



New Business Welcome Kit



Dear Downtown Business:

Welcome to Downtown Santa Monica! You now are a member of one of the country's most successful, unique and vibrant shopping, dining and entertainment areas – drawing millions of visitors from around the world and around the corner.

This *New Business Welcome Kit* provides some basic information for new businesses and will be helpful as a “quick reference” for the area.

Downtown Santa Monica, Inc. (DTSM) is a public-private management company that works in partnership with the City of Santa Monica. DTSM is responsible for advising the City on public safety, security and maintenance in Downtown, as well as the functionality of public areas, including alleys and the City-owned parking structures.

DTSM coordinates and manages numerous marketing efforts, promotions and special events in support of Downtown Santa Monica and the Third Street Promenade. We also collaborate with the City to address major issues impacting the area.

Our office creates several informative and helpful resources:

- Listings for ground-floor businesses in Downtown. This information is available online at DowntownSM.com, in our quarterly printed map, and throughout the Promenade and parking structure directories. We are adding businesses above the ground floor as we learn about them.
- *SantaMonicaCentric.com*, a fun and informative blog about Downtown Santa Monica. Monthly e-newsletter focusing on current events impacting businesses and Downtown residents. We also produce a short monthly sheet called *The Memo*, which shares items of interest to merchants.
- Website calendar of upcoming special events. There is also info on “Doing Business” Downtown.
- Staff that can help you deal with City ordinances relating to store signage, outdoor dining, special events and street performers.
- Quarterly Merchant Meetings to discuss timely issues and meet other merchants.
- Enhanced Maintenance and Ambassador services.

Questions? Please do not hesitate to call us at 310.393.8355. We're here to help.

We wish you much success and look forward to working with you!

A handwritten signature in black ink that reads "Kathleen Rawson". The signature is written in a cursive, flowing style.

Kathleen Rawson
CEO



OVERVIEW OF DOWNTOWN SANTA MONICA

Only minutes from the Pacific Ocean is Downtown Santa Monica, Santa Monica Place mall and the Third Street Promenade, named a “Shop ‘til You Drop Shopping Area” by *Los Angeles Family* magazine. The popular destination borders Los Angeles’ fashionable Westside and is just south of the celebrity enclave of Malibu.

With a diverse selection of coffee houses and restaurants, shops and theaters, Third Street Promenade is a busy hub of Downtown comprising three pedestrian-only blocks between Wilshire Boulevard at the north end and Broadway and Santa Monica Place mall at the south.

There are more than 100 stores, restaurants, coffeehouses and casual dining establishments – many with *al fresco* dining – on the Promenade. And the surrounding area of Downtown – which extends to Ocean Avenue on the west and Lincoln Boulevard on the east – offers more shopping and dining choices. **Throughout the week Downtown draws tens of thousands** of working professionals coming out for lunch; tourists from across the country and around the world; locals; families; and teens.

Besides great shopping and dining, the area has many entertainment alternatives. With one movie house on Second Street showing the best of independent and foreign films, two movie theaters on the Promenade and one at Santa Monica Place mall offering first-run films, **the area is home to many screens.** There are also several venues for live theater and magic shows, and a variety of bars, clubs and pubs. One of the biggest entertainment draws of the Third Street Promenade is the eclectic mix of street artists and performers.

The Promenade and Downtown Santa Monica are popular locations for special events as well. Many companies choose Downtown Santa Monica as a site for product samplings and launches, as well as for filming and photography for television, advertising and feature films.



Downtown Santa Monica Fact Sheet

Downtown Santa Monica is a world-class shopping, dining, and entertainment destination steps away from the Pacific Ocean. Roughly 16 million people (2015 number) visit Downtown Santa Monica annually, 3 million of who are international visitors. Bordered by Wilshire Boulevard to the north, Santa Monica Freeway to the south, Ocean Avenue to the west, and Lincoln Boulevard to the east, Downtown Santa Monica includes the world-famous Third Street Promenade and Santa Monica Place, named a “Shop ‘til You Drop Shopping Area” by Los Angeles Family magazine.

