

HELLO from the Solano Avenue Association

2024 Calendar of Events:

March 21
Social Media Workshop (Albany Senior Center)
Annual Meeting / mixer (California Bank & Trust)
April 21
Spring on Solano
June 15
Summer on Solano
September 7
Fall on Solano

September 8
Solano Avenue Stroll 48
October 31
Halloween on Solano
First 3 weekends of December
Santa on Solano
December 8
Winter on Solano

+PLUS

Social Hour Mixers: 1st Wednesday of the month

Welcome to Solano!

Barberella Beauty Lounge	1757 Solano	Marigold & Poppy	1396-A Solano
Brezo Restaurant	1111 Solano	Of All Places Market (pending)	1841 Solano
Dancing Toothbrush Studio	1744 Solano	OM Dakini	1885 Solano
Elsie's	1746 Solano	Photopia	1607 Solano
Golden Gate Sotheby's	1559 Solano	Pizza Twist	1821 Solano

Volunteer Board of Directors:

President

Jason Bellevue *RAF Investment Services*

Vice-President

Tod Abbott *Full Orbit Web and Marketing*

Secretary

Peggy Smith *Allstate Insurance*

Alexander Omi *Domino's Pizza*

Richard Smith *Allstate Insurance*

Robert Abrams *Abrams Claghorn Gallery*

Tom Taylor *Art Thou Gallery & Graphics*

Hector Botello *Community Member*

Jennifer Hansen-Romero *Winkler Real Estate Group*
Board Member Emeritus

Allen Cain *Executive Director (Paid Staff)*

Membership Notes for 2024:

Rates are not changing from 2023!

Non-profits get a FREE Stroll space with SAA Membership

Seasonal Event participation is FREE with SAA Membership

\$100 late charge for payments made after June 15th



The Solano Avenue Association

Raising the profile of Solano Avenue.

We are a voice for the businesses that consider Solano Avenue home.

The Solano Avenue Association employs event-based promotions to market Solano Avenue. Our popular event lineup ensures foot traffic on the Avenue. Our free, well-executed, family-friendly events attract over a hundred thousand people to Solano Avenue annually.

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 SAA members to showcase their business to a crowd of over 100,000 Solano Avenue guests, most of them from the immediate area.

Seasonal Events four times a year

This program highlights Solano Avenue businesses specifically with little or no outside participation (vendors). Solano Avenue remains open to vehicle traffic for this program (unlike the Solano Avenue stroll).

Halloween on Solano

This is one of the many ways that the Association, event sponsors, and merchants give back to the community. We offer trick-or-treating and a costume contest on Solano, which draws hundreds of local families.

Santa on Solano

We bring Santa (and Mrs. Claus too) to Solano Avenue and compete with expensive regional mall Santas. We coordinate entertainers; provide free popcorn; a FREE photo with Santa and a Solano Avenue themed coloring book!

Lunar New Year Celebration in February

This event features two hours of FREE stage performances in Peralta Park (across from 7-Eleven).

Solano Avenue Gift Card Program

SolanoCards.com we distribute Solano Avenue gift cards to schools and non-profits at a discount. 50 businesses accept SAA Gift Cards. We sell \$7,000 - \$10,000 a year, money being spent only on Solano Avenue.

Community Support

Many groups request our support and consultation. We collaborate with the *Albany FilmFest* and sponsor the *Blue Glove Crew*, who conduct regular walks on Solano and San Pablo Avenue, reporting maintenance and safety issues, graffiti, and more (they also pick up trash and keep the poles clean).

Monthly Social Hours

In partnership with the Albany Chamber of Commerce, we gather monthly at different host locations. These popular mixers are a great way for businesses to connect and are on the first Wednesday of the month.

Communication Conduit

We promote events to our "SAA events" email group. News, public safety warnings and more are sent to our "SAA membership" email group of 500+ addresses. Make sure that you (and your staff) are receiving our emails.

Behind-the-scenes activities:

- Attend Albany and Berkeley Council and Commission meetings to address parking and other commercial issues
- Coordinate décor for the winter season
- Employ a full-time staff member who synchronizes other activities and the day-to-day needs of businesses
- Have a seat on the City of Albany Economic Development Committee
- Work with other stakeholders such as the Berkeley Business District - Solano Avenue (BID) as well as the heads of nearby commercial districts