

SANTA MONICA  
— PIER —

# Large-Scale Event 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       |

# Producing a Large-Scale Event on the Pier

The Santa Monica Pier Parking Deck is available for large-scale event rentals for up to 6,000 people. Use of the Parking Deck as a venue requires working from a clean slate, enabling the producer of the event to bring in any fencing or barricades to define their event footprint and to erect any tenting or structures that can work within the Pier's weight limits.

## VENUE SIZE OPTIONS

The Pier Parking Deck is available to rent in the following three size configurations:

- **Quarter Pier Parking Deck** (**East** or **West Quarter**) – 11,000 square feet
- **Half Pier Parking Deck** (**East** or **West Half**) – 22,000 square feet
- **Entire Pier Parking Deck** – 50,000 square feet
- Map of entire Pier schematic

The Santa Monica Fire Department will make the final determination on capacity based upon the event site plan.





Wanderlust



Bleacher Report



Unique Markets



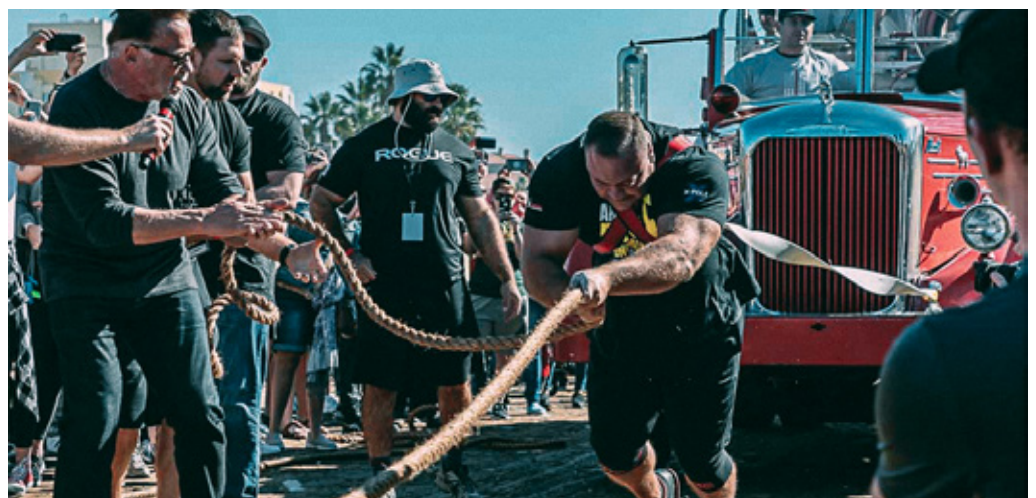
Bleacher Report



Chargers Draft Party



Stranger Things Season 3 Fun Fair



Arnold Schwarzenegger Strongman Contest

# Event Permit

A City of Santa Monica Event Permit is required for any event that:

- Exceeds 150 attendees
- or
- Includes a structure that requires a City of Santa Monica Building Permit

## HOW TO OBTAIN AN EVENT PERMIT

1. The first step is to submit a written detailed description to the SMPC office.
2. Our office will then review the request. If approved, you may move on to applying for the event permit online.
3. Apply online [HERE](#) for the event permit.
4. You will be working closely with the [SMPC office](#) for venue rental & logistics and with the City of Santa Monica for permits.

# Large Scale Event Venue Fees

When renting a portion of the Santa Monica Pier Parking Deck, you will be working with both the Santa Monica Pier Corporation and the City of Santa Monica, with fees due separately to each organization. Fees due to the Pier Corporation include those for venue rental, access to electricity, location supervision and some select item rentals. Fees due to the City of Santa Monica are all related to specific City permits and City staffing (police and fire personnel, building permits, etc.)

