Having a Private Event in the Historic Merry Go-Round

Did you know that the world-famous Santa Monica Pier is home to a true, national landmark building? The historic Merry Go-Round Building (formally known as the Looff Hippodrome) is indeed listed on the National Register of Historic Places – the highest distinction that a building can have. And, to top it all off, that carousel inside the building has its own special distinction in that it is a true antique – with all of its horses being the original hand-carved horses made in 1922!

And, of course, it is an infinitely memorable location to have a private event, whether formal or informal! From wedding receptions to rehearsal dinners, bat-mitzvahs to quinceañeras, birthday parties to retirement parties, the Merry Go-Round Building is the perfect location for celebration.

VENUE FEES

Rental Rates

Private Events (after public hours)

<table>
<thead>
<tr>
<th>Number of Guests</th>
<th>Rental Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-99 guests</td>
<td>$250 per hour</td>
</tr>
<tr>
<td>100-199 guests</td>
<td>$350 per hour</td>
</tr>
<tr>
<td>200-299 guests</td>
<td>$400 per hour</td>
</tr>
<tr>
<td>300+ guests</td>
<td>$450 per hour</td>
</tr>
</tbody>
</table>

Add East Deck – Half $65 per hour
Add East Deck – Entire $100 per hour
Special early closures Inquire with Pier Corporation staff
Bob Baker Marionette

Don’t Tell Comedy

Friendship Show

An Illegal Start

Friendship Show
IMPORTANT THINGS TO KNOW

Basic Venue Information

Capacity
The building may be rented as a stand-alone or with the addition of the East Merry Go-Round Deck area. Capacities for each configuration are:

- **Cocktail Party, Indoors Only** – 330 people
- **Add East Merry Go-Round Deck** – 500 people
- **Seated Dining, Indoors Only** – 150 people
- **Add East Merry Go-Round Deck** – 250 to 350 people

Availability
The building may be rented outside of normal business hours, which vary throughout the year. In general, normal business hours are:

- **Off-season** – 11:00 AM to 5:00 PM weekdays, 11:00 AM to 7:00 PM weekends
- **Peak season** – 11:00 AM to 7:00 PM weekdays, 11:00 AM to 9:00 PM weekends

Please check with Pier Corporation staff to verify business hours on the dates you are interested in.

The Pier Corporation does have some flexibility to close the building early. Premium rates may be required for early closure.

Food & Beverage
- Food and Beverage are welcome at Merry Go-Round private events. You may bring in your own preferred caterer or work with one of the Pier’s many restaurants. There is even an old-fashioned soda fountain (Soda Jerks) inside!

Alcohol
- Alcoholic beverages may be served at Merry Go-Round private events, with proper management of how the alcohol is distributed. If any cash is exchanged for alcoholic beverages at the event, a permit from the State of California’s Alcoholic Beverage Control is required.
- Alcohol is allowed at private events only. **No alcohol** is allowed to be present during hours that the building is open to the public.

Insurance
- Special Event Insurance is required for all private event rentals, with coverage up to $1,000,000 in damages.
- Liquor Liability is required as an add-on for all events that involve alcohol.
- You may buy into the City of Santa Monica’s existing insurance policy for your event. Please consult with Pier Corporation staff to learn about rates.
Staffing Requirements:

- **Merry Go-Round Operators** are required for all hours that event guests are present (they are not required for load-in and load-out). The Operators are included with building rental until 12:00 Midnight on most days, after which an hourly charge will be applied. Also, if an event is scheduled on a traditional non-public operating day, the Operators must be hired to come in special for the day.

- **Security Guards** are required for any event involving more than 50 guests, and are recommended for all events. Security Guards are to be hired by host (party renting the building). The Pier Corporation is happy to refer hosts to recommended security companies, and is also happy to make arrangements with security companies on the host’s behalf, with charges reflected directly on the rental contract.

- **Custodians** are required for all events. Their hours are arranged by the Pier Corporation and reflected directly on the rental contract.

