



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, November 1, 2022 at 8:30 am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847>
or call 1-669-900-6833 / Meeting ID: 863 3683 2847 / Password: 3898

AGENDA

1) Zoom Meeting Protocol & Introductions / Steve Galasso, President

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 AB361 Continuing Virtual Meetings

Action Item P. 3

Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3) Minutes of the October 4, 2022 Meeting

Action Item P. 4-10

4) Non-Agenda: Public Comment & Announcements

5) Committee Reports

Organization Committee / Steve Galasso

a. New and Current Board Orientation / Steve

b. County of San Diego Neighborhood Reinvestment Grant / Marco

P. 11

c. General Liability Insurance & MAD Contract Language Amendment

P. 20

d. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance

e. Next Meeting: **Monday, November 21, 2022 at 11:30am**

Visit: <https://us02web.zoom.us/j/86847095075> or

Call: 1-669-900-6833 / Meeting ID: 868 4709 5075

Password: 3898

Finance Committee / Bryan Thompson

a. YTD Financial Report / Jeri Keiller & Bryan

Action Item P. 12-13

b. Cresci Claim – Update

c. Next Meeting: **Friday, November 18, 2022 at 11:00am**

Visit: <https://us02web.zoom.us/j/86336091108> or

Call: 1-669-900-6833 / Meeting ID: 863 3609 1108

Password: 3898

District Identity & Placemaking (DI&P) Committee / Perry Meyer

a. Olive Creative Strategies Report

P. 14-16

b. Little Italy Winter Displays

P. 17

c. Little Italy Mercato (Saturdays & Wednesdays) / Catt White

d. Trick-or-Treat on India Street

Wrap-Up

e. Small Business Season

Sat., 11/26+

f. Little Italy Tree Lighting & Christmas Village

Sat., 12/3

P. 18-19

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866

Email: mail@littleitalysd.com ▪ Website: www.littleitalysd.com

Facebook: Little Italy San Diego ▪ Twitter / Instagram / LinkedIn: @LittleItalySD ▪ #LittleItalySD

- g. Little Italy Venues / Curt Brooker
- h. Next Meeting: **Friday, November 18, 2022 at 9:00am**
Visit: <https://us02web.zoom.us/j/83003333549> or
Call: 1-669-900-6833 / Meeting ID: 830 0333 3549
Password: 3898

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. No Updates

Parking & Mobility Committee / Luke Vinci

- a. Bollard Program
- b. Columbia Conversion

6) Community Reports

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblyman Ward's Office, Supervisor Lawson-Remer's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, Economic Development Department, Our Lady of the Rosary, Washington Elementary School, Convivio and DCPC.

7) Other

- 8) Next Meeting: Tuesday, November 1, 2022 at 8:30 am.**
Visit: <https://us02web.zoom.us/j/81754825757> or
Call: 1-669-900-6833 / Meeting ID: 817 5482 5757
Password: 3898

9) Adjournment

Action Item

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 on 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 or via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, October 4, 2022, at 8:30 am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847> or
call 1-669-900-6833/Meeting ID: 863 3683 2847/Password: 3898

PRESENT Steve Galasso, Lou Palestini, Danny Mocerri, Jeri Keiller, Ryan Blum, Joey Busalacchi, Annette Casemero, Catt Fields White, Lee Scriver, Father Joe Tabigue, Rich Gustafson, Jocelyn Marcus, Juan Nuñez, Pasquale Ioele, Jack Pecoraro, Jim DeSpenza, David Rodger

EXCUSED Luke Vinci, Bryan Thompson, Joe Cordileone

UNEXCUSED Diana Strauss Casey, Olivia Connolly, Curt Brooker, Clarissa Estevez

GUESTS Joe Scaglione, Zina Busalacchi, Perry Meyer, Kathi Meyer, Viridiana Quintana, Rhea Aguinaldo, Masha Lyon, Jason Weisz, Chris Ward, Christopher Gris

STAFF Marco Li Mandri, Chris Gomez, Rosie DeLuca, Dianne T. Serna De León, Dominic Li Mandri, Ethan Olsen, Rosie DeLuca, Brijet Myers, Larisa Medina, Jacob Rocha, Alicia Douglas

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions	The meeting was called to order at 8:30 a.m. by the President, Steve Galasso. Chris Gomez reviewed the Zoom meeting etiquette.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris Gomez advised that the Board and Committees need to ratify a vote at each meeting stating that we will continue to meet via Zoom, until the Board and Committees are comfortable with resuming in-person meetings.	2. Danny Mocerri moved to accept the vote to continue meeting via Zoom. Steve Galasso seconded the motion. Unanimously approved.
3. Review of September 13, 2022, Board Minutes	3. Minutes from September 13, 2022, were reviewed.	3. Jeri Keiller moved to accept the Board Minutes. Ryan Blum seconded the motion.

