



2024 ANNUAL REPORT

It's the big things and the little things that inspire us...

If you haven't visited Downtown San Leandro in a while, prepare to be amazed by the transformation! Vacant buildings are now making way for state-of-the-art, market-rate apartments, signaling a new era of economic growth and opportunity. These significant changes are not just about architecture; they represent a vibrant future filled with promise and potential.

But it's not just the large developments that enrich our community. Smaller, thoughtful initiatives also play a crucial role in creating an inviting atmosphere in Downtown San Leandro. A stunning new mosaic has turned an eyesore into a breathtaking work of art, inviting passersby to pause and reflect. Meanwhile, our dedicated ambassadors provide vital support and reassurance to local merchants and residents alike, ensuring Downtown is clean and everyone feels safe and welcome.

Every improvement in San Leandro reminds us of our collective commitment to uplifting our community, fostering connection, and embracing a bright future together!

Morgan Mack-Rose
Executive Director



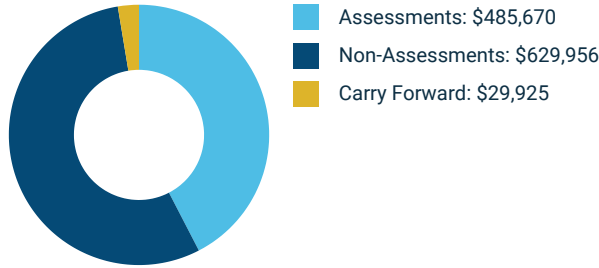
YOU ARE INVITED!

Join us for a reception and tour of the new Centro Callan development on **Monday, May 12, 2025**, from 4:30 to 6:00 p.m. The building tour will begin at 5:15 p.m. This event is by invitation only, and RSVPs are requested. **Please email RSVP@DowntownSanLeandro.com before May 7.**

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



2024 EXPENSES

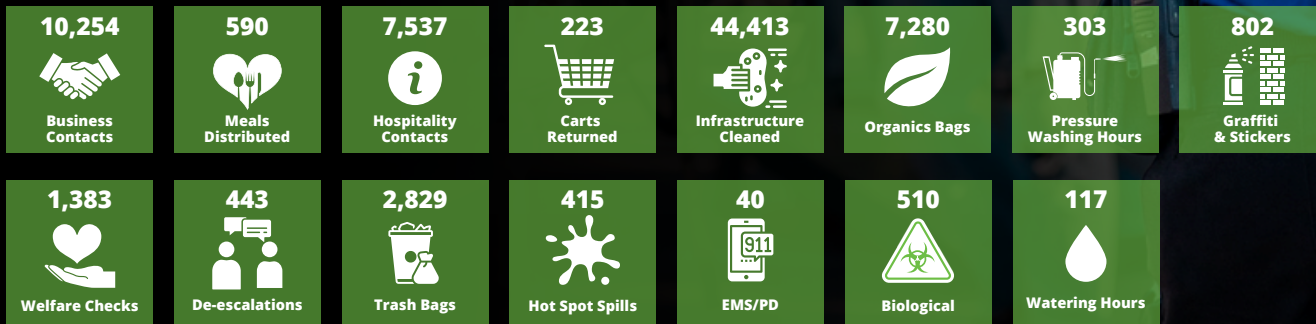


AMBASSADOR SERVICES

2024 SAFETY AMBASSADOR STATS



2024 CLEANING AMBASSADOR STATS



Safety Ambassador Services

Monday - Friday 6 a.m. to 9 p.m.
Saturday - Sunday 12:30 p.m. to 9 p.m.

Cleaning Ambassador Services

Daily from 7 a.m. - 3:30 p.m.

Email ambassador@downtownsanleandro.com or call: (415) 404-8463.

DOWNTOWN SAN LEANDRO COORDINATED CAMERA PROGRAM

Interested?

Email morgan@downtownsanleandro.com



Downtown San Leandro is collaborating with **SafeCity Connect** to improve public safety by promoting cooperation between the public and private sectors. The initiative utilizes advanced video technology to create a network of cameras focused on public spaces.

Downtown will partner with private property owners throughout the district to access a variety of private security cameras aimed at public rights-of-way. The camera feeds will be consolidated onto a single platform to address crime and safety concerns in the neighborhood effectively.

By providing streamlined access to this network of cameras, we can offer a valuable resource to assist in the investigation, apprehension, and prosecution of crimes.



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

2025 EVENTS

March 14th - Women's History Celebration

April 11th - Spring Fling

May 9th - MexiPino(API month)

June 7th - San Leandro Cherry Festival

June 13th - Downtown Luau

July 11th - Pride

August 8th - Lucky 88 Market

September 6th - Latino Heritage Celebration

September 13th - OKDROBERFEST

October 10th -Spooktober

November 14th - Neon Night

December 5th - It's A Wonderful Night

FOLLOW US ONLINE!

 DowntownSanLeandro.com  Mail@DowntownSanLeandro.com  510-281-0703

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