

State of the Downtown FAST FACTS



DOWNTOWN COMPRISES JUST
4.5%
 OF SANTA MONICA
 GEOGRAPHICALLY



DOWNTOWN GENERATED
36.2%
 OF TOTAL SALES TAX REVENUES
 FOR SANTA MONICA IN 2016

TOTAL TAXABLE SALES DOWNTOWN

	2016	2015	% CHANGE
Third Street Promenade	\$485,877,500	\$522,721,800	▼ 7.05%
Santa Monica Place	\$218,458,800	\$211,288,700	▲ 3.39%
Lincoln Boulevard	\$79,513,600	\$85,088,900	▼ 6.55%
Downtown (Other)	\$385,429,100	\$375,672,000	▲ 2.60%
Downtown Total	\$1,169,279,000	\$1,194,771,400	▼ 2.13%

Third Street Promenade Pedestrian Impressions

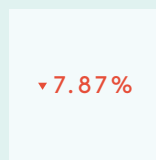


FY 16/17



FY 15/16

Est. Annual
Pedestrian Impressions



Year Over Year
Pedestrian Performance

57,294 HIGH DAY (11.25.16)

30,505 AVERAGE DAY

8,734 LOW DAY (1.22.17)

Pedestrian
Performance Indicators

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Downtown Consumers

67% SPEND BY HOUSEHOLDS WITH NO CHILDREN

62% SPEND BY CONSUMERS UNDER AGE 55

Age & Family (2016)



13.5%
SPEND BY SANTA MONICA RESIDENTS

Local Spending (2016)



SPEND BY HOUSEHOLDS WITH ANNUAL INCOME OVER \$100K

Household Income (2016)

Downtown Residents

EST.
4,485

POPULATION

Pop. & Households (2017)

EST.
3,077

HOUSEHOLDS



52.4%

MALE

Age & Sex (2017)



47.6%

FEMALE

26.2% HOUSEHOLDS OWNING NO VEHICLES

41.2% COMMUTE W/O SINGLE OCCUPANCY VEHICLES

Vehicles & Commutes (2015)

Downtown Employees

20,175

EST. EMPLOYEES

Employees (2017)

1,897

EST. EMPLOYERS

Employers (2017)

59.6%

EST. EMPLOYEES AGED 30 TO 54

Age & Sex (2014)



52.1%

FEMALE



47.9%

MALE