



Merchant Information



Dear Downtown Business:

Welcome to Downtown Santa Monica! You now are a member of one of the country's most successful, unique and vibrant shopping, dining and entertainment areas – drawing visitors from around the world and around the corner. This *Merchant Information Kit* provides some basic information for new businesses and will be helpful as a "quick reference" for the area.

Downtown Santa Monica, Inc. (DTSM) is a public-private management company that works in partnership with the City of Santa Monica. DTSM, Inc. is responsible for advising the City on public safety, security and maintenance in Downtown, as well as the functionality of public areas, including alleys and the city-owned parking structures.

DTSM, Inc. coordinates and manages numerous marketing efforts, promotions and special events in support of Downtown Santa Monica and the Third Street Promenade. We also collaborate with city government to address major issues impacting the area.

Our office creates several informative and helpful resources:

- Listings for ground-floor businesses in Downtown. This information is available online at DowntownSM.com, in our quarterly printed map, and throughout the Promenade and parking structure directories. We are adding businesses above the ground floor as we learn about them.
- *The Beat*, a newsletter about Downtown. We also produce a short monthly sheet called *The Memo*, which shares items of particular interest to merchants.
- Website calendar of upcoming special events. There is also info on "Doing Business" Downtown.
- Staff that can help you deal with City ordinances relating to store signage, outdoor dining, special events and street performers.
- Quarterly Merchant Meetings to discuss timely issues and meet other merchants.
- Enhanced Maintenance and Ambassador Services.

Questions? Please do not hesitate to call us at 310.393.8355. We're here to help.

We wish you much success and look forward to working with you!

Very truly yours,



Kathleen Rawson
CEO

downtown santa monica, inc. • home of the world famous third street promenade • everyone's downtown™

1351 third street promenade, suite 201 • santa monica, california 90401 • p. 310.393.8355 • f. 310.458.3921 • downtownsm.com



OVERVIEW OF DOWNTOWN SANTA MONICA

Only minutes from the Pacific Ocean is Downtown Santa Monica, Santa Monica Place mall and the Third Street Promenade, named a "Shop 'til You Drop Shopping Area" by *Los Angeles Family* magazine. The popular destination borders Los Angeles' fashionable Westside and is just south of the celebrity-enclave of Malibu.

With hundreds of coffee houses and restaurants, shops and theaters, Third Street Promenade is a busy hub of Downtown comprising three pedestrian-only blocks between Wilshire Boulevard at the north end and Broadway and Santa Monica Place mall at the south.

There are more than 60 stores, 25 restaurants, coffeehouses and casual dining establishments – many with *al fresco* dining – on the Promenade. And the surrounding area of Downtown – which extends to Ocean Avenue on the west and Lincoln Boulevard on the east – offers more shopping and dining choices. Downtown draws tens of thousands of working professionals coming out for lunch; tourists from across the country and around the world; locals; families; and teens throughout the week.

Besides great shopping and dining, the area has many entertainment alternatives. With one movie house on Second Street showing the best of independent and foreign films, two movie theaters on the Promenade and one at Santa Monica Place mall offering first-run films, the area is home to many screens. Also in Downtown are several venues for live theater and magic shows, and a variety of bars, clubs and pubs. One of the biggest entertainment draws of the Third Street Promenade is the eclectic mix of street artists and performers.

The Promenade and Downtown Santa Monica are popular locations for special events as well. Many companies choose Downtown Santa Monica as a site for product samplings and launches, as well as for filming and photography for television, advertising and feature films.



Downtown Santa Monica Fact Sheet

Downtown Santa Monica is a world-class shopping, dining, and entertainment destination steps away from the Pacific Ocean. Over 6.3 million people (2011 number) visit Downtown Santa Monica annually, 3 million of who are international visitors. Bordered by Wilshire Boulevard to the north, Santa Monica Freeway to the south, Ocean Avenue to the west, and Lincoln Boulevard to the east, Downtown Santa Monica includes the world-famous Third Street Promenade and Santa Monica Place, named a "Shop 'til You Drop Shopping Area" by Los Angeles Family magazine.

