Little Italy Association of San Diego – Board of Directors' Meeting
Tuesday, December 1, 2026 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

AGENDA

1. **Introductions / Steve Galasso, President**

2. **Non-Agenda Public Comment & Announcements (3-Min. Max Per Person)**
   Please keep comments directed to non-agenda items.

3. **Minutes of November 3, 2026 Meeting / Chris Gomez** ***Action Item*** **P. 3-11**

4. **Committee Reports**

   Organization Committee / Steve Galasso
   a. Organizational Leadership & Management Task Force: Update / Luke Vinci
   b. David Rodger's Resignation / Chris **P. 12**
   c. FY27 Board Meeting & Participation Attendance / Chris **P. 13**
   d. Little Italy Maintenance Walkthrough (1/21 @ 11am) / Chris
   e. Next Meeting: ~~**Third Thursday of the Month**~~
      Friday, December 4, 2026 at 1:00pm
      Little Italy Association Office (Conference Room) & Zoom

   Finance Committee / Bryan Thompson
   a. YTD Draft Financials / Jeri Keiller ***Action Item***
   b. FY27 Budget Adjustments / Jeri ***Action Item***
   c. Fidelity & Amici Park Fund Investments: Update / Jeri
   d. County of San Diego Grants / Chris
      i. CEG Grant: Awarded ($30K)
      ii. NRP Grant: Awarded ($50K)
   e. Little Italy Landmark Sign Repair: Update / Chris
   f. Little Italy Strand Lights Repair: Update / Chris
   g. Amici Park Phase I Improvements: Update / Chris
   h. Next Meeting: ~~**Fourth Monday of the Month**~~
      Friday, December 11, 2026 at 11:00am
      Little Italy Association Office (Conference Room) & Zoom

   District Identity & Placemaking (DI&P) Committee / Perry Meyer
   a. Katalyst PR + Social: Update / Matthew Van Court & Olivia Horvath **P. 14-15**
   b. Little Italy Mercatos (Every Sat. & Wed.) / Brijet Myers
   c. The Bulls of Sant'Agata Charge Little Italy for Movember (*Wrap-Up*) / Chris
   d. Little Italy Tree Lighting & Christmas Village / Chris **P. 16-18**
   e. Little Italy Venues / Curt
   f. Next Meeting: **Third Friday of the Month**
      Friday, December 18, 2026 at 9:00am
      Little Italy Association Office (Conference Room) & Zoom

Neighborhood Advisory Committee (NAC) / Rob Paladino

a. No Updates
b. Next Meeting: **TBA**

Parking & Mobility Committee / Luke Vinci

a. Mayor's Recommendation to Amend CP 100-18 / Chris
b. Next Meeting: **TBA**

Project Review Committee / Chris Gomez

a. No Updates
b. Next Meeting: **TBA**

Civil Sidewalks Committee / Rich Gustafson

a. No Updates
b. Next Meeting: **TBA**

5. Community Reports

SDPD, Senator Weber-Pierson's Office, Assemblywoman Boerner'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.

6. Other / Articles

7. Next Meeting: **Tuesday, January 5 or 12, 2027 at 8:30am** ***Action Item***
Our Lady of the Rosary's Church Hall (Downstairs)

8. Adjournment ***Action Item***

MEETING MATERIALS (GOVERNMENT CODE §54957.5 AND AB 2647). Documents provided to members of a Brown Act body in the 72 hours before a meeting (i.e., after the agenda is typically posted) are available to the public at the same time they are provided to the board members. The agenda and supporting documents are available online at LittleItalySDMeetings.com. **COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (US CODE TITLE 42).** If you need accommodation to participate in the meeting, please call or email and our Office Administrator will coordinate arrangements: 619-233-3898 or Mail@LittleItalySD.com. **PUBLIC COMMENT.** The public may attend meetings in person or virtually and may raise items not listed on the agenda. However, the Board or committee cannot take action on such items at that meeting. If appropriate, the item may be scheduled for a future Board or committee agenda. Similarly, items brought forward by Board members or staff cannot be discussed at that time but may be placed on a future agenda if appropriate. Each speaker will be allotted up to three (3) minutes to address the Board or committee to ensure the orderly conduct of business.

