



# 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.

## **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 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** three 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 Solano-Peralta Park (across from 7-Eleven).

## **Social Media**

Having a dedicated social media manager ensures a consistent online presence, targeted engagement, and effective promotion of local businesses, boosting foot traffic and community involvement.

## **Solano Avenue Gift Card Program**

SolanoCards.com, we distribute Solano Avenue gift cards to schools and non-profits at a discount.

## **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.

## **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
- Work with other stakeholders such as the Berkeley Business District - Solano Avenue (BID) as well as the heads of nearby commercial districts