

down
town
santa
monica

third
street
promenade

State of the Downtown 2015-2016

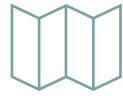
 @DTSantaMonica

 DTSantaMonica

 DowntownSantaMonica

DOWNTOWN SANTA MONICA, INC.

1351 Third Street Promenade, Ste 201
Santa Monica, CA 90401
www.DowntownSM.com



Downtown comprises

4.5%

of Santa Monica geographically



Downtown generated

37.1%

of total sales tax revenues for Santa Monica in 2015

SOURCES City of Santa Monica Economic Development Dpt, HdL Companies, STR Global 2015



Downtown hosts

36%

of hotel rooms available citywide



Downtown generates

30.6%

of hotel room revenues citywide

SOURCES City of Santa Monica Economic Development Dpt, HdL Companies, STR Global 2015

TOTAL TAXABLE SALES DOWNTOWN

	2015	2014	% CHANGE
Third Street Promenade	\$516,912,600	\$484,298,100	+6.73%
Santa Monica Place	\$206,663,000	\$218,073,000	-5.23%
Lincoln Boulevard	\$84,199,700	\$87,364,900	-3.62%
Downtown (Other)	\$393,736,200	\$378,469,700	+4.03%
DOWNTOWN TOTAL	\$1,201,511,500	\$1,134,398,800	+5.92%

TOTAL TAXABLE SALES BY AREA OF CITY

	2015	2014	% CHANGE
Downtown Santa Monica	\$1,201,511,500	\$1,134,398,800	+5.92%
Montana Avenue	\$111,853,400	\$107,843,600	+3.72%
Pico Boulevard	\$127,949,200	\$126,333,700	+1.28%
Main Street	\$130,066,300	\$116,997,800	+11.17%
Santa Monica Pier	\$84,557,700	\$76,527,300	+10.49%
CITYWIDE TOTAL	\$3,239,631,100	\$3,171,334,200	+2.15%

AVERAGE HOTEL OCCUPANCY

	2015	2014	% CHANGE
Downtown Santa Monica	80.8%	80.1%	+0.87%
Citywide Total	83.6%	84.1%	-0.59%

Downtown Occupancy: **89.3% AUGUST**

AVERAGE HOTEL DAILY RATE

	2015	2014	% CHANGE
Downtown Santa Monica	\$326.89	\$312.22	+4.70%
Citywide Total	\$323.71	\$307.85	+5.15%

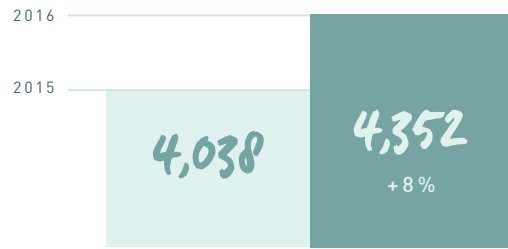
Downtown Hotel Peak Avg Daily Rate: **\$390.92 AUGUST**





EST DOWNTOWN POPULATION

NOTE: Population based on projections from 2010 U.S. Census



SOURCES: ESRI 2016, U.S. Census Bureau American Community Survey, 2010 - 2014

POPULATION WITH BACHELOR DEGREE OR HIGHER



66%

Santa Monica City



64.5%

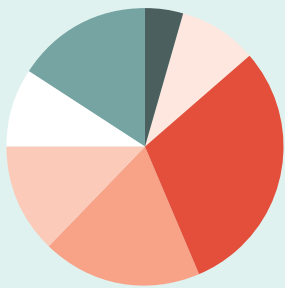
Downtown Santa Monica



37%

Los Angeles County

DOWNTOWN POPULATION BY AGE



- 4.5% 14 & Under
- 9.4% 15-24
- 29.9% 25-34
- 18.7% 35-44
- 12.6% 45-54
- 9.2% 55-64
- 15.8% 65 & Over

