

 @DTSantaMonica

 DTSantaMonica

 DowntownSantaMonica

DOWNTOWN SANTA MONICA, INC.

1351 Third Street Promenade, Ste 201

Santa Monica, CA 90401

www.DowntownSM.com

Annual Report 2016-2017

down
town
santa
monica

third
street
promenade



Downtown Santa Monica, a dynamic urban environment located on the bluffs overlooking the Santa Monica Bay and home to the world-famous Third Street Promenade, is a beloved and celebrated destination. The district features retailers for all age groups, hip casual dining locations and sophisticated, fine-dining restaurants. Ranked as one of the most walkable neighborhoods in the Los Angeles region, Downtown Santa Monica welcomed 16 million people last year and generated more than \$1 billion in sales tax revenue for the city.

We are a place where people from all over the world come to live, work and enjoy time with family and friends and we are proud to welcome people of all backgrounds into Santa Monica's living room.

Managing a bustling urban space can be both challenging and rewarding.

The past year has been one of discovery and evolution in Downtown Santa Monica. The opening of the Expo Line and the Colorado Esplanade lead to the expansion of our Ambassador Program to Tongva and Palisades Parks and the creation of a public art project in partnership with the City of Santa Monica's Public Arts Commission. Changes in the retail environment and the unfortunate closures of many national brands presented an opportunity to establish Downtown Santa Monica, Inc. (DTSM, Inc.) as an economic development driver by collecting and disseminating data; recruiting new, innovative businesses to Third Street Promenade and the rest of the district; and working with the city to streamline the permit processes for new and existing businesses.

And more is on the way. The adoption of the Downtown Community Plan unlocks the door to infrastructure, mobility, development and public space projects that will complement and strengthen the value of our Downtown for residents, property owners, businesses and visitors.

Through it all DTSM, Inc. and its Board of Directors have maintained a watchful eye over our core services—hospitality, maintenance and marketing—to ensure that Downtown Santa Monica continues to be a diverse and culturally dynamic neighborhood, a vital business district and a top international destination for millions of visitors.

We move into the new fiscal year with a plan to be open minded about new ideas and concepts, to embrace the changing times and to celebrate the community and champion its needs. We are prepared and eager to put forth the best effort possible to make Third Street Promenade and Downtown Santa Monica better than ever.

