



Little Italy Association of San Diego – DISI Committee

Friday, November 6, 2020 at 9:00am

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

or call 1-669-900-6833 / Meeting ID: 818 4531 4996 / Password: 3898

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

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

2) Approval of October 2, 2020 Minutes

Action Item

3) Events

- | | |
|---|---------------------|
| a. <i>Al Fresco</i> | Every Fri. & Sat. |
| b. Little Italy Mercato | Every Sat. |
| c. Small Business Saturday | Sat., 11/28 |
| d. Little Italy Wednesday Holiday Market | Every Wed. in Dec.* |
| e. Little Italy Holiday Special & Virtual Activities | Sat., 12/5 & Dec. |
| i. P&L Report & Fundraising: www.DonateLISD.com | |
| ii. Filming of Holiday Special | |
| iii. Little Italy Toy Drive | |
| iv. Giuseppe on the Shelf | |
| v. Letters to Santa | |
| vi. JOY! Cocktail Tutorial | |

4) New Events, Promotions, Fundraising & Councils

- a. Olive Creative Strategies
 - i. Coverage Recap
- b. Little Italy Merchandise
- c. Little Italy Tours

5) Streetscape Improvements & Venues

- a. Piazza Basilone
- b. Little Italy Dog Park
- c. Amici House

6) 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

7) Adjournment

8) Next Meeting: First Friday of the Month at 9:00am via Zoom

Old Business

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

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

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

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



Little Italy Association of San Diego – DISI Committee
Friday, October 2, 2020 at 9:00am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86033726067>
or call 1-669-900-6833 / Meeting ID: 860 3372 6067

Present: Steve Galasso, Lou Palestini, Danny Mocerì, Perry Meyer, Kathi Meyer, Brijet Meyers, Sandi Cottrell, Joe Cordileone, Vito Altieri, Joey Busalacchi, Melanie Dellas, Leanna VanDyk, Susan Ranft, Jeri Keiller, Melanie Dellas, Catt White, Anthony Torreganni

Staff: Chris Gomez, Dianne T. Serna De León, Kelly Orange, Olivia Connolly

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions-Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Approval of August 7, 2020 minutes.	The Minutes from August 7, 2020 were reviewed.	Danny Mocerì moved to accept the Minutes. Melanie Dellas seconded the motion. Unanimously approved.
3. Events a. Al Fresco	3.a. Chris Gomez stated that <i>Al Fresco</i> will continue on Fridays and Saturday for the month of October. Restaurants are currently open with 25% indoor capacity. When they are allowed to open with a 50% capacity, we will eliminate sidewalk dining.	3.a. No action taken
b. Little Italy Mercado	3.b. Brijet Meyers reported that the Mercado is going well with four solid blocks of vendors. Catt White added that they have slightly closed the gaps between vendors and will	3.b. No action taken

<p>c. Taste of Little Italy: Take-out Edition</p> <p>d. Little Italy Tree Lighting & Christmas Season Experience</p> <p>4. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage Recap</p>	<p>continue accepting vendor applications as some vendors are not there every weekend. The Mercato will remain open every Saturday.</p> <p>3.c. Curt Brooker reported that the Taste of Little Italy: Take-out Edition is averaging about 100 tickets sold per night.</p> <p>Curt thanked San Pellegrino for their Sponsorship and providing totes and water for the event.</p> <p>3.d. Chris Gomez reported on the Little Italy Tree Lighting and Christmas Season Experience. There will be a 45-minute, Virtual Tree Lighting. Depending on city requirements, viewing may open up.</p> <p>Melanie Dellas inquired about additional tree lighting on India Street. Chris Gomez stated that it would cost about \$300-\$450 to have each tree decorated in lights. This may be something we can consider.</p> <p>4.a. Kelly Orange from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p> <p>4.i. Kelly Orange reported that Marco Li Mandri and Little Italy were covered in The Ranch & Toast magazine.</p>	<p>3.c. No action taken</p> <p>3.d. No action taken</p> <p>4.a. No action taken</p> <p>4.1. No action taken</p>
<p>5. Streetscape Improvements & Venues</p> <p>a. Piazza Basilone</p>	<p>5.a. Chris Gomez reported that the Construction on Piazza Basilone was put on pause because we had an employee leave. Currently we are waiting on a cost estimate for the electrical work, then Landscaping will complete the rest of the project.</p>	<p>5.a. No action taken</p>

