



CHERRY FESTIVAL

2014 Cherry Festival Update



Saturday, May 31, 2014, 10:00 a.m. – 6:00 p.m.
Downtown San Leandro

City Council Meeting
February 18, 2014





CHERRY FESTIVAL

CHERRY FESTIVAL COMMITTEE

City Manager's Office: Marketing, Cherry Lane, VIP Room, Maps

Community Development: Farmer's Market

Engineering and Transportation: Parking; cars and bikes

Fire: First Aid, Parade

Library: Arts and Crafts Vendors, History Museum and Casa Peralta activities

Police: Parade, Street Closures, Security

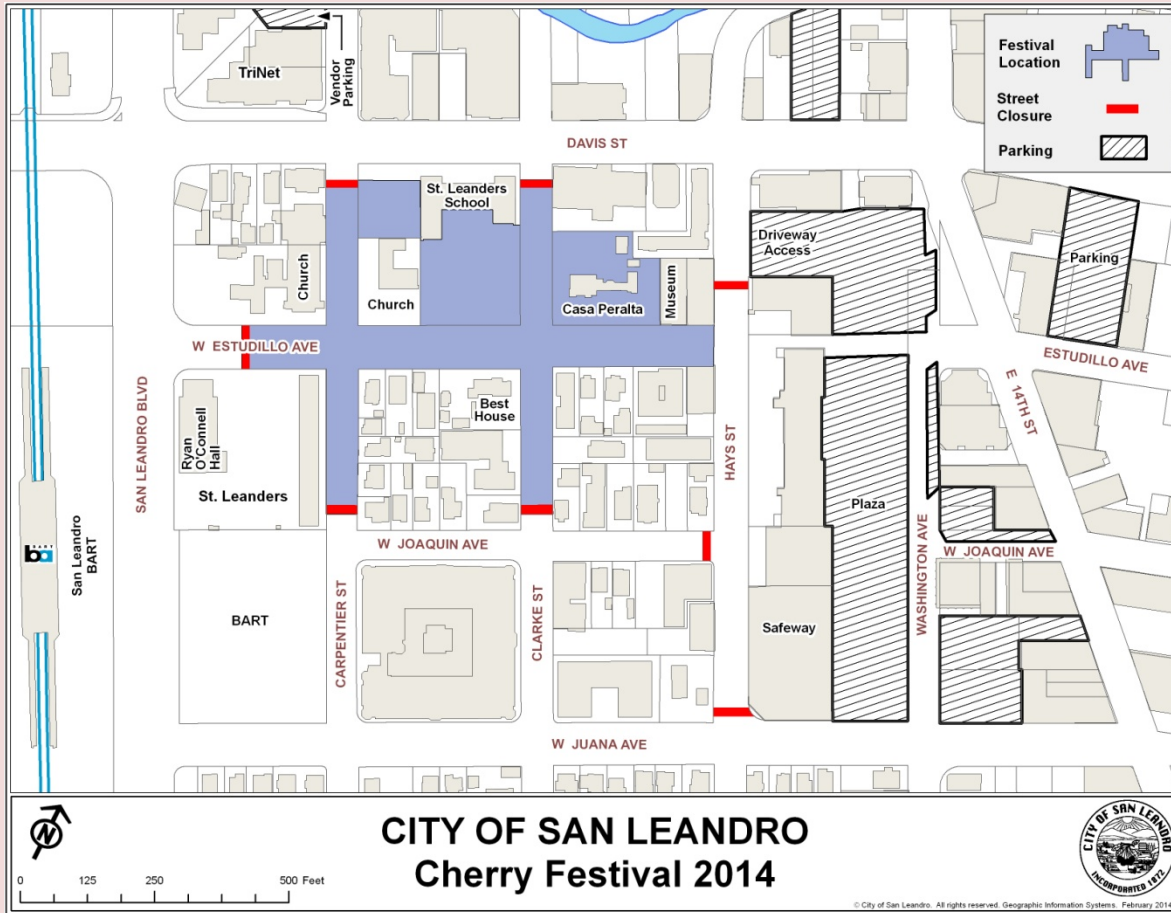
Public Works: Street Closure, Electricity, Garbage, Set-up, Clean-up

RHS: Coordination, Logistics, Sponsors, Entertainment, Food, Kid's Zone, Community Resources, Cherry Store, Information Booth, Cherry Pie Contest, Children's Poster Contest, Arbor Day





CHERRY FESTIVAL



Cherry Festival Map





CHERRY FESTIVAL

MARKETING



- **City of San Leandro Website** (early February): Button on City homepage, Event Page, NEWS item.
- **Save the Date Flyers** (February): City Council, Commissioners, Businesses, Churches, Non-profit Organizations, Neighborhood Associations and School District Distribution.
- **Local Media:** Press Releases (Save the Date, Poster Contest, Pie Contest, Parade), San Leandro Times.
- **Other:** Facebook (Event Page), Festival Poster.





