



Little Italy Association of San Diego – Joint Organization & Finance Committee
Friday, May 29, 2020 at 10:00am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/88066185159>
or call 1-669-900-6833 / Meeting ID: 880 6618 5159

Considering the current COVID-19 mandate directing the public to "Stay-at-Home," the Little Italy Association will start to roll out our normally scheduled meetings virtually using Zoom – a virtual conference platform. There are three methods to participate; 1. Desktop/laptop computer with camera and microphone, 2. Smartphone/tablet with camera and microphone, or 3. Landline phone call. If you need assistance setting up 1 and 2 or have questions about the process of 3, please call Chris Gomez at 619-233-3898 one day before the meeting.

AGENDA

1) Zoom Meeting Instructions & Introductions

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

2) Review of May 8, 2020 Minutes

Action Item

3) Next Meeting: _____

4) Organization Committee

- a. *Ciao Bella* Re-Opening Campaign
 - i. The Campaign
 1. Lead: *Ciao Bella*!
 2. Tagline: Our Little Italy, Your Famiglia.
 3. Description of Campaign: She is my neighborhood. They are my businesses. This is my family. Little Italy is home to many, over 150 retailers & restaurants, over 15 hotels & motels, and more than 3,000 residents. No matter the times...they are, we are, I AM LITTLE ITALY.
 - ii. *Al Fresco* Concept
 - iii. *Ciao Bella* [Pins](#) and [Merchandise](#)
 - iv. Olive Creative Strategies Update
- b. City Insurance
- c. Next Meeting: _____

5) Finance Committee

- a. Effects of COVID-19
 - i. SBA Economic Injury Disaster Loan (EIDL) - \$10K Received with Potentially More
 - ii. SBA Paycheck Protection Program (PPP) - \$252K Received
 - iii. FY20 End-of-Year Projections
 - iv. Convivio Deferred Rent for April & May
 - v. Events New/Modified/Postponed
 1. Little Italy's *Cinque* or *Sette Notti* – New (Fall)
 2. Little Italy Mercato – Modified
 3. Mission Fed ArtWalk – Postponed (11/7 & 8)

Ratify Org's Action

LITTLE ITALY ASSOCIATION OF SAN DIEGO

- 4. Taste of Little Italy – Postponed
- 5. Little Italy Summer Film Festival – Postponed
- 6. Marine Band San Diego Summer Concert – Possible Postponement
- b. 5% MAD Increase **Action Item**
- c. FY21 Budget Review **Action Item**
- d. FY21 Grants and Other Funds
 - i. Caltrans Nursery – Pending
 - ii. County Sanitation Grant – \$25K
 - iii. Batta | Fulkerson Dog Bag Sponsorship – \$12K
- e. Little Italy Venues
 - i. Postponed Agreement from April to End of June
 - ii. Amazon PupFest – \$40K
- f. New City America, Inc. Contract Review **Action Item**
- g. Next Meeting: _____

6) New City America, Inc. Administration Contract

7) 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.

- a. Organization Committee
 - i. Little Italy Dog Park Improvements
 - ii. Piazza Basilone Improvements & Repairs
 - iii. Columbus Task Force Meeting (Steve & Dominic)
 - iv. Landscaping GIS Software
 - v. Piazza Natale People's Plaza
 - vi. Flags on State/Columbia & W. Date
 - vii. OLR Italian National Church
 - viii. Piazza della Famiglia Story Plaque Financing
- b. Finance Committee
 - i. Bob Morris Fundraising Agreement
 - ii. Davi Tours Agreement
 - iv. Bollard Program
 - v. BID: AirBnB Assessments
 - vi. Reserve Study

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

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

THE BROWN ACT:

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



**Little Italy Association of San Diego
Organization Committee Meeting
Friday, May 8, 2020 / 10:00 am - LIA Office & Virtual**

PRESENT Steve Galasso, Lou Palestini, Jeri Keiler, Danny Mocerri, Luke Vinci, Jack Pecoraro, Catt White, Jocelyn Marcus, Jen von Staffenburg, Michelle Vanrooye,

