



DOWNTOWN SANTA MONICA IN-STORE EVENT NOTIFICATION FORM

Please complete this form and email it to [events@downtownsm.com](mailto:events@downtownsm.com). Downtown Santa Monica, Inc. will share this information with the Santa Monica Police Department, Fire Department, City of Santa Monica, DTSM Ambassadors and Promenade Maintenance staff.

EVENT NAME & DESCRIPTION \_\_\_\_\_

Location Name & Address \_\_\_\_\_

EVENT PRODUCER \_\_\_\_\_

Main Contact \_\_\_\_\_ Additional Contact \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

EVENT DATE & TIMELINE

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? \_\_\_\_\_

b) Do you expect to have a line or overflow outside of the private event space?  Yes  No

If yes, 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](mailto:cody.green@smgov.net) or Sgt. Lowell Watson at (310) 458-8457 or [lowell.watson@smgov.net](mailto:lowell.watson@smgov.net).



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 \_\_\_\_\_ Number of security staff on duty for each segment of Your event \_\_\_\_\_ Instructions to security team when line is near or at capacity \_\_\_\_\_

Please include a site map of lines that will be queued in the street. (DTSM can help with this and will also provide a map of the street.) Additional crowd management & 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. Also, we may be able to help promote your event.

DTSM, Inc. is happy to answer any event questions or connect you will the right safety experts.