



## Little Italy Association of San Diego – DISI Committee

Friday, September 3, 2021 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/85447848043>

or call 1-669-900-6833 / Meeting ID: 854 4784 8043 / 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 August 6, 2021 Minutes

*Action Item*

### 3. Confirmed Events

- |  |                       |
|--|-----------------------|
| a. Little Italy Mercato & Wednesday Market         | Every Sat. & Wed.     |
| b. ArtWalk Summer Series                           | (Several Dates)       |
| c. Little Italy Summer Film Festival               | Every Sat.            |
| d. Consulado de Mexico: El Grito Celebration       | Wed., 9/15            |
| e. Coach Rob Book Signing & Meet-and-Greet         | Sat., 9/25            |
| f. Little Italy Urban Challenge / Lindsey Pierce   | Sun., 9/26            |
| g. Vici Luxury Rentals Casino Night / Davis Newton | Fri., 9/17            |
| h. MissionFed ArtWalk                              | Sat. & Sun., 10/2 & 3 |

### 4. New Events, Promotions, Fundraising & Councils

- |  |                    |
|--|--------------------|
| a. Olive Creative Strategies                     |                    |
| i. Coverage Recap                                |                    |
| b. Little Italy Stickball Tournament – 10/9 & 10 | <i>Action Item</i> |
| c. Little Italy Sign Merchandise Partnership     | <i>Action Item</i> |
| d. Projecting Futures Sponsor Request            | <i>Action Item</i> |
| e. Corner Fall Displays                          |                    |
| f. Little Italy Casino Night Task Force          |                    |
| g. Little Italy Tours – Update                   |                    |

### 5. Streetscape Improvements & Venues

- |  |  |
|--|--|
| a. Little Italy Venues                               |  |
| b. Public Art Task Force                             |  |
| i. APPROVED:   |  |
| 1. Piazzas Sculpture & Plaque Maintenance – 10/18-20 |  |
| 2. Metal Plates for Planters                         |  |
| 3. CIAO in Pine Needles on Green Lot Fence           |  |

## 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](mailto:mail@littleitalysd.com) ▪ Website: [www.littleitalysd.com](http://www.littleitalysd.com)

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

4. Bella Donnas

7. Other

8. Old Business

9. Adjournment

10. 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

**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. **FACE COVERING REQUIREMENTS:** [New guidance regarding face coverings were released on July 27th](#) due to the Delta variant and increased cases in San Diego. "The County is following the Centers for Disease Control and Prevention's guidance that recommends everyone wear a face covering in indoor public settings, whether you've been vaccinated or not."*



### Little Italy Association of San Diego – DISI Committee

Friday, August 6, 2021, at 9:00am

In Person: Little Italy Association's Conference Room (2210 Columbia Street)

**Present** Perry Meyer, Lou Palestini, Steve Galasso, Davis Newton, Kathi Meyer, Annette Casemero, Danny Mocerì, Joe Cordileone, Jeri Keiller, Luke Vinci, Catt White, Jocelyn Marcus, Cam L., Howard Soloman, Lindsey Pegueros

**Staff** Chris Gomez, Dianne T. Serna De León, Kelly Orange, Alicia Douglas, Dominic Li Mandri, Larisa Medina, Curt Brooker

#### MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions-Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken.
2. Approval of July 9, 2021 minutes.	The minutes from June 9, 2021, were reviewed.	Perry Meyer moved to accept the Minutes. Danny Mocerì seconded the motion. Unanimously approved.
3. Confirmed Events a. Marine Band San Diego Summer Concert  b. Little Italy Mercato & Wednesday Market  c. ArtWalk Summer Series & Mission Fed	3.a. Lou Palestini gave an update on the Marine Band Summer concert. Lou thanked Chris Gomez for his hard work in putting the event together.  3.b. Alicia Douglas gave an update on the LI Mercato. August 4, 2021 was the first day of the Wednesday Market.  Catt White thanked Olive PR for their work promoting the Market.  3.c. Sandi Cottrell gave an update on the ArtWalk Summer Series. Sandi announced that ArtWalk in Liberty	3.a. No action taken.  3.b. No action taken.  3.c. No action taken.

<p>d. Little Italy Summer Film Festival</p> <p>e. San Diego Padres Italian Heritage Night</p>	<p>station is this weekend and Mission Fed ArtWalk will be 10/2 and 10/3/2021.</p> <p>3.d. Chris Gomez reported that the LI Summer Film Festival is doing well.</p> <p>3.e. Chris Gomez announced that the Italian Heritage Nights begins tonight August 6<sup>th</sup> through Sunday, August 8, 2021. \$1.50 from each ticket</p>	<p>3.d. No action taken.</p> <p>3.e. No action taken.</p>
<p>4. New Events, Promotions, Fundraising, &amp; Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage Recap</p> <p>b. Consulado de México: El Grito 9/15</p> <p>c. Rock &amp; Roll Marathon</p> <p>d. SD Visitor's Center Co-Op Advertising</p> <p>e. H.G. Fenton Black Tie Casino Night</p>	<p>4.a. Kelly Orange gave an update on Olive Creative Strategies.</p> <p>4.i. Kelly Orange gave a coverage recap.</p> <p>4.b. Chris Gomez reported that Consulado de México will be hosting an Independence Day Celebration on Wednesday, September 15, 2021. India Street between Beech &amp; Cedar will be close form 9:00a.m. until midnight.</p> <p>4.c. Chris Gomez reported that the Rock and Roll Marathon will take place on Sunday, October 24, 2021</p> <p>4.d. Chris Gomez reported on San Diego Visitor's Center Co-Op Advertising Kiosk on the Waterfront.</p> <p>4.e. Davis Newton announced that Vici will be hosting a rooftop Casino Night on September 17, 2021, at</p>	<p>4.a. No action taken.</p> <p>4.i. No action taken.</p> <p>4.b. Kathi Meyer moved to approve the event. Steve Galasso seconded the motion. Unanimously approved.</p> <p>4.c. Perry Meyer moved to support this event. Steve Galasso seconded the motion. Unanimously approved.</p> <p>4.d. Davis Newton moved to support the Co-Op Advertising. Steve Galasso seconded the motion. Unanimously approved.</p> <p>4.e. Danny Mocerri moved to support</p>

<p>f. Little Italy Casino Night/Lou Palestini</p>	<p>7:00p.m.</p> <p>It will be a Black-tie event and the buy-in will be \$75.00.</p> <p>4.f. Lou Palestini proposed we host a LIA Casino Night to raise money to support PdF maintenance. The event can be held at the church hall and 50% of the door will go to the Church Diocese.</p> <p>Lou Palestini, Danny Mocerri, Steve Galasso, and Davis Newton will form a Task Force to discuss a budget and planning for the event.</p>	<p>and partner with Fenton for the event. Lou Palestini seconded the motion. Unanimously approved.</p> <p>4.f. Lou Palestini moved to approve this event. Danny Mocerri seconded the motion. Unanimously approved.</p>
<p>g. 20<sup>th</sup> Anniversary Tribute for 9/11</p>	<p>4.g. Marco Li Mandri suggested that as a Tribute for 9/11, we display banners on India Street from Grape to Cedar Street to highlight the First Responders. We will need to purchase 26 banners at \$65 each.</p>	<p>4.g. Kathi Meyer moved to accept the idea to raise money for this tribute. Steve Galasso seconded the motion. Unanimously approved.</p>
<p>h. Paint Our Town Teal</p>	<p>4.h. Chris Gomez reported that the Clarity Foundation would like to come out again this year to decorate the light poles on India Street and Kettner Blvd. They will hang Teal bows on the poles in support of Ovarian Cancer beginning September 1, 2021.</p>	<p>4.h. Steve Galasso moved to support this this event. Danny Mocerri seconded the motion. Unanimously approved.</p>
<p>i. Coach Rob Mendez Book Signing in Piazza</p>	<p>i. Chris Gomez stated that Coach Rob Mendez would like to host a book signing and meet and greet during the Saturday Mercato. Catt White will be able to provide a flex booth for this event sometime in September.</p>	<p>4.i. Steve Galasso moved to support this this event. Lou Palestini seconded the motion. Unanimously approved.</p>
<p>j. Little Italy Hospitality Task Force</p>	<p>4.j. Chris Gomez reported that Ballast Point removed their roof. If business need more time to comply, they may ask for an extension.</p>	<p>4.j. No action taken.</p>
<p>k. Little Italy</p>	<p>4.k. Chris Gomez reported that Little</p>	<p>4.k. No action taken.</p>