Sincerely,



KATHLEEN RAWSON
CEO



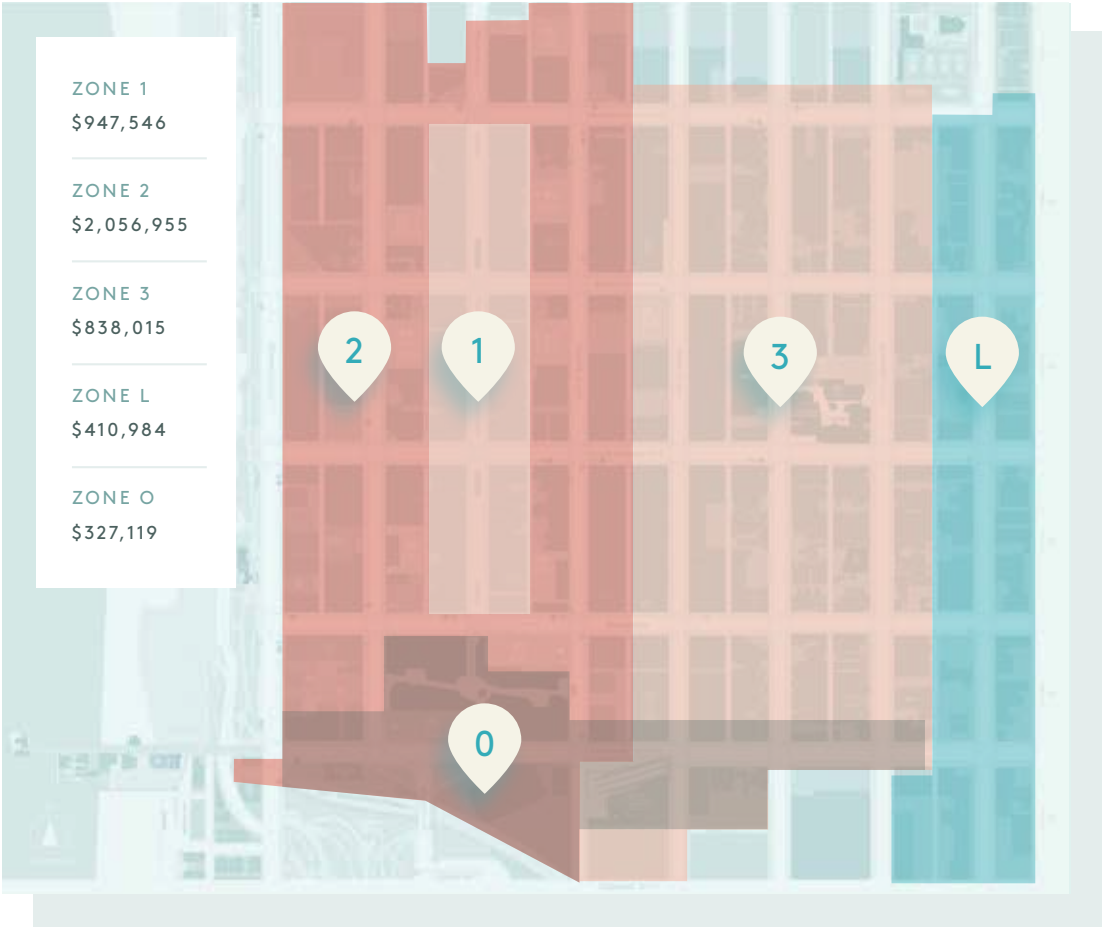
BARBARA TENZER
Board Chair

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Mission STATEMENT

The mission of DTSM, Inc. is to work with the city of Santa Monica to promote economic stability, growth and community life within Downtown Santa Monica through responsible planning, development, management and coordination of programs, projects and services designed to benefit the community as a whole, which includes downtown businesses, property owners, residents & visitors.

Downtown Benefit Zones



DOWNTOWN PROPERTY OWNERS ARE ASSESSED ANNUALLY BASED ON THE ZONE IN WHICH THEIR PROPERTY IS LOCATED. THIS MAP ILLUSTRATES THE FIVE BENEFIT ZONES AND THEIR RESPECTIVE TOTAL ASSESSMENTS.

Organizational MANAGEMENT

Maintain a strong, efficient, effective organization capable of making solid internal decisions as well as formulating external advocacy in the best interest of Downtown Santa Monica.

Financial Statements

A summary of DTSM, Inc.'s FY16/17 financial statements for all programs and operations.

STATEMENT OF ACTIVITIES FY16/17

	JUNE 30, 2017 (FY16/17)	JUNE 30, 2016 (FY15/16)
Assessment Revenues	\$6,235,739	\$6,222,469
Parks	\$249,959	\$0
ICE at Santa Monica	\$989,168	\$1,116,544
Other Revenues	\$811,689	\$293,731
TOTAL REVENUES	\$8,286,555	\$7,632,744
Economic/Business Development	\$432,311	\$416,037
Marketing/Promotional Branding	\$1,470,469	\$1,031,860
ICE at Santa Monica	\$931,489	\$1,030,256
Operations	\$216,513	\$220,516
Ambassadors	\$1,825,068	\$1,647,063
Maintenance	\$1,958,451	\$1,638,263
Parks	\$233,955	\$0
Management/General	\$679,612	\$558,984
Special Projects	\$173,449	\$343,232
Homeless Support/Programs	\$120,081	\$104,327
Dolphin Change Program	\$22,413	\$17,275
TOTAL EXPENSES	\$8,063,811	\$7,007,813

STATEMENT OF FINANCIAL POSITION FY16/17

	JUNE 30, 2017 (FY16/17)	JUNE 30, 2016 (FY15/16)
Cash/Cash Equivalents	\$4,015,331	\$3,587,634
Certificates of Deposit	\$0	\$ 0
Property/Equipment	\$76,606	\$81,563
TOTAL ASSETS	\$4,091,937	\$3,669,197
Liabilities	\$523,974	\$282,320
Total Net Assets	\$3,567,963	\$3,386,877
TOTAL LIABILITIES AND NET ASSETS	\$4,091,937	\$3,669,197

What's New

Parks Ambassadors

In January 2017 Downtown Santa Monica's Ambassador Program expanded its hospitality and maintenance efforts to include the district's neighboring Tongva and Palisades Parks. Contracted as a pilot program by the City of Santa Monica, Downtown Santa Monica ambassadors are tasked to improve the parks' cleanliness and safety by providing a welcoming atmosphere for visitors, providing directions and monitoring public restrooms. Staffing for the program includes one hospitality ambassador roaming Palisades Park, one restroom ambassador in Tongva Park and one ambassador roaming Tongva Park during designated peak hours of operations.

During their shifts, ambassadors collect data on handheld devices, recording observations and types of assistance provided just as they do in the downtown district. Monthly reports are collected and sent to the City of Santa Monica. City staff will evaluate data collected over the first year of the program to assess the effectiveness of the use of ambassadors in the parks and whether additional or different actions are required.

AMBASSADOR PARK HOURS

6:30AM-
11:00PM

PALISADES PARK

6:00AM-
11:00PM

TONGVA PARK

PARKS HOSPITALITY INTERACTIONS

TASK	TONGVA	PALISADES
Park Violations including Smoking	2,658	5,117
Business Referral	531	309
Big Blue Bus/Metro Assist	902	729
Pedestrian Assist	7,006	6,638
Restroom Referral	1,599	1,433
Social Service Referral	193	142

*REFLECTS 6 MONTHS OF SERVICE JANUARY 1-JUNE 30, 2017



ROAM Public Art Project

Bringing art into the public realm helps break down barriers and transforms public spaces into thriving, family-friendly gathering spots that help foster the exchange of ideas and build community.

In an effort to achieve this placemaking goal, DTSM, Inc. and the City of Santa Monica have partnered to create ROAM, a rotating public art program in downtown featuring some of the most exciting and ground-breaking contemporary artists known for creating enthralling installations across the U.S.

