

Seascape

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DISPATCHERS ANSWER OVER 250,000 CALLS EVERY YEAR

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HELP THE ANIMALS AT THE SANTA MONICA ANIMAL SHELTER

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OVER 750 NEW BUSINESSES OPEN IN SANTA MONICA

Santa Monica Summer is Here



TEN THINGS ONLY A SANTA MONICA SUMMER CAN OFFER

10. PIER

If you're reading this, you probably know the Santa Monica Pier by heart: the breathtaking views, its rich history, and all the people and food you encounter while strolling.

What you may not have known is that Santa Monica Pier Corporation is kicking off the summer with its annual – FREE! – **Pier 360 Ocean Sports & Beach Festival** on **Saturday, June 25** and **Sunday, June 26**. The two-day beach bonanza brings together 500+ athletes competing for cash prizes and thousands of spectators. Lifeguard dory races, stand-up and prone paddleboard races (SUP), ocean swims, and volleyball are just a few of the two-day festival's events. Guests can watch the skaters on the Red Bull skate ramp, give the Ninja Nation obstacle course a shot, or relax in the Beer & Spirits Garden just listening to live music and DJs spinning beats all afternoon. This is definitely an event that you, your friends, and family will not want to miss.



Saturday, June 25 and Sunday, June 26

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PARA OBTENER UNA COPIA EN ESPAÑOL DE SEASCAPE



SamO PRIDE

Visit SMPride.com to learn about events and programs celebrating LGBTQIA+ Pride Month.

TEN THINGS ONLY A SANTA MONICA SUMMER CAN OFFER (CONTINUED)

9. JUNETEENTH



Santa Monica recognized Juneteenth as an official City holiday in 2022. But our celebration of this most important day has been happening for 30 years. Juneteenth, known as America's second Independence Day, is the oldest known celebration commemorating the ending of slavery in the United States. The first Juneteenth in Santa Monica was held in 1992 as a small observance on the Third Street Promenade. Over the years, thanks to LaVerne Ross's dedication and leadership (who approached the City in 1992), the event has grown into an important annual tribute that brings together Santa Monica's Black community.

This June, join LaVerne Ross, the City of Santa Monica, and the Juneteenth Celebration Committee for the 30th annual Juneteenth Celebration on **Saturday, June 18 from 1 - 7 p.m.** at Virginia Avenue Park for an afternoon of music, unique food and craft vendors, and local resources.

In the event's third decade, the main stage will feature a stellar lineup of musicians including jazz great **Dee Dee Bridgewater**, saxophonist **Mike Phillips**, and all-female R&B band **KLYMAXX** as well as local favorite **Block Party Band**. **KJLH's DJ** will emcee and **Chazz Ross** will open the celebration with his traditional drum call.

8. AMERICANA IN THE PARK



From the 2021 Americana Concert Series
Photo Credit: Jazz On The Lawn 2019 by Javier Guillen

Nothing feeds the soul quite like music. And nothing can possibly beat music outside! Santa Monica and McCabe's Guitar shop is bringing back **Americana in the Park** to Gandara Park **every Sunday in September** from **3 - 6 p.m.** This year you can enjoy a showcase of a diverse group of Southern California artists and Americana styles. Each concert will feature two family-friendly groups, with the opener geared towards children. Each concert will also feature food trucks and a McCabe's Guitar Pop-Up Shop.

This free event is perfect for everyone. Whether you come to enjoy it alone, with friends or the family, or you want to show off your City to your end-of-summer guests, be sure to bring a picnic, blanket, and beach chairs. Mark your calendars because you do not want to miss this. For more information, visit santamonica.gov/blog/americana-in-the-park-2022-concert-series.

7. PARKS

Santa Monica takes a great deal of pride in its parks. Did you know our city has nearly 30 parks? 28 to be exact! Reflecting pools, playgrounds, dog parks, baseball fields, picnic tables, walking paths — we could write a whole magazine on the parks alone! We're just gonna throw half of their names your way to remind you to get outside. It would be a great summertime bucket list item to find the other 14 and visit all of them!

