



Little Italy Association of San Diego – DISI Committee

Friday, March 4, 2022 at 9:00am

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

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

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 February 4, 2022 Minutes

Action Item

P. 4-7

5. Confirmed Events

- | | | |
|--|----------------------------|--------------|
| a. Little Italy Mercato & Wednesday Market | Every Sat. & Wed. | |
| b. San Diego Stickball Tournament | Wrap-Up | |
| c. RemedyRX Red Cross Blood Drive | Sat., 4/16 | |
| d. Mission Federal ArtWalk | Sat. & Sun.,
4/30 & 5/1 | P. 34 |
| e. Marine Band San Diego Summer Concert | Sat., 7/30 | P. 8 |
| f. First Responder's "It's Sauce, Not Gravy" Marinara Cook-Off | Summer 2022 | |

6. New Events, Promotions, Fundraising & Councils

- | | | |
|--|--------------------|-----------------|
| a. Olive Creative Strategies | | P. 9-15 |
| i. Coverage Recap | | |
| b. FuseEvents Proposal: Italian Heritage Concert Series | Action Item | |
| c. Ben Hur Advertising | Action Item | P. 16-20 |
| d. iSwirl Technologies Proposal | Action Item | P. 21-29 |
| e. The Great San Diego Scavenger Hunt | Action Item | P. 30-33 |
| f. San Diego Police & Fire Fees for Special Events Increase – Update | | |

7. Streetscape Improvements & Venues

- a. Little Italy Venues
- b. San Diego Hospitality Associates Tours

LITTLE ITALY ASSOCIATION OF SAN DIEGO

8. Chief Executive Administrator Report

9. Other

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.

- 1) Public Art Task Force
- 2) Donor Opportunities Guide
- 3) Piazzas & Quasi-Public/Public Spaces
 - a. Little Italy Restaurant, Retail & Hotel Councils
 - b. Little Italy State of the Neighborhood (Spring 2022)
 - c. Little Italy Casino Night Task Force (Spring 2022)

11. Adjournment

Action Item

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

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

AB 361 Overview
9/30/2021

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

Findings

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

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

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

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

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

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



Little Italy Association of San Diego – DISI Committee

Friday, February 4, 2022, at 9:00am

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

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

Present Danny Mocerri, Davis Newton, Steve Galasso, Lou Palestini, Curt Brooker, Sandi Cottrell, Susan Ranft, Perry Meyer, Kathi Meyer, Joe Cordileone, Annette Casemero, Jeri Keiller, Michael Sabella, Lindsey Pierce, Jacob Rocha, Jocelyn Marcus, (iPhone Caller?)

Staff Christopher Gomez, Dianne Serna De Leon, Larisa Medina, Alicia Douglas, Cree Jones

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. Lou Palestini seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Susan Ranft asked if anyone had any new information regarding the state requirement for composting. Jeri Keiller stated that she will add Composting as an agenda item to the Neighborhood Advisory (NAC) agenda for discussion.	3. No action taken
4. Approval of January 7, 2022, minutes.	The minutes from January 7, 2022, were reviewed.	4. Lou Palestini moved to accept the

		Minutes. Steve Galasso seconded the motion. Unanimously approved.
<p>5. Confirmed Events</p> <p>a. Little Italy Mercato & Wednesday Market</p> <p>b. San Diego Stickball Tournament</p> <p>c. Remedy Rx Red Cross Blood Drive</p> <p>d. Mission Federal ArtWalk</p> <p>e. Little Italy State of the Neighborhood</p> <p>f. Little Italy Casino Night Task Force</p>	<p>5.a. Alicia Douglas gave an update on the Little Italy Mercato.</p> <p>5.b. Chris reported that the Stickball Tournament will take place on February 19-21, 2022.</p> <p>5.c. Chris reported that Remedy Rx Blood Drive will take place outside of their location on Saturday, April 16, 2022.</p> <p>5.d. Curt Booker stated that Mission Federal ArtWalk will take place on April 30 -May 1, 2022.</p> <p>5.e. Chris stated that the Little Italy State of the Neighborhood, will take place in spring of 2022. Kilroy will be underwriting this event.</p> <p>5.f. Chris stated that the Little Italy Casino Night Task Force will meet and bring their plan to the committee. We will discuss a possible date in June or July.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p> <p>5.f. No action taken</p>
<p>6. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage recap</p> <p>b. San Diego Police & Fire Fees for Special Events Increase</p>	<p>6.a. Larisa Medina gave an update on Olive Creative Strategies.</p> <p>6.i. Larisa gave a coverage recap.</p> <p>6.b. Sandi Cottrell asked for support from the committee to oppose special event increases.</p>	<p>6.a. No action taken</p> <p>6.i. No action taken</p> <p>6.b. Jeri Keiller moved to support opposing increases for special events. Steve Galasso seconded the motion. Unanimously</p>