b. Little Italy Park	5.b. Chris Gomez reported that the Dog Park is close to being wrapped up. It needs an outlet repaired and lights installed under the Elm tree.	5.b. No action taken
c. Amici House	5.c. Chris Gomez reported that we are working with Convivio on a Landscaping schedule for The Amici House. They want to build out a deck under the Elm tree to put their coffee cart. Once this has been done, the Landscaping crew can complete the project.	5.c No action taken
6. Other	Chris Gomez opened up discussion regarding Columbus Day. Danny Mocerri, Lou Palestini, Joe Cordileone and Sandi Cottrell had comments and suggestions. Chris Gomez suggested that Lou Palestini should create a Task Force to come up with other ways we can Highlight Italian Heritage.	6. No action taken
7. Adjournment		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.

Little Italy Virtual Tree Lighting & Christmas Season Experience
 Saturday, Dec. 5, 2020 from 6:30pm to 7:15pm

11/3/2020

6

Service	Vendor	Purpose	Cost	In-Person
Permit	City of San Diego	Street Closure Permit & Late Fee	\$ -	
	City of San Diego	Traffic Control	\$ -	
Printing/Graphics	T's & Signs	Street Spanning Banner Update, Coroplast Signs, 60 Posters Toy Drive: 35 Posters, 2,000 Fliers	\$ 500.00	
Rentals	Innovative Presentations	1 Rear-Projection Screen, 2 LED Monitors, Sound Package, Podium, LED Lights for Stage, Tech	\$ -	\$ 3,500.00
		Sunbelt Scissor Lift (2-Day Rental)	\$ 812.00	
Services	SD Light Guys	PdF Tree*	\$ 3,000.00	
	F&L Media	45-Minute Video Segment and Online Management	\$ 4,297.50	
	LIA	Capital Reserve	\$ 500.00	
	LIA	Staff Set-Up/Tear-Down	\$ -	
	Joshua Hubert	Consulting for Lighting	\$ 1,000.00	
	Olive PR Solutions	Public Relations Contract Services	\$ 500.00	
Entertainment Acquisition	TBD	Our Lady of the Rosary Choir	\$ 500.00	
	Joshua Hubert	Aurora Tree Amortization (Year 2 of 5)	\$ 7,000.00	
	JoyMascot	Elf on the Shelf Costume	\$ 341.31	
	Global	Santa Mailbox	\$ 1,292.99	
	LIA	Landscaping	\$ 2,000.00	
TOTAL EXPENSES			\$ 21,743.80	\$ 25,243.80

Little Italy Tree Lighting - INCOME

Sponsorships	Donor/Company	Level	Amount	
	Frank Stiriti		\$ 5,000.00	
	Diana Casey		\$ 1,000.00	
	610 W. Ash @ Little Italy		\$ 1,000.00	
	Torrey Pines Bank		\$ 1,000.00	
	Batta Fulkerson			
	Mission Federal		\$ 500.00	
	Molly Rust		\$ 48.25	
	Melanie Dellas		\$ 96.80	
	Vito & Shirley Altieri		\$ 193.90	
	Perry & Kathi Meyer		\$ 23.97	
	Jeri & Ted Keiller		\$ 250.00	
TOTAL INCOME			\$ 9,112.92	
VARIANCE (DEFICIT)			\$ (12,630.88)	\$ (5,630.88)



LITTLE ITALY VIRTUAL TREE LIGHTING & CHRISTMAS SEASON EXPERIENCE

VIRTUAL TREE LIGHTING

DATE // Saturday, December 5, 2020

TIME // 6:30pm-7:15pm

CHRISTMAS SEASON EXPERIENCE

DATES // December 1, 2020- January 6, 2021

In light of the current restrictions on group gatherings and special events, the Little Italy Association will be morphing our time-honored Little Italy Tree Lighting & Christmas Village into a virtual celebration filled with holiday wishes from Little Italy leadership and community members, a virtual lighting ceremony, Santa reading a story for the little ones, entertainment and more that viewers can enjoy from the comfort and safety of their homes.

