



LITTLE ITALY ASSOCIATION OF SAN DIEGO ANNUAL REPORT 2014

Letter from the President of Little Italy Association - Steven J. Galasso

In 1996, if you would have walked through this community, you would have seen that the business district and Italian businesses really started at mid-block Cedar to Date on India Street, the former site of Solunto Baking Company. The Italian business district ended, at India and Hawthorn, at Mona Lisa Deli/Restaurant. In between Solunto and Mona Lisa, you would find Caffe Italia, Assenti's Pasta, Mimmos, Filippi' Pizza Grotto, Pete's Meats, HG Daniels Art Store, Nelson Photo, AlSCO (then Steiner Laundry) Chromacolor, Jackson and Blanc Heating and Air conditioning and Mona Lisa – with a few smaller service businesses scattered along the way.

It wouldn't take long to walk the distance of Little Italy since so much of it consisted of parking lots for the Downtown office buildings, industrial buildings, the State Parole office and a number of other service businesses.

My how things have changed in 18 short years!

Today, our community and its businesses start at India and Ash and one can

experience a full array of restaurants, bars, retailers, service businesses and professional companies extending from India and Ash to India and Laurel – only half a mile of walkable community. Not only that, but India Street has become so popular that new streets off the grid have evolved into great business districts of their own. This is especially true on Kettner, Beech, Cedar, Fir, Grape, Juniper and Kalmia.

Much of this success and growth has been based upon the Little Italy Association's relentless support of new growth, new development, public space development and most importantly becoming a center of new housing, new entrepreneurial activity and the understanding that our success as a 100 year old neighborhood has always been based upon the great institutions in this community – Washington Elementary School, Our Lady of the Rosary Church, the growth of the fishing industry, and the work ethic and spirit of the Italian immigrants who built this community.

So today, we look at Little Italy, named recently by Forbes Magazine as the "10th

Most Popular Neighborhood in the US for Millennials", and we say so much has been achieved. Our neighborhood consists of 48 square blocks in the northwest corner of Downtown San Diego, with over 7 miles of sidewalks, 3 million square feet of parcel land, over 3,000 new housing units, over 5,000 new residents, over 1,500 new dogs, over 1,000 hotel rooms, over 1,300 trees, multiple piazzas and public spaces and an evolving series of new sub-districts in the north and south of Little Italy.

All and all, we all have so much to be proud of. As President of the Association, I want to thank all of you in the community for your steadfast support of our effort to make this into one of the most dynamic Downtown neighborhoods in the country today. And our work has really just begun.

Steven J. Galasso
President
Little Italy Association

Our Second Twenty Years - Article from Little Italy's Chief Executive Administrator

In 1994, I came back to this neighborhood which was my original home. My mother and father lived on Columbia Street north of Little Italy when they had me in the mid-1950s. As an Italian American growing up in San Diego, I knew of and liked Little Italy, but I never really knew of the fabric that made it great.

Having worked with the property owners and business owners since the mid 1990s, has been, outside of my family life, one of the most rewarding experiences of my life. The quality of people that live in, own property, own businesses, work within and visit Little Italy has been stable for decades, however has grown immensely over the past 20 years. So we have seen what has happened in the first 20 years since our efforts to rebuild Little Italy started (1994-2014), but what is planned and what can we expect for the next 20 years?

The key to success in our Little Italy, above and beyond the remaining Little Italys in the US today, has been the merging of the old and the new, high quality leadership, having a growing independent revenue stream, management of all aspects of the neighborhood, gaining access to large grants to improve the public rights of way, attracting new development and customer dollars to the community and taking advantage of opportunities as they arise.

The is not, nor has there ever been a "master plan" for what has happened here. Rather the success of this community has been to carry on the traditions of the past residents of this neighborhood, develop relationships among the old timers and newcomers alike, and demonstrate a commitment to solid, straightforward and determined results in a timeline that we can all appreciate.

The Board of the Little Italy Association has created the foundation for great things to occur in the next 10 and 20 years. Though not all of us will live to see the fruits of our labor, our lives are temporary and our goal is to leave this



The planned 10,000 square foot Piazza Famiglia at India & W. Date Streets.

place better than the way we found it. I know the following things will occur in the next 10-20 years:

Housing

Little Italy will continue to grow as rapidly as it has in the past 12 years. Since 2001, entrepreneurial developers have added over 3,000 new market rate housing units to this neighborhood. The one key component we are lacking is having a growing inventory of affordable housing. The Association supports mixed use and mixed income growth, which allows for the best type of community possible. We want people to not only work here, but to live here too.

