



The Solano Avenue Association

A 501(c)(6)

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Solano Avenue Stroll 2026 and Beyond

We're excited to confirm that the Solano Avenue Stroll is returning to Albany and Berkeley for 2026. This year marks the 50th Annual Solano Avenue Stroll! We look forward to Sunday, September 13th when Solano Avenue will again be full of people, food, and fun!

However, the future of the Stroll is not as certain...

For most of its history the Solano Avenue Stroll has received substantial support from the City of Albany and the City of Berkeley. Historically, Albany has provided cash sponsorship that averaged around \$12,000.00 with an estimated \$30,000.00 of in-kind services, for city staff, police, etc. Berkeley has been equally generous, with a cash sponsorship that averaged \$12,000.00 and estimated in-kind services of \$60,000.00. The costs have skyrocketed because the cities require extra staffing and the use of Meridian barriers, an expensive state-of-the-art safety device used to block off Solano Avenue to vehicles during the festival.

This year, due to the City of Berkeley's budget constraints, the SAA will be required to help pay to cover the City of Berkeley's in-kind services and Meridian barriers rather than receiving the full sponsorship.

As for future events, due to city budget constraints, Berkeley has stated the SAA must move to private funding exclusively. Albany has suggested something similar is coming. This means event sponsors are more important than ever, and we must ask for much more support.

The Solano Avenue Association and the businesses on Solano have always done their part. The SAA paid \$32,477.99 in event expenses in 2019; in 2025, \$61,449.95. Our event expenses have doubled as costs continue to rise for this public event. The SAA is a small 501(c)(6), with one paid staff member and a [volunteer Board of Directors](#). On a good year, we end up with about \$15,000 in our bank account.

We are a small merchant organization on a street made up of mostly independently owned businesses. We can only raise booth fees so high and the vendors and businesses can only pay so much.

The Stroll must have new sponsors this year and into the future. We desperately need event sponsors!

(Please see page 2)

Solano Avenue Association, continued:

Please contact us today if you can support this long-standing "Local Legacy". THANK YOU.

Before we go, we would like to extend our gratitude to the entire Albany City Council, and the entire Berkeley City Council, specifically Council Members O'Keefe, Blackaby, and last but not least, Mayor Adena Ishii, who sponsored the agenda item.

Sponsorship levels are:

Platinum: \$10,000

Gold: \$5,000

Silver: \$2,500

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Here is a [PDF copy of this letter](#) (with letterhead)