



The Memo

September 2017

Downtown Santa Monica Merchant Meeting set for Sept. 19 special start time of 11 a.m.

Business owners, store managers, restaurateurs and downtown employees are encouraged to attend the third Merchant Meeting of 2017, when we will discuss the pressing issue of homelessness and what city officials and the police department are doing to address it.

We will also discuss the City of Santa Monica's open streets event COAST, which will take place on Sunday, Oct. 1 from 10 a.m. to 4 p.m. City Hall will be closing approximately 2 miles of city streets to parking and cars for COAST. Local businesses along the route are invited to participate! Businesses should contact mail@carsla.net with any questions.

Businesses not located along the route can also participate by offering a "COAST Special," or donating give-aways to the Buy Local SM Booth at COAST. To participate, contact: buylocalsantamonica.com/coast-2017-signup.

DTSM will also talk briefly about ICE at Santa Monica, Downtown's seasonal outdoor ice-skating rink, which opens November 1, 2017. Learn how you can become a community sponsor.

What: DTSM Merchant Meeting

When: September 19, 2017, 11 a.m. (special start time)

Where: DTSM Office, 1351 Third Street Promenade, Suite 201 (above Barney's)

RSVP: email marketing@downtownsm.com

Questions? Call 310.393.8355.

Planning an event?

For events that are happening on the Third Street Promenade, the city of Santa Monica requires an event permit. If you are planning a special event inside your business the city does not require a special permit, but police, fire, and DTSM, Inc. request that you submit an **In-Store Event Notification Form**, which can be found online at <http://downtownsm.com/in-store-events>. The form will help safety officials determine, what, if anything, needs to be done to ensure the event is as safe as possible.

It is extremely important to specify if alcohol is being served. Depending on the situation, you may be required to get a Temporary Use Permit and ABC (Alcohol Beverage Control) license. The city Planning Department (310.458.8341) can help you determine if you need these items. Please note that you should start this process early as it can take several weeks to get the necessary approvals. Questions? Contact laura@downtownsm.com or call 310.393.8355.

DTSM celebrates Park(ing) Day

Join Downtown Santa Monica staff as we celebrate the international event Park(ing) Day September 15, 2017 from 11 a.m. to 2 p.m. on Wilshire Boulevard between Second and Third streets. DTSM will create a park, featuring picnic tables and chairs, FREE snacks and beverages, out of metered street parking spaces. Enter for a chance to win a pre-paid Tap Card or a free ride on Breeze Bikes, and learn how to travel to **#DTSantaMonica** via high-occupancy modes of travel.

Park(ing) Day is an annual global event in which metered parking spaces are transformed into temporary public spaces in hopes of inspiring and empowering people to leave their cars at home and embrace alternative modes of transportation. **#ParkingDaySantaMonica**. Learn more at www.parkingday.org.

Yarn bomber HOTTEA kicks off ROAM Santa Monica

Best known for using miles of multi-colored strands of yarn to create rainbow-like installations in public spaces that evoke feelings of happiness and awe, Emmy-Award winner Eric Rieger, who goes by the name HOTTEA, kicks off the interactive public art series ROAM Santa Monica, presented by the City of Santa Monica in partnership with Downtown Santa Monica, Inc.

Rieger has used his creativity and skill to decorate the Third Street Promenade and Triangle Square, the patch of grass located on the Colorado Esplanade just west of the Expo Light Rail Line Downtown Station. The art will be displayed until the end of October.

ROAM Santa Monica evolved through a mutual desire to infuse more art experiences in the downtown core, as well as a shared interest in activating public spaces with ephemeral work that would prompt people to traverse this dynamic urban center. The series features four large-scale temporary installations. Artwork will rotate every three to four months. For more information visit ROAMSantaMonica.com. Share your ROAM experiences on social media using the hashtags [#ROAMSantaMonica](https://twitter.com/ROAMSantaMonica), [#ARTSaMo](https://twitter.com/ARTSaMo), [#DTSantaMonica](https://twitter.com/DTSantaMonica).

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](tel:310.458.4984) or John McGill at DTSM, Inc. at [310.393.8355](tel:310.393.8355).

Take a seat, charge your phone

DTSM, Inc. has installed a new bench on the 1200 block of the Third Street Promenade, but it's not just any bench. It's a Soofa bench, and it comes with a solar panel and two ports to plug a USB cable into and charge cell phones, tablets or other similar electronic devices.

The bench, installed late last month, can be found on the Promenade directly across from Tesla. Please sit and enjoy. Share your experience on social media using [#DTSantaMonica](https://twitter.com/DTSantaMonica).

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

**Mudra is offering 10% off, excluding sale items. They are located at 1400 B Third Street Promenade. [310.3576.7972](tel:310.3576.7972)
www.shopmudra.com.**

Upcoming meetings

DTSM, Inc. District Issues Committee

Sept. 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

Sept. 26, 9 a.m.

1351 Third Street Promenade, Suite 201

Meetings typically held on the fourth

Tuesday of each month.

DTSM, Inc. Promenade Tenancy Committee

Sept. 27 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

Sept. 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.

Santa Monica City Council

Sept. 12 & Sept. 26, 5:30 p.m.

1685 Main St., City Council Chambers,

2nd Floor. Special meetings are held as

needed.