Third Street Promenade is the bustling hub of Downtown Santa Monica. The Promenade comprises three walking blocks between Wilshire Boulevard and Broadway. It is best known for its weekly farmers’ market (the oldest and largest in California), fabulous dining (many restaurants al fresco), terrific shopping options and engaging street performers. Adjacent to the Promenade is Santa Monica Place, an exciting shopping destination featuring an exclusive selection of luxury retailers, gourmet restaurants and top-notch views of the ocean and Promenade. Downtown Santa Monica generates more than 1.2 billion dollars in total taxable sales (2015), representing roughly 37 percent of total sales tax revenues for the City of Santa Monica.

The surrounding area of Downtown Santa Monica offers more than 30 additional blocks of shopping, dining, recreational and entertainment choices. The health-conscious can find a variety of unique fitness facilities, spas, yoga and Pilates studios throughout the area, including unique beachside “bootcamp” workouts in Palisades Park. Downtown Santa Monica is also home to a number of tours, including a highly-rated walking tour as well as bike and Segway tours.

Besides great shopping, dining and recreation, the area has many entertainment attractions. Several movie houses, many of which have recently been renovated, grace the area, so visitors can see first-run movies as well as independent and foreign films in state-of-the-art theaters. Also in Downtown Santa Monica are several venues for live theater and magic shows, local art galleries and a variety of bars, clubs and pubs. One of the biggest entertainment draws on the Third Street Promenade is the eclectic mix of street artists and performers.

DTSM and Third Street Promenade are popular locations for special events as well. Many companies choose Downtown Santa Monica as a site for product samplings and launches, as well as for filming and photography for television, advertising and feature films. Throughout the week, Downtown Santa Monica draws tens of thousands of working professionals, visitors from across the country and around the world, locals and

families who come to enjoy this urban beachside community.

During holidays DTSM is festively attired and people from all over the region flock to ICE at Santa Monica, an outdoor ice skating rink which is open from November through Martin Luther King, Jr. Day and hosts over 58,000 skaters annually and many more onlookers. Summer brings Picnics on the Promenade, where residents, Downtown employees and visitors enjoy entertainment, games and the ever-perfect weather.

Downtown Santa Monica, Inc. (DTSM, Inc.):

Downtown Santa Monica, Inc. (formerly Bayside District Corporation) is a private non-profit 501c(3) that works with the City of Santa Monica to manage services and operations in Downtown Santa Monica that promote economic stability, growth and community life within Downtown Santa Monica. DTSM, Inc. manages the Property-based Business Assessment District (PBAD that encompasses the area bounded by Ocean Avenue (W), Wilshire Boulevard (N), Lincoln Boulevard (E) and the Santa Monica Freeway (S). Downtown Santa Monica is a popular Southern California coastal destination, minutes from the Pacific Ocean beaches. The area, which includes the world-famous Third Street Promenade and Santa Monica Place, is known for its weekly farmers' markets, fabulous dining, shopping, entertainment and street performers.

For more information, please visit www.downtownsm.com.

DTSM Quick Stats (early 2018 edition)	
Downtown Hotel Occupancy (2017)	81.2%
Downtown Hotel Occupancy (2017 Peak Month AUG)	89.6%
Downtown Hotel Average Daily Room Rate (2017)	\$332.80
Downtown Population Estimate (2017)	4,485
Downtown Employee Estimate (2017)	20,175
Average Monthly Office Rent per Square Foot (Gross, Q1 2018)	\$5.32
Office Occupancy Rate (Q1 2018)	95.0%
Average Monthly Retail Rent per Square Foot (NNN, Q1 2018)	\$7.36
Retail Occupancy Rate (Q1 2018)	93.9%



Downtown Santa Monica, Inc. Staff.....310.393.8355

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Ambassador Hotline.....310.877.7731

DTSM Real Estate Consultant Rob York.....310.277.9220

Promenade Vendor Cart Program.....310.990.2182

City Code Enforcement Office.....310.458.4984

City Building & Safety.....310.458.8355

City Business License.....310.458.8745

City Community Events Office.....310.458.2201

MARKETING & PROMOTIONS

As one of the most popular destinations in Southern California, Downtown Santa Monica and the Third Street Promenade attract numerous music, sampling and other promotional events that help drive traffic to the area. Downtown Santa Monica, Inc. (DTSM) Marketing Department actively promotes the area to the local, regional and tourist markets through advertising, marketing communications and public relations, promotions and special events, and social media.