STAFF Marco Li Mandri, Chris Gomez

MINUTES

ITEM	DISCUSSION	ACTION TAKEN
Minutes from April 17	Luke made a motion to approve minutes, Seconded by Danny	Unanimously approved
Next Meeting	Schedule for Friday 10:00 am May 29 th to be held with Finance meeting Steve made motion. Luke seconded.	Unanimously approved
Public Comment	No comments	Non-Taken
COVID19 Financial Impacts Update	Virus is having a major impact on the fiscal viability of the Association. Lou brought up budget shortfalls in the City in the coming fiscal year . Marco commented that we have been doing everything ourselves for so many years we are not impacted as far as it could be. We have to coordinate our internal revenue streams to pull through.	Non-Taken
Finances	SBA Economic Injury Disaster Loan (EIDL) 10k received with potentially more. SBA Paycheck Protection Program (PPP) 252k received. How funds will be used will be discussed via Finance Committee meeting with a strategic plan. Funds will be used primarily for payroll as the guidelines put forward.	Non-Taken
Budget	FY20 End of Year Projections. Budget is being created to have ready for the finance meeting. FY21 Budget Planning	Non-Taken
Bollards	\$660k was approved for installation of bollards to be in-place by labor day. The funds will be granted to the Association from the City based upon the Downtown Parking Fund	Non-Taken
Insurance	City has agreed to consider being the carrier for general liability and special events for the Association.	Non-Taken
Homeless	Marco is working on goal to obtain 100k to be given from PATH to be given to Little Italy and Bankers Hill	Non-Taken
AMICI Park	Discussion is continuing obtain DIFs to build AMICI Park	Non-Taken
Events		
Mission Federal Credit Art Walk	Looking at November 7 & 8 as a replacement date for Art Walk. Luke brought up that OLR needs to know asap for planning of the OLR Spaghetti Dinner.	Non-Taken

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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Mercato	April was a difficult month with less than 20 vendors. Still metering entry and exit. First week of May the Mercato will expand to 3 blocks. Petition going to expand back to 8 – 10 blocks. Total net income \$61.00. May projection is trending to have \$15,000 net.	Non-Taken
Taste of Little Italy	Concept is changing to a multi-day event. With a limit of 200 tickets sold daily. Ticket prices is \$75.00 per person. \$50.00 to association. \$10 to offset food costs to businesses and \$15 earmarked for handling COVID19 issues restaurants are dealing with. General consent is that it's a good idea that we can build on in future years. Budget will be presented at next hospitality meeting.	Non-Taken
Amazon's PupFest	They have selected dates to come back to Little Italy Dog Park hoping to lock in at the end of August. Chris has checked with city issues and permitting process with organized events.	Non-Taken
Little Italy Summer Film Festival	Looking to put it on hold. Chris did talk to Rich at Cinema Little Italy about fund split and they were not receptive. We want to have the cultural event but we cannot underwrite the event.	Non-Taken
Marine Band San Diego Summer Concert	We have not heard from the Marines. Waiting on special events and public gathering guidelines for operating the event.	Non-Taken
Christmas Tree Lighting	Planning for worst case scenario with budget and decorations.	Non-Taken
CIAO BELLA Re-Opening Campaign		
Chairs in Piazza	Question about opening Piazza in conjunction with food hall. Looking to open up on Monday morning as a soft opening with a mandated monitor to bus tables and guide on social distancing. This is based upon County rules for take out.	Non-Taken
Little Italy Dog Park Improvements	Under construction right now to add new pavers and planters to finish up plans. Small donations are coming in to fund projects. And Chris has a contact of someone who is looking to underwrite the opening of the dog park with mandated staff member.	Non-Taken
Piazza Basilone Improvements & Fountain Issues	When dog park is done. Piazza Basilone will build the support mechanism behind the steps. We are currently investigating the fountain leaking as its going dry.	Non-Taken
June Board Meeting	June meeting for 8:30 am 2 nd via zoom motion made by Steve and Luke 2 nd	Unanimously approved.
Old Business	Nothing to report	Non-Taken
Adjourn	Motion made by Luke, Danny 2 nd	Unanimously Approved

Minutes taken by Luke Vinci, Secretary

Profit & Loss

July 2019 through April 2020

	BID	MAD	Maintenance Non-Assessment	Parking Programs	Parking Meter Revenues	Programs & Operations	TOTAL
Income							
SBA EIDL	0.00	0.00	0.00	0.00	0.00	10,000.00	10,000.00
PROGRAM INCOME	0.00	0.00	0.00	0.00	0.00	366,063.32	366,063.32
BID INCOME	128,310.51	0.00	0.00	0.00	0.00	0.00	128,310.51
MAINTENANCE DISTRICT INCOME	0.00	888,160.58	0.00	0.00	0.00	0.00	888,160.58
MAINTENANCE NON-ASSESS INCOME	0.00	0.00	108,386.05	0.00	0.00	0.00	108,386.05
MERCATO INCOME	0.00	0.00	0.00	0.00	0.00	661,565.00	661,565.00
PARKING DISTRICT INCOME	0.00	0.00	0.00	544.00	592,315.16	0.00	592,859.16
PARKING DISTRICT REVENUES	0.00	0.00	0.00	240,258.00	0.00	0.00	240,258.00
Total Income	128,310.51	888,160.58	108,386.05	240,802.00	592,315.16	1,037,628.32	2,995,602.62
Expense							
MISC MAINT EXPENSE	0.00	0.00	12,449.55	0.00	0.00	129.89	12,579.44
OFFICE OPERATIONS	36,744.55	106,645.39	-995.48	0.00	0.00	13,529.08	155,923.54
LANDSCAPE OPERATIONS	0.00	65,029.53	200.00	0.00	0.00	37,194.74	102,424.27
ASSESS DIST OPERATIONAL EXP	0.00	108,052.26	16,554.10	0.00	0.00	2,105.18	126,711.54
PERSONNEL EXPENSE	0.00	626,000.00	39,219.73	0.00	0.00	50,817.19	716,036.92
PROGRAM EXPENSE	3,845.00	4,710.69	0.00	-9.55	0.00	383,281.86	391,828.00
Maintenance Personnel	0.00	0.00	0.00	0.00	0.00	2,529.73	2,529.73
NCA Management	35,709.22	0.00	0.00	0.00	0.00	154,245.80	189,955.02
Office Operational	0.00	1,566.50	0.00	0.00	0.00	7,899.15	9,465.65
Consulting Services	22,000.00	0.00	0.00	0.00	0.00	0.00	22,000.00
Contingency	3,275.00	0.00	0.00	0.00	0.00	0.00	3,275.00
SBEP EXPENSES	14,290.78	0.00	0.00	0.00	0.00	0.00	14,290.78
MERCATO EXPENSE	0.00	134.19	0.00	0.00	0.00	375,838.99	375,973.18
PARKING DISTRICT EXPENSE	0.00	0.00	0.00	202,954.89	629,427.49	0.00	832,382.38
Total Expense	115,864.55	912,138.56	67,427.90	202,945.34	629,427.49	1,027,571.61	2,955,375.45
Net Income	12,445.96	-23,977.98	40,958.15	37,856.66	-37,112.33	10,056.71	40,227.17

