DOWNTOWN SANTA MONICA

Event & Activation Guidelines

Thank you for your interest in hosting an event or brand activation in Downtown Santa Monica. This document outlines the key requirements, fees, and logistics to help you plan a successful event.

Our team will ensure you are prepared to host your event in Downtown Santa Monica. If you have immediate questions, you can reach us at events@downtownsm.com or 310-393-8355.

Hosting Your Event

Event Intake Form

The first step is completing the Event Request Form. This allows us to capture your event details and get the process started.

Intake Meeting

Once we receive your completed form, a member of our events team will follow up within 3 business days to schedule an intake meeting. During this call, we will review your submission, discuss requirements, answer any questions, and schedule a site visit if needed.

Set up Diagram & Site Map

If your activation includes simple elements such as a branded truck, seating, signage, or canopies, a photo or drawing of your setup is sufficient. For more complex events with additional elements, a full site map will be required. Our team will walk you through how to create one if necessary.

Fees

A site fee applies to all events hosted in Downtown Santa Monica. Pricing may vary depending on the scale, duration, and type of event. Please find fee information below.

Permits

Our team will help identify which permits, if any, you may need for your event. Permits are issued directly by the City of Santa Monica on a case-by-case basis and must be paid in advance. Note that most brand activations do not require permits. Please find permitting information below.

Certificate of Insurance (COI)

A COI must be submitted to our events team at least two weeks prior to your event.
Please find insurance requirements below.

Agreement

Once your event logistics are confirmed, you will receive a tailored agreement outlining your specific requirements, fees, indemnification, insurance, and responsibilities. A signed agreement and paid deposit are required before your event can be approved. A signed agreement and paid deposit are required to lock in the requested event date.

Fees & Insurance

Our team will provide a fee estimate after speaking with you. The following fee categories may apply:

Site Fee
Site fees apply to utilize outdoor space for an event or activation in Downtown Santa Monica. Pricing will vary based on event type, size, and duration. Our Events Manager will provide you with a quote after your intake meeting.

Cleaning Fee
These fees may apply based on post-event conditions and are billed on an as-needed basis.

City of Santa Monica Permit Fees
Permits are issued by individual City of Santa Monica departments on a case-by-case basis. These permits must be paid for and secured in advance of hosting your event. Please see the list below for more information.

Certificate of Insurance (COI)
You must procure and maintain insurance and required coverage in forms acceptable to Downtown Santa Monica, Inc., its employees, agents, officers, and directors. Insurance shall be placed with an insurance carrier having an A.M. Best Rating of A or better.

- Commercial General Liability Insurance, in the amounts of not less than $1,000,000 per occurrence and $2,000,000 aggregate.
- Automobile Liability in the amount of not less than $1,000,000 per occurrence.
- Liquor Liability, limit of not less than $1,000,000 (if hosting an event as part of the Entertainment Zone).
- Workers' Compensation coverage with statutory limits.
- Additional Insured Endorsement: Vendors, Lessees, Service
    - Providers shall name Downtown Santa Monica, Inc., its employees, agents, directors, and officers as Additional Insured on General Liability and Automobile coverages with Endorsement form CG2010 or comparable CG2011 included. Such insurance shall provide a 30-day notice of cancellation, and insurance must be primary and non-contributory to any other valid insurance.

Entertainment Zone

Entertainment Zone Activation or Event

The Promenade's Entertainment Zone is a designated open-container district on the Third Street Promenade where adults (21+) can purchase alcoholic beverages and enjoy them outdoors on the Promenade between Wilshire Blvd and Broadway. If you would like to serve alcohol at your event, you will need to complete the City of Santa Monica Community Event Permit, obtain an ABC license, have trained servers, and follow other City of Santa Monica guidelines.

Site Logistics

Logistics
Coordinating the logistics of your event in advance with our events team will help ensure a successful event and smooth experience for your event attendees. Please review the logistics guidelines below carefully, and we will be happy to answer any questions.

Event Staff/On-Site Security
At least one staff or security member from your team must be present at all times, including overnight hours — the Promenade is publicly accessible 24/7.

On-Site Power Access
Limited power (up to 10 amps) is available from select street light poles and is only suitable for minimal power needs. If your event or activation requires significant power (lighting, A/V, refrigeration, etc.), please plan to bring a silent generator. Generators up to 6,500 watts are allowed without a Fire Safety Officer on site. Generators above 6,500 watts will require a Fire Department permit and Fire Safety Officer on site. See the Permits section above for more information.

Recycling/Trash Disposal
DTSM, Inc. can provide access to alley bin rooms for trash and recycling at no additional cost as long as DTSM, Inc. determines that the amount of waste will not overwhelm the trash rooms. If you need this service, please share this information with our Events Manager during your intake meeting.

Fire Access
For the Promenade: All tents, tables, and equipment must be positioned in the east traffic lane, on the sidewalk, or in center-court spaces. Nothing may block fire hydrants or fire spouts on buildings.

Vehicles & Parking

Vehicles On-Site
No unattended vehicles may be left on the Promenade. A driver must be present at all times and available to move the vehicle in case of an emergency.

Load-in and strike requiring a vehicle on the Promenade must occur before 8:00 AM or after 10:00 PM, unless otherwise directed by the Santa Monica Police Department.

Offsite Truck Parking
There is an open-air parking lot on Fifth Street and Arizona Avenue. Oversized vehicle or structure fees may apply.

Staff Parking
Staff can park in any Downtown Santa Monica public parking lot. Parking can be paid at the structure, or parking validations can be purchased in advance from the City of Santa Monica.

Questions? Contact our events team.
events@downtownsm.com | 310-393-8355