Little Italy Association of San Diego – Board of Directors' Meeting
Tuesday, November 3, 2026, at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

Present: Ryan Blum, Domenic Brunetto, Curt Brooker, Vincenzo Bruno, Joey Bussalacchi, Annette Casemero, Steve Galasso, Jaime Garcia, Jacob Gedis, Sal Giametta, Mac Goodhart, Audrey Hermes, Pasquale Ioele, Jeri Keiller, Brijet Meyers, Robert Paladino, Lou Palestini, David Rodger, Lindsey Russo, Mary Elizabeth Novell (A), Bryan Thompson, Joe Vecchio, Luke Vinci

Excused: Rich Gustafson

Unexcused: Dino Cresci

Staff: Chris Gomez, Michelle Thomas de Mercado

Guests: Gary Mansour, Daniel Moceri, Catt Fields White, Sandra Moskowitz, Annalise Goyne, Cristian Martinex, Laura Ortuondo, Anrew Sapien, Paulina Yejeda, Sarah Reynozo, Jackie Stanley, Aubury Stanely, Johnny Mercado

MINUTES:

Item	Discussion	*Action Taken?*
1. Introductions / Steve Galasso, President	1. The meeting was called to order at 8:30am by President Steve Galasso.	*1. No action taken.*
2. Non-Agenda Public Comment & Announcements	2. Jeri Keiller requested for those present to use the provided microphones when speaking. Jackie Stanley, resident, remarked on the unhoused individuals going through the trash receptacles, resulting in scattered debris around the bin. Also about the rodent infestation due to the open receptacles.	*2. No action taken.*
3. Minutes of October 6, 2026, Meeting / Chris Gomez	3. The meeting minutes from the October 6, 2026, were reviewed on pages 3-12 of the agenda.	*3. Lou Palestini motioned to accept the October 6, 2026, minutes as presented.*

		Joey Bussalcchi seconded. Luke Vinci abstained. Motion passed.
4. Committee Reports Organization Committee / Steve Galasso		
a. Lisa Gerson Resignation / Chris	a. Chris announced and presented Lisa Gerson's letter of resignation on page 13.	*a. No action taken.*
b. HG Fenton Board Representative – Lindsey Russo / Chris	b. Chris reported that Lindsey Russo would replace Lisa as HG Fenton's Board property representative.	*b. Bryan Thompson moved to accept and approve the appointment of Lindsey Russo to the Board. Luke Vinci seconded. Motion passed unanimously*
c. Super El Niño Preparation (Peak 12/2026-2/2027) / Chris	c. Chris reported on key safety preparations that will be implemented during the winter months, based on Org Committee's approval, in response to the impending super storm.	*c. No action taken.*
i. Piazza Umbrellas	i. To reduce wind- and rain-related damage or safety risks, staff will remove all piazza umbrellas until March/April.	*i. No action taken.*
ii. Pole Flags	ii. To remove the India Street flag poles once it is deemed no longer safe to be up.	*ii. No action taken.*
iii. Aurora Tree	iii. To not install the Aurora tree this year due to liability and potential damage to the tree. The live tree in the Piazza della Famiglia and limited seasonal decorations will be up for the tree lighting event and some items will remain up for the rest of the season.	*iii. No action taken.*

d. FY27 Board Meeting & Participation Attendance / Chris	d. Chris referenced the most current participation spreadsheet on page 14 of the agenda, noting that the attendance record in the packet was incomplete because some walkthrough and meeting notes were still pending with updates for the next meeting. Members were asked to check their attendance status and report any errors, including whether they were marked present or excused.	*d. No action taken.*
e. Little Italy Maintenance Work Order Log / Chris	e. Chris presented a copy of the Maintenance & Landscaping Work Order Log and noted there were no major changes to the maintenance work order log, but added residents can submit a work order or maintenance request, including photos and details, at *reportanissuesd.com* and staff route city-related issues through the City's Get It Done app. Requests are added to a work log reviewed monthly by the board and Organization Committee.	*e. No action taken.*
f. Little Italy Maintenance Walkthrough (1/21 @ 11am) / Chris	f. Chris announced that the next maintenance walkthrough is scheduled for January 21, 2027, at 11:00 a.m. Participants are to meet at Amici House and cover the middle zone, from W. Date to W. Grape Streets and Pacific Highway to Front Street.	*f. No action taken.*
f. Next Meeting:	f. The next Organization Committee meeting will be on Monday, November 16, 2026, at 1:00pm Little Italy Association Office (Conference Room) & Zoom.	*f. No action taken.*
Finance Committee / Bryan Thompson		

