



# DOWNTOWN SANTA MONICA IN-STORE EVENT NOTIFICATION FORM

Please complete this form and email it to [events@downtownsm.com](mailto:events@downtownsm.com). Downtown Santa Monica, Inc. will share this information with the Santa Monica Police Department, Fire Department, City of Santa Monica, DTSM Ambassadors and Promenade Maintenance staff.

**EVENT NAME & DESCRIPTION** \_\_\_\_\_

Location Name & Address \_\_\_\_\_

**EVENT PRODUCER** \_\_\_\_\_

Main Contact \_\_\_\_\_ Additional Contact \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

## EVENT DATE & TIMELINE

Day of the Week \_\_\_\_\_ Event Date \_\_\_\_\_ Event Time \_\_\_\_\_ to \_\_\_\_\_

Load-In Time \_\_\_\_\_ Breakdown Time \_\_\_\_\_

## LOCATION & SPACE REQUEST

a) How many people are you expecting to draw at this event? \_\_\_\_\_

Please contact the Fire Marshal for occupancy numbers at (310) 434-2666.

Occupancy Number: \_\_\_\_\_ (Please do not leave this line blank.)

b) Do you expect to have a line or overflow outside of the private event space?  Yes  No

Please indicate the location that best describes where a line would form: \_\_\_\_\_

Please specify how many people you expect to be lined up outside of location: \_\_\_\_\_

c) Do you plan on placing any event elements or line control equipment on public space?  Yes  No

If yes, please describe: \_\_\_\_\_

d) Please specify any talent or celebrities that will be part of the event: \_\_\_\_\_

## VEHICLE ACCESS

a) Will you need to bring a vehicle onto the Promenade?  Yes  No

If yes, please contact Sgt. Cody Green with SMPD at (310) 458-8414 or [cody.green@smgov.net](mailto:cody.green@smgov.net) or Sgt.

Lowell Watson at (310) 458-8457 or [lowell.watson@smgov.net](mailto:lowell.watson@smgov.net).

**EVENT SPECIFICATIONS**

a) Please provide a description of your event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

b) List the equipment, signage, tables and other components of your event: \_\_\_\_\_  
\_\_\_\_\_

c) Will alcohol be served at your event?  Yes  No If yes, a Temporary Use Permit is needed.

Will you be cooking or giving away food items?  Yes  No

If yes, please describe: \_\_\_\_\_

d) Will you be hiring security for this event?  Yes  No

Security Company \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Number of Security Staff on Duty for Each Segment of Your Event \_\_\_\_\_

Instructions to Security Team When Line is Near or at Capacity \_\_\_\_\_  
\_\_\_\_\_

Please include a site map of lines that Will be Queued in the Street. (DTSM can help with this and will also provide a map of the street.)

*Additional crowd management & police presence at event may be required at applicant's expense*

e) Will the event be photographed, filmed or recorded?  Yes  No

If yes, what equipment will be used? \_\_\_\_\_

f) List any partners or media sponsors associated with this event:  
\_\_\_\_\_  
\_\_\_\_\_

g) Please provide details of the media outlets you are using to promote or advertise your event:

- E-Mail Campaign     Web Posting     Other Internet Campaign     Radio
- Television     Print     Publicity     Other \_\_\_\_\_

Please provide any marketing or press materials to [marketing@downtownsm.com](mailto:marketing@downtownsm.com) as they become available. Also, we may be able to help promote your event.

**ACCEPTANCE**

I have read and understood all that is contained within this document. I have answered all the questions knowledgably and truthfully. I understand that if there are any cleanup costs pre-ordered by Downtown Santa Monica, Inc. or City staff, I agree to pay them. I also understand that my organization may need to flourish additional documents and/or information in order to complete the Event Application process.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Company Name