



# 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

## Cleaning Ambassadors



**Clovis Formunkwin**  
Crew Lead  
**Bilal McLeod**  
**Eric Rosendes**  
**Umoni Whitaker**

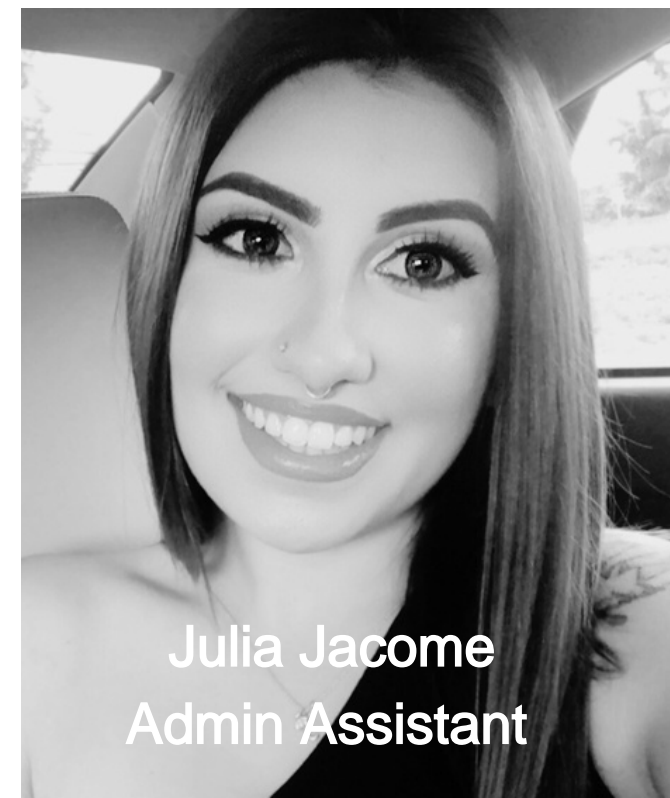
**Francisco Castro**  
**Anthony Gonzales**  
**Dale Jones**



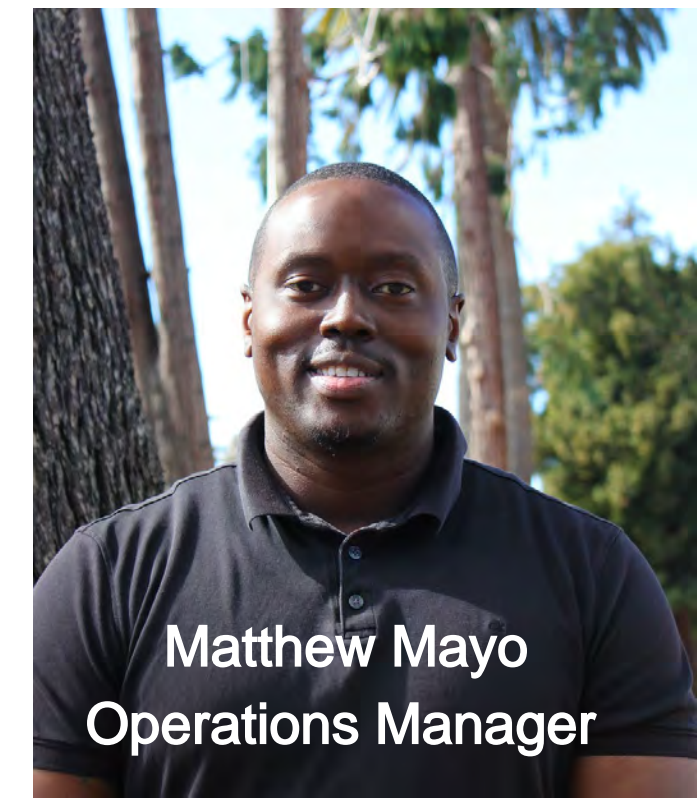
**Morgan Mack -Rose**  
Executive Director



