



The Memo November 2019

Light up the holidays in Downtown Santa Monica with Winterlit

Experience Downtown Santa Monica as a winter wonderland like never before as Downtown Santa Monica, Inc. (DTSM) welcomes the 2019 winter season with a full calendar of family friendly events and activities for the community to enjoy. Learn more at www.winterlit.com.

Ice at Santa Monica:

Every holiday season Downtown Santa Monica brings a little ice to the beachside community, transforming the corner of Fifth Street and Arizona Avenue into the winter wonderland known as Ice at Santa Monica, an 8,000-square-foot ice-skating rink. Skate rental and all-day admission \$15, locker rentals \$5.

Nov. 1, 2019 to Jan. 20, 2020 | www.iceatsantamonica.com | 310.260.1199

Monday - Thursday, 2 pm - 10 pm
Friday, 2 pm - Midnight
Saturday, 10 am - Midnight
Sunday, 10 am - 10 pm

New this year: Ice Breakers presented by the Plaza at Santa Monica

Every Sunday from November 10, 2019 to January 19, 2020 enjoy free musical performances that will have the whole family on their feet and feeling the groove.

Performance schedule: 11 am, Noon, 1:45 pm, 3:15 pm

Ice at Santa Monica Community Grand Opening Celebration:

Enjoy a family friendly fun evening featuring free skating, food samplings from local eateries, live music, and ice-skating performances. Free and open to the public.

Nov. 7, 6 pm - 10 pm

Where: Ice is located at 1324 Fifth St.

Official City of Santa Monica Tree Lighting with Santa Claus:

Join Santa Claus for a special tree lighting ceremony on Third Street Promenade. Free and open to the public.

Dec. 5, 6 pm - 9 pm

Where: Third Street Promenade at Wilshire Blvd.

Winterlit Holiday Market:

Take the stress out of holiday shopping with the Winterlit Holiday Market on the Third Street Promenade featuring unique creations from local artists. Surprise your loved ones with a one-of-a-kind gift while supporting our amazing community of talented artisans.

December 6-8, 13-15, 20-22

Fridays: 3 pm - 8 pm

Saturdays & Sundays: 11 am - 8 pm

Where: Third Street Promenade at Wilshire Blvd.

Menorah Lightings:

Join local synagogues and community groups as their members celebrate the Festival Lights this Hanukkah season.

Lightings begin at Sundown

Dec. 22 – Dec. 29

Where: Third Street Promenade (between Santa Monica Blvd & Arizona Ave.)

Set your own hours on Black Friday

Black Friday continues to be the Promenade's busiest day of the year as thousands visit to shop for the best bargains on the Westside. Retail outlets are free to set their own hours on the days surrounding Black Friday. Some brands like REI choose to close for the entire day following Thanksgiving. Others remain open all night long or have extended hours. DTSM, Inc. does not regulate hours of operation and encourages retail outlets to take advantage of the boost in business.

Please let us know your hours and your Black Friday specials so that we can help with promotion. Please email deals and hours to marketing@downtownsm.com. Questions? Call us at 310.393.8355.

Police Substation returns to the Promenade

We are pleased to announce that the Santa Monica Police Department (SMPD) will once again host a Police Substation and Community Center on the Promenade for the holidays, beginning on Black Friday on the 1400 block of the Promenade in the old Forever 21 location. The outpost will be a blend of traditional police substation and community room so that officers can respond quicker to calls for service and better interact with the general public in hopes of building stronger bonds with residents, merchants and shoppers. There are also plans to offer gift wrapping by cadets with the police department's Explorers program, and secured storage of purchases to help cut down on auto burglaries in nearby parking structures.

In addition to chatting with cops, visitors can check out the latest equipment used by officers.

The substation and community center will allow officers to remain in the downtown while performing certain administrative tasks instead of having to travel to the main headquarters. That will help to increase response times and serve as another crime deterrent.