- **Advertising**

DTSM provides several cooperative advertising opportunities for merchants, including the Santa Monica Visitors Guide, Santa Monica Business Guide (Chamber of Commerce) and other regional and local publications.

- **Backlit Directory & Map**

Four times a year, the store directories along Third Street and in the public parking structures are updated. Listings are free.

- **Newsletter, Blog, Memo, E-blasts**

News about the district is published online every month on DTSM's blog, **SantaMonicaCentric.com**, which also features info for residents and visitors wanting to experience and explore Downtown. Much of that content is also distributed via e-mail. Once a month, DTSM ambassadors also deliver The Memo to merchants. It is a two-pager that includes timely information useful to business owners and their employees.

- **Downtown Business Management Meetings**

Quarterly merchant meetings are scheduled throughout the year to review various items that may affect your business. Your attendance and feedback is important to the success of the area. Please join us! Sign up for alerts by emailing **marketing@downtownsm.com**.

- **Map & Directory**

These handy foldouts provide readers with information on the area, Downtown business listings and driving directions. The publication is updated quarterly and we print 200,000 each year. They are available from Downtown Santa Monica Ambassadors, and placed at many Santa Monica hotels and welcome centers.

- **Official Web site – www.DowntownSM.com**

The Web site provides a variety of information, including business listings and a current events calendar. Please provide your business URL, and we will include the link on the DTSM Web site for free. There is also a section called “Doing Business” designated to provide timely information on various issues impacting the area.

- **Promotions & Special Events**

DTSM manages and coordinates all special events for Downtown Santa Monica and Third Street Promenade. Contact DTSM for events guidelines and site fee rates, as well as the application and indemnification forms and insurance requirements. (Also available online at **www.DowntownSM.com**)

- **Public Relations**

Throughout the year, we issue press releases on DTSM-sponsored events and other area news. Please keep us posted on news of interest and share the names of your business' PR contacts with us.

- **Social Media**

Downtown Santa Monica uses Facebook, Twitter, Instagram, and YouTube to drive awareness on local businesses, promotions, special events and to promote the overall Downtown Santa Monica brand. Please contact **marketing@downtownsm.com** to submit promotions and special event information.



About Buy Local Santa Monica

Buy Local Santa Monica was created by representatives of the Santa Monica business community, including DTSM, Inc., and the City of Santa Monica to encourage local buying that strengthens a thriving community and supports local businesses by raising awareness about the economic, environmental and community benefits of thinking local first.

Over 800 Santa Monica businesses are enrolled in the program and if you're based in Santa Monica, you're part of it. You just need to "activate" your membership so that Buy Local can promote your business. And the best part is it's **FREE!**

Membership Benefits

- Buy Local Santa Monica (BLSM) Participating Business window decal for shop windows; a great way to show support for the community and reap the love in return
- Use of the Buy Local SM logo on websites and marketing materials
- Discounted advertising rates in the *Santa Monica Daily Press*
- Event discounts and special exhibitor opportunities
- Free listing and inclusion of logos on the BLSM online business directory
- Exclusive use of BLSM Facebook, Twitter and Instagram to promote businesses @buylocalsm
- Notification of special offers and opportunities for business training and support, networking, business-to-business marketing, etc.
- It's FREE!

