



2024 HIGHLIGHTS

Creating a Vibrant
Downtown San Leandro



2024 Board of Directors

Angele Sweet - Board President

Owner, Friend + Sweet Landscape Design

Xouhoa Bowen

Council Member, City of San Leandro

Robert Jones

Owner, Robert Jones & Associates

Matt Holmes - Board Vice President

Principal, Retail West LLC

Katie Bowman

Econ. Dev. Manager, City of San Leandro

Justin Osler

Co-Managing Principal, The Martin Group

Kevin Norman - Board Secretary

Principal, DES Architects + Engineers

Deborah Cox

Former City Council Member

Susan Poliwka

Station Planning Manager, BART

Long Van Nguyen - Board Treasurer

Founder/Managing Partner, VN Village Center

Jennifer Delgadillo

Manager, Fieldwork Brewing Company

Kimberly Pace

CEO, Boys & Girls Club of San Leandro

Emily Griego - Immediate Past Board President

CEO, San Leandro Chamber of Commerce

Virginia Harrington

Public Sector Manager, Waste Management

Pete Ballew (alternate)

Council Member, City of San Leandro

Meet Our Team



Safety Ambassadors

Clovis Formunkwin
Crew Lead
Bilal McLeod
Eric Rosendes
Umoni Whitaker

Cleaning Ambassadors

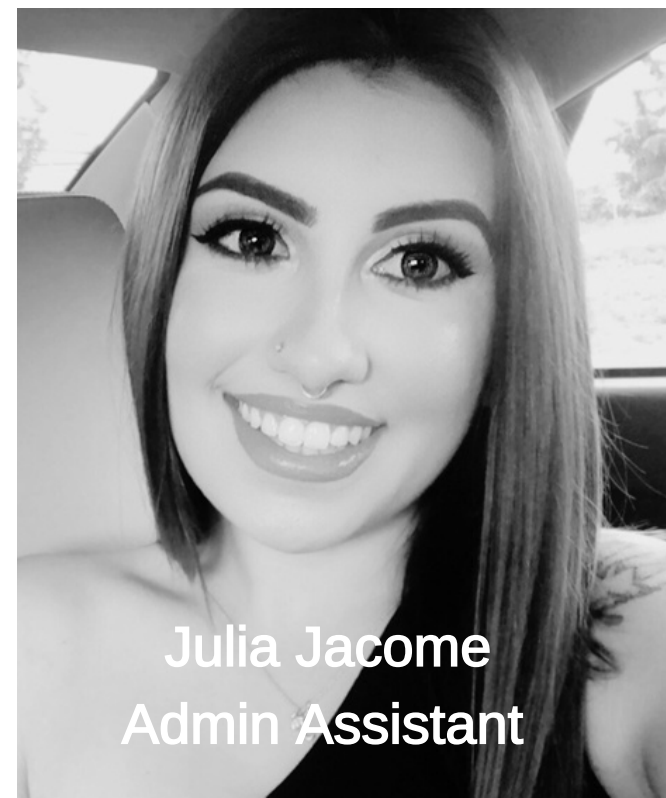
Francisco Castro
Anthony Gonzales
Dale Jones



Morgan Mack - Rose
Executive Director



Julia Marquis
Marketing + Graphics



Julia Jacome
Admin Assistant



Matthew Mayo
Operations Manager

Benefit District Basics

Established in 2013, requires renewal in 2028 by a vote of the property owners.

Administered by San Leandro Improvement Association (SLIA), a 501c3 not-for-profit organization.

The SLIA Board is comprised primarily of property owners or their designees and 1/3 or fewer “At-Large” members.

Assessments determined by physical measurements of property, not value.

