



Little Italy Association of San Diego – DISI Committee

Friday, May 7, 2021 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/87598707582>

or call 1-669-900-6833 / Meeting ID: 875 9870 7582 / 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) Approval of March 5, 2021 Minutes

Action Item

3) Confirmed Events

- a. Little Italy Mercato
- b. Taste of Little Italy

Every Sat.
Tue. & Wed.,
6/22 & 23

4) New Events, Promotions, Fundraising & Councils

- a. Olive Creative Strategies
 - i. Coverage Recap
 - ii. Promo Guidelines
- b. Micro ArtWalk (Several Dates)
- c. Marine Band San Diego Summer Concert (7/31)
- d. Master Calendar
- e. Little Italy Merchandise Task Force
- f. Little Italy Tours

Action Item

Action Item

Action Item

5) Streetscape Improvements & Venues

- a. Piazza della Famiglia – New \$50K Donor
- b. Smart City Kiosks
- c. Little Italy Venues
- d. Public Art Task Force
 - i. Piazza Basilone Plaque Refurbishing
 - ii. Italian Flags on India Street – Replaced
 - iii. Piazza della Famiglia Monument
 - iv. CIAO in Pine Needles on Green Lot Fence
 - v. Little Italy Dog Park Gallery
 - vi. Belles of Spring

Action Item

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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

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

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

- vii. Kinetic Installation in Piazza della Famiglia
- viii. Vinyl Wrap Utility Boxes & Steps
- ix. Windows/Doors to the Old Country

6) Other

- a. FY22 New City America, Inc. Goals

7) Old Business**8) Adjournment****9) 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
- 3) Little Italy Restaurant, Retail & Hotel Councils

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

THE BROWN ACT: *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619 233-3898 at least 48-hours prior to the meeting.*



Little Italy Association of San Diego – DISI Committee

Friday, March 5, 2021 at 9:00am

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/83441423434>
or call 1-669-900-6833 / Meeting ID: 834 4142 3434 Password: 3898**

Present: Steve Galasso, Joe Cordileone, Lou Palestini, Danny Mocerri, Perry Meyer, Kathi Meyer, Brijet Myers, Susan Ranft, Curt Brooker, Jeri Keiller, Davis Newton, Tanya Annais, Leanna Van Dyk, Thomas DeFranco, Melanie Dellas

Staff: Chris Gomez, Dianne T. Serna De León, Larisa Medina, Dominic Li Mandri

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions-Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Approval of January 8, 2021 minutes.	The minutes from January 8, 2021 were reviewed.	Steve Galasso moved to accept the Minutes. Danny Mocerri seconded the motion. Unanimously approved.
3. Confirmed Events a. Little Italy Mercato	3.a. Brijet Myers gave an update on the Little Italy Mercato. Contingent on staff and guidelines, Mercato would like to open a 5 th block in April.	3. No action taken
4. New Events, Promotions, Fundraising, & Cocktails a. Olive Creative Strategies i. Coverage Recap b. Taste of Little Italy:	4.a. Larisa Medina gave an update on Olive Creative Strategies. 4.i. Larisa Medina gave a coverage recap. 4.b. Curt Booker gave an update on	4.a. No action taken 4.i. No action taken 4.b. Perry Meyer

<p>Take-Out Edition</p> <p>c. Little Italy Merchandise Task Force</p> <p>d. Little Italy Tours</p>	<p>Taste of Little Italy: Take-Out Edition. The projected dates will be in June 2021.</p> <p>Curt reported that that we will be doing a cross promotion via email with La Jolla Village Merchants Association. Their Taste Event will take place March 22-25, 2021.</p> <p>4.c. Marco Polo Cortes will be redirecting his design ideas for more traditional items.</p> <p>4.d. Chris Gomez reported that Anthony Davi is branching out on his own to work with the Old Town Trolley tours, however due to COVID-19 restrictions, things have been on hold.</p>	<p>moved to accept the motion to move forward with the Taste of LI: Take-out event in June. Brijet Myers seconded the motion. Unanimously approved.</p> <p>4.c. No action taken</p> <p>4.d. No action taken</p>
<p>5. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues</p> <p>b. Public Art Task Force</p> <p>i. Piazza della Famiglia Monument</p> <p>ii. Mine-A-Lisa Mural Lighting (I-5 S Entrance)</p> <p>iii. Other Ideas</p>	<p>5.a. Chris Gomez gave an update on Little Italy Venues. We are going to hold off until the next FY to revisit an alternate LI Venues Proposal from Curt Brooker.</p> <p>5.b. Chris Gomez reported that the Public Art Task Force continued the conversations that they had in Finance & DISI regarding the PDF Monument and Mine-a-Lisa Mural.</p> <p>5.i. Chris Gomez stated the Piazza della Famiglia Monument, is in production and should be done in about 6-8 weeks.</p> <p>5.ii. Chris Gomez stated that Pro-Cal Lighting provided a quote for \$38K for the Mine-A-Lisa Mural lighting. We are going to look for other companies as this is not pressing.</p> <p>Some of the other ideas that have come up are the Little Italy planters. Instead of the red metal plates, we</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.i. No action taken</p> <p>5.ii. No action taken</p> <p>5.iii. No action taken</p>

