



Sesquicentennial Activities

Cost Estimates*

San Leandro Events & Celebrations

- \$17,000 Marketing/ Mass Mailers
(Newsletters, Ads, promotions)
- \$18,000 Six City Council District event (\$3,000 x 6)
- \$10,000 Two citywide events (\$5,000 x 2)
- \$110,000 Seed Funding
 - project manager
 - event safety & security
 - street closures, barricades,
 - traffic control
 - insurance
 - staff overtime
- \$15,000 Contingency

Grand Total: \$170,000

Possible Sister City Visit

(estimated maximum cost per traveler)

- \$1,500 to \$2K roundtrip airfare
- \$800 to 1,000 lodging expenses (~\$200 per night)
- \$500 Meals (\$50 to \$100 per day)
- \$500 Miscellaneous incidentals (eg translators, transportation, program/event attendance fees)
- \$400 contingency

Grand Total: \$40,000 for 9 travelers

*** Sponsorships could mitigate a significant portion of these costs**