		Unanimously approved.
4. Non-Agenda: Public Comment Introductions and Announcements	<p>4. Joe Scaglione asked if the Little Italy Association would coordinate meals for 250 soldiers who will be docked in the San Diego Harbor on Thanksgiving.</p> <p>Marco stated that due to LIA's upcoming Trick-or-Treat on India Street and the Christmas Tree Lighting events, LIA does not have the capacity to coordinate this effort, however, we will act as support and ask for donations.</p>	4. No action taken
<p>5. Committee Reports <i>Org Committee:</i> <i>Steve Galasso;</i></p> <p>a. Nominations of Officers</p> <p>i. President, Steve Galasso</p> <p>ii. Vice President of Cultural Affairs, Lou Palestini</p> <p>iii. Treasurer, Bryan Thompson</p>	<p>5.i. Chris announced that Steve Galasso was nominated for President.</p> <p>5.ii. Chris announced that Lou Palestini was nominated for Vice President of Cultural Affairs.</p> <p>5.iii. Chris announced that Bryan Thompson was nominated as Treasurer.</p>	<p>5.i. Jeri Keiller moved to accept Steve Galasso as President. Danny Mocerri seconded the motion. Steve Galasso abstained. Motion passes.</p> <p>5.ii. Jack Pecoraro moved to accept Lou Palestini as the VP of Cultural Affairs. Danny Mocerri seconded the motion. Unanimously approved.</p> <p>5.iii. Danny Mocerri moved to accept Bryan Thompson as Treasurer. Lou Palestini seconded the motion. Unanimously approved.</p>

<p>b. New and Current Board Orientation</p> <p>c. General Liability Insurance & MAD Contract Language Amendment</p> <p>d. FY 23 Get-or-Give Recap, Self-Reporting & Board Attendance</p> <p>e. Next Meeting:</p>	<p>5.b. Jeri announced that a Board Orientation meeting will take place in November to bring new and current Board members up to speed.</p> <p>5.c. Marco reported that he is working with Jesus Cardenas at the Councilman's office to amend the language in the MAD contract regarding LIA's General Liability Insurance to reflect the City as the insurer.</p> <p>5.d. Chris stated that the Get-or-Give self-reporting form is on pages 12 and 13 of the Board packet. It is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association.</p> <p>5.e. The next Org Committee meeting will take place on Thursday, October 6, 2022, at 9:30am https://us02web.zoom.us/j/84468405705 or call: 1-669-900-6833. Meeting ID: 844 6840 5705 Password: 3898</p>	<p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p>
<p><i>Finance Committee: Bryan Thompson;</i></p> <p>a. YTD Financial Report/Jeri Keiller & Bryan Thompson</p> <p>b. Next Meeting:</p>	<p>5.a. Jeri Keiller presented the YTD financials.</p> <p>5.b. Next Meeting will be on Thursday, October 11, 2022, at 9:30 p.m. Visit: https://us02web.zoom.us/j/86897564817 or call: 1-669-900-6833. Meeting ID: 868 9756 4817 Password: 3898</p>	<p>5.a. Lou Palestini moved to accept the YTD Financial Report. Danny Mocerì seconded the motion. Unanimously approved. Jeri Keiller abstained.</p> <p>5.b. No action taken</p>
<p><i>Committee Reports DISI Committee: Perry Meyer</i></p> <p>a. Olive Creative Strategies Report</p>	<p>5.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media</p>	<p>5.a. No action taken</p>