- **HISTORIC BELMAR PARK** is Santa Monica's newest park. At 3.5 acres, it includes a multi-purpose sports field complex that expands Santa Monica's parks system. Follow the trail around the field to see a public art installation and interpretive signage commemorating the African American community that thrived there in the early 20th century. The Belmar History + Art project honors the vast contributions African American residents made to Santa Monica's vibrancy and was the

impetus for these amenities and for giving the park its name. If you only make it to one park this summer (and you have to make it to way more than one), be sure it's our newest park, Historic Belmar Park.

- **BARNARD WAY LINEAR PARK** is a small 3.22-acre area close to the beach and shoreline. If you want a front-row seat to take in the mighty Pacific (while still having quick access to volleyball courts and a playground for the kids) then this is just for you.
- **DOROTHY GREEN PARK**, formerly known as *Beach Park #1*, was renamed to honor environmentalist Dorothy Green. It hosts a playground built just for toddlers, an allée of palm trees that some might imagine was almost designed with influencers' selfies in mind.
- **OCEAN VIEW PARK** is a local favorite with basketball and tennis courts, green space, and a walking path directly to the beach. But just because you know it, doesn't mean you shouldn't be there all summer long.



- **ISHIHARA PARK** opened to the public in 2017. Named after local resident and WWII veteran George Ishihara who participated in the liberation of the Dachau concentration camp. While the park is full of benches, a playground, outdoor exercise equipment, BBQ grills, and a half-mile walking trail, the eastern end of the park hosts something completely special: the Learning Garden. This is a place for community members to practice gardening by planting vegetables, herbs and even citrus trees!
- **CLOVER PARK** is where you go to play your favorite sport: volleyball, tennis, baseball, you name it. But it's also where you go with your family. All the picnic tables, BBQ grills, and playgrounds mean you can do it all!
- **NORTH BEACH PLAYGROUND** is part interactive art, part playground-of-the-future, but it's all fun and it's all ages! While taking in the beauty of the playground's design is welcome, the real fun comes from parents climbing, sliding, and playing on the swings with the kids.
- **SOUTH BEACH PARK** opened Santa Monica's first universally accessible playground in 2013. It's just off the bike path, looks like a ship, and is home to a grassy recreation area, picnic tables, and of course, the beach is right there!
- **PALISADES PARK** is 26 acres, donated by Arcadia Bandini de Baker and John Percival Jones in 1892. We can imagine that something about the sunsets, the ocean view, the palm trees, and the legendary Rose Garden makes it a favorite of joggers, readers, and strollers alike.
- **GANDARA PARK** is a neighborhood gem. A playground, a youth baseball field, soccer field, and basketball court populate its 3.8 acres. It comes complete with restrooms and it has parking. An ideal place to take the young ones in your life.
- **MEMORIAL PARK** has it all. It literally has it all. Whether you're looking for jungle gyms for the kids, the Cove Skatepark (to pay homage to the true Southern California tradition of skateboarding), or play soccer, baseball, or pickleball, look no further.
- **TONGVA PARK** is unique in this list: it's as beautiful and fun as any other park, but you cannot visit this park without learning something. It's named after the Indigenous Tongva people, who lived in the area we now call Los Angeles for thousands of years.
- **DOUGLAS PARK** used to be a movie studio lot. Now it's 10.7 acres of ponds, pools, sporting facilities — even a fly-fishing area — and a great spot for the kiddo to try out their new balance bike!
- **VIRGINIA AVENUE PARK** is home to the Pico branch library, an amazing community center, and if you time it right, the weekly Saturday Farmers Market. Nearly 10 acres of lawn speckled with picnic tables, a playground, and a very popular splash pad, this park is a Santa Monica staple.

Hang on a minute, what about our best friends? Our city loves them as much as you do. There are several off-leash dog parks in Santa Monica that were designed just for our canine besties. We want them running as fast as they can so they stay as happy and healthy as they keep us: **HERB KATZ DOG PARK**, an enormous 1.25 acres inside Joslyn Park, **PACIFIC STREET DOG PARK** found right on Main Street, and **AIRPORT DOG PARK**, a fenced-in play area next to the soccer fields and kid-friendly playground.