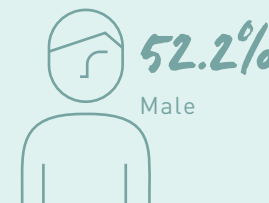
MEDIAN AGE

37.8 Downtown Santa Monica

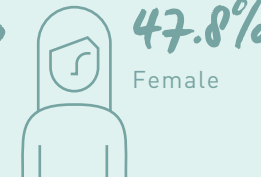
47.5 Santa Monica City

35.4 Los Angeles County

DOWNTOWN POPULATION BY SEX



Male



Female

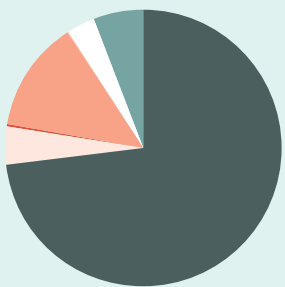
DIVERSITY INDEX

54.6% Downtown Santa Monica

56.3% Santa Monica City

86.6% Los Angeles County

DOWNTOWN POPULATION BY RACE



- 73.1% White
- 4.4% Black
- 0.4% American Indian
- 12.9% Asian
- 0.1% Pacific Islander
- 3.2% Other
- 5.8% Two or More

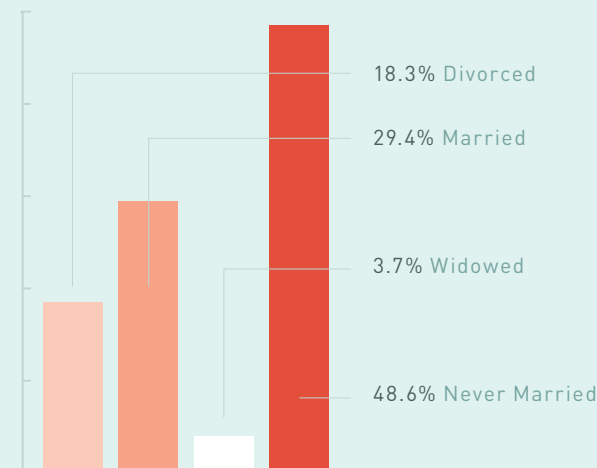
HISPANIC ORIGINS

9.9% Downtown Santa Monica

74.4% Santa Monica City

47.5% Los Angeles County

DOWNTOWN POPULATION BY RELATIONSHIP STATUS



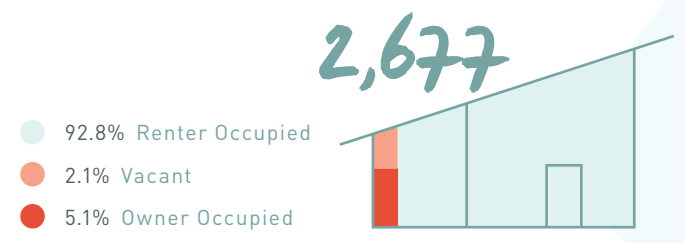
Individuals identifying with any race above may also identify with Hispanic ethnicity

The Diversity Index measures on a scale from 0-100 the likelihood that any two individuals picked at random will identify with the same race.

Housing

EST. DOWNTOWN HOUSING UNITS

NOTE: Housing based on projections from 2010 U.S. Census

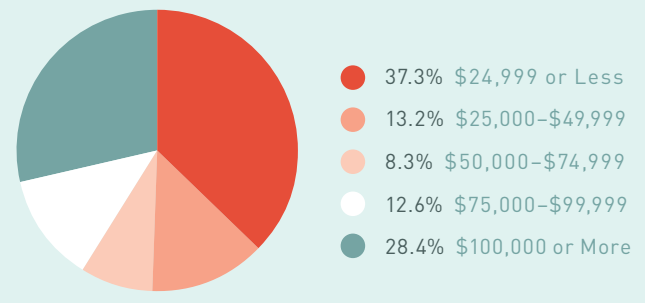


AVG HOUSEHOLD SIZE

1.39	Downtown Santa Monica
1.88	Santa Monica City
3.00	Los Angeles County

SOURCES: ESRI 2016, U.S. Census Bureau American Community Survey, 2010 - 2014, City of Santa Monica Human Services Dpt