a. YTD Draft Financials / Jeri	a. Jeri, on page 15, reported that, through September 2026, the BID and MAD were generally on track. Some program and operations variances reflected the timing of grants and expenses; the Mercato was performing ahead of budget The floor was opened for questions. There were none.	*a. Lou Palestini motioned FY27 YTD financials. Annette Casemero seconded the motion. Motion passed with three recusals (Burt Brooker, Brijet Myers, Jeri Keiller) due to potential financial conflicts.*
b. FY27 Budget Adjustments / Jeri	b. Jeri reported and provided context to the adjustments on page 16 on unexpected costs in storage, San Diego Rescue Mission, and in workers' compensation, adding a $15,000 city grant and expected insurance savings and refund were projected to offset the initial $80,000 deficit.	*b. David Rodger motioned to accept the FY27 budget adjustments. Luke Vinci seconded the motion. Motion passed with three recusals (Burt Brooker, Brijet Myers, Jeri Keiller) due to potential financial conflicts.*
c. Fidelity & Amici Park Fund Investments: Update / Jeri	c. Jeri provided an overview of the Fidelity Investments and Amici Park fund, adding that some Fidelity investments based on current maturities, the Amici Park funds were expected to earn at least $14,000 in interest.	*c. No action taken.*
d. Great American Insurance Savings: Updates / Chris	d. Chris gave a brief update on the additional cost savings to the Association due to refunds from prepaid premiums on previous policies.	*d. No action taken.*
e. Little Italy Landmark Sign Repair: Update / Chris	e. Chris reported that the Little Italy landmark sign, damaged by a trash truck, is being repaired and upgraded from neon to color-changing LED lighting, with installation targeted for December 1st.	*e. No action taken.*
f. Little Italy Strand Lights Repair: Update / Chris	f. Chris informed the Board that the Finance Committee had approved the repair and replacement of strand	*f. No action taken.*

	lights. Chris stated he was working with the vendor to have the lights changed to multicolor during the holidays to support holiday décor in lieu of the Aurora tree not being installed.	
g. Amici Park Phase I Improvements: Update / Chris	g. Chris let the Board know that there would be a task force meeting called to meet with the RE Services to do one final walkthrough of the scope of work.	*g. No action taken.*
Next meeting:	The next Financial Committee meeting will be on Monday, November 19, 2026, at 1:00pm, at the Little Italy Association Office (Conference Room) & Zoom	*No action taken.*
District Identity & Placemaking (DI&P) Committee / Perry Meyer		
a. Katalyst PR + Social: Update / Matthew Van Court & Olivia Horvath	a. Chris provided a recap of the Association's public relations and social media efforts as given by Katalyst PR, on pages 19-40. David Rodger requested for future Katalyst reports to include net growth metrics instead of just gross engagement numbers.	*a. No action taken.*
b. Little Italy Mercatos (Every Sat. & Wed.) / Brijet Myers	b. Brijet reported on the Little Italy Mercato's performance, adding that it remained busy despite the heat, and EBT/Market Match use increased, with additional applied grant support to the program through year-end, with increased funding requested for 2027. Regular Mercato hours will be unchanged during the upcoming Thanksgiving week and one traffic-control worker at India Street will be implemented during Wednesday's	*b. No action taken.*