6. TAKE A HIKE...

If you've felt even a bit stuck over the past two years, you're lucky to live near some of the very best hiking trails in all of California...maybe even the U.S.? Los Liones is of course popular — even crowded once you get going. But if you keep going, you'll find the crowd thins out and by the end of your 3.5 mile trek, you'll be standing at the peak (1,500 feet) overlooking Santa Monica, the Palos Verdes Peninsula, and maybe even Los Angeles. Even if you forget to snap a few pictures, your legs will remember for the next few days.

If the initial crowd of Los Liones isn't your thing, you can always explore the Inspiration Loop Trail at the Will Rogers State Historic Park, Mishe Mokwa, or the Escondido Falls Trails. And when you're finished — or even before you go! — refuel with the next item on this list...

5. SANTA MONICA FARMERS MARKETS



California produces well over 10% of the country's food. How lucky are we to get it extra early and enjoy it extra local!

Get out of your house to fill up your fridge at the **Downtown (Wednesdays and Saturdays), Main Street (Sundays), or Pico Farmers Markets (Saturdays)**. These markets are rain or shine, operate year-round, and each accepts CalFresh EBT with a Market Match program at the Pico Market. You'll rub shoulders with thousands of food lovers, health nuts, and local chefs scouring the market for the freshest of the fresh foods in the country. The Wednesday market, by the way, is the largest grower-only Certified Farmers Market in Southern California, making it an extra special, extra delicious outing.

Downtown Santa Monica Farmers Market

Third Street Promenade and Arizona Ave.
Wednesdays and Saturdays: 8 a.m. – 1 p.m.

Virginia Avenue Park Farmers Market

Pico Blvd. and Cloverfield Ave.
Saturdays, 8 a.m. – 1 p.m.

Main Street Farmers Market

Main Street at Ocean Park Blvd. in the Heritage Museum Parking Lot
Sundays, 8:30 a.m. – 1:30 p.m.

4. JULY 4TH PARADE



Monday,
July 4

There's something uniquely special about Santa Monica's 4th of July Parade: it's entirely — entirely — run by volunteers! This annual celebration is in its 15th year and it's back for 2022! This year, we **celebrate our essential workers** — the people that have kept us fed, healthy, and given us hope that we'd make it through while the pandemic raged on.

The floats, the music, and the gratitude of this year's celebration will not be something you want to miss. Join us on **Monday, July 4 at 9:30 a.m.** on **Main Street** (between Marine and Pico)! More Info: santamoniparade.com

3. SANTA MONICA STAIRS



When was the last time you took the stairs down to Los Angeles? Have you ever actually taken the Santa Monica Stairs? Have you done both sets? The 7th Street Stairway begins at 526 Adelaide Dr. and drops you off on Entrada Drive. If you think you can descend — and then climb back up — the straight-shot down that is 170 steps, totalling 110 feet, and you'll get to skip leg exercises for at least a week!

If you feel that a 110-foot descent is too lean for you, add another 5 feet (115 feet total) and take the 4th Street Stairway. This one begins where 4th Street and Adelaide meet and it's got a few turns in it. After climbing down and landing on Ocean Avenue Extension, you can take a breather before heading back up the 189 steps. This has to count for at least two weeks' worth of leg exercises, right?

2. ANNENBERG COMMUNITY BEACH HOUSE



Back in 1929, there was a private estate on the PCH called the *Beach House*. William Randolph Hearst built this for actress Marion Davies to live and host soirees. The Beach House was a hot spot on Santa Monica's Gold Coast, with Hearst and Davies entertaining luminaries from the Hollywood set, such as Charlie Chaplin, Louis B. Mayer, Samuel Goldwyn, Greta Garbo, Clark Gable and other stars of the day.

Today, however, the Annenberg Community Beach House — redeveloped and opened in 2009 on that exact same property — is for everyone. No membership required! It boasts public space, beach parking, an art gallery, youth and adult classes, including stand-up paddleboarding, yoga, youth semi-private swimming, and more. Not to be missed, the legendary beachfront summer pool opens up June 19 through Labor Day. Below is just a small sampling of what the Annenberg Community Beach House offers:

- There is no charge to visit the site's sandy area playground, picnic tables and open space, or the gated area's courtyard, splash pad, and view deck. It's open year-round and the perfect outdoor space to relax, picnic, work, you name it.
- Daily admission to the summer pool is \$4 for youth (age 1-17), \$10 for adults (age 18-59), and \$5 for senior adults (age 60+).
- For a relaxing way to end a summer, check out the adults only Sunset Swim on select Fridays throughout the summer.
- We also offer free docent-led tours of the historic Marion Davies Guest House and there is an art gallery in the Event House.
- Upcoming SaMo Pride events include **Drag Queen Story Hour (June 17)** and **Pride Sunset Swim** for adults 18 and up (**June 24**).

