



The Memo

April 2017

Downtown hosts Denim Day

Downtown Santa Monica's Third Street Promenade will be the venue for the official Denim Day 2017 concert produced by Peace Over Violence in honor of Sexual Violence Awareness Month. Neo-soul "artist" Aloe Blacc, known for his single "I Need a Dollar" and for writing and performing vocals on Avicii's "Wake Me Up," will be performing a free set with emcee Maya Jupiter on the 1200 block of the Promenade on **Denim Day, April 26, 2017**, at 6pm. Blacc is an official Denim Day spokesperson.

For the past 18 years, Peace Over Violence has run its Denim Day campaign on a Wednesday in April. The campaign was originally triggered by a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim.

Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual assault. In this rape prevention education campaign community members, elected officials, businesses and students are asked to make a social statement with their fashion by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual assault.

To learn how you can support by ordering buttons for employees or printing and displaying posters, visit www.denimdayinfo.org/get-involved/ and remember to wear your denim April 26 and use the hashtag **#NoExcuse**.

Colorado Ave reopens to vehicles

Colorado Avenue, from Fifth to Fourth streets, is now open to drivers traveling westbound towards the Santa Monica Pier. The small stretch of Colorado has been closed to vehicles for nearly four years to make way for the construction of the Exposition Light Rail Line and, later, the Courtyard Marriott Hotel, which opened in March. Drivers can now turn left onto Fourth Street from Colorado, but please pay attention to cyclists heading east.

Pedestrians, please use marked crosswalks at either Fifth Street or Fourth Street. Do not cross Colorado mid-block.

New home for Big Blue Bus, Parking Operations

As city officials begin work upgrading Parking Structure 5 to include a new restroom, Big Blue Bus, City parking and SP + have been relocated to a temporary office located at 1334 Fifth St. adjacent to a new surface parking lot. Here you can purchase bus passes, get help planning your commute by bus or purchase monthly parking passes to Downtown lots.

Hours of Operation: Monday - Friday, 7:30am to 5:30pm. Questions? Call 310.451.5444. For SP + call 310.576.4743.

Employee Reward of the Month

You work hard for the money. Why not save a little? The **Downtown Employee Discount Program** is a great way to save and still show your love for your favorite Downtown businesses. Just show your business card or pay stub at participating businesses. For a complete list visit DowntownSM.com.

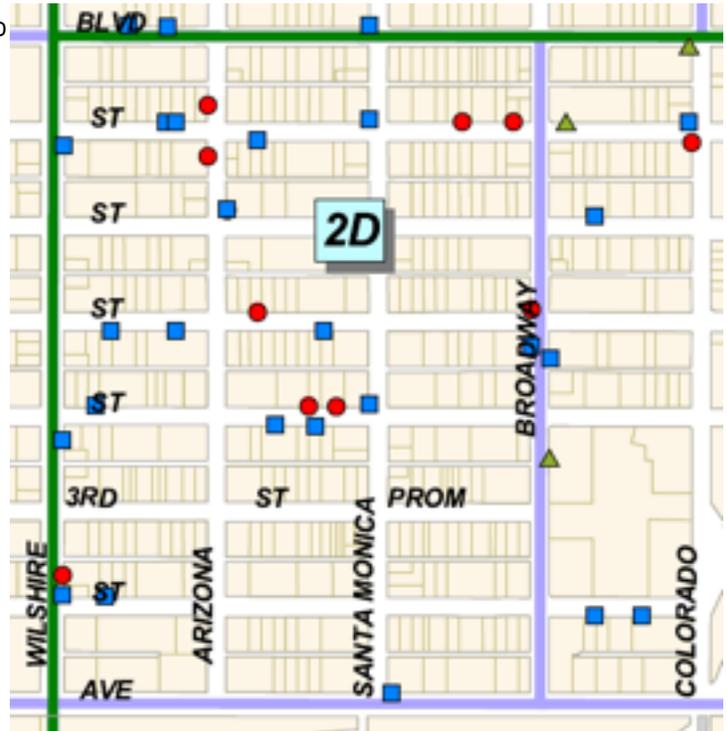
Brake Masters is offering 15% off all services, cannot be combined with other offers. They are located at 1547 Lincoln Blvd., 310.458.1818, www.brakemasterssocial.com/santa-monica

Downtown sidewalks under repair

City of Santa Monica has contracted with Vido Samarich, Inc. to repair sidewalks at numerous locations throughout the Downtown. Construction crews have already begun their work and you may have seen them in front of your business. They are fixing sidewalks, driveways and curbs. The work should be completed within approximately seven days after it starts.

Temporary "No Parking" and "Sidewalk Closed" signs will be posted as necessary within the work area prior to construction. The work hours are 8am to 6pm, Monday through Friday. Please use caution while driving and follow all construction signs. The "No Parking" and "Sidewalk Closed" signs will be removed as soon as work is completed.

Also, please refrain from allowing sprinkler run off to enter the work areas during construction. Thank you for your cooperation. Should you have any questions please contact: Project Inspector Craig Wheeler at 951. 522.4505 or Project Manager Jamie Atkinson at 310.458.2201 ext. 5081



* Various shapes on map represent different methods of sidewalk removal and replacement (i.e. full replacement vs. precision cut).

Upcoming Meetings

DTSM, Inc. District Issues Committee

April 11, 9:30 a.m.

1351 Third Street Promenade, Suite 201

All meetings held the second Tuesday of each month.

DTSM, Inc. Access, Circulation, Parking Committee

No meeting scheduled, 9:30 a.m.

1351 Third Street Promenade, Suite 201

All meetings held on the fourth Tuesday of each month.

DTSM, Inc. Board of Directors Meeting

April 27, 5 p.m.

1351 Third Street Promenade, Suite 201

All meetings held the fourth Thursday of the month. Special meetings are held as needed.

Santa Monica City Council

April 18 & April 25, 5:30 p.m.

1685 Main St., City Council Chambers, 2nd Floor

All meetings held the second and fourth Tuesday of each month. Special meetings are held as needed.

City sales tax on the rise

On April 1, 2017 Santa Monica's sales tax will rise by 0.5% to 9.75% following voter approval of Measures GS and GSH, which sets aside roughly \$16 million annually for education, after school programs, affordable housing, police, fire and emergency response.

The sales tax rate is expected to increase again July 1, 2017 to 10.25% because of Measure H, an LA County tax increase to fund services and housing for homeless individuals.

Keep an eye on those trouble spots

Doorways, trash bins and alleyways can be inviting places for bad behavior. Keep a close eye on these trouble spots and make sure to post no trespassing signs and file no trespassing letters with the Santa Monica Police Department so officers can take proactive action.

To file a letter please visit www.santamonicapd.org/trespass/ and fill out the online form or call 310.458.8953. To receive a no trespassing sign, email Downtown Ambassador/Community Liaison Vincent Green at VGreen@blockbyblock.com.

