

SANTA MONICA  
— PIER —

# Activation/ Promotion Rates

2022-2023

# Santa Monica Pier General City & Community Contacts

## HERE'S HOW TO REACH THEM:

City of Santa Monica Business Licenses	310.458.8745
City of Santa Monica Community Events Office	310.458.8573
City of Santa Monica Open Space Management	310.458.8974
City of Santa Monica Parking and Traffic	310.458.8295
FILM LA	213.977.8600
L.A. COUNTY HEALTH DEPT.	310.665.8450
L.A. County Lifeguards	310.451. 2906
Pacific Park	310.260.8744 x 258
Santa Monica TRAVEL & TOURISM	310.319.6263
Santa Monica Chamber of Commerce	310.393.9825
Santa Monica PIER MERRY GO-ROUND	310.458.8901
Santa Monica Police Dept.	310.458.2278
Santa Monica Fire Dept.	310.458.8652

# 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 →](#)



Discovery Shark Week



No Kid Hungry



Hubert's Lemonade



Naked Juice



Old Navy



Discovery Shark Week



Quest Nutrition



Cinnamon Toast Crunch



Timberlands

# 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

- A** 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.
- B** 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.
- C** 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.
- D** 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.
- E** 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 <a href="http://perryscafe.com">perryscafe.com</a>
Bubba Gump Shrimp	301 Santa Monica Pier · 310.393.0458 <a href="http://bubbagump.com">bubbagump.com</a>
Merry Go-Round	<b>Special Events &amp; Filming</b> 200 Santa Monica Pier · <a href="mailto:info@santamonicipier.org">info@santamonicipier.org</a>  <b>Merry Go-Round Operations &amp; Maintenance:</b> Roth Management · 310.394.8042
Pacific Park	380 Santa Monica Pier · 310.260.8744 <a href="http://pacpark.com">pacpark.com</a>
Mariasol Cocina Mexicana	401 Santa Monica Pier · 310.917.5050 <a href="http://mariasol.com">mariasol.com</a>
Seaside At The Pier	250 Santa Monica Pier · 310.883.7437 <a href="http://seasideonthepier.com">seasideonthepier.com</a>
Pier Burger	330 Santa Monica Pier · 310.587.2747 <a href="http://pierburger.com">pierburger.com</a>
Soda Jerks	200 Santa Monica Pier · 310.393.7632 <a href="http://sodajerksusa.com">sodajerksusa.com</a>
Playland Arcade	350 Santa Monica Pier · 310.451.5133 <a href="http://playlandarcadesmpier.com">playlandarcadesmpier.com</a>
Pier Shop & Visitor Center	200 Santa Monica Pier · 310.319.6263 <a href="http://santamonica.com">santamonica.com</a>
Rusty's	256 Santa Monica Pier · 310.393.7437 <a href="http://rustyssmpier.com">rustyssmpier.com</a>



<b>The Albright</b>	258 Santa Monica Pier · 310.394.9683 <a href="http://thealbright.com">thealbright.com</a>
<b>Santa Monica Pier Aquarium</b>	1600 Oceanfront Walk · 310.393.6149 <a href="http://healthebay.org/aquarium">healthebay.org/aquarium</a>
<b>Trapeze School New York</b>	370 Santa Monica Pier · 310.394.5800 <a href="http://losangeles.trapezeschool.com">losangeles.trapezeschool.com</a>

## And the Pier has Vendor Carts, too!

<b>Beach Signs &amp; Gifts</b>	<a href="mailto:andylyttle@hotmail.com">andylyttle@hotmail.com</a>
<b>Candy Carousel</b>	<a href="mailto:thecandycarousel@yahoo.com">thecandycarousel@yahoo.com</a>
<b>Downtown Food Commissary</b>	<a href="mailto:dtcommissary@gmail.com">dtcommissary@gmail.com</a>
<b>Hats Amazing</b>	<a href="mailto:metinkilci@hotmail.com">metinkilci@hotmail.com</a>
<b>Japadog</b>	<a href="mailto:Nori.japadog@gmail.com">Nori.japadog@gmail.com</a>
<b>LA Beach &amp; Kites</b>	<a href="mailto:leticia_moraes@hotmail.com">leticia_moraes@hotmail.com</a>
<b>Pier Tamales</b>	<a href="mailto:pier tamales@gmail.com">piertamales@gmail.com</a>
<b>Redline Gifts</b>	<a href="mailto:daniganon@hotmail.com">daniganon@hotmail.com</a>
<b>Tees R Us</b>	<a href="mailto:daniganon@hotmail.com">daniganon@hotmail.com</a>
<b>Pier Photo Company</b>	<a href="mailto:reina.rosanna.alvarez@gmail.com">reina.rosanna.alvarez@gmail.com</a>
<b>Two Photos In One</b>	<a href="mailto:twofotosinone@hotmail.com">twofotosinone@hotmail.com</a>
<b>Windy Time</b>	<a href="mailto:daniganon@hotmail.com">daniganon@hotmail.com</a>
<b>Churro Man Company</b>	<a href="mailto:churrochick@yahoo.com">churrochick@yahoo.com</a>

