



DOWNTOWN SANTA MONICA IN-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 _____

Location Name & Address _____

EVENT PRODUCER _____

Main Contact _____ Additional Contact _____

Office Phone _____ Cell Phone _____

E-Mail _____

EVENT DATE & TIME

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? _____

Please contact the Fire Marshal for occupancy numbers at (310) 434-2666.

Occupancy Number: _____ (Please do not leave this line blank.)

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 _____

Any additional crowd management plan & 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.

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

ACCEPTANCE

I have read and understood all that is contained within this document. I have answered all the questions knowledgably and truthfully. I understand that if there are any cleanup costs pre-ordered by Downtown Santa Monica, Inc. or City staff, I agree to pay them. I also understand that my organization may need to flourish additional documents and/or information in order to complete the Event Application process.

Signature

Date

Print Name

Title

Company Name