## **SANTA MONICA PIER CORPORATION FEES**

Event Rental Rates

### APRIL 1 THROUGH OCTOBER 31

#### **Monday through Sunday**

|                           |                  |
|---------------------------|------------------|
| Quarter Pier Parking Deck | \$8,000 per day  |
| Half Pier Parking Deck    | \$15,000 per day |
| Entire Pier Parking Deck  | \$30,000 per day |

### NOVEMBER 1 THROUGH MARCH 31

#### **Monday through Thursday**

|                           |                  |
|---------------------------|------------------|
| Quarter Pier Parking Deck | \$6,300 per day  |
| Half Pier Parking Deck    | \$11,500 per day |
| Entire Pier Parking Deck  | \$23,000 per day |

#### **Friday, Saturday & Sunday**

|                           |                  |
|---------------------------|------------------|
| Quarter Pier Parking Deck | \$7,200 per day  |
| Half Pier Parking Deck    | \$13,200 per day |
| Entire Pier Parking Deck  | \$26,400 per day |

Non-profit rates available upon request.

### ELECTRICAL POWER

|                 |       |
|-----------------|-------|
| Access & Hookup | \$400 |
|-----------------|-------|

### EVENT SUPERVISOR (SMPC STAFF)

|                            |               |
|----------------------------|---------------|
| Standard Day (up to 8 hrs) | \$300 per day |
| Overtime (after 8 hrs)     | \$80 per hour |

### WI-FI SIGNAL BOOST

|                    |              |
|--------------------|--------------|
| Hookup + First day | \$250        |
| Additional Access  | \$50 per day |

# Estimate of City of Santa Monica Services & Fees 2022-2023

Event Permittee shall be responsible for all City departmental service charges and fees incurred in connection with this event. Rates quoted below are current on today's date, but actual costs will reflect rates current at the time of your event.

This list may not be all inclusive, additional fees or charges may be required depending on the nature of the event.

## **APPLICATION FEE**

The application fee, which must be submitted with the application, is between \$86.45 and \$328.79 depending on the event category and how far in advance the event application is submitted. The application fee is non-refundable.

[More information](#) →

## **ADMINISTRATIVE FEE**

The administrative fee ranges from \$107.96 – 789.71 and is based on the complexity of the event and the staff hours required to process the application. The administrative fee is non-refundable.

[More information](#) →

## **BUILDING AND SAFETY**

Single Trade Permit may be required (includes inspection during regular hours 8am – 4pm. After-hours inspection will be charged an additional fee.

[More information](#) →

## **BUSINESS LICENSE**

Supply and Service providers (i.e., caterers, valet services, event rentals) are required to obtain a Santa Monica business license. Approved participants including retail vendor and exhibitors at permitted events are exempt from having to obtain a Santa Monica business license.

For information related to the business license process, please contact the Business License office at 310-458-8745 or visit their site.

[More Information](#) →



## **FIRE**

Administrative costs for Fire personnel is actual costs per hour.

[More information](#) →

## **NEIGHBOR NOTIFICATION FEE**

The Community Events Office will mail out notices to residents and businesses within 500 feet of a Category 1 event if there will be 1) amplified sound (other than brief, intermittent announcements), or live music outdoors or in a tent and/or 2) if the event requires a street closure(s).

[Contact office here](#)→

## **POLICE**

The number of police officers required for security, crowd control, traffic management, etc., to be determined by the Police Operations Division.

[More information](#) →

## **RESOURCE RECOVERY AND RECYCLING**

Recycling bins, carts and dumping services are available for rent. Trash and food bins, carts and servicing are also available for rent.

[More information](#) →

# Important things to know

The Santa Monica Pier is one of the most spectacular places in the world to host an event, and we're very proud of it! It is also one of the most complex, since it's basically a large wooden plank hovering 30-feet over the beach and ocean. So, there are some specifics that need to be taken into consideration when hosting an event here.