In the fall of 2016, a panel comprised of representatives from the DTSM, Inc. Board of Directors and the city's Public

Arts Commission, along with expertise from art consultant LeBasse Projects, selected a panel of artists for the project. ROAM, which began in August 2017, will feature interactive art in the newly created Triangle Square, the 9,000-square-foot grassy triangle on the Colorado Esplanade and Third Street (adjacent to the Sears building and Santa Monica Place), as well as various locations along the Third Street Promenade, including the corner of Third Street Promenade and Wilshire Boulevard.

Visitor Experience Development

Position downtown as a unique, exciting and broadly accessible experience-based place, retaining substantial demand and high value.

Hospitality

How do you keep approximately 40 square blocks of highly-utilized urban area safe and welcoming? Just ask one of our many blue-shirted hospitality ambassadors. Downtown Santa Monica's ambassadors are the eyes and ears of the district, assisting pedestrians and motorists with a host of issues ranging from restaurant recommendations to lost item recovery. Ambassadors are available 18 hours a day to lend a helping hand, keep sidewalks and public restrooms safe and clean, and liaise with the Santa Monica Police Department and social service agencies to address quality of life issues.



490,181 PATRONS USED
PS #4 RESTROOM

QUALITY OF LIFE INTERACTIONS

ISSUES	FY 2014/2015	FY 2015/2016*	FY 2016/2017*
Abandoned Items	365	208	79
Aggressive Panhandling	25	9	19
Filming Without a Permit	84	29	10
Public Disturbance	176	27	45
Skateboarding/Bicycling/Skating	9,931	21,276	19,473
Sleeping in Public	415	1,381	2,832
Smoking	10,071	20,316	18,828

*DISTRICT INCREASED IN 2016 TO INCLUDE ZONES O AND L

Meet THE Team

AS A LEADING PROVIDER OF SAFETY, CLEANING AND CUSTOMER SERVICES PERSONNEL FOR BUSINESS IMPROVEMENT DISTRICTS, BLOCK BY BLOCK HIRES, TRAINS AND MANAGES DOWNTOWN SANTA MONICA'S MAINTENANCE AND HOSPITALITY AMBASSADORS.



DANIELA VASILE
Regional VP



PAULITA ELLIOTT
Operations Manager



93,349

PEDESTRIAN
ASSISTS

FY 2016/2017

24,661

BUSINESS
REFERRALS

16,367

RESTROOM
DIRECTIONS

245

VEHICLE
ASSISTS

10,431

METRO-RELATED
ASSISTS

Maintenance

First impressions are everything, which is why no detail is overlooked when it comes to general maintenance in Downtown Santa Monica.

Maintenance ambassadors sweep, scrub and pressure wash millions of square feet of public right-of-way annually and remove thousands of pounds of trash and graffiti. Improving the appearance of all public spaces creates a pleasant environment and leaves a lasting impression for residents, workers and visitors alike.

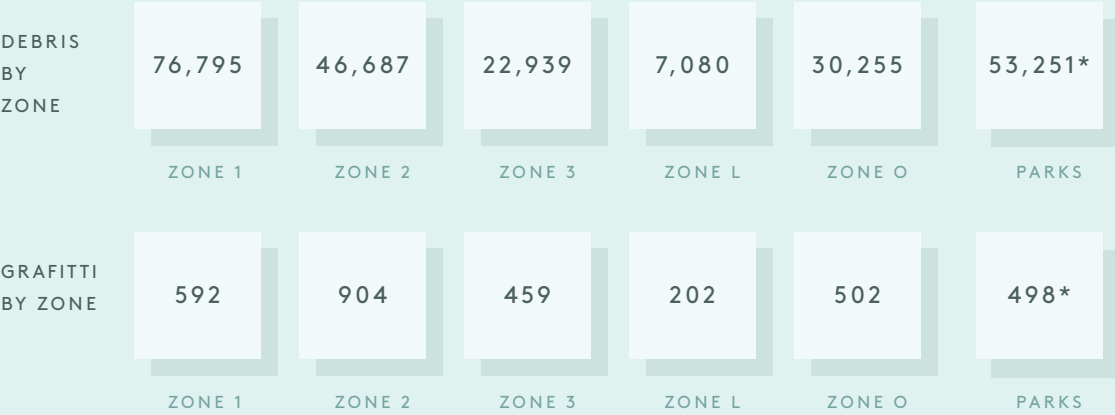


MAINTENANCE SCHEDULE

3X/DAY	DAILY	WEEKLY	CONTINUOUSLY
Clean and maintain parking structure restrooms (including restocking hand towels and other supplies)	Mop parking structure stairwells, restrooms, landings & lobby areas	Clean and deodorize trash bin liners	Remove graffiti, flyers and handbills
Clean and maintain elevator interiors	Report non-functioning lights in parking structures and elevators		Attend to emergency maintenance issues like spill clean-ups
Empty parking structure trash bins and replace trash bags	Spray and wipe down handrails in parking structure stairwells		Apply touch-up paint to street amenities such as light poles, benches, railings and trash bins
Walk parking structures removing loose trash & debris	Spray and wipe signage and trash bin cages		
	Spray and wipe walls in parking structure restrooms, lobby areas, stairwells and landings		

Itemized Maintenance Reports

Records of all actions completed by downtown ambassadors are documented. Ambassadors carry handheld devices with GPS capabilities allowing Block by Block management and DTSM, Inc. staff to track and log progress and activity.



