

Downtown SAN LEANDRO

September 17, 2018

To: San Leandro Community Members, Business & Property Owners

SUBJECT: Sponsoring the Mosaic Tiling of Downtown Concrete Planters

In Spring 2017, the SLIA District Identity & Streetscape Improvement Committee commissioned the Stepping Stones Growth Center Artful Steps Program to design 3 mosaic tile planter facades to be installed on 3 existing concrete planters in Downtown San Leandro. Each facade design was modeled after a different scene from San Leandro's past, chronicling the City's diverse history in colorful tiled displays that would enhance the downtown walking experience while further substantiating the SLIA's commitment to expanding downtown's public art portfolio.

In Spring 2018, Artful Steps program facilitators successfully installed 3 tiled facades on the concrete planters at the W. Juana Ave./E. 14th intersection, greatly enhancing the aesthetic of these corner planters and creating a work of art that inspires pride in our community. With this initial success, the SLIA hopes to inspire other stakeholders to step forward in sponsoring one or several of the remaining 9 concrete planters to support the further enhancement of Downtown San Leandro's walking experience!

Individual planter sponsorships begin at \$2,000. Each eligible sponsor is afforded their choice of planter design and location, as available (please see attached application). Sponsorship duration is in perpetuity.

Please call District Manager, Dominic Li Mandri, at (510) 281-0703 for more information or fill out the attached form to reserve your desired planter/theme with a check payable to the San Leandro Improvement Association. The San Leandro Improvement Association is a 501c3, public benefit corporation and all contributions are tax deductible.

Sincerely,

Gordon Galvan
President
San Leandro Improvement Association

SAN LEANDRO IMPROVEMENT ASSOCIATION

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