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Online registration and renewal now available! Visit:
www.solanoavenue.org/join

Stay informed & share your updates! Visit our official website, **www.solanoavenue.org**. "Like" Solano Avenue Association and Stroll on Facebook, or subscribe to our e-newsletter by emailing **info@SolanoAvenue.org**

Welcome to Solano!

New business ventures!

B Lashed	1615 Solano at Tacoma
Beadazzled	1741 Solano at Ensenada
District Homes	898 The Alameda
Lavender Bakery and Café	1820 Solano at Colusa
Lola Salon	1887 Solano at Fresno
Lustre Collective Salon	896 The Alameda
Ocean View Brew Works	627 San Pablo Avenue
Raven and Rose Salon	1154 Solano at Stannage
Scott Levine, DDS	1300 Solano at Key Route
Souvenir Coffee	1114 Solano at Kains
Venus	1889 Solano at The Alameda
Wildcard Brewing Co.	1122 Solano at Kains

Annual meeting / mixer

Thursday, March 21, 5:30 – 8:30 pm

California Bank and Trust, 1451 Solano at Sante Fe

2018 Quick Notes

- » **We are excited to announce a new event on the avenue this year** (more below). In addition, we are increasing our general programming with more advertising and continued enhanced communications in 2019.
- » **We are not as excited to announce we need to also raise dues this year.** Please note, the increase in dues will help offset cost increases that we continually come across each year as well as help pay for additional upgrades. Dues for each category will be increased approximately 7%.
- » At the same time, we're offering a new **EARLY-PAY DISCOUNT. Renew by February 14th and pay the 2018 membership rate!**
- » **Solano Avenue sewer upgrades** - Please be on the lookout for information via emails on upcoming sewer replacements that will be coming to Solano Avenue between Pomona and Curtis (Estimated project to be in effect between April - May 2019)
- » Our NEW addition! **The Solano Avenue Art and Wine Walk** will take place the first Saturday in June. Stay tuned! More information on how to participate in this exciting event to come!
- » **Halloween on Solano** was again a fabulous event. Our community went all out for the costume contest, and businesses handed out 700 - 1000 pieces of candy on average – that's a lot of local families! This popular event is a great opportunity for our businesses to connect with the people in our community.
- » Thank you to **Pat Looney, City of Albany - Public Works** (retired) for being the 2018 Solano Avenue Stroll Grand Marshal. We're on the lookout for the 2019 Grand Marshal – do you have any suggestions?
- » **Santa on Solano Coloring books!** Thank you to our family of businesses that participated in the holiday coloring books! This year we added an optional coupon insert for businesses who wanted to add shopping incentives for their businesses. - If you missed out this year you can be included in 2019!



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.

Winter Lighting and Décor Plans

With over a mile long shopping district spanning two cities, it's often a challenge to design and provide a uniform and pleasing holiday décor program, however, we are diligently working every year to partner with other groups to 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 parts of San Pablo Avenue. Our creativity is sometimes limited by the existing infrastructure of the avenue. We are always open to ideas, assistance or recommendations on developing decorations. We appreciate everyone's efforts in partnering to provide decorative pole wraps, hanging holiday banners, and wrapping trees with beautiful lights when power was available.

In 2018 we changed decor vendors and are looking to add additional décor and lighting in 2019.

If anyone is interested in volunteering to assist in this program for the 2019 Holiday season please contact us.

First Wednesdays

First Wednesday of the month Social Hours cohosted by Solano Avenue Association and the Albany Chamber have been amazing! What a fantastic way to engage with your fellow business owners and professionals. Contact us to host a mixer.

Thank you to 2018 hosts:

Brazilian Breads
Flowerland
Little Star Pizza (with AHS Venture Club)
Main Street Pizza
Morningtide
New Day Pediatrics
Ocean View Brew Works
Sichuan Style
State Farm Insurance, Anglin Agency
Su Yun's Chinese Learning Center
Winkler Real Estate Group

The SAA Program

The 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, and 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 (visit solanocards.com)
- » Mixers and Social Hours offer an opportunity to connect with your fellow business owners / professionals
- » Our social media presence keeps Solano Avenue on the radar

Please see the “Annual Program” document on our website for a more detailed list of what we do for Solano Avenue.

Do you have any suggestions / thoughts / other promotions you would like us to consider? Don't be shy!

2018 Solano Avenue Stroll Credits

First, our Major Sponsors:

City of Albany
City of Berkeley
Albany Subaru
Belmont Village Senior Living Albany
New Sponsors:
Peggy Smith: Allstate Insurance
Golden Gate Fields
John Muir / UCSF Health
Mechanics Bank

Parade winners include:

First Place: The El Cerrito Preschool Cooperative
Second Place: Albany Irish Dance
Third Place: Cornell School Chinese After-School Program (AUSD)
Fourth Place: Ava All-Starz Cheer & Dance
Fifth Place: Alameda County – Mosquito Abatement District

Businesses who provided electricity to the performers:

Art Thou Gallery, Cactus Taqueria, Cheasty 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.

Thank you to the following who provided discounted food to the volunteers on the day of the event:

Bangkok Jam, Bua Luang and Domino's Pizza, and to the Albany Strollers and Rollers for contracting with us for the FREE bicycle valet parking.

A special thank you to Richard Hong at California Bank and Trust and Mechanics Bank in Albany with Jason Alabanza for providing the event headquarters and hosting the kick-off party.

The Blue Glove Crew continues its clean-up of Solano Avenue and San Pablo Avenue from McDonald's to El Cerrito Plaza! They have been picking up garbage by hand for these commercial districts since 2008. facebook.com/BlueGloveCrew

2019 calendar of events

Lunar New Year Celebration	February 10
Annual Meeting / mixer	March 21
Art and Wine Walk	June 01
Solano Stroll Kick-Off Party	August 08
Solano Avenue Stroll	September 08
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
YMCA - Albany