	<p>can partner with ArtWalk and send out an RFP to artists to come up with designs that we can produce onto metal plates.</p> <p>Steve Galasso suggested vinyl wrapping the utility boxes throughout LI instead of having them painted.</p> <p>The LI Landmark sign needs repairs.</p>	
<p>6. Other a. FY22 New City America, Inc. Goals</p>	<p>6.a. Chris Gomez reported on the FY22 NCA goals. Org & Finance had discussions regarding NCA's scope of services. Marco's recommendation is for each committee to come up with ideas for goals for each committee.</p> <p>Example: DISI Committee Duties</p> <ul style="list-style-type: none"> a. Public Relations b. Events c. Sponsorship d. Public Space Development e. Public Art f. BID Outreach. <p>We will revisit this next month so each committee has an opportunity to discuss goals.</p>	6. No action taken
7. Adjournment	Meeting Adjourned.	7. No action taken
8. Next Meeting	The Next Meeting will be the first Friday of the month at 9:00 a.m., via Zoom.	8. No action taken

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

Christopher M. Gomez

From: Curt Booker
Sent: Friday, April 30, 2021 9:25 AM
To: Christopher M. Gomez
Cc: Jacob Rocha; Sandi Cottrell
Subject: Taste giveback

Hey Chris-

We want to clarify the giveback to restaurants now so we can communicate what each restaurant will receive back from ticket sales.

On our call we discussed a \$2 giveback per ticket. I believe we need to work through the numbers more just to make sure that's the right amount. See breakdown for \$2 a ticket in a sell out scenario and additional options to increase the giveback amount.

750 tickets sold @ **\$2 per ticket** = \$1500.00 (\$3,000.00 total giveback for two days)
20 restaurants each day = \$75 giveback per restaurant

I'm thinking that might be low. What are your thoughts on the following breakdowns?

750 tickets sold @ **\$5 per ticket** = \$3,750.00 (\$7,500.00 total giveback for two days)
20 restaurants each day = \$187.50 giveback per restaurant

OR

750 tickets sold @ **\$7.50 per ticket** (15% of \$50) = \$5,625.00 (\$11,250.00 total giveback for two days)
20 restaurants each day = \$281.25 giveback per restaurant

This last option is closer to what we offered for the Take Out Edition. I don't believe we need to go this high because we are not asking for larger portions.

What do you think?

Curt Brooker
Director

Little Italy Venues
2210 Columbia Street
San Diego, CA 92101

O - 619-615-1092
M - 619-972-1115
littleitalyvenues.com



LIA DISI Meeting PR Agenda Friday, May 7, 2021

PITCHING

Recap

- April Monthly Roundup
- Taste of Little Italy (Long Leads)
- RemedyRX COVID Vaccination Media Alert

Current/Upcoming Focus

- May Monthly Roundup
- Taste of Little Italy (Short Leads)
- Real Estate Roundup | Highlighting Places to Live in Little Italy

BLOGS

Recap

- Celebrate National Pet Day in Little Italy
- Official Little Italy Mother's Day Gift Guide

Upcoming

- Cinco de Mayo Happy Hour Roundup
- Taste of Little Italy: Take-Out Edition

SECURED COVERAGE

- **4/20 secured online coverage in The Nardcast**
 - Article highlighting the April monthly roundup.
- **4/14 secured broadcast coverage on NBC 7 (News at 11 p.m.)**
 - Segment highlighted the recent concerns of the Johnson & Johnson vaccine with commentary from Dr. April Segal of Remedy Holistic Pharmacy
- **4/14 secured online coverage on NBC 7**
 - Article highlighted the recent concerns of the Johnson & Johnson vaccine with commentary from Dr. April Segal of Remedy Holistic Pharmacy
- **4/13 secured online coverage on Oside News**
 - Article featured the April Monthly Roundup
- **4/13 secured broadcast coverage on NBC 7 (News at 6 a.m.)**
 - Segment highlighted Little Italy being in the Orange Tier, Farmer's Table's sales from the last year and their involvement in Restaurant Week
- **4/13 secured online coverage on There San Diego**