	Mercato to help manage traffic will be implemented within the next two weeks-ideally before Veteran's Day.	
c. The Feast: Busalacchi's 40th Dinner Celebration (Wrap-Up) / Joey Busalacchi	c. Joey Busalacchi shared that The Feast went well overall, though rain increased expenses, a financial wrap-up was still underway, and on the potential for the event to grow all while highlighting Little Italy's restaurants and Italian culture.	*c. No action taken.*
d. Galbani Bella Vita Fest (Wrap-Up) / Curt Brooker	d. Curt Brooker reported that Bella Vita Fest drew strong attendance, particularly alongside the Mercato, and praised the chalk art. Staff remarked on the event's growth and with improvements to improve under activated areas due to street closures were identified for next year's overall success.	*d. No action taken.*
e. Trick-or-Treat on India Street (Wrap-Up) / Chris	e. Chris reported on the overall success of the event, remarking on the attendance and the strong business and vendor participation.	*e. No action taken.*
f. San Diego FC's Italian Heritage Night (11/7) / Chris	f. Chris reported that ticket sales were going well and a portion of proceeds would support Convivio, ICC, and the Little Italy Association	*f. No action taken.*
g. The Bulls of Sant'Agata Charge Little Italy for November (11/8) / Chris	g. Chris briefed on the event and its footprint, with 40 privately owned cars, two dealership cars in the Piazza, and live Rat Pack-themed entertainment.	*g. No action taken.*
h. Little Italy Tree Lighting & Christmas Village / Chris	h. Chris provided a layout of the event's footprint that will include entertainment, children's activities, and the tree lighting ceremony and blessing. The Aurora tree at Piazza Basilone will not be installed this year because of potential weather damage, but confirmed the live tree at Piazza della Famiglia will still be lit.	*h. No action taken.*

i. Little Italy Venues / Curt	i. Nothing to report.	*i. No action taken.*
k. Next Meeting:	k. The next District Identity & Placemaking meeting will take place on Third Friday of the Month Friday, November 20, 2026, at 9:00am Little Italy Association Office (Conference Room) & Zoom.	*k. No action taken.*
Neighborhood Advisory Committee (NAC) / Rob Paladino		
a. No Updates	a. There are currently updates from this committee to report, yet Chris plans to meet with Rob, Committee Chair, to discuss format and frequency for future meetings.	*a. No action taken.*
b. Next Meeting: TBA	b. No date has been scheduled for the upcoming Neighborhood Advisory Committee meeting.	*b. No action taken.*
Parking & Mobility Committee / Luke Vinci		
a. Mayor's Recommendation to Amend CP 100-18 / Chris	a. Chris reported that the Mayor proposed eliminating CP 100-18, which could end community parking districts' share of meter revenue with independent parking management districts. Independent management districts were advocating for a grant program to fund soft neighborhood improvements such as wayfinding and tree-grate replacements.	*a. No action taken.*
b. Next Meeting: TBA	b. No date has been scheduled for the next Parking & Mobility Committee meeting.	*b. No action taken.*
Project Review Committee / Chris Gomez		
a. 444 W. Beech: Update / Chris	a. Chris reported that the developer for 444 West Beech had not	*a. No action taken.*

	responded to his most recent outreach, though he'd been told demolition and site preparation could begin in November. Laura Ortuondo provided background and an update, noting that Little Italy Residents United had filed to become a 501(c)(4), gathered more than 200 petition signatures, and planned a town hall about the project. She thanked those present for their support.	
b. Next Meeting: TBA	b. No date has been scheduled for the next Project Review Committee meeting.	*b. No action taken.*
Civil Sidewalks Committee / Rich Gustafson		
a. Little Italy MAD Reballoting: Update / Chris	a. Chris reported that the proposed reballoting is to aim for consistent services district-wide, with improvements to include higher frequency of district-wide porter services, pressure washing, new receptacles, trees and more.	*a. No action taken.*
b. Next Meeting: TBA	b. No date has been scheduled for the next Civil Sidewalks Committee meeting.	*b. No action taken.*
Community Reports		
SDPD, Senator Weber-Pierson's Office, Assemblywoman Boerner's Office, Supervisor Lawson-Remer's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, Economic Development	No one was present from these entities at the time to provide a report.	*No action taken.*

Department, Our Lady of the Rosary, Washington Elementary, Convivio, and DCPC.		
7. Other/ Articles	7. Chris highlighted that on pages 42-48, was an UT article about Marco Li Mandri and Little Italy's founding community leaders, and second article reporting that 610 West Ash is planned for conversion into affordable and moderate-income housing.	*7. No action taken.*
8. Next Meeting:	8.The next LIA Board of Directors' meeting will be on Tuesday, December 1, 2026, at 8:30am, at Our Lady of the Rosary's Church Hall (Downstairs).	*8. No action taken.*
9. Adjournment	9. Meeting Adjourned.	*9. Anette Casemero motioned to adjourn the meeting. Luke Vinci seconded the motion. Meeting adjourned.*

Minutes taken by Michelle Thomas de Mercado, Little Italy Association

David Rodger’s Resignation

11/4/2026 at 11:20am

I have left Filippi's, so resigning from LIA and my replacement with be Mickey and I will text you here contact.

