Santa Monica Pier

Rental Guideline and Rates

2021
Having an Activation/Promotion on the Pier

Bring your brand to life in a place in LA’s #1 most Instagrammed spot! With tens of thousands of visitors a day there’s endless opportunity to engage with a broad audience on the Santa Monica Pier. This iconic landmark has a couple of premium locations that can be activated for sampling, exhibits/showcases, photo-ops or promotions:

CENTRAL PLAZA (along the main walkway on the Pier)
• 20-feet wide X 80-feet deep
• Electricity available
• Weight restrictions apply (inquire with Pier Corporation staff)

GRAND ENTRANCE (beach-level on Ocean Front Walk)
• 10-feet wide X 27-feet deep
• Electricity available
• No weight restrictions

See map for rental area →
Activation Venue Fees

ACTIVATION SPACE RENTAL RATE

• **Daily Rate** – $5,000 per day
• **Other Fees** – Other City of Santa Monica Fees may apply, depending on the details of your activation. These fees may include permits from the Fire Department, Building & Safety, etc. Please consult with Pier Corporation Staff for more details.

IMPORTANT THINGS TO KNOW

**Need An Event Permit?**
Most activations and promotions on the Pier can be done quickly, with no need for special permits. Some, however, may involve a structure which requires a Building & Safety Permit and/or a City of Santa Monica Event Permit. For these more complex activations there is a lead-time requirement of at least 30 days prior to activation date so that all permitting can be properly taken care of. Our staff is happy to help walk you through this process with any required City departments in order to make the permitting process as efficient as possible.

**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.

**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.

**Food/Beverages**
The serving 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.

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
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.

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.
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: 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>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aaa Flag &amp; Banner</td>
<td>Printing banners</td>
<td>310-276-1178 • <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 • <a href="http://andygump.com">andygump.com</a></td>
</tr>
<tr>
<td>Anthemic Agency</td>
<td>Event Production</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>
</tr>
<tr>
<td>On-Stage</td>
<td>Audio, lighting, video production and equipment</td>
<td>626-339-7100 • <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>
</tr>
<tr>
<td>10 Fold Entertainment</td>
<td>Event planning and production</td>
<td>310-826-4536 • <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 • <a href="http://thevictorian.com">thevictorian.com</a></td>
</tr>
<tr>
<td>Three-Phase Productions</td>
<td>Lighting production and equipment</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 • <a href="http://pacific_event_lighting.com">pacific_event_lighting.com</a></td>
</tr>
<tr>
<td>Cat Entertainment</td>
<td>Generators and electrical cabling</td>
<td>310-631-7700 • <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 • <a href="http://associatedprotectionspecialists.com">associatedprotectionspecialists.com</a></td>
</tr>
<tr>
<td>Staff Pro</td>
<td>Private security</td>
<td>714-230-7210 • <a href="http://staffpro.com">staffpro.com</a></td>
</tr>
<tr>
<td>Uniserve Facilities Services</td>
<td>Custodial services</td>
<td>213-533-1000 • <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 • <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 • <a href="http://bright.com">bright.com</a></td>
</tr>
<tr>
<td>Twin Valet</td>
<td>Shuttle services</td>
<td>323/462-0080</td>
</tr>
<tr>
<td>Photo-Matica</td>
<td>Photo booth</td>
<td>415/466-8700 • <a href="http://photo-matica.com">photo-matica.com</a></td>
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</tbody>
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## 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 (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>
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Thank You!