)**
 - Segment highlighted the return of the ArtWalk Little Italy Summer Series for its second to last date
- **7/10 secured broadcast coverage in CBS 8 (News Live at 5pm)**
 - Segment highlighted the return of the ArtWalk Little Italy Summer Series for its second to last date
- **7/8 secured online coverage in Patch (Encinitas)**
 - Article highlighted the ArtWalk Little Italy Summer Series as one of the events to attend the weekend of July 12th
- **7/8 secured online coverage in Flipboard**
 - Syndicated Patch (Encinitas) article highlighted the ArtWalk Little Italy Summer Series as one of the events to attend the weekend of July 12th
- **7/7 secured online coverage in KPBS**
 - Article highlighted the ArtWalk Little Italy Summer Series as one of the events to attend the weekend of July 12th
- **7/1 secured online coverage in Times of San Diego**
 - Article highlighted the ArtWalk Little Italy Summer Series as one of the events to attend the weekend of July 12th
- **7/1 secured online coverage in News Break**

- Syndicated Times of San Diego article highlighted the ArtWalk Little Italy Summer Series as one of the events to attend the weekend of July 12th
- **7/1 secured print coverage in Presidio Sentinel**
 - Article highlighted the summer event happenings in Little Italy in July print issue
- **7/1 secured online coverage in Presidio Sentinel**
 - Article highlighted the summer event happenings in Little Italy in July print issue
- **7/1 secured online coverage in News Break**
 - Syndicated Presidio Sentinel article highlighted the summer event happenings in Little Italy in July print issue
- **7/1 secured online coverage in San Diego Magazine**
 - Article included the Little Italy Summer Film Festival in weekend event roundup
- **6/30 secured online coverage in THERE San Diego**
 - Article featured the upcoming film festival sharing that there are English subtitles, and all are welcome to Amici Park for the event
- **6/30 secured online coverage in Times of San Diego**
 - Article rounds up the best things to do in July including the Summer Film Festival in Amici Park in Little Italy
- **6/30 secured online coverage in News Break**
 - Syndicated the Times of San Diego article that rounds up the best things to do in July including the Summer Film Festival in Amici Park in Little Italy
- **6/29 secured online coverage in Thrillist**
 - Article covers top events in San Diego for 4th of July weekend including the Italian Film Festival at Amici Park
- **6/29 secured online coverage in ABC 10**
 - Article rounds up fun things to do in San Diego including the Little Italy Summer Film Festival's showing of Amore e Malavita
- **6/27 secured broadcast coverage in FOX 5 (News at 11:00pm)**
 - Segment discusses the ongoing Summer Series that was created so artists could sell their work during COVID and include interviews with Curt.
- **6/27 secured broadcast coverage in FOX 5 (News at 10:00pm)**
 - Segment discusses the ongoing Summer Series that was created so artists could sell their work during COVID and include interviews with Curt.
- **6/27 secured broadcast coverage in FOX 5 (News at 5:00pm)**
 - Segment discusses the ongoing Summer Series that was created so artists could sell their work during COVID and include interviews with Curt.
- **6/23 secured online coverage in THERE San Diego**
 - Article highlighted the return of the ArtWalk Little Italy Summer Series and included details of the event and run dates
- **6/13 secured online coverage in Thrillist**
 - Article included the Little Italy Summer Film Festival and Taste of Little Italy in their roundup of "23 Great San Diego Dates to Go on This Summer"
- **6/13 secured online coverage in MSN**
 - Syndicated Thrillist article included the Little Italy Summer Film Festival and Taste of Little Italy in their roundup of "23 Great San Diego Dates to Go on This Summer"

SECURED OPPORTUNITY

- **ABC 10**
 - Confirmed TV segment on 6/22 to tease final date of ArtWalk Summer Series on 6/24