We will also be bringing several other activities that can be done from home via social media and other platforms or in Little Italy while allowing participants to maintain physical distancing and follow other County protocols all month long.

Alongside the above activities, we will be adding additional embellishments throughout neighborhood to maintain that holiday cheer and spirit for those that visit Little Italy throughout the season.

If State and County restrictions are lifted and allow for some sort of in-person celebration, we will pivot the virtual tree lighting ceremony and transform the Piazza della Famiglia into a viewing party with the live lighting taking place at the same time as those that are watching from home so all can enjoy the same holiday experience.

SPONSORSHIP LEVELS

- **Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship
- **Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**
Logo on website with hyperlink.

LITTLE ITALY SAN DIEGO



Virtual Tree Lighting & Christmas Season Experience

Little Italy Virtual Tree Lighting & Christmas Season Experience Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship
- Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- Bronze Level / \$1,000**
Logo on website with hyperlink.

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.





Little Italy Association of San Diego
"Little Italy Holiday Special"
30-45 Minutes

Filming Dates (Two ½ Days)

November 16th - 20th

November 30th or December 1st for Tree Lighting

Itinerary

1. Opening Remarks by Little Italy President – Steven J. Galasso
2. Community Holiday Wishes
 - a. Meyer Fine Art – Perry & Kathi Meyer
 - b. Little Italy Resident – TBD
3. MC Introducing OLR Choir – Performance in Historically Renovated Church
4. Community Holiday Wishes
 - c. Bencotto/Monello – Guido & Valentino
 - d. Little Italy Resident – TBD
5. MC Introducing Santa & Mrs. Clause – Reading of "Twas the Night Before Christmas"
6. Community Holiday Wishes
 - e. Little Italy Mercato – Catt White
 - f. Little Italy Resident – TBD
7. Closing Remarks by Little Italy Leadership
8. Italian Count Down with Father, Officers and Marco – Lighting of Pdf Tree
9. Drone Pulls Back from Pdf Tree and Flies Down India Street and Circles Around Aurora
10. [Vidday](#) Business & Resident Video Compilation

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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October 29, 2020

Re: 10th Annual Little Italy Holiday Toy Drive: *Bring Joy By Giving A Toy*

Dear Little Italy Business Owner/Manager,

Over the past decade, the Little Italy Association has been partnering during the holiday season with New Alternatives, a non-profit 501(c)(3) corporation, that works with foster children who have suffered and been traumatized by abuse, neglect and abandonment.

During that time, the Little Italy Toy Drive has brought in over 6,000 toys and gifts for these children and even had enough to carry them past the holidays and into birthday celebrations too. With such amazing success, we are requesting your support again this year. Without your support, these children and teens would have minimal, if any, gifts to open during the holidays. We are looking for Little Italy businesses to house a holiday themed donation box (17"W x 17"D x 29.5"T) from November 2nd until December 14th. Every two-days and on Mondays a properly identified New Alternatives employee will come and collect the new unwrapped gifts from your location.

If you choose to participate, we will list your business as a partner/drop-off location on our website to give your business additional promotion this holiday season. Please call Teresa Theriault, at the New Alternative's Office, to inform her that you will be participating. She can be reached at 619-228-4851 or via email at ttheriault@newalternatives.org.

We are also asking that you promote the Little Italy Holiday Toy Drive to your patrons through your social media, website and email blasts.

Our hope is to *Bring Joy By Giving A Toy*. Thank you in advance for your support.