Merchandise-Ends 8/3	Italy Merchandise ended August 3, 2021. Marco Polo Cortes has not responded to any emails. We are still waiting for 3 <sup>rd</sup> and 4 <sup>th</sup> quarter payouts.	
l. Little Italy Tours-Update	4.l. Chris Gomez met with Anthony Davi. There is no update to report.	4.i. No action taken
5. Streetscape Improvements & Venues		
a. Little Italy Venues	5.a. Curt Brooker gave an update on the Robin Hood Activation. They rented PdF for \$5K and paid \$250 for trash.	5.a. No action taken.
i. Robin Hood Activation		
b. Public Art Task Force	5.b. Chris Gomez reported on the Public Task Force Projects.	5.b. No action taken.
i. APPROVED		
1. Piazza della Famiglia Monument	5.1. Piazza della Famiglia Monument has been completed.	5.1 No action taken.
2. Metal Plates for Planters	5.2. Metal Plates for Planters will begin soon. The artist is finishing up a project in Los Angeles.	5.2. No action taken.
3. Italian Flags on India Street	5.3 Italian Flags on India Street were installed.	5.3. No action taken.
4. CIAO in Pine Needles on Green Lot Fence	5.4. We are waiting on product samples for the CIAO in Pine Needles on Green Lot Fence.	5.4. No action taken.
5. Piazza Basilone Plaque	5.5. Piazza Basilone Plaque will be completed by October.	5.5. No action taken.
6. Little Italy Dog Park Gallery	5.6. Little Italy Dog Park Gallery includes a QR code to welcome donations for LIA.	5.6. No action taken.
7. Bella Donnas	5.7. Bella Donnas will be completed in Spring of 2022.	5.7. No action taken.
8. Piazzas Sculpture Maintenance	5.8. Piazzas Sculpture Maintenance has been approved.	5.8. No action taken.
6. Other	6. Lou Palestini suggested we try to host an annual Italian event.	6. No action taken

7. Old Business	7. Nothing to Report	7. No action taken
8. Adjournment	8. Meeting Adjourned.	8. No action taken
9. Next Meeting	The Next Meeting will be the first Friday of the month at 9:00 a.m., via Zoom.	9. No action taken

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

## Christopher M. Gomez

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**From:** Davis Newton <dnewton@hgfenton.com>  
**Sent:** Tuesday, August 10, 2021 6:00 PM  
**To:** Christopher M. Gomez  
**Subject:** Little Italy business support - Vici Casino Night

Hi Chris,

Thank you again for offering to send an email to the local businesses to garner support for our upcoming charity event. I've put together a draft of a proposed message to send:

Vici Luxury Rentals will be hosting a Casino Night charity event on Friday, September 17<sup>th</sup>, with all proceeds going to benefit the Little Italy Association. They would love to partner with local businesses for donations to help benefit the event. Example/requested donations include gift certificates to your business, food/drink/dessert, or anything creative you can think of!

Attendees can play at professional table games like blackjack, roulette, craps and poker. There will be a \$75 initial buy-in, and the top 3 players at the end of the night will receive prizes. A raffle will also be conducted for smaller prizes.

Vici is looking to partner with local businesses to supply 3 grand prizes, smaller raffle prizes and food/drinks for the event. As a thank you for support, any business that provides a donation will be named as a sponsor of the event and receive an invitation to join the event.

If you are interested in participating, please reach out to Davis Newton at [vici@hgfenton.com](mailto:vici@hgfenton.com)

Sincerely,

Davis Newton, CAM

General Manager

(P) 619.895.5500  
 550 W Date Street  
 San Diego, CA 92101

H.G. Fenton Company | Trust, Service, and Innovation Since 1906



@viciluxuryrentals




@amolittleitaly





piazzadellafamiglia.com




**STREET CLOSURE DATES & TIMES**


 Thurs. 9/30 @ 7am - Mon. 10/4 @ 11am:  
 W. Fir from Kettner to India  
 W. Date from Columbia to State  
 W. Cedar from Kettner to India  
 W. Beech from Kettner to Columbia

 Fri. 10/1 @ 7am - Mon. 10/4 @ 3pm:  
 W. Cedar from India to Columbia

 Fri. 10/1 @ 7am - Sun. 10/3 @ 11:59pm:  
 W. Fir from India to Columbia  
 W. Date from Kettner to India  
 W. Date from State to Union  
 W. Cedar from Columbia to State  
 W. Beech from Columbia to State

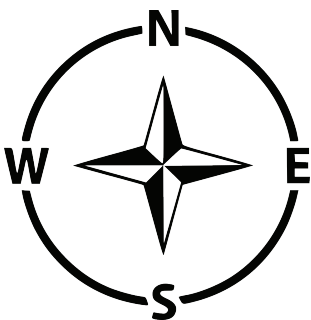
 Fri. 10/1 @ 9pm - Sun. 10/3 @ 11:59pm:  
 India St. from W. Grape to W. Ash  
 Fir St. from Columbia to State

**LITTLE ITALY MERCATO (SEPARATE EVENT)**

 Sat. 10/2 from 5:30am - 4:00pm  
 W. Beech from State to Front  
 W. Cedar from State to Front

**LEGEND**

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



**MISSION FED ARTWALK 2021  
 NEIGHBORHOOD SITE PLAN**

**Saturday, Oct. 2 - Sunday, Oct. 3  
 11:00am - 6:00pm**





## LIA DISI Meeting

### PR Agenda

Friday, September 3, 2021

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#### PITCHING

##### Recap

- Summer Events in Little Italy Roundup
- Host Your Next Event at Piazza della Famiglia

##### Current/Upcoming Focus

- Summer Events in Little Italy Roundup
- State of the Neighborhood (Long Leads)
- Trick-or-Treat on India (Long Leads)
- Tree Lighting & Christmas Villages (Long Leads)

#### BLOGS

##### Recap

- Summer of Lemons | Why Lemons Are the Must-Have Ingredient in Any Italian Kitchen
- A Slice of Sicily

##### Upcoming

- The History of Italian Heritage Month & How to Celebrate in Little Italy
- Celebrate Mexican Independence Day in Little Italy

##### Trick-or-Treat on India St. (Short Leads)

##### SECURED INTEREST

- **Ranch & Coast**
  - Requested images for Trick-or-Treat on India St. for potential inclusion in October Issue

##### SECURED OPPORTUNITY

- **San Diego Magazine**
  - Including Trick-or-Treat on India St in event roundup for the October Issue

##### State of the Neighborhood (Short Leads)

##### SECURED INTEREST

- **Ranch & Coast**
  - Requested images for State of the Neighborhood for potential inclusion in September Issue

### Little Italy Marine Band Concert

#### SECURED COVERAGE

- **7/31 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
  - Featured the concert in a segment on Saturday evening
- **7/30 secured online coverage on X News Net**
  - Syndicated Times of San Diego article highlighting the Marine Band Concert in their weekend roundup of events for July 30-August 1
- **7/30 secured online coverage on California News Times**
  - Syndicated Times of San Diego article highlighting the Marine Band Concert in their weekend roundup of events for July 30-August 1
- **7/30 secured online coverage on Patch (San Diego)**
  - Syndicated Times of San Diego article highlighting the Marine Band Concert in their weekend roundup of events for July 30-August 1
- **7/30 secured online coverage on Times of San Diego**
  - Article highlighted the Marine Band Concert in their weekend roundup of events for July 30-August 1
- **7/30 secured online coverage on NBC San Diego**
  - Included the event in their weekend roundup for July 31-August 1
- **7/28 secured online coverage on The Daily Transcript**
  - Article announced the Marine Band Concert and shared details of the event

### Little Italy Summer Round-Up

- **8/20 secured online coverage on Flipboard**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Santa Monica)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Encinitas)**
  - Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Banning-Beaumont)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Montrose-La Crescenta)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Cerritos-Artesia)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Laguna Niguel-Dana Point)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 23
- **8/20 secured online coverage on Patch (Studio City)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Mission Viejo)**

- Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Palm Desert)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Murrieta)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Culver City)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Pacific Palisades)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Echo Park-Silver Lake)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Hermosa Beach)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Long Beach)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Glendora)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Eagle Rock)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Belmont Shore-Naples)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Coronado)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Diamond Bar-Walnut)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Northridge-Chatsworth)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Beverly Hills)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Redlands-Loma Linda)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Westwood-Century City)**

- Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Hollywood)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Los Alamitos-Seal Beach)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Highland Park-Mount Washington)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Moorpark)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Fountain Valley)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (La Mesa-Mount Helix)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (San Juan Capistrano)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Lake Elsinore-Wildomar)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Malibu)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (La Jolla)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Rancho Santa Margarita)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Redondo Beach)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Monrovia)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Rancho Bernardo-4s Ranch)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (North Hollywood-Toluca Lake)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Sierra Madre)**

- Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Arcadia)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Encino-Tarzana)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Venice-Mar Vista)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Marina Del Rey)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Sherman Oaks)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Newport Beach-Corona Del Mar)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Imperial Beach)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Palos Verdes)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Temecula)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Lemon Grove)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (La Canada-Flintridge)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (San Marino)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (West Hollywood)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Brentwood)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Calabasas)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Santee)**

- Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Poway)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Laguna Beach)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (San Clemente)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/20 secured online coverage on Patch (Carlsbad)**
  - Syndicated Patch (Encinitas) weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 21
- **8/19 secured online coverage on USA News Lab**
  - Syndicated Patch article listed the Little Italy Summer Film Festival in a weekend roundup, sharing the date, time, location and a brief description of the event
- **8/19 secured online coverage on Patch (San Diego)**
  - Article listed the Little Italy Summer Film Festival in a weekend roundup, sharing the date, time, location and a brief description of the event
- **8/13 secured online coverage on USA News Lab**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Montrose)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Cerritos-Artesia)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 23
- **8/13 secured online coverage on Patch (Newport Beach)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Santee)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Rancho Santa Margarita)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Hermosa Beach)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Murrieta)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (West Hollywood)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Rancho Bernardo)**

- Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (La Jolla)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Lemon Grove)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Diamond Bar-Walnut)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Palos Verdes)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Hollywood)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Malibu)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Bakersfield)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (San Juan Capistrano)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Los Alamitos-Seal Beach)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Laguna Beach)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Temecula)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (North Hollywood-Toluca Lake)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Santa Monica)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Pacific Palisades)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Long Beach)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Calabasas)**



- Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Highland Park-Mount Washington)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Moorpark)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Carlsbad)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Sherman Oaks)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Venice-Mar Vista)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Lake Elsinore-Wildomar)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Monrovia)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Sierra Madres)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Encino)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Culver City)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Glendora)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Poway)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Laguna Niguel)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Imperial Beach)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Mission Viejo)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Palm Desert)**

- Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (San Marino)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Brentwood)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Westwood-Century City)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Beverly Hills)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Redlands-Loma Linda)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Belmont Shore-Naples)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (San Clemente)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Coronado)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (La Mesa)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Northridge-Chatsworth)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (La Canada-Flintridge)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Banning-Beaumont)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Eagle Rock)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Fountain Valley)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Redondo Beach)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Marina Del Rey)**

- Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/13 secured online coverage on Patch (Encinitas)**
  - Syndicated Patch (Encinitas) Weekend roundup included the Little Italy Summer Film Festival as a top event for the weekend of August 13
- **8/12 secured e-newsletter placement on SoCal Pulse SD**
  - Newsletter included the Little Italy Film Festival in their weekend roundup as a top activity for this weekend, and SoCal Pulse also included it in their e-newsletter. PDF attached
- **8/12 secured online coverage on SoCal Pulse SD**
  - Article included the Little Italy Film Festival in their weekend roundup as a top activity for this weekend, and SoCal Pulse also included it in their e-newsletter. PDF attached
- **8/12 secured online coverage on News Break**
  - Syndicated Presidio Sentinel article included entire Little Italy Summer Roundup (ArtWalk Little Italy Summer Series, Wednesday Mercato, Little Italy Summer Film Festival & SD Padres Italian Heritage Nights) in online article
- **8/12 secured online coverage on Presidio Sentinel**
  - Included entire Little Italy Summer Roundup (ArtWalk Little Italy Summer Series, Wednesday Mercato, Little Italy Summer Film Festival & SD Padres Italian Heritage Nights) in online article
- **8/12 secured print coverage on Presidio Sentinel**
  - Included entire Little Italy Summer Roundup (ArtWalk Little Italy Summer Series, Wednesday Mercato, Little Italy Summer Film Festival & SD Padres Italian Heritage Nights) in online article
- **8/12 secured online coverage on Presidio Sentinel**
  - Included entire Little Italy Summer Roundup (ArtWalk Little Italy Summer Series, Wednesday Mercato, Little Italy Summer Film Festival & SD Padres Italian Heritage Nights) in online article
- **8/11 secured online coverage on Thrillist**
  - Article included the Little Italy Film Festival in their weekend roundup as a top activity for this weekend
- **8/9 secured online coverage on USA News Lab**
  - Syndicated Patch article included the Summer Film Festival in a roundup of events in San Diego this week
- **8/9 secured online coverage on Patch (San Diego)**
  - Article included the Summer Film Festival in a roundup of events in San Diego this week
- **8/6 secured online coverage on News Chant**
  - Syndicated Patch article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Flipboard**
  - Syndicated Patch article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on USA News Lab**
  - Syndicated Patch article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Marina Del Rey)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section

- **8/6 secured online coverage on Patch (Lemon Grove)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Westwood-Century City)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Arcadia)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Northridge-Chatsworth)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Redondo Beach)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Hermosa Beach)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Laguna Beach)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Hollywood)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Echo Park-Silver Lake)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Sherman Oaks)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Culver City)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Cerritos-Artesia)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Montrose-La Crescenta)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Lake Elsinore-Wildomar)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Malibu)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Eagle Rock)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section

- **8/6 secured online coverage on Patch (Imperial Beach)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Coronado)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Long Beach)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (La Jolla)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Temecula)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Los Alamitos-Seal Beach)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Carlsbad)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Brentwood)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Calabasas)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Venice-Mar Vista)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (San Marino)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Laguna Niguel)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (La Canada-Flintridge)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Glendora)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Murrieta)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (La Mesa-Mount Helix)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section

- **8/6 secured online coverage on Patch (Diamond Bar-Walnut)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (North Hollywood-Toluca Lake)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Highland Park-Mount Washington)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Palm Desert)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (San Juan Capistrano)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Newport Beach-Corona Del Mar)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Rancho Santa Margarita)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Santa Monica)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Palos Verdes)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Fountain Valley)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Santee)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Encino-Tarzana)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Pacific Palisades)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Monrovia)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Rancho Bernardo-4s Ranch)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Banning-Beaumont)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section

- **8/6 secured online coverage on Patch (Aliso Viejo)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Mission Viejo)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Moorpark)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Encinitas)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Poway)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (West Hollywood)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Redlands-Loma Linda)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Beverly Hills)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured online coverage on Patch (Oceanside-Camp Pendleton)**
  - Article included the Summer Film Festival in a list of fun events happening this weekend in Southern California under the San Diego County section
- **8/6 secured print coverage on San Diego Downtown News**
  - Article on summer events in Little Italy, including the Wednesday Mercato, SD Padres Italian Heritage Nights, Summer Film Festival and ArtWalk Summer Series
- **8/6 secured online coverage on San Diego Downtown News**
  - Article on summer events in Little Italy, including the Wednesday Mercato, SD Padres Italian Heritage Nights, Summer Film Festival and ArtWalk Summer Series
- **8/6 secured online coverage on San Diego Uptown News**
  - Article on summer events in Little Italy, including the Wednesday Mercato, SD Padres Italian Heritage Nights, Summer Film Festival and ArtWalk Summer Series
- **8/6 secured online coverage on Spot On California**
  - Syndicated San Diego Downtown News article on summer events in Little Italy, including the Wednesday Mercato, SD Padres Italian Heritage Nights, Summer Film Festival and ArtWalk Summer Series
- **8/6 secured online coverage on News Break**
  - Syndicated San Diego Downtown News article on summer events in Little Italy, including the Wednesday Mercato, SD Padres Italian Heritage Nights, Summer Film Festival and ArtWalk Summer Series
- **8/5 secured online coverage on News Chant**
  - Syndicated Patch (San Diego) article included the Summer Film Festival and Italian Heritage Nights in a San Diego weekend roundup noting details including date, time and location

- **8/5 secured online coverage on Patch (San Diego)**
  - Included the Summer Film Festival and Italian Heritage Nights in a San Diego weekend roundup noting details including date, time and location
- **8/4 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment included interviews with some of the vendors from the Wednesday Mercato
- **8/4 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**
  - Segment included interviews with some of the vendors from the Wednesday Mercato
- **8/4 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
  - Segment included interviews with some of the vendors from the Wednesday Mercato
- **8/4 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
  - Segment included interviews with some of the vendors from the Wednesday Mercato
- **8/4 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
  - Segment featured an interview with Catt White announcing the return of the Wednesday Mercato
- **8/4 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
  - Segment featured an interview with Catt White announcing the return of the Wednesday Mercato
- **8/4 secured broadcast coverage on NBC 7 (News Today at 5 a.m.)**
  - Segment announced the return of the Wednesday Mercato, sharing brief details
- **8/4 secured broadcast coverage on NBC 7 (News Today at 4 a.m.)**
  - Segment announced the return of the Wednesday Mercato, sharing brief details
- **8/4 secured online coverage on Red Tricycle**
  - Included the Little Italy Summer Film Festival in a roundup of fun events appropriate for children this weekend
- **8/2 secured online coverage on Flipboard**
  - Syndicated Patch article the Wednesday Mercato, Italian Heritage Nights and the Summer Film Festival in a weekday roundup article
- **8/2 secured online coverage on Patch (San Diego)**
  - Highlighted the Wednesday Mercato, Italian Heritage Nights and the Summer Film Festival in a weekday roundup article
- **7/30 secured online coverage on San Diego Magazine**
  - Highlighted the Wednesday Mercato, Italian Heritage Nights and the Summer Film Festival in a weekday roundup article
- **7/30 secured online coverage on News Break**
  - Syndicated San Diego Magazine article highlighted the Wednesday Mercato, Italian Heritage Nights and the Summer Film Festival in a weekday roundup article
- **7/30 secured online coverage on Patch (Agoura Hills)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (North Hollywood-Toluca Lake)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Venice-Mar Vista)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Laguna Niguel-Dana Point)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event