- **Soda Jerks (the building’s old-fashioned ice cream soda fountain)** is a separate, privately owned business. Any use of their staff and/or facility is to be arranged directly with their management. The Pier Corporation is happy to make the introduction!

- **Pier Corporation Staff** are included in the rental fee and are present at all events.

- **Caterers, Event Producers and any other staff** that a host wishes to involve are welcomed. It is highly recommended that any of these groups meet with Pier Corporation staff to discuss the intricacies of the Pier and the Merry Go-Round Building.

Deliveries, Load-in & Load-out:

- The loading zone for best access to the Merry Go-Round Building is on the beach level, just before the entrance to Beach Lot 1 North. The loading zone is just outside of the Santa Monica Pier Aquarium, 1600 Ocean Front Walk. The Merry Go-Round is just up a short flight of stairs. There are also Disabled Access Ramps conveniently located for wheeling equipment up to the building.

- Vehicular access to the Pier Parking Deck (parking lot on the Pier) is very limited both in weight capacity (6,000 lbs maximum GVW) and availability (it fills up fast!). Hence our recommendation to use the beach-level loading zone.

- Rental rates for the Merry Go-Round apply to all hours that the host or the host’s equipment is inside the building. These times include load-in and load-out.
Some Things We (Unfortunately) Have to Say “NO” To:

- **Propane use indoors** (but outdoors is fine, with proper permit from the Fire Department!)
- **Balloons** – We’re right next door to the ocean, and balloons don’t mix well with that
- **Bubbles** – They make the floor really, really slippery!
- **Tapes, tacks, staples, nails or screws** – It’s a historic, national landmark building. Let’s make it last forever!
Children’s Birthday Parties, Baby Showers, etc in the Merry Go-Round

Can there possibly be a better place to celebrate your child’s birthday than at the Merry Go-Round? We don’t think so, and we’re thrilled to be able to make this wonderful space available for you. We’ll even set up tables and chairs!

It’s pretty simple, too. Here’s what you need to know:

**VENUE FEES**

**Rental Rates**
- Up to 30 guests $250 (additional guests $5 each)
- Up to 60 guests $350 (additional guests $5 each)
- Up to 90 guests $550 (additional guests $5 each)

**Add-ons**
- Child-size table/chair set $20 per set
- Pacific Park all-day voucher Inquire with Pier Corporation staff
- Additional time Inquire with Pier Corporation staff
IMPORTANT THINGS TO KNOW

Basic Venue Information

It’s a Semi-Private Party
We stanchion off an area based upon the size of your expected attendance and provide chairs and tables for you. Upon your arrival our staff will supply you with wristbands which will enable your guests access to unlimited free rides on the merry go-round horses!

You are free to set up and manage your party from that point on. We ask that you please clean up afterward, placing trash and recycling in the appropriate receptacles and removing your belongings. We will put the tables and chairs away, sweep and mop once you have vacated.

Availability
We offer two different time slots for Saturday and Sunday children’s birthday party rentals:

• 11:00 AM to 2:00 PM
• 3:00 PM to 6:00 PM

These time slots are specifically designed to give maximum opportunity to those wishing to have parties, so all load-in, setup and load-out time needs to take place within the hours listed.

It is also possible to have a children’s birthday party on another day of the week. Please consult with Pier Corporation staff to learn details and availability.

Furniture
• Pier Corporation staff will set up seven (7) standard size (6’x 2 ½’) banquet tables and 40 chairs prior to your arrival. You are welcome to re-arrange the furniture as you wish, within the designated birthday party area.
• Child-size tables and chairs are available at an additional cost.

Food & Beverage
• Food and Beverage are welcome at Merry Go-Round events. You may bring in your own food, use a preferred caterer or work with one of the Pier’s many restaurants. There is even an old-fashioned soda fountain (Soda Jerks) inside!