Buon Natale,

Steven J. Galasso
President
Little Italy Association of San Diego

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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10th Annual Little Italy Toy Drive
benefiting foster children at New Alternatives, Inc.

BRING JOY GIVE A TOY



Please bring an unwrapped toy for a child between the ages of 1 and 18 to a participating Little Italy business or the Little Italy Mercato between November 2nd to December 14th.

619.233.3898 | LittleItalySD.com | #LittleItalySD #LISDToyDrive





~~~~~  
*Cocktails* – \$14  
 ~~~~~

- 1 **A Snowball's Chance** (*Sam Gauthier*)
 Scotch, Pineapple, All Spice Dram, Absinthe
- 2 **Royal Tannenbaum** (*Sam Gauthier*)
 Gin, House-Made Pine Tonic
- 3 **Redneck Flip** (*Nico de Soto*)
 Bourbon, Applejack, Budweiser-Marshmallow
 Syrup, Beef Jerky Bitters, Egg
- 4 **Christmopolitan** (*Nico de Soto*)
 Vodka, Elderflower Liqueur, Lime, Fig, Spiced Cranberry
- 5 **Dreidel, Dreidel, Dreidel**
 (not made out of clay) (*Nico de Soto*)
 Chocolate Tequila, Pedro Ximénez Sherry, Maple Syrup,
 Black Walnut Bitters
- 6 **Fa La La** (*Nico de Soto*)
 Sparkling Wine, Allspice Dram, Clementine
- 7 **Reindeer's Revolt**
 Hot Buttered Rum, Nutmeg, Orange Whip
- 8 **Santa's Cow Juice**
 Bourbon, Pumpkin-Spiced Egg Nog

~~~~~  
*Shots* – \$5  
 ~~~~~

- 9 **Gingerbread Man**
 Brandy, Ginger, Allspice Dram
- 10 **Lil' Elf Beer**
 Liqueur, Cream, Nutmeg

~~~~~  
*Beer*  
 ~~~~~

- 11 **Victory Prima Pils** – \$7
- 12 **Very Bad Elf** (beer for two) – \$14

~~~~~  
*Wine*  
 ~~~~~

- 13 **Sparkling** – \$14
 Domaine Richou "Les D en Bulles"
- 14 **White** – \$11
 Domaine Le Fay D' Homme Muscadet "Sèvre et Maine"
- 15 **Red** – \$12
 Château de Roquégnade "Corbières"

~~~~~  
*Snacks*  
 ~~~~~

- 16 **House-Made Chex Mix** – \$4



DISI Meeting PR Agenda

Friday, November 6, 2020

PITCHING

Recap

- Little Italy Businesses Get Creative
- Taste of Little Italy: Takeout Edition
- Italian-American Heritage Month

Current/Upcoming Focus

- Small Business Saturday
- Little Italy Holiday Special

BLOGS

Recap

- Italian-American Heritage Month
- Fall Plates from Little Italy Restaurants

Upcoming

- Small Business Saturday or Little Italy Businesses Get Creative
- Celebrate the Holidays in Little Italy

SECURED COVERAGE

- **10/23 secured broadcast coverage on CBS 8 (News at 11 p.m.)**
 - Segment featuring an interview with Cesar from Cloak & Petal on how the weather will impact outdoor operations and what he has planned to adapt to this
- **10/23 secured online coverage on CBS 8**
 - Article featuring an interview with Cesar from Cloak & Petal on how the weather will impact outdoor operations and what he has planned to adapt to this
- **10/21 secured online coverage on News Break**
 - Syndicated Oside News article highlighting the Italian heritage and landmarks of Little Italy in honor of Italian-American Heritage Month
- **10/21 secured online coverage on Oside News**
 - Article highlighting the Italian heritage and landmarks of Little Italy in honor of Italian-American Heritage Month
- **10/14 secured online coverage on San Diego Food Finds**
 - Article highlighting the Italian heritage of Little Italy in honor of Italian-American Heritage Month