**Julia Marquis**  
Marketing + Graphics



**Julia Jacome**  
Admin Assistant



**Matthew Mayo**  
Operations Manager

# Benefit District Basics

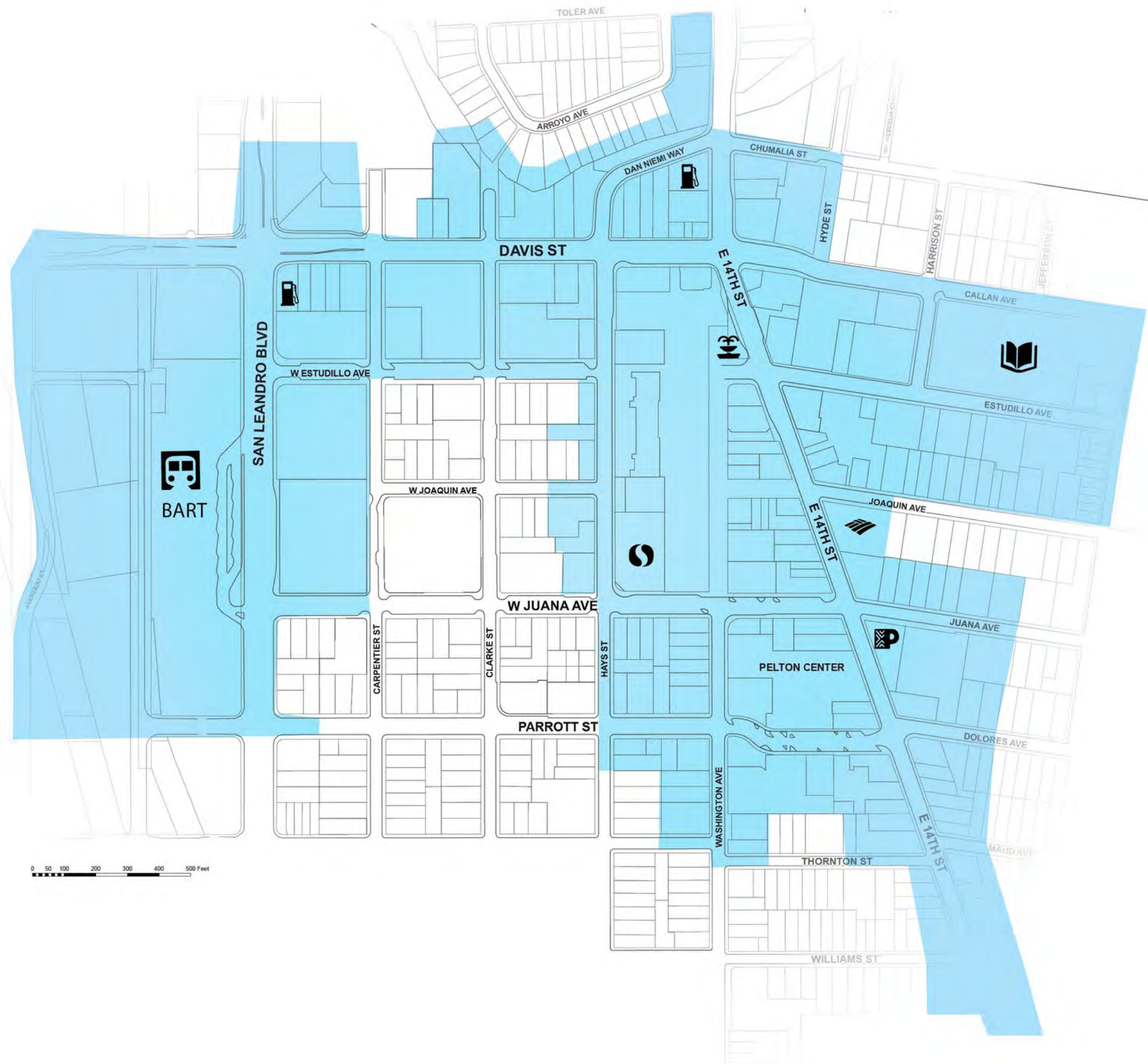
Established in 2013, requires renewal in 2028 by a vote of the property owners.

