



THIRD STREET PROMENADE EVENT RULES AND GUIDELINES

Third Street Promenade is a public right-of-way. The public must be able to access general Promenade space at all times. All events must be family-friendly, free, and open to the public.

Alcohol and controlled substances are not allowed on-site or as event sponsors.

PERMITS

- **City of Santa Monica Community Event Permit:** Required if expecting 75+ attendees at any given time or including walls/structures over 8 feet tall
- **LA County Health Permit:** For food served onsite as required by LA County
- **City of Santa Monica Building Permit:** For walls and/or structures over 8 feet
- **City of Santa Monica Fire Department Special Event Permit:** Required if including 400+ square feet of tents/canopies and/or a generator over 6,500 watts

REQUIREMENTS

- **COI:** \$2 Million general liability, \$1 Million automobile liability, and worker's compensation consistent with the State of California requirements and list "Downtown Santa Monica, Inc." as additional insured
- **Sitemap:** Outlining event footprint and all items to be placed on the street and/or sidewalk
- **Event Must be Attended at All Times:** Event producer/brand ambassador and/or private security must always be on-site, including overnight hours
- **Vehicles On-Site:** Must have a driver nearby at all times. Overnight parking is not allowed.

FEES

- **DTSM, Inc.'s Administrative Fee:** DTSM, Inc.'s fees start at \$7,500 for up to three (3) days total + \$1,300 for each additional day
- **DTSM, Inc.'s Cleaning Fees:** Billed only as needed
- **City of Santa Monica Permit Fees:** Issued by individual City departments on a case-by-case basis and must be paid in advance
- **Attendance Fees:** You cannot charge for the event or limit attendance to defined groups

LOGISTICS

- **Vehicle Load-In/Strike:** Before 8 am or after 10 pm only, can not be on the Promenade overnight unless loading in or striking
- **Fire Access:** All tents, tables, etc., must be in the east traffic lane, sidewalk, or center-court spaces and cannot block fire hydrants or fire spouts on buildings
- **On-site Power Access:** Up to 15 amps available from each street light pole
- **Recycling/Trash Disposal:** DTSM, Inc. can provide access to alley bin rooms
- **Offsite Truck Parking:** Open air lot at Fifth Street and Arizona Avenue

Questions? Contact events@downtownsm.com.