Little Italy is rooted in the strength of our families, our rich history and culture, and the waterfront that sustained our community for generations. The Piazza della Famiglia (Family Plaza) will be the new heart of Little Italy. Centrally located in the 48-square-block neighborhood, the piazza will be the new town center for local celebrations and for all of Little Italy San Diego’s nationally-recognized events.

In order to maintain the new addition to the neighborhood, the Little Italy Association will need to raise $1 million in the next three years to fund non-capital improvements for the piazza. These include all the details that further our goal to make this a center of celebrations: lighting; seasonal banners and flags; hanging plants and landscaping; a PA and sound system; security cameras; decorations for special events; a temporary stage; tables, chairs, and umbrellas for outdoor seating; programming of events; and daily maintenance and cleaning.

LOCATION
Recently vacated block of W. Date Street between Columbia and India Streets

OPENING DATE
September 2017

FUNDRAISING GOAL
$1,000,000

COMMITTED TO DATE (6.1.2017)
$250,000

FUNDRAISING TIMELINE
Through the end of 2018

DONOR OPPORTUNITIES (SEE REVERSE)
3’ x 3’ Donor Plaque (17 / 5 SOLD) $50,000
2’ x 2’ Donor Plaque (11) $25,000
18” x 18” Donor Plaque on Fountain (4) $10,000
12” x 12” Donor Plaque on Planters (54 / 2 SOLD) $5,000
4” x 8” Family Tile on Seating Risers (51) $1,000