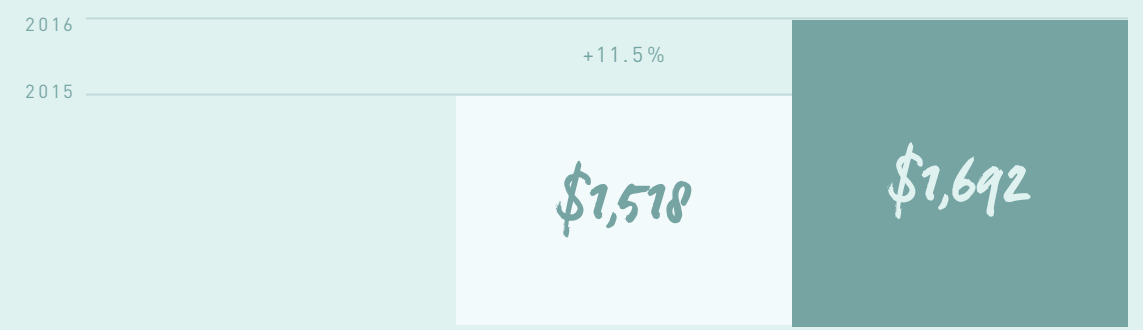
DOWNTOWN HOUSEHOLDS BY INCOME



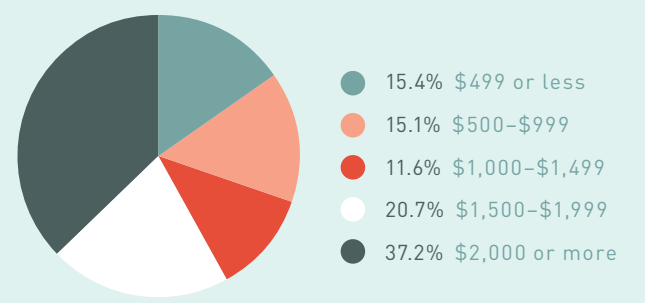
MEDIAN HOUSEHOLD INCOME

\$48,086	Downtown Santa Monica
\$77,276	Santa Monica City
\$57,790	Los Angeles County

DOWNTOWN MEDIAN RENT



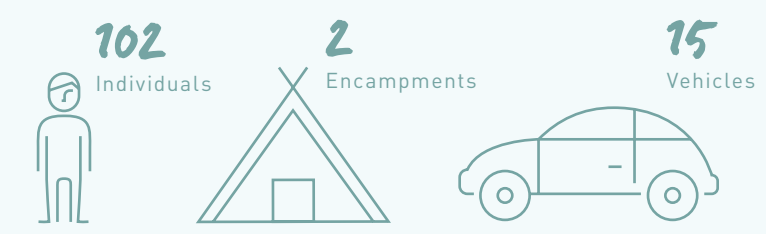
DOWNTOWN HOUSEHOLDS BY RENT



HOUSEHOLDS BY POVERTY LEVEL

15.5%	Downtown Santa Monica
12.3%	Santa Monica City
16.9%	Los Angeles County

DOWNTOWN HOMELESSNESS



Data reflects a census of homeless individuals conducted January 27, 2016



EST ANNUAL BUS BOARDINGS & ALIGHTINGS DOWNTOWN

4,059,066



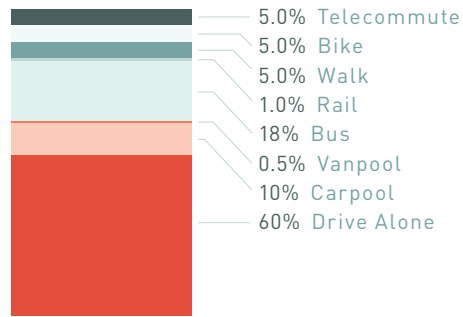
SOURCES Big Blue Bus, City of Santa Monica Parking Division, City of Santa Monica Transportation Division, walkscore.com

