



Little Italy Association of San Diego – DISI Committee
Friday, October 2, 2020 at 9:00am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/85441856931>
or call 1-669-900-6833 / Meeting ID: 854 4185 6931

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 September 4, 2020 Minutes

Action Item

3) Events

- | | |
|---|-------------------|
| a. <i>Al Fresco</i> | Every Fri. & Sat. |
| b. Little Italy Mercato | Every Sat. |
| c. Taste of Little Italy: Take-Out Edition | Sun.-Thu., 10/4-8 |
| d. Little Italy Tree Lighting & Christmas Season Experience | Sat., 12/5 |

4) New Events, Promotions, Fundraising & Councils

- a. Olive Creative Strategies
 - i. Coverage Recap

5) Streetscape Improvements & Venues

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

6) Other

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

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

- 4) Little Italy Restaurant & Hotel Councils
- 5) Davi Tours
- 6) Little Italy Merchandise
- 7) Capitol Outdoor Displays
- 8) Events:
 - a. MissionFed ArtWalk Sat.-Sun., 11/7-8
 - b. Small Business Saturday Sat., 11/28

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, September 4, 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, Michelle Van Rooyen, Sandi Cottrell, Joe Cordileone, Vito Altieri, Joey Busalacchi, Melanie Dellas, Leanna VanDyk, Susan Ranft, Jeri Keiller, Melanie Dellas, Jacob Rocha, Unknown Caller

Staff: Chris Gomez, Dianne T. Serna De León, Kelly Orange, Jenn von Stauffenberg, 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.	Perry Meyer moved to accept the Minutes. Danny Mocerì seconded the motion. Unanimously approved.
3. Events		
a. Cancelled	3.a. Chris Gomez reported that some upcoming events will be cancelled.	3.a. No action taken
i. Little Italy State of the Neighborhood	3.i. The Little Italy State of the Neighborhood has been cancelled.	3.i. No action taken
ii. Trick-or-Treat on India Street	3.ii. Trick or Treat on India Street has been cancelled. LIA will work with Olive Creative Strategies and Little Italy moms to come up with something. Perhaps displaying	3.ii. No action taken

<p>b. <i>Al Fresco</i></p> <p>c. Little Italy Mercato</p> <p>d. Taste of Little Italy: Take-out Edition</p>	<p>Pumpkins in the windows of businesses for the children to find.</p> <p>3.b. Chris Gomez stated that Al Fresco will continue on Fridays and Saturdays for the month of September.</p> <p>3.c. Brijet Meyers, reported on the current Mercato activities.</p> <p>3.d. Sandi Cottrell reported that the Taste of Little Italy is scheduled for October 4th-October 8th. They are hoping to have menus ready by next week. Tickets will sell for \$50 for one serving and \$80 for a serving for two.</p>	<p>3.b. No action taken</p> <p>3.c. No action taken</p> <p>3.d. No action taken</p>
<p>4. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage Recap</p> <p>ii. Social Media Giveaways & Advertising</p> <p>b. Little Italy Merchandise</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 on Art and Design shops to support in Little Italy and National Eat outside Day.</p> <p>4.ii. Social media continues to increase across all of our followers.</p> <p>4.b. Chris Gomez reported that we now have renderings from Marco Polo Cortez. We will create a Merchandise Task Force with Danny Mocer, Lou Palestini and Joey Li Mandri.</p>	<p>4.a. No action taken</p> <p>4.i. No action taken</p> <p>4.ii. No action taken</p> <p>4.b. No action taken</p>
<p>5. Streetscape Improvements & Venues</p> <p>a. Nothing to report</p>	<p>5.a. Chris Gomez stated there is nothing to report on Streetscape Improvements and Venues. Little Italy Venues has not charged us for the last couple of months. There hasn't been a lot of traction to rent venues at this time.</p>	<p>5.a. No action taken</p>

6. Other	6. Chris Gomez reported that the Mexican Consulate will be holding a Passive Event for Mexican Independence Day on Wednesday, September 16, 2020. The street will be closed for about one hour in the morning.	6. No action taken
7. Adjournment	Meeting Adjourned.	6. No action taken
8. Next Meeting	The Next Meeting will be the First Friday of the month at 9:00 a.m., via Zoom.	7. No action taken

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



Little Italy Tree Lighting Virtual & Seasonal Experience

Virtual Lighting: Saturday, December 5, 2020 at 6:30pm
 Seasonal Experience: December 1, 2020 to January 6, 2021

Please review and add any ideas for Virtual Tree Lighting prerecorded show.