Little Italy Association of San Diego

FY27 Board Attendance

Last Name	First Name	Position	Member Since	Jul. 26	Aug. 26	Sep. 26	Oct. 26	Nov. 26	MAD W/T	Comm. Mtg. 1	Comm. Mtg. 2	Comm. Mtg. 3
Galasso	Steve	1 - PRESIDENT	1996							F 10/26		
Vinci	Luke	2 - VICE PRESIDENT	2011	X		X				O 10/15		
Palestini	Lou	3 - V.P. OF CULT. AFF.	2000							F 10/26		
Thompson	Bryan	4 - TREASURER	2018			X				O 10/15		
Casemero	Annette	5 - SECRETARY	2021			X	X		10/15	O 10/15		
Blum	Ryan	Community at Large	2020			U						
Brooker	Curt	Business Director	2022				A			D 10/16 (A)		
Brunetto	Domenic	Property Director	1997				X					
Bruno	Vincenzo	Business Director	2025			U						
Busalacchi	Joey	Business Director	2020									
Cresci	Dino	Property Director	2023	U				U	10/15			
Garcia	Jamie	Property Director	2019						10/15			
Gedis	Jacob	Residential Tenant	2025			X	U					
Gerson	Lisa	Property Director	2022				X					
Giametta	Sal	Community at Large	2025				X					
Goodhart	Mac	Property Director	2022							F 10/26		
Gustafson	Rich	Property Director	2011	X		X		X				
Hermes	Audrey	Business Director	2023	U					10/15	D 10/16		
Ioele	Pasquale	Property Director	2013									
Keiller	Jeri	Property Director	2020						10/15	O 10/15	D 10/16	F 10/26
Myers	Brijet	Community at Large	2009				X		10/15	O 10/15	D 10/16	F 10/26
Paladino	Robert	Property Director	2024	X			X					
Tabigue	Father Joe	Property Director	2011						10/15			
Vecchio	Joe	Community at Large	2024			X			10/15			

X - Excused
U - Unexcused
L - Leave
A - Alternate

Bylaws: Attendance

3 Unexcused or 4 Total (Excused & Unexcused)

Alternates are not permitted to stand in for more than 3 times in a calendar year.

KATALYST
PR + SOCIAL

LIA Board Meeting
PR and Social Agenda
Tuesday, December 1, 2026

Pitches

Small Business Season

- Segment with CBS 8

Little Italy Tree Lighting & Christmas Village

- Upcoming segment at CBS 8
- Coverage in Drift Travel, Fabulous California, Modern Luxury San Diego, San Diego Union-Tribune
- Coverage on social media via influencer and community tastemaker roundups
- Expected coverage in FOX 5, Modern Luxury San Diego, Ranch & Coast, San Diego Magazine, San Diego Union-Tribune, Times of San Diego

