Santa Monica Pier

Rental Guideline and Rates

2021
Producing a Large-Scale Event on the Pier

The Santa Monica Pier Parking Deck is available for large-scale event rentals for up to 6,000 people. Use of the Parking Deck as a venue requires working from a clean slate, enabling the producer of the event to bring in any fencing or barricades to define their event footprint and to erect any tenting or structures that can work within the Pier’s weight limits.

**VENUE SIZE OPTIONS**
The Pier Parking Deck is available to rent in the following three size configurations:

- **Quarter Pier Parking Deck** ([East](#) or [West Quarter](#)) – 11,000 square feet
- **Half Pier Parking Deck** ([East](#) or [West Half](#)) – 22,000 square feet
- **Entire Pier Parking Deck** – 50,000 square feet
- Map of entire Pier schematic

The Santa Monica Fire Department will make the final determination on capacity based upon the event site plan.
Chargers Draft Party

Stranger Things Season 3 Fun Fair

Arnold Schwarzenegger Strongman Contest
Event Permit

A City of Santa Monica Event Permit is required for any event that:
• Exceeds 150 attendees
• Includes a structure that requires a City of Santa Monica Building Permit

HOW TO OBTAIN AN EVENT PERMIT
1. The first step is to submit a written detailed description to the SMPC office. Once our office will review and if it looks like it will work on the Pier, we’ll send you a City of Santa Monica Event Permit Application.

2. You will fill out the Event Permit Application and return to our office. We will look over it to make sure all is in place, then forward it to the City’s Community Events Office to begin the City’s Event Permit Process.

3. The City’s Community Events Office staff will review your application and distribute to the City’s Events Committee for feedback. After that process (usually one day) the Community Events Office will send you a letter with a checklist of all City departments that you’ll be required to work with regarding logistics and staffing that your event will require. You’re off and running!

4. Your work from here entails working with the listed City departments to arrange for the required staffing, permits, fees and logistical plan. Our office will be happy to work closely with you to help you stay on track and meet all of the requirements and deadlines.

5. An Event Permit will be issued as soon as the requirements are met!
Large Scale Event Venue Fees

When renting a portion of the Santa Monica Pier Parking Deck, you will be working with both the Santa Monica Pier Corporation and the City of Santa Monica, with fees due separately to each organization. Fees due to the Pier Corporation include those for venue rental, access to electricity, location supervision and some select item rentals. Fees due to the City of Santa Monica are all related to specific City permits and City staffing (police and fire personnel, building permits, etc.)

SANTA MONICA PIER CORPORATION FEES

**Event Rental Rates**

**APRIL 1 THROUGH OCTOBER 31**

**Monday through Sunday**

- Quarter Pier Parking Deck: $8,000 per day
- Half Pier Parking Deck: $15,000 per day
- Entire Pier Parking Deck: $30,000 per day

**NOVEMBER 1 THROUGH MARCH 31**

**Monday through Thursday**

- Quarter Pier Parking Deck: $6,300 per day
- Half Pier Parking Deck: $11,500 per day
- Entire Pier Parking Deck: $23,000 per day

**Friday, Saturday & Sunday**

- Quarter Pier Parking Deck: $7,200 per day
- Half Pier Parking Deck: $13,200 per day
- Entire Pier Parking Deck: $26,400 per day

*Non-profit rates available upon request.*

**ELECTRICAL POWER**

Access and hookup: $400 per day

**EVENT SUPERVISOR (PIER CORPORATION STAFF)**

- Standard Day (up to 8 hrs): $300 per day
- Overtime (after 8 hrs): $80 per hour

**WI-FI SIGNAL BOOST**

Event-specific Setup: $250 per day

**SELECT RENTAL ITEMS**

The Pier Corporation has some select items (barricades, popup tents, tables, etc.) that can be available for rent. Please inquire directly with staff for specifics.
Event Permittee shall be responsible for all City departmental service charges and fees incurred in connection with this event. Rates quoted below are current on today’s date, but actual costs will reflect rates current at the time of your event.