EST BIKE SHARE TRIPS BEGINNING & ENDING DOWNTOWN

48,723

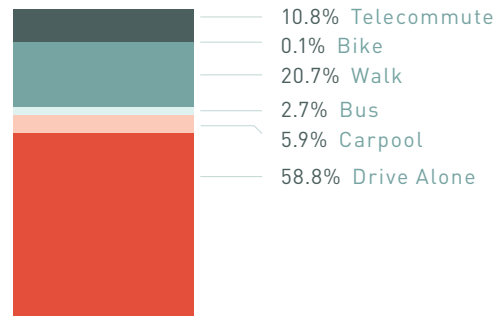
 *January 1 through June 30

DOWNTOWN EMPLOYEE COMMUTE METHODS



NOTE Commute patterns identified for 7,815 Downtown employees whose employers are subject to transportation demand management regulations.

DOWNTOWN RESIDENT COMMUTE METHODS



50.9%

DOWNTOWN RESIDENTS TRAVELING LESS THAN 20 MIN TO WORK

26.2%

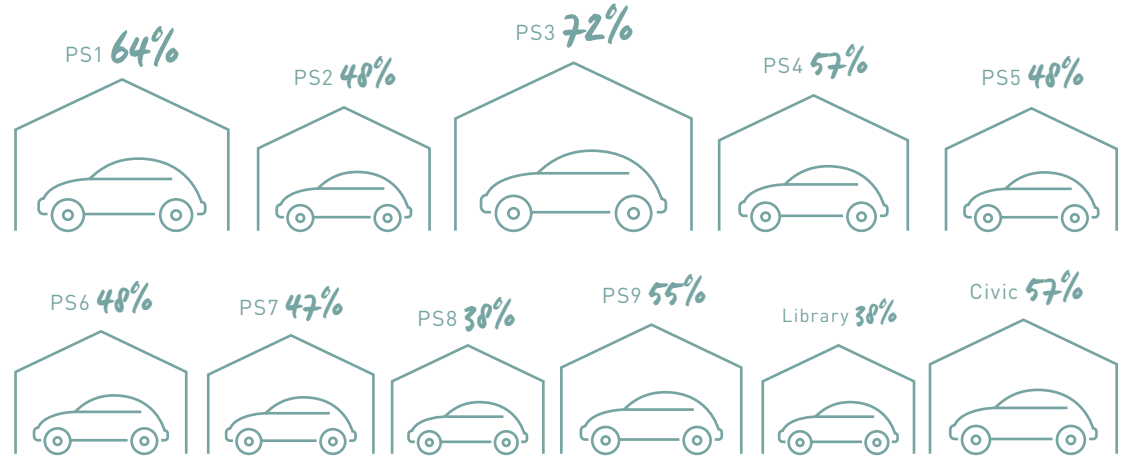
DOWNTOWN RESIDENTS WHO OWN NO VEHICLES



DOWNTOWN AVERAGE VEHICLE RIDERSHIP

AVERAGE OCCUPANCY BY DOWNTOWN PARKING STRUCTURE

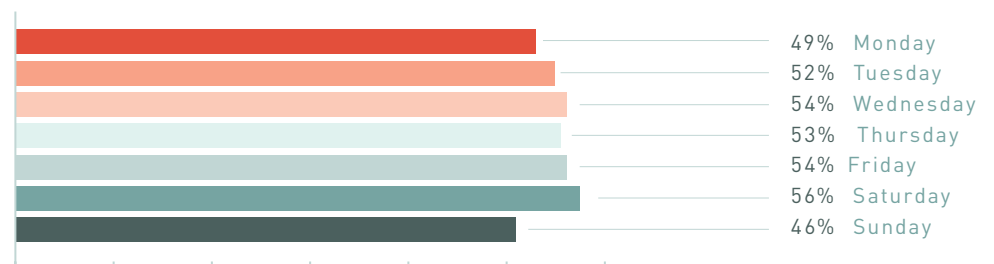
8:00am-11:00pm



NOTE Civic Center Parking Structure is located adjacent to Downtown, but provides parking for many Downtown employees and visitors