<p>c. First Responder's "It's Sauce, Not Gravy" Marinara Cook-Off</p> <p>d. Small FESTA! -style Event</p> <p>e. Italian Heritage Concert Series (Every Sunday in October)</p>	<p>6.c. Chris reported that the First Responder's would like to hold a Marinara cook-off in August.</p> <p>6.d. Lou Palestini would like to plan a smaller scale version of FESTA. Curt Booker explained that the Bella Vita Chalk Art Festival in October will have an Italian theme. This will be a ticketed event.</p> <p>6.e. Curt stated that the Italian Heritage Concert Series will take place every Sunday in October. This will be a Little Italy, ticketed event. 50% of the net will go to the Association.</p>	<p>approved.</p> <p>6.c. Jeri Keiller moved to reengage this event. Steve Galasso seconded the motion. Unanimously approved.</p> <p>6.d. No action taken</p> <p>6.e. Danny Mocerì motioned to move forward with the event. Davis Newton seconded the motion. Unanimously approved.</p>
<p>7. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues</p> <p>b. San Diego Hospitality Associates Tours</p>	<p>7.a. Curt Brooker gave an update on Little Italy Venues.</p> <p>7.b. Chris reported that he has a signed contract from the SD Hospitality Associates Tours. They will now begin planning.</p>	<p>7.a. No action taken</p> <p>7.b. No action taken</p>
<p>8. Chief Executive Administrator Report</p>	<p>8. Nothing to report</p>	<p>8. No action taken</p>
<p>9. Other</p>	<p>9. Chris reported that the shade for the Dog Park will cost \$4,500.</p>	<p>9. No action taken</p>
<p>10. Old Business</p>	<p>10. Chris gave an update on Little Italy Merchandise. We are still waiting for a final payment and the return of the equipment (Booth).</p>	<p>10. No action taken</p>

11. Adjournment	11. Meeting Adjourned.	11. Danny Moved to adjourn the meeting Perry Meyer seconded the motion. Unanimously approved.
12. Next Meeting	12.The Next Meeting will be the first Friday of the month at 9:00 a.m., via Zoom.	12. No action taken

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



UNITED STATES MARINE CORPS
MARINE CORPS RECRUIT DEPOT/WESTERN RECRUITING REGION
MARINE BAND SAN DIEGO
1400 RUSSELL AVENUE
SAN DIEGO CALIFORNIA 92140-5594

5726
SBAN
February 14, 2022

Mr. Christopher Gomez
District Manager
Little Italy Association
2210 Columbia Street
San Diego, CA 92101

Dear Mr. Gomez:

Marine Band San Diego is available and scheduled to perform for the Little Italy Association Summer Concert on July 30, 2022 at 6:00 p.m.

Events of higher military priority do occasionally take precedence over currently scheduled events of Marine Band San Diego. Should this unfortunate circumstance arise, you will be provided as much notice as possible.

We look forward to performing at your event. Please contact Gunnery Sergeant Megan Harper at (619) 524-1754 or email at megan.harper@usmc.mil, for further coordination of this event.

Sincerely,

A handwritten signature in black ink, appearing to read "A. J. Panos".

A. J. PANOS
Band Officer



LIA DISI Meeting PR Agenda Friday, March 4, 2022

PITCHING

Recap

- RemedyRX Blood Drive (Long Leads)
- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Long Leads)
- Female-owned Business Roundup (Short Leads)

Current/Upcoming Focus

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

BLOGS

Current

- Valentine's Day in Little Italy

Upcoming

- Celebrating Women's History Month in Little Italy

WRITING

Recap

- Female-owned Business Roundup (Long Leads)
- February Blog #1 | Valentine's Day in Little Italy
- San Diego Downtown News Jan | Little Italy Celebrates Women in the Neighborhood
- Web Page Update #1 | Washington Elementary
- Web Page Updates #2 | Waterfront Park

Upcoming

- RemedyRX Blood Drive (Long Leads)
- Celebrating Easter in Little Italy
- Summer Events Roundup - Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival (Long Leads)
- March Blog #1 | Celebrating the Women of Little Italy

- San Diego Downtown News April | Little Italy's Italian Spritz Roundup

Valentine's Day in Little Italy (Short Leads)

SECURED COVERAGE

- **2/22 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/21 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/20 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/18 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/17 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/16 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/15 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/14 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/11 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long

