



Solano Avenue Association

1563 Solano Avenue PMB#101
Berkeley, California 94707

510.527.5358
PlaneSolano@aol.com
SolanoStroll.org

June 12 2008

Mayor Robert Lieber
Councilmember Marge Atkinson
Councilmember Farid Javandel
Councilmember Jewell Okawachi
Councilmember Joanne Wile

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

Re: A Request for Funding

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 \$25,000 to assist the Solano Avenue Association in its service to the Albany community at large.

As you know, the Association produces the Solano Avenue Stroll, an event described as a "mile long block party", attended by approximately 300,00 people per year. This event has put the Albany 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.

We expect to be working hard on an Albany version of a Main Street program during the coming year and look forward to working with the City on that.

Allen Cain
Executive Director

William Wong
Superintendent
Albany Unified School District

Tom Taylor
Art Thou Graphics

Janet Snidow
Powder Box, Chatr

Debbie Perkins-Kalama
KVA Copy Centre

Susan Morrow
Urban Forest Home

Jennifer Long
Vera Healing Arts

John Cowe
Architectural Concepts

Sterling Burnett
The Mechanics Bank

Gay Austin
Berkeley Hills Realty

Raymond H. Anderson
Estate Liquidation Services

Chiropractor

Dr. Jay Bunker
Late Past President

Red Oak Realty
Secretary - Virginia Jones

Beth's Bookkeeping Shop
Treasurer - Beth Wright

Solano Cleaning Center
Vice President - Harry Prun

Attorney

President - Robert Cheasty



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Janet Suidow
Powder Box, Chair

Tom Taylor
Art Thou Graphics

William Wong
Superintendent

Albany Unified School District
A. Cain
Executive Director

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.

This year's Solano Avenue Stroll will be our 34th. The theme this year is "Stroll for Health". The event is invariably the second Sunday in September and the 2008 Solano Avenue Stroll will be September 14th.

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 10:00AM to 6:00PM, Sunday - September 14th 2008.

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,

Robert Cheasty
President, Solano Avenue Association

Attachment (1)