



Al Fresco Dining Experience



ANNUAL REPORT FY20

EVER CHANGING TIMES CALL FOR QUICK RESPONSES – LETTER FROM THE PRESIDENT, STEVEN J. GALASSO

As the news of COVID-19 swept the nation, the Little Italy Association prepared for the inevitable stay-at-home order that was later announced by California Governor, Gavin Newsom on Thursday, March 19, 2020. The Association immediately sprang into action to support its local businesses by promoting updated hours, curbside pick-up, take-out and delivery options and encouraging consumers to purchase gift cards.

In June, the stay-at-home order was extended and the LIA made the decision to prepare for the reopening by launching the 'Ciao Bella!' campaign which featured *Al Fresco* dining as a way to close city streets, in partnership of the City of San Diego, and allow restaurants to encroach onto India Street for additional dining opportunities under the County Health Directive. The Association also worked very closely with its more than 150 retailers & restaurants, and 15 hotels &

motels to slowly and safely reopen while focusing on the wellbeing of its over 3,000 residents and the wider community.

Working with the City of San Diego, it took two weeks to receive permits to close down the streets, which allowed nearly 30 restaurants to expand outdoor dining into the streets—helping to mitigate the reduction of indoor seating while creating a 30' physical distancing promenade.

On June 13th, Little Italy of San Diego became the first neighborhood in San Diego to close streets for open-air dining. Since the inaugural *Al Fresco*, participating restaurants have been booked with reservations and minimal space for walk-up guests.

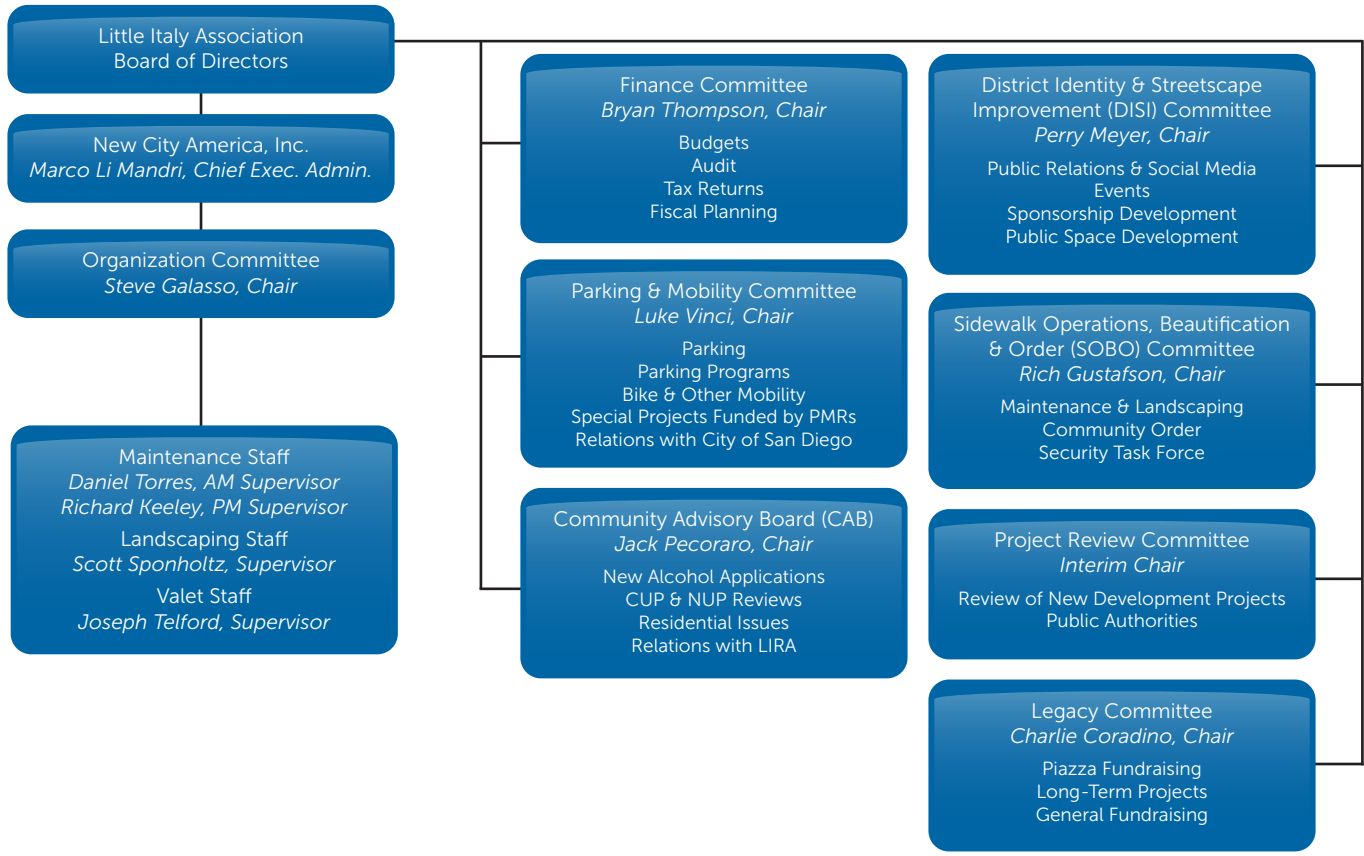
However, the saga continued when Governor Newsom announced that indoor dining should be halted, and all