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.

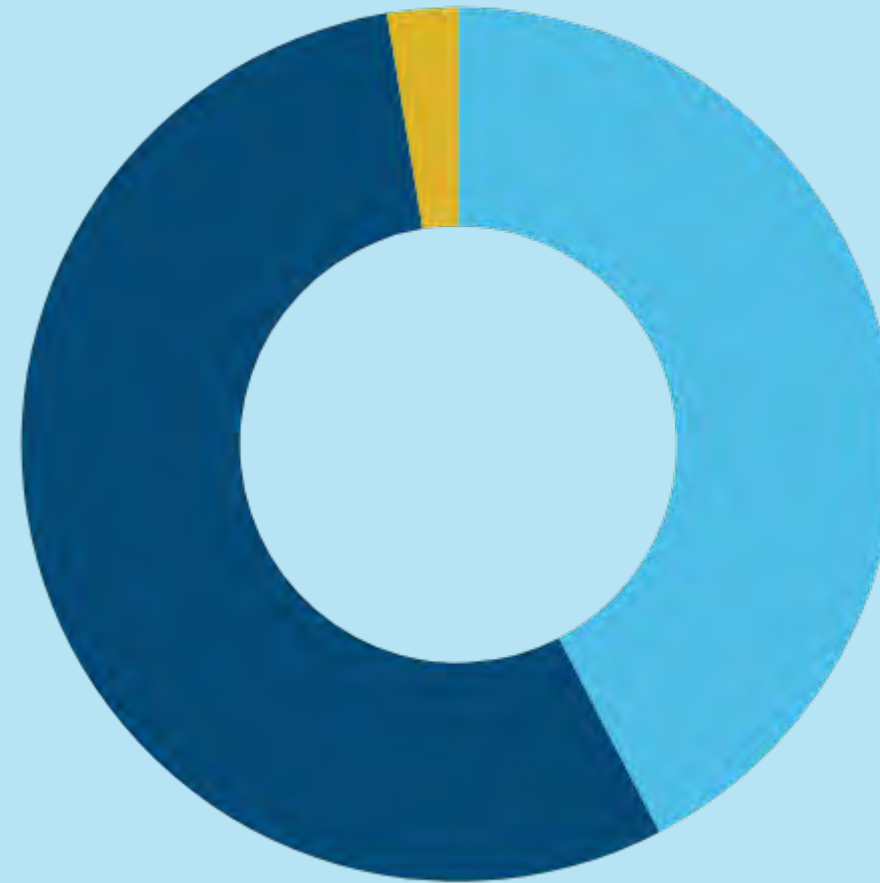
Single-family residences do not receive services and are not assessed.



