



CITY OF ALBANY CITY COUNCIL AGENDA STAFF REPORT

Agenda Date: May 5, 2025

SUBJECT: City Sponsorship of Solano Avenue Association Solano Stroll and Stroll-ish events and Approval of Temporary Street Closures for the Solano Stroll

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SUMMARY

On April 7, 2025, the City Council reviewed a request from the Solano Avenue Association (SAA) for sponsorship of the annual Solano Stroll and four Stroll-ish events in the amount of \$40,000. The Council directed a sponsorship of \$40,000 utilizing American Rescue Plan Act funds. This report provides a resolution for formal allocation of the sponsorship funds and associated event conditions.

STAFF RECOMMENDATION

That the Council adopt Resolution No. 2025-22:

1. Providing a financial contribution of \$40,000 from the City's American Rescue Plan Act (ARPA) funds to sponsor the Solano Avenue Association 2025 Solano Stroll and Stroll-ish events; and
2. Authorizing staff to approve and issue the Encroachment Permit for the temporary street closures for the 2025 Solano Stroll.

BACKGROUND/DISCUSSION

On April 7, 2025, the City Council reviewed a request from the SAA for sponsorship of the annual Solano Stroll and four Stroll-ish events in the amount of \$40,000. The Council directed a sponsorship of \$40,000 utilizing American Rescue Plan Act funds.

California Vehicle Code section 21101 requires the City to approve by resolution the temporarily closure of any street for celebrations, parades, local special events, and other purposes when the closing is necessary for the safety and protection of persons who are to use that portion of the street during the temporary closing.

Staff has prepared a resolution to authorize this financial contribution, outline some of the associated event conditions, including highly visible and accessible bicycle parking, the requirement to obtain an encroachment permit for the events as needed, and the authorization for the temporary street closure for the 2025 Solano Stroll.

CITY COUNCIL STRATEGIC PLAN INITIATIVE

Supporting the events planned by the SAA is in alignment with the City Council Strategic Plan Goal to Increase Revenue and Economic Development to Sustain City Services.

FINANCIAL CONSIDERATIONS

Per Council direction, ARPA funds will be utilized for the sponsorship this year in the amount of \$40,000. The City received a total of \$4,711,702 in one-time ARPA funding to help support recovery from the Covid-19 pandemic. The Council authorized a total of \$1,657,143.00 on October 3, 2022 under Resolution No. 2022-104 for business assistance programs to generally include business related events and marketing, grants to assist businesses, and business promotion programs.

As part of the upcoming biennial budgeting process, staff will aim to incorporate an annual contribution for sponsorship of the SAA events while also being cognizant of overall budget obligations and awareness of continued budgeting at a deficit.

NEXT STEPS

Staff will coordinate with the SAA for the execution of the encroachment permits for each event as necessary as well as event logistics.

Attachment

1. Resolution No. 2025-22