- Article featured the Taste of Little Italy event
- **4/13 secured online coverage on News Break**
 - Syndicated There San Diego article featured the Taste of Little Italy event
- **4/12 secured broadcast coverage on NBC 7 (News at 6 p.m.)**
 - Article highlighted Little Italy being in the Orange Tier, Farmer's Table's sales from the last year and their involvement in Restaurant Week
- **4/12 secured broadcast coverage on NBC 7 (News at 5 p.m.)**
 - Article highlighted Little Italy being in the Orange Tier, Farmer's Table's sales from the last year and their involvement in Restaurant Week
- **4/12 secured online coverage on NBC 7**
 - Article highlighted Little Italy being in the Orange Tier, Farmer's Table's sales from the last year and their involvement in Restaurant Week
- **4/12 secured online coverage on FOX**
 - Article included commentary from Allegro regarding this season's Restaurant Week
- **4/12 secured online coverage on San Diego Food Finds**
 - Article featured the Taste of Little Italy event
- **4/12 secured online coverage on News Break**
 - Syndicated San Diego Food Finds article featuring the Taste of Little Italy event
- **4/11 secured online coverage on Oside News**
 - Article featured the Taste of Little Italy event
- **4/11 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment featured the RemedyRX & Little Italy Covid Vaccine Clinic
- **4/11 secured broadcast coverage on KUSI (Good Evening San Diego at 10 p.m.)**
 - Segment featured the RemedyRX & Little Italy Covid Vaccine Clinic
- **4/11 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
 - Segment featured the RemedyRX & Little Italy Covid Vaccine Clinic
- **4/11 secured broadcast coverage on ABC 10 (News This Morning at 8 a.m.)**
 - Segment featured the RemedyRX & Little Italy Covid Vaccine Clinic
- **4/11 secured broadcast coverage on ABC 10 (News This Morning at 6 a.m.)**
 - Segment featured the RemedyRX & Little Italy Covid Vaccine Clinic
- **4/11 secured broadcast coverage on ABC 10 (News This Morning at 5 a.m.)**
 - Segment featured the RemedyRX & Little Italy Covid Vaccine Clinic
- **4/10 secured broadcast coverage on KUSI (Good Morning San Diego at 10 a.m.)**
 - Segment featured the RemedyRX & Little Italy Covid Vaccine Clinic
- **4/6 secured broadcast coverage on CBS (News at 7 a.m.)**
 - Segment highlighted the Little Italy Association's stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The segment also features Civico 1845 and commentary on how their parklet serves them well
- **4/6 secured broadcast coverage on CBS 8 (News at 5 a.m.)**
 - Segment highlighted the Little Italy Association's stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The segment also features Civico 1845 and commentary on how their parklet serves them well
- **4/6 secured broadcast coverage on CBS 8 (News at 4:30 a.m.)**
 - Segment highlighted the Little Italy Association's stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The

segment also features Civico 1845 and commentary on how their parklet serves them well

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 - Segment highlighted the Little Italy Association’s stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The segment also features Civico 1845 and commentary on how their parklet serves them well
- **4/6 secured online coverage on FOX 5**
 - Article highlighted the Little Italy Association’s stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The segment also features Civico 1845 and commentary on how their parklet serves them well
- **4/5 secured broadcast coverage on CBS 8 (News This Morning at 7 a.m.)**
 - Segment highlights the Little Italy Association’s stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The segment also features Civico 1845 and commentary on how their parklet serves them well
- **4/5 secured broadcast coverage on CBS 8 (News This Morning at 4:30 a.m.)**
 - Segment highlighted the Little Italy Association’s stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The segment also features Civico 1845 and commentary on how their parklet serves them well
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- **4/5 secured broadcast coverage on CBS 8 (News at 10 p.m.)**
 - Segment highlighted the Little Italy Association’s stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The segment also features Civico 1845 and commentary on how their parklet serves them well
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 - Segment highlighted the Little Italy Association’s stance on outdoor dining remaining as a permanent fixture intended to help rebuild after a tough year of the pandemic. The segment also features Civico 1845 and commentary on how their parklet serves them well
- **4/2 secured online coverage on Flipboard**

- Syndicated San Diego Union-Tribune article on arrests of POC in San Diego Neighborhoods
- **4/2 secured online coverage on San Diego Union-Tribune**
 - Article references Little Italy when comparing amount of arrests of POC in San Diego neighborhoods
- **4/2 secured broadcast coverage on KBNT (Late News)**
 - Segment featured F45 Gym's return to indoor classes under the Red Tier guidelines
- **4/2 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**
 - Segment featured F45 Gym's return to indoor classes under the Red Tier guidelines
- **4/2 secured online coverage on San Diego Downtown News**
 - Article announced Our Lady of the Rosary's \$2.5M historical restoration project
- **3/29 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment on Our Lady of the Rosary's upcoming Easter Mass
- **3/29 secured online coverage on Flipboard**
 - Syndicated SDUT article highlighted Herb & Wood and Juniper & Ivy's Easter menus
- **3/28 secured online coverage on News Break**
 - Syndicated SDUT article highlighted Herb & Wood and Juniper & Ivy's Easter menus
- **3/28 secured online coverage on San Diego Union-Tribune**
 - Article highlighted Herb & Wood and Juniper & Ivy's Easter menus
- **3/27 secured online coverage on Patch (San Diego)**
 - Article highlighted Herb & Wood and Juniper & Ivy's Easter menus
- **3/24 secured radio coverage on KOGO-AM (News at 5 a.m.)**
 - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured radio coverage on KOGO-AM (News at 7 a.m.)**
 - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on NBC 7 (News at 5 a.m.)**
 - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on NBC 7 (News at 5 a.m.)**
 - Teaser for segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on NBC 7 (News at 4:30 a.m.)**
 - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on CBS 8 (Morning Extra at 8 a.m.)**
 - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on CBS 8 (Morning Extra at 8 a.m.)**
 - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on CBS 8 (News at 4:30 a.m.)**
 - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured online coverage on SD Metro**
 - Article announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy

- **3/24 secured online coverage on WWLP 22 – Chicago**
 - Syndicated Border Report article announcing San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured online coverage on KRON4 – San Francisco**
 - Syndicated Border Report article announcing San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/23 secured broadcast on ABC 10 (News at 7 p.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast on FOX 5 (News at 4 p.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on CBS 8 (News at 12 p.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on NBC 7 (News at 11 a.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on CBS 8 (News at 11 p.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on CBS 8 (News at 10 p.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on CBS 8 (News at 7 p.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on CBS 8 (News at 6 p.m.)**
 - Segment announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on NBC 10 – Norfolk**
 - Syndicated Border Report article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on CBS 15 – Fort Wayne**
 - Syndicated Border Report article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on KRQE 13 – Albuquerque**
 - Syndicated Border Report article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on ABC 9 – Syracuse**
 - Syndicated Border Report article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on CBS 12 (WJTV)**
 - Syndicated Border Report article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy

- **3/23 secured online coverage on Border Report**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on Telemundo 20**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on San Diego Red**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured radio coverage on KOGO-AM (News at 8 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured radio coverage on KOGO-AM (News at 1 p.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured radio coverage on KOGO-AM (News at 2 p.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured radio coverage on KOGO-AM (News at 4 p.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured radio coverage on KOGO-AM (News at 5 p.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured radio coverage on KOGO-AM (News at 6 p.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on NBC 7**
 - Video announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on News Break**
 - Syndicated NBC 7 video announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on NBC 7**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on News Break**
 - Syndicated NBC 7 article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on MSN**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on News Break**
 - Syndicated MSN article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on CBS 8**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy

- **3/23 secured online coverage on News Break**
 - Syndicated CBS 8 article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on Times of San Diego**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on News Break**
 - Syndicated Times of San Diego article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on KUSI**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on News Break**
 - Syndicated KUSI article announcing San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured online coverage on NBC 7**
 - Article announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured radio coverage on KOGO-AM**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured radio coverage on KOGO-AM**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on NBC 7 (News at 5 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on CBS 8 (Morning Extra at 7 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on CBS 8 (News at 5 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on CBS 8 (News at 6 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on FOX 5 (News at 4:30 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/23 secured broadcast coverage on FOX 5 (News at 5 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy

- **3/23 secured broadcast coverage on FOX 5 (News at 6 a.m.)**
 - Segment announced San Diego's new COVID-19 vaccination sit at the Mexican Consulate in Little Italy
- **3/22 secured online coverage on County News Center**
 - Article announced San Diego's new COVID-19 vaccination site at the Mexican Consulate in Little Italy
- **3/22 secured broadcast coverage on CBS 8 (News at 11 p.m.)**
 - Segment announced San Diego's new COVID-19 vaccination site at the Mexican Consulate in Little Italy
- **3/21 secured broadcast coverage on KUSI (Good Morning San Diego, Weekend)**
 - Segment featured the move back into the Red Tier, including commentary from Allegro and Farmer's Table
- **3/21 secured broadcast coverage on KBNT (Early News)**
 - Segment featured the move back into the Red Tier
- **3/19 secured online coverage on San Diego Union Tribune**
 - Article announced a new restaurant by Chef Richard Blais who helped open Juniper & Ivy and mentioned Little Italy
- **3/19 secured online coverage on PACIFIC Magazine**
 - Article announced a new restaurant by Chef Richard Blais who helped open Juniper & Ivy and mentioned Little Italy
- **3/19 secured online coverage on Associations Now**
 - Article highlighted the way Little Italy is celebrating women for Women's History Month

SECURED OPPORTUNITIES

- **Presidio Sentinel**
 - Including Taste of Little Italy in June Issue
- **DoSD**
 - Including Not Not Tacos & Davanti as part of their inaugural video series, Best Spring Time Bites in San Diego
- **Ranch & Coast**
 - Including Taste of Little Italy in June issue
- **Modern Luxury San Diego**
 - Including Taste of Little Italy in NOW section of the June issue

SECURED INTEREST

- **DoSD**
 - Interested in featuring Taste of Little Italy in their new video series
- **PACIFIC Magazine**
 - Requested more information closer to the event for a feature
- **FOX 5**
 - Mentioned a fun segment on-site with participating restaurants
- **TOGETHER San Diego**
 - Interested in interview with Chris Gomez regarding Taste of Little Italy

Social Media Statistics: March 1-April 22

- **Facebook**
 - Fans: 88,042 (+1,819)
 - Impressions: 2,834,821
 - Engagements: 111,838

- **Twitter**
 - Followers: 8,580 (+53)
 - Impressions: 44,775
 - Engagements: 2,084
- **Instagram**
 - Followers: 79,029 (+3,239)
 - Impressions: 996,736
 - Engagements: 41,325

