



2025 HIGHLIGHTS

Downtown San Leandro,
the place to be!



2025 BOARD OF DIRECTORS

Deborah Cox - Board President

Former City Council Member

Xouhoa Bowen (Alternate)

Council Member, City of San Leandro

Virginia Harrington

Public Sector Manager, Waste Management

Kevin Norman - Board Vice-President

Principal, DES Architects + Engineers

Katie Bowman

Econ. Dev. Manager, City of San Leandro

Matt Holmes

Principal, Retail West LLC

Justin Osler - Board Secretary

Co-Managing Principal, The Martin Group

Jennifer Delgadillo

Manager, Fieldwork Brewing Company

Susan Poliwka

Station Planning Manager, BART

Long Van Nguyen - Board Treasurer

Founder/Managing Partner, VN Village Center

Emily Griego

CEO, San Leandro Chamber of Commerce

Sbeydeh Viveros-Walton

Vice-Mayor, City of San Leandro

Angele Sweet -

Immediate Past Board President

Owner, Friend + Sweet Landscape Design

MEET OUR TEAM!



Morgan Mack-Rose
Executive Director



Julia Jacome
Program Coordinator



Julia Marquis
Marketing + Graphics



Matthew Mayo
Operations Manager



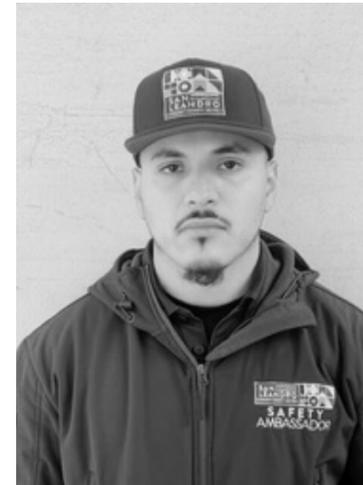
SUP. SIMON
KWESIGABO



SAFETY BENAMIN
BARRIENTOS



SAFETY ANTHONY
THOMAS



SAFETY MARK
REYES



CLEANING KEENAN
JONES



CLEANING FRANCISCO
ESPARZA



CLEANING ANTHONY
GONZALES



ALTERNATIVE RESPONSE UNIT...
Key Partners in Downtown Safety Efforts!

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.

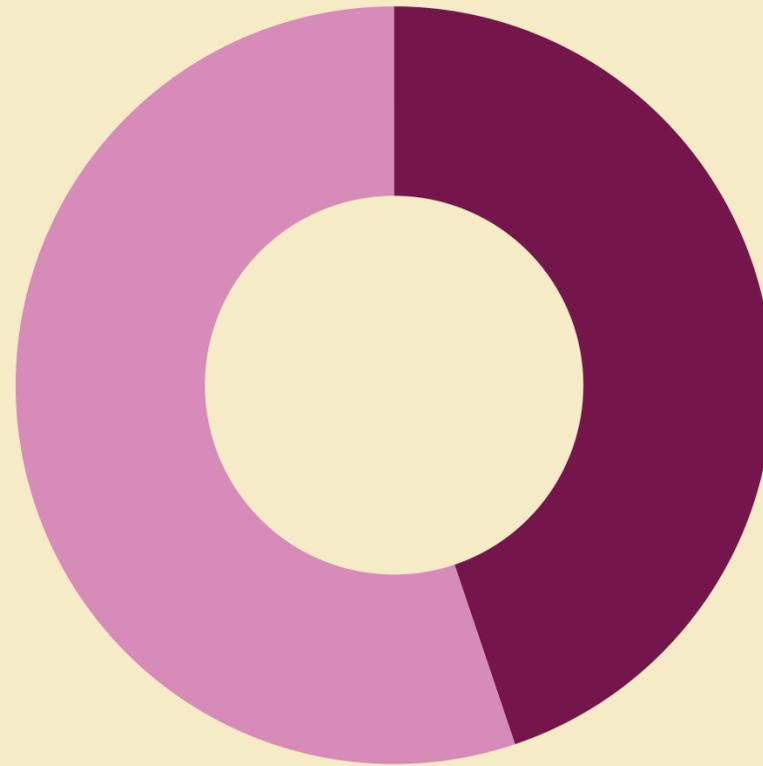
Single-family residences do not receive services and are not assessed.