In 2014, another 500 housing units were added to this mix. We anticipate at least another 1,000 being built by 2018 with a maximum build out of close to 5,000 in the neighborhood by 2025. We will need to focus our efforts on quality workforce housing to ensure that people who work here and send their kids to school here, can afford to live here. We will also have to find a quality senior housing building and manager so seniors can enjoy their sunset years in this great community.

Institutions

We have great institutions here in Little Italy including Washington Elementary School, Our Lady of the Rosary, and the County Administration building. These institutions built the foundation of this

neighborhood and based upon their recent growth, they will continue to flourish. Our Lady of the Rosary is, and has always been the spiritual center of the Italian American community in San Diego County. Our Lady of the Rosary's architecture, coupled with that of the Art Deco County Administration Building, are excellent examples of 20th century timeless design that will transcend the ages. Washington Elementary School's new transformation into a magnet school geared toward Science, technology, engineering, arts and math (STEAM), will allow it to become a magnet for new families to move to Little Italy so we can raise a whole new generation of young leaders that will grow and thrive in one of the most dynamic and safest communities in the County.

Parks, Piazzas and Placemaking

The newly opened County Park surrounding the County Administration building, is probably one of the best designed, heaviest used parks opened in the County in the last 10 years. The magnificent design and access to the Bay has allowed this former land mass which was dedicated to parking, to become its opposite – a place for families and citizens to enjoy the great access to the bay. Supervisor Ron (DeStefano) Roberts deserves the credit for having this vision of building the park along the Bay, and seeing it through in record time.

On January 1, 2015, the Association will enter into a 66 year lease with the San Diego Unified School District to maintain and develop the grounds surrounding the school. Our plans include:

- Expanding the hardscape area at Amici Park and the bocce ball courts into Date and State Streets;
- Installing public restrooms at the Park which will allow for a whole variety of new activities at the park;
- Creating two new large no-leash dog runs on the current great lawn that will allow for segregation of the kids playing and the dogs of the neighborhood;
- Upgrading the basket ball courts.

Piazza Famiglia

The Association has been working with the Fenton Company to vacate Date Street between Columbia and India Street to build a new Piazza Famiglia which will serve as the focal point of our

community. (See image on page 2.)

Town Center

Our new Town Center will include the public piazza in front of the Little Italy sign, run eastward on the new Piazza Famiglia, include the block directly north of Our Lady of the Rosary Church and end at the far east end of Amici Park near Front and Date Streets.

Other Piazzas

The Association subscribes to the concept of "cheaper, lighter, quicker" public spaces as advocated by the Project for Public Spaces (PPS.org). We have plans to create new smaller corner piazzas at Kettner and Beech (Piazza Costanza), Piazza Pescatore (India and Ivy) and other new Piazzas in the north of Little Italy. Unlike other business districts and neighborhoods in San Diego, Little Italy will be known for its great and special public spaces, which really define the placemaking priority of this community.

Mobility

Our goal is to make Little Italy the most walkable neighborhood in Southern California. We have a great mix of vehicular access from the Interstate 5 and 163 freeways, a central Trolley stop, bike lanes and are seriously investigating the installation of a new historic street car system that will run a loop tying the Sante Fe Rail station to the north end of Little Italy via India Street and Kettner Streets.

New Residents and Businesses

The private market has been attracted to our neighborhood because of its excellent branding, its great public spaces, its schools and church, its "feel", its incredibly rich immigrant history and the optimism it demonstrates through all of its actions.

The most interesting

development over past 5 years has been the incredible influx of new businesses and restaurants opened by young Italian immigrants who have reluctantly left Italy for entrepreneurial opportunities in the US. They haven't gone to New York, Chicago, San Francisco or Los Angeles – they have come to our Little Italy. We hope to see a lot more new Italian immigrants bringing their talents to take our community to the next level.

Our Next Twenty Years

We have never been guided by a long range plan, but rather the philosophy that we must take advantage of opportunities as they arise. With the elimination of redevelopment and its funding base, we are required to be much more entrepreneurial as a non-profit corporation. We are so blessed to have a great Board of Directors, a stable source of revenues, forward thinking staff and a highly organized community that is not resistant to change and trying new things. Most importantly, we have been results oriented, not process oriented in our deliberations.

So in our next 20 years, we have many great plans on the horizon. How will we pay for these? We are confident that our vision of this community will attract the funds necessary from foundations, public and private grants and local fundraising. We will also be using crowdfunding efforts to allow people to contribute to these public efforts.

As Peter Drucker, the great management philosopher stated, "in order to predict the future, you must create it". It is our duty to create it together.

