

Solano Avenue Association Newsletter

Summer, 2026

Seasonal Events *next up: SUMMER on Solano 6/27/2026 – 2pm to 6pm, Saturday evening!*

FREE opportunity to be part of the program for SAA members: participating in our seasonal events presents businesses with an array of opportunities to enhance their visibility, connect with the community, and ultimately drive growth and success – these events are free for SAA members. Plan something special – a sale, an event, whatever – and let us know so we can put you on the map!

- The 6/27 program is **Saturday evening!**
- Solano Avenue will be open to traffic

SAA Membership: \$100 late charge after June 15th

The SAA is a small but mighty organization currently run by just one full-time staff member and managed by a volunteer Board of Directors. Because of the heavy load of time and resources it takes to make the Stroll happen, we increase membership fees in June to encourage members to renew before then. At 90 days out from the event, our organization is focused on delivering an incredible Solano Avenue Stroll. Renew at solanoavenue.org/join

The Stroll in Berkeley, Bike Lanes, and Upzoning

It is true, we are struggling with the City of Berkeley over rising Stroll fees and less in-kind support. We will know more at the end of June. Thanks to the Albany City Council; we are receiving funds and support again this year. A bike lane project is being proposed for a portion of Solano Avenue in Albany. If have not heard about “Upzoning” in Berkeley, we would be happy to share details. Give Allen a call on any of these matters for more information.

Mark your calendars, please:

- 6/27 SUMMER on Solano Avenue
- 7/1 First-Wednesday Mixer
- 8/5 Stroll Workshop for Success!
- 8/13 Kick-off Party, Solano Avenue Stroll
- 9/13 Solano Avenue Stroll 50

A quick shout-out to:

- The **City of Albany** for sponsoring our 2026 SAA seasonal events
- **Waste Management**, for sponsoring our seasonal events
- **Upper Solano BID**, funded by the Berkeley businesses, thank you for your continuing support of our street-wide events and programs

The Solano Avenue Association newsletter is intended for Solano Avenue businesses and offices, not necessarily for the general public. The newsletter is printed and hand-distributed quarterly.

Are you receiving SAA emails?

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