

## **The Solano Avenue Association Annual Program:**



### **Raising the Profile of Solano Avenue**

Solano Avenue Association utilizes event-based promotions to market Solano Avenue. Unlike conventional print advertising, our popular events guarantees foot traffic on the Avenue. Our free, well-executed, family friendly events bring hundreds of thousands of people to Solano Avenue annually.

Our four primary events are:

#### **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 250,000 Avenue guests, most of them from the immediate area!

#### **Halloween on Solano**

This wonderful event includes a costume contest and free snacks. It is one of the many ways that the Association gives back to the community at large. We encourage trick-or-treating on Solano which draws hundreds of local families to the Avenue each October – all FREE!

#### **Santa on Solano**

We bring 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 coordinate entertainers, provide free photos with Santa, and encourage merchants to help decorate the Avenue - all FREE!

#### **Lunar New Year Celebration in February**

Co-Sponsored by Landmark Theater's Albany Twin and the Albany Unified School District. This event features a parade and two hours of stage performances - all FREE!

### **The Solano Avenue Directory and Street Map:**

The Solano Avenue Association publishes a premium quality directory of our membership. We print 10,000 and strategically hand-distribute 8,000 to the immediate community.

### **The Solano Avenue Gift Card / Scrip Program:**

We sell over twenty-five thousand dollars worth of gift cards annually. Non-profits can buy them at ten percent off. They can be redeemed at fifty locations on Solano Avenue.

### **The Solano Avenue Website and Email Group:**

We administer a website with hits in the thousands. We promote events to our "SAA events" email group. News, public safety warnings and more are sent to our "SAA membership" email group of over four hundred. Make sure your website is linked on our site and that your staff receives our emails.

### **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 climate of Solano Avenue and our community. 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.