



Councilmember Sophie Hahn
City of Berkeley, District 5

CONSENT CALENDAR

April 26, 2022

To: Honorable Mayor and Members of the City Council
From: Councilmembers Sophie Hahn (Author), Susan Wengraf (Co-Sponsor), and Kate Harrison (Co-Sponsor)
Subject: Co-Sponsorship and Budget Referral for the Solano Avenue Stroll

RECOMMENDATION

1. Adopt a Resolution for the City of Berkeley to Co-Sponsor the Solano Avenue Association's 2022 and 2023 Solano Avenue Stroll events, currently scheduled for Sunday, September 11, 2022 and Sunday, September 10, 2023, taking place on Solano Avenue in both Berkeley and Albany; and
2. Resolve to provide in-kind City services previously provided at no cost to the Solano Stroll, including but not limited to police, fire, zero waste, and public works, at no cost to the September 2022 and 2023 Solano Stroll events, and allocate \$20,000 per year for FY 2023 and 2024 (\$40,000 total) for the Solano Avenue Stroll, to support the September 2022 and 2023 Stroll events.

CURRENT SITUATION AND ITS EFFECTS

This year the need for people to reconnect with their community in safe and celebratory ways is more important than ever. The Solano Avenue Stroll (the "Stroll" or the "Solano Stroll"), a multicultural outdoor event that draws visitors of all ages, backgrounds, and abilities from Berkeley and neighboring communities, provides the perfect opportunity, especially in light of the fact that some individuals continue to feel more comfortable in outdoor settings. It's been a long 2 years of hibernation and the community is hungry for this singular opportunity to stroll, dance, sing, learn, eat, shop, and enjoy the lively company of neighbors, friends, artists, musicians, shopkeepers, and the broader East Bay community.

The annual Solano Avenue Stroll is a public event which brings together the expression, enjoyment, and diversity of our communities in *an inclusive, no-barrier, family-friendly, outdoor celebration that is and always has been free* to the public. It is the largest street fair in the East Bay, drawing crowds of up to 250,000 people over the course of a single day, and spans two cities: Berkeley and Albany. The scale and importance of this free public celebration and event is unique in Berkeley and the region, and requires a singular level of support and partnership from both the cities of Berkeley and Albany.

The 2022 Stroll, the Association's 48th Annual event (the pandemic resulted in cancellation of the past two years' events), is scheduled to take place on Sunday, September 11 and, with the City of Berkeley's co-sponsorship and support, will once again span the entirety of Solano Avenue, both in Berkeley and Albany. The 2023 Stroll is currently scheduled to take place on Sunday, September 10, 2023. These events are each expected to draw up to 250,000 participants, who can feel comfortable attending celebratory outdoor events after an extended period of social isolation.

Producing the Stroll is a uniquely complex and time-consuming undertaking. The Solano Avenue Association, with a board of 15 volunteers - who also own and run their own local businesses - works diligently to produce the Stroll on an exceptionally frugal "shoestring" budget.

In light of the extra importance of an event like the Stroll at this time, and increased costs over the years, the organizers look forward to continued partnership from the City of Berkeley through both in-kind donations of City services and an annual sponsorship amount of \$20,000, to support the North Berkeley Bart shuttle and other out-of-pocket expenses. They also look forward to working more closely than ever with the City of Berkeley, all Councilmembers, Visit Berkeley, and the Berkeley Chamber, among others, to ensure everyone in Berkeley knows *their Stroll is back, and they are cordially invited.*

To facilitate continuity of planning and support for this long-standing annual event, this item seeks to commit City sponsorship, free in-kind services, and a modest sponsorship donation for both the September 2022 and September 2023 events (which fall in FY 2023 and 2024).

BACKGROUND



The Solano Avenue Association was organized in 1974 and achieved nonprofit status in 1983. The Solano Avenue Stroll, the Association's signature annual event, draws approximately 250,000 people over the course of a free, outdoor, closed-street, family-friendly, smoke- and alcohol-free one-day event which spans 26 blocks and more than a full mile of Solano Avenue in both Berkeley and Albany, from The Alameda to San Pablo Avenue. In 2000, the Solano Avenue Stroll became an official "[Local Legacy](#)," installed into the United States Library of Congress with the help of Congresswoman Barbara Lee, and was recognized as celebrating "America's rich diverse culture."

Now in its 48th year, the Solano Avenue Stroll has been sponsored with both services and funds by the Cities of Berkeley and Albany for longer than the Solano Avenue Association has records; meaning at least 20 years.

The Stroll draws both locals and visitors. In 2013, a zip code survey was taken from 453 event goers and recorded 139 different zip codes from across the Bay Area. On the east end, the Stroll is referred to as "Berkeley's Reunion," and on the west end much of Albany turns out. Both ends are united by the festive Parade that kicks-off the event, starting at the top of the street with dancers, bands, floats and youth and families from many schools and organizations.