Highlights

- High organic engagement on Nick Pecoraro post, with 7K engagements on Instagram and 3.6K engagements on Facebook
- Broke 88K on Facebook and 79K on Instagram
- Garnered more than 3.8M impressions across all platforms, up 51%
- Earned over 155K engagements across all platforms, up 57%
- Garnered 5,111 new followers across all platforms, up 11%
- Total paid impressions at **139,825** at CPM of \$3.10
- Total paid engagements at **10,754** at CPE 4 cents
- Total paid clicks **8,194** at CPC 5 cents

Upcoming

- Continue to promote take-out, dining out at Little Italy restaurants and supporting small businesses through the new year
- Promote Taste of Little Italy
- Continue to share Italian-American Heritage posts
- Continue to share new state and county mandates
- Continue to post on safety measures
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media


Discuss

- LIA Social Promotions Guidelines update

FACEBOOK: Top Performing Posts:

Little Italy
Sun 3/7/2021 12:41 pm PST

It's a double-win when your beverage doubles as a meal!
👉 #LittleItalySD 👉 @farmerstablesd



Total Engagements	5,703
Reactions	1,478
Comments	861
Shares	200
Post Link Clicks	1
Other Post Clicks	3,163

Little Italy
Tue 3/23/2021 1:12 pm PDT


DID YOU KNOW? Sometimes called Little Italy's Mayor, Nick Pecoraro has lived in the two-story yellow house on India Street for 53 years. 🇮🇹 He's raised three children



Total Engagements	3,684
Reactions	1,407
Comments	189
Shares	54
Post Link Clicks	-
Other Post Clicks	2,034

Little Italy
Tue 3/16/2021 7:15 pm PDT

Red sky at night, sailor's delight. #LittleItalySD 🌆:
@_davidryann



Total Engagements	1,602
Reactions	1,201
Comments	36
Shares	114
Post Link Clicks	-
Other Post Clicks	251

TWITTER: Top Performing Tweets:

LittleItalySD
Tue 3/23/2021 8:18 pm UTC

DID YOU KNOW? Nick Pecoraro has lived in the two-story yellow house on India Street for 53 years. 🇮🇹 He's raised 3 kids with his wife, Joann in this home & has seen



Total Engagements	246
Likes	34
@Replies	1
Retweets	2
Post Link Clicks	-
Other Post Clicks	209
Other Engagements	0

LittleItalySD
Sat 4/17/2021 3:00 pm UTC


The @LIMercato is truly unbe-leaf-able! 🌿 Produce isn't the only thing at the market, nurture your inner plant lady & pick some greenery for your home. Open from 8 am



Total Engagements	107
Likes	8
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	98
Other Engagements	0

LittleItalySD
Sun 3/7/2021 8:00 pm UTC

It's a double-win when your beverage doubles as a meal!
👉 #LittleItalySD 👉 @farmerstablesd



Total Engagements	105
Likes	8
@Replies	1
Retweets	2
Post Link Clicks	-
Other Post Clicks	94
Other Engagements	0


INSTAGRAM: Top Performing Posts:

 littleitalysd
Tue 3/23/2021 10:25 am PDT


DID YOU KNOW? Sometimes called Little Italy's Mayor, Nick Pecoraro has lived in the two-story yellow house on India Street for 53 years. 🇮🇹 He's raised three children




<u>Total Engagements</u>	7,194
<u>Likes</u>	6,563
<u>Comments</u>	361
<u>Saves</u>	270

 littleitalysd
Sun 3/28/2021 6:48 pm PDT


A cotton-candy sunset is the sweet ending to a long week that we've all been craving. 🍬 #LittleItalySD 🍷 @lancetakata



<u>Total Engagements</u>	2,658
<u>Likes</u>	2,588
<u>Comments</u>	28
<u>Saves</u>	42

 littleitalysd
Sat 4/10/2021 7:25 pm PDT

Buona notte, Little Italy. 🇮🇹 🍷: @grazebysam #LittleItalySD



<u>Total Engagements</u>	2,297
<u>Likes</u>	2,169
<u>Comments</u>	34
<u>Saves</u>	94



Social Media Contests, Giveaways and Promotions Guidelines

The Little Italy Association will feature no more than two (2) businesses outside the district per calendar month.

The Little Italy Association will post no more than two (2) social media giveaways / contests per calendar month.

The Little Italy Association will feature a business outside the district OR post a giveaway/contest with the same partner organization no more than twice per calendar year and there must be a 6-month period in between the published posts.

Contests and promotions should be timely or related to an upcoming event, holiday or special occasion, curated to be Italian-inspired or fit our neighborhood brand, must be in alignment with the Little Italy Association's values, and must follow all relevant laws and regulations.

Prizes are to be supplied by the partner organization and should have a minimum value of \$50.00, with no maximum value.



Terms of the contest / giveaway to be determined on a case-by-case basis by the Little Italy Association.

Terms will always be posted in the first comment of the social media post.

