



DOWNTOWN SANTA MONICAIN-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 & DESCRIPTION _____

Location Name & Address _____

EVENT PRODUCER _____

Main Contact _____ Additional Contact _____

Office Phone _____ Cell Phone _____

E-Mail _____

EVENT DATE & TIMELINE

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? _____

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

a) Please provide a description of your event: _____

b) 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 _____

Number of Security Staff on Duty for Each Segment of Your Event _____

Instructions to Security Team When Line is Near or at Capacity _____

Please include a site map of lines that Will be Queued in the Street. (DTSM can help with this and will also provide a map of the street.)

Additional crowd management & 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. Also, we may be able to help promote your event.

DTSM, Inc. is happy to answer any event questions or connect you will the right safety experts.