restaurants must serve customers outside to minimize risk. Although *Al Fresco* helped, the outdoor capacity didn't help restaurants hit their fiscal bottom line. This is when the Association got even more creative!

Working with the City, the Association started advocating for parklets (aka pedestrian plazas) for three weeks before they were approved by City Council. The City of San Diego's Urgency Ordinance allowed permittees authorization to expand their outdoor seating into adjacent parking spaces and continue to provide service outside seven days-a-week. Once approved on July 14th, within 4-days on July 18th, the LIA installed several hundred linear feet of barriers for over 25 restaurants.

Over 30 restaurants have the parklets, creating nearly 25,000 additional square feet to serve patrons outside.

FY20 LITTLE ITALY ASSOCIATION ORGANIZATION CHART



OLIVE CREATIVE STRATEGIES' SOCIAL MEDIA RECAP FOR FY20 & HIGHLIGHTS

Facebook Post
 Little Italy
 Tue 4/7/2020 1:01 pm PDT

VOLUME UP! India Street & the Piazza della Famiglia fountain in #LittleItalySD are going red, white and blue to honor our heroes. At 8 PM tonight and every night...

Total Engagements	7,478
Reactions	1,941
Comments	221
Shares	349
Post Link Clicks	-
Other Post Clicks	4,967

Twitter Post
 LittleItalySD
 Tue 3/17/2020 11:23 pm UTC

With new directives regarding COVID-19, all restaurants must close on-site/dine-in service & only serve patrons through delivery, pick-up or drive thru. To support...

Total Engagements	141
Likes	9
@Replies	5
Retweets	1
Post Link Clicks	37
Other Post Clicks	89

Facebook
 80,569

Instagram
 65,295

Twitter
 8,180

Instagram Post
 littleitalySD
 Wed 4/15/2020 2:21 pm PDT

It's important to keep a paw-sitive mindset while you're at home with your pooch! 🐾 Here are some helpful tips:
 • When walking your pup, keep at least 6 ft. between...

Total Engagements	1,802
Likes	1,750
Comments	34
Saves	18

LITTLE ITALY'S FARMERS' MARKETS & - CATT WHITE, MARKET MAESTRA

In July 2018, the Little Italy Mercato launched its sister farmers' market, the Little Italy Wednesday Market, to be held every Wednesday from 9:00am to 1:30pm. The Little Italy Wednesday Market was created to give local restaurants and cafes the opportunity to access farm fresh produce to use in their establishments.

In 2020, the Wednesday market celebrated 2-years of "Where the Chefs Come to Shop," The Little Italy Wednesday Market grew to several City blocks and welcomes chefs, residents and visitors to a bustling European-style market. Like Saturday's Mercato, the Little Italy Wednesday Market offered a wide selection of organic products made from California farmers, fisherman and artisan foodmakers. There was no need to stop at a traditional grocery store as shoppers purchased locally sourced items like pastured eggs, poultry, meat, fish, bread and sauces to make the perfect homemade meal. Pet owners could even find dog food at the market to treat their furry friends to healthy, delicious meals.

Whether guests were making a stop to pick-up items for breakfast or grabbing last-minute ingredients for dinner over their lunch break, the lively ambiance and buzz of Little Italy's hip Italian neighborhood brought excitement to

guests normal routine.