Shoppers and merchants can also do their part to reduce crime. The key is to remain vigilant and aware of your surroundings so you do not make for an easy target. Report anything suspicious and out of the ordinary. Police want to hear from you.

Make a child's holiday brighter by donating to PAL

For many children in Santa Monica, this exceptionally joyful time of year is challenged by struggling families who are unable to provide gifts that create a lifetime of memories.

It's for this reason that DTSM and Santa Monica Place have partnered again for the Annual Best Gift Ever Drive for the Santa Monica Police Activities League (PAL), an extraordinary, FREE organization that fosters trust between youth and the men and women of the SMPD in a safe and nurturing environment. Last year, our Best Gift Ever Drive provided over 300 Santa Monica children with gifts for the holiday season. All the gifts given to these children are donated by individuals and businesses like yours. There are a number of ways for you to contribute to the Best Gift Ever Drive, and we hope that you will consider supporting the program by contributing in one (or more!) of the following ways:

- Gift Cards (to various stores in the area)
- New unwrapped toy/gift (Please drop gifts at Ice at Santa Monica, 1324 5th St. or at PAL, 1401 Olympic Blvd.)

You can also make a donation. Please make checks payable to: Santa Monica Police Activities League (PAL) 1401 Olympic Blvd., Santa Monica, CA 90404 (specify Gift Drive on check) If you have questions about PAL or the Best Gift Ever Drive, please contact info@downtownsm.com or call **310.458.8988**. Thank you again for your support this holiday season!

Keep your business clean and safe

It's unfortunate, but sometimes there's an unpleasant surprise waiting when we get to work in the morning. Don't get caught off guard by feces, urine or debris. File No Trespassing letters with the SMPD so officers can be empowered to remove unwanted individuals who are on your property when you're not there.

To file a letter, please visit www.santamonicapd.org/trespass/ and fill out the short online form with the SMPD or call **310.458.8953**. You will receive an email every month reminding you to renew the letter. It must be renewed every 30 days. But don't worry; it's easy and it's effective.

To receive a no trespassing sign informing people of the local law against sleeping or lying in Downtown doorways, e-mail DTSM Operations & Public Space Director Nick Efron at nick@downtownsm.com or contact one of our ambassadors by emailing command@downtownsm.com. These signs must be posted in your doorways in order for SMPD to enforce the law.

The ordinance prohibiting this behavior is 4.08.097, and you can read it on the City's Municipal Code page: www.qcode.us/codes/santamonica/. DTSM, Inc. is also always available to help merchants and property owners. We can be reached at **310.393.8355**.

Our blog is your blog

Have you had the opportunity to check out www.santamonicacentric.com? Our blog is for downtown loyalists. It is all about going AWOL—always west of Lincoln (Boulevard)—to help unearth the hidden gems and keep everyone up to date with all that is exciting and worthwhile.

If you would like to write a blog post or have an event to feature contact DTSM Sr. Marketing & Communications Manager Kevin Herrera at kevin@downtownsm.com. He is looking for engaging, informative and fun content that appeals to residents, downtown employees and those visiting the area. These can be articles on health-care routines, roundups of your favorite happy hours or workout routines at local fitness studios, as well as tips on commuting.

Upcoming meetings

Promenade 3.0 Workshop at City Council

Nov. 5, 5:30 pm
City Hall, 1685 Main St., Second Floor

Public Space & Placemaking Committee Meeting

Nov. 12, 9:15 am
Meetings typically held the second Tuesday of the month.

Business & Community Development Committee

Nov. 19, 9:15 am
Meetings typically held the third Tuesday of the month.

Audit & Finance Committee

Nov. 19, Noon
Committee meetings are held the second Wednesday of every quarter.

DTSM, Inc. Board of Directors

November meeting is cancelled.

DTSM, Inc. Board of Directors - Special Meeting

Dec. 5, 4:30 pm
1212 Restaurant - 1200 block Third Street Promenade.
Please join us for the Holiday Tree Lighting Ceremony at 6pm outside 1212 Restaurant.
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.