Taste of Little Italy 6/21 & 6/22 Long Leads

SECURED COVERAGE

- **6/22 secured broadcast coverage in KUSI (Good Morning San Diego at 5am)**
 - Segment included an interview with Sam the Cooking Guy and highlighted his offering from Samsburgers for Taste of Little Italy and included details on the event
- **6/21 secured online coverage in NBC 7**
 - Article highlighted Taste of Little Italy including what guests can expect and which businesses participated this year
- **6/21 secured online coverage in News Break**
 - Syndicated NBC 7 article highlighted Taste of Little Italy including what guests can expect and which businesses participated this year
- **6/21 secured online coverage in Daily Advent**
 - Syndicated NBC 7 article highlighted Taste of Little Italy including what guests can expect and which businesses participated this year
- **6/21 secured online coverage in Flipboard**
 - Syndicated NBC 7 article highlighted Taste of Little Italy including what guests can expect and which businesses participated this year
- **6/21 secured online coverage in Bulletin Reporter**
 - Syndicated NBC 7 article highlighted Taste of Little Italy including what guests can expect and which businesses participated this year
- **6/21 secured online coverage in KUSI**
 - Article included segment with an Sam the Cooking Guy and highlighted his offering from Samsburgers for Taste of Little Italy and included details on the event
- **6/21 secured online coverage in News Break**
 - Syndicated KUSI article included segment with an Sam the Cooking Guy and highlighted his offering from Samsburgers for Taste of Little Italy and included details on the event
- **6/21 secured online coverage in Daily Advent**
 - Syndicated KUSI article included segment with an Sam the Cooking Guy and highlighted his offering from Samsburgers for Taste of Little Italy and included details on the event
- **6/21 secured broadcast coverage in KUSI (Good Evening San Diego at 6pm)**
 - Segment included an interview with Sam the Cooking Guy and highlighted his offering from Samsburgers for Taste of Little Italy and included details on the event
- **6/21 secured broadcast coverage in KUSI (Good Evening San Diego at 4pm)**
 - Segment included an interview with Sam the Cooking Guy and highlighted his offering from Samsburgers for Taste of Little Italy and included details on the event
- **6/21 secured broadcast coverage in KUSI (Good Morning San Diego at 9am)**
 - Segment included an interview with Sam the Cooking Guy highlighting the new brunch menu at Graze by Sam, his new cookbook and tying it up with a final mention on Taste of Little Italy
- **6/21 secured broadcast coverage in KUSI (Good Morning San Diego at 9am)**
 - Teaser giving sneak peek into their upcoming interview with Sam the Cooking Guy to highlight Taste of Little Italy
- **6/21 secured broadcast coverage in KUSI (Good Morning San Diego at 8:30am)**
 - Segment included an interview with Sam the Cooking Guy and highlighted his offering from Graze by Sam for Taste of Little Italy. The interview also included details on the event and how KUSI viewers could snag some tickets
- **6/21 secured broadcast coverage in KUSI (Good Morning San Diego at 8:30am)**