*PARKS PROGRAM SEPARATE FROM DOWNTOWN AMBASSADOR PROGRAM, HAS BEEN OPERATIONAL SINCE JANUARY 1, 2017

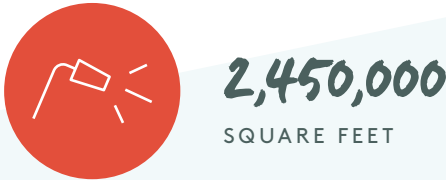
Geospatial Map of Grafitti Removals in June 2017



Pressure Washing

Downtown Santa Monica streets and alleys are pressure washed on a regular basis and parking structures are cleaned, top to bottom, semi-annually. DTSM, Inc. vendors employ reclamation power washing, which is the process of capturing, containing, and safely disposing of the used water in the city's water recycling facility.

Approximate Public Space Pressure Washed Annually



POWER WASHING SCHEDULE

MONTHLY	EVERY 2 MONTHS	EVERY 3 MONTHS	SEMI-ANNUALLY	AS NEEDED
Zone 1: Third Street Promenade, 2nd Ct. and 3rd Ct. alleys	Zone 2: 2nd St. and 4th St., Ocean Ave. (including all intersecting streets)	Zone L: Lincoln Blvd. (including all intersecting streets)	Parking Structures #1-6, #9 and #10 (full structure clean)	Downtown Hotspots (areas of need as they arise)
Zone 2: 1st Ct. and 4th Ct. alleys			Parking Structures #1-6, #9 and #10 (hand detail)	

Thank You FROM PATRONS

Dear Guest Relations,

I am very happy to write you to tell you about the excellent experience I had for two days in Downtown Santa Monica. I was in LA for a conference and visited Santa Monica.

On the Third Street Promenade I met Mr. Wyatt who gave me excellent and extraordinary service. He was very polite and professional. I want you to know and to be sure that he is a special worker and deserves to be an ambassador for Santa Monica and Los Angeles. After my experience with his service, I will definitely come back to Santa Monica again especially to the Third Street Promenade. His parents must feel very proud of him.

Yours Sincerely,

DR. WASIM J.
Jerusalem, Israel



I wanted to let you know what an asset Carl is to the Downtown Ambassador Program. On Friday, February 17 I took the Expo train from the Downtown Santa Monica Station to the Pico Station with my 8-year-old son, Henry. It was during the huge rain storm, but Carl was happily greeting regulars by name and in a downright cheerful mood. We have never taken the train before and were unsure of the procedures to load our TAP card. Carl took the time to show us the route and method of payment.

Please extend my appreciation to Carl for his help. You have a great man in him. Nurture his dedication and hard-working spirit and you will have a fantastic employee.

Sincerely,

COBY B.

Hi, I just wanted to say a great big "Thank you!!!" to the ambassadors (Ira, George, Randy and Eric) who helped me find my car on Saturday, February 18, 2017. I was so sure that I parked my car in Parking Structure #4, but it turned out that my car was in Parking Structure #6. They were also so friendly, nice, patient and hardworking. I think if it wasn't for them, I'd still be looking for my car — LOL!

Anyway! Thank you all so much. Having the Downtown Santa Monica Ambassador Program is a great idea. I had no idea it existed until I needed them. I'm so glad that they were there for me.

My warmest regards,

NANCY

I found a baby morning dove on the sidewalk in Tongva Park just now and called around asking wildlife rescues what to do. The tree was too high without a ladder to renest it. I figured it would die on the cold ground that night. Just then Mitchell came by, I told him about it and he went and got a ladder to renest the baby bird! He even secured the nest. Every life matters. It was amazing to see that kind of care and we both felt triumphant. I hope you can celebrate his good deed!

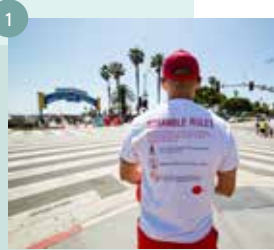
All my best,

KAIA V.



Downtown Events

Each year, DTSM, Inc. hosts a number of outdoor events designed to attract locals, customers and visitors to downtown while reinforcing the district's brand and authenticity. From outdoor movies to dancing in the streets, this year's slate of programs took advantage of Santa Monica's endless sunny days and warm summer nights.



- 1 SCRAMBLEGUARDS
- 2 PICNIC ON THE PROMENADE
- 3 CINEMA ON THE STREET
- 4 SONIC SUBMARINE



'Tis the Season

As temperatures dropped into the chilly 60s, the streets of Downtown Santa Monica lit up with a series of free, family-friendly, holiday events including a community tree lighting, nightly menorah lighting ceremonies, ICE at Santa Monica and more.



ICE at Santa Monica

In 2016, ICE at Santa Monica celebrated 10 years of outdoor ice skating in Downtown Santa Monica. DTSM, Inc. hosted a grand opening celebration to thank residents and community members for their many years of support and love for ICE.