Third Street Promenade is the bustling hub of Downtown Santa Monica. The Promenade comprises three walking blocks between Wilshire Boulevard and Broadway. It is best known for its weekly farmers' market (the oldest and largest in California), fabulous dining (many restaurants al fresco), terrific shopping options and engaging street performers. Adjacent to the Promenade is Santa Monica Place, an exciting shopping destination featuring an exclusive selection of luxury retailers, gourmet restaurants and top-notch views of the ocean and Promenade. Visitor spending in Downtown Santa Monica totals more than 1.25 billion dollars, more than half being spent by visitors from outside the United States.

The surrounding area of Downtown Santa Monica offers more than 30 additional blocks of shopping, dining, recreational and entertainment choices. The health-conscious can find a variety of unique fitness facilities, spas, yoga and Pilates studios throughout the area, including unique beachside "bootcamp" workouts in Palisades Park. Downtown Santa Monica is also home to a number of tours, including a highly-rated walking tour as well as bike and Segway tours.

Besides great shopping, dining and recreation, the area has many entertainment attractions. Several movie houses, many of which have recently been renovated, grace the area, so visitors can see first-run movies as well as independent and foreign films in state-of-the-art theaters. Also in Downtown Santa Monica are several venues for live theater and magic shows, local art galleries and a variety of bars, clubs and pubs. One of the biggest entertainment draws on the Third Street Promenade is the eclectic mix of street artists and performers.

Downtown Santa Monica and Third Street Promenade are popular locations for special events as well. Many companies choose Downtown Santa Monica as a site for product samplings and launches, as well as for filming and photography for television, advertising and feature films. Throughout the week, Downtown Santa Monica draws tens of thousands

of working professionals, visitors from across the country and around the world, locals and families who come to enjoy this urban beachside community.

During the holidays Downtown Santa Monica is festively attired and people from all over the region flock to ICE at Santa Monica, which is open from November through Martin Luther King, Jr. Day and hosts over 58,000 skates and many more onlookers. Summer brings Picnics on the Promenade, where residents, Downtown employees and visitors enjoy entertainment, games and the ever-perfect weather.

Downtown Santa Monica, Inc. (DTSM, Inc.):

Downtown Santa Monica, Inc. (formerly Bayside District Corporation) is a private non-profit 501c(3) that works with the City of Santa Monica to manage services and operations in Downtown Santa Monica that promote economic stability, growth and community life within Downtown Santa Monica. DTSM, Inc. manages the Property-based Business Assessment District (PBAD that encompasses the area bounded by Ocean Avenue (W), Wilshire Boulevard (N), Lincoln Boulevard (E) and the Santa Monica Freeway (S). Downtown Santa Monica is a popular Southern California coastal destination, minutes from the Pacific Ocean beaches. The area, which includes the world-famous Third Street Promenade and Santa Monica Place, is known for its weekly farmers' markets, fabulous dining, shopping, entertainment and street performers.

For more information, please visit www.downtownsm.com or www.facebook.com/DowntownSantaMonica



DOWNTOWN SANTA MONICA, INC. STAFF

Kathleen Rawson	CEO	kathleen@downtownsm.com
Steven Welliver	Director of Policy and Planning	steven@downtownsm.com
Mackenzie Carter	Director of Marketing and Operations	mackenzie@downtownsm.com
TJ Harney	Finance Manager	tj@downtownsm.com
Collette Hanna	External Affairs Manager	collette@downtownsm.com
Stephen Bradford	Venue Manager	stephen@downtownsm.com
Paulita Elliott	Operations Manager Ambassador Program	pelliot@blockbyblock.com
Melanie Racki	Executive Assistant	melanie@downtownsm.com
Nick Efron	Public Space Manager	nick@downtownsm.com
John McGill	Field Service Coordinator	john@downtownsm.com
Kevin Herrera	Senior Communications Manager	kevin@downtownsm.com
Linn Wile	Administrative Assistant	linn@downtownsm.com
Laura Borsecnik	Office Manager	laura@downtownsm.com

Trash Disposal/City of Santa Monica Solid Waste Division 310.458.2223

A bin room is located in each of the parking structures (alley side). There is a bin for broken down boxes. Merchants will be assessed a fine for items not disposed of properly. To use bins, merchants must have a permit from the Solid Waste Division.