Alcohol
• NO ALCOHOL is allowed to be present during hours that the building is open to the public

Insurance:
• Special Event Insurance is already included in your rental.

Some Things We (Unfortunately) Have to Say “NO” To
• Balloons – We’re right next door to the ocean, and balloons don’t mix well with that
• Bubbles – They make the floor really, really slippery!
• Tapes, tacks, staples, nails or screws – It’s a historic, national landmark building!
Our wonderful family of Pier Merchants are always happy to be a part of your event!

**HERE’S HOW TO REACH THEM:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blazing Saddles</td>
<td>320 Santa Monica Pier • 310-393-9778</td>
<td>perryscafe.com</td>
<td></td>
</tr>
<tr>
<td>Bubba Gump Shrimp</td>
<td>301 Santa Monica Pier • 310-393-0458</td>
<td>bubbagump.com</td>
<td></td>
</tr>
<tr>
<td>Merry Go-Round</td>
<td>380 Santa Monica Pier • 310-260-8744</td>
<td>pacpark.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>401 Santa Monica Pier • 310-917-5050</td>
<td>mariasol.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>250 Santa Monica Pier • 310-883-7437</td>
<td>seasideonthepier.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>330 Santa Monica Pier • 310-587-2747</td>
<td>pierburger.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>200 Santa Monica Pier • 310-393-7632</td>
<td>sodajerksusa.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>350 Santa Monica Pier • 310-451-5133</td>
<td>playlandarcadesmpier.com</td>
<td></td>
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<tr>
<td></td>
<td>300 Santa Monica Pier • 800-959-3131</td>
<td>starlinetours.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>256 Santa Monica Pier • 310-393-7437</td>
<td>rustyssmpier.com</td>
<td></td>
</tr>
</tbody>
</table>

**Special Events & Filming**

200 Santa Monica Pier, Ste.F • 310-458-8786

**Merry Go-Round Operations & Maintenance:**

Roth Management

310-394-8042
The Albright 258 Santa Monica Pier | 310-394-9683 thealbright.com
Santa Monica Pier Aquarium 1600 Oceanfront Walk | 310-393-6149 healthebay.org/aquarium
Trapeze School New York 370 Santa Monica Pier | 310-394-5800 losangeles.trapezeschool.com

And the Pier has Vendor Carts, too!

Beach Signs & Gifts andylyttle@hotmail.com
Candy Carousel thecandycarousel@yahoo.com
Fruit Cart dtcommissary@gmail.com
Hats Amazing kinderclinic@yahoo.com
Japadog Nori.japadog@gmail.com
La Beach Gifts Leticia_moraes@hotmail.com
Pier Tamales piertamales@gmail.com
Redline Gifts daniganon@hotmail.com
Tees R Us Jc_caruso@yahoo.com
Thermal Base Photos reinatimberstorm@gmail.com
Two Photos In One twofotosinone@hotmail.com
Windy Time elianquesada@yahoo.com
And if you want to bring in some outside help, here are companies that we have had great experiences with:

<table>
<thead>
<tr>
<th>Company</th>
<th>Services</th>
<th>Phone Number</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aaa Flag &amp; Banner</td>
<td>Printing banners</td>
<td>310-276-1178</td>
<td><a href="http://aaaflag.com">aaaflag.com</a></td>
</tr>
<tr>
<td>Andy Gump</td>
<td>Portable restrooms, fencing and barricades</td>
<td>800-992-7755</td>
<td><a href="http://andygump.com">andygump.com</a></td>
</tr>
<tr>
<td>Anthemic Agency</td>
<td>Event Production</td>
<td></td>
<td><a href="http://anthemicagency.com">anthemicagency.com</a></td>
</tr>
<tr>
<td>Auntie M</td>
<td>Audio, lighting, video production and equipment</td>
<td>626-308-9774</td>
<td></td>
</tr>
<tr>
<td>On-Stage</td>
<td>Audio, lighting, video production and equipment</td>
<td>626-339-7100</td>
<td><a href="http://onstagerentals.com">onstagerentals.com</a></td>
</tr>
<tr>
<td>Mammoth Pro Audio</td>
<td>Audio, lighting, video production and equipment</td>
<td>661-373-8904</td>
<td></td>
</tr>
<tr>
<td>10 Fold Entertainment</td>
<td>Event planning and production</td>
<td>310-826-4536</td>
<td><a href="http://10foldentertainment.com">10foldentertainment.com</a></td>
</tr>
<tr>
<td>The Victorian</td>
<td>Event planning and production</td>
<td>310-392-4956</td>
<td><a href="http://thevictorian.com">thevictorian.com</a></td>
</tr>
<tr>
<td>Three-Phase Productions</td>
<td>Lighting production and equipment</td>
<td></td>
<td><a href="http://threephasepro.com">threephasepro.com</a></td>
</tr>
<tr>
<td>Pacific Event Lighting</td>
<td>Lighting production and equipment</td>
<td>818-288-6272</td>
<td><a href="http://pacificeventlighting.com">pacificeventlighting.com</a></td>
</tr>
<tr>
<td>Cat Entertainment</td>
<td>Generators and electrical cabling</td>
<td>310-631-7700</td>
<td><a href="http://es-cat.com">es-cat.com</a></td>
</tr>
<tr>
<td>Associated Protections</td>
<td>Private security</td>
<td>818-527-1780</td>
<td><a href="http://associatedprotectionspecialists.com">associatedprotectionspecialists.com</a></td>
</tr>
<tr>
<td>Staff Pro</td>
<td>Private security</td>
<td>714-230-7210</td>
<td><a href="http://staffpro.com">staffpro.com</a></td>
</tr>
<tr>
<td>Uniserve Facilities Services</td>
<td>Custodial services</td>
<td>213-533-1000</td>
<td><a href="http://uniservecorp.com">uniservecorp.com</a></td>
</tr>
<tr>
<td>Smart Party Rents</td>
<td>Event equipment rentals (tents, tables, chairs, furniture, linens, etc.)</td>
<td>818-888-9501</td>
<td><a href="http://sprezrents.com">sprezrents.com</a></td>
</tr>
<tr>
<td>Bright Event Rentals</td>
<td>Event equipment rentals (tents, tables, chairs, furniture, linens, etc.)</td>
<td>310-202-0011</td>
<td><a href="http://bright.com">bright.com</a></td>
</tr>
<tr>
<td>Twin Valet</td>
<td>Shuttle services</td>
<td>323/462-0080</td>
<td></td>
</tr>
<tr>
<td>Photo-Matica</td>
<td>Photo booth</td>
<td>415/466-8700</td>
<td><a href="http://photo-matica.com">photo-matica.com</a></td>
</tr>
</tbody>
</table>
Santa Monica Pier

DEMOGRAPHIC OVERVIEW

Description
The Santa Monica Pier’s origins date back almost 100 years. It is quite large, 413,056 square feet (9 ½ acres), and is one of the most popular destinations in Southern California, attracting some 11 million visitors annually. People come to the Pier from all over the world to enjoy the ocean breezes, spectacular coastline views, attractions, restaurants, amusement rides, games and shops. The end of famed Route 66 and a National Historical Landmark, the “world’s most famous pier” is also a favorite site for the entertainment industry, whose crews can often be seen filming here.

Demographic
Median age – 34 years old (25% fall within the 18 – 25 age group); more than 20% live outside Southern California and 33% speak Spanish as well as English. As an established tourist destination, the Pier attracts visitors from all over the world, encompassing many nationalities and backgrounds.

Visitor Satisfaction
According to recent independent poll, 91% of the people surveyed responded that they were “very likely” to revisit the Pier.

DIMENSIONS

Overall Dimensions
1080ft L x 270ft W
413,056 Sq. Ft.

Central Plaza
84ft L x 40ft W
3,360 sq ft.