Marco Li Mandri
Chief Executive Administrator
Little Italy Association



Christmas tree at Piazza Basilone - December 2014.

Tours, Food, and More with Little Italy Tours

Little Italy Tours has been a receptive tour operator since 1997. They have been fortunate to welcome visitors from 26 countries to San Diego's Little Italy.

Our Italian team is composed of Anthony Davi--a Sicilian American from New York, Annalisa from Emilia Romagna, Michela from Milan and Marianna from Rome. Besides neighborhood historical/taste of

Italy tours, we also do pizza tours of Little Italy, a variety of Italian cooking classes, wine tastings, Limoncello classes, Italian chef demos, food and wine events, Italian musical programs and team building activities for corporate groups like bocce ball--all hosted in Little Italy.

We live and work in Little Italy and are always mindful of the tremendous efforts

of the Little Italy Association over the years to make Little Italy the outstanding/vibrant neighborhood it is.

For more details on tour options, visit: LittleItalyTours.com.

Piazza Basilone and Little Italy Landmark Sign Restoration Completed



Upgrading of the Piazza Basilone - 2014

Since the inception of the Association in 1996, we have prided ourselves on creating a neighborhood that was not only walkable, but also a place where people wanted to stop, sit and enjoy the experience that San Diego's Little Italy has to offer.

Two of the most visited public spaces in Little Italy are the Piazza Basilone and the Little Italy Landmark Sign.

The Piazza Basilone, a vision of Little Italy resident Tommy Avila, was privately funded by friends, families and companies that supported what the Piazza stood for and the Little Italy community. In November of 2003, the Piazza Basilone was dedicated to the highest decorated Italian American war hero, Gunnery Sergeant John Basilone, and to the "boys of Little Italy who never came home."

The Little Italy Landmark Sign was originally funded by the local redevelopment agency and installed in October of 2000. Over the past 13 years the Little Italy Association has maintained the sign and done minor improvements.

Over the years, these two popular neighborhood assets have been tributes

to the rich history of our neighborhood but are showing signs of age. In an effort to restore these iconic tokens of our heritage, community supporters and donors stepped forward to fund the \$45,000 improvements. The improvements that were done to the Little Italy landmark sign included refinishing some of the mosaic tile work on the landmark sign and banding them in stainless steel to prevent further damage on the edges. As for the Piazza Basilone, the improvements included the replacement of the concrete lip of the fountain, new Earth mosaic globe, new landscaping, new LED lighting and much more.

A special thanks to the contributors who funded this effort: Hughes Marino, The Coradino Family, Leo & Emma Zuckerman, Shinnick & Ryan, Mike Daniels, Ashley Hayek, Luke Vinci. Mike Rosen, Demetrios Sparacino, The Segals, Barbara Crozier, SYSCO, Craft & Commerce, Mona Lisa Italian Restaurant, Roma Espresso, and Ricardo da Rosa.

If you are Interested in supporting the on-going maintenance and preservation of our neighborhood public spaces, please call Chris Gomez at 619-233-3898 to learn more about the various sponsorship opportunities.

DID YOU KNOW?

Little Italy has...

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

Approx. 5,000 Residents
476 Business Licenses
944,969 SqFt of Commercial Office Space
1,092 Hotel Rooms
166 Motel Rooms
27 B&B Rooms

15 Maintenance Employees
4 Landscaping Employees
2 Pressure Washing Employees
14 Parking Employees
1,300 Trees
250 Trashcans

Little Italy Maximizes On-Street Parking

For the past 4 years, the Little Italy Association has been working closely with Civic San Diego and the City of San Diego to maximize on-street parking throughout the Little Italy neighborhood.

Starting in early 2014, major conversions of side streets started to happen with new perpendicular parking versus existing diagonal or parallel parking. The long-term vision of the Little Italy Association is to convert all East/West streets to head-in (perpendicular) parking and all North/South streets to diagonal parking.

The comprehensive plan, that was presented to Civic San Diego in early 2010, forecasted a gain of 84 new parking spaces neighborhood-wide. In the beginning of 2014, these changes started to happen and on-street parking has become easier to find. The entire plan is intended to wrap-up in late 2016.

As an alternate, the Association has created two other programs (In-House Valet and 2-Hour Free Parking on Saturdays) to mitigate the strain on on-street parking. The In-House Valet program operates at 3 locations on

Thursday, Friday and Saturday from 6pm-11pm for \$9 a vehicle and the 2-Hour Free Parking program runs every Saturday at two location and is free for the first 2-hours and then \$2 an hour there after.