In March 2020, things changed as we knew them. The Little Italy Mercato and Wednesday Market were directed to close due to the pandemic. After weeks of advocating for the farmers' markets to be reclassified, at the State level, as essential - we had success!

As one of the first farmers' markets to be permitted to reopen in the City of San Diego. The Little Italy Mercato reopened with strict public health guidelines and one-touch shopping. This allowed Little Italy residents and

San Diegans to partake in open-air shopping for fresh produce, meats and other essential items.

Every week the Little Italy Mercato evaluates their operations and reports back to the City of San Diego for additional approvals to expand and reduce spacing of vendor booths while continuing to focus on public health and the State and County directives.

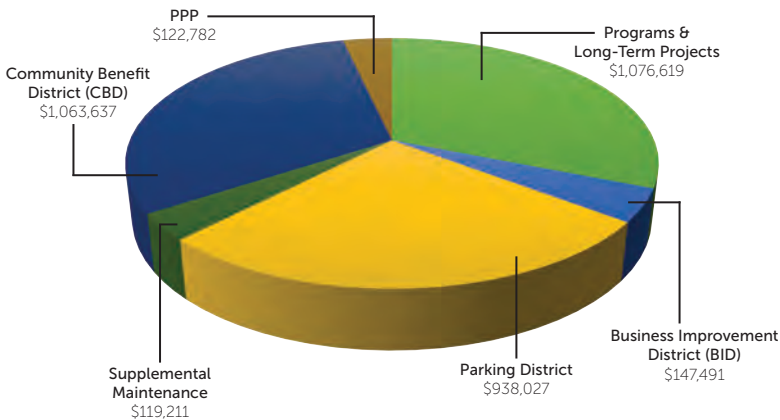
The Wednesday Market has not reopened since the closure in March. Stay tuned for updates on both markets by visiting LittleItalyMercatoSD.com.



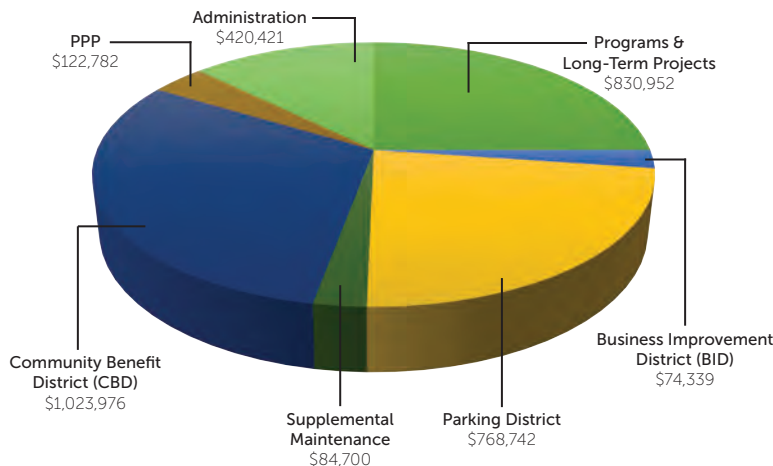
Little Italy Mercato Morphs Due to Pandemic.

LITTLE ITALY ASSOCIATION FY20 FINANCIALS

Income / \$3,467,767



Expense / \$3,325,732



LITTLE ITALY ASSOCIATION

OFFICERS

- Steven Galasso
President
- Daniel Mocerì
Vice President
- Luke Vinci
Secretary
- Louis Palestini
Treasurer

BUSINESS OWNERS

- Sandi Cottrell
ArtWalk San Diego
- Jocelyn Marcus
Realtor
- Perry Meyer
Meyer Fine Art

PROPERTY OWNERS

- Vito Altieri
- Domenic Brunetto
- Charlie Coradino
- Dino Cresci
- Jim DeSpenza
- Rich Gustafson
- Jonathan Herbert
- Pasquale Ioele
- Christie Kong
- Principal Juan Nunez
- Jack Pecoraro
- Lee Scrivner
- Diana Strauss Casey
- Fr. Joseph Tabigue
- Bryan Thompson

COMMUNITY-AT-LARGE

- Jenn Borba Von Stauffenberg
- Joe Cordileone
- Frank Stiriti
- Catt White
- Tom Zolezzi