	activities.	
b. Little Italy Fall Displays	5.b. Chris informed the Board that Fall Displays have been placed throughout Little Italy. If anyone is interested in sponsoring a Fall Display, Sponsorship information can be found on page 18 of the Board packet.	5.b. No action taken
c. Little Italy Mercato (Saturdays & Wednesdays) / Catt White	5.c. Catt Fields White reported on current Mercato activities.	5.c. No action taken
d. Consulado de Mexico's El Grito Celebration	Chris shared that the Consulado de Mexico event took place on September 15, 2022. The event went well and there were no issues.	5.d. No action taken
e. Casino di Piazza	5.e. Chris reported that the Casino di Piazza was a great event. We will schedule a wrap-up meeting this week or next. This was a revenue neutral event.	5.e. No action taken
f. Little Italy State of the Neighborhood	5.f. Marco reported that the State of the Neighborhood had a good turnout. Danny Mocerri would like to encourage all Board members to attend this annual event. Steve Galasso would like to hear more information about the future of Little Italy. Jim DeSpenza would like to hear more information about Convivio. Chris informed the Board that he will schedule a wrap-up meeting.	5.f. No action taken
g. An Evening You Can't Refuse with Gianni Russo/Jack Pecoraro	5.g. Jack Pecoraro reported that the Gianni Russo event went well. He thanked the sponsors and restaurants for their support and contributions. Jack concluded with; the event was a nice kick-off to Italian Heritage Month.	5.g. No action taken
h. Trick-or-Treat on India Street	5.h. Chris announce that Trick-or-Treat on India Street will take place on Friday, October 28, 2022, from 5:30pm-7:30pm. This event will cost \$3,000.	5.h. No action taken

	Juan Nuñez from Washington Elementary confirmed that the school will not be hosting their Annual Fall Festival, however, they will be hosting Trunk-or Treat for children and parents to attend on Friday, October 28, 2022.	
i. Small Business Season	5.i. Chris informed the Board that Small Business Season will begin on November 26, 2022.	5.i. No action taken
j. Little Italy Tree Lighting	5.j. Chris shared that the Little Italy Tree Lighting and Christmas Village sponsor forms can be found on page 19 and 20 of the Board Packet.	5.j. No action taken
k. Little Italy Venues	5.k. Curt Brooker reported that the Cisco Technology event held at the Piazza della Famiglia went well.	5.k. No action taken
l. San Diego Hospitality Associates Tours	5.l. Chris reported that San Diego Hospitality Associates Tours will have a sales and information booth at the Mercato.	5.l. No action taken
m. Next Meeting:	5.m. Friday, October 21, 2022, at 9:00am Visit: https://us02web.zoom.us/j/83003333549 or Call: 1-669-900-6833 / Meeting ID: 830 0333 3549 Password: 3898	5.m. No action taken
Neighborhood Advisory Committee (NAC)- Jeri Keiller		
a. No Update	5.a. Nothing to report.	5.a. No action taken
<i>Parking & Mobility Committee: Luke Vinci</i>		
a. Columbia Street Parking Conversion	5.a. Nothing to report.	5.a. No action taken
6. Community Reports	6. Marco introduced Assemblymember Chris Ward who wanted to address the Association before the redistricting process moves him to another district. Chris Ward reported on Gun Violence Prevention, Victims of Gun Violence, Clean	6. No action taken

	<p>Energy and Homelessness. Marco and Juan, the Principal from WES discussed Cal Trans inability to manage their properties along the freeway as well as below the Hawthorn, State Street and Grape Street bridges. Juan reported that parents were having a very hard time walking down the south side of Grape to walk their kids to school due to the growing homeless encampments.</p> <p>Jason Weisz from Senator Atkins' office shared that their office will be relocating out of Little Italy. Please reach out to Jason with any questions.</p> <p>Rhea Aguinaldo from the City of San Diego Economic Development Department gave an update. Rhea will circle back with information regarding Sidewalk Vending Ordinance enforcement. Marco stated that not only the Sidewalk Vending ordinance was not being enforced but he will want to work with the City on a new Busker ordinance. Discussion followed.</p>	
<p>7. Other</p>	<p>7. Marco reported that the language in the Amici Park improvement contract with the City is being finalized. Marco stated that Sidewalk Vendors are prohibited from selling on India St., Kettner and Columbia. Please contact the Association if any vendors are seen on these streets.</p> <p>Chris gave an update on the Bollards. SDG&E is pushing back, however, we are on the last leg of planning.</p> <p>Marco shared that Little Italy is having security issues and he would like to meet with the Hospitality Task Force to discuss the possibility of a security program.</p> <p>Chris announced that we will begin in-person Board meetings at Our Lady of the Rosary in December.</p> <p>Danny Mocerri thanked Chris and Marco for the Casino Night.</p>	<p>7. No action taken</p>

	Danny thanked the Maintenance Crew for their work at Amici Dog Park.	
8. Next Meeting	8. The next Board meeting will be on Tuesday, November 1, 2022, at 8:30am. https://us02web.zoom.us/j/81754825757 or call: 1-669-900-6833/Meeting ID: 817 5482 5757 Password: 3898	8. No action taken
9. Adjournment	9. Meeting Adjourned	9. Danny Mocerri moved to adjourn the meeting. Stave Galasso seconded the motion. Unanimously approved.