AVERAGE DOWNTOWN PARKING SYSTEM OCCUPANCY BY DAY

8:00am-11:00pm





29,173

DOWNTOWN ZIP
CODE EMPLOYMENT

21,530

DOWNTOWN
CORE EMPLOYMENT

5.28
1

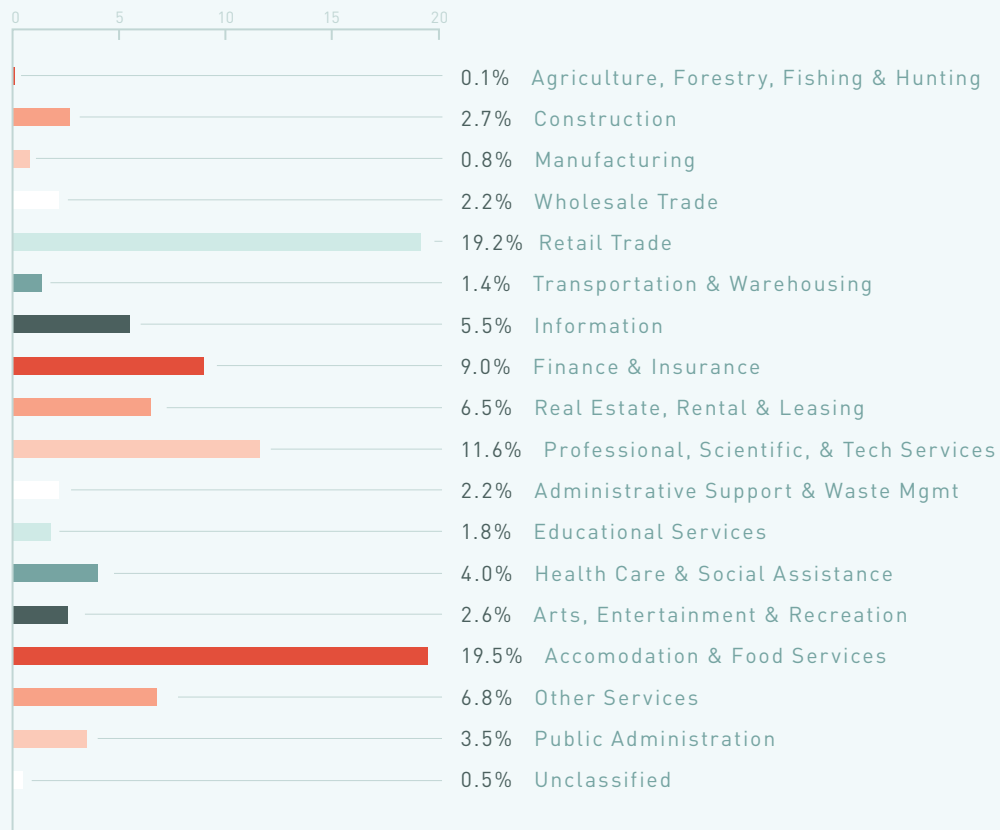
DOWNTOWN EMPLOYEE
TO RESIDENT RATIO

\$2,246,077,869

ESTIMATED ANNUAL
DOWNTOWN PAYROLL

SOURCES Infogroup 2016, City of Santa Monica Transportation Division,
City of Santa Monica Economic Development Dpt