Other

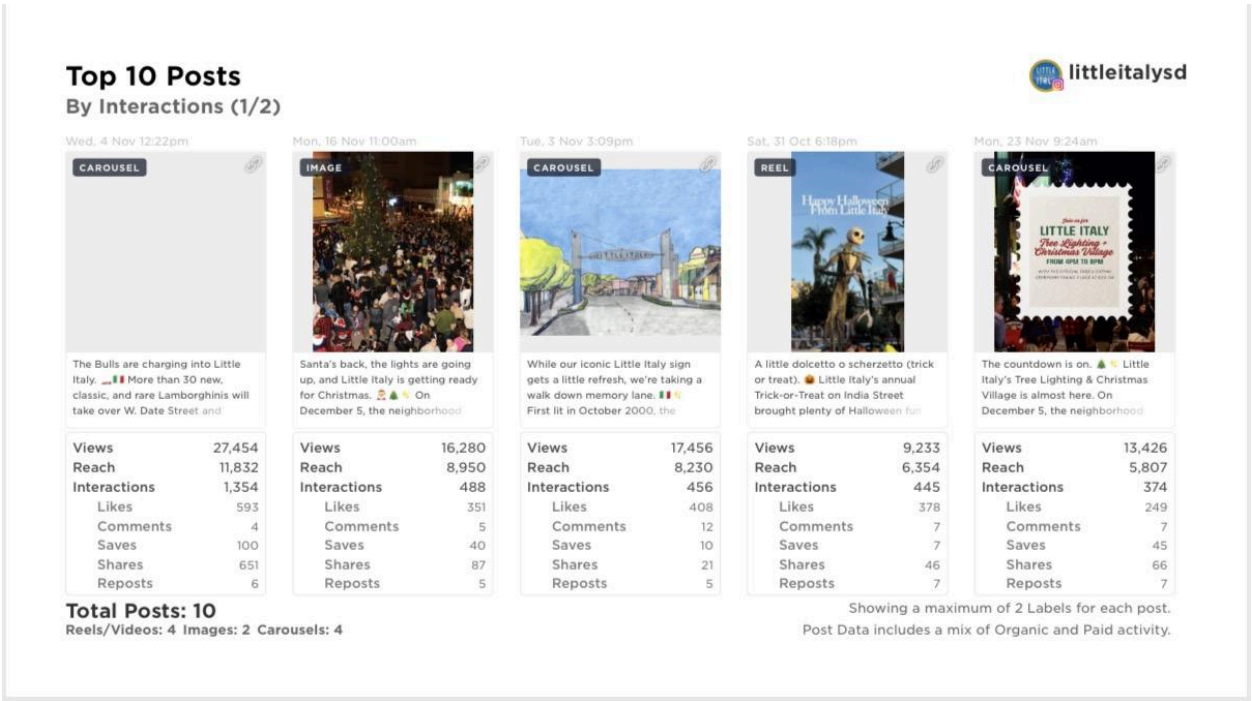
- Coverage in Travel + Leisure and San Diego Union-Tribune

Writing

- Little Italy Tree Lighting & Christmas Village
- Best Holiday Events in San Diego roundup
- Contributed article with San Diego Downtown & Uptown News

Social Media

- 7,084 Total Interactions, up 10.7%, 171.2K Views, 42.5K Reach, Total Daily Accounts Engaged increasing 1.1%
- 584 new Instagram followers
- Average Reel Views increasing 0.6% to 7K, Average Reel Watch Time increasing 4.8%
- Our top-performing post was the Bulls of Sant'Agata event carousel, generating 27.5K views, 11.8K reach, and 1,354 interactions
- Highlighted the Little Italy sign update, fall in the neighborhood, local holiday shopping and the Little Italy Tree Lighting
- Little Italy Tree Lighting & Christmas Village — FB Event: 23 going, 280 interested



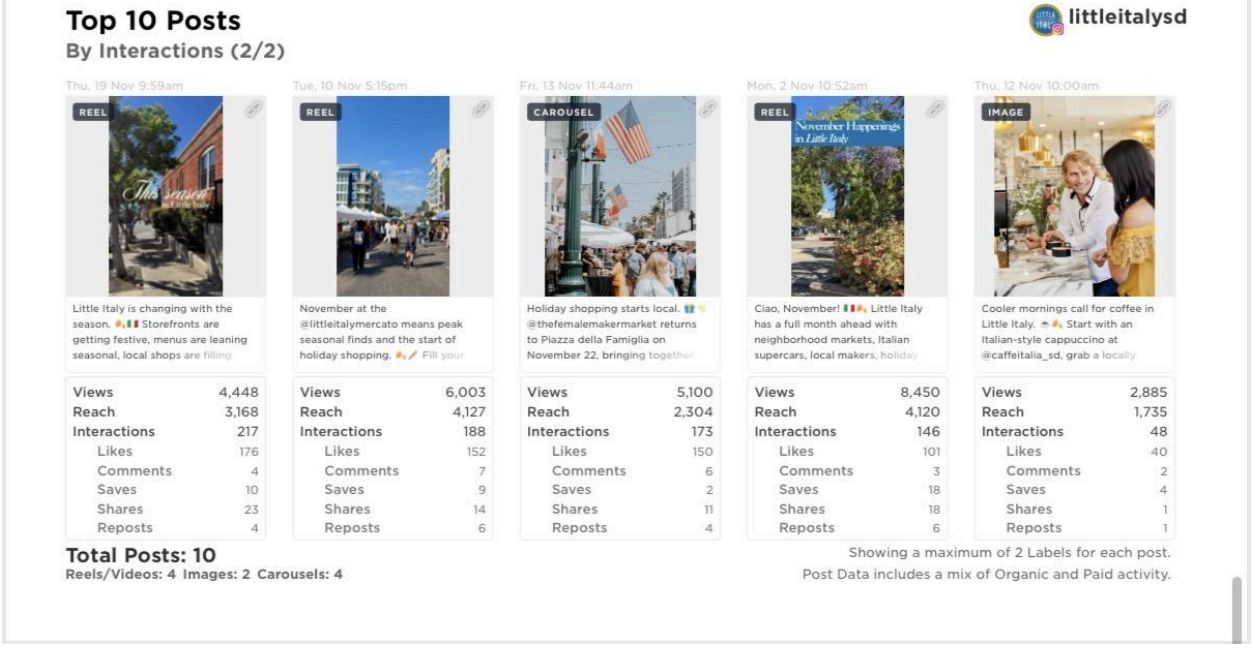
Top 10 Posts
By Interactions (1/2)

