

Outdoor/Third Street Promenade Events

Q. Does my event require an Event Permit from the City of Santa Monica?

A. The following events/activities require a City of Santa Monica Community Event Permit:

- a. A parade, procession or assembly on the Third Street Promenade which either: 1) may impede, obstruct, impair or interfere with free use of such public street, highway, alley, sidewalk or other public way owned, controlled or maintained by the City or 2) does not comply with normal or usual traffic regulations or controls; or
- b. Any outdoor activity or event of 75 or more persons on the Third Street Promenade; or
- c. Any other activity or event on the Third Street Promenade which requires the placement of a tent, canopy or other temporary structure if that placement requires a permit from the City's Fire Department or Building and Safety Division.

Q. Can I sell or offer product sampling at a permitted event?

A. Vending and other commercial activity are only allowed at permitted events if: 1) the vending and commercial activity is in conjunction with, ancillary and subordinate to the permitted event, 2) all required permits, including County Health Department permits, are obtained, and 3) all regulations and conditions of approval are followed.

* Sampling Permits for roaming product samplings that are not part of a larger special event can be obtained from Downtown Santa Monica, Inc. Sampling Permits are \$1,500 per day and a signed Indemnification/Hold Harmless Agreement will be required. To apply for this permit please complete the Downtown Santa Monica Sampling Application which can be found online on the Downtown Santa Monica Special Events & Filming page, www.downtownsm.com. Completed applications can be emailed to events@downtownsm.com or faxed to (310) 458-3921.

Q. What constitutes vending and other commercial activity?

A. Vending and other commercial activity includes selling, offering or exposing for sale, soliciting offers to purchase, bartering food, goods, merchandise or services, merchandise displays and product sampling.

Q. How are Event Permit applications processed?

A. Fully completed applications will be processed by the City's Community Events Office on a first-come, first-served basis.

Q. How much does the Event Permit cost?

A. Depending on the Category type and submission date, application fees range from \$50-250. For Category 1 events, the earlier you submit, the lower the application fee. The application fee is non-refundable.

Type of Event	Application Submitted	Application Fee
Category 1 Events	16+ weeks in advance	\$65.00
	12 - 15 weeks in advance	\$125.00
	30 days - 11 weeks in advance	\$250.00
Category 2 Events	3 business days	\$50.00
Category 3 Events	2 days	\$50.00

Q. Are there other fees?

A. Depending on the complexity of the event and the staff hours required to process the application, there is an additional administrative fee for Category 1 events that ranges from \$80 - \$580. The administrative fee is non-refundable.

The City's requirements will vary depending on the event category and the specific activities planned. Generally, permittees must pay for City services, permits or staffing charges incurred due to the permitted event (e.g., police officers, fire safety officers, tent permits, clean-up/damage deposits, neighbor notifications, insurance, etc.). The amount of the administrative fee and the City's requirements will be provided to you in writing. The various City departments will provide fee estimates in advance. For more information on fees, visit www.smgov.net/events.

Q. What about signage at outdoor events on the Third Street Promenade?

A. The permit holder may install temporary or non-permanent signs identifying or pertaining to the community event within the event site, as defined in the Event Permit. The logo of a commercial sponsor or vendor is not to exceed 30% of the sign area, provided signs are, to the extent possible, internally oriented.

Q. Can I serve or sell alcohol at outdoor events?

A. The sale and consumption of alcohol is prohibited at outdoor events on the Third Street Promenade.

Q. How do I apply for a City of Santa Monica Event Permit?

A. The Event Permit process is explained in the 6 steps below. DTSM, Inc. serves as the site manager for public space in Downtown and is here to help walk you through the process. For more information, please contact our office at (310) 393-8355 or email events@downtownsm.com.

THE PROCESS:

1. Determine the category that best applies to your event. This will determine the application submission date, applicable fees, and specific requirements for your event.

Category 1 Events

- recreation (e.g., games, arts & crafts activities, reunions, birthday parties, participatory dances)
- competition/contests (e.g., surfing contests, sand castle building)
- spectator sports (e.g., beach volleyball, hockey, basketball)
- athletic events (e.g., races, runs)
- circuses, fairs and carnivals (e.g., booths, games, rides and similar amusements)
- food related events (e.g., barbeques, cook-offs, picnics, food distribution, food festivals)
- sales/tradeshows, business promotions (e.g., craft shows, antique shows, merchandise sales or exhibits, product launches)
- beach/park clean-ups
- training activities (e.g., corporate sessions, team-building activities)

Category 2 Events

- Events not included within Category 1 above (e.g., parades, demonstrations, fundraiser events or walks) but which require a permit from Building and Safety and/or the Fire Department for the placement of a tent, canopy, or other temporary structures as detailed in Section VII (4) and (5) of the Event Administrative Instruction.

Category 3 Events

- Events not included within Categories 1 and 2 above (e.g., parades, demonstrations, fundraiser events or walks) but which do not require a permit from Building and Safety and/or the Fire Department for the placement of a tent, canopy, or other temporary structures as detailed in Section VII (4) and (5) of the Event Administrative Instruction.

2. Send a completed Event Permit Application to DTSM, Inc. at events@downtownsm.com or fax to (310) 458-3921. The application can be found online at www.smgov.net/events. DTSM, Inc. will check the schedule for potential conflicts with other events or activities in the area you have requested prior to providing preliminary approval.

Please keep in mind, applications are approved on a first-come, first-served basis and available dates are limited. Applications must receive preliminary approval by DTSM, Inc. prior to being sent to the City's Community Events Office.

Please submit your application to DTSM, Inc. as soon as possible but no later than 1 business day in advance of the City's 30 day deadline.

City's Submission Deadlines

- **Category 1 Events:** Must be submitted at least 30 calendar days but no more than 1 year prior to the event.
- **Category 2 Events:** Must be submitted at least 3 business days but no more than 1 year prior to the event.
- **Category 3 Events:** Must be submitted at least 2 days but no more than 1 year prior to the event.

3. DTSM, Inc. staff will contact you to review the event information, inform you of the Event Permit application fee amount, and answer any questions you may have regarding the event process.

4. After clearing the date, DTSM, Inc. will forward your application along with the appropriate Event Permit application fee, to the City's Community Events Office.
5. The Community Events Office staff will inform you in writing of all the requirements and conditions for your event. City staff will work closely with you to answer any questions and help you meet all of the permit requirements and deadlines.
6. An Event Permit will be issued as soon as the requirements are met.

In-Store / Third Street Promenade Events

Q. Does my in-store event require a special event permit?

A. An Event Permit is NOT required for events held on private property in Downtown Santa Monica. However, an In-Store Event Notification Form should be sent to Downtown Santa Monica, Inc. before any in-store events take place. In-store events that might have an affect on public property (e.g. lines and large crowds) may require a site walk with DTSM, Inc. staff. The In-Store Event Notification Form can be found online on the Downtown Santa Monica Special Events & Filming page, www.downtownsm.com. Please send your completed form to events@downtownsm.com or fax to (310) 458-3921 at least 72 hours in advance of the event date.

For more information on planning a special event in Downtown Santa Monica, please contact the Downtown Santa Monica, Inc. Events Manager at events@downtownsm.com or call (310) 393-8355.