1. Prerecord of countdown and tree lighting(s)
2. Prerecord of Carolers of OLR Choir
3. Prerecord of Santa reading A Night Before Christmas
4. Prerecorded messages from Little Italy community members (Residents & Businesses)
5. Prerecord of Officer or Marco with Message to Viewers

Possible in-person at Piazza della Famiglia if State/County restrictions are lifted.

- 1) Rental of AV Equipment to show prerecorded show, except the lighting.
 - i. Tree Lighting with opening remarks, blessing by Father, and countdown.
- 2) Some live music.

Christmas Village on Wednesdays

- 1) Mercato vendors with Christmas emphasis on Wednesdays from 10am-2pm in the Piazza della Famiglia.

Please select 5 ideas from Olive's Idea list on Page 2 & 3

Any other ideas for décor?

1. Décor
2. Nutcrackers
3. Snowflakes
4. Aurora Tree - \$7,000 (Amortization)
5. PdF Tree
6. Landscaping
7. Street Trees - \$25,000 (Getting bids)
8. ArtReach Kids Activities
9. OLR Nativity Scene on Private Property

Fundraising – Bring 5 companies or friends/families that can be approached for sponsorship. Sponsor Guide attached in email.

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Olive Creative Strategies Brainstorming

What kind of experiences can be created that create community, that helps us come out of this year with a new tradition, with some hope and magic. Launches spirit of community in this hard time. (~~Strikethrough~~ – Not feasible. Red – Not sure restaurants have bandwidth.)

- ~~• Making it snow every weekend in the Piazza della Famiglia~~
- Connect about toy drive - how can we work this into our messaging
- Big mailbox in the Piazza della Famiglia where the neighborhood kids send their letters, include email to respond
- Email/send Santa letters to LIA, draft Facebook posts sharing what some of them said
- App where the LIA Santa can have a photo and the kids can send in a text and have a generic video response (researching)
- ~~• Santa sleigh ride through the streets during *Al Fresco*, hand out paper for kids to write notes to Santa – Santa responds to every letter with a custom video up to a certain amount/or email.~~
- LIA posts on social directions on a DIY ornament each week, at home kids can follow along and do it and submit it to reshare / competition.
- Play on an Italian elf on the shelf - post the elf around LIA, people can take pictures or this could just be a social media content where we create clues and a picture about where it is and people guess.
- Instagram story filter with the elf / Snapchat filter
- Nordic tracker to follow when Santa will be in Little Italy, Santa sightings, culminating in the posting of Santa reading a story or a live Facebook with Santa.
- Dominic the Donkey, where is he in Little Italy - tie into Santa's reindeer, like the elf on the shelf idea
- Photo bingo - printable bingo sheets with different popular locations and facts in LI
#BigREDCHAIRS, by the Christmas tree, by fisherman statue -
- Photo challenge 12/25 days of LIA Christmas - 3 bowls of spaghetti, 4 slices of pizza
12 cannoli's
- ~~• Every week themed RED Chair, decorated all out for people to take pictures on~~
- Every business creates a Christmas tree, people purchase raffle tickets and submit for a store's Christmas tree, people could be selected to win on each of the 12-days

leading up to Christmas, raffle for charity as a fundraiser for LIA. Engages the community. will create social media content. Business that wins get trophy that gets passes around,