- **7/30 secured online coverage on Patch (Arcadia)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Palm Desert)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Moorpark)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Newport Beach-Corona Del Mar)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Glendora)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Temecula)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Malibu)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Redondo Beach)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (West Hollywood)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Monrovia)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Culver City)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Sierra Madre)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Encino-Tarzana)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Northridge-Chatsworth)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Marina Del Rey)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Los Alamitos-Seal Beach)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event

- **7/30 secured online coverage on Patch (La Jolla)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Murrieta)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Eagle Rock)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Westwood-Century City)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Pacific Palisades)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (La Canada-Flintridge)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Beverly Hills)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Redlands-Loma Linda)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (San Marino)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Brentwood)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Coronado)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Lake Elsinore-Wildomar)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Sherman Oaks)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (San Juan Capistrano)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Highland Park-Mount Washington)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Long Beach)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event

- **7/30 secured online coverage on Patch (Santa Monica)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Montrose-La Crescenta)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Rancho Bernardo-4s Ranch)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Cerritos-Artesia)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Hollywood)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Palos Verdes)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Echo Park-Silver Lake)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Belmont Shore-Naples)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Santee)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Hermosa Beach)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Diamond Bar-Walnut)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Mission Viejo)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Laguna Beach)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Imperial Beach)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Fountain Valley)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (San Clemente)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event

- **7/30 secured online coverage on Patch (Encinitas)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Calabasas)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Banning-Beaumont)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Lemon Grove)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Rancho Santa Margarita)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Poway)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (Oceanside-Camp Pendleton)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/30 secured online coverage on Patch (La Mesa-Mount Helix)**
  - Weekend roundup article included the Marine Band Concert, Summer Film Festival and the TrustedHousesitters DOGust Pawty in the Park event
- **7/29 secured online coverage on Red Tricycle**
  - Article included the Summer Film Festival in a roundup of kid-friendly events for the weekend of August 6-8
- **7/29 secured online coverage on News Break**
  - Syndicated Red Tricycle article included the concert, the summer film festival and the TrustedHousesitters DOGust event in a roundup of weekend events in San Diego
- **7/29 secured online coverage on Patch (San Diego)**
  - Article included the concert, the summer film festival and the TrustedHousesitters DOGust event in a roundup of weekend events in San Diego
- **7/28 secured broadcast coverage on CBS 8 (The Four at 7 p.m.)**
  - Segment featured the Marine Band, highlighting Saturday's concert and sharing details of the event and a short preview performance of the Sound Strike band
- **7/28 secured broadcast coverage on CBS 8 (The Four at 4 p.m.)**
  - Segment featured the Marine Band, highlighting Saturday's concert and sharing details of the event and a short preview performance of the Sound Strike band
- **7/28 secured online coverage on ABC 10**
  - Article included the concert and the summer film festival in a roundup of weekend events in San Diego
- **7/28 secured online coverage on Thrillist**
  - Article included the concert and the summer film festival in a roundup of weekend events in San Diego
- **7/28 secured online coverage on The Daily Transcript**
  - Article included the concert and the summer film festival in a roundup of weekend events in San Diego

- **7/26 secured broadcast coverage FOX 5 (Morning News at 9 a.m.)**
  - Segment featured an interview with the conductor of the Marine Band, including a highlight of the show at Piazza della Famiglia in Little Italy and sharing details of the event, as well as Sound Strike's performance of Michael Jackson's "The Way You Make Me Feel."
- **7/26 secured broadcast coverage FOX 5 (Morning News at 9 a.m.)**
  - Segment featured an interview with the conductor of the Marine Band, including a highlight of the show at Piazza della Famiglia in Little Italy and sharing details of the event, as well as Sound Strike's performance of Michael Jackson's "The Way You Make Me Feel."
- **7/26 secured broadcast coverage on FOX 5 (Morning News at 8 a.m.)**
  - Segment featured an interview with the conductor of the Marine Band, including a highlight of the show at Piazza della Famiglia in Little Italy and sharing details of the event, as well as Sound Strike's performance of Michael Jackson's "The Way You Make Me Feel."
- **7/26 secured broadcast coverage on FOX 5 (Morning News at 7 a.m.)**
  - Segment featured an interview with the conductor of the Marine Band, including a highlight of the show at Piazza della Famiglia in Little Italy and sharing details of the event, as well as Sound Strike's performance of Michael Jackson's "The Way You Make Me Feel."
- **7/26 secured online coverage on Patch (San Diego)**
  - Article included TrustedHousesitters, Marine Band Concert and Summer Film Festival in a weekend roundup of summer events
- **7/25 secured online coverage on Red Tricycle**
  - Article included TrustedHousesitters, Marine Band Concert and Summer Film Festival in a weekend roundup of summer events
- **7/25 secured online coverage on News Break**
  - Syndicated Red Tricycle article included TrustedHousesitters, Marine Band Concert and Summer Film Festival in a weekend roundup of summer events
- **7/25 secured online coverage on San Diego Reader**
  - Featured the event in a mini event roundup
- **7/23 secured online coverage on We The Italians**
  - Article announced the details of the San Diego Padres Italian Heritage Nights
- **7/22 secured online coverage on We The Italians**
  - Featured the Little Italy Summer Film Festival

#### **ArtWalk Little Italy Summer Series (Short Leads)**

- **8/19 secured online coverage on Thrillist**
- ArtWalk Little Italy Summer Series was included in a weekend round up on Thrillist, sharing the opportunity to shop 30 select artists presenting works at the show, including that the bi-monthly show runs through September 19
- **8/3 secured online coverage on Daily Advent**
  - Syndicated article shared details of the event including notable artists, food vendors, event logistics and quotes from Sandi following her interview last week with the reporter
- **8/3 secured online coverage on News Break**

- Syndicated article shared details of the event including notable artists, food vendors, event logistics and quotes from Sandi following her interview last week with the reporter
- **8/3 secured online coverage on PACIFIC San Diego**
  - Article shared details of the event including notable artists, food vendors, event logistics and quotes from Sandi following her interview last week with the reporter
- **7/23 secured online coverage on Flipboard**
  - Syndicated Patch article included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Encinitas)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Highland Park-Mount Washington)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Temecula)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (La Mesa)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Echo Park-Silver Lake)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Hermosa Beach)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Northridge-Chatsworth)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Glendora)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Westwood-Century City)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Beverly Hills)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Redlands-Loma Linda)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Santa Monica)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Laguna Beach)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (La Jolla)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Imperial Beach)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (San Clemente)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Palm Desert)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Los Alamitos-Seal Beach)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Murrieta)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Diamond Bar-Walnut)**

- Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Rancho Bernardo)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Moorpark)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Lake Elsinore-Wildomar)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Malibu)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Laguna Niguel-Dana Point)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Santee)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Sherman Oaks)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Palos Verdes)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Monrovia)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Newport Beach-Corona Del Mar)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Sierra Madre)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Encino-Tarzana)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Coronado)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Long Beach)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Venice-Mar Vista)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (West Hollywood)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Carlsbad)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Eagle Rock)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Calabasas)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (North Hollywood-Toluca Lake)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Belmont Shore-Naples)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (La Canada-Flintridge)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Redondo Beach)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (San Marino)**

- Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Brentwood)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Rancho Santa Margarita)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Fountain Valley)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Mission Viejo)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Pacific Palisades)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Hollywood)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Arcadia)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Agoura Hills)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Culver City)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Montrose-La Crescenta)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Poway)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Cerritos-Artesia)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Marina Del Rey)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Banning-Beaumont)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (San Juan Capistrano)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Lemon Grove)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/23 secured online coverage on Patch (Oceanside-Camp Pendleton)**
  - Included ArtWalk Little Italy Summer Series in a weekend roundup
- **7/22 secured online coverage on Flipboard**
  - Syndicated Patch article ArtWalk in a roundup of fun events happening this week in San Diego
- **7/22 secured online coverage on USA News Lab**
  - Syndicated Patch article ArtWalk in a roundup of fun events happening this week in San Diego
- **7/22 secured online coverage on Patch (San Diego)**
  - Included ArtWalk in a roundup of fun events happening this week in San Diego
- **7/21 secured online coverage on Thrillist**
  - Included ArtWalk in a roundup of fun events happening this week in San Diego
- **7/21 secured online coverage on Daily Advent**
  - Syndicated ABC 10 article included ArtWalk in a roundup of fun events happening this week



- **7/21 secured online coverage on ABC 10**
  - Included ArtWalk in a roundup of fun events happening this week in San Diego