# Here are a list of outside companies that we have had great experiences with:

<b>A3 Visual</b>	Flags & banners 310.276.1178 · <a href="http://a3visual.com">a3visual.com</a>
<b>Andy Gump</b>	Portable restrooms, fencing and barricades 800.992.7755 · <a href="http://andygump.com">andygump.com</a>
<b>Anthemic Agency</b>	Event Production <a href="http://anthemicagency.com">anthemicagency.com</a>
<b>Auntie M</b>	Audio, lighting, video production and equipment 626.308.9774
<b>On-Stage</b>	Audio, lighting, video production and equipment 626.339.7100 · <a href="http://onstagerentals.com">onstagerentals.com</a>
<b>Mammoth Pro Audio</b>	Audio, lighting, video production and equipment 661.373.8904
<b>10 Fold Entertainment</b>	Event planning and production 310.826.4536 · <a href="http://10foldentertainment.com">10foldentertainment.com</a>
<b>The Victorian</b>	Event planning and production 310.392.4956 · <a href="http://thevictorian.com">thevictorian.com</a>
<b>Pacific Event Lighting</b>	Lighting production and equipment 818.288.6272 · <a href="http://pacificeventlighting.com">pacificeventlighting.com</a>
<b>Cat Entertainment</b>	Generators and electrical cabling 310.631.7700 · <a href="http://es-cat.com">es-cat.com</a>
<b>Associated Protections Services</b>	Private security 818.527.1780 · <a href="http://associatedprotectionspecialists.com">associatedprotectionspecialists.com</a>
<b>Allied Universal</b>	Private security 714.230.7210 · <a href="http://aus.com">aus.com</a>
<b>Uniserve Facilities Services</b>	Custodial services 213.533.1000 · <a href="http://uniservecorp.com">uniservecorp.com</a>
<b>Bright Event Rentals</b>	Event equipment rentals (tents, tables, chairs, furniture, linens, etc.) 310.202.0011 · <a href="http://bright.com">bright.com</a>
<b>Twin Valet</b>	Shuttle services · 323.462.0080
<b>Photo-Matica</b>	Photo booth 415.466-8700 · <a href="http://photo-matica.com">photo-matica.com</a>
<b>SP+</b>	Bike Valet · 310.576.4743 · <a href="mailto:echavez@spplus.com">echavez@spplus.com</a>
<b>Rum &amp; Humble</b>	Event & Client Services <a href="http://rumandhumble.com">rumandhumble.com</a>

# 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.

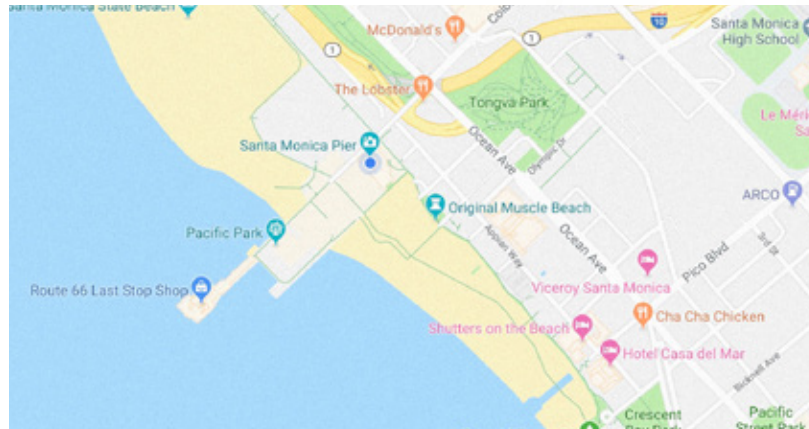
### Central Plaza

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

### Parking Lot Dimensions:

Whole lot not allowing for fire lanes	526ft L x 141ftW
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 —

**WE CAN'T  
WAIT TO  
PARTNER  
WITH YOU!**

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