The Solano Avenue Association works actively to minimize the environmental impact of the Stroll. In addition to regular AC Transit service, free event-day shuttles provide rides from 10AM to 7PM to and from the North Berkeley Bart Station and up and down the length of Marin Avenue, making stops at intersections with stop lights on Marin. Free valet bicycle parking is available at Wells Fargo bank (1800 Solano at Modoc) and a vacant lot (1254 Solano at Masonic). Recycling and composting are part of the zero waste ethos of the event.

This year, the Solano Avenue Association will be requiring all vendors to provide only compostable bags and foodware, unless items are not available due to supply chain challenges, or for health and safety reasons (to avoid spilling of hot liquids, for example). Recycling and composting bins have and will continue to be provided along the entire route of the event.

The Solano Stroll typically features over 500 vendors, including 50 entertainers representing a wide variety of cultures, food from 50 booths and local restaurants representing cuisines from all the continents, 150 government and non-profit agencies, 150 juried handcrafters, a 75-participant parade with local bands, performers, schools, and organizations, safe mechanical rides for children, and more.

The Stroll gives people from near and far a rare opportunity to see, experience and learn about everything our unique community has to offer. The event is family friendly and supported by diverse not for profit and government organizations. Approximately 75% of participating non-profits use Berkeley booth locations to broadcast their mission to the public. The event allows for meaningful outreach and direct contact with the populations that these vital community organizations serve, including low income clients who may have few other free and public opportunities to learn of available programs and services, and offers a unique opportunity to recruit volunteers and donors.

There is a “green zone” for environmental organizations, an area for health and wellness organizations, affordable housing and homeless services providers, libraries, police, fire and other city and county departments, schools, sports teams, transit providers, student and neighborhood associations, faith institutions, and political parties and associations, among others. Many elected officials from the State, County, region and local cities and school districts also participate, to connect in person with the hundreds of thousands of constituents who attend the Stroll. All of these groups and individuals rely on the unique exposure the Solano Stroll provides and consider participation a key annual activity to connect with stakeholders and potential clients. Ninety-two percent of participating organizations and vendors return each year. After a two-year hiatus, the opportunities provided by the Stroll to connect with the public are particularly important.

A list of recent Stroll business, arts, and organizational participants is attached to hereto.

Due to the popularity and reputation of the Solano Avenue Stroll, both the cities of Berkeley and Albany, as well as the community at large, have benefitted from the exposure the event has garnered. Many local businesses and organizations have gained a loyal following by first participating as a vendor at the event, and some have found permanent store-front homes along Solano Avenue and now contribute to the local economy with community-oriented goods and services. The Stroll draws significant traffic to local restaurants, retail businesses, and arts and culture venues who participate in the event. Most recently, there are a number of businesses that have made Solano home during the pandemic, risking an investment in our local economy at a very challenging time, and the Stroll will provide a great opportunity for the community to discover and welcome them to the neighborhood.

Solano Avenue merchants, longstanding and newly arrived, benefit from the exposure to approximately 250,000 potential customers who see Solano’s products and services. While not every business registers a boost in sales the day of the Stroll, positive economic activity generated by the event continues for months.¹

While there remains some uncertainty due to the pandemic, the Solano Avenue Association has consulted with organizations hosting similar outdoor events in the region and has learned that many are successfully planning and executing their events despite the challenges. Many past Stroll participants and supporters have been reaching out to the Association in hopes of attending or participating in the Solano Stroll this year, and going forward. Examples of outreach the Association has received, asking for the event to move forward, include the following:

“We are very much in support of the return of the Solano Stroll for 2022. As vendors we rely on these types of events for income and this show has always been a highlight on our calendar. It is vital, critical and essential that all cities give proper attention to these

¹ <https://www.solanoavenueassn.org/wordpress/wp-content/uploads/2014/04/solanoavenuestrollhistory.pdf>

cultural events that make our geographic home a living breathing entity. Please bring it back. For Berkeley” – Jacob C.

“Hello, We would LOVE to be able to have a booth at the Solano Stroll on Sunday September 11th! Hopefully it will happen! It was great fun and such a success. Thank you and please keep us updated!” – Kipp H. Berkeley

“We’ve been artists at the “Stroll” for 25 years (!) and we would LOVE to see it return in 2022! It’s always been one of our favorite events for many reasons; it’s very well-organized by the powers that be- and supported by the public fabulously! We’ve heard from SO many past customers and attendees that have missed it and also want it to return! Please allow it to return in September of 2022; don’t let it become a victim of covid!” – Kim & Mark P (After the Gold Rush)

“This is one of my best markets and a big boost to my economy. I see all my old friends and make new! LOVE IT!” – Diane A Multiple Threads

“The Solano Stroll is such a wonderful opportunity to see all of my Berkeley friends. I grew up in Berkeley and miss it. It is well organized and I thank you all who work so hard to make it happen.” – Nicki T. Los Gatos

“California Revels has participated with and supported for many years the Solano Stroll. It’s a highlight of our Fall and we believe our Solstice Ensemble singers provide one of the high points for passers by.”