Ambassador Hotline 310.877.7731

Maintenance Issues on Public Property and Promenade Maintenance 310.458.9997

Graffiti Removal Hotline 310.458.2231

If there is graffiti on your building, the City can only remove it with a permission/release form on file at DTSM – 310.393.8355. The graffiti will be removed free of charge and usually within 24 to 48 hours.

Santa Monica Police Department

Emergency, crime-in-progress, life/death situations 911

Santa Monica Dispatch 310.458.8491

Homeless Liaison Program (H.L.P.) 310.458.8953

Public Structures: Central Parking 310.576.4743

City Community Events Office 310.458.2201

DTSM Real Estate Consultant Rob York 310.277.9220

Code Enforcement 310.458.4984

Business Licenses 310.458.8745

Building & Safety 310.458.8355

downtown santa monica, inc. • home of the world famous third street promenade • everyone's downtownSM



MARKETING & PROMOTIONS

As one of the most popular destinations in Southern California, Downtown Santa Monica and Third Street Promenade attract numerous music, sampling and other promotional events that help drive traffic to the area. Downtown Santa Monica, Inc. (DTSM) Marketing Department actively promotes the area to the local, regional and tourist markets through advertising, marketing communications and public relations, promotions and special events and the Internet.

- **Advertising**
DTSM provides several cooperative advertising opportunities for merchants, including the Santa Monica Visitors Guide, Santa Monica Business Guide (Chamber of Commerce) and other regional and local publications.
- **Backlit Directory & Map**
Four times a year, the store directories along Third Street and in the public parking structures are updated. These updates are usually done quarterly. Listings are free.
- ***The Beat* Newsletter and *The Memo***
News about the district is published quarterly in *The Beat* and mailed to approximately 2,000 businesses and residents. Once a month, DTSM ambassadors deliver *The Memo* to merchants. It is a two-pager that includes timely info.
- **Downtown Business Management Meetings**
Quarterly merchant meetings are scheduled throughout the year to review various items that may affect your business. Your attendance and feedback is important to the success of the area. Please join us! Sign up for alerts at Downtownsm.com.
- **Map + Directory**
These handy foldouts provide readers with information on the area, Downtown business listings and driving directions. The publication is updated quarterly and we print 200,000 each year. They are available from Downtown Santa Monica Ambassadors, and placed at many L.A. County hotels, welcome centers and car rental locations.
- **Official Web site – www.DowntownSM.com**
The Web site provides a variety of information for area customers and visitors, including business listings and a current events calendar. Please provide your business URL, and we will include the link on the DTSM Web site for free. There is also a section called "Doing Business" designated to provide timely information on various issues impacting the area.
- **Promotions & Special Events**
DTSM manages and coordinates all special events for Downtown Santa Monica and Third Street Promenade. Contact DTSM for events guidelines and site fee rates, as well as the application and indemnification forms and insurance requirements. (Also available online.)
- **Public Relations**
Throughout the year, we issue press releases on DTSM-sponsored events and other area news. Please keep us posted on news of interest and share the names of your business' PR contacts with us.
- **Santa Monica Centric Blog**
This AWOL (Always West of Lincoln) blog features info for residents looking to do, see, eat, shop and be Downtown.
- **Social Media**
Downtown Santa Monica uses Facebook, Twitter, Instagram, and YouTube to drive awareness on local businesses, promotions, special events and to promote the overall Downtown Santa Monica brand. Please contact marketing@downtownsm.com to submit promotions and special event information.

downtown santa monica, inc. • home of the world famous third street promenade • everyone's downtownSM

1351 third street promenade, suite 201 • santa monica, california 90401 • p. 310.393.8355 • f. 310.458.3921 • downtownsm.com

About Buy Local Santa Monica

Buy Local Santa Monica was created by representatives of the Santa Monica business community and the City of Santa Monica to encourage local buying that strengthens our thriving community and supports our local businesses by raising awareness about the economic, environmental and community benefits of thinking local first.

Over 850 Santa Monica businesses have joined the campaign thus far—if you're based in Santa Monica, you're part of it....we just need you to "activate" your membership so that we can help promote you (it's FREE!)