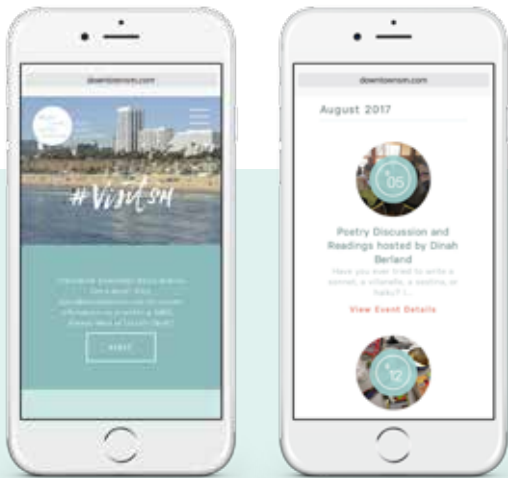


54,986

SKATERS HIT
THE ICE IN
2016/2017

Character & Cultural Development

OVER THE LAST YEAR, DTSM, INC.'S MARKETING DEPARTMENT FOCUSED ON REINVIGORATING THE DISTRICT'S BRAND AND INCORPORATING IT INTO ALL COMMUNICATION CHANNELS, INCLUDING DOWNTOWNSM.COM, ADVERTISING, SIGNAGE AND SOCIAL MEDIA.



DowntownSM.com

The new, mobile friendly, DowntownSM.com attracted users looking for information on downtown businesses, special events and mobility options.

On-Street Resources

Visually engaging signage displayed in the public parking structures and on Third Street Promenade backlits welcomed and informed patrons of downtown happenings and directed them to district businesses and recreational destinations.



Protect and build upon the reputation of Downtown Santa Monica as an authentic, diverse, culturally significant and forward-thinking urban district.



Advertising

Featuring a plethora of shopping, dining and entertainment options, downtown offers something for everyone. A regional advertising campaign was created to promote the message that a little imagination can go a long way in Downtown Santa Monica.



Public Relations

DTSM Inc.'s media relations program generates positive coverage for the district through strategic media placement in key regional, national and international outlets.



Social Media

DTSM, Inc. concentrated its social media efforts on creating compelling, exclusive content that resonated with followers and connected with them on a personal level.

Followers

15,636

FACEBOOK



3,068

INSTAGRAM

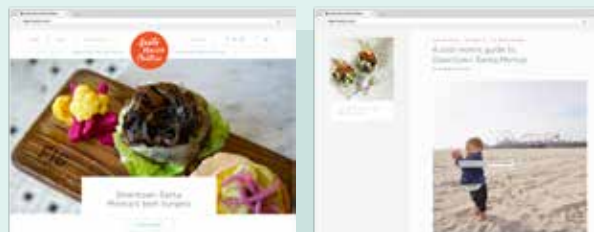


11,500

TWITTER



To engage new followers, DTSM, Inc. invited prominent social media influencers to share their Downtown Santa Monica stories on Instagram and to create in-depth blog posts for our insider website, SantaMonicaCentric.com.



HUNGRYINLA (L) | BRUNCHPANTS (R)

Community ADVOCACY

Research and monitor the state of downtown and proactively advocate on issues of importance to the city and downtown stakeholders

LV BALLOT INITIATIVE

In the Fall of 2016, Santa Monica voters were faced with a complex initiative regarding development standards throughout the city known as LV.

The initiative asked voters whether or not the city's General Plan and Municipal Code should be amended to require a new permit process for development projects exceeding base heights of 32-36 feet, with exceptions for single-family homes and some affordable housing projects.

It also asked if voters should have the power to approve major construction and development agreements, which are legal contracts entered into by the Santa Monica City Council and developers that typically come with added community benefits.

DTSM, Inc. staff and the Board of Directors felt it was imperative to host a public forum allowing proponents and opponents of LV to present their cases for and against the initiative. After some intense debate, a super majority of the Board voted to oppose the initiative.

In addition to fears the measure would dramatically reduce the construction of housing, particularly in the downtown core, several board members also said they were uncomfortable supporting the initiative because it could be challenged in court, exposing the city to an expensive legal battle.

They also said residents would possibly be overwhelmed at the ballot box, forced to pour over hundreds of pages of complex planning documents for each construction project up for a vote, something that would be unlikely given people's busy schedules.

In addition there is no guarantee that the measure would have any impact on traffic given the rising population and Santa Monica's jobs-housing imbalance, which creates a considerable number of daily commuters.



Downtown

In July 2017, the Santa Monica City Council approved the adoption of the Downtown Community Plan (DCP), a document that will guide our downtown for the next 15 years with regard to land use, economic development, mobility and public space management and amenities. The DCP came together during a six-year planning process that featured an extensive public outreach program including several meetings and events for downtown stakeholders, in partnership with DTSM, Inc. Feedback from the community resulted in seven key priorities for the DCP.

Community DCP Priorities

- Housing is strongly encouraged to accommodate residents of all incomes, family situations, & stages of life
- New and enhanced public spaces will add to downtown's attractiveness
- Expanded cultural, entertainment, and artistic offerings will add to downtown's identity as the city's cultural heart
- Preservation of historic and character-defining buildings will help maintain downtown's identity as new infill projects take shape
- Downtown's economic engine will be supported to maintain services and resident's high quality of life
- Improvements to the mobility network will make getting around town efficient and safe
- A diverse range of new uses, activities, and preferred services will support the emerging downtown neighborhood and promote social connectedness & community wellbeing



DTSM, Inc.'s Executive Committee met regularly over a three-year period to review each chapter in detail and advised city staff, Planning Commission and City Council of their priorities for the plan. In the coming year, DTSM, Inc. staff will partner with city staff to begin organizing and implementing the action items of the DCP.