The Stroll also raises revenues and enhances the City’s reputation locally and regionally, engendering significant goodwill. The event is well-known and beloved by the community and an opportunity for people beyond Berkeley and Albany to discover these communities, and has been a source of pride for both Berkeley and Albany for five decades.

It takes about 600 staff-hours to produce the Solano Stroll, plus thousands of additional volunteer hours, and the event is one of only four in the United States and Canada that operates in two municipalities simultaneously. The scale and complexity of the Solano Stroll is unique and requires coordination among municipalities and with the Solano Avenue Association to ensure security, zero waste, toilet facilities, parade staging, set-up and take-down of performance, commerce, and event spaces, electricity, barricades, and other services and elements. Despite the magnitude of the Stroll, Solano Avenue is virtually spotless and fully restored to normal operations within 24 hours of the close of the event.

This item asks the City of Berkeley to register its official sponsorship of the September 2022 and 2023 Stroll events (taking place in FY 2023 and 2024) with a resolution, a commitment to continue providing services traditionally offered to the Stroll at no cost, and a budget allocation of \$20,000 in sponsorship for each of the two years (for a total of \$40,000 from the FY 2023/2024 Budget). In sponsoring the Stroll in all these ways, Berkeley joins the City of Albany and local businesses including Albany Subaru, Mechanics Bank, Belmont Village, John Muir

UCSF Health, Winkler Real Estate Group, and Safeway, and acknowledges the thousands of volunteer hours donated by the Solano Avenue Association Board of Directors and other volunteers.

FISCAL IMPACTS OF RECOMMENDATION

As noted above, the Solano Avenue Stroll provides day-of and residual income to local businesses, and generates significant regional exposure and goodwill, contributing to the local tax base and economy. The item requests \$40,000 in sponsorships over two years (\$20,000 per year) and donation of in-kind services associated with the Solano Stroll event.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE

The Stroll minimizes climate impacts by operating on a street easily accessed by numerous AC Transit bus routes, and offering a popular no-cost shuttle to and from the Berkeley Bart Station, plus free valet bike parking at both ends of Solano Avenue. Ample additional bike parking is available throughout the area of the Stroll, and many participants simply walk from home to participate. In addition, the Solano Stroll provides compost and recycling facilities throughout the event, and will prohibit the use of non-compostable bags and throw-away foodware items by all vendors, except where necessary for health and safety or due to supply chain constraints.

CONTACT PERSON

Councilmember Sophie Hahn, (510) 981-7150

Attachments

1. Resolution
2. Recent Booth and Parade Participants List

RESOLUTION NO. – N.S.
CITY OF BERKELEY CO-SPONSORSHIP AND SUPPORT
FOR THE 2022 AND 2023 SOLANO AVENUE STROLL EVENTS

WHEREAS, The annual Solano Avenue Stroll is a public event which brings together the expression, enjoyment, and diversity of our community in an inclusive, no-barrier, family-friendly, outdoor celebration that is and always has been free to the public; and

WHEREAS, the Solano Avenue Stroll is the largest street fair in the East Bay, drawing crowds of up to 250,000 people over the course of a single day, spanning two cities: Berkeley and Albany; and

WHEREAS, The scale and importance of this free public celebration is unique in Berkeley and the region, and requires a singular level of support and partnership from both the cities of Berkeley and Albany; and

WHEREAS, The Solano Avenue Stroll, now in its 48th year, has been sponsored with both in-kind services and funds by the cities of Berkeley and Albany for longer than the Solano Avenue Association has records; at least 20 years; and

WHEREAS, The Solano Stroll typically features over 500 vendors, including 50 entertainers representing a wide variety of cultures, food from 50 booths and local restaurants representing cuisines from all the continents, 150 government and non-profit agencies, 150 juried handcrafters, a 75-participant parade with local bands, performers, schools, and organizations, safe mechanical rides for children, and more; and

WHEREAS, The Solano Stroll is well-known and beloved by the community and has been a source of pride for both Berkeley and Albany for almost five decades; and

WHEREAS, The Solano Stroll raises revenues and enhances the City's reputation locally and regionally, engendering significant goodwill; and

WHEREAS, The Solano Avenue Association, producer of the Stroll event, works actively to minimize the environmental impact of the Stroll, providing a free Shuttle to and from North Berkeley Bart station, free valet bike parking at both ends of the Avenue, and will require vendors to offer only compostable bags and foodware; and