Balance Sheet

As of April 30, 2020

	<u>Apr 30, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
BID Acct / Torrey Pines	13,736.10
Programs Acct / Torrey Pines	55,601.32
Mercato / Torrey Pines	9,798.64
Parking District / Torrey Pines	38,066.14
MAD Acct / Torrey Pines	267,617.20
Payroll Acct / Torrey Pines	19,792.41
Savings Acct / Torrey Pines	167,724.20
Total Checking/Savings	<u>572,336.01</u>
Accounts Receivable	
Accts Rec - MAD	955.65
Accts Rec - Parking District	78,499.25
Accts Rec - Programs	5,990.80
Total Accounts Receivable	<u>85,445.70</u>
Other Current Assets	
Inventory LIA merchandise	1,020.00
Endowment Fund	11,202.00
Total Other Current Assets	<u>12,222.00</u>
Total Current Assets	<u>670,003.71</u>
Fixed Assets	
Program Equipment	51,279.96
Improvements	29,077.36
Equipment - MAD	18,499.82
Website design	10,400.00
Vehicles - MAD	113,215.15
Accumulated depreciation	-131,873.93
Total Fixed Assets	<u>90,598.36</u>
TOTAL ASSETS	<u>760,602.07</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable - BID	544.94
Accounts Payable - Programs	10.00
Accounts Payable - Parking Dist	3,186.37
Accounts Payable - MAD	13,411.83
Total Accounts Payable	<u>17,153.14</u>
Other Current Liabilities	
MAD Advance	175,476.52
Total Other Current Liabilities	<u>175,476.52</u>
Total Current Liabilities	<u>192,629.66</u>
Long Term Liabilities	
Loan Payable #3 F-150 V8	14,527.09
Loan Payable #4 F-150 V6	14,421.23
Total Long Term Liabilities	<u>28,948.32</u>
Total Liabilities	<u>221,577.98</u>
Equity	
Net unrestricted assets	498,796.92
Net Income	40,227.17
Total Equity	<u>539,024.09</u>
TOTAL LIABILITIES & EQUITY	<u>760,602.07</u>

FY20 End-of-Year MAD & Programs with PPP

As of April 30, 2020

Programs (2-Months)

YTD Net	\$	5,647.12	
PPP	\$	252,029.00	
Payroll Expense (75%)	\$	(189,021.75)	
Non-Payroll (25%)	\$	(63,007.25)	
Lot Fees [Parking]	\$	11,850.00	Need to Spend***
Rent & Utilities [All]	\$	17,699.34	\$ 33,457.91
FY21 Carryforward*	\$	5,647.12	

Payroll	All	PT	P	WC	Total
MAD	\$ 113,600.00		\$ 5,700.00		\$ 110,780.00
Parking		\$ 4,800.00		\$ 2,600.00	\$ 7,400.00
Programs		\$ 12,000.00	\$ 5,000.00	\$ 700.00	\$ 17,700.00
Mercato		\$ 18,000.00	\$ 20,000.00	\$ 1,200.00	\$ 39,200.00
Total	\$ 113,600.00	\$ 34,800.00	\$ 30,700.00	\$ 4,500.00	\$ 175,080.00
Federal Taxes (7.5%)	\$ (8,520.00)	\$ (2,610.00)	\$ -	\$ -	\$ (11,130.00)
	\$ 105,080.00	\$ 32,190.00	\$ 30,700.00	\$ 4,500.00	\$ 172,470.00

MAD (2-Months)

FY20 Income	\$1,063,637.11
Payroll (2-Months)	\$ (110,780.00)
Difference	\$ 952,857.11
Programs Transfer	\$ (37,742.04)
Lighting Expense Reduction	\$ 6,500.00
FY21 Carryforward	\$ 79,537.96

PPP	\$ 252,029.00
Payroll Expenses (75%)	\$ 189,021.75
Payroll Total	\$ (172,470.00)
Need to Spend***	\$ 16,551.75
***TOTAL TO SPEND	\$ 50,009.66

All: Payroll, Taxes, W/C & Insurance
 PT: Payroll & Taxes
 P: Payroll
 WC: Workers Comp

*This FY21 Carryforward is not accurate because we need to spend all Non-Payroll & Payroll PPP funds within 2-months. Should be \$5,647.12.