Parking Lot Dimensions:
Whole lot not allowing for fire lanes
526ft L x 141ft W
Whole lot allowing for fire lanes
486ft L x 101ft W
East half of lot not allowing for fire lanes
261ft L x 141ft W
Eastern half of lot allowing for fire lanes
221ft L x 101ft W
Western half of lot not allowing for fire lanes
205ft L x 141ft W
Western half of lot allowing for fire lanes
195ft L x 101ft W
DIRECTIONS

**Coming From the North on Pacific Coast Highway**
Go south on Pacific Coast Highway. After reaching the California incline, watch for directional signs for Pier/Beach parking and deceleration lane on the right.

**Coming From the North on Ocean Avenue**
Go south on Ocean Avenue. The Pier is located two blocks south of Santa Monica Blvd. at corner of Ocean Ave. and Colorado Blvd. If the parking lot is full, proceed two blocks and make a right turn on Seaside Terrace. Follow signs to Pier/Beach parking.

**Coming from the South on Ocean Avenue**
Go north on Ocean Avenue. Turn left at Colorado Boulevard and drive onto Pier. If lot is full, proceed north on Ocean Avenue to California Incline and go left. Turn left at the signal Pacific Coast Highway. Move to the right hand lane and follow signs into Pier/Beach parking.

**Coming From I-10**
Go west on I-10. Exit the freeway at 4th/5th Street exit. Go north on 5th St. to Colorado Blvd. Make a left on Colorado and drive straight to the Pier at Ocean Avenue. If the parking lot is full, make a left turn on Ocean Avenue and proceed two blocks. Make a right turn on Seaside Terrace. Follow sign to Pier/Beach parking.

**Coming From 405**
From the north or south on the 405 Freeway, take I-10 West. Drive west on I-10 and exit freeway at 4th/5th Street exit. Go north on 5th St. to Colorado Blvd. Make a left on Colorado Blvd. and drive straight to the Pier at Ocean Avenue. If the parking lot is full, make a left turn on Ocean Avenue and proceed two blocks. Make a right turn on Seaside Terrace. Follow sign to Pier/Beach parking.
Santa Monica Pier
General City & Community Contacts

HERE’S HOW TO REACH THEM:

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Santa Monica Business Licenses</td>
<td>310-458-8745 Office</td>
</tr>
<tr>
<td>City of Santa Monica Community Events Office</td>
<td>310-458-8573 Office</td>
</tr>
<tr>
<td>City of Santa Monica Open Space Management</td>
<td>310-458-8974 Office</td>
</tr>
<tr>
<td>City of Santa Monica Parking and Traffic</td>
<td>310-458-8295 Office</td>
</tr>
<tr>
<td>FILM LA</td>
<td>213-977-8600 Office</td>
</tr>
<tr>
<td>L.A. COUNTY HEALTH DEPT.</td>
<td>310-665-8450</td>
</tr>
<tr>
<td>L.A. County Lifeguards</td>
<td>310-451-2906 Office</td>
</tr>
<tr>
<td>Pacific Park</td>
<td>310-260-8744 x258 Office (Special Events &amp; Filming)</td>
</tr>
<tr>
<td>Santa Monica TRAVEL &amp; TOURISM</td>
<td>310-319-6263 Office</td>
</tr>
<tr>
<td>Santa Monica Chamber of Commerce</td>
<td>310-393-9825 Office • 310-394-1868 Fax</td>
</tr>
<tr>
<td>Santa Monica PIER MERRY GO-ROUND</td>
<td>310-458-8786 Office (Special Events &amp; Filming)</td>
</tr>
<tr>
<td>Santa Monica Police Dept.</td>
<td>310-458-2278 Office of Operations</td>
</tr>
<tr>
<td>Santa Monica Fire Dept.</td>
<td>310-458-8915 Fax</td>
</tr>
</tbody>
</table>
Santa Monica Pier

Thank You!