Minutes taken by Dianne T. Serna De León, Staff

Christopher M. Gomez

From: Mendoza, Myriam <Myriam.Mendoza@sdcounty.ca.gov>
Sent: Friday, October 28, 2022 3:35 PM
To: Christopher M. Gomez
Cc: Vargas, Cipriano
Subject: Office of Supervisor Lawson-Remer: Grant Award Notification

Good afternoon Chris,

I am pleased to let you know that Supervisor Lawson-Remer was glad to champion your Neighborhood Reinvestment Program request for an amount of \$40,000 to support your important work. It was approved at this week's Board of Supervisors meeting. You should be receiving an email with your grant agreement from the County of San Diego Office of Financial Planning within 10 to 15 business days from receiving this email. Make sure to respond to it as it will be the catalyst to have your check issued.

At this point, I am no longer an administrator (unless you go into delinquency) so please contact the cenprgrants@sdcounty.ca.gov if you have any general or technical questions. Please allow them some time to follow up.

Could you please send me a list of your Board of Directors, the Supervisor would like to send letters for their service and ongoing partnership.

Lastly, should you wish to acknowledge the receipt of the grant publicly, be sure to thank the Board of Supervisors and not the Supervisor directly.

All the best,

**Myriam Mendoza**

Community Engagement Fellow
Supervisor Terra Lawson-Remer
Third District

Phone 619-531-5533

Email myriam.mendoza@sdcounty.ca.gov

[Sign up for BOS D3 Newsletter](#)

1600 Pacific Highway, Room 335 | San Diego, CA

Profit & Loss

July through September 2022

Accrual Basis

	BID	MAD	Maintenance No...	Total Parking District	Programs & Ope...	TOTAL
Income						
PROGRAM INCOME	0.00	0.00	5,000.00	0.00	74,355.52	79,355.52
BID INCOME	30,681.98	0.00	0.00	0.00	0.00	30,681.98
MAINTENANCE DISTRICT INCOME	0.00	303,446.75	0.00	0.00	0.00	303,446.75
MAINTENANCE NON-ASSESS INC...	0.00	0.00	37,847.50	0.00	0.00	37,847.50
MERCATO INCOME	0.00	0.00	0.00	0.00	234,035.00	234,035.00
PARKING DISTRICT INCOME	0.00	0.00	0.00	131,126.29	0.00	131,126.29
PARKING DISTRICT REVENUES	0.00	0.00	0.00	29,368.48	0.00	29,368.48
Total Income	30,681.98	303,446.75	42,847.50	160,494.77	308,390.52	845,861.52
Gross Profit	30,681.98	303,446.75	42,847.50	160,494.77	308,390.52	845,861.52
Expense						
OFFICE OPERATIONS	9,763.96	45,570.15	0.00	0.00	13,680.02	69,014.13
LANDSCAPE OPERATIONS	0.00	18,273.56	0.00	0.00	0.00	18,273.56
ASSESS DIST OPERATIONAL EXP	0.00	34,769.83	49.46	0.00	268.50	35,087.79
PERSONNEL EXPENSE	0.00	205,235.22	-4,777.50	-3,811.20	3,940.00	200,586.52
ACCOUNTANT EXPENSE ENTRIES	0.00	0.00	6,090.27	0.00	4,862.01	10,952.28
PROGRAM EXPENSE	0.00	0.00	13,642.13	0.00	86,073.44	99,715.57
Maintenance Personnel	0.00	0.00	-9,636.00	0.00	755.31	-8,880.69
NCA Management	15,000.00	6,000.00	0.00	0.00	55,740.00	76,740.00
Office Operational	0.00	623.89	5,552.50	0.00	880.00	7,056.39
Consulting Services	8,250.00	0.00	0.00	0.00	0.00	8,250.00
MERCATO EXPENSE	0.00	0.00	0.00	0.00	135,229.95	135,229.95
PARKING DISTRICT EXPENSE	0.00	0.00	0.00	162,735.64	0.00	162,735.64
Total Expense	33,013.96	310,472.65	10,920.86	158,924.44	301,429.23	814,761.14
Net Income	-2,331.98	-7,025.90	31,926.64	1,570.33	6,961.29	31,100.38

