



The Memo

November 2017

Light up the holidays in Downtown Santa Monica

Downtown Santa Monica is your home for the holidays with a full slate of winter festivities, including the return of everyone's favorite outdoor ice-skating rink Ice at Santa Monica, the official City of Santa Monica tree lighting ceremony and the unveiling of new, totally immersive holiday-themed art installations from Australian duo DABSMYLA that will transform the Third Street Promenade into a scene straight out of a Dr. Seuss fable.

Produced by Downtown Santa Monica, Inc., these community events cover the full range of holiday cheer. Many of the events are free, and all are family friendly.

Ice at Santa Monica

Nov. 1, 2017 — Jan. 15, 2018 @ Fifth Street and Arizona Avenue

Every holiday season Downtown Santa Monica brings a little ice to our beachside community, transforming the corner of Fifth Street and Arizona Avenue into the winter wonderland known as Ice at Santa Monica, an 8,000-square-foot ice-skating rink. #IceatSM

Skate rental and all-day admission: \$15. For more information and holiday hours, call the Ice team at 310.260.1199 or visit IceAtSantaMonica.com.

Ice Grand Opening & Community Celebration

Nov. 8, 2017, at 6:30pm — 10pm, @ Fifth Street and Arizona Avenue

The community is invited to help kick off the 11th season of ICE at Santa Monica at this free bash complete with a performance by some of California's elite skaters, DJ dance jams, food from local restaurants and swirling snowfall. The event is completely open and free to the public, and guests are invited to bring a new unwrapped gift or gift card to support the PAL Best Gift Ever Toy Drive, which provides presents to children in Santa Monica who are less fortunate than most.

Santa's Lil Savers

Nov. 24, 12pm – 3pm @ Third Street Promenade

A handful of lucky Black Friday shoppers in Downtown Santa Monica will be treated to a holiday shopping spree courtesy of Santa Claus and his band of jolly elves. St. Nick will be making the rounds in Downtown Santa Monica all afternoon surprising shoppers by paying for their purchases (up to \$100), just for shopping in the neighborhood! If your business would like to invite Santa on Black Friday for a pop-in, please email laura@downtownsm.com and we can see if he and his reindeer can make it. This is at no cost to you

Holiday Tree Lighting & Pictures with Santa

Nov. 30, 6pm @ Third Street Promenade

Join Santa and city officials as they light the Official City of Santa Monica Holiday Tree on the world-famous Third Street Promenade. Sing classic Christmas carols with some of Santa Monica's most talented vocalists while the little ones can get creative at our coloring station featuring designs by DABSMYLA. Santa will be available for photos.

Santa's Breakfast

Dec. 2, 9am -11am @ Santa Monica Place

Santa Monica Place will host the annual Santa Breakfast event in the Food Court. Families and children of all ages will enjoy crafts, games, music, light breakfast bites and an appearance by Santa. Admission is \$5 per child. Adults and children ages 2 and under are free to attend.

Holiday Kids Club

Dec. 6, 11am-12pm @ Santa Monica Place

Join Mrs. Claus at the Holiday Kid's Club at Santa Monica Place Food Court. Kids will enjoy storytelling, music, games and other fun surprises.

Menorah Lightings

Dec. 12 – Dec. 19, Sundown @ Third Street Promenade

Join local synagogues and community groups as their members celebrate the Festival of Lights this Hanukkah season. Lighting the menorah will begin shortly after sundown each evening. Shalom!

Parking structure maintenance

Downtown parking structures (except 6,7, and 8) will undergo a series of retrofits and maintenance work, beginning with PS 1 on Oct. 9, 2017. Construction will be performed on one structure at a time and will include temporary parking impacts for the duration of the project. That being said, all entrances and exits will remain open for smooth traffic flow. The project is expected to last until March 2019. Questions? Contact Robert Zak, construction manager with the City of Santa Monica at sm.engineering@smgov.net or 310.458.8721.

Black Friday deals, holiday hours

Many retailers have called DTSM, Inc. asking about Black Friday and holiday hours. Since we are not a traditional shopping center, there are no set holiday hours to give. Each business has the power to set their own hours each and every day, unless their permit with the city of Santa Monica states otherwise. Some retailers choose to stay open for 24 hours on Black Friday and the day after Christmas, while others close for a few hours to allow their employees to enjoy time with family and friends. It's all up to you.

That being said, please share with us your holiday hours and any Black Friday specials and we will put together a list and share with our social media followers. Please email marketing@downtownsm.com. Thank you!

Pop-up parklet pilot program

DTSM, Inc. will be hosting a pop-up parklet on Saturday, Nov. 18, from 10am — 2pm in front of Demitasse cafe (1149 Third Street) as 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 and open to the public. There will be information available on the many mobility options available in downtown, from the Breeze bike-share program to public transit, and chances to win prizes like a pre-loaded TAP card to take Expo light rail. Businesses interested in hosting a parklet in the future should contact DTSM, Inc. Mobility Manager Hector Soliman-Valdez at hector@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.

Getting the party started

If you own a restaurant or event space and are looking for business, DTSM, Inc. is here to help. Send us information about your location and we will spread the word to downtown employers wishing to host holiday parties for their employees. Please send information, including square footage, pricing and menu/catering options, to laura@downtownsm.com.

Dolphin donations awarded

DTSM, Inc. awarded \$10,000 to the Santa Monica College Foundation's Guardian Scholars Program, which provides housing and food assistance to college students struggling with homelessness. The money comes from donations made by visitors to downtown, who deposited cash into one of our dolphin sculptures located on the Third Street Promenade and Santa Monica Pier. The program was created in 1993 as a way to collect money for homeless service providers in Santa Monica.

A-frame signs not A-OK

There is confusion about the usage of temporary signs in the downtown area and that can lead to businesses being warned and fined for violating the city's municipal code. Code number 9.52.130 states that "freestanding and pole signs" are prohibited.

Stores are also prohibited from placing merchandise out on sidewalks or in the street. Businesses are allowed to have signs in their vestibule area as long they don't intrude onto public property. For questions about code compliance contact Code Enforcement at 310.458.4984 or John McGill at DTSM, Inc. at 310.393.8355.

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

Bubar's Jewelers is offering 20% off all jewelry, excluding repairs. They are located at 1457 Fourth St. 310.451.0727. www.bubarsjewelers.com

Upcoming meetings

DTSM, Inc. District Issues Committee

Nov. 14, 9:30 a.m.

1351 Third Street Promenade, Suite 201

Meetings typically held the second Tuesday of each month.

DTSM, Inc. Access, Circulation, Parking

Nov. 28, 9 a.m.

1351 Third Street Promenade, Suite 201

Meetings typically held on the fourth Tuesday of each month.

DTSM, Inc. Promenade Tenancy Committee

Nov. 22 9:15 a.m.

1351 Third Street Promenade, Suite 201

Meetings typically held on the fourth Wednesday of each month.

DTSM, Inc. Board of Directors Meeting

Nov. 30, 4:30 p.m.

1351 Third Street Promenade, Suite 201

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

Santa Monica City Council

Nov. 14 & Nov. 28, 5:30 p.m.

1685 Main St., City Council Chambers, 2nd Floor.

Meetings typically held the second and fourth Tuesday of the month. Special meetings are held as needed.