This list may not be all inclusive, additional fees or charges may be required depending on the nature of the event.

**APPLICATION FEE**

The application fee, which must be submitted with the application, is between $50 and $316 depending on the event category and how far in advance the event application is submitted. The application fee is non-refundable. [More information →](#)

**ADMINISTRATIVE FEE**

The administrative fee ranges from $100.50 – 735.10 and is based on the complexity of the event and the staff hours required to process the application. The administrative fee is non-refundable. [More information →](#)

**BIG BLUE BUS**

Fees be charged for plan detour, posting/writing o detour signs, Road Supervisor to monitor event, bus stop closure.

For more information related to fees, please contact the Big Blue Bus office directly at (310) 451-5444 or visit BIGBLUEBUS.COM →

**BUILDING AND SAFETY**

Single Trade Permit may be required (includes inspection during regular hours 8am – 4pm. After-hours inspection will be charged an additional fee.). [More information →](#)

**BUSINESS LICENSE**

Supply and Service providers (i.e., caterers, valet services, event rentals) are required to obtain a Santa Monica business license. Approved participants including retail vendor and exhibitors at permitted events are exempt from having to obtain a Santa Monica business license.

For information related to the business license process, please contact the Business License office at 310-458-8745 or visit this site →
COMMUNITY RECREATION DIVISION EVENT MONITOR

Depending on the event complexity and expected attendance, some Category 1 events may require an Event Monitor to be paid by the event organizer.

- Event Monitor – TBD depending upon available staff

FIRE

Administrative costs for Fire personnel is actual costs per hour.

- Tent/Canopy Permit - $220 to $320 depending on size of tent/canopy.
- Over 5,000 sq. ft. - 0.0837 per sq. ft.
- Candles/Open Flame Permit - $62.90
- LPG/Propane Permit - $219.76

More information →

NEIGHBOR NOTIFICATION FEE

The Community Events Office will mail out notices to residents and businesses within 500 feet of a Category 1 event if there will be 1) amplified sound (other than brief, intermittent announcements) or live music outdoors or in a tent and/or 2) if the event requires a street closure(s).

- Events at fixed venues - $190.49
- Events extending beyond a fixed venue (e.g., races) - .65 per piece

More information →

PLANNING AND ZONING

- Temporary Use Permit (TUP) - $949; $369 for a re-occurring event. TUP may be required for events on private space. More information →

POLICE

The number of police officers required for security, crowd control, traffic management, etc., to be determined by the Police Operations Division.

Police billable services are actual costs per hour.

- Police vehicle (car) - $90.63 per day
- Motorcycle - $60.42 per day
- Police Horse - $30.21 per day
- Rescue boat - $241.68 for 4-hr minimum; $30.19 for each additional hour

More information →

RESOURCE RECOVERY AND RECYCLING

Recycling bins, carts and dumping services are available for rent. Trash and food bins, carts and servicing are also available for rent.

Refundable Integrated Waste Management fee of $0 to $1500 (depending on number of attendees and type of waste). Request for refund must be made in writing. More information →
TRANSPORTATION ENGINEERING GROUP

- Metered Parking Space Reservation – posted rate of the meter
- Temporary "No Parking" signs – $1.04 each

Event organizer is responsible for 1) submitting a list with the meter number for each parking space requested, 2) placing the "No Parking" signs on each meter 24 hours in advance of the event, and 3) removing the signs promptly after the event. There is a $198.45 charge per sign that is not removed.

More information on how to obtain Temporary No Parking signs is located here →

Guidelines for the posting of Temporary No Parking signs can be found here →

In addition to Temporary No Parking signs, an Oversize Load Permit may be required for large vehicles.