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2022 - JUNE 2023**

BOARD MEETING DATE:		11/1/2022				
Accrual Basis Report - SEPTEMBER 2022						
				<u>DIFFERENCE</u>	YTD	<u>REVISED</u>
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>YTD</u>	BUDGET	<u>ANNUAL</u>
					(NET)	<u>BUDGET (NET)</u>
SAN DIEGO CONTRACTS						
	BID	30,682	33,014	-2,332	-1,553	0
	MAD ₁	303,447	310,473	-7,026	-42,029	-168,113
	PARKING METER ₂	121,590	120,414	1,176	-55,221	0
	TOTAL	\$455,719	\$463,901	-8,182	-98,803	-\$168,113
1. Supplemental Maintenance program: YTD net gain \$3,1927. (Budgeted net gain YTD \$29,819. Annual budget net income is \$85,780)						
2. Additional Parking Program operations: YTD net income \$394. (Budgeted net income \$900. Annual budget net income \$3,600)						
Programs and Operations: YTD net income \$6,961. (Budgeted YTD net income \$15,967. Annual budget net income \$53,388)						
		Sep-22	Sep-21			
Total income for Little Italy Assn		\$845,862	\$765,180			
Total expense for Little Italy Assn		<u>\$814,761</u>	<u>\$764,592</u>			
Net expense over income		<u>\$31,101</u>	<u>\$588</u>			
Balance Sheet						
	9/30/2022	9/30/2021				
Checking	526,730	557,103				
Savings	277,633	174,891				
Accounts Receivable	339,196	440,434				
Other assets	98,772	131,344				
Total Assets	<u>1,242,331</u>	<u>1,303,772</u>				
Accounts Payable	39,868	94,855				
Advances	109,587	203,303				
Loans	148,476	428,498				
Equity	944,400	577,116				
Liabilities & Equity	<u>1,242,331</u>	<u>1,303,772</u>				



LIA Board Meeting PR Agenda Tuesday, November 1, 2022

PITCHING

Recap/Upcoming Focus

- Little Italy Tree Lighting & Christmas Village Short Leads
- Small Business Season Short Leads
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego

BLOGS

Current

- Trick-or-Treat on India St

Upcoming

- Small Business Season

WRITING

Recap/Upcoming Focus

- Small Business Season Short Leads
- Little Italy Official Holiday Gift Guide
- Little Italy Tree Lighting and Christmas Village Short Leads
- San Diego Downtown News November | Small Business Season

Social Media

Highlights / Recap

- Gained 1,210 total new followers on all platforms
- Earned over 1M total impressions
- Garnered over 21K total engagements
- Promoted Gianni Russo event
- Highlighting Italian American Heritage throughout the month of October

Upcoming

- Creating original Reels / TikTok videos
- Continue to promote upcoming events

Analytics (Last 30 days as of October 21)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
Little Italy San Diego	1130	89672	7133	221624
Little Italy	51	93235	13476	828200
Little Italy SD	29	8808	83	-

● **TikTok**

- Followers: **451**
- Likes: **513**

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Sep 27, 2022 · Little Italy

👤 Reach	23,837
📊 Engaged users	2,068
👁️ Clicks	1,076
👁️ Other clicks	1,014



Sep 23, 2022 · Little Italy

Al fresco sunsets 🌅: Buon Appetito Restaurant

👤 Reach	12,340
📊 Engaged users	506
👁️ Clicks	98
👁️ Other clicks	117



Sep 27, 2022 · Little Italy

Our neighborhood is full of unique architecture, bright colors, and goo...

👤 Reach	8,313
📊 Engaged users	527
👁️ Clicks	184
👁️ Other clicks	123

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Oct 4, 2022 · Little Italy San Diego

We can't think of a better way to celebrate Italian Heritage Month th...

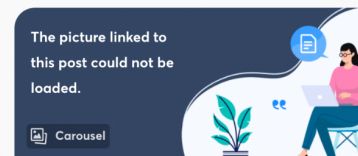
👤 Reach	48,987
💬 Comments	58
❤️ Likes	2,020
📌 Saves	207
📊 Engagement	3,106



Oct 3, 2022 · Little Italy San Diego

Calling little ghosts and goblins! 🎃 We are welcoming back our favorite...

👤 Reach	18,289
💬 Comments	5
❤️ Likes	755
📌 Saves	60
📊 Engagement	820



Oct 7, 2022 · Little Italy San Diego

Our neighborhood is lighting up in support of the @padres as they hea...

👤 Reach	9,877
💬 Comments	1
❤️ Likes	753
📌 Saves	8
📊 Engagement	762

Top content - Twitter (Based on engagement)

Best performing content published during the selected period.