Membership Benefits

- Buy Local Santa Monica (BLSM) Participating Business window decal for your shop window—a great way to show your support for the community + reap the love in return!
- Use of the Buy Local SM logo on your website and your marketing materials
- Discounted advertising rates in the *Santa Monica Daily Press* and *Santa Monica Mirror*
- Event discounts and special exhibitor opportunities
- Free listing + inclusion of your logo on the BLSM online business directory
- Exclusive use of BLSM Facebook, Twitter + Instagram to promote your business @buylocalsm
- Notification of special offers and opportunities for business training + support, networking, business-to-business marketing, etc.
 - It's FREE! (Flip over this sheet to sign up)

Follow us, Like us, Tag us @buylocalsm #buylocalsm

Why Buy Local? The Top 8 Reasons....

1. **It keeps dollars in Santa Monica's economy.** For every \$1 spent at a Santa Monica business, as much as 70 cents stays in the community through taxes, payroll and other expenditure (*Civic Economics*, 2008). Spending locally ensures that your sales taxes are reinvested right here in Santa Monica. Local purchases in 2015 raised over \$45 million in Santa Monica, helping to support our schools, parks, police and more!
2. **It helps the environment.** Buying local reduces your carbon footprint. Having a diverse range of businesses within walking or biking distance reduces the amount of driving you need to do, lessens traffic and air pollution and helps to conserve land. We have a Bike Local, Buy Local SM campaign to help promote local cycling.
3. **It keeps and creates local jobs.** Studies show that locally owned businesses create more jobs in the community and often provide better wages and benefits than national chains. As of 2015, our Buy Local SM businesses collectively employ 3,600 Santa Monica residents and over 50% are owned by Santa Monica residents ...your friends and neighbors!
4. **It helps to keep us unique.** Santa Monica is a city of neighborhoods, each with a town center comprised of businesses that are diverse and distinctive.
5. **It nurtures our community.** Many of our local businesses are committed to investing in Santa Monica, donating to charitable causes, actively getting involved in the community and helping to support local events and festivals. Last year, we launched "Buy Local, Give Local SM Week" to help spotlight these great partnerships.
6. **It creates more choice.** Local businesses respond to their customers and have freedom to choose the items they sell. They often carry a wider array of unique products that are locally made or produced. If you don't see what you want or need, ask!

7. It spurs entrepreneurs. Entrepreneurs are the lifeblood of California's economy.
8. It's fun! Exploring Santa Monica, discovering what our 6,600+ businesses have to offer, sharing advice on local gems, meeting your neighbors and new friends and getting exercise in the process....it's part of what makes Santa Monica such a great place.

SIGN-UP FORM FOR SANTA MONICA BUSINESSES (it's FREE!)

(You can sign-up online: www.buylocalsm.com/signup)

Business Name: _____

Business Address: _____

Business Telephone: _____

Website: _____

Business Email Address: _____

Contact Person: _____

Email Address of Contact Person: _____

List up to five descriptive terms to categorize your business: _____

What year did your business open in Santa Monica? _____

Do you have additional business/retail outlets? Yes No

If so, how many total in Santa Monica? _____

How many elsewhere, but within LA County? _____

Does the owner live in Santa Monica? Yes No

If not, does the owner live in LA County? Yes No

How many staff does your business employ? _____

Approximately how many live in Santa Monica? _____

Is your business certified as a green business? Yes No

If not, would you like more information on Green Business Certification? Yes No

Buy Local Offers, Services + Products to Highlight: Tell us about any special offers you have for your "locals" &/or exciting "buy local" products you feature (e.g. locally made/sourced, sustainable materials, etc.). Or just include a few sentences about what makes your business unique/special so we can help promote you to SM residents, fellow SM businesses + visitors alike!

Yes! Please include my business on the BLSM biz directory!

Check here if your business also buys locally and list the Santa Monica businesses you support:

Yes, I would like to participate in the "Buy Local SM Challenge" by donating a raffle prize (\$25 value) in return for FREE public relations and new customers.