Follow us, Like us, Tag us @buylocalsm #buylocalsm

The Top 8 Reasons to Buy Local

1. **It keeps dollars in Santa Monica's economy.** For every \$1 spent at a Santa Monica business, as much as 70 cents stays in the community through taxes, payroll and other expenditure (*Civic Economics*, 2008). Spending locally ensures that sales taxes are reinvested right here in Santa Monica. Local purchases in 2015 raised over **\$45 million** in Santa Monica, helping to support our schools, parks, police and more!
2. **It helps the environment.** Buying local reduces your carbon footprint. Having a diverse range of businesses within walking or biking distance reduces the amount of driving you need to do, lessens traffic and air pollution and helps to conserve land. There is a Bike Local, Buy Local SM campaign to help promote local cycling.
3. **It keeps and creates local jobs.** Studies show that locally owned businesses create more jobs in the community and often provide better wages and benefits than national chains. As of 2015, Buy Local SM businesses collectively employ **nearly 4,000 Santa Monica residents** and over 50% are owned by Santa Monica residents ...your friends and neighbors!
4. **It helps to keep us unique.** Santa Monica is a city of neighborhoods, each with a town center comprised of businesses that are diverse and distinctive.

5. **It nurtures our community.** Many local businesses are committed to investing in Santa Monica, donating to charitable causes, actively getting involved in the community and helping to support local events and festivals. launched “Buy Local, Give Local SM Week” to help spotlight these great partnerships.
6. **It creates more choice.** Local businesses respond to their customers and have freedom to choose the items they sell. They often carry a wider array of unique products that are locally made or produced. If you don't see what you want or need, ask!
7. **It spurs entrepreneurs.** Entrepreneurs are the lifeblood of California's economy.
8. **It's fun!** Exploring Santa Monica, discovering what its 6,600-plus businesses have to offer, sharing advice on local gems, meeting neighbors and new friends and getting exercise in the process. It's part of what makes Santa Monica such a great place.

SIGN-UP FORM FOR SANTA MONICA BUSINESSES

(You can sign-up online: www.buylocalsm.com/signup)

Business Name: _____

Business Address: _____

Business Telephone: _____

Website: _____

Business Email Address: _____

Contact Person: _____

Email Address of Contact Person: _____

List up to five descriptive terms to categorize your business: _____

What year did your business open in Santa Monica? _____

Do you have additional business/retail outlets? Yes No

If so, how many total in Santa Monica? _____

How many elsewhere, but within LA County? _____

Does the owner live in Santa Monica? Yes No

If not, does the owner live in LA County? Yes No

How many staff does your business employ? _____

Approximately how many live in Santa Monica? _____

Is your business certified as a green business? Yes No

If not, would you like more information on Green Business Certification? Yes No

Buy Local Offers, Services and Products to Highlight: List any special offers you have for your “locals” &/or exciting “buy local” products you feature (e.g. locally made/sourced, sustainable materials, etc.). Or just include a few sentences about what makes your business unique/special so Buy Local can help promote it to SM residents, fellow SM businesses + visitors alike!

- Yes! Please include my business on the BLSM biz directory!
- Check here if your business also buys locally and list the Santa Monica businesses you support:

Yes, I would like to participate in the “Buy Local SM Challenge” by donating a raffle prize (\$25 value) in return for FREE public relations and new customers.

Thank you for joining us! Submit completed form to:

Buy Local Santa Monica Committee, FAX: 310-391-9996, E: Buylocalsm@smgov.net;
Mail: c/o City of Santa Monica EDD, 1901 Main St, Suite E, Santa Monica, CA 90405.

If you have any questions, call (310) 458-8906. Once we receive your application, you will receive a welcome pack.



THIRD
STREET
PROMENADE

The Memo

July 2018

New parking rates begin July 1

Recently the Santa Monica City Council approved increases to parking rates in downtown structures and lots, moved monthly parkers out of PS 1 and 3 on Fourth Street, and also extended the Downtown Employee Parking Validation Program, in which downtown employees can park for less than the daily maximum.