#### Other

#### **SECURED COVERAGE**

- **8/12 secured broadcast coverage CBS 8 (News 8 at 6 p.m.)**
  - Segment included an interview with Cesar Vallin from Cloak & Petal regarding how the rise in Covid cases is causing some restaurants to close and the added precautions they are taking to avoid that
- **8/12 secured broadcast coverage CBS 8 (The Four)**
  - Segment included an interview with Cesar Vallin from Cloak & Petal regarding how the rise in Covid cases is causing some restaurants to close and the added precautions they are taking to avoid that
- **8/3 secured online coverage KPBS**
  - Article highlighted the ongoing situation with outdoor dining and compliance checks, including commentary from Marco
- **8/3 secured online coverage California News Times**
  - Syndicated KPBS article highlighted the ongoing situation with outdoor dining and compliance checks, including commentary from Marco
- **8/3 secured radio coverage KPBS (News at 7:30 a.m.)**
  - Segment highlighted the ongoing situation with outdoor dining and compliance checks, including commentary from Marco
- **8/3 secured broadcast coverage on KUSI (News at 5 a.m.)**
  - Segment explained what the compliance checks are going to look like as they begin to visit businesses today, showing Little Italy's restaurant row
- **8/2 secured online coverage on Nouvelles du monde**
  - Article shared the association's petition and details of the outdoor dining and compliance checks situation, including commentary from Marco
- **8/2 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
  - Segment explained what the compliance checks are going to look like as they begin to visit businesses today, showing Little Italy's restaurant row
- **8/2 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
  - Segment explained what the compliance checks are going to look like as they begin to visit businesses today, showing Little Italy's restaurant row
- **8/2 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
  - Segment explained what the compliance checks are going to look like as they begin to visit businesses today, showing Little Italy's restaurant row
- **8/2 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
  - Segment explained what the compliance checks are going to look like as they begin to visit businesses today, showing Little Italy's restaurant row
- **8/2 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
  - Segment announced the start of compliance visits and explaining details, highlighting Little Italy's petition to the governor, including an interview with Marco
- **8/2 secured broadcast coverage on KUSI (Good Morning San Diego at 5:30 a.m.)**
  - Segment announced the start of compliance visits and explaining details, highlighting Little Italy's petition to the governor, including an interview with Marco
- **8/2 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**

- Segment announced the start of compliance visits and explaining details, highlighting Little Italy's petition to the governor, including an interview with Marco
- **8/2 secured broadcast coverage on KUSI (Good Morning San Diego at 4:30 a.m.)**
  - Segment announced the start of compliance visits and explaining details, highlighting Little Italy's petition to the governor, including an interview with Marco
- **8/2 secured online coverage on KPBS**
  - Article highlighted the ongoing situation with outdoor dining and compliance checks, including commentary from Marco
- **8/2 secured online coverage on News Break**
  - Syndicated KPBS article highlighted the ongoing situation with outdoor dining and compliance checks, including commentary from Marco
- **8/2 secured online coverage on Flipboard**
  - Syndicated KPBS article highlighted the ongoing situation with outdoor dining and compliance checks, including commentary from Marco
- **8/2 secured online coverage on KUSI**
  - Article highlighted what the visits from the fire department and city officials to ensure the patios are up to local codes look like and sharing directives thus far, including commentary from guests and business owners
- **8/2 secured online coverage on News Break**
  - Syndicated KUSI article highlighted what the visits from the fire department and city officials to ensure the patios are up to local codes look like and sharing directives thus far, including commentary from guests and business owners
- **8/2 secured broadcast coverage on KUSI (News at 11 p.m.)**
  - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **8/2 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **8/2 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
  - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **8/2 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**
  - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **8/2 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
  - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **8/2 secured online coverage on ABC 10**
  - Article highlighted what the visits from the fire department and city officials to ensure the patios are up to local codes look like and sharing directives thus far, including commentary from guests and business owners
- **8/2 secured online coverage on MSN**

- Syndicated ABC 10 article highlighted what the visits from the fire department and city officials to ensure the patios are up to local codes look like and sharing directives thus far, including commentary from guests and business owners
- **8/2 secured online coverage on Yahoo News**
  - Syndicated ABC 10 article highlighted what the visits from the fire department and city officials to ensure the patios are up to local codes look like and sharing directives thus far, including commentary from guests and business owners
- **8/2 secured broadcast coverage on ABC 10 (10News at 4 p.m.)**
  - Segment highlighted what the visits from the fire department and city officials to ensure the patios are up to local codes look like and sharing directives thus far, including commentary from guests and business owners
- **8/2 secured broadcast coverage on ABC 10 (10News Midday at 11 a.m.)**
  - Segment highlighted what the visits from the fire department and city officials to ensure the patios are up to local codes look like and sharing directives thus far, including commentary from guests and business owners, including commentary from Marco
- **8/2 secured broadcast coverage on FOX 40 (News at 11 a.m.)**
  - Segment highlighted outdoor dining and compliance checks, including commentary from business owners, including Farmer's Table, and highlighting the petition to the governor
- **8/2 secured broadcast coverage on FOX 40 (News at 9 a.m.)**
  - Segment highlighted outdoor dining and compliance checks, including commentary from business owners, including Farmer's Table, and highlighting the petition to the governor
- **8/2 secured broadcast coverage on FOX 40 (News at 8 a.m.)**
  - Segment highlighted outdoor dining and compliance checks, including commentary from business owners, including Farmer's Table, and highlighting the petition to the governor
- **8/2 secured broadcast coverage on FOX 40 (News at 7 a.m.)**
  - Segment highlighted outdoor dining and compliance checks, including commentary from business owners, including Farmer's Table, and highlighting the petition to the governor
- **8/2 secured broadcast coverage on FOX 40 (News at 5 a.m.)**
  - Segment highlighted outdoor dining and compliance checks, including commentary from business owners, including Farmer's Table, and highlighting the petition to the governor
- **8/2 secured radio coverage on KPBS Radio (News at 4:30 p.m.)**
  - Segment highlighted outdoor dining and compliance checks, including commentary from business owners, including Farmer's Table, and highlighting the petition to the governor
- **8/1 secured broadcast coverage on FOX 40 (News at 10 p.m.)**
  - Segment highlighted outdoor dining and compliance checks, including commentary from business owners, including Farmer's Table, and highlighting the petition to the governor
- **8/1 secured broadcast coverage on FOX 40 (News at 5:30 p.m.)**
  - Segment highlighted outdoor dining and compliance checks, including commentary from business owners, including Farmer's Table, and highlighting the petition to the governor
- **7/30 secured online coverage on FOX 5**
  - Article highlighted the compliance checks beginning August 2, highlighting Little Italy

- **7/30 secured broadcast coverage on FOX 5 (News at 11 p.m.)**
  - Segment highlighted the compliance checks beginning August 2, highlighting Little Italy
- **7/30 secured broadcast coverage on FOX 5 (News at 10 p.m.)**
  - Segment highlighted the compliance checks beginning August 2, highlighting Little Italy
- **7/30 secured broadcast coverage on NBC 7 (News at 5 a.m.)**
  - Segment featured the TrustedHousesitters + Little Italy Dog Park DOGust event
- **7/30 secured broadcast coverage on NBC 7 (News at 4 a.m.)**
  - Segment featured the TrustedHousesitters + Little Italy Dog Park DOGust event
- **7/29 secured online coverage on SD News**
  - Article shared brief details of the TrustedHousesitters DOGust event in their weekly briefing
- **7/29 secured online coverage on SoCal Pulse SD**
  - Article shared brief details of the TrustedHousesitters DOGust event in a weekend roundup
- **7/28 secured online coverage on Companion Rescue**
  - Syndicated NBC 7 article highlighted the TrustedHousesitters + Little Italy Dog Park event
- **7/28 secured online coverage on NBC Los Angeles**
  - Syndicated NBC 7 article highlighted the TrustedHousesitters + Little Italy Dog Park event
- **7/28 secured online coverage on NBC 7**
  - Article highlighted the TrustedHousesitters + Little Italy Dog Park event
- **7/28 secured online coverage on There San Diego**
  - Article highlighted the TrustedHousesitters + Little Italy Dog Park event
- **7/28 secured online coverage on News Break**
  - Syndicated There San Diego article highlighting the TrustedHousesitters + Little Italy Dog Park event
- **7/28 secured online coverage on Los Angeles Times**
  - Syndicated San Diego Union-Tribune article highlighted the county's move to requiring masks indoors, vaccinated or not. The article highlights commentary from Marco Li Mandri regarding how the restaurants in Little Italy will handle the new policy
- **7/28 secured online coverage on News Break**
  - Syndicated San Diego Union-Tribune article highlighted the county's move to requiring masks indoors, vaccinated or not. The article highlights commentary from Marco Li Mandri regarding how the restaurants in Little Italy will handle the new policy
- **7/28 secured online coverage on San Diego Union-Tribune**
  - Article highlighted the county's move to requiring masks indoors, vaccinated or not. The article highlights commentary from Marco Li Mandri regarding how the restaurants in Little Italy will handle the new policy
- **7/28 secured online coverage on PACIFIC San Diego**
  - Article highlighted the county's move to requiring masks indoors, vaccinated or not. The article highlights commentary from Marco Li Mandri regarding how the restaurants in Little Italy will handle the new policy
- **7/28 secured online coverage on Poway News Chieftan**
  - Article highlighted the county's move to requiring masks indoors, vaccinated or not. The article highlights commentary from Marco Li Mandri regarding how the restaurants in Little Italy will handle the new policy
- **7/28 secured online coverage on Del Mar Times**