2025 FINANCIALS

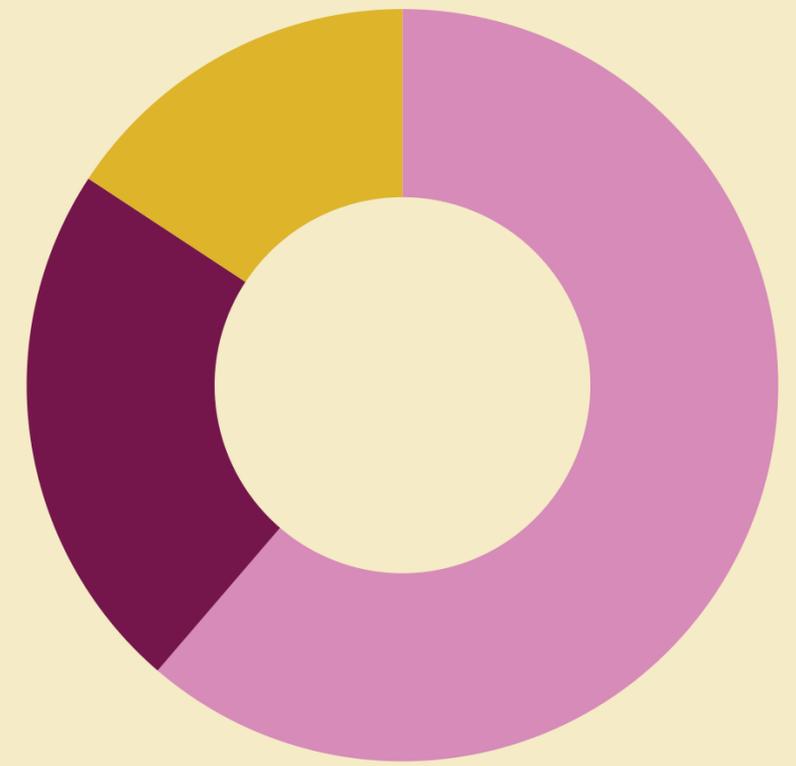
Flat grant funding for the Safety Ambassador program and necessary capital expenditures resulted in an operating deficit for the first time in five years. Reserves built up over the past several years have absorbed the deficit, but programmatic cuts will be required if funding is not fully restored.

2025 REVENUE



- Assessments: \$489,539
- Non-Assessments: \$602,572
- Operational Deficit: (\$30,784)

2025 EXPENSES



- SOBO (Sidewalk, Beautification, and Order): \$704,182
- DISI (District Identity & Street Improvements): \$263,782
- Admin: \$180,886



OUR AMBASSADORS ARE HERE TO HELP!

5151



Business
Contacts

939



Meals
Distributed

6723



Hospitality
Contacts

481



Carts
Returned

67752



Infrastructure
Cleaned

1113



Welfare Checks

1063



De-escalations

2412



Trash Bags

253



Hot Spot Spills

29



EMS/PD

4246



Organicss

200



Pressure
Washing

1095



Graffiti
& Stickers

780



Biological

190



Watering

OUR AMBASSADORS ARE HERE TO HELP!

3556



Welfare Checks

12588



Business
Contacts

5719



Hospitality
Contacts

2376



Agressive
Panhandling

2178



Carts
Returned

3228



De-escalations

1835



Ordinance
Violations

25



EMS/PD

1053



Safety Escort

20312



Litter Removal

2473



Meals
Distributed

2510



Graffiti
& Stickers





Safety Ambassador Services

We are here to help!

- De-escalation of non-emergency situations
- Report suspicious behavior or vehicles
- Report a public nuisance
 - Public drinking or smoking, sleeping on sidewalks, etc.
- Wellness checks on unsheltered neighbors
- Safety escort to vehicle

HELP LINE (415) 404-8463

Monday - Friday 6 a.m to 9 p.m

Saturday - Sunday 12:30 p.m to 9 p.m

Ambassador@downtownsanleandro.com
www.DowntownSanLeandro.com

If someone is in immediate danger, or there's a crime in progress, call 911.



Servicios de Embajadores de Seguridad

- Desescalada de situaciones que no son de emergencia
- Reportar comportamientos o vehículos sospechosos
- Reportar una molestia pública
 - Beber o fumar en público, dormir en las aceras, etc.
- Controlar el bienestar de vecinos sin refugio
- Verificar el bienestar de los vecinos sin refugi

LÍNEA DE AYUDA (415) 404-8463

Lunes - Viernes de 6:00 a 21:00

Sábado y domingo de 12:30 a 21:00

Ambassador@downtownsanleandro.com
www.DowntownSanLeandro.com

Si alguien está en peligro inmediato o se está cometiendo un delito, llame al 911.