DOWNTOWN AREA EMPLOYMENT BY SECTOR

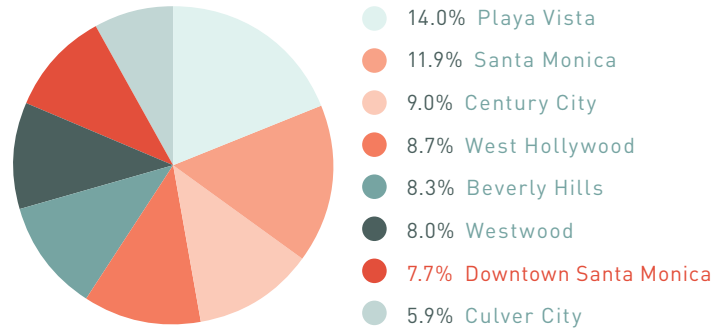


LARGEST DOWNTOWN AREA EMPLOYERS

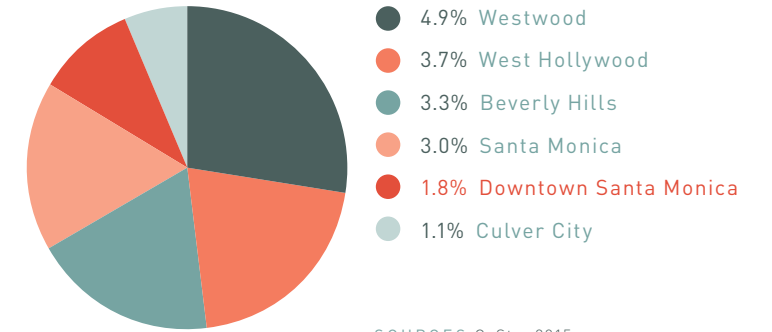
COMPANY	EMPLOYEES
Fairmont Miramar Hotel	405
Santa Monica Amusements, L.L.C.	312
The Cheesecake Factory Restaurant	300
True Car	286
The Macerich Company	276
Bubba Gump Shrimp Co. Restaurant & Market	242
Clock Tower Productions, Inc.	200
Apple Computer, Inc.	190
Wilshire Associate, Inc.	190
Water Grill	184
Burke Williams	150
Whole Foods Market	145
Bloomingdales	140
Banana Republic	138
Del Frisco's Grille	125
ZipRecruiter, Inc.	124
The Shore Hotel	122
Technicolor Creative Services USA, Inc.	112
Double Tree Guest Suites Hotel	110
Fireside Convalescent Hospital	110



