The Solano Avenue Association is dedicated to promoting and improving the Solano Avenue business district and to building community spirit and identity through events, marketing, and aesthetic enhancement.
2017 Quick Notes (continued)

Santa on Solano coloring books were once again a big hit! Thank you to the businesses that participated in our 3rd annual holiday coloring book give away. This year we again expanded the size of the book to include more coloring pages and more Solano Avenue businesses. Did your business miss out in 2017? Would you like to be included in 2018? Let us know!

Winter Lighting and Décor Plans

With over a mile long shopping district spanning two cities it’s often a challenge to provide a pleasing holiday décor program. We work diligently every year to partner with other groups and provide better solutions. In 2016, we began working on options and ideas with the Albany Chamber, the City of Albany, and the Solano Berkeley Business Improvement District to help provide a uniform Winter Holiday Décor program for Solano Avenue and part of San Pablo Avenue.

We are proud to say that with the efforts of these groups, we were able to provide consistent décor that was evenly spaced along the avenue for our patrons to enjoy during the holiday season. We are continuing our work to bring more bright and beautiful décor to the avenue as the years go on.

We are always open to ideas, assistance or recommendations for developing decorations and themes.

We appreciate the efforts of everyone involved. By providing decorative pole wraps to hanging holiday banners and lights (where power was available), the community helped achieve a truly magical holiday experience on Solano.

If anyone is interested in volunteering to assist in this program for the 2018 Holiday season please contact us.

First Wednesdays

The first Wednesday of the month social hours co-hosted by Solano Avenue Association and the Albany Chamber are going great. Would you like to host a mixer?

What a fantastic way to engage with your fellow business owners and professionals.

Thank you to 2017 hosts:
Peggy Smith Agency - Allstate
Orange Theory
North Berkeley Investment Partners
Noor and Sons Oriental Rug Gallery
Mr. Dewie’s Cashew Creamery
Mechanics Bank - Albany
Mathnasium
Little Star Pizza (with AHS Venture Program)
Fern’s Garden
Delhi Diner (with Belmont Village)
Albany Senior Center (Solano Avenue Stroll workshop)
Akemi

The SAA Program

Solano Avenue Association utilizes event-based promotions to market Solano Avenue. Unlike conventional advertising, our popular event line-up guarantees foot traffic on the Avenue. Our free, well-executed, family friendly events bring hundreds of thousands of people to Solano Avenue annually. We have four primary events including our flagship, the Solano Avenue Stroll.

» Solano Avenue Gift cards drive thousands of dollars to the district: $15,000 in 2017 (solanocards.com)
» Mixers and social hours offer an opportunity to connect with your fellow business owners and other professionals
» Our strong social media presence keeps Solano Avenue on the radar

Please see our Annual Program for a more detailed list of what we do for Solano Avenue. Do you have any thoughts, suggestions, or events you would like us to consider? Don’t be shy.

2017 Solano Avenue Stroll Credits

Major Sponsors:
City of Albany
City of Berkeley
John Nakamura at Albany Subaru
Floor Dimensions
Perdue Farms: Rocky and Rosie the Chickens
School of the Madeleine

We are pleased to welcome Belmont Village - Albany into the sponsor group

Parade winners:
First place: Guanyin Citta, Inc.; Second place: The El Cerrito Preschool Cooperative; Third place: Berkeley Chess School; Fourth place: Albany Preschool; Fifth place: Cornell School Chinese After-School Program (AUSD) and Sixth place: School of the Madeleine MAD Band. Honorable mentions: Albany Armada Aquatics; Children's Community Center; Dogs for Diabetics; Girl Scouts of Albany/Berkeley and TuTu School.

Thank you to the following who provided delicious food to the volunteers on the day of the event
Bangkok Jam, Domino’s Pizza, Perdue Farms: Rocky and Rosie the Chickens

Businesses who provided electricity to the performers:
Art Thou Gallery, Cactus Taqueria, Cheasy and Cheasty, Law Offices, Church on the Corner, Fonda, Shoes on Solano, Shoey Sindel Photography, Tannahill Realty, Today’s Rave, Yves Jewelry and Judaica

Thank you to the generous Solano Avenue restaurants who donated food to the kick-off party and the volunteers (including the SAA Board of Directors) who make it happen.

A special thank you to Jason Alabanza and the staff of Mechanic’s Bank, Albany and Richard Hong at California Bank and Trust for hosting the kick-off party and event headquarters.

2018 calendar of events

Annual Meeting / mixer: March 22
Solano Stroll Kick-Off Party: August 09
Solano Avenue Stroll: September 09
Halloween on Solano: October 31
Santa on Solano: First 3 weekends of December

Partnerships

Albany High School Venture Program
Albany FilmFest
City of Albany Economic Development Committee
Diverse Housing Working Group
Berkeley Safe neighborhoods Committee
YMCA - Albany