Programs Expense

Transfer**	1-Month	2-Months
Surf City Pools	\$ 736.00	\$ 1,472.00
The Hartford	\$ 3,210.69	\$ 6,421.38
Brightview	\$ 494.00	\$ 988.00
United Site Services	\$ 130.33	\$ 260.66
New City America, Inc.	\$ 14,300.00	\$ 28,600.00
	\$ 18,871.02	\$ 37,742.04

All Accounts Expense

Transfer**	1-Month	2-Months
Office Rent	\$ 3,859.67	\$ 7,719.34
Lot Rental	\$ 1,000.00	\$ 2,000.00
Storage Rent	\$ 900.00	\$ 1,800.00
City of San Diego (Water)	\$ 640.00	\$ 1,280.00
SDG&E	\$ 800.00	\$ 1,600.00
Cox Communications	\$ 950.00	\$ 1,900.00
Verizon	\$ 700.00	\$ 1,400.00
	\$ 8,849.67	\$ 17,699.34

Parking Programs

Expense Transfer**	1-Month	2-Months
800 W. Ivy	\$ 3,000.00	\$ 6,000.00
Ace Parking	\$ -	\$ -
Griffin	\$ 500.00	\$ 1,000.00
Amici Pet Hospital	\$ 500.00	\$ 1,000.00
Kettner Garage	\$ 1,925.00	\$ 3,850.00
	\$ 5,925.00	\$ 11,850.00

**Programs expenses have been transferred into MAD.

**Parking Program expenses have been transferred into Programs under PPP.

**All Accounts expenses have been transferred into Programs under PPP.

LITTLE ITALY ASSOCIATE BUDGET - FISCAL YEAR 2020-21

	INCOME	EXPENSE	DIFFERENCE
BID	120,000	120,000	0
MAD	1,118,742	1,212,107	-93,365
MAD NON ASSESSMENT	95,500	51,575	43,925
PARKING DISTRICT	1,881,470	1,881,470	0
PROGRAMS AND OPERATIONS	691,260	696,665	-5,405
TOTAL	3,906,972	3,961,817	-54,845

Little Italy Association of San Diego
BID Profit & Loss Budget Overview
 July 2020 through June 2021

	Jul '20 - Jun 21
Income	
BID INCOME	
BID Disbursements	120,000.00
Total BID INCOME	120,000.00
Total Income	120,000.00
Gross Profit	120,000.00
Expense	
OFFICE OPERATIONS	
Accounting	4,000.00
Computer Service	4,500.00
Dues & subscriptions	500.00
Insurance	3,000.00
Office supplies	9,000.00
Printing	500.00
Phone & Internet	2,500.00
Postage	1,000.00
Web Maintenance	2,000.00
Total OFFICE OPERATIONS	27,000.00
NCA Management	
Staff Administration	60,000.00
Total NCA Management	60,000.00
Consulting Services	
PR	33,000.00
Total Consulting Services	33,000.00
Total Expense	120,000.00
Net Income	0.00

MAD 2021 Budget		
INCOME		
Assessments	1,077,787	
2020 Carry Forward	34,105	
Gas Tax	3,405	
General Benefit Income	43,112	
City Administration	-3,500	
Special District Lighting	-35,000	
Contingency Reserve	-16,167	
Grant Funding	15,000	
TOTAL INCOME		1,118,742
EXPENSE		
Office Operations		
Accounting	5,000	
Computer Repairs & Mainte	2,500	
General Insurance	54,000	
Office Supplies	10,000	
Payroll Service	4,000	
Rent	46,000	
Storage	8,400	
Repairs & Maintenance	1,000	
Utilities	3,000	
	Subtotal	133,900
Landscape Operations		
Nursery & Landscape Supplies	24,000	
Trees & Tree Maintenance	18,000	
Outside Services	12,000	
Tools & Equipment	3,000	
Dumpster	6,000	
Uniforms	3,500	
Equipment Rental	1,000	
	Subtotal	67,500
Maintenance Operations		
Dumpster	17,000	
Tools & Equipment	3,000	
Auto Expense	6,000	
Gas & Electricity	7,000	
Gasoline	22,000	
Equipment Rentals	1,000	
Cell phones	6,000	
Electrical	2,000	
Water	10,000	
Uniforms	7,000	
Cleaning & Janitorial Supplies	32,000	
	Subtotal	113,000