DTSM, Inc. DCP Priorities

- Clearly defined development standards and approval processes for development sites critical to the evolution of downtown, including the Plaza at Santa Monica, the Fairmont Miramar Hotel, and a Frank Gehry-designed hotel on Ocean Avenue
- Streamlined approval processes to minimize barriers to creation of additional housing units and commercial spaces
- Incentivized creation of housing units to maximize the number of residents who can call downtown home, access its amenities, and contribute to its vibrancy
- Ensured maintenance & active management of public spaces, whether publicly or privately owned
- Flexible application of design guidelines related to size, configuration, & placement of retail spaces in order to maximize adaptability to a variety of active uses in a shifting retail environment
- Expansion of the Gateway Access Master Plan area for freeway adjacent development sites to include the Big Blue Bus yards, which represent 4.5% of downtown land area
- Programs and policies to increase efficiency of access to downtown for users of all modes of transportation, coupled with incentivized shift toward higher capacity modes and away from single occupancy vehicles
- Careful balancing of historic preservation standards to protect downtown's key character-defining features while allowing for the evolution of a robust business district



Seismic Retrofit Program

On March 28, 2017, the Santa Monica City Council unanimously approved a comprehensive seismic retrofit ordinance that will encompass 20 years of work to increase safety of earthquake-vulnerable buildings in the event of a large quake. Nearly 2,000 commercial and multi-family residential buildings made a list of sites that need to be assessed for possible structural improvement.

The DTSM, Inc. Board of Directors hosted a meeting with city officials and advocated for the hiring of additional city staff to process the increased number of construction permits expected to be submitted by property

owners wishing to comply with the retrofit program. DTSM, Inc. also called for a waiver or reduction in permit fees given the extensive construction costs associated with retrofitting, particularly for nonprofits, and asked that an approved list of contractors be provided by the city to prevent price gouging and to help expedite the process.

DTSM, Inc. has communicated extensively with property owners downtown to make sure they are aware of the requirements.

Construction Barricades



POTENTIALLY SEISMICALLY VULNERABLE BUILDINGS TYPE	STRUCTURAL EVALUATION REPORT DUE	RETROFIT MUST BE COMPLETED WITHIN
Unreinforced Masonry Buildings	3 Months	2 Years
Concrete Tilt-Up Building	4 Months	3 Years
Soft-Story Building	2 Years	6 Years
Non-Ductile Concrete Building	3 Years	10 Years
Steel Moment Frame Building	3 Years	20 Years
Single Family		Voluntary

FOR MORE INFORMATION, VISIT SMGOV.NET

Change is a way of life, especially in a dynamic downtown. Construction of new spaces and facades means the erection of barricades to protect the public. DTSM, Inc. staff recognized a need to create new requirements for construction barricades, making sure they are safe, uniform and comply with the city's strict guidelines to protect the look and feel of downtown's streets.

To that end, DTSM, Inc. Board members with the District Issues Committee made several recommendations to city staff, including

creating a pre-selected color palette for barricades. Board members also suggested the city create a minimum timeframe for when a barricade needs to be erected, and a ban on third-party advertisements and messaging. DTSM, Inc. is also interested in incorporating artwork by both professional artists and local school-aged children.

Downtown Movie Theatres



DTSM, Inc. has consistently and aggressively advocated for the creation of a state-of-the-art movie theatre in the downtown, preferably on Fourth Street, to help activate the district and provide residents with the latest amenities so that they no longer have to travel outside of the city to see major blockbuster films. DTSM, Inc. also believes the creation of a new theatre will help draw movie premieres, which would raise downtown's profile as an entertainment destination.

While negotiations with movie theatre operators has unfortunately stalled, DTSM, Inc. remains committed to the goal of creating a world-class movie theatre in the district, either at Parking Structure #1 or Parking Structure #3. The DTSM, Inc. Board voted in April 2017 to support a movie theatre project up to 84 feet in height to support a large format screen to make the project feasible and provide the amenities many residents desire.

Labor Peace



DTSM, Inc. staff and board members carefully reviewed the city's efforts to protect revenues as well as minimize interruptions in food service by having businesses leasing space from the city enter into labor peace agreements with their employees.

Labor peace agreements are negotiated between a union and employer and result in a waiver of one or both parties' labor organizing rights under federal labor law.

DTSM, Inc. supported the creation of labor peace agreements, encouraging the use of standard language to make it easier for small business owners to understand the agreements without having to spend funds on legal counsel. DTSM, Inc. also requested outreach meetings between the city and business owners impacted by the agreement provision so they can learn best practices for implementation of labor peace agreements. The city was also encouraged to set a threshold of square footage and/or number of employees to exempt small, independent business from the labor peace provisions.

Vision Zero

DTSM, Inc. is fully supportive of the city's Vision Zero initiative, the goal of which is to eliminate traffic-related deaths and major injuries through education, enforcement and street design and engineering.



