



# Update on Sesquicentennial Event Planning

Paul Sanftner, City Manager's Office

January 18, 2022 – City Council Meeting

# Steering Committee Members

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Residents Appointed by City Council

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San Leandro Chamber of Commerce

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San Leandro Business Improvement Association

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San Leandro Downtown Association

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San Leandro Historical Society

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Mayor Cutter (Chair) & Council Member Deborah Cox  
(Sponsorship Chair)

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City Staff

# Steering Committee's Mission and Charge

- Evaluate the Scope and Practical Implementation of Sesquicentennial Event Series
- Create a Sesquicentennial Logo, Event Marketing and fundraising
  - [www.sanleandro.org/150](http://www.sanleandro.org/150) (under construction)
  - Promotional Materials (event advertising & swag)
  - Secure Funding and In-kind Sponsorships

# Recommendation: City-Sponsored and Organized Events

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- **Birthday Unveiling Ceremony (March 2022)**
  - Ceremony Program (facilitated by Mayor Cutter)
  - Banners Unveiling (City Hall/other City facilities/streetlight poles)
  - Up-lighting of City Hall
- **Cherry Festival (June 2022 - Organized by Recreation and Human Services Department)**
  - Pride Parade Element within the Cherry Festival Parade (Council Member Aguilar)
  - Potential Route Change: Parade Route start on E. 14th Street
- **Summer Concert (August 2022 - Vice Mayor Ballew)**
  - Laser Show or Fire Works Show (Council Member Azevedo)
  - Location: Marina Park
- **Housing & Redlining Exhibit (Library, Council Members: Lopez & Simon)**
- **Celebrate Industry Event (October 2022 - Council Member Cox)**
  - Location: local brewery
  - Static Product Displays of San Leandro Industrial Businesses



# Steering Committee will support the following events

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- United 4 Safety Public Safety Event (SLPD)
- "Here is a Sign" Exhibit (Art Event)
- Youth Advisory Commission Event
- Partner Events: San Leandro Historical Society and other non-profit organizations
- It's a Wonderful Night organized by Downtown Association
  - Steering committee supports monetary proceeds from the Celebrate Industry event to provide seed funds for It's a Wonderful Night





Questions?