Pressure Washing Operations		
Tools & Equipment	1,000	
Water Trailer	6,000	
	Subtotal	7,000
SUBTOTAL NON-PERSONNEL		321,400
PERSONNEL EXPENSE		
Office Administrator		
Salary	24,960	
Taxes	1,997	
Health Insurance	2,995	
Workers Comp	1,747	
	Subtotal	31,699
Landscape Crew		
Salaries	226,720	
Taxes	18,138	
Health Insurance	27,206	
Workers Comp	15,870	
	Subtotal	287,934
Maintenance Crew		
Salaries	404,428	
Taxes	32,355	
Health Insurance	48,532	
Workers Comp	28,310	
	Subtotal	513,625
Pressure Washing Crew		
Salaries	64,480	
Taxes	5,158	
Health Insurance	7,738	
Workers Comp	4,514	
	Subtotal	81,890
SUBTOTAL MAD OPERATIONS STAFF		915,148
Health Insurance Premium EE Contribution		-25,941
ADJUSTED TOTAL MAD OPERATIONS STAFF		889,207
Employee Screening Services		1,500
TOTAL EXPENSES		1,212,107
NET INCOME (LOSS)		-93,365

Little Italy Association of San Diego
MAD Non-Assessment Profit & Loss Budget Overview
 July 2020 through June 2021

	Jul '20 - Jun 21
Income	
MAINTENANCE NON-ASSESS INCOME	
Mercato Services	30,000.00
Other Income / Special Events	5,500.00
Supplemental Services	60,000.00
Total MAINTENANCE NON-ASSESS INCOME	95,500.00
Total Income	95,500.00
Gross Profit	95,500.00
Expense	
MISC MAINT EXPENSE	
New Pressure Washer	9,000.00
MISC MAINT EXPENSE - Other	5,000.00
Total MISC MAINT EXPENSE	14,000.00
OFFICE OPERATIONS	
Bank Fees	150.00
Printing	125.00
Postage	1,700.00
Total OFFICE OPERATIONS	1,975.00
ASSESS DIST OPERATIONAL EXP	
MAD / BID OPERATIONS	
Seminars & Training	5,000.00
Misc	500.00
Mileage Reimbursement	500.00
Meals & Entertainment	1,500.00
Late Fees	100.00
Liability Claims	3,000.00
Auto expenses	15,000.00
Total MAD / BID OPERATIONS	25,600.00
Total ASSESS DIST OPERATIONAL EXP	25,600.00
PERSONNEL EXPENSE	
Maintenance Crew	
Staff Bonuses	10,000.00
Total Maintenance Crew	10,000.00
Total PERSONNEL EXPENSE	10,000.00
Total Expense	51,575.00
Net Income	43,925.00

FY21 Little Italy Parking District Budget			
<i>Revised 5/18/2020</i>			
INCOME			
Parking Meter Revenues (PMR)	\$750,000		
City Bollard Funds	\$665,000		
Keep // Projected Program Revenue	\$466,470		
Total FY21 Projected Income	\$1,881,470		
EXPENSE			
In-House Valet Program			
Valet Employee Payroll	\$445,000		
Equipment & Uniforms	\$10,000		
Cell/Tech Service & Fees	\$1,800		
Permits	\$3,000		
Program Management	\$68,970	\$459,800	28%
Total	\$528,770		
Lot Rentals and Insurance for Both Programs			
Workers Comp	\$35,000		
Liability Insurance	\$20,000		
Parking Lot Rentals	\$110,000		
Program Management	\$24,750	\$165,000	10%
Total	\$189,750		
Marketing and Promotions			
Website Maintenance (Partial)	\$3,000		
Printed Material	\$5,000		
Public Relations (Partial)	\$30,000		
Program Management	\$5,700	\$38,000	2%
Total	\$43,700		
New Initiatives and Special Projects			
People's Plazas & Pop-Outs	\$2,000		
City of San Diego In-Sourcing	\$1,000		
Planter Barricades & Beautification	\$70,000		
Enhanced Pedestrian Lighting	\$282,000		
Pedestrian Transition and ROW Safety	\$2,000		
Bollard Program	\$665,000		
Program Management	\$53,550	\$357,000	57%
Total	\$1,075,550		
LIA Operational			
Office Rent (Partial)	\$12,000		
Utilities & Supplies (Partial)	\$8,000		
Vehicle Subsidy & Maintenance (Partial)	\$6,000		
Storage (Partial)	\$12,000		
Program Management	\$5,700	\$38,000	2%
Total	\$43,700		
Total FY21 Projected Expenses	\$1,881,470		100%