- Article highlighted the county's move to requiring masks indoors, vaccinated or not. The article highlights commentary from Marco Li Mandri regarding how the restaurants in Little Italy will handle the new policy
- **7/28 secured online coverage on Daily Advent**
  - Syndicated Del Mar Times article highlighted the county's move to requiring masks indoors, vaccinated or not. The article highlights commentary from Marco Li Mandri regarding how the restaurants in Little Italy will handle the new policy
- **7/28 secured online coverage on California News Times**
  - Syndicated Del Mar Times article highlighted the county's move to requiring masks indoors, vaccinated or not. The article highlights commentary from Marco Li Mandri regarding how the restaurants in Little Italy will handle the new policy
- **7/26 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/25 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/24 secured broadcast coverage on KUSI (News at 11 p.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/24 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/24 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/24 secured broadcast coverage on KUSI (Good Morning San Diego, Weekend at 9 a.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/24 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/23 secured broadcast coverage on KUSI (Good Morning San Diego at 6 p.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/23 secured broadcast coverage on KUSI (Good Morning San Diego at 5 p.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/23 secured broadcast coverage on KUSI (Good Morning San Diego at 4 p.m.)**
  - Segment highlighted interviews with Marco Li Mandri and Michael Trimble regarding the tearing down of the parklets and their petition to keep them
- **7/23 secured online coverage on Daily Advent**
  - Syndicated full article highlighted the TrustedHousesitters DOGust event at the Little Italy Dog Park
- **7/23 secured online coverage on News Break**
  - Syndicated full article highlighted the TrustedHousesitters DOGust event at the Little Italy Dog Park
- **7/23 secured online coverage on Oside News**

- Full article highlighted the TrustedHousesitters DOGust event at the Little Italy Dog Park
- **7/22 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
  - Segment featured interviews with Marco Li Mandri, attorney Michael Curran and Michael Trimble regarding the outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/21 secured online coverage on KUSI**
  - Article featured interviews with Marco Li Mandri, attorney Michael Curran and Michael Trimble regarding the outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/21 secured online coverage on KUSI (News at 11 p.m.)**
  - Segment featured a condensed version of Marco Li Mandri's interview regarding Little Italy's petition to extend the outdoor dining permits
- **7/21 secured online coverage on KUSI (News at 10 p.m.)**
  - Segment featured interviews with Marco Li Mandri, attorney Michael Curran and Michael Trimble regarding the outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/21 secured online coverage on KUSI (Good Evening San Diego at 10 p.m.)**
  - Segment featured interviews with Marco Li Mandri, attorney Michael Curran and Michael Trimble regarding the outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/21 secured online coverage on KUSI (Good Evening San Diego at 6 p.m.)**
  - Segment featured interviews with Marco Li Mandri, attorney Michael Curran and Michael Trimble regarding the outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/21 secured online coverage on KUSI (Good Evening San Diego at 5 p.m.)**
  - Segment featured interviews with Marco Li Mandri, attorney Michael Curran and Michael Trimble regarding the outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/21 secured online coverage on KUSI (Good Evening San Diego at 4 p.m.)**
  - Segment featured interviews with Marco Li Mandri, attorney Michael Curran and Michael Trimble regarding the outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/20 secured online coverage on Daily Advent**
  - Syndicated KUSI article included an interview with Farmer's Table to comment on the petition that had been sent to the Governor regarding the outdoor dining structure

- **7/20 secured online coverage on KUSI**
  - Article included an interview with Farmer's Table to comment on the petition that had been sent to the Governor regarding the outdoor dining structure

### Organic

- **8/10 broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
  - Segment shared an interview with Nay from Simply Nay's Way about her business, where she plugged her weekly appearances at the Wednesday and Saturday Mercatos
- **8/9 online coverage on KUSI**
  - Article shared a video of the interview with Nay from Simply Nay's Way about her business, where she plugged her weekly appearances at the Wednesday and Saturday Mercatos and details about her story
- **8/9 online coverage on News Break**
  - Syndicated KUSI article shared a video of the interview with Nay from Simply Nay's Way about her business, where she plugged her weekly appearances at the Wednesday and Saturday Mercatos and details about her story
- **8/9 online coverage on California News Times**
  - Syndicated KUSI article shared a video of the interview with Nay from Simply Nay's Way about her business, where she plugged her weekly appearances at the Wednesday and Saturday Mercatos and details about her story
- **8/9 online coverage on Spot On California**
  - Syndicated KUSI article shared a video of the interview with Nay from Simply Nay's Way about her business, where she plugged her weekly appearances at the Wednesday and Saturday Mercatos and details about her story
- **8/9 online coverage on Swordian**
  - Syndicated KUSI article shared a video of the interview with Nay from Simply Nay's Way about her business, where she plugged her weekly appearances at the Wednesday and Saturday Mercatos and details about her story
- **8/9 broadcast coverage on FOX 5 (News at 7 a.m.)**
  - Segment highlighted the latest information with outdoor dining, explaining that 8 restaurants are operating without permits, including commentary from Joey Busalacchi, highlighting that the format of the outdoor dining structures is uniform and businesses are upset about having to take them down due to how much money was spent into making the areas appropriate for guests
- **8/9 broadcast coverage on FOX 5 (News at 6 a.m.)**
  - Segment highlighted the latest information with outdoor dining, explaining that 8 restaurants are operating without permits, including commentary from Joey Busalacchi, highlighting that the format of the outdoor dining structures is uniform and businesses are upset about having to take them down due to how much money was spent into making the areas appropriate for guests
- **8/9 broadcast coverage on FOX 5 (News at 5 a.m.)**
  - Segment highlighted the latest information with outdoor dining, explaining that 8 restaurants are operating without permits, including commentary from Joey Busalacchi, highlighting that the format of the outdoor dining structures is uniform and businesses are upset about having to take them down due to how much money was spent into making the areas appropriate for guests
- **8/9 broadcast coverage on FOX 5 (News at 4:30 a.m.)**
  - Segment highlighted the latest information with outdoor dining, explaining that 8 restaurants are operating without permits, including commentary from Joey Busalacchi,

highlighting that the format of the outdoor dining structures is uniform and businesses are upset about having to take them down due to how much money was spent into making the areas appropriate for guests

- **8/8 broadcast coverage on KUSI (San Diego People at 11 a.m.)**
  - Segment highlighted the latest with outdoor dining structures. The segment featured compliance checks with the fire department and others from the city, checking the patios for compliance with safety requirements, including interviews with business owners and guests
- **8/8 broadcast coverage on FOX 5 (News at 10 p.m.)**
  - Segment highlighted the latest information with outdoor dining, explaining that 8 restaurants are operating without permits, including commentary from Joey Busalacchi, highlighting that the format of the outdoor dining structures is uniform and businesses are upset about having to take them down due to how much money was spent into making the areas appropriate for guests
- **8/6 coverage on San Diego Downtown News**
  - Article announced the launch of the Little Italy Social Club that provides members with a wide range of activities and events and sharing that the proceeds of the program go toward arts, culture and heritage in the Little Italy community
- **8/6 broadcast coverage on FOX 5 (News at 11 p.m.)**
  - Segment shared brief details on the restaurants operating without a permit, highlighting Karl Strauss in Little Italy
- **8/6 broadcast coverage on FOX 5 (News at 10 p.m.)**
  - Segment shared brief details on the restaurants operating without a permit, highlighting Karl Strauss in Little Italy
- **8/6 broadcast coverage on FOX 5 (News at 7 p.m.)**
  - Segment shared brief details on the restaurants operating without a permit, highlighting Karl Strauss in Little Italy
- **8/6 broadcast coverage on FOX 5 (News at 6 p.m.)**
  - Segment shared brief details on the restaurants operating without a permit, highlighting Karl Strauss in Little Italy
- **8/5 broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
  - Segment shared an interview with Nay from the Wednesday Mercato after Kasey interviewed her for our segment, which included more footage of the Wednesday Mercato
- **8/5 broadcast coverage on NBC 7 (News at 4 p.m.)**
  - Segment updated the public with a list of 8 restaurants who are operating without permits, reporting from Little Italy's Karl Strauss
- **7/23 broadcast coverage on NBC 7 (News at 2 p.m.)**
  - Segment featured the uptick in mask-wearing amongst San Diegans, highlighting Little Italy and interviews with guests in the neighborhood
- **7/23 broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
  - Segment highlighted Little Italy and the remaining 10 days to get parklets up to code and what the inspections will look like with city-official enforcers
- **7/23 broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
  - Segment highlighted Little Italy and the remaining 10 days to get parklets up to code and what the inspections will look like with city-official enforcers
- **7/23 broadcast coverage on FOX 5 (Morning News at 7 a.m.)**
  - Segment highlighted Little Italy and the remaining 10 days to get parklets up to code and what the inspections will look like with city-official enforcers



