



The Solano Avenue
Association

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Farmers Insurance Group Albany

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Architectural Concepts

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Angela Santiago,
Andronicos Market

Tim Tam, Bistro 1491

Tom Taylor, Art Thou Graphics

Allen Cain, Executive Director

May 06, 2011

Mayor Farid Javandel
Councilmember Joanne Wile
Councilmember Marge Atkinson
Councilmember Peggy Thompson
Councilmember Robert Lieber

Albany City Hall
1000 San Pablo Avenue
Albany, California - 94706

Re: A Request for Funding / Solano Stroll Sponsorship

Dear Mayor and Members of the Albany City Council:

The Solano Avenue Association requests support funding from the city of Albany in the amount of \$6,000 to assist the Solano Avenue Association in its service to the Albany community at large.

This year's Solano Avenue Stroll will be our 37th. The theme this year is "Unsung Heroes". The event is invariably the second Sunday in September and the 2011 Solano Avenue Stroll will be September 11th.

The 2011 theme, "Unsung Heroes" honors those who play a heroic role in our everyday lives. Heroes include (but are certainly not limited to) not only first responders, but teachers, librarians, your coach – anyone and everyone who you consider a hero in your everyday life! This year's fun includes a special prize to the Fire Department that enters our parade from the furthest jurisdiction away! Maybe we can talk the FDNY into sending us a truck!

In these difficult economic times, it is important that our commercial districts maintain a high-profile, and even though the City itself is facing financial challenges, it is of paramount importance that we roll-out the red carpet as opposed to turning the porch-lights off. It is events that bring people to the district and the Solano Avenue Stroll is the flagship; an event described as a "mile long block party", attended by approximately 250,000 annually. This event has put the Solano Avenue commercial strip on the map. As the largest event of its kind in Northern California, it requires care and attention to ensure that it runs smoothly and that the event participants and attendees have an exceptional experience.

The Solano Avenue Association accomplishes this year after year in part due to careful planning and execution. Most of the work is performed by volunteers. We have only one paid staff member, Allen Cain, our Executive Director. Attached are materials that describe our services to the community.

In addition to the Solano Avenue Stroll, the Solano Avenue Association produces other events to serve the community, scheduled strategically over the course of the year. Our event line-up includes the Pumpkin Party Festival in October; "Santa on Solano", a joint venture with the Albany Chamber of Commerce in December, and our Lunar New Year Celebration and Parade in February.

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In addition the Solano Avenue Association provides a number of public services described in the attached document. One of the more significant services we provide is that we answer calls and email inquiries Tuesday through Friday, from the public and merchant community, providing a reliable contact point and source of information about the city of Albany and its commercial and residential opportunities.

We are continuing to "green" the event, and to every extent possible we will reduce, reuse and recycle. Even all eating utensils and plates will be biodegradable. Our vision is a near zero waste event.

We are also requesting a waiver of encroachment fees for all of the Association's events, and a provision of Paramedics and Police officials to be present at the Solano Stroll, from 10:00 am to 6:00 pm, Sunday - September 11th 2011.

You can see how your dollars stretch to help us make Albany a great place to live, work, and play.

Thank you for your continued support.

Sincerely,

A handwritten signature in black ink, appearing to read "ALLEN CAIN", with a long horizontal flourish extending to the right.

Allen Cain
Executive Director, Solano Avenue Association

Attachment (1)