**Little Italy Association of San Diego
Programs Operations**

	MAY 18 2020	(Amici Park)Dog Park	(Amici Park)Grounds	Total Amici Park	Art Walk	Banner
		21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21
Income						
PROGRAM INCOME						
NCA Fundraising						
LIA Board Give or Get						
Piazza Services						
Rent Income			4,000	4,000		
Advertising	4,000			4,000		
Donation						
Holiday Village						
Sponsors					1	1
Ticket sales						
PROGRAM INCOME - Other	0	0	0	0	0	0
Total PROGRAM INCOME	4,000	4,000	4,000	8,000	1	1
Total MERCATO INCOME						
Total Income	4,000	4,000	4,000	8,000	1	1
Expense						
OFFICE OPERATIONS						
NCA Performance Bonus						
Printing						
Pest Control			900	900		
Repairs & Maintenance						
Total OFFICE OPERATIONS			900	900		
MAD / BID OPERATIONS						
Water			1,400	1,400		
Total ASSESS DIST OPER. EXP			1,400	1,400		
PROGRAM EXPENSE						
Outside Services			10,000	10,000		
General Insurance					0	
Public Relations						
Advertising						
Audio/Video Equipment						
Equipment- Deprec & Rentals						
Landscaping & Nursery Supplies	3,600	0		3,600		
Liability Claim						
Merchant Services						
Misc					1	1
Program Management						
Program Operations			0	0		
Program Supplies	0	4,000		4,000		
Total PROGRAM EXPENSE	3,600	14,000	14,000	17,600	1	1
Total NCA Management						
Legal						
Total MERCATO EXPENSE						
Total Expense	3,600	16,300	16,300	19,900	1	1
Net Income	400	-12,300	-12,300	-11,900	0	0

**Little Italy Association of San Diego
Programs Operations**

MAY 18 2020		Capital Improvements	Christmas Programs	Convivio Events	Fall / Spring Displays
		Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21
Income					
PROGRAM INCOME					
	NCA Fundraising		29,000		
	LIA Board Give or Get		5,000		
	Piazza Services				
	Rent Income				
	Advertising				
	Donation				2,000
	Holiday Village		4,000		
	Sponsors			1	
	Ticket sales				
	PROGRAM INCOME - Other				
	Total PROGRAM INCOME	0	38,000	1	2,000
	Total MERCATO INCOME				
	Total Income	0	38,000	1	2,000
Expense					
OFFICE OPERATIONS					
	NCA Performance Bonus				
	Printing				
	Pest Control				
	Repairs & Maintenance				
	Total OFFICE OPERATIONS				
	MAD / BID OPERATIONS				
	Water				
	Total ASSESS DIST OPER. EXP				
PROGRAM EXPENSE					
	Outside Services				
	General Insurance				
	Public Relations		0		
	Advertising				
	Audio/Video Equipment		5,000		
	Equipment- Deprec & Rentals		23,000		
	Landscaping & Nursery Supplies				
	Liability Claim				
	Merchant Services				
	Misc			1	
	Program Management				
	Program Operations				
	Program Supplies		10,000		2,000
	Total PROGRAM EXPENSE	0	38,000	1	2,000
	Total NCA Management				
	Legal				
	Total MERCATO EXPENSE				
	Total Expense	0	38,000	1	2,000
	Net Income	0	0	0	0

**Little Italy Association of San Diego
Programs Operations**

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MAY 18 2020		General & Admin	Gran Fondo	Little Italy Tours	Little Italy Merchandise
		Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21
Income					
PROGRAM INCOME					
	NCA Fundraising	3,000			
	LIA Board Give or Get	15,000			
	Piazza Services				
	Rent Income				
	Advertising				
	Donation				
	Holiday Village				
	Sponsors				
	Ticket sales				
	PROGRAM INCOME - Other		1	6,000	20,000
	Total PROGRAM INCOME	18,000	1	6,000	20,000
	Total MERCATO INCOME				
	Total Income	18,000	1	6,000	20,000
Expense					
OFFICE OPERATIONS					
	NCA Performance Bonus	0			
	Printing	1,000			
	Pest Control	0			
	Repairs & Maintenance	10,000			
	Total OFFICE OPERATIONS	11,000			
	MAD / BID OPERATIONS	1,500			
	Water	0			
	Total ASSESS DIST OPER. EXP	1,500			
PROGRAM EXPENSE					
	Outside Services				
	General Insurance	10,000			
	Public Relations				
	Advertising	3,000			
	Audio/Video Equipment				
	Equipment- Deprec & Rentals				
	Landscaping & Nursery Supplies				
	Liability Claim	15,000			
	Merchant Services	2,000	1		
	Misc	3,500		1,000	10,000
	Program Management				
	Program Operations				
	Program Supplies				
	Total PROGRAM EXPENSE	33,500	1	1,000	10,000
	Total NCA Management	202,000			
	Legal	10,000			
	Total MERCATO EXPENSE				
	Total Expense	258,000	1	1,000	10,000
	Net Income	-240,000	0	5,000	10,000