WHEREAS, in recognition of the diversity and reach of the event, the Solano Avenue Stroll has had the honor of being selected by Congresswoman Barbara Lee for inclusion at the Library of Congress in Washington D.C. as a "National Local Legacy"; and

WHEREAS, the City of Berkeley has a longstanding practice of providing annual support for the Solano Avenue Stroll through cash grants and the provision of in-kind services at no cost to the Solano Avenue Association; and

WHEREAS, This and next year's Solano Avenue Strolls are especially important to connect our community after two years of COVID-related isolation;

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley shall be an official Co-Sponsor of the Solano Avenue Association's 2022 and 2023 Solano Avenue Stroll events, currently scheduled for Sunday, September 11, 2022 and Sunday, September 10, 2023, taking place on Solano Avenue in both Berkeley and Albany; and

BE IT FURTHER RESOLVED THAT the City of Berkeley shall provide in-kind City services to the Solano Stroll, including but not limited to police, fire, zero waste, and public works services, at no cost to the September 2022 and 2023 Solano Avenue Stroll events, and shall further support the 2022 and 2023 Stroll events with grants of \$20,000 for each event, for a total of \$40,000 over Fiscal Years 2023 and 2024.

Solano Stroll Booth and Parade Participants

A Slice of Delight - Bath and Body - 21	Arts and Crafts
A.Walther&C.Gardelle - 17	Arts and Crafts
A1 Sun Solar Installation	Association Member off-Solano
AC Transit (Alameda Contra Costa Transit)	Non-Profit / Government
AC Transit (Alameda Contra Costa Transit)*	Parade
Addison Philly Cheesesteaks	Food
Adopt a Homeless Senior	Non-Profit / Government
Aesthetic Pruners Association	Non-Profit / Government
Africa by Design (x2)	Commercial
AFS - USA Intercultural Programs	Commercial
After The Gold Rush - 22	Arts and Crafts
Alameda Alliance for Health	Non-Profit / Government
Alameda County - General Services Agency (6 of 14)	Non-Profit / Government
Alameda County - General Services Agency (8 of 14)	Non-Profit / Government
Alameda County - Mosquito Abatement District	Non-Profit / Government
Alameda County - Mosquito Abatement District	Parade
Alameda County - Vector Control Services	Non-Profit / Government
Alameda County Supervisor Keith Carson	Parade
Albany - Berkeley Girls Softball League	Non-Profit / Government
Albany - Berkeley Soccer Club	Non-Profit / Government
Albany - Berkeley Soccer Club (location alert)	Parade
Albany American Legion Post 292	Non-Profit / Government
Albany and Berkeley Rotary Club	Parade
Albany Armada Aquatics	Non-Profit / Government
Albany Armada Aquatics	Parade
Albany Athletic Boosters	Non-Profit / Government
Albany Chamber of Commerce (Citizen and Youth of the Year)	Parade
Albany Climate Action Coalition	Non-Profit / Government
Albany Democratic Club	Non-Profit / Government
Albany High School Jazz Band	Entertainer
Albany Jazz Big Band	Entertainer
Albany Law Office of Elaine Videa Esq.	Association Member off-Solano
Albany Lions Club	Parade
Albany Police / Fire Department (with C.E.R.T.)	Non-Profit / Government
Albany Police and Fire Department(s)	Parade
Albany Preschool	Association Member off-Solano
Albany Preschool (SAA member)	Parade
Albany Property Rights Advocates (APRA)	Association Member off-Solano
Albany Science Olympiad	Non-Profit / Government
Albany Science Olympiad	Parade
Albany Strollers & Rollers 1/2	Non-Profit / Government
Albany Strollers & Rollers 2/2	Non-Profit / Government
Albany Subaru (Sponsor)	Parade
Albany Subaru*	Event Sponsor
Albany Teachers Association	Parade
Albany Unified School District	Non-Profit / Government