If you are interested in more information or have new creative ideas, please call the Little Italy Association Office at 619-233-3898.

Innovative Movable Public Spaces are Coming to Little Italy

The Little Italy Association Board and Staff are constantly focused on how to make our neighborhood unique and functional. As a new initiative, the Association released a Request for Proposal (RFP) from local architects to design the new modular parklette concepts that would be installed throughout Little Italy.

In the beginning of last year, the Association selected the firm, Wimmer Yamada and Caughey, to review the

proposed locations of potential parklettes and work out design and fabrication specifications.

Two, of the proposed five, locations are in front of the new Aerial Suites and in front of India & W. Date Streets on the South-West corner.

Staff has been working closely with adjacent property owners to partially fund the fabrication and installation of these new public spaces. The first that is

slated to be started is the one in front of the Aerial Suites property and is expected to be a major public space improvement.

If you are interested in finding out more about these and other future parklettes, please call Chris Gomez at 619-233-3898.



Fisherman public art at Ariel Suites - 2014

New County Park Brings Parking Perks to Little Italy

In 2012, the County of San Diego Board of Supervisors, led by Supervisor Ron Roberts, embarked on developing one of San Diego's most unique and functional public space; the Waterfront Park. The new park officially opened to the public in mid-2014 and has been a shining beacon since. The park consists of various terrain spaces with lush landscaping, a interactive water feature, a play ground all sitting ontop of a underground parking garage for County staff and public use.

After the completion of the Waterfront Park, the County of San Diego moved full steam ahead on the new County Parking Structure located on California/Rail Road Tracks between W. Cedar & W. Beech Streets.

The new County Parking Structure will be used for County staff from 6:30am to 6:30pm during the week and then opened to the general public afterhours and on weekends. The new 7-story garage will house 640 parking stalls and will eventually be wrapped into a mixed-use development on the Kettner Boulevard facade.

The project will have unique design features on the W. Cedar/California facades that mimic the movement of the San Diego Bay. There will also be upgrades to the County/Little Italy trolley stop.

The new project is anticipated to open in October of 2015. For more information, please call the Little Italy Association Office.



New County park on the Waterfront/Little Italy.

Little Italy Association Elects New Board Members

Every year, the Little Italy Association sends out nomination forms for Board seats to over 2,000 property owners and 400 businesses. The Little Italy Association is a non-profit public-benefit corporation whose Board membership hovers around 24 – 28 throughout the year. The Board meets in a public setting the first Tuesday of each month at Our Lady of the Rosary meeting hall, 1629 State Street.

Requirements for serving on the Board include support of the Board policies and actions, full payment into the Little Italy Maintenance Assessment District (on the property tax bills), full payment into the Little Italy Business Improvement District,

being a resident of Little Italy, as well as serving on a Committee of the Board for at least one year prior to being appointed to the Board. This year we have 25 members, 2/3 of which are property owners (commercial and residential) and 1/3 business owners or Community at large reps.

The Board members elected to serve as officers for Fiscal Year 2013-14 include:

1. Steve Galasso
President (Caffe Italia)
2. Danny Mocerri
Vice President (Filippi's Pizza)
3. Lou Palestini
Treasurer (Community-at-Large)

4. Luke Vinci
Secretary (Resident)

The Board Committees, their functions, minutes, and Association documents can be found on the Little Italy website under littleitalysd.com/board-committees/.

If you are interested in attending any Little Italy Board or Committee Meeting, please email the District Manager, Chris Gomez, at chris@littleitalysd.com to be added to the distribution list.

All Board and Committee Meeting Meetings are open to the general public.

Little Italy now has an Official Storefront at Nelson Photo

Traditionally Little Italy merchandise would only be available for the public purchase during major events like Mission Federal ArtWalk or the Little Italy FESTA! In the beginning of 2014, the Little Italy Association embarked on a new partnership with a local retailer, Nelson Photo, to create a permanent storefront for the Little Italy merchandise.

Since the official opening of our new storefront, the Association has seen an great increase in sales due to its accessibility.

The owner's of Nelson Photo, Larry and Nancy, work closely with staff to ensure that the store is fully stocked with current merchandise and also work to secure new items that guests request during their visit.

Eventually the Little Italy Association will create an online store for visitors that want to purchase the official Little Italy - San Diego swag. The idea is it can be done easy, quick and all in the comforts of their own home; whether here in San Diego, up North or back East.

Please be sure to stop by Nelson Photo (1909 India Street) and visit the Little Italy - San Diego section and pick up gifts for family & friends and ages 0-99.