- Teaser giving sneak peek into their upcoming interview with Sam the Cooking Guy to highlight Taste of Little Italy
- **6/21 secured broadcast coverage in KUSI (Good Morning San Diego at 8am)**
 - Segment included an interview with Sam the Cooking Guy and highlighted his offering from Samburgers for Taste of Little Italy. The interview also included details on the event and how KUSI viewers could snag some tickets
- **6/21 secured broadcast coverage in KUSI (Good Morning San Diego at 8am)**
 - Teaser giving sneak peek into their upcoming interview with Sam the Cooking Guy to highlight Taste of Little Italy
- **6/21 secured broadcast coverage in KUSI (Good Morning San Diego at 8am)**
 - Teaser giving sneak peek into their upcoming interview with Sam the Cooking Guy to highlight Taste of Little Italy
- **6/20 secured broadcast coverage in ABC 10 (10News at 11pm)**
 - Segment included an interview with Bobby De Phillipe from Filippi's regarding their history and participation in this year's Taste of Little Italy
- **6/20 secured broadcast coverage in ABC 10 (10News This Morning at 6am)**
 - Segment included a Pizza 101 demo with Bobby De Phillipe from Filippi's where they made the two types of pizza they'll be offering for Taste of Little Italy
- **6/20 secured broadcast coverage in ABC 10 (10News This Morning at 6am)**
 - Segment included an interview with Bobby De Phillipe from Filippi's regarding their history and participation in this year's Taste of Little Italy
- **6/20 secured online coverage in ABC 10**
 - Segment included a Pizza 101 demo with Bobby De Phillipe from Filippi's where they made the two types of pizza they'll be offering for Taste of Little Italy
- **6/20 secured online coverage in Yahoo!**
 - Syndicated ABC 10 segment included a Pizza 101 demo with Bobby De Phillipe from Filippi's where they made the two types of pizza they'll be offering for Taste of Little Italy
- **6/20 secured broadcast coverage in FOX 5 (Morning News at 9am)**
 - Cooking demo included the chef from Farmer's Table showing viewers how to make their offering for Taste of Little Italy at home. The chef also gave some brief details on the event and mentioned the release of some tickets during the segment
- **6/17 secured online coverage in San Diego Union-Tribune**
 - The Dish column included Taste of Little Italy as a must-attend culinary event
- **6/17 secured online coverage in ABC 10**
 - Article listing the best ways to spend Father's Day in San Diego with a mention of the Taste of Little Italy
- **6/17 secured online coverage in Head Topics**
 - Syndicated ABC 10 article listing the best ways to spend Father's Day in San Diego with a mention of the Taste of Little Italy
- **6/16 secured online coverage in San Diego Tourism Authority**
 - Weekly blog highlighted Taste of Little Italy as a must-attend event in San Diego for the weeks of June 21-July 4
- **6/12 secured online coverage in San Diego Reader**
 - Article highlighted Taste of Little Italy as one of the featured events within the next two weeks. This article included information regarding the event, what attendees can expect and where to purchase tickets
- **6/8 secured print coverage in North County Sun**

- Summer 2022 issue included Taste of Little Italy as a must-visit event for this summer
- **6/8 secured online coverage in North County Sun**
 - Summer 2022 issue included Taste of Little Italy as a must-visit event for this summer
- **6/6 secured online coverage in We The Italians**
 - Article highlighted Taste of Little Italy, what attendees can expect and where to purchase tickets
- **6/1 secured online coverage in San Diego Tourism Authority**
 - Inclusion of Taste of Little Italy in "What's New in San Diego - Summer 2022" release for the San Diego Tourism Authority
- **6/1 secured print coverage in San Diego Magazine**
 - June event roundup included Taste of Little Italy as a must-attend and included the link to the event page where attendees can see the participating restaurants and purchase tickets
- **6/1 secured online coverage in San Diego Magazine**
 - June event roundup included Taste of Little Italy as a must-attend and included the link to the event page where attendees can see the participating restaurants and purchase tickets
- **6/1 secured online coverage in Flipboard**
 - Syndicated San Diego Magazine June event roundup included Taste of Little Italy as a must-attend and included the link to the event page where attendees can see the participating restaurants and purchase tickets
- **6/1 secured print coverage in San Diego Family**
 - June/July issue included Taste of Little Italy as a family-friendly event to attend in the month of June
- **6/1 secured print coverage in Presidio Sentinel**
 - June issue included Taste of Little Italy as a must-visit event along with information on the event and where attendees can purchase tickets
- **6/1 secured online coverage in Presidio Sentinel**
 - Article included Taste of Little Italy as a must-visit event along with information on the event and where attendees can purchase tickets
- **6/1 secured online coverage in News Break**
 - Syndicated Presidio Sentinel article included Taste of Little Italy as a must-visit event along with information on the event and where attendees can purchase tickets
- **6/1 secured online coverage in Daily Advent**
 - Syndicated Presidio Sentinel article included Taste of Little Italy as a must-visit event along with information on the event and where attendees can purchase tickets
- **6/1 secured print coverage in Lighthouse Magazine**
 - June issue included Taste of Little Italy as a must-visit event this month