- **2/10 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/9 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/8 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/7 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/4 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/3 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/2 secured broadcast coverage in KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment included interviews with Davanti Enoteca, Holy Paleta and Hotel Republic regarding how the month of love can be celebrated in Little Italy all month long
- **2/1 secured online coverage in Daily Advent**
 - Syndicated Oside News article included the best ways to celebrate Valentine's Day in Little Italy
- **2/1 secured online coverage in Oside News**
 - Article included the best ways to celebrate Valentine's Day in Little Italy

Valentine's Day in Little Italy (Drive Markets Only)

SECURED COVERAGE

- **2/6 secured online coverage in Heromag**
 - Syndicated Uncover LA article included Little Italy as a top destination for a quick Valentine's Day getaway from LA
- **2/6 secured online coverage in Uncover LA**
 - Article included Little Italy as a top destination for a quick Valentine's Day getaway from LA

Other**SECURED COVERAGE**

- **2/17 secured online coverage in SoCal Pulse**
 - Weekend roundup included the Little Italy Saturday Mercato as a must-visit event. This was also included in their weekly e-newsletter
- **2/14 secured online coverage in SD News**
 - Upcoming event roundup included TrustedHousesitters' new addition to the Little Italy Dog Park, along with details to the event on February 26
- **2/11 secured online coverage in Daily Advent**
 - Syndicated THERE San Diego article included TrustedHousesitters' new addition to the Little Italy Dog Park, along with details to the event on February 26
- **2/11 secured online coverage in News Break**
 - Syndicated THERE San Diego article included TrustedHousesitters' new addition to the Little Italy Dog Park, along with details to the event on February 26
- **2/11 secured online coverage in THERE San Diego**
 - Article included TrustedHousesitters' new addition to the Little Italy Dog Park, along with details to the event on February 26
- **2/10 secured online coverage in Caffe Bella Italia**
 - Article included TrustedHousesitters' new addition to the Little Italy Dog Park, along with details to the event on February 26
- **2/10 secured online coverage in News Break**
 - Syndicated Oside News article included TrustedHousesitters' new addition to the Little Italy Dog Park, along with details to the event on February 26
- **2/10 secured online coverage in Oside News**
 - Article included TrustedHousesitters' new addition to the Little Italy Dog Park, along with details to the event on February 26
- **2/7 secured online coverage in NBC 7 (online)**
 - Article focused on the sidewalk vendor ordinance that's being voted and included commentary from Marco Li Mandri on how sidewalk vendors have been in Little Italy and what the association is hoping for regarding the ordinance
- **2/7 secured broadcast coverage in NBC 7 (News at 3pm)**
 - Segment focused on the sidewalk vendor ordinance that's being voted and included commentary from Marco Li Mandri on how sidewalk vendors have been in Little Italy and what the association is hoping for regarding the ordinance
- **2/4 secured online coverage in San Diego Downtown News**
 - Article was Chris' monthly column discussing how to spend Valentine's Day weekend in Little Italy with friends, family, and significant others
- **2/4 secured print coverage in San Diego Downtown News**
 - Article was Chris' monthly column discussing how to spend Valentine's Day weekend in Little Italy with friends, family, and significant others
- **2/4 secured broadcast coverage in ABC 10 (10News This Morning at 4:30am)**
 - Segment focused on the safety of parklets after crash in Little Italy and included commentary from Marco Li Mandri
- **2/3 secured online coverage in News Break**
 - Syndicated ABC 10 article focused on the safety of parklets after crash in Little Italy and included commentary from Marco Li Mandri
- **2/3 secured online coverage in ABC 10**
 - Article focused on the safety of parklets after crash in Little Italy and included commentary from Marco Li Mandri

- **2/3 secured broadcast coverage in ABC 10 (10News at 11pm) - at 1am**
 - Segment focused on the safety of parklets after crash in Little Italy and included commentary from Marco Li Mandri
- **2/3 secured broadcast coverage in ABC 10 (10News at 11pm)**
 - Segment focused on the safety of parklets after crash in Little Italy and included commentary from Marco Li Mandri
- **2/3 secured broadcast coverage in ABC 10 (10News at 6pm)**
 - Segment focused on the safety of parklets after crash in Little Italy and included commentary from Marco Li Mandri

