



THIRD
STREET
PROMENADE

The Memo February 2019

Most Loved Santa Monica businesses contest returns

Throughout the month of February businesses are encouraged to get their customers to vote in the Most Loved Santa Monica contest highlighting people's favorite local businesses in a host of categories, from best coffee shop and kid-centric business, to most loved restaurant and farmers' market vendor.

The annual Most Loved Santa Monica contest is an initiative of the Buy Local Santa Monica Committee and the Santa Monica Daily Press in partnership with our local business improvement districts. Voting takes place online at www.buylocalsm.com.

Anyone can vote. Once the contest is closed on Feb. 28, the results are tabulated with support from Santa Monica High School stats students. The winners are announced at the Most Loved Businesses Awards Ceremony held in early May (date and location tbd) where the winners will be celebrated and awarded their official city commendation and 2019 Most Loved Santa Monica Business plaque to proudly display in their business. The #MostLovedSM Business winners and runners-up are promoted throughout the year via the Daily Press' Most Loved Santa Monica Publication (50k copies distributed each year), via our Buy Local partners in their various publications and social media and also through the city's Seascope publication. The 2019 winners and runners up also receive a "2019 Most Loved Santa Monica Business (Winner/Runner-Up)" badge and window decal to use throughout the year. Any business can participate.

How do I win?

It's quite simple, whomever gets the most votes wins! This year, there are 30 #MostLovedSM contest categories. Each business is eligible to win in up to two categories.

Next steps

Start by asking each customer that visits your business to vote. Reach out to them via all your channels (website, social media, email and old fashion face-to-face conversation!) People to include: friends, family, employees and associated organizations.

Send your friends, family and loyal customers to the following URL to complete the survey and enter their vote. (<https://www.surveymonkey.com/r/MostLovedSM2019>), or they can access the survey from the Buy Local website (www.BuyLocalSM.com) by clicking on the "Most Loved" logo on the homepage.

During the period of Feb. 1-28, 2019, be sure to post to social media and print and display the Most Loved Santa Monica poster (or postcard/flyer) in your business window, at your cash register/counter or any location that has high visibility. Download all printed pieces and digital assets here: <http://bit.ly/lovebizsm>.

It is also important that you educate your staff about the upcoming Most Loved Santa Monica Contest and your/their participation. Encourage them to actively promote the contest for the month of February – at work, home and play! Staff should be knowledgeable if a customer has any questions. Additionally, they should be mentioning your business' participation in Most Loved Santa Monica as they interact with customers.

Questions? Email BuyLocalSM@smgov.net or call Jennifer Taylor, Buy Local SM Committee Chair at 310.458.8906

LA Marathon returning in March: Downtown's the finish line

Santa Monica will welcome more than 20,000 runners and their families and friends for the last three miles of the LA Marathon on Sunday, March 24, 2019. The route includes Ocean Avenue from San Vicente to California Avenue, however, many adjacent streets will be impacted. Visit SantaMonica.gov/Marathon for all the information you need to know about street closures, bus detours and more. We will work closely with the City to provide as much information as we can once it becomes available. You will find information in future Memos as well as online and via email. Stay tuned.

Composting now required of some businesses

If you run a restaurant or other commercial business and you generate four or more cubic yards of solid waste per week, you are now required to sign up for an organics collection service thanks to a state law aimed at reducing the 30 million tons of waste that end up in California's landfills each year.

Assembly Bill 1826, signed into law by Gov. Jerry Brown in October 2014, considers organic waste to be food, including food waste like bones, egg shells or orange peels; food-soiled paper, including tea bags; and yard trimmings.

The good news is that businesses can contract with the City's Resource Recovery and Recycling Division for free to help them comply with the law. City workers will help businesses set up their program and collect the organics before transferring it to a commercial composting facility. The compost is then sold to people with backyard gardens, as well as farmers looking for a more environmentally friendly alternative to fertilizers featuring chemicals to promote higher yields of food.

For more information or to request free support, visit smgov.net or call 310-458-2223.

Single-use plastics banned in Santa Monica

Plastic straws, utensils, lid plugs, stirring sticks, bowls and other single-use plastics are no longer allowed to be used by Santa Monica businesses. If local businesses want to distribute the aforementioned items to customers, they must be made from marine-degradable material, instead of plastic. Permitted materials include: paper, fiber, wood, wheat straw/straw, bagasse, or edible material. Due to the lack of market ready marine degradable cups and cup lids, these product categories will be exempt from the ordinance for one year. Businesses will be required to provide marine degradable cups and cup lids beginning January 1, 2020. The goal is to safeguard the oceans from plastic pollution. The ban went into effect Jan. 1, 2019. For more information, email foodware@smgov.net or call 310.458.2213. You can also visit www.sustainable-sm.org/foodware.

City Council appoints new member

The City Council recently appointed Ana Maria Jara to fill the seat vacated by former Councilmember Tony Vazquez, who left to serve on the State Board of Equalization. Jara, who was chosen out of a pool of 76 applicants, is a 40-year resident of Santa Monica, served as vice chair of the Social Services Commission and previously served as chair of the Commission for the Status of Women. She is also a member of the Human Relations Council, Familias Latinas Unidas, a newly formed Latino parent group at Santa Monica High School and various boards at Santa Monica College, where she has worked for more than 25 years as an administrative assistant. Jara identified safety, housing, economic development and community wellbeing as her priorities as a councilmember.

Surface parking lot to re-open

The home of Ice at Santa Monica — 1324 5th Street — will return to its original state on Feb. 4, transforming back into a surface parking lot. The lot is open to all.

Genesis Open golf tournament returns

The Genesis Open is a large televised golf tournament which plays at the Riviera Golf venue at the Palisades, but most importantly, conducts much of its business meetings, parking, and shuttle bus operations out of Downtown Santa Monica and the beach lots during the tournament, which runs from Feb. 11 through Feb. 18, 2019. It is an activation that pays all of its costs for City services and is of great benefit to downtown hotels and businesses. There will be a shuttle stop at Wilshire Boulevard and Third Street Promenade. Expect parking structures and surface lots to be at capacity during the length of the tournament. Tournament ambassadors will be present to help guide attendees to the shuttle and provide other information.