Partner organizations are to cross promote the contest / promotion on their channels, tagging the Little Italy Association and using the #LittleItalySD hashtag.

The Little Italy Association will handle contacting the winner(s) of the contest and provide an analytics report of all giveaways/contests for the partner organization.

Social Media Contests, Giveaways and Promotions Fees for Businesses Inside the District

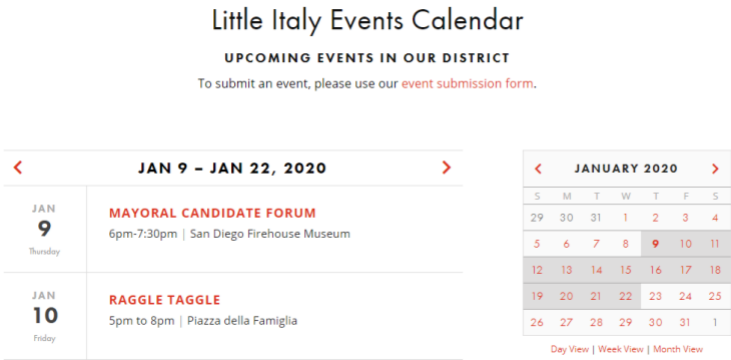
Price	Services	Example
Free TBD if there is budget	<ul style="list-style-type: none"> ● One (1) Instagram Story share of a free standing post ● One (1) Instagram Story share if @littleitalysd is tagged ● Live on @littleitalysd’s Story for 24 hours 	 <p>The image shows an Instagram story for 'nolapizza' featuring a photo of an outdoor dining area at 'ISOLA' restaurant. Text overlay includes '#ALFRESCOSD', '3 DAYS A WEEK!', 'FRIDAY 4-10', and 'SATURDAY + SUNDAY 2-10'. A yellow sticker says 'Come & ENJOY!'.</p>
Free	<ul style="list-style-type: none"> ● One (1) Instagram or Facebook feed post Giveaway ● To be public on Little Italy public feed indefinitely ● One (1) custom performance report that will be determined on a case-by-case basis to fit businesses’ needs ● See Terms and conditions for Giveaway posts above 	<p>Nolita Hall – 1st Anniversary Giveaway</p>  <p>The image shows an Instagram post from 'littleitalysd' for Nolita Hall. The post features a photo of an airplane flying over a building at dusk. The caption reads: 'Nolita Hall turns one tomorrow! To celebrate, we’re giving away a \$100 gift card to their restaurant. To enter to win: like this photo and follow @nolitahall. Buon Compleanno, Nolita! #LittleItalySD'. It shows 27w, 2 likes, and 1,452 others liked.</p>

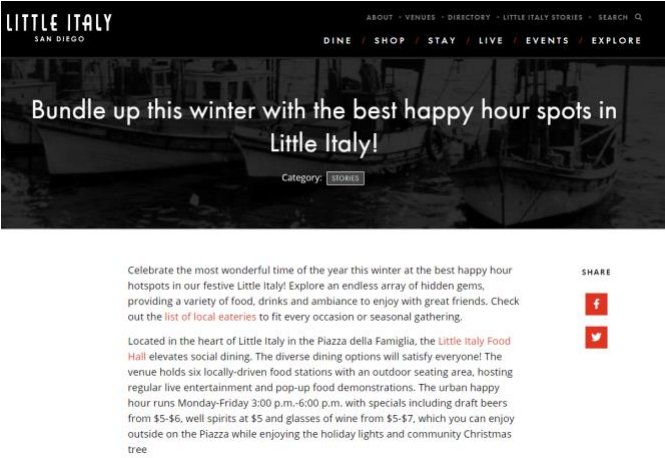
Social Media Contests, Giveaways and Promotions Fees for Businesses Outside the District


Price	Services	Example
\$250	<ul style="list-style-type: none"> ● One (1) Instagram Story with three (3) frames ● Live on @littleitalysd’s Story for 24 hours ● One (1) performance report ● 1,433 average impressions per frame (in a 24-hour period) 	619 Vodka – National Vodka Day Promotion

<p>\$450</p>	<ul style="list-style-type: none"> ● One (1) Instagram Story with three (3) frames ● After 24 hours, Story will be live in a relevant @littleitalysd Story Highlight for 7 days 	
<p>\$600</p>	<ul style="list-style-type: none"> ● One (1) Instagram or Facebook feed post ● To be archived from Little Italy's public feed after 7 days ● One (1) performance report ● 2,442 average engagements per contest post 	<p>Nolita Hall – 1st Anniversary Giveaway</p> 
<p>\$1,000</p>	<ul style="list-style-type: none"> ● One (1) Instagram or Facebook feed post ● To be public on Little Italy public feed indefinitely ● One (1) custom performance report that will be determined on a case-by-case basis to fit businesses' needs 	<p>Remedy RX – Grand Opening Promotion</p> 

