



## **Santa Monica Pier Centennial Day**

**September 9, 2009**

### **7 a.m. MORNING BLESSING**

#### **Location - West End of the Pier**

A multi-faith blessing of the Pier led by west side religious leaders.

### **6:00 p.m. - 6:25 p.m. GRAND RE-OPENING CEREMONY**

We re-dedicate the Santa Monica Pier for the next Century in this opening event at the Landmarked Iconic Pier

#### 'A Century of Memories'

Brief memories and historical milestones by those who have lived through each of the decades.

#### "Ribbon of Time"

A very special ribbon cutting ceremony begins

#### "For Future Generations "

Our keynote speaker presents a vision for the Santa Monica Pier in the next century as the ceremonial ribbon is cut!

Fanfares and Flourishes performed by the 14 member Los Angeles Brass Ensemble

"Portrait for the New Century"

Re-staging of the historic photo at the pier sign.

Procession to the People's Pier

Once the ribbon is cut we invite all to come onto the Pier and celebrate this historic occasion with us

**6:45 p.m. – 8:25 p.m. PARTY ON THE PIER**

**Location – Pier Parking Deck**

“100 minute Birthday Party” with a concert featuring award-winning A Capella Group “**Vybration**”, “**The Big Bamboo Steel Band**” and the legendary “King of Surf Guitar” **Dick Dale**.

**8:25 p.m. - 8:50 p.m. “CENTENNIAL SOUNDS AND LIGHTS”**

Find your spot on the beach or at one of the Pier’s Restaurants and get ready for a once in a lifetime display.

**8:50 p.m. - 9:15 p.m. GRAND FIREWORKS FINALE**

**\*\*IMPORTANT PARKING INFORMATION\*\***

Walk, ride your bike- several free bike valet locations will be operating or ride the Big Blue Bus!

During the Grand re-Opening Ceremony at the Pier Sign the southbound lanes on Ocean Avenue to Colorado Avenue and the left turn lanes on westbound Colorado will be closed to all traffic approximately between 5:00 PM and 7:00 PM.

### Parking

In order to reduce traffic congestion along the City's coastline and on City streets, the City has instituted a one-day increase in parking rates for all City-owned parking. It is the goal of the City to distribute event parking to all facilities, both near and away from the beach, in order to better manage traffic on the City's limited roadway network.

Parking at all Beach lots will be \$20 after 2:00 PM. Parking in all City-owned parking lots in Downtown Santa Monica will be \$15 after 6:00 PM. Visitors are encouraged to arrive early or use public transit to avoid the higher parking rates.

Beach parking is available to the north and south of Santa Monica Pier. For beach parking south of Santa Monica Pier, exit I-10 at 4th Street and follow the signs. For beach parking north of Santa Monica Pier, use Pacific Coast Highway.

For Downtown parking lots, exit I-10 at Cloverfield or Lincoln and take Colorado, Broadway, or Santa Monica Boulevard west to 2nd and 4th Streets.

### Leaving Santa Monica

When leaving the City of Santa Monica, I-10 eastbound is encouraged as the fastest option.

From north beach parking lots, access I-10 via Pacific Coast Highway southbound, following the signs for I-10.

From south beach parking lots, use Pico or Ocean Park Boulevards eastbound. Turn left on either 4th Street, Lincoln Boulevard, or Cloverfield Boulevard to access I-10 east.

From Downtown Santa Monica, use Colorado, Broadway, or Santa Monica Boulevard eastbound. Turn right on Lincoln Boulevard or Cloverfield Boulevard to access I-10 east.

All surface streets are expected to be jammed; I-10 is encouraged as the fastest option out of the City of Santa Monica.