Thank you for joining us! Submit completed form to: Buy Local Santa Monica Committee, FAX: 310-391-9996, E: Buylocalsm@smgov.net; Mail: c/o City of Santa Monica EDD, 1901 Main St, Suite E, Santa Monica, CA 90405. If you have any questions, call us at (310) 458-8906. Once we receive your application, you will receive a welcome pack.



FILMING & EVENTS

We encourage Downtown merchants and businesses to support these activities as well. They bring a great deal of recognition to the area. Downtown Santa Monica and the Third Street Promenade are popular locations for events as well as for photography and film shoots, and Downtown Santa Monica, Inc. (DTSM) welcomes these activities.

DTSM works with businesses and production companies to ensure that pedestrians and vehicle traffic are minimally inconvenienced and that businesses are not disturbed by events or filmings. Major events and productions generally are not permitted on Wednesday due to the farmers' market or on Saturday and Sunday due to the high volume of activity in the area. DTSM does consider low-impact events and small productions on these days on a case-by-case basis.

Both the City of Santa Monica and Downtown Santa Monica, Inc. have an event and film permitting process. We work in tandem with the City to ensure that all events and filming are properly permitted and occur in an orderly manner that brings value to the area. We also have an in-store event notification form for businesses to fill out a few weeks before an event. It helps DTSM and Santa Monica safety services be aware of events that may bring more people to or near Third Street Promenade.

Applications for events and filming information are available online at www.DowntownSM.com.

Questions? Contact DTSM at 310.393.8355.

DOWNTOWN SANTA MONICA IN-STORE EVENT NOTIFICATION FORM



Please complete this form and return it to Downtown Santa Monica, Inc. by fax to 310.458.3921 or email to events@downtownsm.com. Downtown Santa Monica, Inc. will share this information with the Santa Monica Police Department, Fire Department, City of Santa Monica, Downtown Santa Monica Ambassadors and Promenade Maintenance staff.

EVENT NAME _____

Location Address _____

EVENT PRODUCER _____

Main Contact _____ Additional Contact _____

Office Phone _____ Cell Phone _____

E-Mail _____

EVENT DATE & TIME

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? _____

Occupancy Limit _____ (Please contact the Fire Marshal for occupancy numbers at 310.434.2666.)

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.

1351 Third Street Promenade, Suite 201 Santa Monica, CA 90401-1321

T: 310.393.8355 F: 310.458.3921 www.downtownsm.com

Please send completed application to events@downtownsm.com at least 2 WEEKS BEFORE event

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 _____

* Any additional crowd management plan & 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 as they become available.

ACCEPTANCE

I have read and understood all that is contained within this document. I have answered all the questions knowledgeably and truthfully. I understand that if there are any cleanup costs incurred by Downtown Santa Monica, Inc. or Santa Monica 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



third
street
promenade

OPERATIONS & MAINTENANCE

Hours of Retail & Restaurant Operation vary and are defined by each business.

Trash Disposal

City of Santa Monica Solid Waste Division 310.458.2223

A bin room is located in each of the public parking structures (alley side). A bin is available for cardboard boxes, which must be broken down before disposal. Merchants will be assessed a fine for items not disposed of properly. To use bins, merchants must have a permit from the Solid Waste Division.

Maintenance Issues on Public Property

Promenade Maintenance 310.458.9997

Graffiti Removal Hotline 310.458.2231

If there is graffiti on your building, the City can only remove it with a permission/release form on file at Downtown Santa Monica - 310.393.8355. The graffiti will be removed free of charge and usually within 24 to 48 hours.

Santa Monica Police Department

Emergency, crime-in-progress,
Life/death situations
911

Santa Monica Police Dispatch/Emergency
310.458.8491

Homeless Liaison Program (H.L.P.)
310.458.8953

Downtown Service Officers (DSO) attired in brown shirts, non-sworn and non-armed Police Department personnel.

Contact Downtown Santa Monica, Inc. (DTSM) to receive information on municipal code section SMMC 4.08.097(a) and the accompanying signage to post in your entrances. The ordinance states, "Sitting or lying in this entrance between the hours of 11 p.m. and 7 a.m. is prohibited."