CHERRY FESTIVAL

SPONSORS

- \$55,000 - 9 Confirmed (4 for 3 years); additional \$5,000 in-kind
- Outreach: 50+ businesses received sponsorship packets and follow-up calls/emails



St. Leander Parish

American Outdoor
ADVERTISING

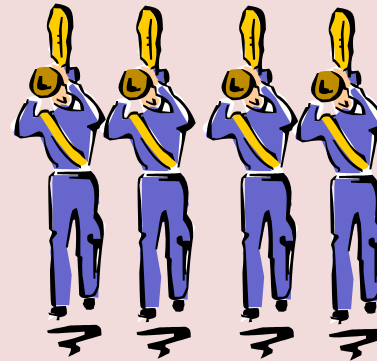




CHERRY FESTIVAL

CHERRY FESTIVAL PARADE 2014

- Parade Details
- Parade Participants
- Parade Outreach





CHERRY FESTIVAL

ARTS AND CRAFTS VENDORS

- **Criteria for Arts and Crafts Vendors:** Handcrafted/Handmade, Original, Cherry related items, San Leandro based and artists in good standing with the City of San Leandro.
- **Outreach Efforts:** Sent applications to San Leandro Art Association, California College of the Arts, Creekside Community Church and various individual vendors throughout the Bay Area.
- **Community Resources Applications:** Current/Pending Applicants.

We're still looking for arts and crafts vendors!
Please refer artists to Patricia Mallari.





CHERRY FESTIVAL

HISTORY MUSEUM AND CASA PERALTA

- Tour San Leandro History Museum and Casa Peralta
- Experience Living History Activities





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FOOD VENDORS

- **Criteria:** Variety of foods and cuisines (including festival favorites).
- **Types of Vendors:** Tented food vendors and food trucks.
- **Specialty Items:** Proposed cherry food items, Chamber of Commerce beer garden and gourmet food and wine café.



Accepting applications through the end of February.





CHERRY FESTIVAL

ENTERTAINMENT

Main Stage

- The Sun Kings (a Tribute to the Beatles)
- Native Elements (Contemporary Reggae)
- The Latin Boys (Salsa Band)
- Tony Toni Tone (R&B)



Community Stage

- Current applications

For Community Stage Applications please contact
Lydia Rodriguez at 577-3477 or lrodriguez@sanleandro.org.





CHERRY FESTIVAL

KIDS ZONE

The Kids Zone is made up of three sections:

- **Interactive Booths:** Sand art, face painting, wax hands, and other interactive pieces that participants can take home.
- **Carnival Games:** Bingo, bowling, dime games, etc.
- **Attractions:** Rides, bounce houses, climbing walls, and any other ride.





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COMMUNITY RESOURCES

- **What is a Community Resource?** It's a non-profit organization that provides important information pertaining to children, families, seniors or other valuable social services to the community.
- **Outreach Efforts:** Sent applications to several Bay Area and San Leandro-based non-profits. Following up with phone calls, emails and direct outreach efforts.
- **Community Resources Applications:** Current and Pending Applicants.

We're still looking for community resources! Please refer non-profits to Heather Hafer at 577-6079 or hhafer@sanleandro.org.





CHERRY FESTIVAL

CHERRY LANE

- **INFORMATION ON CITY RESOURCES:** A large tent housing all of the City Departments and information pertinent to the Community.
 - City Manager
 - Community Development
 - Engineering and Transportation
 - Finance
 - Fire
 - Human Resources
 - Library
 - Police
 - Public Works





CHERRY FESTIVAL

MAKER TECHNOLOGY SHOWCASE

- San Leandro's first maker "show and tell", a family-friendly festival of invention, creativity, resourcefulness and celebration of the Maker movement.
- A launch organizing committee will take place by the end of February led by CIO Deborah Acosta.
- The Organizing Committee will be made up primarily of individuals from The Gate and other interested individuals.
- Exhibits are intended to be interactive and appropriate for children of all ages!





CHERRY FESTIVAL

CONCLUSION

- How can City Councilmembers get involved?
 - Sponsors
 - Arbor Day
 - Pie Contest/Baking or Judging
 - Parade
 - Volunteer
 - Main Stage Introductions
 - VIP Room

QUESTIONS?