AVERAGE OFFICE VACANCY RATE



AVERAGE RETAIL VACANCY RATE



SOURCES CoStar 2015

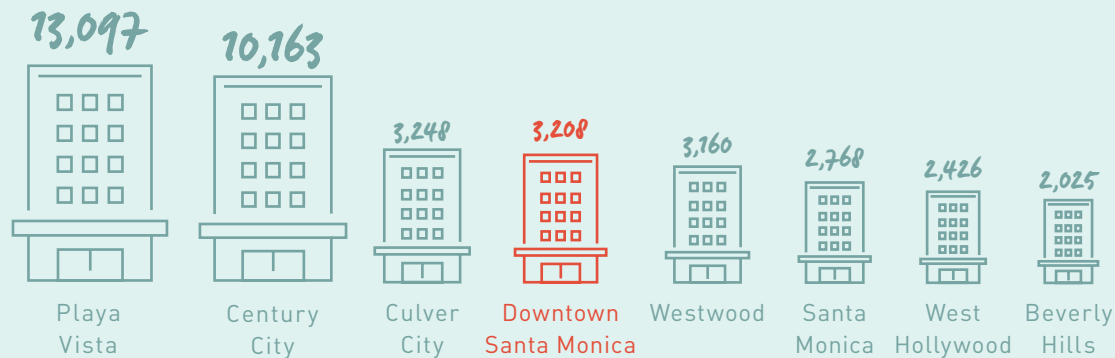
AVERAGE MONTHLY OFFICE RENT PER SQ FT



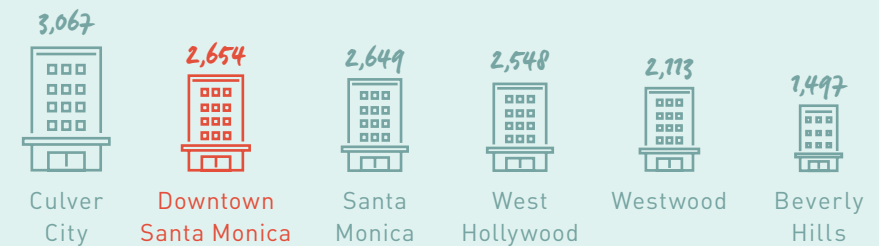
AVERAGE MONTHLY RETAIL RENT PER SQ FT



AVERAGE OFFICE SIZE IN SQ FT



AVERAGE RETAIL SIZE IN SQ FT





Percent of Citywide Demand Fulfilled by Downtown Retail Establishments

SOURCES ESRI 2016, Infogroup 2016

197.2%
CLOTHING & ACCESSORIES

\$178,742,663
Citywide Demand
\$352,536,851
Downtown Supply

33.1%
Electronics & Appliances

\$133,151,628
Citywide Demand
\$44,053,885
Downtown Supply

5.7%
Bldg Materials, Garden Supplies

\$109,657,742
Citywide Demand
\$6,250,390
Downtown Supply

11.6%
Food & Beverage

\$478,524,139
Citywide Demand
\$55,500,525
Downtown Supply

22.2%
Health & Personal Care

\$154,702,604
Citywide Demand
\$34,273,222
Downtown Supply

5.2%
Gasoline

\$138,094,095
Citywide Demand
\$7,225,027
Downtown Supply

66.8%
Sports, Hobbies, Books, Music

\$71,978,614
Citywide Demand
\$48,081,124
Downtown Supply

42.3%
General Merchandise

\$385,964,148
Citywide Demand
\$163,081,956
Downtown Supply

23.7%
Miscellaneous Retailers

\$121,695,330
Citywide Demand
\$28,890,778
Downtown Supply

13.7%
Nonstore Retailers

\$63,234,623
Citywide Demand
\$8,663,574
Downtown Supply

65.7%
Food Service & Drinking

\$283,792,429
Citywide Demand
\$186,437,153
Downtown Supply



ANNUAL SPEND BY CONSUMER ORIGIN

Downtown Resident	2%
Santa Monica Resident	16%
Visitor	84%

Santa Monica resident spend is inclusive of Downtown resident spend.

SOURCE: Buxton 2015

ANNUAL SPEND BY SANTA MONICA ZIP CODE

90401	2.1%
90402	2.3%
90403	5.6%
90404	2.5%
90405	4.0%

ANNUAL SPEND BY METROPOLITAN AREA

Los Angeles, CA	70.1%
San Francisco, CA	2.9%
New York, NY	2.2%
Seattle, WA	1.5%
San Diego, CA	1.3%



HOUSEHOLDS WITHIN A 5 MILE RADIUS

match Downtown's primary consumer profile

PREFERENCES OF CONSUMERS WITHIN 5 MILES OF DOWNTOWN

CATEGORY	CHARACTERISTIC	RESIDENT INDEX	EMPLOYEE INDEX
Apparel	Spend \$500+ on Watches for Self or Spouse	254.0	210.7
Automotive	Most Recently Bought A Volvo	728.5	380.5
Beverage	Drink Veuve Cliquot Champagne & Wine	660.1	387.5
Broadcast Media	Listen to Smooth Jazz on Radio	772.2	361.0
Cleaning	Use Clorox Toilet Wand Cleaners	168.2	141.6
Computer	Visited WSJ.com Within 1 Wk.	711.6	381.5
Dining	Ate Any Meal Alone At A Family Restaurant	111.5	110.5
Electronics	Own Smart Phone	224.3	160.0
Entertainment	Watch Foreign Language/Indie Movies	332.5	245.4
Food	Eat Ben & Jerry's Frozen Yogurt	253.7	190.3
Health & Beauty	Use The Body Shop Moisturizers & Lotions	417.0	259.3
Home Furnishing	Bought Bread Machine Within 12 Mos.	168.7	137.1
Home Improvement	Use Professional Pest Control	98.1	100.0
Household Products	Use Scotts Liquid Gold Furniture Polish	182.2	132.1
Lawn & Garden	Bought Shears Within 12 Mos.	186.8	131.5
Medical	Used Botox Within 12 Mos.	540.2	287.6
Pets	Purchase Pet Supplies Online	164.0	126.9
Print Media	Read Details Magazine	627.0	367.2
Shopping	Purchased Snow Skis Within 12 Mos.	471.6	303.4
Tobacco	Smoke Primary Brand Cigarettes	106.6	92.4