littleitalysd

Wed, 4 Nov 12:22pm	Mon, 16 Nov 11:00am	Tue, 3 Nov 3:09pm	Sat, 31 Oct 6:18pm	Mon, 23 Nov 9:24am
CAROUSEL	IMAGE	CAROUSEL	REEL	CAROUSEL
The Bulls are charging into Little Italy. More than 30 new, classic, and rare Lamborghinis will take over W. Date Street and	Santa's back, the lights are going up, and Little Italy is getting ready for Christmas. On December 5, the neighborhood	While our iconic Little Italy sign gets a little refresh, we're taking a walk down memory lane. First lit in October 2000, the	A little dolcetto o scherzetto (trick or treat). Little Italy's annual Trick-or-Treat on India Street brought plenty of Halloween fun	The countdown is on. Little Italy's Tree Lighting & Christmas Village is almost here. On December 5, the neighborhood
Views 27,454	Views 16,280	Views 17,456	Views 9,233	Views 13,426
Reach 11,832	Reach 8,950	Reach 8,230	Reach 6,354	Reach 5,807
Interactions 1,354	Interactions 488	Interactions 456	Interactions 445	Interactions 374
Likes 593	Likes 351	Likes 408	Likes 378	Likes 249
Comments 4	Comments 5	Comments 12	Comments 7	Comments 7
Saves 100	Saves 40	Saves 10	Saves 7	Saves 45
Shares 651	Shares 87	Shares 21	Shares 46	Shares 66
Reposts 6	Reposts 5	Reposts 5	Reposts 7	Reposts 7

Total Posts: 10
Reels/Videos: 4 Images: 2 Carousels: 4

Showing a maximum of 2 Labels for each post.
Post Data includes a mix of Organic and Paid activity.



Top 10 Posts
By Interactions (2/2)

littleitalysd

Thu, 19 Nov 9:59am	Tue, 10 Nov 5:15pm	Fri, 13 Nov 11:44am	Mon, 2 Nov 10:52am	Thu, 12 Nov 10:00am
REEL	REEL	CAROUSEL	REEL	IMAGE
Little Italy is changing with the season. Storefronts are getting festive, menus are leaning seasonal, local shops are filling	November at the @littleitalymercato means peak seasonal finds and the start of holiday shopping. Fill your	Holiday shopping starts local. @thefemalemakermarket returns to Piazza della Famiglia on November 22, bringing together	Ciao, November! Little Italy has a full month ahead with neighborhood markets, Italian supercars, local makers, holiday	Cooler mornings call for coffee in Little Italy. Start with an Italian-style cappuccino at @caffeitalia_sd, grab a locally
Views 4,448	Views 6,003	Views 5,100	Views 8,450	Views 2,885
Reach 3,168	Reach 4,127	Reach 2,304	Reach 4,120	Reach 1,735
Interactions 217	Interactions 188	Interactions 173	Interactions 146	Interactions 48
Likes 176	Likes 152	Likes 150	Likes 101	Likes 40
Comments 4	Comments 7	Comments 6	Comments 3	Comments 2
Saves 10	Saves 9	Saves 2	Saves 18	Saves 4
Shares 23	Shares 14	Shares 11	Shares 18	Shares 1
Reposts 4	Reposts 6	Reposts 4	Reposts 6	Reposts 1

Total Posts: 10
Reels/Videos: 4 Images: 2 Carousels: 4

Showing a maximum of 2 Labels for each post.
Post Data includes a mix of Organic and Paid activity.