Alta Bates Summit Medical Center (x2)	Non-Profit / Government
Aly Maky	Commercial
American Chemical Society - CA Section	Non-Profit / Government
American Civil Liberties Union	Non-Profit / Government
American Promise	Non-Profit / Government
Amy's Face Painting	Commercial
Ann Parker, M.D. – Neurodevelopmental Pediatrician	Association Member off-Solano
April Gavin Textile Art - 131	Arts and Crafts
Aquamarine Jewelry Studio - 39	Arts and Crafts
Aquarian Minyan	Non-Profit / Government
Arca Design Group, Inc.	Association Member off-Solano
Aries Kae	Entertainer
Arivka Jewelry - 42	Arts and Crafts
Artemis Rowing	Non-Profit / Government
ASH Designs - 15	Arts and Crafts
Ash Khajvandi	Entertainer
Ashby Village	Association Member off-Solano
Assembly District 15 (Wicks)	Non-Profit / Government
At First Glance Ultrasound	Commercial
Atime4u - Color Street Independent Consultant	Commercial
Aunt Betty's #2 Gourmet Corn Dogs	Food
Ava All-Starz Cheer & Dance	Parade
BandWorks	Entertainer
Bay Area Alternative Press	Non-Profit / Government
Bay Area Children's Theatre	Non-Profit / Government
Bay Area for Warren	Non-Profit / Government
Bay Area Intactivists	Non-Profit / Government
Bay Area Rapid Transit Police (B.A.R.T.)	Non-Profit / Government
Bay Area Skeptics	Non-Profit / Government
Bay Area Zionists	Non-Profit / Government
Bayou Noir Cajun Band	Entertainer
Beat Seekers	Entertainer
BeHOME Berkeley	Non-Profit / Government
Belmont Village Senior Living – Albany*	Event Sponsor
Berkeley Architectural Heritage Association	Non-Profit / Government
Berkeley Ballet Theater	Non-Profit / Government
Berkeley Buddhist Priory	Non-Profit / Government
Berkeley Camera Club	Non-Profit / Government
Berkeley Chess School (x2)	Non-Profit / Government
Berkeley City Council	Parade
Berkeley City Council (Hahn)	Non-Profit / Government
Berkeley Democratic Club	Non-Profit / Government
Berkeley Disaster Prep Neighborhood Network	Non-Profit / Government
Berkeley Folk Dancers	Entertainer
Berkeley Friends Church	Non-Profit / Government
Berkeley Garden Club	Non-Profit / Government
Berkeley High School Crew Team	Non-Profit / Government
Berkeley High School Jazz	Entertainer

Berkeley High School Mountain Bike Team	Non-Profit / Government
Berkeley Historical Society	Non-Profit / Government
Berkeley Historical Society	Parade
Berkeley Humane (x2)	Non-Profit / Government
Berkeley Lab (x2)	Non-Profit / Government
Berkeley Morris	Entertainer
Berkeley Pathwanderers Association	Non-Profit / Government
Berkeley Playhouse	Non-Profit / Government
Berkeley Police and Fire Department(s)	Parade
Berkeley Police Department	Non-Profit / Government
Berkeley Public Schools Fund	Non-Profit / Government
Berkeley Repertory Theater	Non-Profit / Government
Berkeley Unified School District	Non-Profit / Government
Berkwood Hedge School	Non-Profit / Government
Bèselan Botanicals	Commercial
Betsy Stern	Entertainer
Bibles for America	Commercial
Bird vs. Bird Designs - 12	Arts and Crafts
Black Pine Circle Middle School	Non-Profit / Government
Black Pine Circle Middle School Band	Entertainer
Blue Bear School of Music	Non-Profit / Government
Blues Daddies	Entertainer
Bong (LED Gifts)	Commercial
Bonnie Jo Jams	Food
Bottle of Clouds - 33	Arts and Crafts
Bouncy Zone	Commercial
Boy Scouts of America (MDSC)	Non-Profit / Government
Boy Scouts of America (MDSC) Troop 14 (Color Guard)	Parade
Boy Scouts Troop 19 / Berkeley	Food
Brenda's Ceramics and Jewelry - 128	Arts and Crafts
Bridges Rock Gym*	Commercial
Brushstrokes Studio	Commercial
C/F Preservation of Pioneer Jewish Cemeteries	Non-Profit / Government
California Corn Roast	Food
California Revels	Non-Profit / Government
Candle du Jour - 133	Arts and Crafts
Cazadero Performing Arts Camp	Association Member off-Solano
Cazadero Performing Arts Family Camp	Non-Profit / Government
Center for Elders' Independence	Non-Profit / Government
Chabad of El Cerrito	Non-Profit / Government
Charlie Frank's Pies	Food
Cheeky Clothing, Jewelry & Accessories	Commercial
Child Therapy Institute of Marin	Non-Profit / Government
Children's Community Center	Non-Profit / Government
City of Albany KALB 33 / Albany FilmFest*	Event Sponsor
City of Berkeley Animal Care Services	Non-Profit / Government
City of Berkeley Auditor	Non-Profit / Government
City of Berkeley Parks / Landscaping Services	Non-Profit / Government

