



2023 Highlights

Creating a Vibrant Downtown San Leandro

Presented By:

Morgan Mack - Rose, Executive Director

Presented To:

San Leandro City Council



Current Board of Directors

Angele Sweet, Board President
Owner, Friend + Sweet Landscape Design

Katie Bowman
Economic Development Manager,
City of San Leandro

Kevin Norman
Principal, DES Architects + Engineers

Matt Holmes, Board Vice President
Principal, Retail West LLC

Deborah Cox
Former City Council Member

Justin Osler
Co-Managing Principal, The Martin Group

Betty Shon, Board Secretary
Real Estate Services Manager,
Westlake Realty Group - SLTC

Jennifer Delgadillo
Manager, Fieldwork Brewing Company

Kimberly Pace
CEO, Boys & Girls Club of San Leandro

Long Van Nguyen, Board Treasurer
Founder/Managing Partner, VN Village Center

Virginia Harrington
Public Sector Manager, Waste Management

Pete Ballew (alternate)
Council Member, City of San Leandro

Emily Griego, Immediate Past Board President
CEO, San Leandro Chamber of Commerce

Robert Jones
Owner, Robert Jones & Associates

Xouhoa Bowen
Council Member, City of San Leandro

Susan Poliwka
Station Planning Manager, BART

Annual Meeting and
Reorganization of The Board
March 21, 2024
3:30 - 5:00 pm
San Leandro Chamber of Commerce

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.

2023 Financials

2023 REVENUE



Total Income: \$909,925

2023 EXPENSES



Total Expenses: \$856,871

2023 Cash Surplus: \$53,745

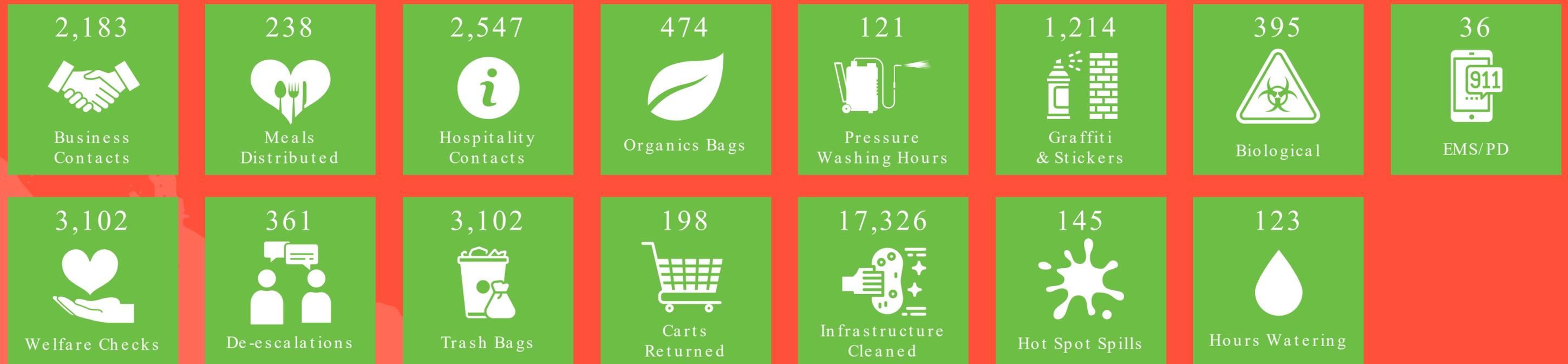
Ambassador Services

(415) 404-8463



Cleaning Ambassadors On Duty
Daily 7:00 am - 3:30 pm

2023 CLEANING STATS



Ambassador Services

(415) 404 - 8463



Safety Ambassadors On Patrol
Monday - Friday 6 am - 9:30 pm
Weekends 12:30 - 9:30 pm

2023 SAFETY STATS



Events

SAN LEANDRO FAMILY
EARTH DAY FESTIVAL



SAN LEANDRO
CHERRY FESTIVAL



OKDROBERFEST



IT'S A WONDERFUL
NIGHT



Artisan Market



SAN LEANDRO
Artisan Market

OCT 8TH NOV 12TH DEC 10TH



5 Artisan Markets held in 2023
82 Unique vendors

Winter Decor!



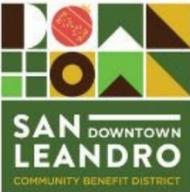
SAN LEANDRO

HOLIDAY ART WALK

DECEMBER 1ST - 31ST

PRESENTED BY

The San Leandro Arts, Culture and Library Commission



SCAN HERE OR VISIT <https://qrco.de/SLartwalk> TO FOLLOW ALONG THE SAN LEANDRO HOLIDAY ARTWALK!



Looking Ahead



Looking Ahead



NEW Vintage and Artisan Markets with monthly themes!

Second Saturdays

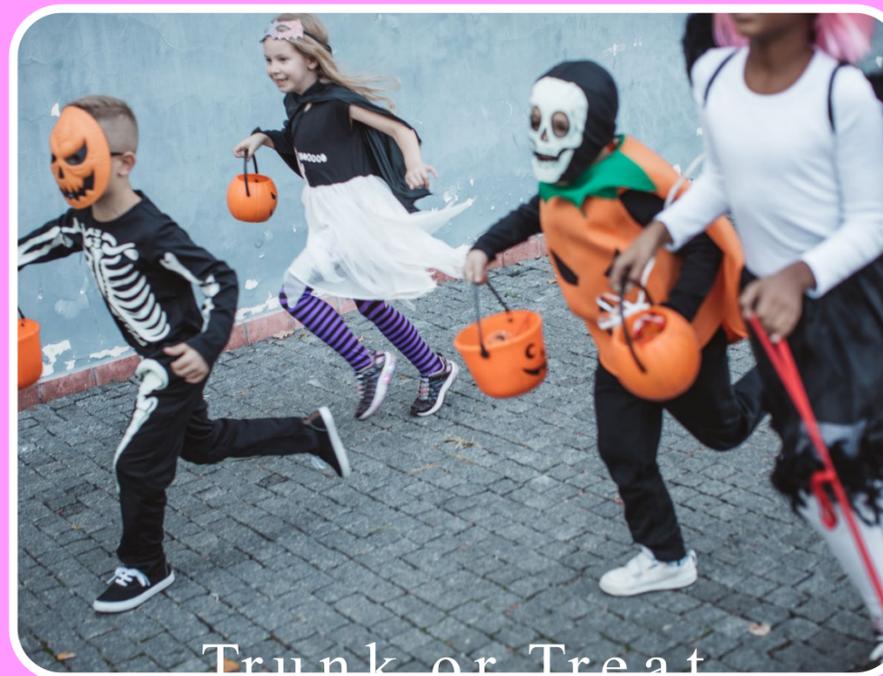
April 13th, May 11th, July 13th, August 10th, October 12th, and November 9th.



Car Shows



Community Makerspace



Trunk or Treat



Holiday Market

The Markets will move to Town Hall Square property to raise visibility and activate the area.

Coordinated Camera Network

- Create a network of cameras among private businesses that will cover general areas of downtown.
- Use forensic-level cameras that are automatically tested daily for functionality.
- Video is centrally stored and easily accessible according to established guidelines.
- Increase efficiency of investigative resources and rate of apprehension by law enforcement.