Public Parking Structure Information

Central Parking Services 310.576.4743

There are several public parking structures in the Downtown area. Structures No. 2, 4 and 6 are located on Second Street and Structures No. 1, 3, 5 and 9 are located on Fourth Street. Structures 7 and 8 are connected to Santa Monica Place. Structure No. 10 is located on Third Street. Parking in the public structures is free for the first hour and a half and there is no validation needed. After that time, the cost is \$1 for the next hour, and \$1.50 for every thirty minutes after with a maximum of \$14 per day. There is also public parking available at the Civic Center and Santa Monica Public Library.

Public Parking Structure Elevators

Central Parking Services 310.576.4743

To report problems or malfunctions, contact Central Parking Services. To report maintenance or other issues, contact DTSM at 310.393.8355 or Promenade Maintenance at 310.458.9997.

Downtown Santa Monica, Inc. 310.393.8355

- City of Santa Monica Ordinances & Codes
- Exterior Signage Regulations: No types of freestanding signs are permitted in Downtown.
- Alternative Parking Options: A list of private parking garage operators is available.
- Promenade Commercial Vehicle Access: Must be arranged in advance.

downtown santa monica, inc. • home of the world famous third street promenade • everyone's downtown™

1351 third street promenade, suite 201 • santa monica, california 90401 • p. 310.393.8355 • f. 310.458.3921 • downtownsm.com



third
street
promenade

DOWNTOWN SANTA MONICA EMPLOYEE REWARDS PROGRAM

To help drive sales in the area, promote the "Buy Local" message and reward hard-working employees for their dedication and service, we encourage your business to participate in the *Downtown Santa Monica Employee Rewards Program*. The program is over six years old now and has been a continuing success.

The *Downtown Santa Monica Employee Rewards Program* offers Downtown employees special discounts and other shopping incentives at participating stores and restaurants. To reap the rewards, Downtown employees may show a business card or pay stub as proof of local employment.

Downtown Santa Monica promotes this program in The Beat newsletter and on www.downtownsm.com, the Downtown Santa Monica and Third Street Promenade website. It's a great way to promote your business.

If you wish to participate, please complete the following information and fax to (310) 458-3921 or email to Info@DowntownSM.com

Questions? Call Downtown Santa Monica at 310.393.8355.

Business Name: _____

Main Contact Name/Title: _____

Telephone: _____ Email: _____

Participation at: 10% off 20% off Other _____ Gift with Purchase

List any exceptions, e.g., sale items excluded, limit one per customer, etc. **(limit 8 words):**

I understand that, as a participating merchant, I will be responsible for educating my employees about the details of the *Downtown Employee Rewards Program*.

Authorized by (print): _____ Title: _____

Signature: _____ Date: _____

downtown santa monica, inc. • home of the world famous third street promenade • everyone's downtown™

1351 third street promenade, suite 201 • santa monica, california 90401 • p. 310.393.8355 • f. 310.458.3921 • downtownsm.com



Dear Property Owners and Managers:

RE: Trespassing authorization

Police Officers cannot arrest a trespasser without the written approval of the property owner or agent. Unfortunately, this can sometimes be problematic for abandoned buildings or businesses that are closed in the evening because the owner or agent is not on site. In the past, the SMPD has required property owners or their agents to send a letter to the Police Department authorizing trespass arrests on their property. The Santa Monica Police Department now accepts this authorization online via their website.

By completing the form at www.santamonicapd.org/trespass the property owner or agent may grant the Police Department authorization to make a trespass arrest. Following submission of the form, a confirmation e-mail will be sent to the requestor within 24 hours. A reminder e-mail will be sent five days prior to the authorization expiration date and again when the authorization expires. Upon expiration (around 180 days), a new authorization form should be completed. If you have any questions about the process, please contact Neighborhood Resource Officer Marilyn Amiache at 424.200.0682 or marilyn.amache@smgov.net.

Remember, the law will be enforced for your buildings only if you have a current letter on file and if your building is properly posted with *No Trespassing* notices. One is attached for your convenience.

Sincerely yours,
Downtown Santa Monica, Inc.

NOTICE

**Sitting or lying
in this entrance
between the hours of
11:00 p.m. and 7:00 a.m.
is prohibited.**

Municipal code section SMMC 4.08.097(a)