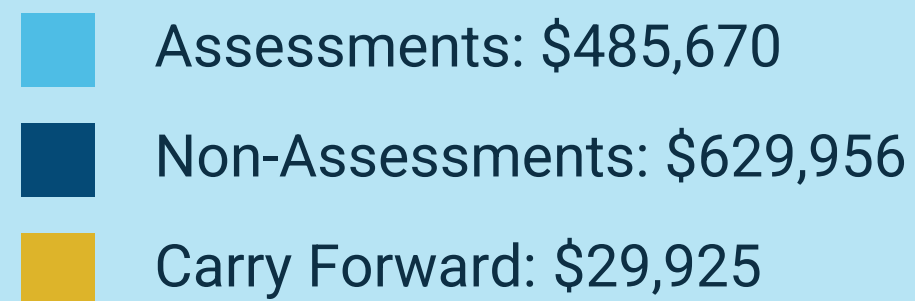
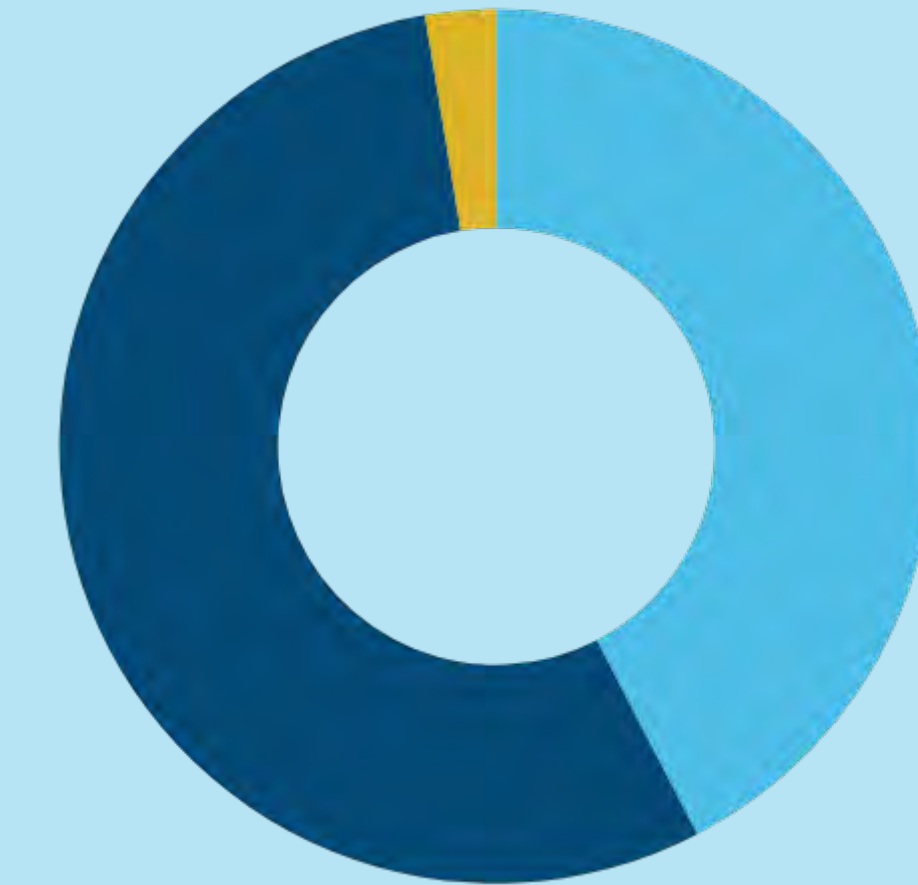
Single-family residences do not receive services and are not assessed.