Organic

COVERAGE

- **2/20 online coverage in San Diego Union-Tribune**
 - Article included interview with Joey Jennings regarding the President's Day Stickball Tournament taking place, as well as the history of the event in the neighborhood
- **2/18 broadcast coverage in KUSI**
 - Segment featured interview with Joey Jennings regarding the President's Day Stickball Tournament taking place in the neighborhood
- **2/18 online coverage in We The Italians**
 - Italian American California video touring Little Italy
- **2/16 broadcast coverage in CBS 8**
 - Segment featured interview with Joey Jennings regarding the President's Day Stickball Tournament taking place in the neighborhood
- **2/11 online coverage in PureWow**
 - Article mentioned Little Italy as a sight to see in San Diego, naming San Diego as a top Spring Break destination for families
- **2/9 online coverage in San Diego Union-Tribune**
 - Article includes the announcement that the council's vote was picked up by every media outlet, and below is the San Diego Union-Tribune article mentioning the association's thoughts on the city enacting even more restrictive rules.
- **2/4 online coverage in San Diego Union-Tribune**
 - Article references the bids for Sports Arena and the plans to turn it into a high-density development area like Little Italy

Social Media Statistics: January 27- February 22

Highlights / Recap

- Garnered **1,557** new followers across all platforms
- Earned over **8.1K** engagements across all platforms (+1.3K)
- Garnered over **880K** impressions across all platforms
- Launched TikTok Channel

Upcoming


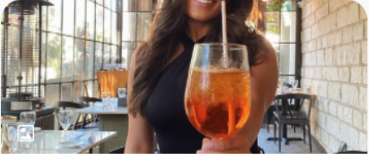

- Creating original Reels / TikTok videos
 - International Women's Day | Highlighting women-owned businesses
 - Unique Places to Stay | Highlighting hotels in the neighborhood
 - Bocce 101
- Creating Facebook event page for RemedyRX Blood Drive

Analytics

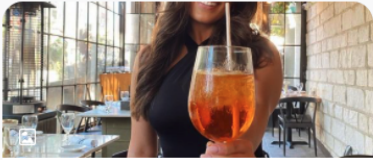


- **Instagram**
 - Followers: **86,339** (+1,300)
 - Impressions: **147K**
 - Engagements: **5.9K**
 - Engagement rate: **4.57%**
- **Facebook**
 - Fans: **90,998** (+206)
 - Impressions: **858K**
 - Engagements: **2.1K**
 - Engagement rate: **7.32%**
- **TikTok**
 - Followers: **29** (+29)
 - Likes: **32**
 - Views: **1,477**
- **Twitter**
 - Followers: **8,674** (+22)
 - Impressions: **4.9K**
 - Engagements: **136**
 - Engagement rate: **2.7%**

Top Performing Posts:


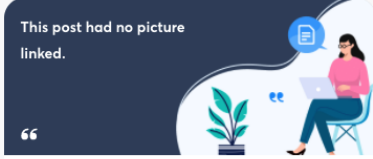

Instagram

 <p>Feb 3, 2022</p> <p>Does your partner love Little Italy almost as much as they love you? If ...</p> <p>📶 Reach 13,471</p> <p>💬 Comments 14</p> <p>❤️ Likes 795</p> <p>📌 Saves 17</p> <p>📊 Engagement 826</p>	 <p>Feb 15, 2022</p> <p>Picture it! Positano, but here in San Diego! 🍷 Beautiful breeze and a...</p> <p>📶 Reach 20,193</p> <p>💬 Comments 11</p> <p>❤️ Likes 767</p> <p>📌 Saves 42</p> <p>📊 Engagement 820</p>	 <p>Feb 5, 2022</p> <p>Our bellissimo Waterfront Park is one of our favorite places to visit here in...</p> <p>📶 Reach 11,419</p> <p>💬 Comments 9</p> <p>❤️ Likes 707</p> <p>📌 Saves 22</p> <p>📊 Engagement 738</p>
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Facebook

 <p>Feb 15, 2022</p> <p>Picture it! Positano, but here in San Diego! 🍷 Beautiful breeze and a...</p> <table border="1"> <tr> <td>📶 Reach</td> <td>15,803</td> </tr> <tr> <td>📊 Engaged users</td> <td>392</td> </tr> <tr> <td>👁️ Clicks</td> <td>46</td> </tr> <tr> <td>👁️ Other clicks</td> <td>216</td> </tr> </table>	📶 Reach	15,803	📊 Engaged users	392	👁️ Clicks	46	👁️ Other clicks	216	 <p>Feb 20, 2022</p> <p>Have you visited our Piazza Giannini? The 500-square-foot piazza at the...</p> <table border="1"> <tr> <td>📶 Reach</td> <td>9,362</td> </tr> <tr> <td>📊 Engaged users</td> <td>321</td> </tr> <tr> <td>👁️ Clicks</td> <td>48</td> </tr> <tr> <td>👁️ Other clicks</td> <td>117</td> </tr> </table>	📶 Reach	9,362	📊 Engaged users	321	👁️ Clicks	48	👁️ Other clicks	117	 <p>Feb 14, 2022</p> <p>Everyone knows that Italians are in love with love. ❤️ Today we celebrat...</p> <table border="1"> <tr> <td>📶 Reach</td> <td>8,071</td> </tr> <tr> <td>📊 Engaged users</td> <td>415</td> </tr> <tr> <td>👁️ Clicks</td> <td>207</td> </tr> <tr> <td>👁️ Other clicks</td> <td>134</td> </tr> </table>	📶 Reach	8,071	📊 Engaged users	415	👁️ Clicks	207	👁️ Other clicks	134
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👁️ Other clicks	134																									