## ALCOHOL

- A** Alcohol is permitted in conjunction with, ancillary and subordinate to approved community events. Alcohol is not permitted at events at the West End deck area of the Pier.
- B** Alcohol may not be a primary component of any event on the Pier.
- C** Alcohol is NOT permitted at events that are free to the general public; but IS permitted at events that require paid admission or a personal invitation to enter provided alcohol management practices are followed. The sale and consumption of alcohol will be permitted at events that require paid admission or an invitation to enter provided that:
  1. both the sale and consumption of alcohol is located
  2. within a defined, enclosed area not visible from the outside to the general public and with security at all entries
  3. alcohol is served in conjunction with food
  4. all required approvals are obtained
  5. alcohol management practices specified by the City are implemented.
- D** Where alcohol is allowed, the implementation of specific alcohol management regulations to be stipulated by the Community Events and SMPC Office, will be required to promote a safe and enjoyable environment for guests attending and leaving events and reduce exposure to liability.
- E** The event organizer must provide a copy of the Alcohol Beverage Control permit to the City of Santa Monica before a Community Event Permit can be issued for an alcohol related event.
- F** The event organizer must provide commercial general liability insurance including liquor liability coverage in limits specified by the Risk Manager.

## **ATTACHMENT TO FACILITY SURFACES**

Decorations or other items shall not be attached or affixed to the facility without prior approval of either the SMPC Event Staff or SMPC Executive Director. Direct application of nails, screws, or staples to any surface of the facilities is prohibited.

## **AUDIO**

- A** As provided herein, permitted community events are exempt from the noise ordinance. The following measures, however, will be required to reduce noise impacts on surrounding neighbors.
- B** Amplified sound allowed during event hours only (excludes set up and strike times unless sound check time has been approved in advance).
- C** Time periods and length of time will be limited for live musical performances, amplified sound, or other sound generators that are audible beyond the geographic boundaries of the event.
- D** Sound-check time during which sound amplification is used and practice time for live music will be limited to a cumulative total of two hours between the earliest permitted event or shoot start time for each event or shoot and the start of the event or shoot for events that are held outdoors or in a tent or temporary structure.
- E** **When amplified sound is used at the Pier speakers must be directed towards the ocean and away from residents.**

## **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.

## **CABLING**

Any cable runs in an area in which the public is permitted must be securely covered by either cable ramps, tape or carpet to prevent potential trip hazards.

## **COMPENSATION TO SANTA MONICA PIER TENANTS**

Pier tenants must be compensated for loss of business if the event will take place within the confines of the tenants' lease space or if the event will block patron access to the businesses. Arrangements between production companies and Pier tenants must be made prior to the event date. Compensation is negotiated directly by the event company with the tenants.

Directional signage **MUST** be added if the event obstructs the visual sightline to Pier tenant business entrance(s).

## **CONCERTS (LIVE MUSIC – BAND OR DJ)**

The City of Santa Monica limits concert event rentals to a maximum of 500 attendees. Live music is allowed at other, larger events, as long as it is secondary and ancillary to the primary purpose of the event.

Santa Monica Community Events Office and Police Department will need to pre-approve talent and marketing plans.

## **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.

## **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**

**A**

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

**B**

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.

**C**

**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.

**D** 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.

**E** 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.

**F** 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.

An optional event liability policy is available for purchase through the City in order to meet the insurance requirements.

**G** A "safety plan," including participant release forms, documentation of equipment safety, etc., may be required for events that include physical activity by attendees.

### **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

### **LITTER OR DEBRIS**

Upon completion of event, the Pier must be left free of litter or debris. A custodial and trash receptacle fee will be deducted from the security deposit from the event company, which do not leave the Pier in the condition in which it was found. A refundable clean-up deposit may be imposed. The following is a schedule of the minimum fee, which will be deducted from the security deposit:

- 0-500 event attendees crew & cast = \$500
- 500+ event attendees crew & cast = \$1,000

Event organizers will be charged at the prevailing rate for all drop off of additional bins used to dispose of trash generated by the event. This fee is in addition to the stated fees above.

### **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](#).

### **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.

### **SMOKING AREAS**

The Santa Monica Pier is a non-smoking pier.

### **"TRASH TRAIN"**

The City of Santa Monica requires access through the Pier parking deck for the removal of all standard Pier trash and recycling. A lane between Pier businesses and the event footprint must always be maintained for access to the "trash train." The SMPC can coordinate with the City specific times during the event to pause operations based on consultation with event producer.