CHIEF EXECUTIVE ADMINISTRATOR

Marco Li Mandri

DISTRICT MANAGER

Christopher Gomez

FINANCIAL MANAGER

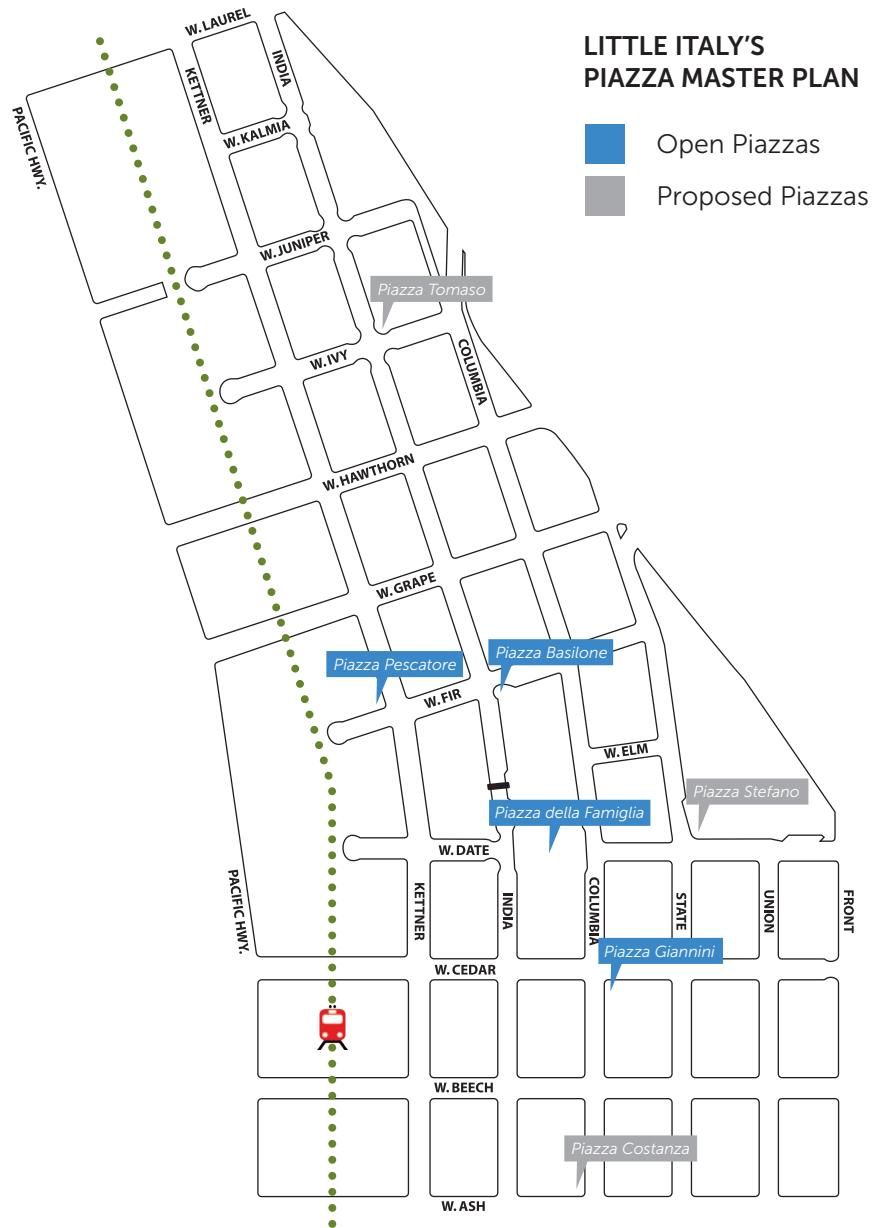
Rosie DeLuca

OFFICE MANAGER

Dianne Serna De Leon

STAFF

- Laura Li Mandri
- Shirley Zawadzki
- Monica Montes
- Joey Li Mandri



DID YOU KNOW?

Little Italy has...

48 Square Blocks
 67 Acres
 7 1/2 Miles of Frontage
 2,123 Parcels
 1,858 Property Owners
 1,753 Condos
 1,113 Apartment Units
 Approx. 5,000 Residents

778 Business Licenses
 944,969 SqFt of Commercial Office Space
 1,092 Hotel Rooms
 166 Motel Rooms
 27 B&B Rooms
 Approx. 6,300 Employees

LIA EMPLOYEES
 18 Maintenance
 5 Landscaping
 2 Pressure Washing
 23 Valet & Parking
 1,018 Trees
 210 Trashcans
 100 Recycling Receptacles