Twitter

 <p>Feb 20, 2022</p> <p>Have you visited our Piazza Giannini? The 500-square-foot piazza at the...</p> <table border="1"> <tr> <td>❤️ Likes</td> <td>11</td> </tr> <tr> <td>🔄 Retweets</td> <td>1</td> </tr> <tr> <td>📊 Engagement</td> <td>12</td> </tr> </table>	❤️ Likes	11	🔄 Retweets	1	📊 Engagement	12	<p>This post had no picture linked.</p>  <p>Feb 11, 2022</p> <p>San Diego was ranked as one of the best spring break destinations for...</p> <table border="1"> <tr> <td>❤️ Likes</td> <td>11</td> </tr> <tr> <td>🔄 Retweets</td> <td>5</td> </tr> <tr> <td>📊 Engagement</td> <td>16</td> </tr> </table>	❤️ Likes	11	🔄 Retweets	5	📊 Engagement	16	 <p>Feb 1, 2022</p> <p>Our Italian Word of the Month is "Amore", pronounced a-mó-re,...</p> <table border="1"> <tr> <td>❤️ Likes</td> <td>8</td> </tr> <tr> <td>🔄 Retweets</td> <td>2</td> </tr> <tr> <td>📊 Engagement</td> <td>10</td> </tr> </table>	❤️ Likes	8	🔄 Retweets	2	📊 Engagement	10
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Company Profile

3286 M. St. NW 3rd Floor

Washington D.C. 20007

Capitol Outdoor

- Capitol Outdoor has over 30 years of experience providing outdoor advertising services to the throughout the country. Capitol Outdoor is headquartered in Washington, D.C. and is an independent, full service outdoor media company founded in 1990 by John Polis and Chris Tavlarides. Capitol Outdoor develops, sells and manages impactful out-of-home campaigns for brands and clients across the US. Capitol Outdoor specializes in large format and digital signage. We are known for our landmark units, top-notch customer service, prime locations and years of experience in our industry. Our sales and real estate teams work closely together to handle all aspects of your outdoor advertising asset: from development and operations to ensuring the success of each campaign and maximizing revenue.
- For a complete summary of our inventory please visit www.capitoloutdoor.com





The billboard features a large image of two elephants in a savanna setting. The background is a textured wall with fossilized remains, including a dinosaur skeleton and a trilobite. The text is positioned at the bottom of the image.

ELEPHANT ODYSSEY.
AFTER 12,000 YEARS, THEY'RE FINALLY BACK.

SAN DIEGO
ZOO

BOO WEST IVY

WELLNESS LOUNGE
LIVV



Terms and Conditions

- Capitol will incur all costs associated with building the sign
- Capitol will pay LIA \$12K annually for the facilitation and allowance for an ad on this property
- Capitol will pay the property owner directly and handle all costs throughout the term of the lease agreement

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

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



1. PASSIVE PROFIT

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

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

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

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

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

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

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

TIGERS Share

TiGeRSshare.com | facebook.com/iSwirlTechnologiesTiGRSUSA

POWERED BY  iSwirl Technologies



2. NEW & LOYAL SUPPORTERS

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

NATIONAL

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



REGIONAL

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



LOCAL

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



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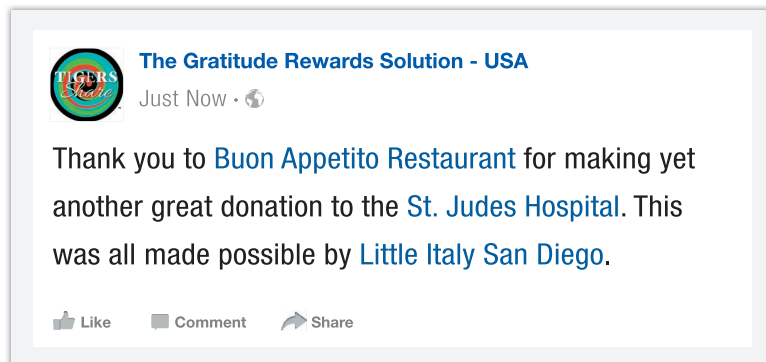
POWERED BY iSwirl Technologies



