



THIRD
STREET
PROMENADE

The Memo January 2020

Celebrating Lunar New Year

Santa Monica Place commemorates the Year of the Rat with an annual Lunar New Year celebration on Saturday, Jan. 25 from 2 – 5 p.m. Hosted by comedian Paul “PK” Kim, celebrations will include authentic cultural performances and activities such as the traditional Chinese lion dance, Korean fan dance, stilt-walkers, traditional dough artist, balloon twister, family-friendly arts and crafts, and New Year’s Wishing Trees, which will be placed near the event for patrons to hang a wish on the branches. The event will be held on level one in Center Plaza.

Oral history project StoryCorps sets up on Promenade

StoryCorps, a renowned nonprofit organization celebrating the stories of everyday Americans, is recording interviews on the Third Street Promenade from now until Feb. 7, 2020 as part of its cross-country MobileBooth tour. Having collected more than 65,000 interviews from Americans in all 50 states, StoryCorps has gathered one of the largest single collections of human voices ever recorded.

StoryCorps’ MobileBooth—an Airstream trailer outfitted with a recording studio — is now parked on the Third Street Promenade at Wilshire Boulevard. Reservations to record your story can be made at <https://storycorps.org/stops/mobile-stop-santa-monica-ca/>

Super Bowl specials

Super Bowl LIV will be in beautiful Miami on Feb. 2. More than 90 million people are expected to tune in. If you plan to host a party or are promoting special offers or discounts for the big game, please let us know so we can help you promote them. Email marketing@downtownsm.com and include the name of your business and details on the offer. If you plan to share on social media, please tag us on Instagram and Twitter @DTSantaMonica.

DineLA Restaurant Week returns

dineL.A. Restaurant Week is a 15-day dining event that takes place twice a year and showcases Los Angeles as a premier dining destination while highlighting the diversity of culinary experiences L.A. has to offer. Enjoy special lunch and dinner menus at more than 400 restaurants. There are no tickets or passes required for dineL.A. Restaurant Week. Simply dine out at a participating restaurant, ask for the dineL.A. Restaurant Week menu, and try a new dish or enjoy an old favorite. Advance reservations are strongly recommended.

DineLA Restaurant week runs from Jan. 17 through Jan. 31. Visit <https://www.discoverlosangeles.com/dinela> for the lineup of Santa Monica restaurants participating. |

Construction impacts 5th Street

Construction crews working on the mixed-use housing development at 5th Street and Broadway will need to close a portion of 5th Street from Jan. 27 through Jan. 29, with access being maintained only for those working or staying at two nearby hotels. The team behind the development, known as The Park, may also restrict traffic flow on 5th Street on or about Jan. 16-17 as part of construction. If you have questions, you can reach the construction team by emailing community@theparksantamonica.com or by calling 310.507.1259.

Promenade businesses breakfast

Happy New Year! Downtown Santa Monica has retained retail real estate consultant Streetsense to assist us in creating a strategy to help improve retail on the Promenade over the next several years. We're hoping you can join a breakfast meeting of representatives from Promenade businesses led by Streetsense from 9 — 10 a.m. on Wednesday, Jan. 22 at the DTSM office (1351 Third Street Promenade). Please RSVP to andrea@downtownsm.com.

Streetsense partners with shopping districts around the country to diagnose challenges faced by major retail corridors and recommend strategies to move the needle. They'll want to hear what you are experiencing doing business on the Promenade and what could be improved.

Ice at Santa Monica to close Jan. 20

Everyone's favorite outdoor ice-skating rink, Ice at Santa Monica, presented by The Plaza at Santa Monica, will close out the 2019-2020 season on Monday, Jan. 20 (Martin Luther King Day). We want to thank all of our sponsors as well as our staff at the rink for making it a wonderful season. DTSM will be working diligently to turn the site back over to the City of Santa Monica, which will revert the space back into a surface parking lot at 5th Street and Arizona Avenue. The lot is expected to be available for parking Feb. 1.

Keep the trash bins clean

We would like to remind those businesses using the trash-bin rooms in the downtown parking structures to please make sure employees put trash and recyclables in the appropriate receptacles. Also, please be sure to properly dispose of the trash so that we can keep the bin rooms as clean and functional as possible. Thank you!

Art program brightens up allies

For years people have called on the City to do something to clean up and add color to the alleys adjacent to the Third Street Promenade, as they often serve as a visitor's first and last impression of Downtown Santa Monica.

But the challenges have been difficult to overcome. The alleys serve as the main space for businesses to receive deliveries, making it nearly impossible to close them off permanently for programming. The alleys are also home to bin rooms where most restaurants and retail dispose of their trash.

So what's a district to do? DTSM believes one strategy is to add art, which is why we launched Artist Alley, a public art program transforming mundane back-of-building service doors into works of art.

So far DTSM has installed three artist alley doors, thanks to sponsorships from downtown property owners. Artists were paid \$500 to license their works. DTSM continues to field inquiries for future doors. We could use your help to encourage more property owners to sign up. If you would like to learn more, contact nick@downtownsm.com.

Upcoming meetings

Public Space and Placemaking Committee

Jan. 14, 9:15am

Meetings typically held on the second Tuesday of the month.

Lincoln Steering Committee

Jan. 14, Noon

The Arroyo Community Room
1626 Lincoln Blvd.

Meetings typically held on the second Tuesday of every quarter.

Business & Community Development Committee

Jan. 21, 9:30am

Meetings typically held on the third Tuesday of the month.

DTSM, Inc. Board of Directors Meeting

Jan. 23, 5pm

Meetings typically held the fourth Thursday of the month. Special meetings are held as needed.

All meetings are held at DTSM, Inc., 1351 Third Street Promenade, Suite 201, unless stated otherwise.