OTHER

SECURED COVERAGE

- **7/11 secured print coverage in San Diego Downtown News**
 - Chris Gomez' contributed article included Little Italy's summer event roundup in July's print issue
- **7/11 secured online coverage in San Diego Downtown News**
 - Chris Gomez' contributed article included Little Italy's summer event roundup
- **7/8 secured broadcast coverage in FOX 5 (Morning News at 9am)**
 - Segment included Chef Roberto from R&G Wine Salumeria to launch the Little Italy Experiences and Tours

- **6/22 secured broadcast coverage in FOX 5 (News at 6:00am)**
 - Segment included an interview with CMO of Filippi's on the new fees for the Spaces as Places program and included commentary from Chris Gomez regarding how many businesses have already applied for the new permits
- **6/22 secured broadcast coverage in FOX 5 (News at 5:00am)**
 - Segment included an interview with CMO of Filippi's on the new fees for the Spaces as Places program and included commentary from Chris Gomez regarding how many businesses have already applied for the new permits
- **6/21 secured online coverage in FOX 5**
 - Article included an interview with CMO of Filippi's and Sara Arjmand from Allegro on the new fees for the Spaces as Places program and included commentary from Chris Gomez regarding how many businesses have already applied for the new permits
- **6/21 secured online coverage in News Break**
 - Syndicated FOX 5 article included an interview with CMO of Filippi's and Sara Arjmand from Allegro on the new fees for the Spaces as Places program and included commentary from Chris Gomez regarding how many businesses have already applied for the new permits
- **6/21 secured online coverage in Daily Advent**
 - Syndicated FOX 5 article included an interview with CMO of Filippi's and Sara Arjmand from Allegro on the new fees for the Spaces as Places program and included commentary from Chris Gomez regarding how many businesses have already applied for the new permits
- **6/21 secured broadcast coverage in FOX 5 (News at 11:00pm)**
 - Segment included an interview with CMO of Filippi's on the new fees for the Spaces as Places program and included commentary from Chris Gomez regarding how many businesses have already applied for the new permits
- **6/21 secured broadcast coverage in FOX 5 (News at 10:00pm)**
 - Segment included an interview with CMO of Filippi's on the new fees for the Spaces as Places program and included commentary from Chris Gomez regarding how many businesses have already applied for the new permits
- **6/21 secured broadcast coverage in FOX 5 (News at 7:30pm)**
 - Segment included an interview with CMO of Filippi's on the new fees for the Spaces as Places program and included commentary from Chris Gomez regarding how many businesses have already applied for the new permits
- **6/21 secured broadcast coverage in FOX 5 (News at 7:30pm)**
 - Teaser showed Liberty Zabala in Little Italy regarding the new Spaces as Places program
- **6/20 secured broadcast coverage in NBC 7 (News at 5pm)**
 - Segment included an interview with Steve Galasso regarding the new Spaces and Places program and why he's not applying for the permit
- **6/12 secured online coverage in SD News**
 - Chris Gomez' contributed article highlighted Taste of Little Italy, participating restaurants and their offerings, as well as where attendees can purchase tickets.
- **6/4 secured broadcast coverage in San Diego Downtown News**
 - Chris Gomez' contributed article highlighted Taste of Little Italy, participating restaurants and their offerings, as well as where attendees can purchase tickets
- **6/4 secured online coverage in San Diego Downtown News**
 - Chris Gomez' contributed article highlighted Taste of Little Italy, participating restaurants and their offerings, as well as where attendees can purchase tickets
- **6/4 secured online coverage in News Break**