3. SOCIAL MEDIA PROMOTIONS

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

An example of these messages is as follows:



4. CHARITY SUPPORT

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



PROJECTIONS FOR CHARITIES SUPPORTED BY LITTLE ITALY SAN DIEGO

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

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

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

5. GLOBAL DATA ANALYTICS

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

ENTER PHONE NUMBER HERE:

OR



TIGERS Share

TiGeRSshare.com | facebook.com/iSwirlTechnologiesTiGRSUSA

POWERED BY  iSwirl Technologies

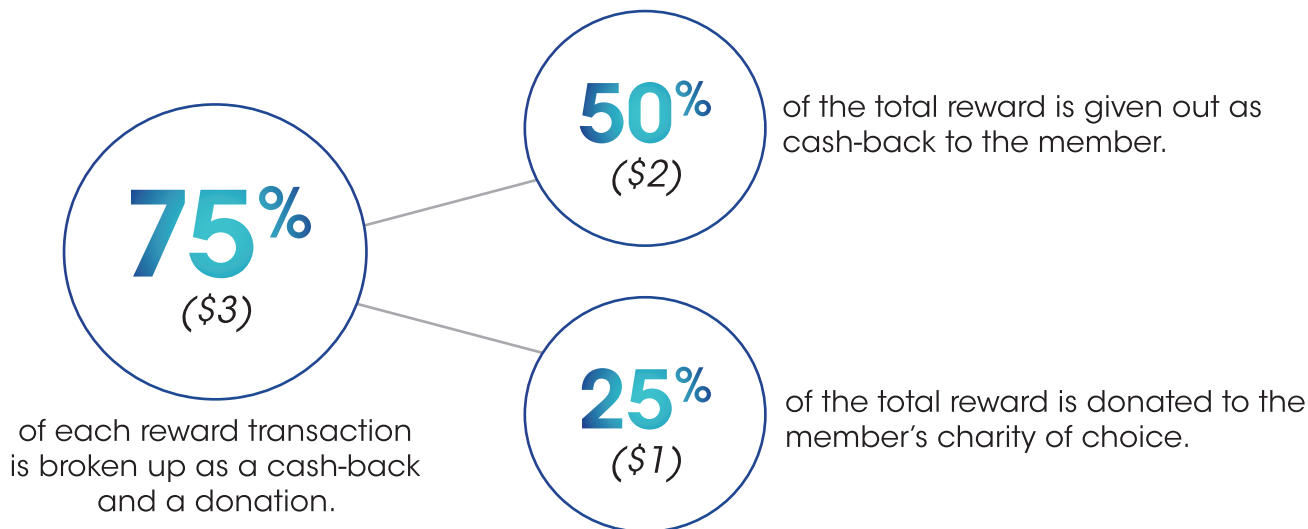
REWARD DISTRIBUTION

THERE IS NO COST TO THE DISTRIBUTOR OR CHARITY.