- Temporary No Parking Sign Issuance – $69.98
- One-Day Valet Permit – $570.25
- Traffic Control Plan Review – Base Fee
  - First two reviews, per page $299.84
  - Third and subsequent reviews, per page $324.05
- Bike Racks – $321.07
- Block Parties – $60.42
- Permit – Auto Park – $274.79
- Event Permit: Parking Specialist – $177.11
- Event Permit: Parking Administrator – $264.59
- Event Permit: Traffic Engineer – $345.99

BIKE VALET

Staffing fee $18.50 per hour per valet staff (estimated 1 attendant per 50 bikes); $22.00 per hour for Supervisor (events over 4 attendants)

- Rack delivery and drop-off – $50

More info →

Up-to-date information on all fees →
Important things to know

The Santa Monica Pier is one of the most spectacular places in the world to host an event, and we’re very proud of it! It is also one of the most complex, since it’s basically a large wooden plank hovering 30-feet over the beach and ocean. So, there are some specifics that need to be taken into consideration when hosting an event here.

ALCOHOL

A Alcohol is permitted in conjunction with, ancillary and subordinate to approved community events. Alcohol is not permitted at events at the West End deck area of the Pier.

B Alcohol is NOT permitted at events that are free to the general public; but IS permitted at events that require paid admission or a personal invitation to enter provided alcohol management practices are followed. The sale and consumption of alcohol will be permitted at events that require paid admission or an invitation to enter provided that:

1. both the sale and consumption of alcohol is located
2. within a defined, enclosed area not visible from the outside to the general public and with security at all entries
3. alcohol is served in conjunction with food
4. all required approvals are obtained
5. alcohol management practices specified by the City are implemented.

C Where alcohol is allowed, the implementation of specific alcohol management regulations to be stipulated by the Community Events and SMPC Office, will be required to promote a safe and enjoyable environment for guests attending and leaving events and reduce exposure to liability:

D The event organizer must provide a copy of the Alcohol Beverage Control permit to the City of Santa Monica before a Community Event Permit can be issued for an alcohol related event.

E The event organizer must provide commercial general liability insurance including liquor liability coverage in limits specified by the Risk Manager.
ATTACHMENT TO FACILITY SURFACES
Decorations or other items shall not be attached or affixed to the facility without prior approval of either the SMPC Event Staff or SMPC Executive Director. Direct application of nails, screws, staples or double-faced tape to any surface of the facilities is prohibited.

AUDIO
As provided herein, permitted community events are exempt from the noise ordinance. The following measures, however, will be required to reduce noise impacts on surrounding neighbors.

A Amplified sound allowed during event hours only (excludes set up and strike times unless sound check time has been approved in advance).

B Time periods and length of time will be limited for live musical performances, amplified sound, or other sound generators that are audible beyond the geographic boundaries of the event.

C Sound-check time during which sound amplification is used and practice time for live music will be limited to a cumulative total of two hours between the earliest permitted event or shoot start time for each event or shoot and the start of the event or shoot for events that are held outdoors or in a tent or temporary structure.

D When amplified sound is used at the Pier speakers must be directed towards the ocean and away from residents.

BALLOONS
As part of an agreement made between Santa Monica Pier Corporation and Heal the Bay, and with respect to the health of the ocean and the wildlife native to it, balloons are strictly prohibited at an event on the Pier.

CABLING
Any cable runs in an area in which the public is permitted must be securely covered by either cable ramps, tape or carpet to prevent potential trip hazards.

COMPENSATION TO SANTA MONICA PIER TENANTS
Pier tenants must be compensated for loss of business if the event will take place within the confines of the tenants’ lease space or if the event will block patron access to the businesses. Arrangements between production companies and Pier tenants must be made prior to the event date. Compensation is negotiated directly by the event company with the tenants.
CONCERTS (LIVE MUSIC – BAND OR DJ)
The City of Santa Monica limits concert event rentals to a maximum of 500 attendees. Live music is allowed at other, larger events, as long as it is secondary and ancillary to the primary purpose of the event.

ESTABLISHING EVENT AREA PERIMETER
The Santa Monica Fire Department requires 20-foot-wide Fire Lanes immediately adjacent to event sites in order to provide essential emergency egress for the entire Santa Monica Pier, including your event space. Options for the locations for these Fire Lanes are indicated on the blank site maps provided within this document.

Fire Lanes may be privatized only in certain cases, and the privatization must be approved by the Santa Monica Police Department, Santa Monica Fire Department and Santa Monica Pier Corporation.