Oct 9, 2022 · Little Italy SD

The Piazza Giannini honors the legacy of the great Italian-American who...

❤️ Likes 23
 🔄 Retweets 4
 📊 Engagement 27



Oct 1, 2022 · Little Italy SD

Ciao, amici! October is Italian-American Heritage & Culture Month...

❤️ Likes 13
 🔄 Retweets 1
 📊 Engagement 14



Oct 3, 2022 · Little Italy SD

Calling little ghosts and goblins! 🎃 We are welcoming back our favorite...

❤️ Likes 11
 🔄 Retweets 1
 📊 Engagement 12



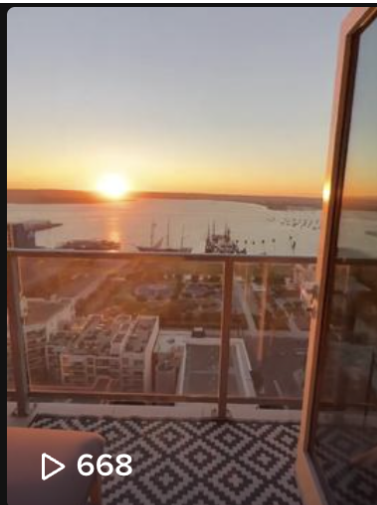
▶ 551

Join us in celebrating It...



▶ 794

We can't think of a bette...



▶ 668

Sunsets in ...

LITTLE ITALY¹⁷ Winter Displays

Last holiday season, the Little Italy Association has created and implemented two new modern seasonal displays to add to the 8' Nutcrackers, that traditionally adorn our corners on India Street and Kettner Boulevard.

To make the corners pop a little more, this year the staff and volunteers have refreshed the displays and added some color to add some vibrancy to the holiday season.

Little Italy's seasonal displays draw hundreds of Little Italy visitors and resident to them for great photo opportunities. This is just one of the many ways that we set our neighborhood apart from the rest of San Diego. This year the Winter Displays will be on display from November 21st to January 6th.

In the past, the Association absorbed the costs of the displays through various other funding mechanisms. Our focus, moving forward, is to make all projects revenue neutral so that we can fund other programs and projects. So, we are looking to our businesses, property owners and residents to support our efforts by sponsoring a corner. The cost of each display is \$350 and comes with a small marker identifying your family name, business name or a person you would like to dedicate the display to.

If you are interested, please fill out the form below and email to chris@littleitalysd.com.

Thank you for your time, consideration, and support,



Steven J. Galasso
President
Little Italy Association of San Diego



I, _____, hereby agree to sponsor a Winter Display for \$350.

Plaque: _____

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

The Little Italy Association of San Diego is a Non-Profit 501(c)(3) Corporation: Tax-ID #33-0752255. Donations and sponsorships made to the Association may be fully or partially tax-deductible. Please confer with your financial advisor or accountant.



LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

LOCATION // Throughout Little Italy - India Street between W. Cedar & W. Grape Streets

DATE // Saturday, December 3, 2021

TIME // 4:00pm – 8:00pm

This holiday season, Little Italy invites families, friends, neighbors and visitors to our time-honored Christmas season kick-off celebration. Sidewalks in Little Italy will be filled with holiday cheer for the 23rd Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 3rd from 4:00 p.m. to 8:00 p.m.

Guests will be invited to enjoy Little Italy's newest tree - The Aurora, created by California artist Josh Hubert, located in the center of Piazza Basilone and our permanent 25'+ live tree in the Piazza della Famiglia.

As visitors await the traditional Italian countdown tree lighting ceremony in the Piazza della Famiglia, they will be able to peruse and shop from local artisans for the perfect holiday gifts at the Christmas Village as to enjoy the community's festive decor, live music and entertainment, snacks, holiday beverages, and more!

The fun doesn't stop there! Santa will be making a special appearance for a quick, "Hello and Merry Christmas!" greeting.

SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting" sponsorship.
- **Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship for various portions of the event.
- **Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**
Logo on website with hyperlink.

LITTLE ITALY SAN DIEGO



Tree Lighting & Christmas Village

Little Italy Tree Lighting & Christmas Village Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting" sponsorship.
- Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship for various portions of the event.
- Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- Bronze Level / \$1,000**
Logo on website with hyperlink.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association
Mail to: 2210 Columbia Street, San Diego, CA 92101
Email to: Chris@LittleItalySD.com

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.