City of Berkeley Parks / Recreation Administration	Non-Profit / Government
City of Berkeley Rent Board	Non-Profit / Government
ClimateChangeEducation.org (x2)	Non-Profit / Government
Coder School Berkeley	Commercial
Color Street (LF)	Commercial
Community Campaign to Save Alta Bates	Non-Profit / Government
Community Campaign to Save Alta Bates	Parade
Compass Rose Design - 103	Arts and Crafts
Corn Bread Willie	Entertainer
Cornell School Chinese After-School Program (AUSD)	Parade
Crazy Hats	Commercial
Crisis	Entertainer
Crowden Music Center	Non-Profit / Government
Curbside Kitchen	Food
Cutie Pop Nail Shop	Commercial
Del Crisol Jewelry - 19	Arts and Crafts
Del Mars	Entertainer
Delicious Kettle Corn	Food
Delightful Foods	Food
Demby Co - 10	Arts and Crafts
Diamond Equine Services	Parade
Diana Yoshida - 05	Arts and Crafts
Didi Jewelry Project - 118	Arts and Crafts
Dinart - 096	Arts and Crafts
Dogs4Diabetics	Non-Profit / Government
Dogs4Diabetics (Dogs for Diabetics)	Parade
Don Velez, Woodturner (Woodjammin) - 28	Arts and Crafts
Dusty Rose Designs - 08	Arts and Crafts
East Bay Community Energy	Non-Profit / Government
East Bay Community Energy	Parade
East Bay German International School	Non-Profit / Government
East Bay Gourd Patch - 105	Arts and Crafts
East Bay Heritage Quilters - 29	Arts and Crafts
East Bay Municipal Utility District (E.B.M.U.D.)	Non-Profit / Government
East Bay Regional Park District	Non-Profit / Government
East Bay Rose Society	Non-Profit / Government
Eckankar Center of Berkeley	Non-Profit / Government
Ecole Bilingue de Berkeley	Non-Profit / Government
Edward A. Jasmin - 126	Arts and Crafts
El Cerrito High Mountain Bike Team	Non-Profit / Government
El Cerrito Preschool Cooperative	Parade
El Cerrito Tennis Club	Non-Profit / Government
Ellia Fashion (x2)	Commercial
Elysium Advanced Skin Care	Commercial
Emeryville Taiko	Entertainer
Epworth United Methodist Church	Non-Profit / Government
Escuela Bilingue Internacional	Non-Profit / Government
Etzal Designs - 52	Arts and Crafts

Everest Cozy / California Distributors	Commercial
Evolve California	Non-Profit / Government
Fabula Tea	Food
Failure to Disperse	Entertainer
Farm Fresh to You	Commercial
Field Day - 04	Arts and Crafts
Four-Legged Bandits	Arts and Crafts
Frances Ancheta	Entertainer
Freight and Salvage	Non-Profit / Government
Friends of Berkeley Animal Care Services	Non-Profit / Government
Friends of the Albany Library	Association Member off-Solano
Fused Glass by Phyllis - 127	Arts and Crafts
Gather, Inc.	Commercial
Gemforest / Marco Lazo	Arts and Crafts
Getaround	Commercial
Gilman District	Non-Profit / Government
Girl Scouts of Albany - Berkeley	Non-Profit / Government
Girls Rock! - 41	Arts and Crafts
Give Fleece a Chance - 18	Arts and Crafts
Golden 1 Credit Union*	Commercial
Golden Lion Martial Arts Academy	Association Member off-Solano
Gourmet Faire	Food
Graduate Theological Union / ResoNation	Non-Profit / Government
Grape Craft Leather - 36	Arts and Crafts
Green Party of Alameda County	Non-Profit / Government
Green Science Policy Institute	Non-Profit / Government
Grizzly Peak Flyfishers	Non-Profit / Government
Growing Light Montessori	Commercial
Haircuts with Heart	Non-Profit / Government
Half Price Books	Commercial
Hanabi Judo	Association Member off-Solano
Hanabi Judo (SAA Member)	Parade
Handmade by Teresa - 23A	Arts and Crafts
Harvest Land - 116	Arts and Crafts
Hassler Heating and Air Conditioning	Commercial
Head Over Heels Athletic Arts	Entertainer
Head Over Heels Athletic Arts	Parade
Healthy California Now	Non-Profit / Government
Healthy California Now/PNHP	Parade
Hertz Corporation	Association Member off-Solano
Highwire Coffee Roasters (MCE, Inc.)	Food
Himalayan Handmade Crafts	Commercial
Holm Patches and Hats (Holm Sales, Inc.)	Commercial
Honey Drop Gems - 11	Arts and Crafts
Indivisible Berkeley	Non-Profit / Government
Innate Chiropractic and Wellness Studio	Association Member off-Solano
Iyoba Handmade Apothecary - 16	Arts and Crafts
Jamba Juice 1/2	Food