FOOD/BEVERAGES
The serving or selling of food or beverage at events open to the public requires a Santa Monica Business License as well as a health permit from the Los Angeles County Health Department. Cooking equipment requires approval from the Fire Department, with prior conceptual approval from the SMPC Event Staff.

INSURANCE REQUIREMENTS

A Insurance certificate holder shall read as follows:

The Santa Pier Corporation and its Board, officers, Director, Staff, property owners and merchants and City of Santa Monica
200 Santa Monica Pier, Ste. A
Santa Monica, CA 90401

B Events will be required to provide general liability insurance. The City’s Risk Manager will review the Community Event Permit Application and may require additional insurance, such as auto, liquor, or garage keeper’s liability, if it is deemed necessary.

C Minimum insurance limits are:
1. Commercial General Liability - one million dollars ($1,000,000) combined single limit per occurrence for bodily injury and property damage.
2. Business Automobile Liability - one million dollars ($1,000,000) combined single limit per accident (only required when appropriate). Some events may require auto, liquor, product or other coverage and may involve higher limits.
The City of Santa Monica, members of its City Council, boards and commissions, officers, agents, employees and volunteers are to be covered as additional insured with respect to: liability arising out of activities performed by permittee related to said permit. Applicant’s insurance coverage will be primary insurance as respects the City of Santa Monica, members of its City Council, boards and commissions, officers, agents, employees and volunteers; any insurance or self insurance maintained by the City, its officials, employees and volunteers will be excess of Permittee’s insurance and will not contribute to it.

Each insurance policy required by this clause will be endorsed to state that coverage will not be cancelled except after thirty (30) days written notice has been given to the City.

An optional event liability policy is available for purchase through the City in order to meet the insurance requirements.

A “safety plan,” including participant release forms, documentation of equipment safety, etc., may be required for events that include physical activity by attendees.

LICENSED PROPERTY
The following properties at the Pier are licensed and require a separate, specific agreement in order to use their images:

• Pacific Wheel (Ferris Wheel) - Contact Pacific Park 310-260-8744
• Santa Monica Yacht Harbor Sign - Contact SMPC at 310-458-4939

LITTER OR DEBRIS
Upon completion of event, the Pier must be left free of litter or debris. A custodial and trash receptacle fee will be deducted from the security deposit from the event company, which do not leave the Pier in the condition in which it was found. A refundable clean-up deposit may be imposed. The following is a schedule of the minimum fee, which will be deducted from the security deposit:

- 0-500 event attendees crew & cast = $500
- 500+ event attendees crew & cast = $1,000

Event organizers will be charged at the prevailing rate for all drop off of additional bins used to dispose of trash generated by the event. This fee is in addition to the stated fees above.
LOAD-IN AND LOAD-OUT LOGISTICS
Detailed plans for load-in and load-out for an event should be presented and discussed with SMPC staff well in advance of the event date in order to assure that everything goes as smoothly as possible on event day.

Harbor Services Officers (HSO’s) will need to be hired at the event producer’s cost anytime that a vehicle with over 6,000 lbs gross vehicular weight (GVW) is to access the Pier Parking Deck. Please see the attached City of Santa Monica document detailing vehicular weight limits restrictions for the Pier for further details.

PRIVATE SECURITY PERSONNEL
The event organizer is responsible for hiring private security to watch over unattended property brought on the Pier. The SMPC Event Staff and City official personnel are not responsible for any of the event organizers misplaced, damaged or stolen property. The SMPC Event Staff may require additional private security, if necessary at the event organizers expense.

PROPANE
The use of propane is allowed on the Pier but is subject to approvals and required permits from the Fire Department, with prior conceptual approval from the SMPC Event Staff.

SMOKING AREAS
The Santa Monica Pier is a non-smoking pier.

VEHICLE AND EQUIPMENT RESTRICTIONS
Please see the City of Santa Monica’s Weight Limits and Restrictions below.