Olive PR Social Media Video Recap for 2014

As a innovative marketing campaign, Luke Vinci, Secretary of the Little Italy Association Board, came-up with the idea of creating short video segments that Olive PR Solutions would post on the Little Italy social media platforms. Here is a recap of the 2014 social media video segments.

Taste: Taste of Little is one of the most popular events in the City of San Diego; it highlights over 30 of its restaurants from its historic eateries to its newer hip restaurants as they serve bite size versions of their favorite dishes to attendees. Visitors can get a little taste of everything that will for sure satisfy their palate.

Washington Elementary School: The historic school in Little Italy is very significant to the community, generation after generation has attended the school and it has evolved over time with the modern changes made in the neighborhood. Washington Elementary school is proud to be a part of a

community that supports the kids and all of the programs it offers.

Tourism: The Little Italy neighborhood is a hot spot in San Diego not only for locals but also for tourist. Whether it's a new trendy shop or one of the original Italian businesses, there's something for everyone! While the tourism grows in Little Italy, it still holds its history close and has found the perfect balance to highlight both sides of this perfect urban neighborhood.

Little Italy Families: The history of Little Italy San Diego beings in the 1920's when thousands of Italian families moved here and facilitated the tuna fishing boom. Today, Little Italy is proud to be a community filled with families that have helped create its history, and the families that are helping to build its future.

Italian Food Production: Visitors and locals can get a true taste of Italy in Little Italy San Diego, with many of the ingredients being imported from Italy

and Italian business owners using recipes created in their homeland. Family owned Italian restaurants and cafés know the importance of remaining true to their Italian roots and creating authentic products.

FESTA!: FESTA! has always been a homecoming for the Little Italy Association, it provides the opportunity each year to see how the neighborhood has grown and developed. It's the perfect event to reflect the community and showcase everything Little Italy is about!

A New wave of Italians: Little Italy San Diego gives Italians the opportunity to live the "American Dream" and open up their businesses' doors in this thriving community. The Italian businesses owners feel at home in the streets of Little Italy and the Italian culture is still in existence because of the Little Italy Association's involvement—it truly is the home away from home.

The Little Italy Crew is Here to Serve

The Little Italy Association has five crews that manage and maintain the public rights of way and parking in the community. The first crew is funded through the property owner generated "Community Benefit District" which has the following crews that work in the district 365 days per year:

- AM maintenance crew (10 employees) which sweeps the sidewalks, empties the 250 trash receptacles and 150 recycling receptacles, paints out graffiti within 24 hours, stocks the dog bag stations and puts out the tables and chairs daily in the various piazzas and public spaces in the community, and put out the seasonal displays along with the PM maintenance crew;
- PM maintenance crew (6 employees) which picks up trash bags from the morning crew, installs banners and hanging lights, locks up the tables and chairs at the Piazzas and corner spaces, responds to illegal homeless encampments and provides the walking eyes and ears during the busier times of the evening hours;
- Landscape crew (4 employees) who

plant and maintain the hundreds of corner pots, hanging plants, trim over 1300 trees, as well as now maintain Amici Park;

- Steam clean crew (2 employees) which works 40 hours per week, five days per week to pressure wash the sidewalks of the district, hitting every area at least every 10 weeks and the condo blocks once per month;
- Valet employees (18 part time employees), which run the valet program at India and Cedar, India and Date and India and Fir Thursday through Saturday nights and provide off street parking for hundreds of cars per month;

The maintenance employees are Little Italy Association employees, paid for by the Community Benefit District and managed by the New City America management staff. The parking valet employees are paid for out of the parking meter revenues generated in Little Italy and managed by New City America staff. Payroll for all of these employees reaches almost \$650,000 per year and is supplemented by the Mercato and other activities of the Association. Could we

use additional funding? Of course and we are constantly looking for ways to provide cost effective and better service. The variable factors that impede our work performance have mostly to do with street people some of whom are mentally ill and need medical attention. Until the federal and state government accept their responsibility of many of these poor souls, our maintenance crews will be required to respond to their issues – no matter how problematic.

All and all, we believe that we have developed a district management system that is the envy of many similar districts throughout Southern California. Our management style changes weekly to respond to the changing community. But we realize that it is the property owners, residents and businesses of Little Italy that fund all of these services and it is our job to provide the highest quality service and the best public spaces in Downtown San Diego. Little Italy is a charitable non-profit corporation and any donations to aid in the enhancement of our maintenance services and jobs program would be greatly appreciated.