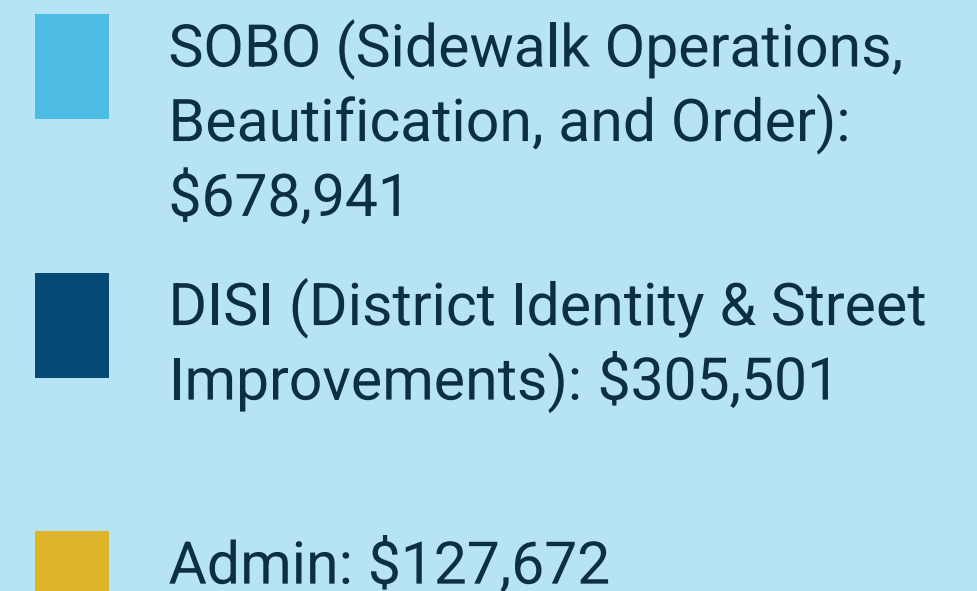
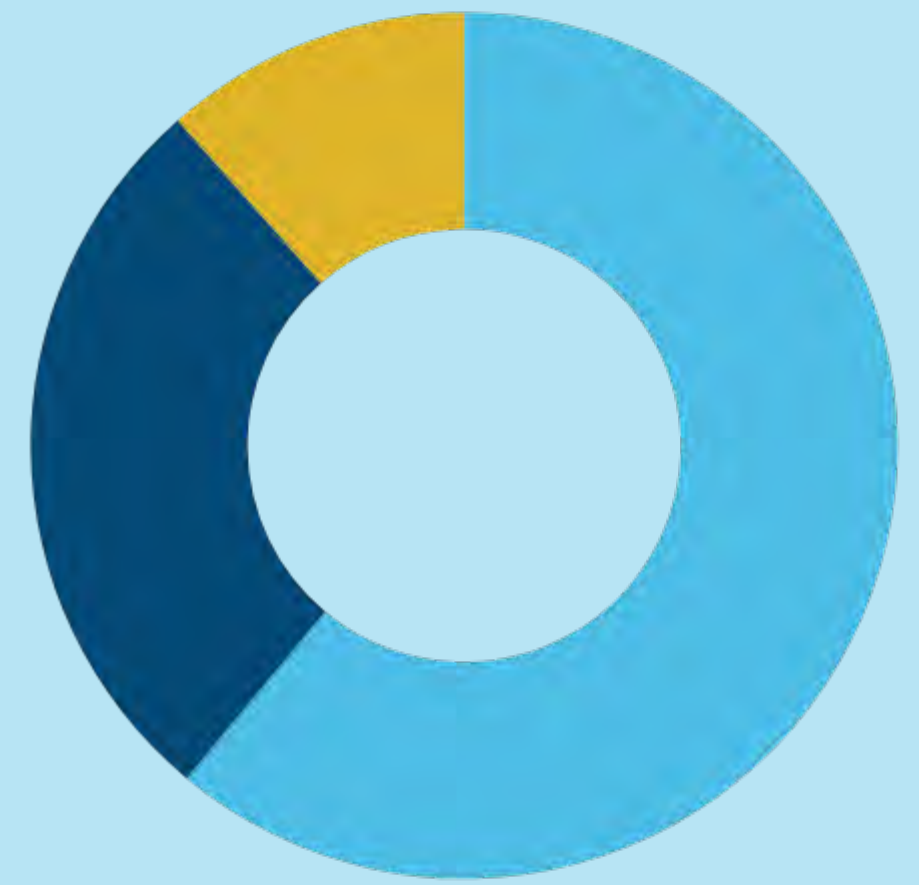
2024 FINANCIALS

Thanks to conservative spending and increased revenue from contracts for service and event sponsorships, we are on sound financial footing and have built cash reserves in preparation for the district renewal process.