### **VEHICLE AND EQUIPMENT RESTRICTIONS**

For vehicle and equipment restrictions, please adhere to the [Santa Monica Pier Weight Limits and Size Restrictions document](#).

# Important things to know

Basic Venue Information:

## SEMI-PRIVATE PARTY

We stanchion off an area based upon the size of your expected attendance and provide chairs and tables for you. Upon your arrival our staff will supply you with wristbands which will enable your guests access to unlimited free rides on the merry go-round horses!

You are free to set up and manage your party from that point on. We ask that you please clean up afterward, placing trash and recycling in the appropriate receptacles and removing your belongings. We will put the tables and chairs away, sweep and mop once you have vacated.

## AVAILABILITY

We offer two different time slots for Saturday and Sunday children's birthday party rentals:

- **11:00 AM to 2:00 PM**
- **3:00 PM to 6:00 PM**

These time slots are specifically designed to give maximum opportunity to those wishing to have parties, so **all load-in, setup and load-out time needs to take place within the hours listed.**

It is also possible to have a children's birthday party on another day of the week. Please consult with Pier Corporation staff to learn details and availability.

## FURNITURE

- Pier Corporation staff will set up seven (7) standard size (6'x 2 ½') banquet tables and 40 chairs prior to your arrival. You are welcome to re-arrange the furniture as you wish, within the designated birthday party area.
- Child-size tables and chairs are available at an additional cost.

## FOOD & BEVERAGE

- Food and Beverage are welcome at Merry Go-Round events. You may bring in your own food, use a preferred caterer or work with one of the Pier's many restaurants. There is even an old-fashioned soda fountain (Soda Jerks) inside!

## ALCOHOL

- **NO ALCOHOL** is allowed to be present during hours that the building is open to the public

### Insurance:

- Special Event Insurance is already included in your rental.

## SOME THINGS WE (UNFORTUNATELY) HAVE TO SAY "NO" TO

- **Balloons** – We're right next door to the ocean, and balloons don't mix well with that
- **Bubbles** – They make the floor really, really slippery!
- **Tapes, tacks, staples, nails or screws** – It's a historic, national landmark building!

# Our wonderful family of Pier Merchants are always happy to be a part of your event!

## HERE'S HOW TO REACH THEM:

|                                       |                                                                                                                                                                                                                                    |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Blazing Saddles</b>                | 320 Santa Monica Pier · 310.393.9778<br><a href="http://perryscafe.com">perryscafe.com</a>                                                                                                                                         |
| <b>Bubba Gump Shrimp</b>              | 301 Santa Monica Pier · 310.393.0458<br><a href="http://bubbagump.com">bubbagump.com</a>                                                                                                                                           |
| <b>Merry Go-Round</b>                 | <b>Special Events &amp; Filming</b><br>200 Santa Monica Pier · <a href="mailto:info@santamonicipier.org">info@santamonicipier.org</a><br><br><b>Merry Go-Round Operations &amp; Maintenance:</b><br>Roth Management · 310.394.8042 |
| <b>Pacific Park</b>                   | 380 Santa Monica Pier · 310.260.8744<br><a href="http://pacpark.com">pacpark.com</a>                                                                                                                                               |
| <b>Mariasol Cocina Mexicana</b>       | 401 Santa Monica Pier · 310.917.5050<br><a href="http://mariasol.com">mariasol.com</a>                                                                                                                                             |
| <b>Seaside At The Pier</b>            | 250 Santa Monica Pier · 310.883.7437<br><a href="http://seasideonthepier.com">seasideonthepier.com</a>                                                                                                                             |
| <b>Pier Burger</b>                    | 330 Santa Monica Pier · 310.587.2747<br><a href="http://pierburger.com">pierburger.com</a>                                                                                                                                         |
| <b>Soda Jerks</b>                     | 200 Santa Monica Pier · 310.393.7632<br><a href="http://sodajerksusa.com">sodajerksusa.com</a>                                                                                                                                     |
| <b>Playland Arcade</b>                | 350 Santa Monica Pier · 310.451.5133<br><a href="http://playlandarcadesmpier.com">playlandarcadesmpier.com</a>                                                                                                                     |
| <b>Pier Shop &amp; Visitor Center</b> | 200 Santa Monica Pier · 310.319.6263<br><a href="http://santamonica.com">santamonica.com</a>                                                                                                                                       |
| <b>Rusty's</b>                        | 256 Santa Monica Pier · 310.393.7437<br><a href="http://rustyssmpier.com">rustyssmpier.com</a>                                                                                                                                     |