The current daily maximum rate of \$17.50 will be raised July 1 to \$20 on weekdays and \$25 on weekends. The strategy behind the rate increase is to make sure more parking spaces are available at all times by better distributing demand, while continuing to encourage downtown visitors to use other modes of transportation, whether they be Big Blue Bus, Expo Light Rail, Breeze Bike Share or car-sharing services. For a complete list of new parking rates, please visit <http://www.downtownsm.com/parking-info-105>

If you have a monthly parking pass, you will no longer be able to use PS 1 and 3. Please use other structures, preferably those located on Second Street, or Parking Structure 9, located on Fourth Street just north of Wilshire Boulevard.

Along with the new parking rates, the council decided to extend the downtown employee parking discount validation program for one year, providing a benefit for lower-wage workers in the retail and restaurant industries who play a vital role in the success of the local economy. Employees can pay just \$6 for six hours of parking, or \$9 for 12 hours.

To take advantage of the reduced rates, you 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**.

Picnic on the Promenade returns July 13

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 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 live musical performances featuring some of the promenade's best street performers on Fridays from 6pm to 8pm.

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 for more information.

Picnics on the Promenade
July 13 - Aug. 31, 2018
Games: Fridays, Noon to 4pm
Ping Pong: Wednesdays, 6pm to 8pm
Musical performances: Fridays, 6pm to 8pm

Minimum wage increases July 1

With the goal of reaching \$15 per hour by 2020, the Santa Monica City Council approved a minimum wage two years ago that includes annual increases. The minimum wage increases on July 1, 2018 to \$12 per hour for businesses with 25 or fewer employees; to \$13.25 for those businesses with 26 or more; and \$16.10 per hour for hotel workers.

The ordinance also includes service charges, first-time worker, and enforcement provisions, and a limited exemption for employers providing transitional jobs. To apply for the Transitional Jobs exemption, please email minimum.wage@smgov.net. For more information on the minimum wage law, please visit www.smgov.net/minimumwage.

Expo brings new art to downtown

Downtown will soon have another attraction in the form of a permanent art installation that references the city's early history and the natural elements which helped form its unique topography.

LA County Metro will be installing artist Walter Hood's piece, dubbed "Santa Monica's Tears," beginning July 2 along Fourth Street near the Expo Line terminus. The artwork will reference both the geological and cultural history of Santa Monica through the use of sandstone and hand-formed glass.

Construction may last for up to three months and pedestrian sidewalk access, as well as the northbound right traffic lane on Fourth Street, will be impacted by intermittent closures. Train service will not be affected. Metro has been permitted to work from the hours of 5am to 9pm. Please use the westside sidewalk along Fourth Street for north/south pedestrian access. Questions or concerns should be directed towards Metro. They can be reached at **213.922.7123**.

The word on Bird

If you've visited downtown in the last few months you have most likely seen people riding on electric scooters provided by two companies, Bird and Lime. While we embrace alternative modes of transportation, we want to remind you that riding these scooters on the promenade and on sidewalks is prohibited.

Also, riders must have a valid driver's license or instruction permit, be at least 18 years of age, and wear a helmet while operating the scooters. If you do choose to ride one of these scooters, please remember to watch out for pedestrians, follow all local traffic laws and do not park them in areas that block pedestrian flow, particularly in front of store entrances, near bus stops and in the middle of sidewalks, as that makes it difficult for people, especially those with disabilities, to move around the downtown.

If you do see a scooter parked in a bad spot, please be kind and move it to a more acceptable location. We appreciate your help and hope you can inform your employees of the rules.

No fireworks on July 4th

Just in case you were wondering, there will be no fireworks shows in Santa Monica on Independence Day and the Santa Monica Fire Department would like to remind everyone that ALL types of fireworks are illegal in Santa Monica. This includes so-called "safe and sane" fireworks. Possession of fireworks is considered a misdemeanor and may be punishable up to \$1,000.00 fine, and or 6 months in jail. The public is urged to avoid the use of consumer fireworks and instead, to enjoy displays of fireworks conducted by trained professionals.

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. Sponsorships are available at various levels.

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.