Little Italy Mercato



The Mercato is the largest weekly farmers' market and artisan food event of the more than 60 in San Diego County, the Mercato provides healthy, local produce and artisan foods to thousands of shoppers each Saturday from 8 am to 2 pm, year-round, rain or shine.

The Mercato celebrated its 2014 anniversary with a major move to Cedar Street, vacating its home on Date Street after six years to make way for the construction of Piazza Famiglia and neighboring mixed-used development projects. Strategic planning meant that all of the dedicated local farmers and vendors were able to remain in the weekly market, despite a new layout that accommodates residences and traffic patterns along the five-block stretch from Kettner to Front Street. The market

is expected to remain on Cedar until 2016.

A well-loved community gathering place for Little Italy and downtown residents, the Little Italy Mercato is also a popular attraction for visitors. With almost 200 booths featuring quality food and unique gift items, and live music weekly, the Mercato is a leading destination that ranks as one of San Diego's top tourist attractions for Los Angeles day-trippers and international travelers from Canada, Europe, and Asia. Tourists often choose accommodations for their close proximity to the market, and stay to dine and shop in the neighborhood, making the Little Italy Mercato an enduring asset to Little Italy's local economy.

20th Annual Little Italy FESTA!

The 20th annual Little Italy FESTA! took place on 12 blocks of the neighborhood on October 12. The festival showcased Italian culture, from music, to visual art, to Italian cuisine, all brought out into the streets for attendees to enjoy.

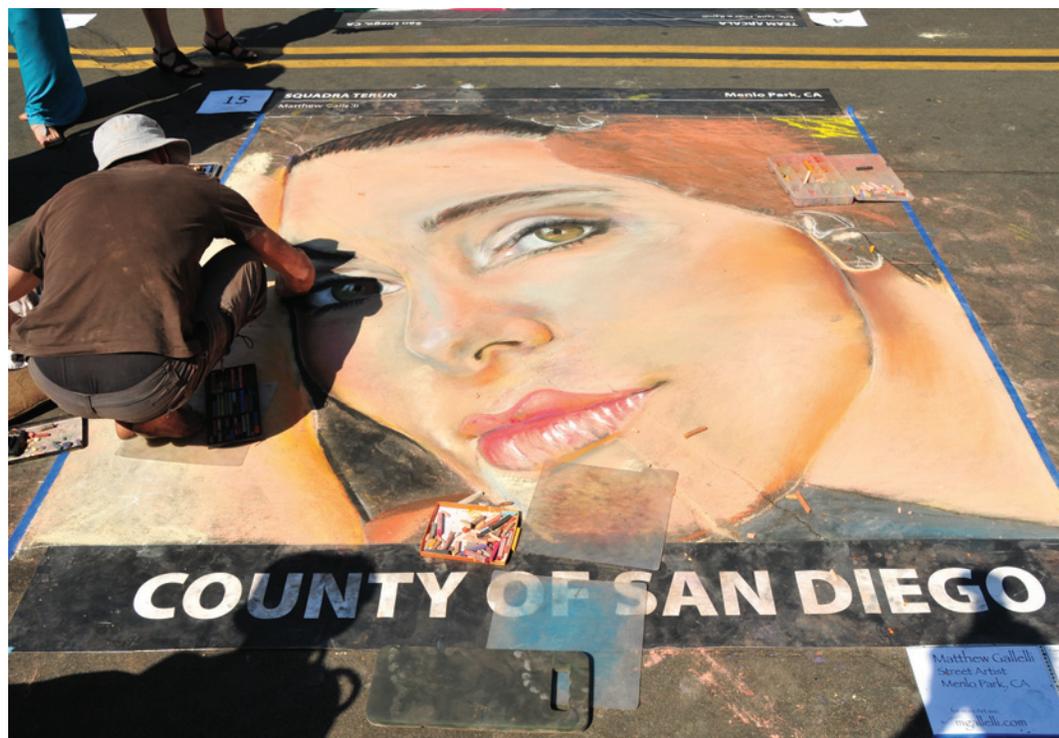
One of the festival's most popular facets is "Gesso Italiano" where the ancient art of "maddonari" is honored, in more than 66 chalk paintings on the asphalt. In honor of the 20th annual festival, we featured a collaborative art piece depicting a stained glass window in the Duomo di Milano. This beautiful rendering filled a 30 x 20 foot area, and more than 10 individual artists applied their talents to the piece which was coordinated by long-time FESTA! artist, Cecilia Linayao. Gesso Italiano was presented by our good friends at Mossy Fiat.