Pedestrians have been a primary focus in the implementation of major streetscape projects that contribute to the public realm, including along the Third Street Promenade and Transit Mall in downtown.

During the busy Memorial Day Weekend, DTSM, Inc. positioned "scramble guards" at the busiest intersections downtown to educate people and drivers on how to use the new pedestrian scramble crosswalks.

DTSM, Inc. is advocating for more lighting to make streets look and feel safer, while also calling for expedited repairs of key infrastructure throughout downtown, especially of sidewalks to prevent trip and falls. DTSM, Inc. would also like to see pedestrian scramble striping extended to all intersections where scrambles have been installed to eliminate confusion. Currently several scramble intersections are not properly identified because of the city's concern over damaging treated pavement as part of the Transit Mall project.

#GoSaMo

GoSaMo is the City of Santa Monica's marketing campaign to educate, equip, and excite people about the new transportation choices available to them as part of the city's strategic goal to enhance mobility, reduce congestion, and combat climate change.



PARKING STRUCTURE ELEVATOR CLINGS



DTSM, Inc. staff helped support the initiative through social media posts and active participation in several key events, including COAST, the city's first open-streets celebration that coincided with the opening of the Expo Line. DTSM staff gave their input and their time by staffing events associated with GoSaMo.

In addition to supporting alternative forms of transit, DTSM, Inc. has advocated for a more robust way-finding program to help those who do drive access parking quickly and find the best routes to move about downtown.

Economic Development

Partner with the city and downtown stakeholders to maintain a balanced, diverse economic environment and promote the prosperity of the community as a whole.

Promenade Tenancy Committee

In early 2017, the DTSM, Inc. Board of Directors created the Promenade Tenancy Committee for the purpose of vetting proposed programs, strategies, and tactics designed to support downtown's retail, restaurant, entertainment, and other active uses. Audiences for the initiatives of the committee include prospective tenants, in-progress tenants, existing tenants, property owners, brokers and consumers. Third Street Promenade is the committee's central focus but its initiatives may be applied to adjacent properties and streets.

Committee Goals & Objectives*

Goal: Maximize the vitality of downtown by fostering a diverse, engaging mix of high-quality retail, restaurant and entertainment businesses and other active uses.

Monitor industry trends and stakeholder feedback to disseminate findings and adjust strategic planning accordingly

Educate decision makers and disseminate data about retail trends and the impacts of individual leasing decisions on the success of the district as a whole

Encourage a balanced mix of active uses

Promote opportunities for unique businesses that differentiate downtown from other regional destinations

Facilitate innovative opportunities, possibly including pop-up shops, temporary markets and retail incubation programs

Evaluate potential guest services and leverage new technologies to encourage additional consumer spending

*AS STATED IN THE DTSM, INC. 2016/17 OPERATIONS PLAN

Knowledge Sharing

The Beat and The Memo continued to be critically important publications that enabled DTSM, Inc. to communicate with downtown stakeholders. The Memo, distributed monthly to 600 merchants, informed businesses of policy matters affecting their operations and provided updates on major events and programs impacting the area. Over 2,500 issues of The Beat were distributed quarterly, with feature stories that included updates on the Downtown Community Plan, minimum wage increases and the opening of the Expo Line.

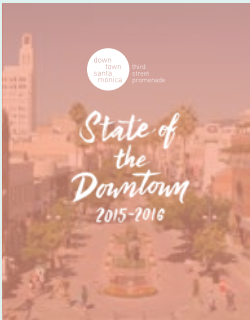


Merchant Support

DTSM, INC. HOLDS QUARTERLY MERCHANT MEETINGS TO KEEP BUSINESSES INFORMED OF ACTIVITIES TAKING PLACE AROUND THE DISTRICT AND TO SHARE IMPORTANT MATERIAL LIKE PUBLIC SAFETY MESSAGES, CONSTRUCTION UPDATES AND CITY POLICY UPDATES.

Information Resources

DTSM, Inc. has been established as a resource for reliable data representing downtown activity and the its economy. DTSM, Inc. staff field calls daily from locals, visitors, or businesses with updates on events, sales trends, real estate data, and general information. We continue to build a library of relevant data to share with downtown stakeholders.



Board of Directors

DTSM, Inc. is governed by a 13-member volunteer board of directors. Six board members are elected by downtown property owners; six board members are appointed by the Santa Monica City Council; and one board seat is reserved for the City of Santa Monica’s city manager or his/her designee.



BARBARA TENZER
Chair, Tenzer
Commercial Brokerage



ROB RADER
Secretay/Treasurer,
Ovation, LLC



BRURIA FINKEL
Vice Chair,
Resident



PATRICIA HOFFMAN
Vice Chair,
Resident



JUAN MATUTE
Vice Chair,
UCLA



BARRY SNELL
Vice Chair, Accounting
Firm of Barry A. Snell



NOREEN HUSAIN
Member,
Palisades



JOSHUA GILMAN
Member,
Walter N. Marks, Inc.