|                                   |                                                                                                                        |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>The Albright</b>               | 258 Santa Monica Pier · 310.394.9683<br><a href="http://thealbright.com">thealbright.com</a>                           |
| <b>Santa Monica Pier Aquarium</b> | 1600 Oceanfront Walk · 310.393.6149<br><a href="http://healthebay.org/aquarium">healthebay.org/aquarium</a>            |
| <b>Trapeze School New York</b>    | 370 Santa Monica Pier · 310.394.5800<br><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<br>310.276.1178 · <a href="http://a3visual.com">a3visual.com</a>                                                      |
| <b>Andy Gump</b>                       | Portable restrooms, fencing and barricades<br>800.992.7755 · <a href="http://andygump.com">andygump.com</a>                           |
| <b>Anthemic Agency</b>                 | Event Production<br><a href="http://anthemicagency.com">anthemicagency.com</a>                                                        |
| <b>Auntie M</b>                        | Audio, lighting, video production and equipment<br>626.308.9774                                                                       |
| <b>On-Stage</b>                        | Audio, lighting, video production and equipment<br>626.339.7100 · <a href="http://onstagerentals.com">onstagerentals.com</a>          |
| <b>Mammoth Pro Audio</b>               | Audio, lighting, video production and equipment<br>661.373.8904                                                                       |
| <b>10 Fold Entertainment</b>           | Event planning and production<br>310.826.4536 · <a href="http://10foldentertainment.com">10foldentertainment.com</a>                  |
| <b>The Victorian</b>                   | Event planning and production<br>310.392.4956 · <a href="http://thevictorian.com">thevictorian.com</a>                                |
| <b>Pacific Event Lighting</b>          | Lighting production and equipment<br>818.288.6272 · <a href="http://pacificeventlighting.com">pacificeventlighting.com</a>            |
| <b>Cat Entertainment</b>               | Generators and electrical cabling<br>310.631.7700 · <a href="http://es-cat.com">es-cat.com</a>                                        |
| <b>Associated Protections Services</b> | Private security<br>818.527.1780 · <a href="http://associatedprotectionspecialists.com">associatedprotectionspecialists.com</a>       |
| <b>Allied Universal</b>                | Private security<br>714.230.7210 · <a href="http://aus.com">aus.com</a>                                                               |
| <b>Uniserve Facilities Services</b>    | Custodial services<br>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.)<br>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<br><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.

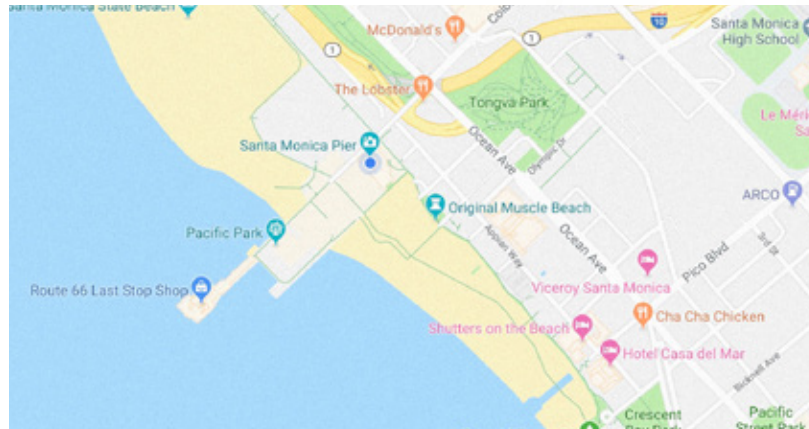
### Central Plaza

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!**

---

2022-2023