The entertainment lineup offered everything from Italian opera to swing bands, to a tribute to Frankie Valli and the Four Seasons by "Oh What a Night" the group that rocked the FESTA in 2013, and returned this year by popular demand. New this year, was our very popular grape stomp competition, which pitted three people against one another in battle of the fastest feet. This element of

the FESTA was great fun and enjoyed by all who participated or observed.

What would the FESTA be without plenty of Italian food? Pasta, pizza, cannoli...it was a day to celebrate all things Italian, and we're already looking forward to

plans for 2015 when we merge Sicilian Festival (formerly each year in May) with the Little Italy FESTA, bringing a dynamic blending of these two cultures to the festival. Mark your calendar for October 11, 2015.



One of the many chalk drawings at the Annual FESTA!

Washinton Elementary STEAM Magnet

Washington STEAM Magnet is a small school, of 340 students and 17 teachers, nestled in the center of the Little Italy neighborhood of downtown San Diego. Our school is conveniently located in the center of the city, not far from the San Diego Bay, Balboa Park, museums and theaters. We take advantage of this by maintaining partnerships with the Little Italy Association, the Children’s Museum and local theaters.

S.T.E.A.M. stands for; Science, Technology, Engineering, Arts, and Mathematics. As a STEAM school we

teach all subject matter in integrated units of inquiry which explore the essential questions of global living. This means that children apply their learning and acquire new knowledge and skills in the context of solving real world problems. All of our teachers are G.A.T.E. trained and use these strategies to teach to the genius of each and every child.

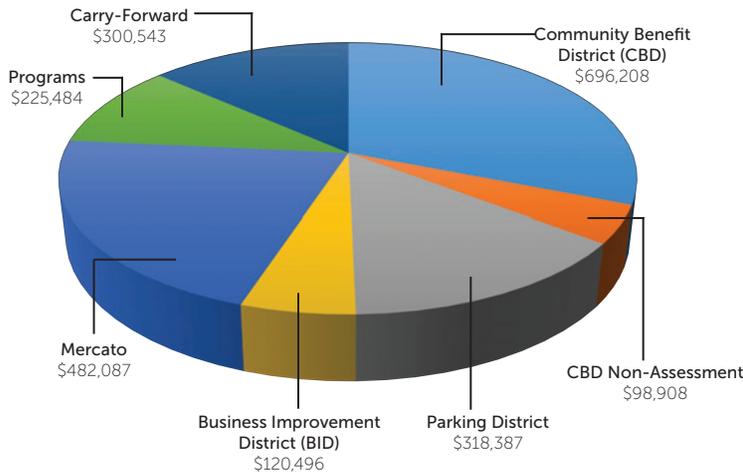
Thanks to our association with Little Italy businesses and the work of our Washington Elementary Foundation, we provide extensive extracurricular activities and daily instruction in the arts.

Wednesdays are our club days when we have Bocce Ball, Art, Theater and other activities for children after school. During the instructional day our children benefit from the services of three art teachers, a science teacher and a math specialist.

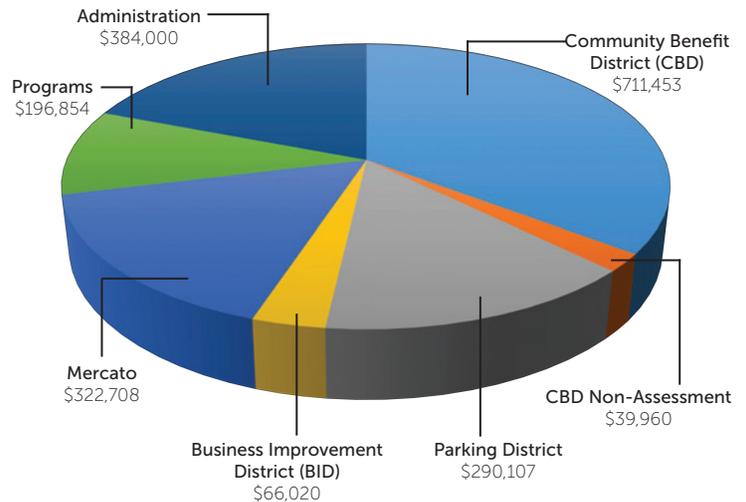
If you are not a resident in the Little Italy neighborhood, and you are interested in enrolling in Washington STEAM Magnet, please fill out an application before the deadline as we reach our enrollment limits early in the year.

Little Italy Association Financials - FY2014

Income / \$2,242,113



Expense / \$2,011,102



2014 Brings New Business and Unique Flavors to Little Italy

2014 was another big year for San Diego’s Little Italy. Over 20 new businesses opening their doors and calling Little Italy their home.

