

Dear Property Owners and Stakeholders,

I am excited to share some **Downtown San Leandro Community Benefit District** highlights from 2023! Your time is valuable, so I will make sure to keep it brief. But, please, take a moment to click here now and sign up for a quarterly e-newsletter designed to keep you informed on important developments impacting your investment.

— **Morgan Mack-Rose,**
Executive Director

**Sign Up for Our Quarterly
E-Newsletter at**
<https://bit.ly/3OGBwuV>

OUR GOAL

Our goal is to make **Downtown San Leandro** a **safe, clean, and welcoming** environment where residents and visitors feel good about patronizing local businesses.



AMBASSADOR SERVICES



The **Downtown Ambassador Services** program is the cornerstone to achieving our goal. Funded by San Leandro Improvement Association assessments, our **Cleaning Ambassadors** worked daily from **7 am – 3:30 pm** last year. They devoted over **6,173 hours** to keeping downtown free of litter, graffiti, leaves, and much more.

Thanks to a close partnership with the **City of San Leandro**, the **Downtown Safety Ambassador** program began as a 2-year pilot program in 2021. The program has proven successful in reducing the number of incidents requiring police intervention and has been hugely popular with merchants and customers.

The City Council has approved continued funding for the next two years and, in December, agreed to expand the service hours. **Safety Ambassadors** now patrol the District from **6 am – 9 pm on weekdays** and **12:30 pm – 9 pm on the weekends**. In 2023, that amounted to nearly **6,534 service hours!**

2023 CLEANING STATS



2023 SAFETY STATS



With Downtown looking better and feeling safer than it has in years, thousands of residents and visitors came out to enjoy lively events hosted by the District in 2023. Click the button to the right for a short recap video!

UPCOMING EVENTS

Check out the 2023
Downtown Recap Video
<https://bit.ly/3uzLLKG>

May 4th – MexiPino Food Fest

June 1st – San Leandro Cherry Festival

September 14th – OKDROBERFEST

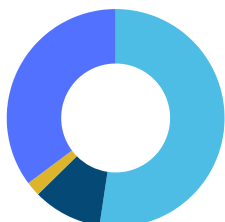
December 6th – It's a Wonderful Night

The San Leandro Artisan Market will also return on the Second Saturday of each month starting in April.

2023 FINANCIALS

Thanks to conservative spending, and increased revenue from contracts for service and event sponsorships, we are on good financial footing and have been able to build necessary cash reserves. Note: These are pro forma financials.

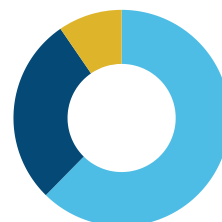
2023 REVENUE



- Assessments: \$476,608
- Event Sponsorships: 93,299
- Contract for Services: 320,269
- Miscellaneous: 19,749

Total Income: \$909,925
2023 Cash Surplus: \$53,745

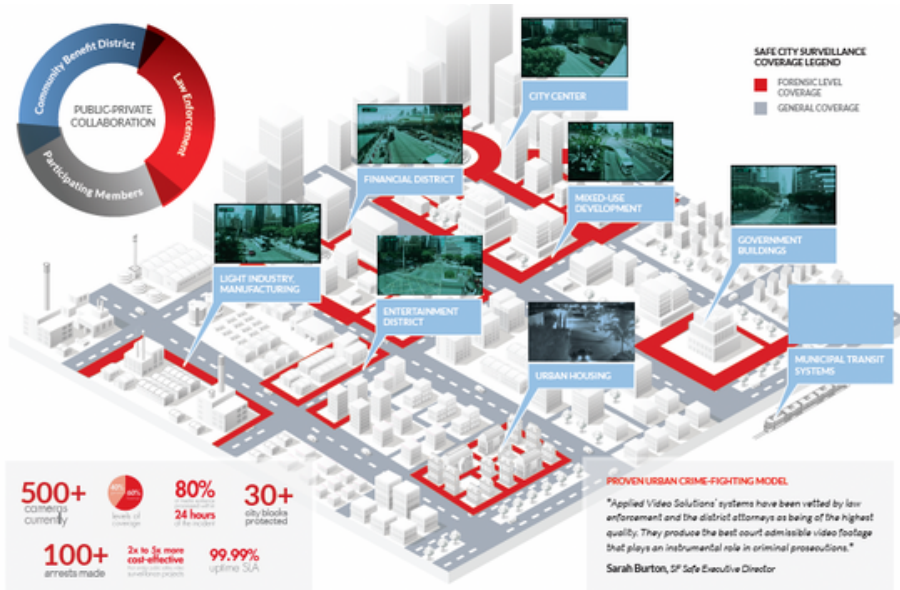
2023 EXPENSES



- SOBO (Sidewalk, Beautification, and Order): \$533,869
- DISI (District Identity & Street Improvements): \$240,369
- Admin: \$79,319

Total Expenses: \$856,871

COORDINATED CAMERA SYSTEM



Looking ahead to 2024, the Board of Directors will continue to build upon the success of 2023 with Ambassador Services and events both big and small. However, a new focus for this year will be advocating for a **coordinated camera system** Downtown.

Having forensic-quality, centrally monitored cameras will ensure the cameras function correctly, and police can access relevant video quickly. This strategy has proven effective at increasing the apprehension and prosecution of criminals. It is a "**force multiplier**" among law enforcement, something critically needed when so many departments struggle to hire officers.

This private/public partnership program exists in districts throughout the Bay Area, and the San Leandro Improvement Association is prepared to invest \$50,000 in seed money if the City of San Leandro offers a security grant program to property owners and businesses. **Please sign up for our e-newsletter if you'd like to follow or participate in this advocacy effort in 2024.**

OFFICIAL NOTICE OF ANNUAL MEETING

If you want to become more involved in helping Downtown San Leandro thrive, please consider joining fellow property owners, residents and merchants and apply to serve on the Board of Directors. Also, you are welcome to join us in person or on Zoom at the **Annual Meeting**, which will be **held on Thursday, March 21, from 3:30 to 5:00 pm** at the **San Leandro Chamber of Commerce**. Please email morgan@downtownsanleandro.com if you would like the Zoom link.

Visit <https://downtownsanleandro.com/board/> for more Information!