

Solano Avenue Association Newsletter

Summer, 2025

Seasonal Events

next up: SUMMER on Solano 6/14/2025 – 5pm to 9pm on a Saturday night!

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 6/14 program is Saturday night!**
- **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. Every year, our biggest project is producing the Solano Avenue Stroll, our flagship event that brings exposure, vibrancy, and customers(!) to our community.

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 to delivering an incredible Solano Avenue Stroll so we try to minimize other time commitments.

Membership remains one of the most impactful ways to help this event, and our year-round mission, and we thank you for your support. If you have questions, thoughts, or just want to chat, we'd love to hear from you.

Renew at solanoavenue.org/join

Mark your calendars, please:

- 6/14 SUMMER on Solano Avenue
- 7/2 First-Wednesday Mixer @ Seacology
- 8/6 Stroll Workshop for Success!
- 8/14 Kick-off Party, Solano Avenue Stroll
- 9/14 Solano Avenue Stroll 49

A quick shout-out to:

- The **City of Albany** for sponsoring our 2025 SAA seasonal events
- **Waste Management**, for sponsoring our seasonal events
- Solano Avenue **Business Improvement District** 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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Facebook: [SolanoAvenueStroll](https://www.facebook.com/SolanoAvenueStroll) • Instagram: [@OnSolanoAvenue](https://www.instagram.com/OnSolanoAvenue)