- Upcoming promotions include continued Shop Small, Shop Little Italy, Little Italy Tree Lighting, holiday dining, and more.
- It's important to note that this reporting period does not reflect the full month of November, as we still have content scheduled to go live. Additionally, October had the support of paid advertising throughout the month, while our November paid campaign just launched on Monday, November 23, and its results are not reflected in this report. This helps provide context around the dip in some metrics, especially as the holiday season tends to be a more competitive time across social media



LITTLE ITALY
SAN DIEGO
A HIP & HISTORIC URBAN NEIGHBORHOOD

LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

LOCATION // Throughout Little Italy - India Street between W. Cedar & W. Grape Streets
DATE // Saturday, December 5, 2026
TIME // 4:00pm – 8:00pm

Celebrate the magic of the holiday season at the 27th Annual Little Italy Tree Lighting & Christmas Village on Saturday, December 5th, from 4:00pm to 8:00pm!

This beloved community tradition brings families, friends, neighbors, and visitors together for an evening filled with holiday cheer. Gather in Piazza della Famiglia to admire our permanent 25-foot-plus live Christmas tree and join in the excitement of the traditional Italian countdown and tree lighting ceremony.

Explore the festive Christmas Village, shop unique gifts from local artisans, and enjoy holiday décor, live music, entertainment, seasonal treats, festive beverages, and more!

Santa Claus will also make a special appearance to spread Christmas cheer with a quick "Hello and Merry Christmas!"

Join us in Little Italy for an unforgettable evening of holiday magic, community, and Christmas cheer!

SPONSORSHIP LEVELS

- **Legacy Partner (1 Available) / $25,000**
  Premier Partner + "Presenting" sponsorship of overall event.
- **Premier Partner / $15,000**
  Champion Partner + Areas or activations "Presenting" sponsorship
- **Champion Partner / $7,500**
  Select Partner + 10x10 or larger activation space and category exclusivity (Available)
- **Select Partner / $5,000**
  Community Partner + Mention on TV spots and social media
- **Exhibitor / $3,500**
  10x10 event booth and logo on website with hyperlink
- **Community Partner / $1,500**
  Logo on website with hyperlink and logo on day-of marketing material

LITTLE ITALY SAN DIEGO

Tree Lighting & Christmas Village

Little Italy Tree Lighting & Christmas Village Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- ☐ **Legacy Partner (1 Available) / $25,000**
  Premier Partner + "Presenting" sponsorship of overall event.
- ☐ **Premier Partner / $15,000**
  Champion Partner + Areas or activations "Presenting" sponsorship
- ☐ **Champion Partner / $7,500**
  Select Partner + 10x10 or larger activation space and category exclusivity (Available)
- ☐ **Select Partner / $5,000**
  Community Partner + Mention on TV spots and social media
- ☐ **Exhibitor / $3,500**
  10x10 event booth and logo on website with hyperlink
- ☐ **Community Partner / $1,500**
  Logo on website with hyperlink and logo on day-of marketing material

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.

LITTLE ITALY SAN DIEGO
A HIP & HISTORIC URBAN NEIGHBORHOOD

LITTLE ITALY *winter Displays*

This holiday season, the Little Italy Association is excited to bring back its unique, contemporary holiday displays at prominent corners along India Street and Kettner Boulevard.

Reimagined to fit within our existing corner planters, the displays feature reusable materials and live seasonal plants, creating a festive winter wonderland while minimizing impacts on pedestrian walkways.

These eye-catching displays attract hundreds of visitors and residents, offering memorable photo opportunities and adding to the charm that makes Little Italy one of San Diego's most distinctive neighborhoods. Displays will be featured November 23rd through January 6th.

Become a Sponsor | $350 per Display
We invite local businesses, residents, and friends of Little Italy to help bring this holiday tradition to life by sponsoring a corner. Each sponsorship includes a small recognition marker featuring your family name, business name, or the name of someone you wish to honor.

Your support helps make these seasonal displays possible while allowing the Association to dedicate resources to other neighborhood programs and improvements.

To participate: Complete the sponsorship form below and email it to chris@littleitalysd.com.

Thank you for your generosity and continued support in making Little Italy a special place to celebrate the holidays!

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.

Name: _____

Plaque to Read: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

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