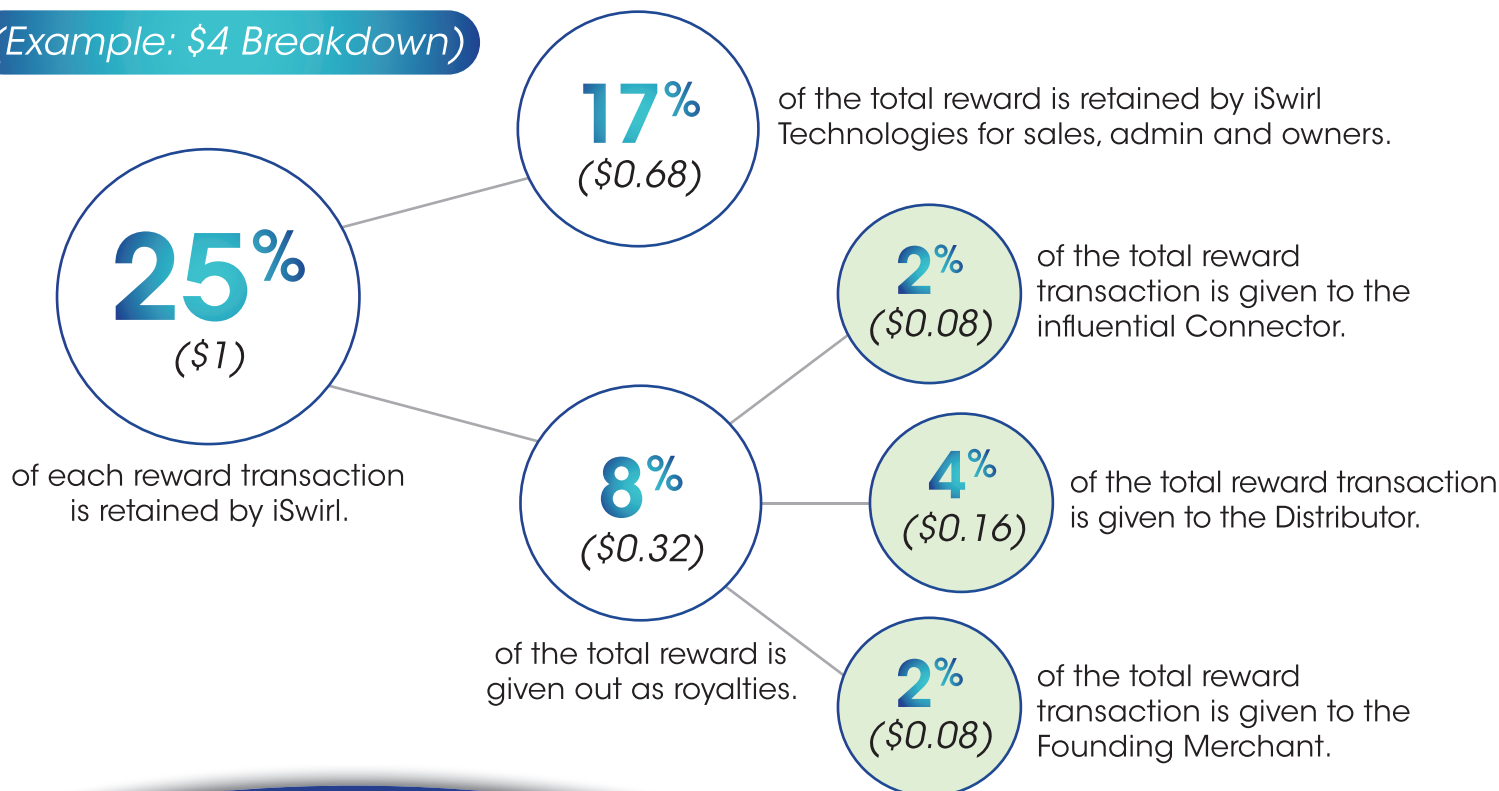
PATENT PENDING



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



(Example: \$4 Breakdown)



TIGERS Share

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POWERED BY iSwirl Technologies



RETAILER/MEMBER/CHARITY BENEFITS



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

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

TIGERS Share

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HOW THE TRANSACTION IS COMPLETED

Minimum purchase threshold-based rewards
(Chosen by Merchant)

Fixed reward amounts
(Chosen by Merchant)



ENTER PHONE NUMBER HERE:

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

Transaction Amount

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

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

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

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

REMAINING 25% RETAINED BY TIGERS Share LLC

Process Transaction

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

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

3. We do the rest!

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

Member codes are available:

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

EARN REWARDS IN STORE & ONLINE

THANK YOU
(ENTRY FOR MONTHLY DRAWS)

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

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

TIGERS Share

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To whom it may concern;

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

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

Signature

Date

WHAT NOW?

SELL, GIVE, RECEIVE, REPEAT.



1. DO WHAT WORKS



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



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



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



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



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

NATIONAL

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



REGIONAL

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LOCAL

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2. REWARD YOUR CUSTOMERS



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



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



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



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



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

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

Please join us at our next retailer information meeting at _____

TIGERS Share

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Thank you!

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

*Visit TigersShare.com for details.



Scan this QR code to get started.



HOW TO REGISTER:

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

Here you can

CHOOSE YOUR FAVORITE CHARITY



tell us where to send your
CASH-BACK REWARDS.