# 2024 FINANCIALS

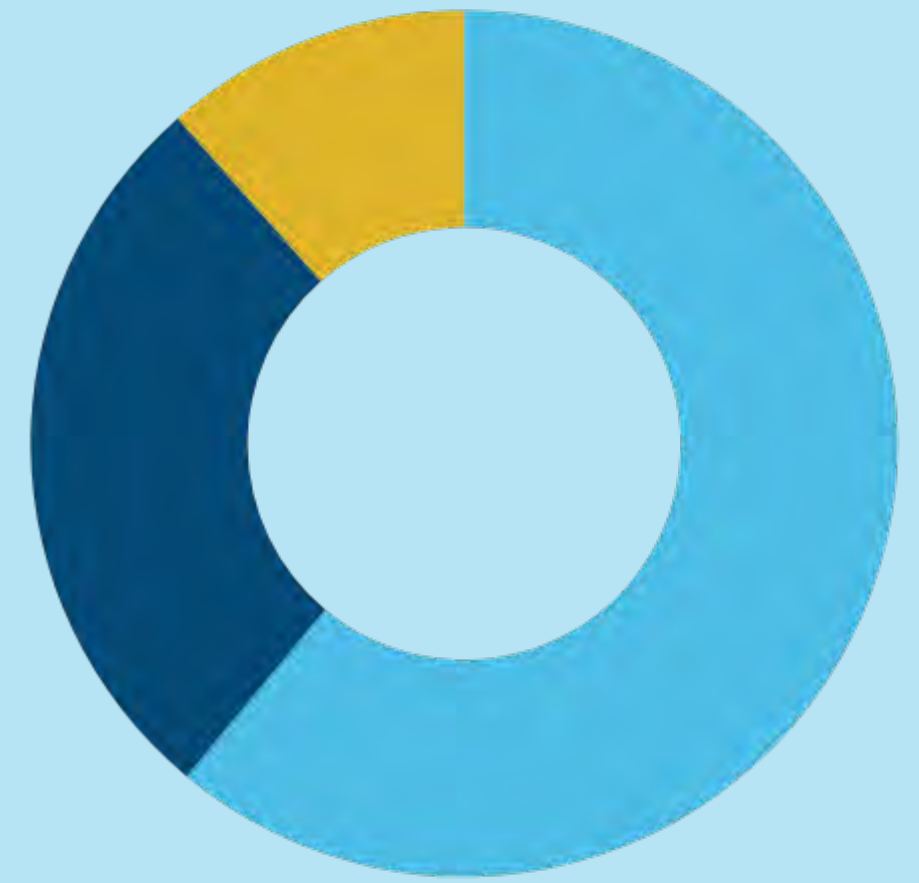
Thanks to conservative spending and increased revenue from contracts for service and event sponsorships, we are on sound financial footing and have built cash reserves in preparation for the district renewal process.

## 2024 REVENUE



- Assessments: \$485,670
- Non-Assessments: \$629,956
- Carry Forward: \$29,925

## 2024 EXPENSES



- SOBO (Sidewalk Operations, Beautification, and Order): \$678,941
- DISI (District Identity & Street Improvements): \$305,501
- Admin: \$127,672

# 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



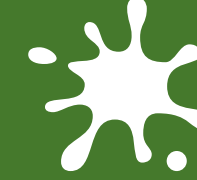
De-escalations

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



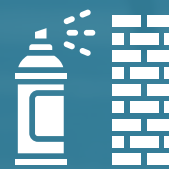
Litter Removal

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** 


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# 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



# 2024 Public Art



Mosaic By  
CHRISTINE PACHECO



## 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

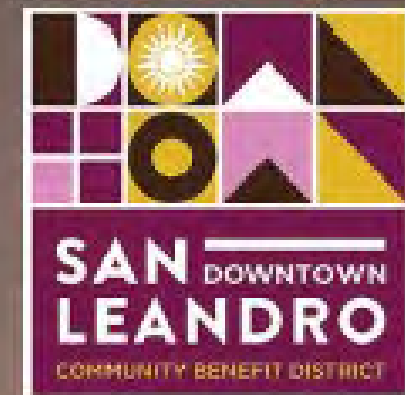


# 2025 Public Art?

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



SafeCity<sup>®</sup>  
**CONNECT**



# Join the SafeCity Downtown San Leandro Camera Program

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# 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

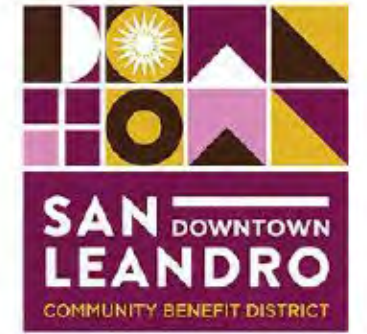
Peet's Coffee

Great Clips

Habit Burger

Dave's Hot Chicken

Fieldwork Brewing Co.



E 14<sup>th</sup> 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 SURVILLANCE DIAGRAM

SAN LEANDRO



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P - map



Questions?