- **7/23 broadcast coverage on FOX 5 (Morning News at 6 a.m.)**
  - Segment highlighted Little Italy and the remaining 10 days to get parklets up to code and what the inspections will look like with city-official enforcers
- **7/23 broadcast coverage on FOX 5 (Morning News at 5 a.m.)**
  - Segment highlighted Little Italy and the remaining 10 days to get parklets up to code and what the inspections will look like with city-official enforcers
- **7/23 broadcast coverage on FOX 5 (Morning News at 4:30 a.m.)**
  - Segment highlighted Little Italy and the remaining 10 days to get parklets up to code and what the inspections will look like with city-official enforcers
- **7/21 online coverage on NBC**
  - Article highlighted Little Italy regarding San Diego's latest COVID-19 numbers, including interviews with a medical professional on the vaccine, Chef Marco Provino from Allegro regarding the impact of the pandemic on the restaurant industry, and with residents in the neighborhood regarding their thoughts on the current state of the pandemic
- **7/21 broadcast coverage on NBC (News at 11 p.m.)**
  - Segment highlighted Little Italy regarding San Diego's latest COVID-19 numbers, including interviews with a medical professional on the vaccine, Chef Marco Provino from Allegro regarding the impact of the pandemic on the restaurant industry, and with residents in the neighborhood regarding their thoughts on the current state of the pandemic
- **7/20 online coverage on Eater**
  - Eater's Guide to San Diego and included Little Italy as one of the prime neighborhoods for delicious eats
- **7/20 online coverage on L'Agence incentive**
  - Highlighted Little Italy in a roundup of essentials to see on a trip to San Diego

### Social Media Statistics: July 23 - August 23

- **Facebook**
  - Fans: 90,434 (+648)
  - Impressions: 1,903,820
  - Engagements: 95,194 (Up 11.7%)
- **Twitter**
  - Followers: 8,588 (+15)
  - Impressions: 17,695
  - Engagements: 490
- **Instagram**
  - Followers: 83,069 (+695)
  - Impressions: 379,265
  - Engagements: 13,857

### Highlights

- Broke 83K on Instagram
- Across all platforms, the engagement rate per impression is 4.8%, up 25.1%
- Garnered 2.3M impressions across all platforms
- Earned over 109K engagements across all platforms, up 5.6%

- Garnered 1,358 new followers across all platforms
- Total paid impressions at **92,549** at CPM of \$2.77
- Total paid engagements at **3,681** at CPE 7 cents
- Total paid clicks **3,672** at CPC 7 cents
- Little Italy Summer Film Festival FB Events, 1,161 people interested


**Upcoming**

- ArtWalk Little Italy Summer Series
- Little Italy Summer Film Festival
- Continue to promote take-out, dining out at Little Italy restaurants and supporting small businesses through the year
- Share bi-weekly 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

**Facebook Top Performing Posts:**

**Little Italy**  
Thu 8/12/2021 8:16 pm PDT

Little Italy is always shining bright, even in the still of night. #LittleItalySD 🇺🇸: @jonzimmerly



<b>Total Engagements</b>	<b>1,544</b>
Reactions	819
Comments	47
Shares	59
Post Link Clicks	—
Other Post Clicks	619

**Little Italy**  
Thu 8/5/2021 3:16 pm PDT

The Summer is flying by! We hope you are taking time to enjoy all the little things, Amici. #LittleItalySD 🇺🇸: @ilovesandiego.co



<b>Total Engagements</b>	<b>470</b>
Reactions	348
Comments	7
Shares	22
Post Link Clicks	—
Other Post Clicks	93

**Little Italy**  
Mon 8/9/2021 7:00 pm PDT

Buona Notte, Little Italy. 🌙 #LittleItalySD 🇺🇸: @authenticluxurytravel



<b>Total Engagements</b>	<b>347</b>
Reactions	248
Comments	7
Shares	16
Post Link Clicks	—
Other Post Clicks	76

Instagram Top Performing Posts:

**LITTLE ITALY** **littleitalysd**  
Thu 8/12/2021 8:16 pm PDT


Little Italy is always shining bright, even in the still of night. #LittleItalySD 🇺🇸: @jonzimmerly



<b>Total Engagements</b>	<b>2,630</b>
Likes	2,537
Comments	37
Saves	56

**LITTLE ITALY** **littleitalysd**  
Sat 8/21/2021 8:00 am PDT


It's Saturday which means the @littleitalymercato has arrived! Stop by between 8am to 2pm and enjoy some tasty



<b>Total Engagements</b>	<b>1,245</b>
Likes	1,194
Comments	28
Saves	23

**L** **littleitalysd**  
Mon 8/9/2021 7:00 pm PDT

Buona Notte, Little Italy. 🌙 #LittleItalySD 🇺🇸: @authenticluxurytravel




<b>Total Engagements</b>	<b>1,109</b>
Likes	1,086
Comments	12
Saves	11

Twitter Top Performing Posts:

**LITTLE ITALY** **LittleItalySD**  
Fri 8/13/2021 3:16 am UTC

Little Italy is always shining bright, even in the still of night. #LittleItalySD 🇺🇸: @jonzimmerly



<b>Total Engagements</b>	<b>55</b>
Likes	13
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	41
Other Engagements	0

**LITTLE ITALY** **LittleItalySD**  
Tue 8/10/2021 2:00 am UTC


Buona Notte, Little Italy. 🌙 #LittleItalySD 🇺🇸: @authenticluxurytravel



<b>Total Engagements</b>	<b>37</b>
Likes	18
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	19
Other Engagements	0

**L** **LittleItalySD**  
Tue 8/3/2021 1:09 am UTC

🇺🇸 It's National Farmers' Market Week and what better way to celebrate than to bring back the The Little Italy Wednesday Mercat



<b>Total Engagements</b>	<b>31</b>
Likes	11
@Replies	0
Retweets	2
Post Link Clicks	1
Other Post Clicks	17
Other Engagements	0

**Christopher M. Gomez**

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**From:** San Diego Stickball <sandiegostickball@gmail.com>  
**Sent:** Friday, August 27, 2021 2:18 PM  
**To:** Christopher M. Gomez  
**Subject:** Columbus Weekend Stickball

Hi Chris,

Hope all is well!

Was hoping to get a community support letter on hosting our annual stickball tournament this year.

Due to covid, We have decided to move the event to columbus weekend if possible. I have submitted permits to the city. Would just need the thumbs up from Little Italy Association.

I know we are all ready to enjoy a weekend in Little Italy!

Cheers,  
Joe

**Little Italy Stickball Tournament**  
**Saturday & Sunday, October 9th & 10<sup>th</sup>**

**Columbia between Beech & Cedar**

Sat, 10/9 8am to 5pm

Sun, 10/10 8am to 5pm

**India between Ash and West A**

Sat, 10/9 8am to 5pm

Sun, 10/10 8am to 5pm

**State between Beech and West A (if necessary)**

Sat 10/9 8am to 5pm

**Christopher M. Gomez**

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**From:** Vince DiMella <vdimella@smallaxecorp.com>  
**Sent:** Wednesday, August 18, 2021 1:45 PM  
**To:** Christopher M. Gomez  
**Cc:** 'Vince DiMella'  
**Subject:** Category6LED x LittleItaly SD Sign-Mini LED replicas.  
**Attachments:** image2.png; image1.png; NorthPark IG Post.PNG; Carlsbad Mag IG Post.PNG; Coronado Times IG Post.PNG

**Importance:** High

Greetings Chris,

Thank you for the email and yes I realize you are busy busy. I received your voice message 6 plus weeks ago, or after Bens intro, but our Little Italy product not in at that time. Now that product is on hand I've been trying to catch ya.

I've sent you a few emails with Little Italy product images for us to use for Social and Marketing, check your inbox 07.12 or 08.04. Please let me know if you have those attachments. You can also see my website at [www.category6LED.com](http://www.category6LED.com) and IG @category6LED.

Basically, we are local artists/brand builders that have created a new concept based on the iconic San Diego street signs we've been raised with. Only we've made mini LED replicas(22" x 6" on average) that are durable, cost effective, long lasting, and more energy efficient then Neon.

We would love to work a partnership (LittleItaly SD IG) where you post on Social, sell at farmers markets/events, offer to your Business Association members, we ship/handle all logistics, and zero upfront cost to you. Then we pay you a monthly royalty of \$15 for every unit sold online, plus we ship anywhere in U.S for free, basically exclusivity with you. This new item will also further promote the community and your teams positive activities.

We would also donate a sign here and there for any local events, proceeds, charities, or functions you support. Many of our partners use the \$15 per unit for various community needs, Hillcrest to pay for maintenance and electricity of street sign, NorthPark for their farmers market, Encinitas for their street fair, etc., but that is up to you. We've sent monthly checks to our partners of \$570, \$350, \$270 etc....

You can always reach out to Ben at Hillcrest, Angela in NorthPark, Chris Cote at Encinitas Magazine, Steve Johnson at Coronado Times to ask how our relationship/partnership has been working for them to date as we are fun, creative, and easy to work with. See some attached IG posts from our partners, most get 2-3x more likes/comments than any other previous post, I am sure that will be the same for Little Italy.

Thanks again Chris, I look forward to meeting and working with you as we are ready to go here.