Weight Limits
Municipal Pier, 10 tons (20,000 lbs). Pier parking lot and Pleasure Pier, 3 tons (6,000 lbs) 21461(a) cvc

Vehicle Length
No vehicles over 22 ft in length (with or without trailers) 21461(a) cvc

Vehicles adhering to these guidelines, they may travel onto the Municipal Pier or the event lane on the Pier parking lot, include: Ford E/F 250, Dodge or Chevy 2500, and stake bed or box trucks with a California DMV Declaration of Weight decal of 20 or less. Vehicles with the California DMV Declaration of Weight decal of more than 20 will not be allowed on the pier. (Example of decal below.) GVW and GCW will not be used to determine weight.
It is at the discretion of a Harbor Patrol Officer that any vehicle that looks overloaded or is capable of being overloaded can be sent out to get weighed so that proof can be presented.

**NO** vehicles may remain parked on Pier roadway or in Pier Deck Parking with the exception of loading or unloading only.

**NO** vehicles will be allowed to drive beyond Pacific Park at any time.

**ALL** vehicles must be parked at the yellow curb during loading and unloading allowing full access for emergency vehicles. The number of delivery vehicles allowed on the pier at any one time will be at the discretion of the assigned Harbor Patrol Officer.

**NO** trailers other than single axles will be allowed in the Pier Deck Parking Lot.

**Towed generator units, must have a weight certificate from an authorized weight station dated 1 hour prior to pier arrival. Weight certificates must be submitted to the assigned Harbor Patrol Officer before being driven on the Pier**

**NO** Gators, Golf Carts, Scissor Lift, or Fork Lifts are permitted on the Handicap/Pedestrian ramps to gain access to the Santa Monica Pier. Unless otherwise approved in the planning process for onetime up and onetime down. If approved, the South ramp is the only ramp to be used.

**NO** Scissor Lifts or Fork Lifts will be allowed on the pier without pneumatic, soft rubber tires (No hard rubber) and Shall Not weigh more than 6,000 lbs. 5/8 inch (or thicker) OSB or plywood must be used underneath the lift during its entire operation on the wood deck.

**NO** skid steer forklifts (i.e. Bobcats) will be permitted anywhere on the pier.

**NO** form of ballast other than water containers shall be used for securing large tents or stages. All containers must be filled in place. Any container or grouping of more than 110 gallons must be placed on 5/8 inch OSB or plywood. Cabling through the deck may be used as an alternative that must be approved in the planning process due to other restrictions.
Producing an Event on the West End of the Pier
Or the East Merry Go-Round Deck

The Santa Monica Pier has two extraordinary mid-sized venues that are specifically unique to this spectacular, historic venue: the picturesque West End of the Pier with its extraordinary ocean view and the classic, step-back-in-time East Merry Go-Round Deck just outside the Pier’s National Landmark Looff Hippodrome building.

Each of these magnificent venues is available as event space for up to 200 people. Since they are both, technically, walkways, they are best suited for free and open-to-the-public events. Please consult with Pier Corporation staff for further details.

See maps of each space →
Xanadu

To the Sea Dance Festival

To the Sea Dance Festival

Sea Saw

Silent Disco
Venue Fees

BASIC VENUE RESERVATION PACKAGE

Rates
Up to 100 people - $500 per date
Over 100 people - $1,000 per date

Package Includes
• Reserved space for up to 8 hours
• Access to City of Santa Monica electricity
• Management and clearing of street performer spaces in venue
• Notifications to Pier merchants
• Coordination with City-related services

Add-on Options:
• SMPC staff transport items to and from venue via peewee truck - $300
• Use of SMPC barricades (includes delivery & removal) - $250
• Placement and usage of five (5) A-frame signs - $100
• One-day rental of Tent Set (10’x10’ popup, table, chairs, Astroturf) - $100
• Advertise on SMPC social media (e-mail, Facebook & Instagram) - $500

IMPORTANT THINGS TO KNOW

Alcohol
Alcohol is permitted in conjunction with, ancillary and subordinate to approved community events. The presence of alcohol has some very specific regulations for the West End and East Merry Go-Round Deck areas:

West End of the Pier: Alcohol is not permitted on the public deck level at events at the West End deck area of the Pier. However, alcohol may be permitted within the upper-level Observation Room next to Maria Sol Restaurant. Please consult with Pier Corporation staff for details

East Merry Go-Round Deck: Alcohol may be permitted on the East Merry Go-Round Deck only if the space is rented in conjunction with a private rental of the Merry Go-Round Building.