- **10/14 secured online coverage on News Break**
 - Syndicated ThereSD.com article highlighting the Italian heritage of Little Italy in honor of Italian-American Heritage Month
- **10/14 secured online coverage on There San Diego**
 - Article highlighting the Italian heritage of Little Italy in honor of Italian-American Heritage Month
- **10/7 secured print coverage in the San Diego Union-Tribune**
 - Featured Taste of Little Italy in dining column including menu highlights and where to buy tickets
- **10/6 secured online coverage on Channel 93.3**
 - Included mention of Taste of Little Italy in morning show highlighting the details of the experience and where to buy tickets
- **10/6 secured online coverage on the San Diego Union-Tribune**
 - Featured Taste of Little Italy in dining column including menu highlights and where to buy tickets
- **10/5 secured online coverage on San Diego Downtown News**
 - Ghost-written article by Chris around the Little Italy Mercato discussing its history and the safety precautions it has taken since reopening
- **10/5 secured print coverage in San Diego Downtown News**
 - Ghost-written article by Chris around the Little Italy Mercato discussing its history and the safety precautions it has taken since reopening
- **10/5 secured broadcast coverage on KUSI (News at 4 p.m.)**
 - Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy
- **10/5 secured broadcast coverage on KUSI (News at 5 p.m.)**
 - Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy
- **10/5 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy
- **10/5 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy
- **10/5 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy
- **10/5 secured broadcast coverage on ABC 10 (News at 11 a.m.)**
 - Mention of Taste of Little Italy
- **10/5 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy
- **10/5 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy
- **10/4 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy
- **10/4 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy
- **10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**

- Segment featuring an interview with Chris to discuss the details of Taste of Little Italy along with Moira from Nolita Hall
- **10/4 secured broadcast coverage on ABC 10 (News at 8 a.m.)**
 - Segment highlighting the details of Taste of Little Italy
- **10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy along with Moira from Nolita Hall
- **10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy along with Audrey from Frost Me Café
- **10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy
- **10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy
- **10/4 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
 - Mention of Taste of Little Italy
- **10/4 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
 - Segment highlighting the details of Taste of Little Italy
- **10/4 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
 - Mention of Taste of Little Italy
- **10/4 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
 - Segment highlighting the details of Taste of Little Italy
- **10/4 secured online coverage on Downtown Idea Exchange**
 - Article featuring an interview Marco did last month on how Little Italy adapted to COVID with Al Fresco dining
- **10/3 secured online coverage on San Diego Reader**
 - Included Taste of Little Italy in list of things to do this week
- **10/2 secured broadcast coverage on CBS 8 (News at 4 p.m.)**
 - Mention of Taste of Little Italy
- **10/2 secured online coverage on Times of San Diego**
 - Featured Taste of Little Italy in weekend roundup
- **10/1 secured online coverage on Ranch & Coast**
 - Little Italy listed as "Best Local Tourist Attraction" along with the photoshoot done with Marco being named "Editor's Pick: Outdoor Dining Champion"
- **10/1 secured online coverage on San Diego Magazine**
 - Included the details on Taste of Little Italy during the "Hot Plates" section of the Happy Half Hour podcast highlighting some of the offerings and how Little Italy has been able to adapt this event
- **10/1 secured online coverage on SoCalPulse**
 - Included Taste of Little Italy in roundup of things to do this weekend

SECURED OPPORTUNITIES

- **Secured San Diego Downtown News**
 - Ghost-written article by Chris around what to expect from Little Italy this holiday season including Small Business Saturday, the Little Italy Holiday Special, Wednesday Holiday Market and Annual Toy Drive

SECURED INTEREST

- **Secured LA Magazine**
 - Requesting images for a travel package in their December issue
- **Secured LOCALE**
 - Submitted Italian Heritage Month for editorial consideration
- **Secured NBC 7**
 - Feature outdoor on dining in San Diego, specifically on restaurants with parklets. Shared images with reporter
- **Secured LOCALE Magazine**
 - Submitted the ways businesses in Little Italy are getting creative for editorial consideration

