



## ECONOMIC DEVELOPMENT DIVISION (EDD) Quarter 2 (October - December 2009) in Review

### Stimulating business activity

**Downtown Parking Program:** Common wisdom says that a successful commercial district can never have too much parking. But, the Walker Parking Study, reviewed by the City Council on September 8, 2009, made some unexpected recommendations that will affect the City's plans for the construction of additional parking in Downtown Santa Monica.

The Study determined that the total amount of new construction anticipated in Downtown has not met previous forecasts, thus the number of new parking spaces that need to be constructed at this time is less than originally anticipated. In addition, there are a large number of private parking spaces that are under-utilized. The Study recommended that the City work with private property owners to make these spaces available to the public, adding to the current parking inventory.

The Study also looked at the current pricing strategy. It found that parking in Downtown Santa Monica is under-priced and recommended that rates be increased to encourage employees to walk, bike, carpool or take the bus instead of driving a single occupancy car. The additional revenue would also fund programs that will improve access to and around the Downtown. The consultants recommend increasing daily rates from \$7 to \$9, evening rates from \$3 to \$5, monthly rates from \$82.50 to \$121, reducing the amount of time for free parking from two hours to one hour and charge \$1 for the second hour and \$2 for each additional hour instead of the current \$1 per 30 minutes. The on-street parking meter rates would be raised by 50 cents an hour. These recommendations will be brought forward to the Council for its consideration during the coming year.



### Fostering a vibrant local economy



**The 4<sup>th</sup> Annual Pico Art Walk + Classic Car Show** took place on October 17<sup>th</sup>. Over 100 Pico businesses and local artists participated, helping to draw several thousand attendees to Virginia Avenue Park and to participating businesses along Pico Boulevard. The car show raised over \$3,000 for Santa Monica High School football player Cody Williams' recovery fund. The Pico Improvement Organization produced the event in partnership with the City of Santa Monica and Santa Monica College. As each event grows in popularity, more and more shoppers are discovering the many unique and valuable businesses and services that are located along the boulevard.

**Pier Infrastructure Improvement Update:** New public restrooms on the Pier opened in August, presenting Pier visitors and vendors with a clean and safe facility within a building that evokes the whimsy and fun of the Pier. As the Pier enters its second century the City continues to make investments to ensure it remains structurally sound. The City has approved engineering contracts and earmarked funding for: construction of an evacuation gangway for the west end of the Pier; Phase IV sub-structure improvements to increase the Pier's load bearing capacity; utility upgrades; installation of a reproduction Onion Dome for the historic Carousel building; and replacement necklace lighting for the perimeter of the Pier.



## Promoting sustainable development



**“Buy Local Super Saturday!”** took place on October 3<sup>rd</sup> as part of Santa Monica’s annual Sustainability Week. Over sixty businesses participated, offering discounts and special offers to shoppers who used reusable bags. The **Buy Local Santa Monica campaign** is dedicated to promoting local businesses and raising awareness of the environmental, economic, and social benefits of buying local. To find out more about the campaign and to get involved, visit: [www.buylocalsm.com](http://www.buylocalsm.com), email [Buylocalsm@smgov.net](mailto:Buylocalsm@smgov.net), + become a fan [www.facebook.com/buylocalsm](http://www.facebook.com/buylocalsm)

## Santa Monica Farmers Market Gift Ideas + Winter Hours

All markets open – rain or shine!!! Shop for all your holiday cooking needs at the Santa Monica Farmers Markets. Visit our website for great gift ideas and seasonal treats: [http://www.smgov.net/farmers\\_market](http://www.smgov.net/farmers_market)  
Please note the Downtown Farmers Market will be closed on Saturday, Nov 28<sup>th</sup>.

## Supporting local business

On July 23, the Economic Development team partnered with the Santa Monica College Office of Workforce Development to host a **Green Business Opportunity Roundtable** at the Main Library. The roundtable featured sustainability and marketing experts, along with our own in-house expert Andrew Basmajian from the Office of Sustainability and the Environment, who shared their insights on the direction of "green" in this new economy and the impact it will have on future workforce. Over sixty people attended the event, including businesses, SMC faculty and City staff.

**Space + Opportunities for Local Businesses:** Looking for affordable office or studio space in Santa Monica? Check out the list of current opportunities at Santa Monica Airport: [http://www.smgov.net/business/space\\_avail.htm](http://www.smgov.net/business/space_avail.htm). Also visit this site to find out about future opportunities for retail kiosk space at Santa Monica Pier and other City-owned locations.



## Upcoming events:

- **October 28<sup>th</sup>: Monetizing Social Media, 6-8:30pm at Santa Monica Main Library MLK Jr Auditorium.** Join business leaders for an insightful discussion on the opportunities social media provides entrepreneurs, small business and corporate America, and hear about the potential impacts this industry will have on our future workforce. Organized by SMC in partnership with the City of SM, SM Chamber, GirlsInTech, LAWire, SM Small Business Development Center and ThinkLA.
- **October 30<sup>th</sup> – January 18<sup>th</sup>: Ice Skating at Bayside, corner of 5<sup>th</sup> and Arizona.** Part of Downtown Winterlit, organized by the Bayside District in partnership with the City of Santa Monica.
- **October 31<sup>st</sup>: 2<sup>nd</sup> Annual Halloween Hop on Montana Avenue, 3-6 pm.** Presented by the Montana Avenue Business Improvement District, [www.visitmontanaavenue.com](http://www.visitmontanaavenue.com)
- **November 5<sup>th</sup>: Eating the Whole Farm, 7-9pm at Santa Monica Main Library, MLK Jr Auditorium.** Featuring Santa Monica Farmers Market farmers Greg Nauta (Rocky Canyon Farm) + Phil McGrath (McGrath Family Farm), and Chef Ben Ford (Ford’s Filling Station). Moderated by Evan Kleiman, host of KCRW’s Good Food. Free. [http://www.smgov.net/farmers\\_market](http://www.smgov.net/farmers_market)
- **December 4<sup>th</sup>: Montana Avenue Holiday Walk, 5-9 pm.** Organized by the Montana Avenue BID. [www.visitmontanaavenue.com](http://www.visitmontanaavenue.com)
- **December 5<sup>th</sup>: Main Street Annual Holiday Event.** Organized by the Main Street BID. [www.mainstreetsm.com](http://www.mainstreetsm.com)

*For more information on the City of Santa Monica’s Economic Development Division activities, upcoming events and projects, or for general economic development enquiries, please visit [www.smgov.net/business/doing\\_business.htm](http://www.smgov.net/business/doing_business.htm) or contact us at (310) 458 8906 or email: [EconDevel@smgov.net](mailto:EconDevel@smgov.net).*