Alcohol is NOT permitted at events that are free to the general public; but IS permitted at events that require paid admission or a personal invitation to enter provided alcohol management practices are followed. The sale and consumption of alcohol will be permitted at events that require paid admission or an invitation to enter provided that:

1. both the sale and consumption of alcohol is located within a defined, enclosed area not visible from the outside to the general public and with security at all entries
2. alcohol is served in conjunction with food
3. all required approvals are obtained
4. alcohol management practices specified by the City are implemented.

Where alcohol is allowed, the implementation of specific alcohol management regulations to be stipulated by the Community Events and SMPC Office, will be required to promote a safe and enjoyable environment for guests attending and leaving events and reduce exposure to liability:

The event organizer must provide a copy of the Alcohol Beverage Control permit to the City of Santa Monica before a Community Event Permit can be issued for an alcohol related event.

The event organizer must provide commercial general liability insurance including liquor liability coverage in limits specified by the Risk Manager.

**Attachment to Facility Surfaces**
Decorations or other items shall not be attached or affixed to the facility without prior approval of either the SMPC Event Staff or SMPC Executive Director. Direct application of nails, screws, staples or double-faced tape to any surface of the facilities is prohibited.

**Audio**
As provided herein, permitted community events are exempt from the noise ordinance. The following measures, however, will be required to reduce noise impacts on surrounding neighbors.

Amplified sound allowed during event hours only (excludes set up and strike times unless sound check time has been approved in advance).

Time periods and length of time will be limited for live musical performances, amplified sound, or other sound generators that are audible beyond the geographic boundaries of the event.

Sound-check time during which sound amplification is used and practice time for live music will be limited to a cumulative total of two hours between the earliest permitted event or shoot start time for each event or shoot and the start of the event or shoot for events that are held outdoors or in a tent or temporary structure.

When amplified sound is used at the Pier speakers must be directed towards the ocean and away from residents.
Balloons
As part of an agreement made between Santa Monica Pier Corporation and Heal the Bay, and with respect to the health of the ocean and the wildlife native to it, balloons are strictly prohibited at an event on the Pier.

Cabling
Any cable runs in an area in which the public is permitted must be securely covered by either cable ramps, tape or carpet to prevent potential trip hazards.

Compensation to the Santa Monica Pier Tenants
Pier tenants must be compensated for loss of business if the event will take place within the confines of the tenants’ lease space or if the event will block patron access to the businesses. Arrangements between production companies and Pier tenants must be made prior to the event date. Compensation is negotiated directly by the event company with the tenants.

Establishing Event Area Perimeter
A perimeter must be established around all events on the Pier to allow for pedestrian and emergency vehicle access. Event companies may not impede or block access to areas of the Pier without allowing reasonable public access for pedestrians and emergency vehicles.

Food/Beverages
The serving or selling of food or beverage at events open to the public requires a Santa Monica Business License as well as a health permit from the Los Angeles County Health Department. Cooking equipment requires approval from the Fire Department, with prior conceptual approval from the SMPC Event Staff.

Insurance Requirements
Insurance certificate holder shall read as follows:

The Santa Pier Corporation and its Board, officers, Director, Staff, property owners and merchants and City of Santa Monica
200 Santa Monica Pier, Ste. A
Santa Monica, CA 90401
Events will be required to provide general liability insurance. The City's Risk Manager will review the Community Event Permit Application and may require additional insurance, such as auto, liquor, or garage keeper's liability, if it is deemed necessary.