**Little Italy Association of San Diego
Programs Operations**

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MAY 18 2020		Total Mercato	Military Events	Misc Events	Piazza Basilone	Piazza Costanza
		Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21
Income						
PROGRAM INCOME						
	NCA Fundraising					
	LIA Board Give or Get					
	Piazza Services					
	Rent Income					
	Advertising					
	Donation		0	0		
	Holiday Village					
	Sponsors		1	1		1
	Ticket sales					
	PROGRAM INCOME - Other					
	Total PROGRAM INCOME	0	1	1		1
	Total MERCATO INCOME	485,000				
	Total Income	485,000	1	1	0	1
Expense						
OFFICE OPERATIONS						
	NCA Performance Bonus					
	Printing					
	Pest Control					
	Repairs & Maintenance					
	Total OFFICE OPERATIONS					
	MAD / BID OPERATIONS					
	Water					
	Total ASSESS DIST OPER. EXP					
PROGRAM EXPENSE						
	Outside Services					
	General Insurance					
	Public Relations			0		
	Advertising					
	Audio/Video Equipment			0		
	Equipment- Deprec & Rentals			0		
	Landscaping & Nursery Supplies				1,200	
	Liability Claim					
	Merchant Services					
	Misc		1	1		1
	Program Management					
	Program Operations				3,000	
	Program Supplies				0	
	Total PROGRAM EXPENSE	0	1	1	4,200	1
	Total NCA Management					
	Legal					
	Total MERCATO EXPENSE	291,105				
	Total Expense	291,105	1	1	4,200	1
	Net Income	193,895	0	0	-4,200	0

**Little Italy Association of San Diego
Programs Operations**

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MAY 18 2020		(Piazza della Famiglia)Public restrooms	(Piazza della Famiglia)	Total Piazza della Famiglia	Piazza Giannini
		Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21
Income					
PROGRAM INCOME					
	NCA Fundraising				
	LIA Board Give or Get				
	Piazza Services	3,750		3,750	
	Rent Income		0	0	
	Advertising				
	Donation		20,000		
	Holiday Village				
	Sponsors		5,000	5,000	1
	Ticket sales				
	PROGRAM INCOME - Other		0	0	
	Total PROGRAM INCOME	3,750	25,000	28,750	1
	Total MERCATO INCOME				
	Total Income	3,750	25,000	28,750	1
Expense					
OFFICE OPERATIONS					
	NCA Performance Bonus				
	Printing				
	Pest Control				
	Repairs & Maintenance				
	Total OFFICE OPERATIONS		0	0	
	MAD / BID OPERATIONS				
	Water				
	Total ASSESS DIST OPER. EXP				
PROGRAM EXPENSE					
	Outside Services				
	General Insurance		12,000	12,000	
	Public Relations				
	Advertising				
	Audio/Video Equipment				
	Equipment- Deprec & Rentals				
	Landscaping & Nursery Supplies		5,000	5,000	
	Liability Claim				
	Merchant Services				
	Misc		600	600	1
	Program Management			0	
	Program Operations		16,600	16,600	
	Program Supplies	3,750	0	3,750	
	Total PROGRAM EXPENSE	3,750	34,200	37,950	1
	Total NCA Management				
	Legal				
	Total MERCATO EXPENSE				
	Total Expense	3,750	34,200	37,950	1
	Net Income	0	-9,200	-9,200	0

**Little Italy Association of San Diego
Programs Operations**

	MAY 18 2020	Piazza Pescatore	Public Spaces	State of Neighborhd	Summer Film Festival
		Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21
Income					
PROGRAM INCOME					
NCA Fundraising					
LIA Board Give or Get					
Piazza Services					
Rent Income					
Advertising					
Donation					0
Holiday Village					
Sponsors		1		2,500	1
Ticket sales				3,000	0
PROGRAM INCOME - Other			0		
Total PROGRAM INCOME		1	0	5,500	1
Total MERCATO INCOME					
Total Income		1	0	5,500	1
Expense					
OFFICE OPERATIONS					
NCA Performance Bonus					
Printing					
Pest Control					
Repairs & Maintenance					
Total OFFICE OPERATIONS					
MAD / BID OPERATIONS					
Water					
Total ASSESS DIST OPER. EXP					
PROGRAM EXPENSE					
Outside Services					
General Insurance					
Public Relations				500	
Advertising					
Audio/Video Equipment					
Equipment- Deprec & Rentals					
Landscaping & Nursery Supplies					
Liability Claim					
Merchant Services					
Misc		1			1
Program Management					
Program Operations				5,000	
Program Supplies					
Total PROGRAM EXPENSE		1	0	5,500	1
Total NCA Management					
Legal					
Total MERCATO EXPENSE					
Total Expense		1	0	5,500	1
Net Income		0	0	0	0