Jamba Juice 2/2	Food
Jayne Thomas Designs - 30	Arts and Crafts
Jewish Voice for Peace	Non-Profit / Government
Joe Joffe Music	Commercial
John Brothers Piano Company	Entertainer
John Muir / UCSF Health*	Event Sponsor
John Muir Chapter of Trout Unlimited	Non-Profit / Government
Julie Winkelstein	Non-Profit / Government
KALW 91.7 FM (San Francisco)	Event Sponsor
Katie's Dance Studio & Company	Entertainer
KC Barbeque	Food
Kelly-Moore Paints	Association Member off-Solano
Kelly's Kona Cones	Food
Kenny the Clown	Entertainer
Kensington Fire Protection District	Parade
Kensington Symphony Orchestra	Non-Profit / Government
Kieren Dutcher Illustration - 70	Arts and Crafts
Kiwanis Club of Berkeley	Non-Profit / Government
Kiwanis Club of Berkeley Foundation	Non-Profit / Government
Kohkoro, LLC dba West Wind Schools	Commercial
Koko's Korean Teriyaki	Food
Lady Bug Design - 104	Arts and Crafts
LeafFilter North, LLC.	Commercial
League of Women Voters	Non-Profit / Government
Lifelong Medical Care	Non-Profit / Government
Linda Vogel Face Painting and Glitter Tattoos	Commercial
Lisa Inez - 51	Arts and Crafts
Little Star Pizza	Association Member off-Solano
Liz Patton Design - 09	Arts and Crafts
LJ Glass and Art - 99	Arts and Crafts
Los Nadies	Entertainer
Love the Bulb	Non-Profit / Government
Mad Mimsy - 14	Arts and Crafts
Mainstreet Food Concessions	Food
Maru Hair Salon	Commercial
Ma's Trading Company	Commercial
Masami - 35	Arts and Crafts
Mau House Cat Hotel	Commercial
Mavericks Soccer Club	Non-Profit / Government
Mayor of Berkeley Jesse Arreguin	Non-Profit / Government
McDunn ADUs	Commercial
Mechanics Bank**	Event Sponsor
Mel-o-dee Cocktails	Commercial
Mel-o-dee Cocktails (Karaoke)	Entertainer
Mentoring Academy	Non-Profit / Government
Mercy Kit	Entertainer
Merrie Mary Show	Entertainer
Mickaboo Companion Bird Rescue	Non-Profit / Government

Mind Body Dojo	Commercial
Mission Soaring Center	Commercial
Moms Demand Action / Everytown	Non-Profit / Government
Montessori Family School	Non-Profit / Government
Montessori Family School	Parade
Moon and Leaf - 115	Arts and Crafts
MoonJi Art - 102	Arts and Crafts
Morita Arts - 54	Arts and Crafts
Multiple Threads reincarnated clothing - 75	Arts and Crafts
Nan's Gourmet Foods	Food
National Coalition Building Institute	Non-Profit / Government
Nest Bedding, Inc. (x2)	Commercial
Netto D'Souza and Band	Entertainer
Neuroptimal Brain Training	Commercial
Nick Pilch, Albany City Council (with EBCE)	Parade
Nightside Studios - 36	Arts and Crafts
Nomura Preschool	Commercial
NorCal Sabeel	Non-Profit / Government
NorCal Sabeel	Parade
North and East Leather - 129	Arts and Crafts
Northern California Ki Society	Commercial
Northland Nautical Foundation	Non-Profit / Government
Oakland Ski Club	Non-Profit / Government
Ocean View Brew Works	Parade
One Generation Camp	Non-Profit / Government
OneTrail Gear*	Commercial
Onna Lo, M.D.	Association Member off-Solano
Organic Attire - 23B	Arts and Crafts
Origin Jewelry - 98	Arts and Crafts
Our Revolution East Bay	Non-Profit / Government
Our Revolution East Bay	Parade
Palomacy Pigeon & Dove Adoptions	Non-Profit / Government
Paper Sweetly - 61	Arts and Crafts
Party Animals - 40	Arts and Crafts
Patricia Tostenson Jewelry - 114	Arts and Crafts
Peace Chain Joe - 111	Arts and Crafts
Pete for America	Non-Profit / Government
Peter Pan Parent Nursery School	Non-Profit / Government
PhaseFit	Association Member off-Solano
Pioneers in Engineering	Non-Profit / Government
Poindexter	Entertainer
Polymer Garden - 71	Arts and Crafts
Ponyland	Commercial
Ponyland Petting Zoo	Commercial
Pop Nation	Food
Potters' Studio 31 / 32	Arts and Crafts
POW Dental (Pediatric Oral Wellness)	Association Member off-Solano
Prism Jewels - 130	Arts and Crafts