- Feast of 7 fishes? Sharing stuff on social from a specific restaurant with a tip, or win a feast of 7 fishes. (Ironsides) - Grander giveaway, Christmas miracle partnership with a hotel giveaway - hotel room completely decked out with a tree and a grand meal, list of toys that they want
- LIA Santa zoom call with all the children, kids get a passcode and Santa comes on the TV - go in the waiting room Santa lets them in.
- Thursday nights during the holidays Book reading once a week live on Facebook so people can join in from anywhere, if not live we could pre-film. Staged questions with little kids chiming in "what's going to happen with Christmas this year, " - maybe culminating in the last reading as a live if we do prior ones pre-recorded (3,10,17,24)
- Changing decor every week / lights in the piazza so that there's a different ambiance - all red, all green, all gold with nutcrackers
- ~~Baby grand in the piazza playing Christmas songs, every night in Little Italy~~
- Church: Christmas masses online, maybe live on Facebook
- ~~Little elves can pass out cards for kids to fill out and drop in the mailbox.~~
- Research custom jibjabs with LIA Santa
- ~~Socially distanced carolers in the Piazza~~
- Time-lapse of the Christmas tree build
- Make India Street crazy Christmas decorations so people can drive through and have an experience but not necessarily get out
- Storefront decoration competition, gingerbread houses

Service	Vendor	Purpose	Cost
Permit	City of San Diego	Street Closure Permit & Late Fee	\$ -
	City of San Diego	Traffic Control	\$ - PD
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
	The Christmas Lighting Co.	Light India Street Trees (65 Trees)	\$ -
Services	F&L Media	45-Minute Video Segment and Online Management	\$ 5,000.00
	LIA	Capital Reserve	\$ 500.00
	LIA	Staff Set-Up/Tear-Down	\$ -
	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
TOTAL EXPENSES			\$ 18,312.00

Little Italy Tree Lighting - INCOME

Sponsorships	Donor/Company	Level	Amount
Gold	Frank Stiriti		
Gold	610 W. Ash @ Little Italy		
Bronze	Batta Fulkerson		
TOTAL INCOME			\$ -
VARIANCE (SURPLUS)			\$ (18,312.00)



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.





DISI Meeting PR Agenda

Friday, October 2, 2020

PITCHING

Recap

- Little Italy Businesses Get Creative
- Best Happy Hours in Little Italy
- Taste of Little Italy

Current/Upcoming Focus

- Italian Heritage Month
- Small Business Saturday

BLOGS

Recap

- Taste of Little Italy
- Businesses Get Creative

Upcoming

- Little Italy Mercato: Then & Now
- Pumpkin Spice & Everything Nice: Fall Plates from LI's Restaurants

SECURED COVERAGE

- **9/28 secured print coverage in 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"
- **9/24 secured online coverage on The Guam Daily Post**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/23 secured online coverage on Greater Milwaukee Today**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/18 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment on how Little Italy is surviving and how the Little Italy Association is helping to keep businesses open during COVID featuring an interview with Marco
- **9/18 secured broadcast coverage on KUSI (News at 5 p.m.)**
 - Segment on how Little Italy is surviving and how the Little Italy Association is helping to keep businesses open during COVID featuring an interview with Marco

- **9/16 secured online coverage on Stars & Stripes**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/15 secured online coverage on Northwest Georgia News**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/15 secured online coverage on News Bug**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/15 secured online coverage on Finger Lakes**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/15 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment featuring an interview with Hillary Theakston from The Clarity Foundation to discuss the work they are doing and how Little Italy is helping to spread awareness
- **9/15 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment featuring an interview with Hillary Theakston from The Clarity Foundation to discuss the work they are doing and how Little Italy is helping to spread awareness
- **9/15 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/15 secured online coverage on KPBS**
 - Feature discussing how neighborhoods in the 92101 zip code are dealing with COVID-19 outbreaks and includes a quote submitted on behalf of Chris
- **9/15 secured online coverage on News Break**
 - Syndicated KPBS article discussing how neighborhoods in the 92101 zip code are dealing with COVID-19 outbreaks and includes a quote submitted on behalf of Chris
- **9/14 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured broadcast coverage on KUSI (News at 5 p.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured online coverage on KUSI**
 - Article features commentary from Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment features an interview with Marco discussing the steps Little Italy is taking as they reopen
- **9/13 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment features an interview with Marco discussing the steps Little Italy is taking as they reopen