Minimum insurance limits are:
1. Commercial General Liability - one million dollars ($1,000,000) combined single limit per occurrence for bodily injury and property damage.
2. Business Automobile Liability - one million dollars ($1,000,000) combined single limit per accident (only required when appropriate). Some events may require auto, liquor, product or other coverage and may involve higher limits.

The City of Santa Monica, members of its City Council, boards and commissions, officers, agents, employees and volunteers are to be covered as additional insured with respect to: liability arising out of activities performed by permittee related to said permit.

Applicant’s insurance coverage will be primary insurance as respects the City of Santa Monica, members of its City Council, boards and commissions, officers, agents, employees and volunteers; any insurance or self insurance maintained by the City, its officials, employees and volunteers will be excess of Permittee’s insurance and will not contribute to it.

Each insurance policy required by this clause will be endorsed to state that coverage will not be cancelled except after thirty (30) days written notice has been given to the City.

An optional event liability policy is available for purchase through the City in order to meet the insurance requirements.

A “safety plan,” including participant release forms, documentation of equipment safety, etc., may be required for events that include physical activity by attendees.

LICENSED PROPERTY
The following properties at the Pier are licensed and require a separate, specific agreement in order to use their images:

• Pacific Wheel (Ferris Wheel) – Contact Pacific Park 310-260-8744
• Santa Monica Yacht Harbor Sign – Contact SMPC at 310-458-4939
Litter or Debris
Upon completion of event, the Pier must be left free of litter or debris. A custodial and trash receptacle fee will be deducted from the security deposit from the event company, which do not leave the Pier in the condition in which it was found. A refundable clean-up deposit may be imposed. The following is a schedule of the minimum fee, which will be deducted from the security deposit:

- 0-500 event attendees crew & cast = $500
- 500+ event attendees crew & cast = $1,000

Event organizers will be charged at the prevailing rate for all drop off of additional bins used to dispose of trash generated by the event. This fee is in addition to the stated fees above.

Load-in and Load-out Logistics
Load-in specifics for each venue are:

- **West End of the Pier:** Vehicles permitted as far west as Pacific Park between 5:00 AM – 10:00 AM ONLY. Outside of these hours, all vehicles should use the beach-level loading zone outside the Santa Monica Pier Aquarium (1600 Ocean Front Walk). For transportation of items to the West End, it is highly recommended to purchase the add-on item “SMPC staff transport items to and from venue via peewee truck”.

- **East Merry Go-Round Deck:** All vehicles for load-in and load-out should use the beach-level loading zone outside the Santa Monica Pier Aquarium (1600 Ocean Front Walk).

Detailed plans for load-in and load-out for an event should be presented and discussed with SMPC staff well in advance of the event date in order to assure that everything goes as smoothly as possible on event day.

Harbor Services Officers (HSO’s) will need to be hired at the event producer’s cost anytime that a vehicle with over 6,000 lbs gross vehicular weight (GVW) is to access the Pier Parking Deck. Please see the attached City of Santa Monica document detailing vehicular weight limits restrictions for the Pier for further details.

Private Security Personnel
The event organizer is responsible for hiring private security to watch over unattended property brought on the Pier. The SMPC Event Staff and City official personnel are not responsible for any of the event organizers misplaced, damaged or stolen property. The SMPC Event Staff may require additional private security, if necessary, at the event organizers expense.
Propane
The use of propane is allowed on the Pier but is subject to approvals and required permits from the Fire Department, with prior conceptual approval from the SMPC Event Staff.

Smoking Areas
The Santa Monica Pier is a non-smoking pier.

Vehicle and Equipment Restrictions
Please see the City of Santa Monica’s Weight Limits and Restrictions (page 23).
Our wonderful family of Pier Merchants are always happy to be a part of your event!