Quarry Persons	Entertainer
RandomTechnology Design - 125	Arts and Crafts
Red Doors	Entertainer
Renewal by Andersen* 1/3	Commercial
Renewal by Andersen* 2/3	Commercial
Renewal by Andersen* 3/3	Commercial
Represent Us Bay Area	Non-Profit / Government
REV.RABIA	Entertainer
Ricciardi Design - 07	Arts and Crafts
Richmond Art Center	Non-Profit / Government
Ride-Um George - 76	Arts and Crafts
Ring Around the Toezees - 132	Arts and Crafts
RJae HAAS Band	Entertainer
Rock it Man Stoneworks - 03	Arts and Crafts
Rosie the Riveter Trust and National Park	Non-Profit / Government
Rouse Rentals 1/2	Commercial
Rouse Rentals 2/2	Commercial
Royal Scottish Country Dancers	Entertainer
SAA Grand Marshal Iraj Vafaeina	Parade
Sacramento Metals Guild - 13	Arts and Crafts
Saint Alban's Episcopal Church	Association Member off-Solano
Saint Mary's College High School	Non-Profit / Government
Salesian College Preparatory	Non-Profit / Government
Salpicon Tostadas	Food
Samuel Merritt University - Office of Diversity	Non-Profit / Government
San Francisco BBQ	Food
San Francisco Chronicle* 1/2	Commercial
San Francisco Chronicle* 2/2	Commercial
Saraba African Arts* (x2)	Commercial
Sarah Gregory Ceramics - 27	Arts and Crafts
Sassy Succulent Designs (kim patillo) - 20	Arts and Crafts
School of the Madeline	Non-Profit / Government
Seacology	Association Member off-Solano
Senior Helpers of the East Bay	Commercial
SGI USA (Buddhist Association)	Non-Profit / Government
Shari Milner Designs - 113	Arts and Crafts
Sherry's Crafts - 99	Arts and Crafts
Shotgun Players	Non-Profit / Government
Shu Ren International School	Commercial
Shu Ren International School	Parade
Shumei America	Non-Profit / Government
Sierra Club California	Non-Profit / Government
Simply Salmas Treasures	Commercial
Sisters of the Holy Names - 01	Arts and Crafts
Skincare by Feleciai	Arts and Crafts
Slow Moon Rise - 34	Arts and Crafts
Snowregion 2/2	Association Member off-Solano
Solano Community Church	Association Member off-Solano

Sonic.NET, LLC.*	Commercial
Sonic.NET, LLC.*	Parade
Spark Decks	Non-Profit / Government
Spurs FC Soccer Club	Non-Profit / Government
Spurs FC Soccer Club	Parade
Squeezebox Sabroso	Entertainer
State Farm Insurance (x2)	Commercial
State Farm Neighborhood of Good / Together We Rise (x2)	Non-Profit / Government
STCraftCo	Arts and Crafts
Sticks and Stones Tees & More	Arts and Crafts
Su Yun's Chinese Learning Center	Association Member off-Solano
Sue Fox Pottery - 124	Arts and Crafts
Sugar Magnolia	Food
Suitcase Ron's Kettle Korn	Food
Sundrop Jewelry - 60	Arts and Crafts
SunPower by the Solar Quote*	Commercial
Supercapes - 37	Arts and Crafts
Supple: Skincare + Selfcare + Sanctuary	Association Member off-Solano
Synergy Organic Clothing	Commercial
Teaco Amusements 1/3 and 2/3	Commercial
Teaco Amusements 3/3	Commercial
Temple Beth Hillel	Non-Profit / Government
The Berkeley School	Non-Profit / Government
Things Inspired by Faith	Commercial
Thousand Grandmothers Bay Area	Parade
Tiendita El Sagrado Corazon (x2)	Commercial
Tomte Workshop, LLC	Commercial
Toni Faye Catelani - 02	Arts and Crafts
Treats by the Bay	Food
Tree Hanko-McCabe - 6	Arts and Crafts
Troupe Tangiers & Sharifa's Habibi's	Entertainer
Tutu School Berkeley (SAA Member)	Parade
Unitarian Universalist Church of Berkeley	Parade
Unitarian Universalist Church of Berkeley (x2)	Non-Profit / Government
United Nations Association East Bay Chapter	Non-Profit / Government
Uptima Business Bootcamp	Non-Profit / Government
Visit Berkeley	Non-Profit / Government
Walden Center and School	Non-Profit / Government
Walter Hand and the Blue Hand Band	Entertainer
Waste Management*	Commercial
Western Institute for Social Research	Non-Profit / Government
Women's Daytime Drop-In Center	Non-Profit / Government
worldOneradio / Public Radio KeCg	Entertainer
YMCA of the East Bay (Albany Branch)	Association Member off-Solano
Young People's Symphony	Non-Profit / Government
Young Punks - 53	Arts and Crafts
Youth Musical Theater Company	Non-Profit / Government
ZOOMEEZ - 112	Arts and Crafts