The new businesses, restaurants and retail, include: Harbor Breakfast, Indigo Grill (Remodel), Ironside Oyster Bar, Juice Crafters, Bottlecraft (New Location), St. James Coffee, Birdrock Coffee, Top Chef Richard Blais’ Juniper & Ivy, Cookbook Tavola, Kettner Exchange, The Cheese Shop, Pan Bon Italian Market, Top of the Bay at the Porto Vista Hotel, Sirena, Brazilia, Azzura Boutique, Verde, Stroll, Mission Federal Credit Union, and Urban Boutique Hotel. Some new businesses coming online in 2015 are: Eatery Green, and Javier

Placencia’s Bracero. Also there are two new restaurant locations coming online: Audio Radio Specialist (India & W. Cedar),

and Solunto Baking Company (India between W. Cedar & W. Date).



LITTLE ITALY ASSOCIATION

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President

Daniel Mocerì
Vice President

Luke Vinci
Secretary

Louis Palestini
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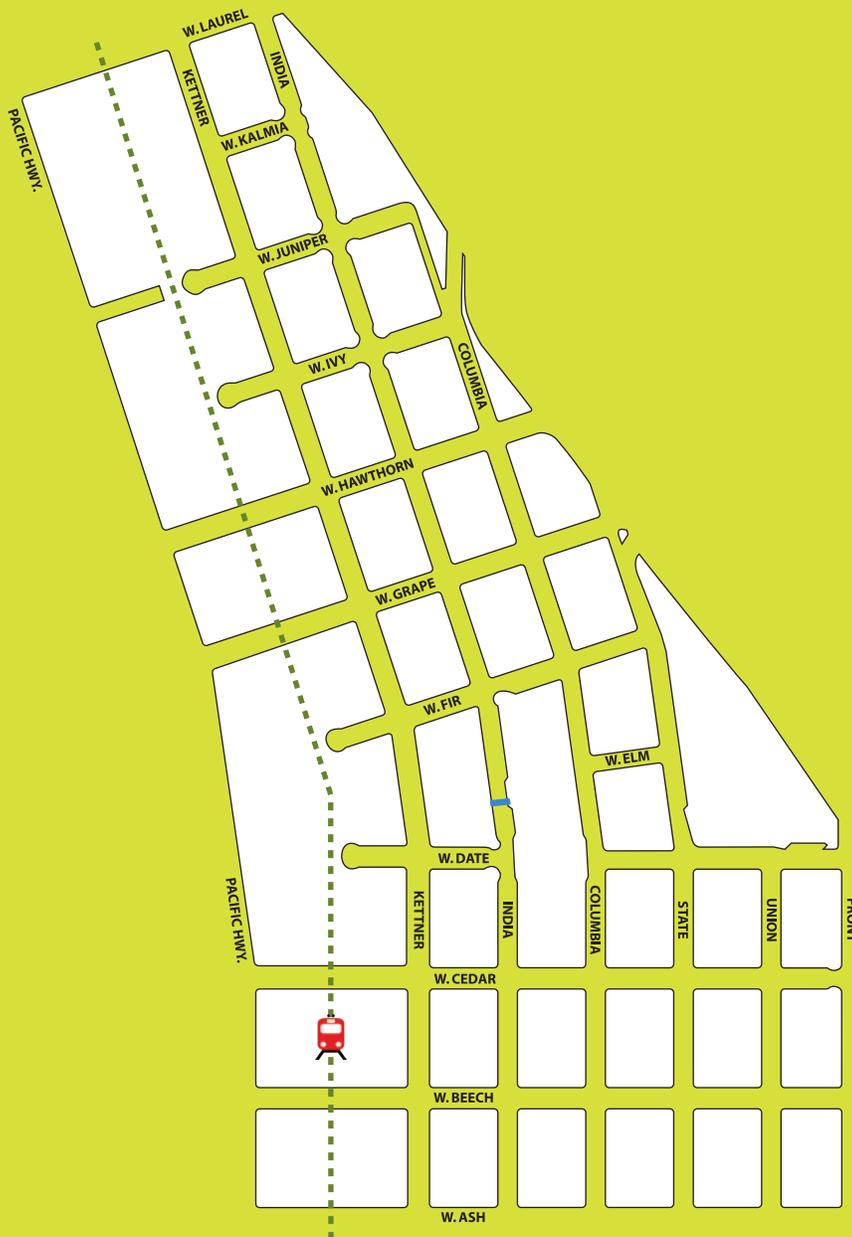
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This Annual Report was formatted by New City America, Inc. staff on behalf of the Little Italy Association of San Diego.