Indexes represent a propensity score on a scale where 100.0 is the average American household. An index of 120.0 indicates local consumers are 20% more likely than the average product to consume a good or service.

Development

63.8%

OF DEVELOPMENT CITYWIDE

68.0%

OF CITYWIDE COMMERCIAL DEVELOPMENT

806,445

SQ. FT. PENDING OR APPROVED

SOURCE City of Santa Monica Planning & Community Development Dpt

DEVELOPMENT MAP



75.5%

OF CITYWIDE RESIDENTIAL DEVELOPMENT

1,794

UNITS PENDING OR APPROVED

88.7%

PENDING INCREASE IN HOTEL ROOMS

993

NEW HOTEL ROOMS PENDING OR APPROVED

CERTIFICATE OF OCCUPANCY

Developments have completed construction and are occupied.

1	1332 2nd St. Interior Modifications / Sq. Ft. Additions
2	1315 Lincoln Blvd. Interior / Storefront Modifications
3	520 Colorado Ave. Sq. Ft. Additions
4	395 Santa Monica Pl. Movie Theater
5	302 Arizona Ave. Mixed Use Residential

21	1543 7th St. Mixed Use Residential
22	1613 Lincoln Blvd. Mixed Use Residential
23	1637 Lincoln Blvd. Mixed Use Residential
24	1641 Lincoln Blvd. Mixed Use Residential
25	1650 Lincoln Blvd. Mixed Use Residential
26	1660 Lincoln Blvd. Mixed Use Residential
27	501 Broadway Mixed Use Residential
28	525 Colorado Ave. Mixed Use Residential
29	601 Colorado Ave. Mixed Use Residential
30	603 Arizona Ave. Hotel

PENDING PROJECTS

Developments are moving through City approval processes.

6	101 Santa Monica Blvd. Ocean Ave Hotel
7	1133 Ocean Ave. / 101 Wilshire Blvd. Fairmont Miramar Hotel
8	120 Colorado Ave. Wyndham Hotel
9	1235 5th St. Mixed Use Residential
10	1248 5th St. Former Post Office
11	1301 4th St. Plaza at Santa Monica
12	1318 4th St. Macerich / ArcLight Cinema
13	1318 Lincoln Blvd. Mixed Use Residential
14	1325 6th St. Mixed Use Residential
15	1415 5th St. Mixed Use Residential
16	1425 5th St. Residential
17	1430 Lincoln Blvd. Mixed Use Residential
18	1437 5th St. Mixed Use Affordable Housing
19	1441 Lincoln Blvd. Mixed Use Residential
20	1443 Lincoln Blvd. Mixed Use Residential

APPROVED PROJECTS

Developments have received final approval to begin construction.

31	1318 2nd St. Mixed Use Residential
32	1337 7th St. Fire Station
33	1554 5th St. Courtyard by Marriott Hotel
34	1560 Lincoln Blvd. Mixed Use Residential
35	1601 Lincoln Blvd. Mixed Use Residential
36	1626 Lincoln Blvd. Affordable Housing
37	401 Broadway Commercial
38	500 Broadway Mixed Use Residential
39	501 Colorado Ave. Hampton Inn & Suites by Hilton
40	710 Wilshire Blvd. Mixed Use Hotel / Retail

Development statistics include projects with pending or recently approved development applications. Downtown Santa Monica, Inc. makes no representations as to the likelihood of any specific outcome for individual projects.