Dịch vụ sứ giả

- Giải tỏa căng thẳng tình huống không khẩn cấp
- Báo cáo phiền toái công cộng (uống bia rượu, hút thuốc, ngủ bên lề đường, v.v)
- Kiểm tra sức khỏe cho những hàng xóm không có nơi trú ẩn
- Đưa đến xe an toàn

Đường dây trợ giúp (415) 404-8463 trong ngày thường và cuối tuần

Ambassador@downtownsanleandro.com
www.DowntownSanLeandro.com

Gọi 911 nếu có người gặp nguy hiểm hoặc nếu tội phạm đang diễn ra.



安全大使服务

我们在这里为您提供帮助!

- 非紧急情况
- 舉報公眾滋擾（不明身份人士在公眾地方飲酒，吸煙、或在人行道躺臥等）
- 為露宿者提供健康檢查
- 護送有需要人士前去停泊車輛

求助熱線 (415) 404-8463

周一至周五 上午 6 点至晚上 9 点

周六至周日 下午 12:30 至晚上 9 点

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www.DowntownSanLeandro.com

如果有人面临即時危險，或有犯罪活动在進行中，請打911

AMBASSADOR OUTREACH

2025 DOWNTOWN SAN LEANDRO EVENTS

WEST COAST MAKERS X DOWNTOWN SAN LEANDRO

BLACK HISTORY MONTH

R&B DAY MARKET

MUSIC | DANCERS | BUSINESS VILLAGE | FASHION SHOW
SPECIALTY VENDORS | FOOD | ART | CULTURE

SAT, FEB 15TH | 12 PM - 6 PM
222 DAVIS STREET, SAN LEANDRO

PRESENTED BY

DowntownSanLeandro.com

DOWNTOWN SAN LEANDRO
WEST COAST MAKERS

SPRING FLING

APRIL 11TH
4 PM - 9 PM

300 ESTUDILLO AVE
SAN LEANDRO

KIDS EGG HUNT . FOOD . VENDORS . ART & MUSIC

DOWNTOWNSANLEANDRO.COM

SAN LEANDRO

MexiPino FIESTA

* NIGHT MARKET *

LIVE BANDA . FOOD . DRINKS . VENDORS

May 9th | 4 PM - 9 PM | Free Event

222 DAVIS STREET, SAN LEANDRO

DowntownSanLeandro.com
@Westcoast.makers

PRESENTED BY

SAN LEANDRO

CHERRY FESTIVAL

June 7th, 2025

PARADE STARTS AT 10 AM
FESTIVAL FROM 11 AM - 6 PM

SAN LEANDRO BLVD &
W. ESTUDILLO AVE

LIVE MUSIC • VENDORS • FOOD
CAR SHOW • FUN ZONE

SanLeandroCherryFest.com

SPONSORED BY

SAN LEANDRO

JUNE TENTH

2ND FRIDAYS

JUNE 13TH
4 PM - 9 PM

100 W. JUANA AVE
SAN LEANDRO

FREE COMMUNITY EVENT!
FOOD | ART | CULTURE
MUSIC | SPECIALTY VENDORS

A CELEBRATION OF BLACK OWNED BUSINESSES
FREEDOM AND UNITY

DowntownSanLeandro.com

SAN LEANDRO

PRIDE

CELEBRATION

JULY 11TH • 4 PM - 9 PM

100 W. Juana Ave, San Leandro

LIVE PERFORMANCES • DRAG SHOW • VENDORS
PUP COSTUME CONTEST • FOOD TRUCKS • DJ

SPONSORED BY

SAN LEANDRO

LUCKY 88

NIGHT MARKET

MUSIC . FOOD . DRINKS . VENDORS

AUG 8TH | 4 PM - 9 PM | FREE EVENT

100 W. JUANA AVE, SAN LEANDRO

DowntownSanLeandro.com
@Westcoast.makers

PRESENTED BY

SAN LEANDRO

OKTOBERFEST

SEPT 13th
12 PM - 6 PM

Fast Pours • Live Biergarten Music • Wide Variety of Food
Cornhole Tournament • Costume & Stein Holding Contests