- **9/13 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment features an interview with Marco discussing the steps Little Italy is taking as they reopen
- **9/13 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment features an interview with Marco discussing the steps Little Italy is taking as they reopen
- **9/11 secured print coverage in the Los Angeles Times**
 - Feature highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/10 secured online coverage on the Los Angeles Times**
 - Feature highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/9 secured online coverage on NBC 7**
 - Feature highlighting all the details of the upcoming Taste of Little Italy event
- **9/8 secured online coverage on Oside News**
 - Feature highlighting all the details of the upcoming Taste of Little Italy event
- **9/7 secured online coverage on San Diego Food Finds**
 - Feature highlighting all the details of the upcoming Taste of Little Italy event
- **9/4 secured print coverage in San Diego Downtown News**
 - Ghost-written article by Chris around Little Italy as a leader during COVID
- **9/4 secured online coverage on San Diego Downtown News**
 - Ghost-written article by Chris around Little Italy as a leader during COVID
- **9/3 secured online coverage on There San Diego**
 - Feature highlighting all the details of the upcoming Taste of Little Italy event
- **9/1 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
 - Article on protocols restaurants must take for indoor dining featuring an interview with Marco
- **9/1 secured online coverage on KUSI**
 - Article featuring commentary from Marco on how Little Italy has been doing throughout the pandemic and the protocols restaurants must take for indoor dining

SECURED OPPORTUNITIES

- **Secured San Diego Union-Tribune**
 - Pam Kragen is including Taste of Little Italy in her upcoming dining column
- **Secured CBS 8**
 - Segment prerecorded and will be aired week of Taste of Little Italy on 9/22
- **Secured 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

SECURED INTEREST

- **Secured FOX 5**
 - Geena the Latina is pitching Taste of Little Italy to her editors to share on her segment
- **Secured NBC 7**
 - Feature outdoor on dining in San Diego, specifically on restaurants with parklets. Shared images with reporter
- **Secured Downtown Idea Exchange**

- Conducted an interview with Marco and planning to publish after a trip to San Diego in September
- **Secured KUSI**
 - Coordinating segment for 10/4
- **Secured DoSD.com**
 - Planning to share Taste of Little Italy with their audience
- **Secured FOX 5**
 - Segment highlighting a couple of the restaurants, the experience, and the tote bags. Chris & Café Gratitude confirmed for interview
- **Secured Pacific San Diego**
 - Editor planning to write about Taste of Little Italy
- **Secured San Diego Magazine**
 - Planning to include Taste of Little Italy in “Happy Half Hour” podcast
- **Secured LOCALE Magazine**
 - Submitted the ways businesses in Little Italy are getting creative for editorial consideration
- **Secured KUSI**
 - Submitted Clarity Foundation “Paint the Town Teal” for segment consideration

Social Media Statistics: September

- **Facebook**
 - Fans: 82,711 (+682)
 - Impressions: 1,338,545
 - Engagements: 40,008
- **Twitter**
 - Followers: 8,431 (+42)
 - Impressions: 15,321
 - Engagements: 615
- **Instagram**
 - Followers: 70,950 (+1,743)
 - Impressions: 307,679
 - Engagements: 11,980

Highlights

- Broke 70k followers on Instagram
- Garnered more than 1.6M impressions across all platforms
- Gained more than 1.6K new followers across all platforms
- Earned more than 52.6K total engagements across all platforms
- FB Page likes ad garnered 312 page likes
- Total FB and IG ads reached 28.8K people with 51K impressions
- June-July dates of Al Fresco as a Facebook “event page” – 70.1K people reached, 2.2K event responses
- Created Taste of Little Italy Facebook “event page” – 13.8K reach with 550 event responses
- Created 14 separate Taste of Little Italy ads to test audiences and images and have reached 16,409 people with 30,388 impressions over the month
- Created individual Instagram stories for each TOLI date with dish images and descriptions with link to menu pages
- Created posts for all platforms promoting Taste of Little Italy