Salon Tru offers 20 percent off salon services, not including retail items. They are located at 614 Santa Monica Blvd. and can be reached at 310.394.0878.

Upcoming meetings

DTSM, Inc. District Issues Committee

July 10, 9:30 a.m.

1351 Third Street Promenade, Suite 201
Meetings typically held the second Tuesday of each month.

DTSM, Inc. Access, Circulation, Parking

July 24, 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

July 26, 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

July 24, 5:30pm

1685 Main St., City Council Chambers
Meetings typically held the second and fourth Tuesday of every month.



FILMING & EVENTS

We encourage Downtown merchants and businesses to support these activities as well. They bring a great deal of recognition to the area. Downtown Santa Monica and the Third Street Promenade are popular locations for events as well as for photography and film shoots, and Downtown Santa Monica, Inc. (DTSM) welcomes these activities.

DTSM works with businesses and production companies to ensure that pedestrians and vehicle traffic are minimally inconvenienced and that businesses are not disturbed by events or filmings. Major events and productions generally are not permitted on Wednesday due to the farmers' market or on Saturday and Sunday due to the high volume of activity in the area. DTSM does consider low-impact events and small productions on these days on a case-by-case basis.

Both the City of Santa Monica and DTSM have an event and film permitting process. We work in tandem with the City to ensure that all events and filming are properly permitted and occur in an orderly manner that brings value to the area. We also have an in-store event notification form for businesses to fill out a few weeks before an event. It helps DTSM and public safety personnel be aware of events that may bring more people to or near Third Street Promenade.

Applications for events and filming information are available online at www.DowntownSM.com. Please note that all film permits are processed through FilmLA. For more information, visit www.filmla.com or call 213.977.8600.

Questions? Contact DTSM at 310.393.8355.



DOWNTOWN SANTA MONICA IN-STORE EVENT NOTIFICATION FORM

Please complete this form and email it to 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 _____

Location Name & Address _____

EVENT PRODUCER _____

Main Contact _____ Additional Contact _____

Office Phone _____ Cell Phone _____

E-Mail _____

EVENT DATE & TIME

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? _____

Please contact the Fire Marshal for occupancy numbers at (310) 434-2666.

Occupancy Number: _____ (Please do not leave this line blank.)

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

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 or Sgt.

Lowell Watson at (310) 458-8457 or lowell.watson@smgov.net.

EVENT SPECIFICATIONS

b) Please provide a description of your event: _____

c) 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 _____

Any additional crowd management plan & 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.

ACCEPTANCE

I have read and understood all that is contained within this document. I have answered all the questions knowledgeably and truthfully. I understand that if there are any cleanup costs pre-ordered by Downtown Santa Monica, Inc. or City staff, I agree to pay them. I also understand that my organization may need to flourish additional documents and/or information in order to complete the Event Application process.

Signature

Date

Print Name

Title



Operations & Maintenance

Hours of Retail & Restaurant Operation vary and are defined by each business.

TRASH DISPOSAL

City of Santa Monica Resource Recovery & Recycling310.458.2223

A bin room is located in each of the public parking structures (alley side). A bin is available for cardboard boxes, which must be broken down before disposal. Merchants will be assessed a fine for items not disposed of properly. To use bins, merchants must have a permit from the Resource Recovery & Recycling Division.

MAINTENANCE ISSUES ON PUBLIC PROPERTY

Promenade Maintenance.....310.458.9997

Graffiti Removal Hotline.....310.458.2231

If there is graffiti on your building, the City can only remove it with a permission/release form on file at Downtown Santa Monica – 310.393.8355. The graffiti will be removed free of charge and usually within 24 to 48 hours.

SANTA MONICA POLICE DEPARTMENT

Emergency, crime-in-progress, Life/death situations.....911

Santa Monica Police Dispatch/Non-Emergency.....310.458.8491

Homeless Liaison Program (H.L.P.).....310.458.8953

Public Service Officers (PSOs) attired in brown shirts, non-sworn and non-armed Police Department personnel.

