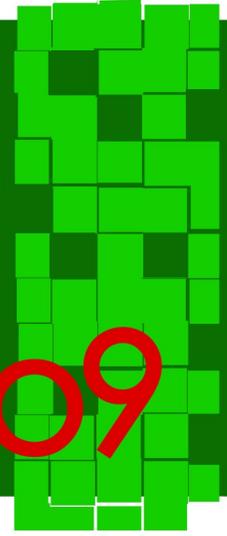


little italy association of san diego annual report

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SAN DIEGO'S LITTLE ITALY

San Diego's Little Italy is one of approximately 13 – 14 Italian-American communities remaining in the United States today. What makes San Diego's Little Italy unique is that it has experienced significant growth over the past 15 years and, in fact, has grown more since 1998 than at anytime in its 110-year history. Today's Little Italy is a vibrant and diverse urban neighborhood.

Little Italy is one of San Diego's original suburbs which bordered the "New Town" founded by Alonzo Horton in the late 1800s. The community was economically defined by its historical ties to the water and its growth as the tuna-fishing capital of the world. Little Italy relates culturally and ethnically with its deep immigrant roots that include Italian, Portuguese and Mexican immigrants. A National Italian-American Catholic Parish, Our Lady of the Rosary, is revered as the spiritual center of this community since its founding in 1925.

In 2007, Little Italy was designated a *Preserve America* Neighborhood, a White House initiative developed in



OVERVIEW

The Little Italy Association of San Diego is a public benefit non-profit corporation established to enhance the revitalization of San Diego's Little Italy neighborhood and business district. The Association was formed in 1997 after the successful establishment of the Little Italy Business Improvement District (BID), created by vote of the San Diego City Council in December 1996.

The Association's primary function was originally to administer and oversee the programs and activities of the Little Italy Business Improvement District. Since 1997 the Association's goals and programs have expanded to accommodate the needs of the business community, property owners and over 3,000 residents who call Little Italy their home.

Today, the Association administers:

- the Little Italy Community Benefit District (CBD), established by vote of the property owners in 2000, and again in 2004, to fund special benefit services throughout the neighborhood;
- the Little Italy BID on behalf of the over 400 businesses in Little Italy;
- all other activities in Little Italy that affect parking, zoning, land use, traffic, beautification, commerce, public-space development, signage, branding and advocacy on behalf of the residents, businesses and property owners in Little Italy.

cooperation with the Advisory Council on Historic Preservation (ACHP) and the U.S. Departments of the Interior, Commerce, Agriculture, and Housing and Urban Development. *Preserve America* designations are granted to neighborhoods that support historic or cultural preservation, promote heritage tourism, foster economic vitality, and involve public-private partnerships.

Little Italy is home to the only elementary school, Washington Elementary, in Downtown San Diego. It also has a traditional commercial corridor or "Main Street" called India Street, named after the location of an Indian reservation that was based along the land that is now occupied by the business community. The Little Italy neighborhood is fortunate to have some of the best transit options, having easy access to freeways, a trolley line, bus lines, and Amtrack. The neighborhood is relatively flat on its south end which lends itself well to walking and biking.

north, Front St./Interstate 5 on the east, Pacific Highway on the west and Ash St. on the south. The property assessments, by law, can only fund "special benefits" or those services over and above the general benefits provided by the City of San Diego. The district funds provide 11 above-market-rate jobs for maintenance workers and management staff who oversee all maintenance, security, cleaning, electrical costs for special-benefit pedestrian street lights and beautification projects in the 48-square blocks of Little Italy. Services are not delivered beyond the mid-street boundaries of the district.

2. The "programs and activities" portion of the budget constitutes almost \$190,000 per year in gross revenues. These programs include grants and revenue generated

from the Annual Little Italy Festa, the Annual Dinner, the Carnevale, ArtWalk, marketing efforts and other activities which are implemented by the Association staff to support the neighborhood and business community;

3. The new Little Italy Mercato/Farmers Market which generates approximately \$ 70,000 in gross revenues per year to fund various activities and cover staff costs for the Association;

4. The Little Italy BID which generates approximately \$95,000 per year and whose purpose is to promote commerce and business activity in Little Italy;

The combined budget for 2008 is \$ 1,025,000. The breakdown of income is seen in the pie chart below.

