



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