100 W. Juana Ave, San Leandro • DowntownSanLeandro.com

SPONSORED BY

SAN LEANDRO

LATIN HERITAGE Fest

TACOS • BEER

WITH DJ CHUY GOMEZ

FOOD TRUCKS • LIVE MUSIC
FOLKLORICO DANCING • MARIACHI
VENDORS • DRINKS

26 SEPT | 4 PM - 9 PM

100 W. JUANA AVE, SAN LEANDRO

DowntownSanLeandro.com

PRESENTED BY

SAN LEANDRO SECOND FRIDAYS

DOWNTOWN SAN LEANDRO

SPOOKTOBER

FOOD TRUCKS • VENDORS • DJ MUSIC
ADULT, KIDS, & PET COSTUME CONTESTS
NIGHT MARKET • CHARACTER PHOTOS
SPOOKY COCKTAILS • CANDY HUNT

10 OCT | 4PM - 9PM

100 W. JUANA AVE, SAN LEANDRO

www.DowntownSanLeandro.com

PRESENTED BY

SAN LEANDRO 2ND FRIDAYS

NEON NIGHT

Market

VENDORS . MUSIC . FOOD TRUCKS

Nov 14th | 4 PM - 9 PM | Free Event

100 W. JUANA AVE, SAN LEANDRO

DowntownSanLeandro.com

SAN LEANDRO

It's A WONDERFUL Night

DEC 5TH
5 PM - 9 PM

W. Juana Ave &
E. 14th Street

Tree Lighting
at 5:30 PM
1221 E. 14th Street

Music & Holiday Entertainment • Holiday Market • Toy Drive
Crafts for Kids • FREE Photos with Santa • Holiday Train Rides



DowntownSanLeandro.com



Downtown San Leandro



@DWTNSanLeandro



@DowntownSanLeandro6293

2026 EVENTS

IN PARTNERSHIP WITH



City of San
Leandro
PUBLIC LIBRARY

SUMMER EVENTS

June 6th - Cherry Festival
June 19th - Juneteenth Celebration
July 10th - SL Pride
August 14th - Summer Block Party



SPRING EVENTS

February 13th - Lunar New Year Celebration
March 13th - Women's *HerStory* Fest
April 10th - Swing into Spring Fun
May 8th - AAPI Fest



FALL/WINTER EVENTS

September 11th - Latin Heritage Fest
October 9th - Spooktober
November 13th - Neon Night Market
December 4th - It's A Wonderful Night

March 2, 2026 - Pg 11

2025 PUBLIC ART



FUNDED BY

San Leandro Arts Culture & Library Commission

Downtown San Leandro CBD

MURAL BY JULIA MARQUIS



2026 PUBLIC ART?

Tequila Grill Breezeway

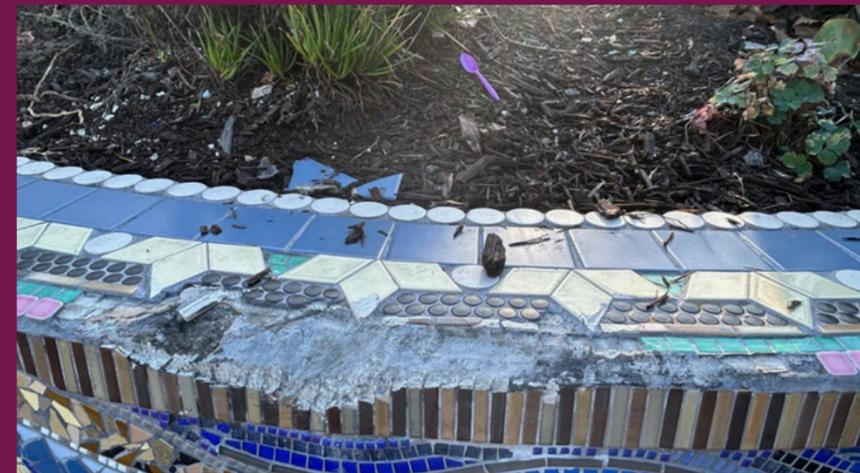


MOSAIC DAMAGE

On December 19, 2025, a commercial crashed into the mosaic planter at the intersection of E 14th at Davis St.

Damages occurred to the planter (approx. \$6,500) and the International House of Pancakes (IHOP) roof.

This intersection has had a history of vehicle crashes and resulting property damages. Remedies to prevent further damages and serious injury to pedestrians include hardscaping.



Join the SafeCity Downtown San Leandro Camera Program

Part of a Broader Public Safety Initiative

Why Public-Private Programs

Shared Purpose - Common Goal



PROPOSED FUTURE SAFECITY CONNECT LOCATIONS

Washington Plaza

- All storefronts *except Safeway and CVS.*
- Estudillo Breezeway



Rocky's Burgers

- Four storefronts
- San Leandro History Museum



QUESTIONS?