BUDGET 2008-2009

The Little Italy Association budget for Fiscal Year 2008-09 is comprised of the following revenue sources:

1. The property-based Little Italy Community Benefit District, also known as a Maintenance Assessment District (MAD), which generates a projected \$ 670,000 in net revenues based upon property assessments. The CBD covers almost 48-square blocks from Laurel St. on the



STAFFING

Little Italy's system of management is unique to all of the CBDs, property-based assessment districts and BIDs in the City of San Diego. Staffing of the Little Italy Association and its activities are carried out in the following manner:

1. A master staffing contract with New City America, Inc. provides up to 8 employees for all aspects of office management, accounting, special events, design work, advocacy, community development, planning and Board operations. The administrative staff contract has been in place since the inception of the Association. The President of New City America is Marco Li Mandri, who also serves as the Execu-

five Director (non-voting staff) to the Association Board.

2. Maintenance staff are employed directly by the Association to allow for maximum flexibility of staffing, allocation of resources and for cost savings purposes;
3. Marketing and Promotions are contracted with Citrus Marketing as a retainer contract to promote various activities in the neighborhood.

Administrative staff and special events/programs staffing through the contract with New City America and its 8 employees (working full and part time), constitutes approximately \$ 242,500 of the overall annual budget for 2008.

The function of the Association is to put money to work by providing the services that the community desires. As a result, there is very little "savings" except for the 10% mandated reserve the City of San Diego requires for our CBD property assessment district. As of July 1, 2008, there was over \$20,000 in Little Italy's CBD reserve account in the City of San Diego.

Funds were expended from each revenue source based upon the legislation that guides the use of assessment districts. Unrestricted income earned by the Mercato and several special events are used to offset staffing costs and carry on the operations related to each of those activities. A full breakdown of each income source and expenses by category are available upon request at the Little Italy Association office.

BOARD OF DIRECTORS AND GOVERNANCE

The Little Italy Association consists of approximately 25 Board members. The Board meets the first Tuesday of each month, except on the Tuesday after Labor Day, and does not meet during January of each year. Nomination to the Board is based upon the following three conditions:

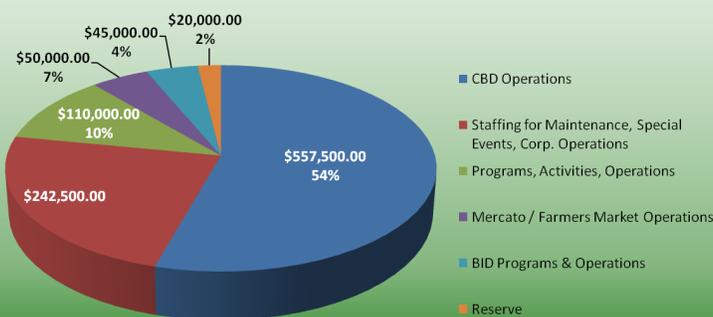
1. Nominee has been active on one of the Board Committees for at least one year;
2. Nominee has paid fully into the Little Italy CBD or BID for the previous year;
3. Nominee supports the goals and mission of the Little Italy Association.

Board seats are allocated as follows:

- 2/3 of the seats are allocated to property owners, whether commercial, residential, non-profit or ecumenical;

2008-2009

Little Italy Expenses
\$1,025,000



- 1/3 of the seats are allocated to businesses tenants who do not own the property they occupy;

In addition, the Board, once nominated, may select voting Community-at-Large reps and residential tenant reps.

In June 2009, the Board elected the following members to serve as officers:

President

Steve Galasso
Caffe Italia

Vice President

Danny Mocerì
Filippi's Pizza Grotto
Filippi's Cash & Carry

Treasurer

Lou Palestini
San Diego National Bank
Retired

Secretary

Jim Bassi
Che Bella
Resident/Property Owner

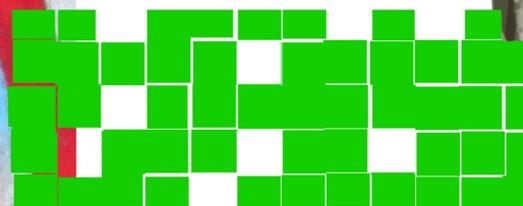
PROJECTS SLATED FOR 2009-2010

The following projects are slated for initiation or implementation in 2009-2010:

- Development of the Piazza Tomaso, a tribute to Tom Fat, at the corner of India and Ivy Streets;
- Development and growth of the new "NoLI" (North Little Italy) Art & Design sub-district, under the umbrella of the Association;
- Serve as the venue for one or two international bike races, to begin under the Little Italy sign;
- Continue expansion of the hanging plant program throughout the community;
- Continual maintenance of the corner pots throughout the community;
- Implementation of a CRV-container recycling program awarded by the