2024 REVENUE



2024 EXPENSES



Our Ambassadors are Here to Help!



10,254



Business
Contacts

590



Meals
Distributed

7,537



Hospitality
Contacts

223



Carts
Returned

44,413



Infrastructure
Cleaned

1,383



Welfare Checks

443



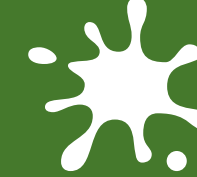
De-escalations

2,829



Trash Bags

415



Hot Spot Spills

40



EMS/PD

7,280



Organics

303



Pressure
Washing

802



Graffiti
& Stickers

510



Biological

117



Watering

Our Ambassadors are Here to Help!

3,609



Welfare Checks

22,103



Business
Contacts

3,383



Hospitality
Contacts

1,940



Agressive
Panhandling

1,189



Carts
Returned

2,821



De-escalations

1,605



Ordinance
Violations

15



EMS/PD

459



Safety Escort

18,143



Litter Removal

2,803



Meals
Distributed

2,383



Graffiti
& Stickers



2024 Downtown San Leandro Events



SUBSCRIBE



20



24



2024 Downtown San Leandro Recap



Downtown San Leandro
18 subscribers

Subscribed

1



Share



Ask



Download



Clip



2025 Events

Summer Events

June 7th - Cherry Festival
June 13th - Reggae/Hawaiian (Luau)
July 11th - SL Pride
August 8th - 88 Lucky Night Market
September 6th - Latino Heritage



Spring Events

February 15th - Black History Month
March 14th - Women's History Month
April 11th - Spring Fling (Egg Hunt)
May 9th - MexiPino (API month)



Fall / Winter Events

September 13th - OKDROBERFEST
October 10th - Spooktober
November 14th - Neon Night
December 5th - It's A Wonderful Night



Mosaic By
CHRISTINE PACHECO

2024 Public Art



Funded By

San Leandro Arts Culture &
Library Commission

San Leandro Economic
Development Department

Downtown San Leandro CBD

Learn more: [San Leandro Bell Planter Mosaic](#)



Downtown SL
Mosaic Planter



2025 Public Art?

Mural rendering for City garbage enclosure located in City parking lot at W. Juana and Washington Avenues.





Join the SafeCity Downtown San Leandro Camera Program



Part of a Broader Public Safety Initiative



- Public-private collaboration program
- Community-driven approach to crime prevention
- Responsible use of advanced video technology
- Balance of public safety & privacy best practices
- Managed, secure, and inclusive program
- Modeled after successful programs in San Francisco, San Jose, Oakland, and Hollywood.

PILOT LOCATIONS

The Village

Peet's Coffee

Great Clips

Habit Burger

Dave's Hot Chicken

Fieldwork Brewing Co.



E 14th ST. & JUANA AVE.,
SAN LEANDRO, CA 94577

REV. NUMBER	05
REV. DATE	2025 Jan 22

DESIGN DRAWINGS 50%
NOT FOR CONSTRUCTION

SYMBOL	DESCRIPTION
	IP MULTISENSOR CAMERA
	IP FIXED CAMERA
	LPR CAMERA

MULTISENSOR CAMERAS-4
SINGLESENSOR CAMERA-1
LPR CAMERA-



SAFECITY CONNECT
VIDEO SURVEILLANCE DIAGRAM

SAN LEANDRO

PAGE NUMBER
P – map



Questions?