HERE'S HOW TO REACH THEM:

Blazing Saddles 320 Santa Monica Pier • 310-393-9778 perryscafe.com

Bubba Gump Shrimp 301 Santa Monica Pier • 310-393-0458 bubbagump.com

Merry Go-Round Special Events & Filming
200 Santa Monica Pier, Ste.F • 310-458-8786

Merry Go-Round Operations & Maintenance:
Roth Management
310-394-8042

Pacific Park 380 Santa Monica Pier • 310-260-8744 pacpark.com

Mariasol Cocina Mexicana 401 Santa Monica Pier • 310-917-5050 mariasol.com

Seaside At The Pier 250 Santa Monica Pier • 310-883-7437 seasideonthepier.com

Pier Burger 330 Santa Monica Pier • 310-587-2747 pierburger.com

Soda Jerks 200 Santa Monica Pier • 310-393-7632 sodajerksusa.com

Playland Arcade 350 Santa Monica Pier • 310-451-5133 playlandarcadesmpier.com

Starline Tours 300 Santa Monica Pier • 800-959-3131 starlinetours.com

Rusty’s 256 Santa Monica Pier • 310-393-7437 rustyssmpier.com
And the Pier has Vendor Carts, too!

- **Beach Signs & Gifts**
  - Email: andylyttle@hotmail.com

- **Candy Carousel**
  - Email: thecandycarousel@yahoo.com

- **Fruit Cart**
  - Email: dtcommissary@gmail.com

- **Hats Amazing**
  - Email: kinderclinic@yahoo.com

- **Japadog**
  - Email: Nori.japadog@gmail.com

- **La Beach Gifts**
  - Email: Leticia_moraes@hotmail.com

- **Pier Tamales**
  - Email: piertamales@gmail.com

- **Redline Gifts**
  - Email: daniganon@hotmail.com

- **Tees R Us**
  - Email: Jc_caruso@yahoo.com

- **Thermal Base Photos**
  - Email: reinatimberstorm@gmail.com

- **Two Photos In One**
  - Email: twofotosinone@hotmail.com

- **Windy Time**
  - Email: elianquesada@yahoo.com
And if you want to bring in some outside help, here are companies that we have had great experiences with:

**Aaa Flag & Banner**
- Printing banners
- 310-276-1178 • [aaaflag.com](http://aaaflag.com)

**Andy Gump**
- Portable restrooms, fencing and barricades
- 800-992-7755 • [andygump.com](http://andygump.com)

**Anthemic Agency**
- Event Production
- Anthem Agency
- anthemicagency.com

**Auntie M**
- Audio, lighting, video production and equipment
- 626-308-9774

**On-Stage**
- Audio, lighting, video production and equipment
- 626-339-7100 • [onstagerentals.com](http://onstagerentals.com)

**Mammoth Pro Audio**
- Audio, lighting, video production and equipment
- 661-373-8904

**10 Fold Entertainment**
- Event planning and production
- 310-826-4536 • [10foldentertainment.com](http://10foldentertainment.com)

**The Victorian**
- Event planning and production
- 310-392-4956 • [thevictorian.com](http://thevictorian.com)

**Three-Phase Productions**
- Lighting production and equipment
- threephasepro.com

**Pacific Event Lighting**
- Lighting production and equipment
- 818-288-6272 • [pacificeventlighting.com](http://pacificeventlighting.com)

**Cat Entertainment**
- Generators and electrical cabling
- 310-631-7700 • [es-cat.com](http://es-cat.com)

**Associated Protections Services**
- Private security
- 818-527-1780 • [associatedprotectionspecialists.com](http://associatedprotectionspecialists.com)

**Staff Pro**
- Private security
- 714-230-7210 • [staffpro.com](http://staffpro.com)

**Uniserve Facilities Services**
- Custodial services
- 213-533-1000 • [uniservecorp.com](http://uniservecorp.com)

**Smart Party Rents**
- Event equipment rentals (tents, tables, chairs, furniture, linens, etc.)
- 818-888-9501 • [sprezrents.com](http://sprezrents.com)

**Bright Event Rentals**
- Event equipment rentals (tents, tables, chairs, furniture, linens, etc.)
- 310-202-0011 • [bright.com](http://bright.com)

**Twin Valet**
- Shuttle services • 323/462-0080

**Photo-Matica**
- Photo booth • 415/466-8700 • [photo-matica.com](http://photo-matica.com)
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 signs 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>Organization</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</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!