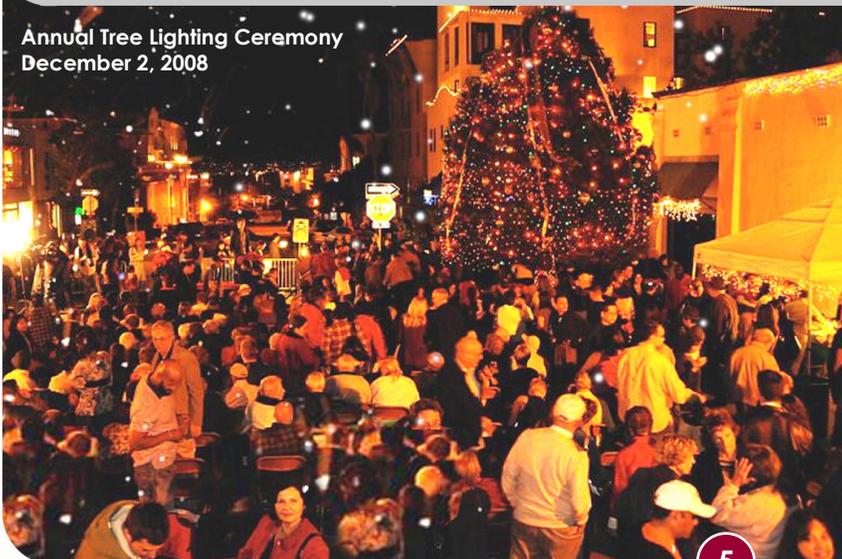
Dept. of Conservation;

- Development the concept of the new "Via Amici" tying India Street to Amici Park up Date Street;
- Work with the City to maintain and enliven the corner of State and Date at the Amici Park Amphitheatre;
- More public art, including the painting of utility boxes along India Street;
- On-Going marketing of Little Italy as a great place to work, open a business, live or visit.



Little Italy Festa's Gesso Italiano Mural
October 10, 2008

Committee	Function	Chaired by	Meeting Frequency
Organization (Executive)	Oversees all aspects of the Board and its committees; comprised of the officers.	Steve Galasso	As needed
District Identity and Streetscape Improvements (DISI)	Oversees all special events, marketing and promotions, branding, beautification efforts, public-space development and maintenance, etc.	Marianna Brunetto	As needed, usually every 4 – 6 weeks
Sidewalk Operations, Beautification and Order (SOBO)	Oversees the maintenance and security operations. Monitors maintenance and CBD budget, seeks new initiatives for cleanliness and maintenance of order. Will implement new recycling program.	Tom Zolezzi	Just starting
Land Use	Works on North Embarcadero Plan, Community Plan, Zoning issues.	Vacant	Meets as necessary
Project Review	Reviews all new developments and projects slated for Little Italy.	Jim Barone	Meets as necessary
Community Advisory Board	Deals with all residential issues including alcohol permits, Washington Elementary School, activities in public rights-of-way, nuisances.	Jack Pecoraro	Meets as necessary
Parking Committee	Newly established by Board action to oversee recent parking meter revenues allocated to Little Italy parking program.	Luke Vinci	Will meet as necessary



Annual Tree Lighting Ceremony
December 2, 2008

The Board operates in a very efficient manner, encouraging discussion at the Committee level and decision-making at the Board level. The Board and its Committees are very task and results oriented. There are 7 standing Committees of the Board that meet as necessary. All Committees are open to any Association member or member of the Little Italy community. Anyone who attends a Committee meeting is entitled to provide input and give their opinion on agenda items. The breakdown of the Committees and their tasks is as seen above.



ACTIVITIES IN 2008-2009

The Association has almost 11 full-time maintenance and beautification employees that clean and monitor the neighborhood 363 days per year, from 6 in the morning until 11 in the evening. The maintenance and ornamental landscaping crew is responsible for the maintenance of:

- 250 trash cans;
- 45 dog bag dispenser stations;
- 800 trees , including watering and trimming;
- Newly installed concrete planters on 80 street corners;
- Over 100 hanging plants;
- All pedestrian street lights throughout the Little Italy community.

In addition, the maintenance crew is responsible for:

- Taking out and locking up 20 sets of tables, chairs and umbrellas in the community every day;
- Taking out and locking up over 100 chairs in the public spaces every day;
- Enhancements of the public rights-of-way including seasonal displays, pizza decorations, Holiday decorations, and banner installation;
- Maintenance and set up of the weekly Mercato/Farmers Market;
- Maintenance, set up and clean up of the various special events held throughout the year in Little Italy;
- Painting out graffiti on walls within 48 hours anywhere in Little Italy.

This Little Italy Association of San Diego Annual Report for 2008 was written, formatted and produced by New City America, Inc. The following New City America, Inc. staff members participated in compiling and creating this publication:

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