

SANTA MONICA
— PIER —

Filming & Photo shoot 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
-------------------------	--------------

Filming and Photo Shoots on the Pier

Forrest Gump ran here, Iron Man flew here, Paul Newman's Henry Gondorff lived and worked here in The Sting, and your next hero could have their pivotal moment here. The scene-stealing Santa Monica Pier is an ideal setting for filming and photo shoots!

All commercial filming on the Pier – or using the Pier as background – requires specific approval and a permit, issued by FilmLA and the City of Santa Monica. We'll help you to coordinate all necessary documentation and work with you, the Pier's merchants, FilmLA and City staff to ensure an easy and seamless filming/photography process.

FILMING & COMMERCIAL PHOTOGRAPHY FEES

Filming

All Day	\$3,223.47 Commercial films; motion picture, television, movies and serials, video, commercial ads for products, etc.
Half Day	\$1,289.39 (up to 6 hours, including set-up and tear-down) Commercial films, motion picture, television, movies and serials, video, commercial ads for products, etc.
Street Interviews	\$1031.50/day Commercial filming companies interviewing the public. Crews are usually less than ten.
Equipment Only	\$1,289.39 Commercial filming companies filming on the beach or under the Pier but would like to set-up lights, generator etc. on the Pier.
Student Film	No fee A letter from school verifying student status is required.
Non profit	No fee copy of form 501(C)(3) verifying non-profit status is required.

COMMERCIAL PHOTOGRAPHY

Standard	\$1,934.08 Photographer utilizing a tripod and usually models or products for commercial print ads, magazines, catalogues, etc.
Students & Documentaries	No fee (with proper verification) A letter from school verifying student status is required and/or 501c(3).



Modern Family



Modern Family



Great Foodtruck Race



Hannah Montana



Lucifer



Lucifer



Star Trek Voyager



Stitchers

Important things to know

THE PERMIT PROCESS

It all starts with FilmLA, so you'll want to reach out to them directly at 213.977.8600 or filmla.com.

FilmLA requires that a permit application be submitted at least 5 days prior to the desired film/photo shoot date. All permit fees are paid directly to FilmLA, and proof of insurance is to be submitted to their office as well.

FilmLA will then direct you to contact our office (SMPC) for proper coordination. At this point you will either call 310.458.8935 or e-mail aurora@santamonicapier.org

LOCATIONS, LOCATIONS, LOCATIONS!

The Santa Monica Pier is basically like a three-block city street with a number of privately owned & operated business along it (including an amusement park).

Open Spaces

The SMPC oversees all open spaces, including the Pier Parking Deck (parking lot on the Pier). Use of most of these open spaces is included within Pier Film Permit, however if you need to use any section of the Pier Parking Deck either for filming or parking, a buyout of that space will be required. Rates are seasonal, and our staff will gladly help you to determine costs as well as to reserve the space you need.

Pier Businesses

If you wish to use one of those businesses for your film or photo shoot, you will need to work with them directly. Our staff will be happy to help put you in direct touch with the proper contact persons at each business you're interested in.

LOAD-IN AND LOAD-OUT LOGISTICS

Detailed plans for load-in and load-out for a filming/photo shoot should be presented and discussed with SMPC staff well in advance of the booked filming/photo shoot date in order to assure that everything goes as smoothly as possible on shoot 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](#).

An HSO will also be required to be on site at all times that a production company is driving vehicles, filming, or has equipment on the Pier deck. Production vehicles are not allowed on the Pier deck until the assigned HSO is onsite.

BASE CAMPS

Base Camps may be set up in the beach-level parking lot immediately north of the Pier (1550 Pacific Coast Highway). Arrangements for this must be made directly with the City of Santa Monica Parking Office at (310) 458.2201 x2689.

For Base camps on the Pier Deck, contact our office (SMPC) via phone 310.458.8935 or e-mail aurora@santamonicapier.org for proper coordination.

Base Camps on the Pier Deck must meet the [Santa Monica Pier Weight Limits and Size Restrictions.](#)

INSURANCE REQUIREMENTS

A Insurance certificate holder shall be submitted directly to FilmLA and must 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 Production company will be required to provide general liability insurance.

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 productions 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 Production company'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.

PRIVATE SECURITY PERSONNEL

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

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@santamonicipier.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

The Albright	258 Santa Monica Pier · 310.394.9683 thealbright.com
Santa Monica Pier Aquarium	1600 Oceanfront Walk · 310.393.6149 healthebay.org/aquarium
Trapeze School New York	370 Santa Monica Pier · 310.394.5800 losangeles.trapezeschool.com

And the Pier has Vendor Carts, too!

Beach Signs & Gifts	andylyttle@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:

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

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.

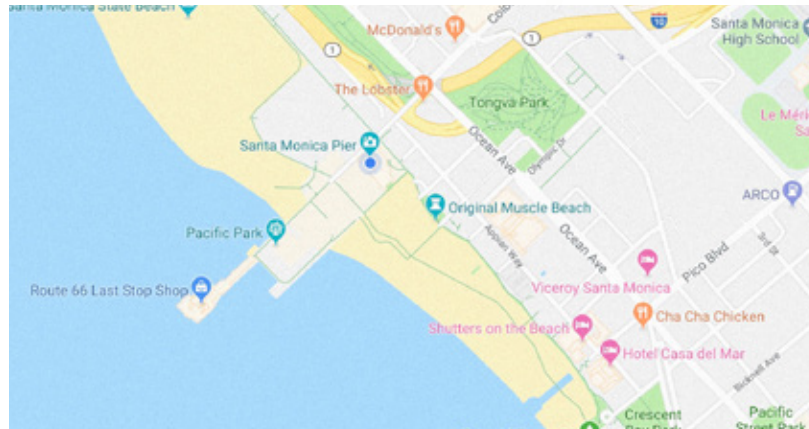
Central Plaza

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!**

2022-2023