Vince  
 Cell: 619.871.9283

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**From:** Christopher M. Gomez [mailto:chris@littleitalysd.com]  
**Sent:** Tuesday, August 17, 2021 5:02 PM



**From:** Design Week <[designweek@sandiego.aiga.org](mailto:designweek@sandiego.aiga.org)>  
**Sent:** Thursday, August 26, 2021 5:48 PM  
**To:** [larisa@olivecreativestrategies.com](mailto:larisa@olivecreativestrategies.com)  
**Subject:** San Diego Design Week -- Projecting Futures Sponsor

Hi Larisa,

I'm one of the directors of [AIGA San Diego](#), a non-profit graphic design organization, and we are working with the **Mingei Museum** on [SD Design Week](#) which happens September 8th - 11th; an open to the public event.

Our exhibition, *Projecting Futures*, will project animated designs onto the façade of the Spreckels Organ Pavilion (attached is a mockup), and we've partnered with the **San Diego Youth Symphony** on a coordinating soundtrack.

This special outdoor showcase will guide viewers through an uplifting and dynamic design exploration, and all artwork featured will be created by local designers and students, from Title 1 schools, from San Diego and Tijuana.

For our project to come to life, we need to use projection mapping technology which is the most expensive part of the project. We are looking for a title sponsor or a donation of any amount which will go towards this expense.

**Would the Little Italy Association consider sponsoring our design exhibition?** We held our showcase in Little Italy last year. We would recognize your donation in our project, and I've included our pledge sheet for more detail.

If you have any questions, please let me know.

Thank you for your time,  
Kamille

--

**KAMILLE FRANCHOMME**  
Director, Projecting Futures

AIGA | the professional association for design  
[sandiego.aiga.org](http://sandiego.aiga.org)



[BECOME A MEMBER](#)  
Creativity, Community, Career

[SUPPORT OUR PROGRAM - DONATE TODAY](#)  
<AIGASD-ProjectingFutures-2021-Spreckels.jpg>  
<AIGA\_ProjectingFutures2021-Sponsorship.pdf>





# San Diego

the professional  
association for design

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PROJE  
CTING  
FUTU  
RES

2307 Fenton Pkwy  
#107-36  
San Diego, CA 92108  
@AIGASANDIEGO  
sandiego.aiga.org

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Karen Morrison  
*Director*



## WHO ARE WE

AIGA San Diego ([sandiego.aiga.org](http://sandiego.aiga.org)) is a professional organization for design and non-profit 501(c)(3) that supports the local design community by advancing design as a profession and bringing together practitioners, enthusiasts, and patrons to amplify the voice of design as a strategic advantage and vital cultural force.

## SAN DIEGO DESIGN WEEK

Presented by Mingei International Museum, San Diego Design Week ([sddesignweek.org](http://sddesignweek.org)) is a five-day series of events, exhibitions, workshops, networking, and talks featuring all design disciplines—from architecture, interior design, and landscape design to graphic design, fashion, technology, and more—that highlight our bi-national region's unique talent.

## WHEN WILL THIS TAKE PLACE

- Friday, September 10 or Saturday, September 11, 2021 (permit date pending)
- Starts at 8:00 pm (one evening showing)
- Viewing is free and accessible to the public

## WHERE WILL IT BE HELD

Spreckels Organ Pavilion

## OUR PROJECT

Projecting Futures looks at design and its power to connect, inspire and act. Developed as part of San Diego Design Week, this is AIGA San Diego's second year of the digital showcase, in partnership with local designers from San Diego and Tijuana. Works will be projected onto the building's façade featuring a range of motion design – from kinetic typography, to motion graphics, to video – and set to a special soundtrack provided by the San Diego Youth Symphony.

The special showcase will guide viewers through a dynamic design exploration through themes of education, transformation, resilience, connection, balance, and play.

## WHO CAN ATTEND

San Diego Design Week is an inclusive event open to everyone, with programming specifically curated for design professionals, craftspeople, educators and students, design scholars, and lifelong learners.

## COMMUNITY HIGHLIGHTS

- Supporting Balboa Park organizations and local businesses
- Empowering local designers and artists



# San Diego

the professional  
association for design

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FUTU  
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2307 Fenton Pkwy  
#107-36  
San Diego, CA 92108  
@AIGASANDIEGO  
sandiego.aiga.org

## EXECUTIVE BOARD

Marc Hedges  
*President*  
Stephanie Elliott  
*Vice President*

## DIRECTORS

Steve Burke  
*Development*  
Kamille Franchomme  
*Projecting Futures & Women Lead*  
Jorge Naranjo  
*Diversity & Inclusion*  
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Amy Levine  
*Y Design Conference*  
Scott Hinkle  
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Gregg Himfar  
*Finance*  
Sonia Lopez  
*Email Marketing*  
Frankie Margotta  
*Copywriting*  
Beth Geraci  
*Copywriting Co-chair*  
Angelo Outlaw  
*Past President*

## LINK

Karen Morrison  
*Director*

## SPONSORSHIP LEVELS

Money raised will cover costs associated with city permits, projection technology and video editing. Estimated costs are \$25,000. We are seeking financial support through donation requests of \$500 or more.

### Presenting Sponsor (\$25,000 - only 1 available)

- Exclusive Presenting Sponsor title with logo or name placement at the opening and close of the main showcase
- Speaking opportunity at venue (welcoming the audience)
- Organization or name mentions on stage
- Exclusive VIP area - host up to 10 guests
- Meet & greet with the showcase designers
- Exclusive Presenting Sponsor title and logo placement on event signage
- Exclusive Presenting Sponsor title with logo placement featured in at least 4 event promotion emails (4k subscribers)
- Exclusive Presenting Sponsor title with logo placement featured in at least 5 posts on all AIGA SD social media channels during event promotion (7.9k followers)
- Presenting Sponsor title and logo placement on AIGA SD's website and AIGA SD's SD Design Week web page with link backs to organization's URL
- Distribution of any swag/material sponsor would like to give during event

### Illuminating Sponsor (\$10,000)

- Logo or name placement on Illuminating Sponsors slide in the main showcase
- Organization or name mentions on stage
- Organization logo featured on sponsor appreciation signage
- Sponsor recognition with logo or name placement on AIGA SD's website and AIGA SD's SD Design Week web page with link backs to organization's URL
- Sponsor recognition with logo or name placement featured in at least 3 posts on all AIGA SD social media channels during event promotion (7.9k followers)
- Distribution of any swag/material sponsor would like to give during event

### Dazzling Sponsor (\$5,000)

- Logo or name placement on Dazzling Sponsors slide in the main showcase
- Organization logo featured on sponsor appreciation signage
- Sponsor recognition with logo or name placement on AIGA SD's website and AIGA SD's SD Design Week web page with link backs to organization's URL
- Sponsor recognition with logo or name placement featured in at least 1 post on all AIGA SD social media channels during event promotion (7.9k followers)

### Brilliant Sponsor (\$2,500)

- Name listed on Brilliant Sponsors slide in the main showcase
- Name listed on sponsor appreciation signage
- Name listed on AIGA SD's website
- Name listed in sponsors email
- Name recognition in Instagram Stories post (3k followers) and Twitter feed (2.2k followers)

### Sparkling Sponsor (\$1,500)

- Name listed on Sparkling Sponsors slide in the main showcase
- Name listed on AIGA SD's website
- Name listed in sponsors email
- Name recognition in Instagram Stories post (3k followers) and Twitter feed (2.2k followers)

### Bright Sponsor (\$500)

- Name listed on AIGA SD's website
- Name listed in sponsors email
- Name recognition in Instagram Stories post (3k followers) and Twitter feed (2.2k followers)

### Additional Opportunities

- Instagram Stories recognition and name listed in sponsors email (\$250)
- Instagram Stories recognition (\$100)

*Thank you for considering  
this opportunity to support  
AIGA San Diego in its  
efforts to shine a light on  
our local community.*



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## PLEDGE SHEET

We will sponsor PROJECTING FUTURES.

- Presenting Sponsor (\$25,000)
- Illuminating Sponsor (\$10,000)
- Dazzling Sponsor (\$5,000)
- Brilliant Sponsor (\$2,500)
- Sparkling Sponsor (\$1,500)
- Bright Sponsor (\$500)
- Other (\$\_\_\_\_\_)

Sponsor name should appear as:

Please be sure to include your company or name as you want it listed in the program.

### Main Contact

Name:

Contact Company/Title:

Address:

City, State & Zip:

Phone Number:

Email:

### Payment

Check

Please make checks payable to,  
AIGA San Diego.

Credit Card:

Visa  MasterCard  American Express

Name on Card:

Card Number:

Exp. Date:

Personal Card |  Business Card

Via PayPal

Click here.

Please mention PROJECTING FUTURES  
sponsorship in the notes section.

Please email Pledge Sheet to:

[designweek@sandiego.aiga.org](mailto:designweek@sandiego.aiga.org)

**Pledge due by Tuesday, August 31st.**

*Thank you for bringing  
our project to life.*