



THIRD
STREET
PROMENADE

The Memo September 2019

Downtown Santa Monica comes alive with free daily community events

Celebrate the last days of Summer with free dance classes, outdoor comedy shows, live music or some quality time lounging in new outdoor seating options on Third Street Promenade in Downtown Santa Monica. Downtown Santa Monica, Inc. (DTSM) in partnership with local organizations, bands, and instructors, is hosting two months of free community programming and activations on The Experiment Stage at Third Street Promenade through September 30 of this year. All events are free and open to the public.

Shimmy and Tango Sundays:

Get ready to exercise like never before with Dane Sorensen, a former figure skater, gymnast, dancer and certified pilates instructor whose high-energy classes are loaded with good music and lots of laughs.

Sundays, 12 - 1 pm

Ignite the evening with tango dancing under the stars on the Third Street Promenade.

Sundays, Instruction 4 - 6 pm / Dancing 6 pm

Kid Fit:

Join Personal Trainer and Equinox Group Fitness Instructor Selah Victor for a challenging but fun Kid Fit workout! While holding your baby, wearing your baby in a carrier, or having baby on mat, Selah will lead you in a strength training program with cardio mixed in between. What to bring: your baby, your carrier, mat, and water.

Mondays, 1 - 2 pm

Trivia Tuesday:

Test your knowledge of fun facts, pop culture, history, Santa Monica and more! Team up with friends and family for a night of frustrating fun and a chance to win gift cards to local Downtown Santa Monica businesses, including REI, Demitasse, Vanilla Bake Shop, True Food Kitchen, Arclight Cinemas, and more.

Tuesdays, 7 pm

Work it Wednesdays:

Get the extra boost to push over that midweek hump with free fitness classes hosted by local fitness experts.

Wednesdays, 6 - 7 pm

Laugh Out Loud:

Westside Comedy Theatre presents Mission IMPROVable, the Westside's best improvisational comedy show.

Thursdays, 7 - 8:30 pm

Fridays with Family:

Spend Friday nights on the Third Street Promenade with a series of family-friendly events.

Heard That:

Enjoy live music from some of the area's hottest bands — funk, rock, bluegrass and other genres.

Saturdays, 8 pm

The events are part of The Experiment, Downtown Santa Monica's Urban Space Laboratory where we have concocted a formula comprised of new interactive seating and live entertainment elements to test your level of enjoyment. Your participation is a critical factor in the visionary design process dubbed Promenade 3.0 to create a refreshed and more inviting Third Street Promenade. Urban placemaking scientists will use your feedback to develop a master plan for programming, new street furniture and lighting, and new dining and shopping concepts. Please take our survey at www.dtsmcityswipe.com.

COAST, an open-streets festival, returns in September

Enjoy two miles of car-free streets filled with roaming musicians, hands-on activities and an assortment of participatory classes. All are invited to this free City celebration of a more people-powered and sustainable Santa Monica. This year's COAST invites everyone to hand-make or decorate people-powered devices like walking shoes or bicycles, and use them at the event. There will be opportunities to win prizes for creativity and innovation.

EVENT DAY & TIME: Sunday, Sept.15, 10am - 4pm

WHERE: The event will be held on more than two miles of car-free streets in and around Downtown Santa Monica, including Ocean Ave. from Wilshire Blvd. to Colorado Ave., Colorado Esplanade from 5th St. to and including the Pier, and Main St. from Colorado Ave. to Pier Ave. No vehicles will be allowed on these streets during the event, so please plan accordingly. Take public transit, bike, scooter or walk to downtown. To learn more, visit www.santamonica.gov/COAST.

Sponsor Ice at Santa Monica

Be a part of Ice at Santa Monica! Downtown Santa Monica is offering local businesses the opportunity to be a sponsor of the 2019/2020 season. Ice, Southern California's premier outdoor rink offers visibility to more than 200,000 visitors and skaters annually and benefits from heavy local media exposure. This is a unique opportunity for outdoor branding and visibility in Santa Monica; don't miss out!

- Community Sponsor I \$3,500

Community Sponsors will receive logo placement on signage located inside the ice skating rink, on the skate rental tent and on IceatSantaMonica.com for the duration of the season.

- Grand Opening Restaurant Sponsor I \$500 +Small Bites for 1,500 guests

Join us for the Ice at Santa Monica Community Grand Opening Celebration on Nov. 7, 2019. Restaurant sponsors will receive a 10' x 10' booth to hand out small bites and promotional materials to guests as well as logo placement on IceatSantaMonica.com for the duration of the season.

- Event Activation I Mon-Thur \$1,500/day - Fri-Sun \$2,500/day

10' x 15' event spaces are now available for promotional activations at Ice at Santa Monica. Don't miss out on this opportunity to interact with visitors and share your message with the community.

To secure a sponsorship please email marketing@downtownsm.com or call 310.393.8355.

What went down in downtown last year

Are you curious as to what we've been up to? Well, if so, you can learn all about it by reading our 2018-2019 Annual Report, which is available online at www.dtsmanualreport.com. The report, which was released during the Downtown Santa Monica, Inc. Annual Meeting on Aug. 29, is loaded with stats, facts and an engaging narrative detailing the programs and initiatives we launched during the last fiscal year. It also includes a breakdown of our budget and gives a preview of what we have in store for you as we head into 2020. Questions? Give us a call at **310.393.8355** or email info@downtownsm.com.

No more employee rewards

DTSM, Inc. will no longer be managing and promoting the Downtown Employee Rewards Program. The program served as a way for local businesses to offer discounts on goods and services to downtown employees, however, due to a lack of participation we have decided to discontinue the program. Many businesses continue to offer discounts outside of the program so if you work in downtown make sure to ask when shopping or eating out. If you are a business owner or manager and will continue to offer a discount, please let us know so we can promote it. Email us at marketing@downtownsm.com.

Upcoming meetings

Downtown Command Center Open House

Sept. 10, 11:30am - 1:30pm
320 Wilshire Blvd., Suite 202
Visit the new Command Center for the Ambassador Program.

DTSM, Inc. District Issues

Sept. 10, 10am
Meetings typically held the second Tuesday of each month.

DTSM, Inc. Board of Directors Meeting

Sept. 26, 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.

