Activation/Promotion Rates
## 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</td>
</tr>
<tr>
<td>City of Santa Monica Community Events Office</td>
<td>310.458.8573</td>
</tr>
<tr>
<td>City of Santa Monica Open Space Management</td>
<td>310.458.8974</td>
</tr>
<tr>
<td>City of Santa Monica Parking and Traffic</td>
<td>310.458.8295</td>
</tr>
<tr>
<td>FILM LA</td>
<td>213.977.8600</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</td>
</tr>
<tr>
<td>Pacific Park</td>
<td>310.260.8744 x 258</td>
</tr>
<tr>
<td>Santa Monica TRAVEL &amp; TOURISM</td>
<td>310.319.6263</td>
</tr>
<tr>
<td>Santa Monica Chamber of Commerce</td>
<td>310.393.9825</td>
</tr>
<tr>
<td>Santa Monica PIER MERRY GO-ROUND</td>
<td>310.458.8901</td>
</tr>
<tr>
<td>Santa Monica Police Dept.</td>
<td>310.458.2278</td>
</tr>
<tr>
<td>Santa Monica Fire Dept.</td>
<td>310.458.8652</td>
</tr>
</tbody>
</table>
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)
- 21-feet wide X 16-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 →](#)
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. For all vehicular access and operation on the Pier, please adhere to the [Santa Monica Pier Weight Limits and Size Restrictions document](#).

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 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.

While it is not required to use them, the Pier has a number of restaurants who would be delighted to be a part of your event. We highly encourage reaching out to them before bringing in outside vendors.
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.

IMAGE USE OF PACIFIC WHEEL & PIER ENTRANCE SIGN

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.

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.

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
For vehicle and equipment restrictions, please adhere to the Santa Monica Pier Weight Limits and Size Restrictions document.
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 · info@santamonicanapier.org
            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
Pier Shop & Visitor Center  200 Santa Monica Pier · 310.319.6263
            santamonica.com
Rusty’s  256 Santa Monica Pier · 310.393.7437
            rustyssmpier.com
And the Pier has Vendor Carts, too!

Beach Signs & Gifts  andylittle@hotmail.com
Candy Carousel  thecandycarousel@yahoo.com
Downtown Food Commissary  dtcommissary@gmail.com
Hats Amazing  metinkilci@hotmail.com
Japadog  Nori.japadog@gmail.com
LA Beach & Kites  leticia_moraes@hotmail.com
Pier Tamales  piertamales@gmail.com
Redline Gifts  daniganon@hotmail.com
Tees R Us  daniganon@hotmail.com
Pier Photo Company  reina.rosanna.alvarez@gmail.com
Two Photos In One  twofotosinone@hotmail.com
Windy Time  daniganon@hotmail.com
Churro Man Company  churrochick@yahoo.com
Here are a list of outside 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>A3 Visual</td>
<td>Flags &amp; banners</td>
<td>310.276.1178</td>
<td><a href="http://a3visual.com">a3visual.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>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>Allied Universal</td>
<td>Private security</td>
<td>714.230.7210</td>
<td><a href="http://aus.com">aus.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>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>
<tr>
<td>SP+</td>
<td>Bike Valet</td>
<td>310.576.4743</td>
<td><a href="mailto:echavez@spplus.com">echavez@spplus.com</a></td>
</tr>
<tr>
<td>Rum &amp; Humble</td>
<td>Event &amp; Client Services</td>
<td></td>
<td><a href="http://rumandhumble.com">rumandhumble.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 over 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.
WE CAN’T WAIT TO PARTNER WITH YOU!