JULIA LADD
Member, Macerich/
Santa Monica Place



ALAN MONT
Member,
Property Owner



ELAINE POLACHEK
Member, City of
Santa Monica



SCOTT SCHONFELD
Member,
Linwood Ventures



JOHANNES VAN TILBURG
Member, Van Tilburg,
Banvard & Soderbergh, AIA

Board & Committee Meetings

All board and committee meetings of the DTSM, Inc. Board of Directors are open to the public. Agendas are posted in advance at DowntownSM.com and with the Santa Monica City Clerk. To join the distribution list for meeting notices, please email info@downtownsm.com.

Staff

DTSM, Inc. staff are responsible for day-to-day oversight of the neighborhood and the organization’s programs and operations.



KATHLEEN RAWSON
Chief Executive
Officer



STEVEN WELLIVER
Deputy Chief
Officer



MACKENZIE CARTER
Director of Marketing
& Communication



KEVIN HERRERA
Sr. Marketing &
Communication Manager



MELINDA LOWRY
Finance
Manager



NICK EFRON
Public Space
Manager



LAURA BORSECHNIK
Special Events
Manager



STEPHEN BRADFORD
Venue
Manager



JOHN MCGILL
Sr. Field Services
Coordinator



EDWIN LOPEZ
Field Services
Coordinator



LINN WILE
Administrative
Assistant

Special Thanks

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Urban. Beach chic. This is Santa Monica Place. Designed to reflect the trend-setting appeal of Santa Monica, this one-of-a-kind world-famous beach city serves up gorgeous ocean views, fabulous fashion, and perfect dining inside and out. Santa Monica Place is a sophisticated, must-visit destination delivering three levels of exciting retail and dining. From Nordstrom to an innovative Bloomingdale's concept store and an array of the city's best shops – Louis Vuitton, Tiffany & Co., Rolex, The Disney Store, Barneys New York, Tory Burch, Nike, kate spade new york, Hugo Boss, Michael Kors, Ted Baker London, AllSaints Spitalfields, 7 For All Mankind, Coach, True Religion, Diane von Furstenberg, Uniqlo, ArcLight Cinemas, drybar, Gourmandise School of Sweet and Savories and more.

Santa Monica Place is reimagining the retail landscape, introducing industry-leading e-commerce retailers to a brick-and-mortar setting. The property has secured innovative concepts including pop-up shops and first-to-market brick-and-mortar locations including Ministry of Supply, B8ta and Peloton. Santa Monica Place's onsite amenities include free center-wide WiFi and a luxurious Concierge Lounge designed for visitors to relax and regenerate from a busy shopping day. Santa Monica Place is focused on providing an exceptional and memorable guest experience at every turn.

Santa Monica Place, a LEED Gold certified shopping and dining destination, has earned international accolades in the retail world. Most recently, the property was recognized with a 2017 Sustainable Quality Award (SQA), honoring excellence in economic development and social responsibility. In 2016, it received the California Travel Association's Retailer of the Year Award, which recognizes the shopping center that best exemplifies the California experience through the implementation of innovative retail positioning, product development, integrated marketing programs, tourism activities and contributions to its local economy. Santa Monica Place also won The International Council of Shopping Center's 2016 U.S. MAXI Award, which highlights the retail real estate industry's most innovative marketing events, programs & technologies that add value to shopping centers across the country.

Santa Monica Place is the connection to the City of Santa Monica and its engaging downtown environment. We value the incredible energy and mobility of our unique setting and all that our neighbors at Downtown Santa Monica and Third Street Promenade bring to this unparalleled city.



Linwood Ventures is a real estate investment, development and management company based in Santa Monica focused specifically on retail and office projects in the locale and select other infill markets throughout Southern California. Linwood targets opportunities that are underutilized and in need of capital improvements and/or new management and leasing strategy, and uses its expertise to reposition each asset.

Lincoln Property Company is a national real estate firm offering a comprehensive suite of value-added services for its clients. With a substantial local presence and history in the California area, Lincoln provides a superior service, which comes from knowing the goals and challenges faced by its clientele: tenants, investors, lenders and owners of commercial real estate. Lincoln's people and our philosophy are the key ingredients for its solid track record of success.

Linwood's principal, Scott Schonfeld, is a Santa Monica resident and sits on the Boards of Directors of the Chamber of Commerce and Downtown Santa Monica, Inc., as well as the steering committees of Santa Monica Forward and Santa Monica Next. He plays an active role in conversations surrounding urban planning and land use issues affecting our ever-changing city, including the ambitious



effort to realign the Fourth Street off-ramp, which will have game-changing effects on multi-modal access, circulation, and traffic for the entire downtown.

Since 2011, the longstanding partnership between Linwood Ventures and Lincoln Property Company has made five investments in Downtown Santa Monica, including 1315 and 1323 Lincoln Boulevard and 1640 Fifth Street (aka the "Comma Building"), and most recently redeveloped the building located at 1315 Third Street Promenade into The Gallery Food Hall. In early Summer 2017, The Gallery welcomed its first new restaurants, the socially-conscious Everytable and the whimsical Sloan's Ice Cream. Two new and exciting chef-driven concepts will follow, James Beard Award winner Dave Beran's Dialogue and STRFSH by the Voltaggio Brothers. And this fall, we'll celebrate the long-awaited return of Chef Ray Garcia to Downtown Santa Monica with his B.S. Taqueria.

Notes

Handwriting practice lines consisting of 20 horizontal blue lines on a white background.