Social Media Statistics: October

- **Facebook**
 - Fans: 83,245 (+780)
 - Impressions: 1,562,562
 - Engagements: 49,026
- **Twitter**
 - Followers: 8,441 (+31)
 - Impressions: 21,912
 - Engagements: 838
- **Instagram**
 - Followers: 72,113 (+1,911)
 - Impressions: 586,541
 - Engagements: 19,475

Highlights

- Broke 72k followers on Instagram
- Garnered more than 2.1M impressions across all platforms, up 10%
- Garnered more than 1.6K new followers across all platforms, up 1%
- Earned more than 69K total engagements across all platforms, up 10%
- Total ad spend of \$193.52 *pulled money from this month to promote TOLI in September
- Total paid impressions at 45,467 at CPM of \$4.26
- Total paid engagements at 3,362 up 57% at CPE 6 cents


Upcoming

- Continue to share CiaoBellaSD.com site & highlight reopening campaign
- Continue to promote Al Fresco Open-Air Dining Experience and parklets through November
- Promote Virtual Holiday experience and work in tandem with Christmas Task-Force
- 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


FACEBOOK: Top Performing Posts:

 **Little Italy**
Tue 10/13/2020 2:19 pm PDT


🍂 Fall has arrived and with it these gorgeous fall displays lining the streets of Little Italy courtesy of the following



Total Engagements	1,191
Reactions	775
Comments	50
Shares	37
Post Link Clicks	1
Other Post Clicks	328

 **Little Italy**
Fri 10/9/2020 11:43 am PDT

And that's a wrap! May you all take the time to experience some beautiful outdoor spaces this weekend. #LittleItalySD 📸



Total Engagements	705
Reactions	426
Comments	12
Shares	32
Post Link Clicks	-
Other Post Clicks	235


 **Little Italy**
Thu 10/1/2020 11:02 am PDT

Viva Italia! 🇮🇹 October is National Italian-American Heritage & Culture Month. We honor and recognize the contributions 📸




Total Engagements	338
Reactions	279
Comments	12
Shares	32
Post Link Clicks	-
Other Post Clicks	15

TWITTER: Top Performing Tweets:

 **LittleItalySD**
Sun 10/11/2020 6:12 pm UTC

No Sunday scaries here. #LittleItalySD 🇮🇹
: @maaaryrodriguez



Total Engagements	113
Likes	9
@Replies	0
Retweets	0
Post Link Clicks	-
Other Post Clicks	104
Other Engagements	0

 **LittleItalySD**
Fri 10/30/2020 2:11 am UTC


A trip to the piazza and a cup of ice cream sounds like the perfect evening to us. Divertiti! Enjoy yourself! #LittleItalySD 🇮🇹



Total Engagements	60
Likes	6
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	53
Other Engagements	0

 **LittleItalySD**
Sat 10/10/2020 12:17 am UTC

And that's a wrap! May you all take the time to experience some beautiful outdoor spaces this weekend. #LittleItalySD 🇮🇹



Total Engagements	55
Likes	12
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	42
Other Engagements	0



INSTAGRAM: Top Performing Posts:

  **littleitalysd**
Tue 10/13/2020 5:10 pm PDT


🍂 Fall has arrived and with it these gorgeous fall displays lining the streets of Little Italy courtesy of the following



Total Engagements	2,604
Likes	2,531
Comments	33
Saves	40

  **littleitalysd**
Fri 10/9/2020 11:43 am PDT

And that's a wrap! May you all take the time to experience some beautiful outdoor spaces this weekend. #LittleItalySD 🇮🇹



Total Engagements	1,501
Likes	1,438
Comments	26
Saves	37

  **littleitalysd**
Thu 10/22/2020 2:10 pm PDT

Buongiorno! 🇮🇹 Get outside for a little break today and take a moment for yourself. Remember, we are all one



Total Engagements	1,459
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