



# The Memo

## June 2018

### Social media partnerships

DTSM, Inc. wants to partner with our local businesses on marketing campaigns this summer and into the fall. Working with our media relations and marketing firm, we plan to host traditional print journalists and social media influencers with the goal of putting the spotlight on the district as a whole, as well as our many diverse businesses, including our retail and restaurant options. Health and wellness will be a significant theme, along with downtown's celebrated culinary scene and world-class shopping.

District business that would like to be featured can email DTSM, Inc. Sr. Marketing and Communication Manager Kevin Herrera at [kevin@downtownsm.com](mailto:kevin@downtownsm.com). Some ways you can help would be granting access to your business for photo shoots, providing product for photo shoots, sharing important events that can be included in our social media calendar, and granting usage of images in your photo library.

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### Town hall to discuss homelessness in downtown

Please join us and the City of Santa Monica on Tuesday, June 5 at the Main Library - Martin Luther King, Jr. Auditorium - for an informative and collaborative town hall forum on homelessness. Learn what the city is doing to address the issue and what we all can do as a community to find solutions to this crisis that is impacting communities all across the state. City Manager Rick Cole will help lead the discussion, with representatives from the Santa Monica police and fire departments and social services on hand to answer questions from the public.

The Main Library is located at 601 Santa Monica Blvd. Please RSVP to <https://dtsmhomelessnesstownhall.eventbrite.com>. To familiarize yourself with the city's services and to download a copy of the Homelessness Toolkit, please visit [www.weare.santamonica.gov](http://www.weare.santamonica.gov).

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### Picnic on the Promenade returning this July

Summer Picnics on the Promenade are back and they are bigger, better and bouncier than ever! In fact, every day is a picnic on Third Street Promenade. We'll have our colorful tables, chairs and umbrellas out Monday through Friday, and on Friday afternoons we'll also have big lawn games and ping-pong tables. If ping pong excites you, make sure to come hang on the north block of the promenade on Wednesday nights when we'll have a bunch of tables available for play as well as guidance from the paddle masters from PongFit who are "Making America Play Again" from 6pm to 8pm. We'll also be hosting music on Friday evenings. Stay tuned for more details.

DTSM, Inc. is looking for local businesses to partner with on our Friday afternoon events. If you would like to offer a special lunch item, we'll help you promote it for FREE. Businesses can also offer free services or samples at the picnics by setting up a booth on Fridays. We can provide a table and chairs for sampling. Please let us know if you're interested. E-mail [events@downtownsm.com](mailto:events@downtownsm.com) for more information.

#### Picnics on the Promenade

July 9 - Aug. 31, 2018

Games: Fridays, Noon to 4pm

Ping Pong: Wednesdays, 6pm to 8pm

Musical performances: Friday nights

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### Pop-up parklet pilot program

DTSM, Inc. will be hosting a pop-up parklet on Thursday, June 14, from 9am — 3pm in front of Bodega coffee and wine bar (814 Broadway). This event is part of a pilot program to encourage more businesses to host parklets throughout the downtown. The mini-park, which takes over a couple of metered parking spaces with colorful tables, chairs and umbrellas for shade, is free to use and open to the public. Restaurants and cafes interested in hosting a parklet in the future should contact DTSM, Inc. Public Space Manager Nick Efron at [nick@downtownsm.com](mailto:nick@downtownsm.com). The Downtown Community Plan encourages the creation of more public spaces in downtown to meet the needs of residents, employees and visitors. Those could include courtyards and plazas that are privately owned and maintained, as well as pocket parks and parklets.

## Join the Downtown Run Club: Get fit & make new friends

Need help sticking to that New Year's resolution to get back in shape? Want to meet those who live or work in downtown just like you? Interested in learning about all that is happening in downtown before everyone else? If yes, then join the Downtown Santa Monica Run Club. Our goal is to help you find new friends and activities after the work day is done. All levels of runners are welcome, from the marathoner to the infrequent jogger.

The third Downtown Santa Monica Run Club will take place Tuesday, June 26 in front of 1212 Restaurant on the Third Street Promenade near Wilshire Boulevard. Registration is at 6pm and the run starts at 6:30pm. Afterwards we eat, drink and be merry at The Independence Restaurant and Bar. Representatives from Downtown Santa Monica, Inc. will be on hand to answer questions about the district, as will representatives from the GoSaMo Transportation Management Organization, who will help you plan the best way to commute to downtown.

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### Save the date: DTSM Annual Meeting

Please keep your calendar open on Aug. 16 from 8:30am to 10:30am so that you can attend the Downtown Santa Monica Annual Meeting at which we provide breakfast and a heaping helping of important information on the state of downtown and what the immediate future holds for property owners, merchants, downtown employees and residents. The meeting will take place at the Fairmont Miramar Hotel & Bungalows. Formal invitations will be distributed soon. If your businesses is interested in being a sponsor, please email [info@downtownsm.com](mailto:info@downtownsm.com). Sponsorships are available at various levels.

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### Pier's Twilight Concert Series moves to fall

Summer is just around the corner and many downtown businesses may be thinking of offering special discounts to coincide with the popular Twilight Concert Series on the Santa Monica Pier. After concerns were raised about the large crowds the concerts attract, and the traffic and security issues they create, concert producers have decided to reduce the number of concerts and move them to the fall. The concerts will also be held on Wednesday nights instead of Thursdays. Concerts are expected to begin in September. No acts have been announced yet, so stay tuned.

The pier will be hosting a fun summer celebration June 23-24 to help kick off the season. There will be paddle board races, live music, dancing, food and drinks. For more information on the event, visit [santamonicapier.org](http://santamonicapier.org).

#### Employee parking validation program extended

The city will continue offering discounted parking rates to Downtown Santa Monica employees. Instead of paying as much as \$20 to park all day in the downtown structures, employees can pay just \$6 for six hours of parking, or \$9 for 12 hours.

Must be an employee working in a commercial establishment located within the area bounded by California Ave., Lincoln Blvd., Pico Blvd., and Ocean Ave., including businesses located on the east/west side of Lincoln Blvd. and north/south side of Pico Blvd. Validations are only available for purchase through SP + Parking Operations Office located at 1334 Fifth St. Pay with a major credit card or check/money order payable to City of Santa Monica only. For more information, please contact SP+ at 310.576.4743.

#### Employee reward of the month

You work hard for the money. Why not save a little? **The Downtown Employee Discount Program** is a great way to save and still show your love for your favorite downtown businesses. Just show your business card or pay stub at participating businesses. For a complete list visit [www.downtownsm.com/employee-rewards-program](http://www.downtownsm.com/employee-rewards-program)

**Ye Olde King's Head Pub offers 20 percent off breakfast and lunch when you dine in. They are located at 116 Santa Monica Blvd. and can be reached at**

#### Upcoming meetings

##### **DTSM, Inc. District Issues Committee**

June 12, 9:30 a.m.

1351 Third Street Promenade, Suite 201

Meetings typically held the second Tuesday of each month.

##### **DTSM, Inc. Access, Circulation, Parking**

June 26, 9 a.m.

1351 Third Street Promenade, Suite 201

Meetings typically held on the fourth Tuesday of each month.

##### **DTSM, Inc. Board of Directors Meeting**

June 28, 5 p.m.

1351 Third Street Promenade, Suite 201

Meetings typically held the fourth Thursday of the month. Special meetings are held as needed.

##### **City Council**

June 12 & June 26, 5:30pm

1685 Main St., City Council Chambers

Meetings typically held the second and fourth Tuesday of every month.



