

**Downtown Santa Monica Inc.  
Business Classification**

Industry	Business Type
Accommodation, Beverage, and Food	<ul style="list-style-type: none"> <li>• Bakeries</li> <li>• Bars</li> <li>• Hotels/Motels</li> <li>• Nonalcoholic beverage and snack shops (e.g., Sharetea, Yogurtland)</li> <li>• Restaurants</li> </ul>
Arts, Entertainment, and Recreation	<ul style="list-style-type: none"> <li>• Art galleries and studios/Museums</li> <li>• Movie theaters</li> <li>• Performing arts theaters/Playhouses</li> <li>• Virtual reality centers</li> </ul>
Beauty, Health, and Wellness	<ul style="list-style-type: none"> <li>• Acupuncture</li> <li>• Audiologists and occupational, ozone, physical, psycho, sensory, and speech therapists</li> <li>• Barber shops/Hair salons</li> <li>• Beauty salons (e.g., eyelash extensions, manicures, pedicures, and waxing services)</li> <li>• Chiropractors</li> <li>• Clinics/Urgent care</li> <li>• Dentists</li> <li>• Fitness and recreational sports centers (e.g., boxing clubs, gyms, pickleball courts, Pilates studios, yoga studios)</li> <li>• Optometry</li> <li>• Other personal care services (including but not limited to electrolysis (i.e., hair removal), massages, and reflexology services) (e.g., Cha Spa, Cleopatra Ink)</li> <li>• Pharmacies and drug stores (e.g., CVS)</li> </ul>
Other Services	<ul style="list-style-type: none"> <li>• Art and picture framing shops</li> <li>• Bike rental</li> <li>• Car washes</li> <li>• Community/Social Services (e.g., YMCA)</li> <li>• Conservation, environment, and wildlife organizations</li> <li>• Couriers and express delivery services</li> <li>• Educational institutions (including preschool and private tutoring centers on such fields as language, math, music, reading, and writing but excluding sports and recreation instruction)</li> <li>• Gas stations</li> <li>• Grantmaking foundations</li> <li>• Public services (e.g., police stations)</li> <li>• Religious facilities (e.g., churches)</li> <li>• Tailors</li> <li>• Wireless telecommunications carriers (e.g., T-Mobile)</li> </ul>

Professional, Scientific, and Technical Services	<ul style="list-style-type: none"> <li>• Architecture firms</li> <li>• Audio/Recording studios</li> <li>• Automotive repair and maintenance shops</li> <li>• Construction contractors</li> <li>• Employment placement agencies (e.g., ZipRecruiter)</li> <li>• EV fleet charging companies</li> <li>• Finance and insurance services (including but not limited to banks, foreign currency exchange services)</li> <li>• Interior design firms</li> <li>• Legal services</li> <li>• Motion picture and video production companies</li> <li>• Music publishing companies</li> <li>• Portrait studios</li> <li>• Real estate development, investment, and management</li> <li>• Real estate rental and leasing services (e.g., WeWork)</li> <li>• Software companies</li> <li>• Think tanks</li> </ul>
Retail	<ul style="list-style-type: none"> <li>• Beer, liquor, and wine stores</li> <li>• Bookstores</li> <li>• Candy stores</li> <li>• Cannabis/Tobacco/Vape stores</li> <li>• Clothing stores</li> <li>• Convenience stores</li> <li>• Cosmetics shops</li> <li>• Department stores</li> <li>• Electronics stores</li> <li>• Eyewear/sunglass stores (e.g., LensCrafters)</li> <li>• Floor covering/tile stores</li> <li>• Florists (e.g., Leaf &amp; Petal Co.)</li> <li>• Game, hobby, and toy stores (e.g., Balloon Concepts and More)</li> <li>• Gift, novelty, and souvenir stores</li> <li>• Grocery stores (e.g., Bay Cities Italian Deli &amp; Bakery)</li> <li>• Home décors/furnishings stores</li> <li>• Jewelry, precious metal, precious stone, and watch merchant wholesalers (e.g., Wilshire Coin)</li> <li>• Pet supply stores</li> <li>• Shoe stores</li> <li>• Sporting goods stores</li> <li>• Thrift stores</li> </ul>