



THIRD
STREET
PROMENADE

The Memo January 2019

Set the city's priorities

The City of Santa Monica is asking for your input to help set the direction it will take us in the new year. Through a survey, the City will try to answer three questions: What are we trying to do? How well are we doing it? How can we do it better? By taking the survey, residents, business owners and those who work in Santa Monica will help determine what is most important to the community and help set priorities and allocate resources. The survey, which can be found at www.santamonica.gov/samosays, is live until January 21, 2019.

Hosting an event? Share it with us

If you are planning to produce an event in Downtown Santa Monica, we want to know so we can help you promote it and get through the necessary permitting. This includes events out on the Third Street Promenade, as well as inside your business, such as an in-store appearance by a brand ambassador/influencer or the release of a new product.

Visit www.downtownsm.com/events-calendar to learn more about how to apply for an event, sampling or film permit and to download an application. To submit your event for our online calendar and social pages, just complete the online form and we will do the rest!

Questions? Please call Downtown Santa Monica's Special Events Manager, Laura Borsechnik, at 310.393.8355, or email her at laura@downtownsm.com

Last days of Ice at Santa Monica

Sadly, the holidays are over, which means Ice at Santa Monica, LA's premier outdoor ice-skating rink at the corner of 5th Street and Arizona Avenue in Downtown Santa Monica, will be closing soon, so get in a few more laps around the ice before it's too late. The rink, presented by The Plaza at Santa Monica, will close on January 21, 2019 and will not return until November. It's been a wonderful year and we thank all of our community sponsors, nearby residents and businesses, as well as the tens of thousands of visitors. And don't forget, every Wednesday and Friday night catch free movie screenings for kids and adults, courtesy of The Plaza at Santa Monica. To see the full slate of films, visit <http://theplazaatsantamonica.com/plaza-film-nights>.

The surface parking lot where the rink is currently located is expected to reopen for public parking by February 1.

Earthquake early warning app now available

Los Angeles has become the first city in the U.S. to deploy an earthquake early warning app for the public. The app, called ShakeAlertLA, uses a network of seismic sensors distributed throughout the region to detect earthquakes and dispatch a warning to smartphones when shaking is expected in Los Angeles County.

The app has been available to download in the Apple and Android app stores since December 31. It is available in English and Spanish. Alerts are only issued for earthquakes that are magnitude 5.0 or larger when shaking will be felt in the Los Angeles area. In addition to the warning, the app features maps of recent local earthquakes and LA-specific information about how to prepare for and get help after a major quake.

And if you haven't already, please sign up for SM Alerts, the City of Santa Monica's emergency notification system. Receive texts or emails with information on where to go and what to do to keep you and your family and co-workers safe.

Visit www.smalerts.net and sign up today.

Welcome to the neighborhood: new businesses in DTSM

CorePower Yoga	Training Mate	Heroic Deli	The Void	Be Crystal Clear
Power yoga studio incorporating hand weights	Fitness studio for high intensity interval training	Italian sandwich shop from founder of Umami Burger	Center for virtual reality experiences	Studio for dance, yoga, meditation and other holistic offerings
1540 2nd Street	1454 Lincoln Blvd	516 Santa Monica Blvd	1220 Third Street Promenade	719 Broadway
424.465.6194	424.744.8806	310.490.0202	385.323.0090	424.280.4525
corepoweryoga.com	trainingmate.com	heroicdeli.com	thevoid.com	becrystalclear.com

Employee parking validation program extended

The City of Santa Monica will continue offering discounted parking rates to Downtown Santa Monica employees. Instead of paying as much as \$20 to park all day in the downtown structures, employees can pay just \$6 for six hours of parking, or \$9 for 12 hours. To qualify you must be an employee working in a commercial establishment located within the area bounded by California Ave., Lincoln Blvd., Pico Blvd., and Ocean Ave., including businesses located on the east/west side of Lincoln Blvd. and north/south side of Pico Blvd. Validations are only available for purchase through SP+ Parking Operations Office located at 1334 Fifth St. Pay with a major credit card or check/money order payable to City of Santa Monica only. Please provide proof of employment, such as a paystub or business card. For more information, please contact SP+ at **310.576.4743**.

Bird launches feature for faster response to complaints

Bird launched the industry's first Community Mode feature today to empower individuals in communities to provide feedback on parking and damaged vehicles directly to Bird. Via the Bird app, an individual can easily report a parking issue they observe through Community Mode, which will help Bird promptly respond and take appropriate action. Bird will use reports of poorly parked vehicles to reposition vehicles so they are parked correctly. Similarly, reports of damaged vehicles will ensure those Birds are no longer available on the map for riding, and Mechanics in the area will be notified to remove the damaged vehicles from the road to be repaired.

What's at the market

Pushing further into the realm of real estate leasing and business recruitment, DTSM, Inc. has launched The Downtown Santa Monica Market Report, a quarterly publication featuring transportation and demographic data, market trends, and new development to help property owners, brokers and prospective businesses learn more about what the district has to offer. It can be viewed here: www.downtownsm.com/publications

Upcoming meetings

DTSM, Inc. Lincoln Steering Committee
January 8, 12pm
SPACES, 730 Arizona Ave.
Meetings typically held the second Tuesday of every quarter.

DTSM, Inc. Access, Circulation, Parking
January 22, 9:15am (please note new start time)
Meetings typically held on the fourth Tuesday of each month.

DTSM, Inc. Board of Directors Meeting
January 24, 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.

Employee reward of the month

You work hard for the money. Why not save a little? The Downtown Employee Discount Program is a great way to save and still show your love for your favorite downtown businesses. Just show your business card or pay stub at participating businesses. For a complete list visit www.downtownsm.com/employee-rewards-program.

Volcom offers 10 percent off; not valid on third-party items or gift cards. They are located at 1340 Third Street Promenade and can be reached at 310.587.0777.