Add-On Options

<p>\$100 (if purchasing one of the options above)</p> <p>OR</p> <p>\$250 (standalone fee)</p>	<ul style="list-style-type: none"> ● Event/promotion information posted on Little Italy website's event calendar ● If purchasing with another post/Story, this link will be shared in that content ● Up to 10,442 page views a month 	 <p>Little Italy Events Calendar</p> <p>UPCOMING EVENTS IN OUR DISTRICT</p> <p>To submit an event, please use our event submission form.</p> <p>JAN 9 - JAN 22, 2020</p> <table border="1"> <tr> <td>JAN 9 Thursday</td> <td>MAYORAL CANDIDATE FORUM 6pm-7:30pm San Diego Firehouse Museum</td> </tr> <tr> <td>JAN 10 Friday</td> <td>RAGGLE TAGGLE 5pm to 8pm Piazza della Famiglia</td> </tr> </table> <p>JANUARY 2020</p> <table border="1"> <tr> <td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td> </tr> <tr> <td>29</td><td>30</td><td>31</td><td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td> </tr> <tr> <td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td> </tr> <tr> <td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td> </tr> <tr> <td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td>1</td> </tr> </table> <p>Day View Week View Month View</p>	JAN 9 Thursday	MAYORAL CANDIDATE FORUM 6pm-7:30pm San Diego Firehouse Museum	JAN 10 Friday	RAGGLE TAGGLE 5pm to 8pm Piazza della Famiglia	S	M	T	W	T	F	S	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1
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<p>\$450 (if purchasing one of the options above)</p> <p>OR</p> <p>\$650 (standalone fee)</p>	<ul style="list-style-type: none"> ● Event/promotion incorporated in a Little Italy blog post ● If purchasing with another post/Story, this link will be shared in that content ● Up to 2,300 page views in a month 	 <p>LITTLE ITALY SAN DIEGO</p> <p>ABOUT - VENUES - DIRECTORY - LITTLE ITALY STORIES - SEARCH</p> <p>DINE SHOP STAY LIVE EVENTS EXPLORE</p> <p>Bundle up this winter with the best happy hour spots in Little Italy!</p> <p>Category: STORES</p> <p>Celebrate the most wonderful time of the year this winter at the best happy hour hotspots in our festive Little Italy! Explore an endless array of hidden gems, providing a variety of food, drinks and ambiance to enjoy with great friends. Check out the list of local eateries to fit every occasion or seasonal gathering.</p> <p>Located in the heart of Little Italy in the Piazza della Famiglia, the Little Italy Food Hall elevates social dining. The diverse dining options will satisfy everyone! The venue holds six locally-driven food stations with an outdoor seating area, hosting regular live entertainment and pop-up food demonstrations. The urban happy hour runs Monday-Friday 3:00 p.m.-6:00 p.m. with specials including draft beers from \$5-\$6, well spirits at \$5 and glasses of wine from \$5-\$7, which you can enjoy outside on the Piazza while enjoying the holiday lights and community Christmas tree.</p> <p>SHARE</p> <p>f t</p>
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<p>\$350 (if purchasing one of the options above)</p> <p>OR</p> <p>\$450 (standalone fee)</p>	<ul style="list-style-type: none"> ● Promotion included as its own content block within Little Italy's newsletter ● 3,945 recipients with a 27.75% average open rate 	 <p>LITTLE ITALY SAN DIEGO</p> <p>JANUARY 2020</p> <p>EVENTS COMING SOON NEW YEAR, FRESH START</p> <p>Mission Federal Artwalk April 25th & 26th</p> <p>OUR PUBLIC SPACES</p> <p>Legacy Projects \$1,000 - \$50,000</p> <p>WEEKLY REMINDERS</p> <p>Little Italy Wednesday Market Wednesdays, 9am-1pm Date St.</p> <p>Little Italy Mercato Saturdays, 8am-2pm Date St.</p> <p>MEETING REMINDERS</p> <p>DID YOU SEE OUR NEW TREE?</p> <p>The reveal of our new, custom-designed Christmas tree was a smash hit, supplying an array of festive holiday color all month long! Replacing our signature Poinsettia Tree at Piazza Bechona, this particular holiday installation will now feature thousands of iridescent, pleiglass plates meant to move with the wind, designed exclusively for the Little Italy Association by innovative California artist, Joshua Hubert. Click on the picture above to be directed to Little Italy's</p>
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2021 Little Italy Event Calendar

RECURRING EVENTS

Every Saturday | 8:00am-2:00pm

[The Mercato: Little Italy's Farmers' Market](#)

Every Wednesday | 9:00am-1:00pm

[Little Italy Wednesday Market](#)

FEBRUARY

Fri., 02/XX | Noon-9:00pm

[Our Lady of the Rosary Fish Fry](#)

APRIL

Sun., 04/XX | Ride starts at 7:15am

[Gran Fondo \(Big Ride\) San Diego](#)

MAY

All Month

[Da Vinci Days](#)

Sat., 05/XX | 10:00am-2:00pm

[Washington Elementary VanGo!](#)

JUNE

Wed., 06/22 & 23 | 4:00pm-8:00pm

[Taste of Little Italy](#)