**Little Italy Association of San Diego
Programs Operations**

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	MAY 18 2020	TOLI	Trick or Treat	Venue Rentals	TOTAL
		Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21	Jul '20 - Jun 21
Income					
PROGRAM INCOME					
NCA Fundraising					32,000
LIA Board Give or Get					20,000
Piazza Services					3,750
Rent Income				50,000	54,000
Advertising					4,000
Donation					2,000
Holiday Village					4,000
Sponsors					7,509
Ticket sales		28,000	2,000		33,000
PROGRAM INCOME - Other		0			26,001
Total PROGRAM INCOME		28,000	2,000	50,000	206,260
Total MERCATO INCOME					485,000
Total Income		28,000	2,000	50,000	691,260
Expense					
OFFICE OPERATIONS					
NCA Performance Bonus					0
Printing					1,000
Pest Control					900
Repairs & Maintenance					10,000
Total OFFICE OPERATIONS					11,900
MAD / BID OPERATIONS					1,500
Water					1,400
Total ASSESS DIST OPER. EXP					2,900
PROGRAM EXPENSE					
Outside Services					10,000
General Insurance					22,000
Public Relations		500	0		1,000
Advertising			500		3,500
Audio/Video Equipment					5,000
Equipment- Deprec & Rentals					23,000
Landscaping & Nursery Supplies					9,800
Liability Claim					15,000
Merchant Services					2,001
Misc		2,500			17,609
Program Management				24,000	24,000
Program Operations					24,600
Program Supplies			1,500		21,250
Total PROGRAM EXPENSE		3,000	2,000	24,000	178,760
Total NCA Management					202,000
Legal					10,000
Total MERCATO EXPENSE					291,105
Total Expense		3,000	2,000	24,000	696,665
Net Income		25,000	0	26,000	-5,405

	July	Aug 5W	Sept	Oct	Nov	Dec 3W	Jan 5W	Feb	March	April	May 5W	June	Annual		
VENDOR INCOME	\$28,000	\$33,000	\$33,000	\$38,000	\$38,000	\$30,000	\$45,000	\$40,000	\$40,000	\$50,000	\$60,000	\$50,000	\$485,000		ASSUMPTIONS
															July / Aug/ Sept
STAFF	\$6,000	\$6,000	\$6,000	\$8,000	\$8,000	\$7,000	\$9,000	\$9,000	\$9,000	\$10,000	\$10,000	\$10,000	\$98,000		4 blocks, 10 feet
MAINT	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000		
RENTALS	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$14,400		Oct/Nov/Dec
INSURANCE	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$5,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$21,500		6 blocks
DUMPSTER	\$0	\$0	\$0	\$0	\$0	\$0	\$200	\$200	\$200	\$200	\$200	\$200	\$1,200		
HARDWARE	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800		Jan/Feb/March
TRAFFIC	\$0	\$0	\$0	\$0	\$0	\$0	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300	\$19,800		6 blocks 6 feet
	\$11,350	\$11,350	\$11,350	\$13,350	\$13,350	\$12,350	\$21,350	\$17,850	\$17,850	\$18,850	\$18,850	\$18,850	\$186,700		
															April May June
NET	\$16,650	\$21,650	\$21,650	\$24,650	\$24,650	\$17,650	\$23,650	\$22,150	\$22,150	\$31,150	\$41,150	\$31,150	\$298,300		80% of historic
SDM EXP	\$5,828	\$7,578	\$7,578	\$8,628	\$8,628	\$6,178	\$8,278	\$7,753	\$7,753	\$10,903	\$14,403	\$10,903	\$104,405		
LIA NET	\$10,823	\$14,073	\$14,073	\$16,023	\$16,023	\$11,473	\$15,373	\$14,398	\$14,398	\$20,248	\$26,748	\$20,248	\$193,895		



Proposal for Redesigned Taste of Little Italy

As Little Italy works to re-open, we look to find new ways to enjoy the neighborhood and highlight the restaurants that are the backbone of the community. The redesigned Taste of Little Italy will follow new safety guidelines provided by the city and bring San Diegans together to enjoy a custom meal from their favorite Little Italy venues, support restaurants that have weathered through this hard time and participate in a fun event while staying safe and healthy. Instead of a one-night event, the new Taste will be extended over a weeklong period. Five restaurants will be highlighted each night to create an elevated five course meal. Chefs from each restaurant will collaborate together to make sure each course complements each other.



Logistically, we want to keep crowd sizes small and avoid mass gathering on the sidewalks. The new Taste will sell a maximum of 200 tickets per night. Ticketholders will be given a time window to check in at the Piazza della Famiglia. Upon arrival, each guest will receive a Little Italy tote bag so they can collect their meal from the five restaurants. In order to guarantee the best quality and safest preparation, participants will walk or drive to the participating restaurants to pick up their meals. Once all items have been obtained, guests will have a five-course meal for two that can be taken home or enjoyed at their convenience.

Details:

Title: Little Italy Taste Cinque or Sette Notti

Dates: August, September, or October

5 or 7 day event

Timing: 4:00pm – 7:00pm

Location: Piazza della Famiglia

Restaurants:

4 or 5 restaurants per night

Pricing:

\$75 per ticket; based on a meal for two participants

Maximum of 200 tickets sold per night

Ticket cost breakdown

1. \$75 per ticket
2. \$10 per ticket to restaurant to offset food cost (\$400 per restaurant per night)
3. \$15 per ticket to restaurant to support restaurant crisis fund (\$600 per restaurant per night)
 - Total give back to each participating restaurant is \$1000
4. \$50 to Little Italy Association for organization and support LIA efforts