Contact Downtown Santa Monica, Inc. (DTSM) to receive information on municipal code section SMMC 4.08.097(a) and the accompanying signage to post in your entrances. The ordinance states, "Sitting or lying in this entrance between the hours of 11 p.m. and 7 a.m. is prohibited."

PUBLIC PARKING STRUCTURE INFORMATION

SP + Parking.....310.576.4743

There are several public parking structures in the Downtown area. Structures No. 2, 4 and 6 are located on Second Street and Structures No. 1, 3, 5 and 9 are located on Fourth Street. Structures 7 and 8 are connected to Santa Monica Place. Structure No. 10 is located on Third Street. Parking in the public structures is free for the first 90 minutes and there is no validation needed. After that time, the cost is \$1.25 for the next hour, and \$1.85 for every 30 minutes after with a maximum of \$17.50 per day. There is also public parking available at the Civic Center and Santa Monica Public Library. Different rates apply. For a complete list of parking options visit www.DowntownSM.com.

PUBLIC PARKING STRUCTURE ELEVATORS

SP+Parking.....310.576.4743

To report problems or malfunctions, contact SP + Parking. To report maintenance or other issues, contact DTSM at 310.393.8355 or Promenade Maintenance at 310.458.9997.

DOWNTOWN SANTA MONICA, INC.....310.393.8355

- City of Santa Monica Ordinances & Codes
- Exterior Signage Regulations: No types of freestanding signs are permitted in Downtown.
- Alternative Parking Options: A list of private parking garage operators is available.
- Promenade Commercial Vehicle Access: Must be arranged in advance.



DOWNTOWN EMPLOYEE REWARDS PROGRAM

To help drive sales in the area, promote the “Buy Local” message and reward hard-working employees for their dedication and service, we encourage your business to participate in the Downtown Santa Monica Employee Rewards Program.

The Downtown Santa Monica Employee Rewards Program offers Downtown employees special discounts and other shopping incentives at participating stores and restaurants. To reap the rewards, Downtown employees may show a business card or pay stub as proof of local employment.

Downtown Santa Monica promotes this program in newsletters and on www.DowntownSM.com, and on social media. It's a great way to promote your business.

If you wish to participate, please complete and email the form below to Info@DowntownSM.com. Questions? Call Downtown Santa Monica at 310.393.8355.

Business Name:

Main Contact Name/Title:

Telephone: _____ Email: _____

Participation at: 10% off 20% off Other _____ Gift with Purchase

List any exceptions, e.g., sale items excluded, limit one per customer, etc. (limit 8 words):

I understand that, as a participating merchant, I will be responsible for educating my employees about the details of the Downtown Employee Rewards Program.

Authorized by (print): _____ Title: _____

Signature: _____ Date: _____



Protect Your Property

Dear Property Owners and Managers:

RE: Trespassing authorization

Police officers cannot arrest a trespasser without the written approval of the property owner or agent. Unfortunately, this can sometimes be problematic for abandoned buildings or businesses that are closed in the evening because the owner or agent is not on site. The SMPD now accepts this authorization online via their website.

By completing the form at www.santamonicapd.org/trespass the property owner or agent may grant the police department authorization to make a trespass arrest. Following submission of the form, a confirmation e-mail will be sent to the requestor within 24 hours. A reminder e-mail will be sent five days prior to the authorization expiration date and again when the authorization expires. Upon expiration (around 30 days), a new authorization form should be completed. If you have any questions about the process, please contact Neighborhood Resource Officer Peter Lashley at 310.458.2201 ext. 4132 or peter.lashley@smgov.net.

Remember, the law will be enforced for your buildings only if you have a current letter on file and if your building is properly posted with *No Trespassing* notices. One is included in this kit for your convenience.

Sincerely yours,
Downtown Santa Monica, Inc.

NOTICE

**Sitting or lying
in this entrance
between the hours of
11:00 p.m. and 7:00 a.m.
is prohibited.**

Municipal code section SMMC 4.08.097(a)