



The Solano Avenue Association Annual Program:

The Solano Avenue Stroll:

This is our flagship event, held the second Sunday in September since 1974!. This event subsidizes the below services, and represents a distinctive opportunity for association members to showcase their business to a crowd of over 300,000 Avenue guests!

The Solano Avenue Directory:

The Solano Avenue Association publishes a color directory of our membership. We print 15,000 and strategically hand-distribute 10,000 to the surrounding community.

The Solano Avenue Gift Certificate / Scrip Program:

We sell over fifty thousand dollars worth of gift certificates annually, that can be redeemed at over fifty locations on Solano Avenue.

The Solano Avenue Banners:

We install and maintain three sets of seasonal banners on the street poles.

The Solano Avenue Website and Email Group:

We administer a website with hits in the thousands. We have over four hundred people on our email tree, and send out promotions, news, and public safety warnings. Make sure your website is linked.

Lunar New Year Celebration in February:

Co-Sponsored by Landmark Theater's Albany Twin, this is a joint venture with the Albany Unified School District that features a parade and three hours of stage performances - all FREE!

Halloween on Solano:

This is a wonderful event that includes a magic show, a costume contest, and free snacks at Ray's Pumpkin Patch. It is one of many ways that the Association gives back to the community at large. We encourage trick-or-treating on Solano Annually which draws hundreds of local families to the Avenue.

Santa on Solano:

We hire entertainers, organize a window-decorating contest, light Solano poles and help decorate the Avenue. We bring (a free) Santa's workshop to Solano, in conjunction with the Albany Chamber of Commerce, to help us compete with the Jack London Square and Hilltop Mall's Santa(s).

We fight for the "Underdog":

We perform many behind-the-scenes activities including attending Albany and Berkeley Council and Commission meetings to preserve and enhance the business environment on Solano Avenue and within our community.

Not to mention: We coordinate with the Albany and Berkeley Police Departments to help maintain a safe environment on the Avenue, synchronize a volunteer trash pick-up campaign, and work with the SAA Membership to coordinate other functions on Solano Avenue.