- Written copy to engage restaurants and business owners in posting on TOLI

Upcoming

- Continue to share CiaoBellaSD.com site & highlight reopening campaign
- Continue to promote Al Fresco Open-Air Dining Experience and parklets (I believe this is continuing?)
- Continue to promote Taste of Little Italy: Take-Out Edition
- Promote Virtual Christmas 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 9/22/2020 7:15 pm PDT


Ciao summer! Ready for some of those fall vibes in the Piazza. #LittleItalySD 🍷 : @collectmomentsnotcoins



Total Engagements	496
Reactions	289
Comments	20
Shares	12
Post Link Clicks	-
Other Post Clicks	175

Little Italy
Mon 9/21/2020 6:33 pm PDT


All we need is a San Diego sunset and a pizza. 🍷 Cure your case of the Mondays with a slice and some salty air down at the waterfront. #LittleItalySD 🍷 : @marykatparty



Total Engagements	349
Reactions	177
Comments	11
Shares	11
Post Link Clicks	-
Other Post Clicks	150

Little Italy
Thu 9/24/2020 3:50 pm PDT

The weather hasn't gotten the hint that it's officially fall, so grab your amici and chase that summer feeling with some cold treats. 🍷 Cin Cin! #LittleItalySD 🍷 :




Total Engagements	339
Reactions	95
Comments	13
Shares	8
Post Link Clicks	-
Other Post Clicks	223

TWITTER: Top Performing Tweets:

LITTLE ITALY LittleItalySD
Tue 9/22/2020 1:34 am UTC


All we need is a San Diego sunset and a pizza. 🍕 Cure your case of the Mondays with a slice and some salty air down at the waterfront. #LittleItalySD 🍷: @marykateparty



Total Engagements	66
Likes	13
@Replies	0
Retweets	1
Post Link Clicks	1
Other Post Clicks	51
Other Engagements	0

LITTLE ITALY LittleItalySD
Sat 9/12/2020 11:33 pm UTC


India Street will be closed to create a 30' physical distancing promenade for our guests and to allow restaurants to expand out, safely into the street. Visit CiaoBellaSD.com



Total Engagements	57
Likes	10
@Replies	0
Retweets	2
Post Link Clicks	17
Other Post Clicks	28
Other Engagements	0

LITTLE ITALY LittleItalySD
Thu 9/24/2020 8:11 pm UTC

The weather hasn't gotten the hint that it's officially fall, so grab your amici and chase that summer feeling with some cold treats. 🍷 Cin Cin! #LittleItalySD 🍷:




Total Engagements	39
Likes	6
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	32
Other Engagements	0

INSTAGRAM: Top Performing Posts:

LITTLE ITALY littleitalysd
Tue 9/22/2020 7:05 pm PDT


Ciao summer! Ready for some of those fall vibes in the Piazza. #LittleItalySD 🍷: @collectmomentsnotcoins



Total Engagements	1,589
Likes	1,533
Comments	23
Saves	33

LITTLE ITALY littleitalysd
Thu 9/24/2020 4:48 pm PDT


The weather hasn't gotten the hint that it's officially fall, so grab your amici and chase that summer feeling with some cold treats. 🍷 Cin Cin! #LittleItalySD 🍷: @thehungryjes



Total Engagements	1,555
Likes	1,356
Comments	69
Saves	130

LITTLE ITALY littleitalysd
Mon 9/21/2020 6:27 pm PDT

All we need is a San Diego sunset and a pizza. 🍕 Cure your case of the Mondays with a slice and some salty air down at the waterfront. #LittleItalySD 🍷: @marykateparty



Total Engagements	1,233
Likes	1,178
Comments	36
Saves	19