JULY

Sat., 07/31 | Concert starts at 6:00pm

[Marine Band San Diego Summer Concert](#)

Every Saturday | 8:00pm-9:30pm

[Little Italy Summer Film Festival](#)

AUGUST

Every Saturday | 8:00pm-9:30pm

[Little Italy Summer Film Festival](#)

All Month

[First Responder's Celebration](#)

AUGUST

Fri., 08/XX | First Pitch at 7:10pm

[San Diego Padres Italian Heritage Night](#)

SEPTEMBER

Sat.-Mon., 09/04-06 | 8:00am-6:00pm

[Labor Day Stickball Tournament](#)

Wed., 09/23 | 6:30pm-8:30pm

[Little Italy State of the Neighborhood](#)

OCTOBER

Sat. & Sun., 10/02 & 03 | 11:00am-6:00pm

[Mission Fed ArtWalk](#)

TBD | All-Day

[Our Lady of the Rosary Mass & Procession](#)

Fri., 10/29 | 5:30pm-7:30pm

[Trick-or-Treat on India Street](#)

NOVEMBER

TBD | Noon-9:00pm

[Our Lady of the Rosary Spaghetti Dinner](#)

Sat., 11/28 | All-Day

[Small Business Saturday](#)

DECEMBER

Sat., 12/04 | 4:00pm-8:00pm

[Little Italy Tree Lighting & Christmas Village](#)

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: Little Italy San Diego ▪ Twitter / Instagram / Pinterest: @LittleItalySD ▪ #LittleItalySD

IL MERCANTE, INC.
640 WEST BEECH STREET, STE. 3-B
SAN DIEGO, CA 92101
619-852-4690

DATE: MAY 3, 2021

SALES REPORT FROM 9, 2021 – MARCH 31, 2021

• **SOLD AT LITTLE ITALY MERCATO:**

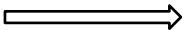
- **WOMENS ITEMS – 104 ITEMS = \$4,310.00**

- **MENS ITEMS – 62 = \$1,760.00**

TOTAL ITEMS 166 = \$6,070.00

- **LIA = \$1,821.00 (30% OF SALES);**

Columbia St.



Micro ArtWalk Site Plan

Proposed 2021 Event Dates

- June 13th & 27th
- July 11th & 25th
- August 22nd

Proposed Event Times:

-11am to 6pm

30 Artist Booths:

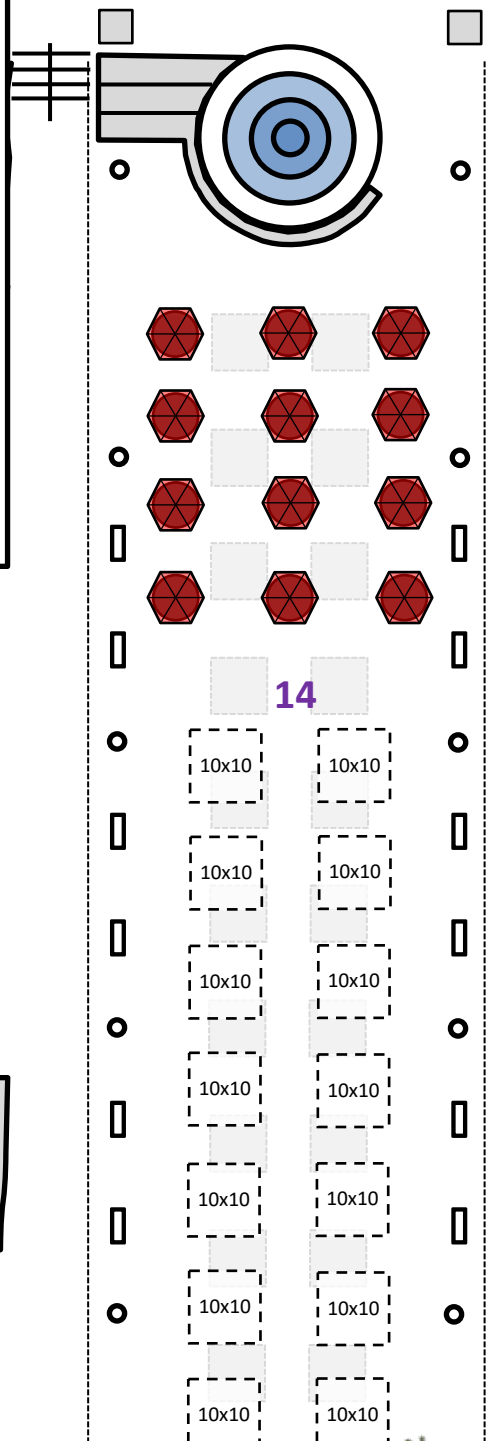
- 14 in Piazza della Famiglia
- 16 on Date (West of India)

6' gaps between all booths

Date St. Closure:

-Sundays from 8am to 7pm

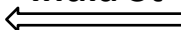
Piazza della Famiglia



Apartments

Princess Pub

India St



Sunday Closures: 8:00 AM - 7:00 PM