- Syndicated San Diego Downton News' contributed article from Chris Gomez highlighted Taste of Little Italy, participating restaurants and their offerings, as well as where attendees can purchase tickets
- **6/1 secured broadcast coverage in CBS 8 (News at 1pm)**
 - Segment included information regarding the new Spaces as Places program live from Little Italy

Social Media Statistics

Highlights / Recap

- Gained 1,667 total new followers on all platforms
- Earned over 2.1M total impressions
- Garnered over 43K total engagements

Upcoming

- Creating original Reels / TikTok videos
- Continue to promote upcoming events


Analytics (June 14- July 14)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
Little Italy San Diego	1211	88787	5406	248836
Little Italy	379	91935	37448	1825545
Little Italy SD	10	8753	95	-

- **TikTok**
 - Followers: **308 (+67)**
 - Likes: **362**

Top content - Facebook (Based on reach)

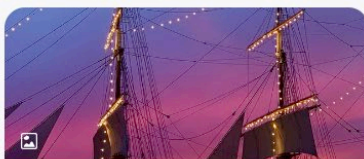
Best performing content published during the selected period.



Jun 21, 2022 · Little Italy

Buongiorno! ☀️ Not only is today the First Day of Summer, but it's also th...


👁️ Reach	8,781
👤 Engaged users	286
👉 Clicks	16
👉 Other clicks	82



Jul 11, 2022 · Little Italy

Welcome to sunset season. 🌅🍷 @gillylovexo #littleitaly #littleitalysd...

👁️ Reach	8,041
👤 Engaged users	288
👉 Clicks	21
👉 Other clicks	56



Jun 30, 2022 · Little Italy

We have your romantic date night covered. 🍷🍷 Allegro Restaurant a...

👁️ Reach	7,494
👤 Engaged users	177
👉 Clicks	15
👉 Other clicks	68

Top content - Instagram (Based on engagement)

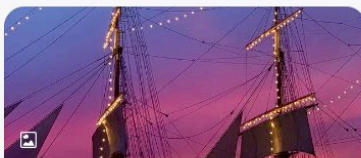
Best performing content published during the selected period.



Jun 25, 2022 · Little Italy San Diego

Libations with a view? Yes, please!
Little Italy is home to an array of...

👁️ Reach	17,964
💬 Comments	28
❤️ Likes	866
📌 Saves	80
📈 Engagement	974



Jul 11, 2022 · Little Italy San Diego

Welcome to sunset season. 🌅🍷
@gillylovexo #littleitaly #littleitalysd...

👁️ Reach	9,040
💬 Comments	13
❤️ Likes	755
📌 Saves	8
📈 Engagement	776



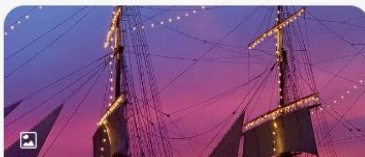
Jun 21, 2022 · Little Italy San Diego

Buongiorno! ☀️ **Not only is today the First Day of Summer, but it's also th...**

👁️ Reach	12,104
💬 Comments	15
❤️ Likes	705
📌 Saves	12
📈 Engagement	732

Top content - Twitter (Based on engagement)

Best performing content published during the selected period.



Jul 11, 2022 · Little Italy SD

Welcome to sunset season. 🌅🍷
@gillylovexo #littleitaly #littleitalysd...

❤️ Likes	36
🔄 Retweets	7
📈 Engagement	43



Jun 18, 2022 · Little Italy SD

Taste of Little Italy got us feeling like...
🍷 **Check back daily as tickets may...**

❤️ Likes	11
🔄 Retweets	2
📈 Engagement	13



Jul 2, 2022 · Little Italy SD

Cheers to the holiday weekend! 🍷🍷
Where will you be celebrating? 🍷 ...

❤️ Likes	8
🔄 Retweets	2
📈 Engagement	10



We tasted, we sipped, w...



Now, THIS is what we ca...



We could sip on these al...