TIGERS *Share*

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

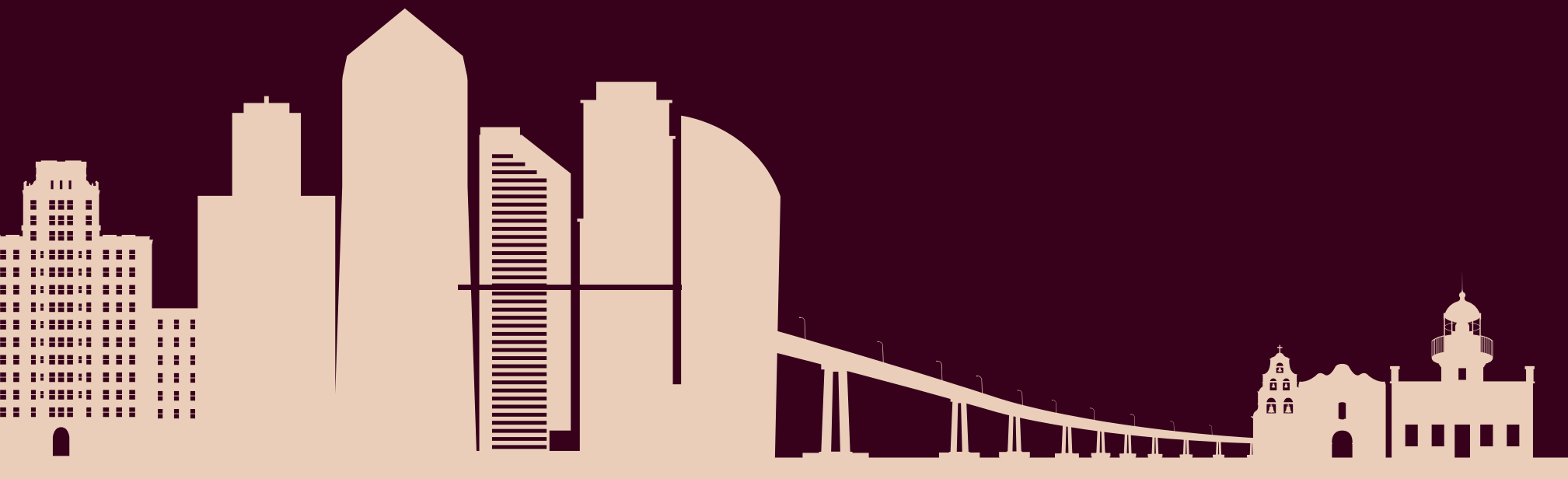
POWERED BY  iSwirl Technologies



THE GREAT SAN DIEGO SCAVENGER HUNT

A CITYWIDE SEARCH FOR GOOD TIMES
THEGREATSDSCAVENGERHUNT.COM

PREPARED BY MCFARLANE PROMOTIONS, INC



GENERAL CONCEPT

1 DAY EVENT | SATURDAY, MAY 21 | 8AM-6PM

APP USED AS GAME BOARD FOR CLUES AND LIVE SCORING

CHECK-IN IS A PUMP UP ZONE W/ PHOTO OPP, SWAG, GAMES & MUSIC

10 PARTICIPATING DISTRICTS | 5 "STOPS" PER DISTRICT

PARTICIPANTS MUST COMPLETE "STOPS" IN MIN. OF 6 DISTRICTS

STOPS TO BE A MIX OF SEARCH, RIDDLE, QUIZ AND GAME

FINISH LINE AT AFTER PARTY | VARIOUS PRIZE CATEGORIES

AWARDS / PRIZE CATEGORIES

1ST PLACE

1st to cross finish line
with verified completion

2ND PLACE

2nd to cross finish line
with verified completion

3RD PLACE

3rd to cross finish line
with verified completion

DEAD ASS LAST

Last person to cross
finish line with verified
completion

MOST TRAVELED

Hit all 10 districts
(3) available FCFS

OVERACHIEVER

Hit all 50 stops

MOST SPIRITED

Best Team Cheer or
Handshake

BEST DRESSED

Need we say more?

THANKS FOR TRYING

Randomly selected
Cannot have won
another category
(3) available

- Need to secure donated or, if necessary, purchase prizes.
 - ie. E-Bike for first place
- Utilize business gift cards for lower level categorize and pair with grand prizes
- promote over \$??? in prizes and specifics on Grand Prizes

TEAM & INDIVIDUAL ENTRY

STARTING AT \$40 PER PLAYER

TEAMS OF 4-6 PEOPLE

EACH PLAYER RECEIVES

- FRESH PAIR OF SOCKS TO KEEP YOU FRESH
- SWAG BAG TO KEEP YOU STYLIN'
- ENERGY KIT TO KEEP YOU HIGH LEVEL
- FIRST AID KIT TO AID YOUR ADVENTURE MARKS
- OPTION TO ADD ON T-SHIRT FOR \$7

ALL INCLUDED TICKET BENEFITS AND FREEBIES TO BE DONATED

STREET CLOSURE DATES & TIMES

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

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

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

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

LITTLE ITALY MERCATO (SEPARATE EVENT)

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



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

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

LEGEND

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