1. YOU TELL US!

Yeah. That's right. We're not going to shell out all of our beautiful City's best bits. Surprise is half the fun! And to be honest, you might know some things others just don't yet! Tell us what you think should have made it on this list. Take a selfie while you're there, tell us why it's amazing in 20 words or less, and tag **@cityofsantamonica** with **#santamonicasummer**. We want everyone to know!

For more information about the City programs, resources, and services featured above, visit santamonica.gov.

SANTA MONICA DISPATCHERS ANSWER OVER 250,000 CALLS EVERY YEAR

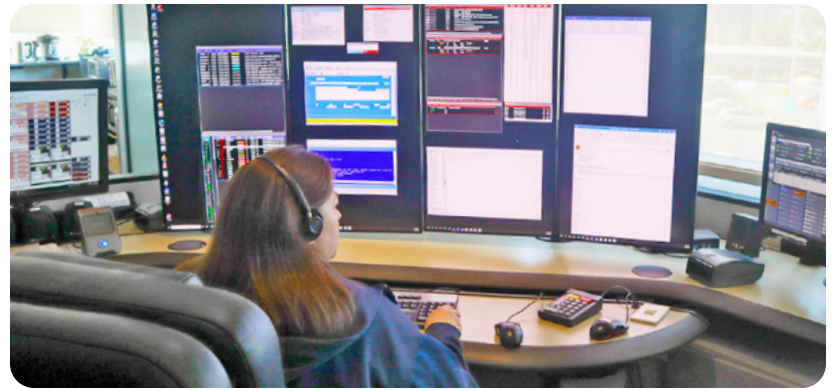
"9 -1-1 what's your emergency?"
 "There's been an accident, and the car is upside down. I think the people are trapped!"

Although these incidents can be scary, Santa Monica 9-1-1 dispatchers are here 24/7 getting assistance to you as quickly as possible. Our team wants you to know how we can help, so let's spend a little time learning how a 9-1-1 call unfolds.

Dispatchers receive calls through 9-1-1, non-emergency lines, and text-to-911 systems. Once a call is received, a dispatcher asks clarifying questions to obtain the most critical information. The information collected will help determine if the caller is reporting someone in immediate danger (i.e., a fire or car accident) or reporting someone having a mental or physical health emergency (i.e., heart attack or stroke). As the call taker is gathering information from you, the call is monitored and processed by a radio dispatcher who is assigning the call to emergency responders, and emergency responders make their way to your location. While your call taker is gathering additional details, the radio dispatcher continues updating responding personnel with the latest information ensuring they are properly prepared when they arrive at your location.

Sometimes, a major incident occurs within the city, and radio dispatchers must prioritize calls based on available resources. In these situations, your incident may be placed within a queue and assigned to the proper resource once personnel become available. Once the call is dispatched to the proper personnel, the dispatcher continues relaying critical incident details to the first responders. We share a mutual goal of wanting emergency responders to reach your location quickly and to confirm the people involved are safe.

During your call to Santa Monica's 9-1-1 Dispatch Center, you may speak to one person, but it takes a team of dispatchers to coordinate resources from various departments to handle your call and the hundreds of 9-1-1 calls received each day. You can learn more about 9-1-1 dispatch at our new website santamonica.gov and search *How to report an emergency*.



CONTACT	REASON TO REACH OUT
9-1-1	If someone is experiencing a medical emergency or if there's an immediate threat to someone's life or safety.
2-1-1 or LA-HOP.org	Submit a request for homeless outreach assistance using the LA Homeless Outreach Portal.
(800) 854-7771	Contact the Department of Mental Health number if someone is experiencing a psychiatric/mental health crisis.
(310) 458-8491	For non-emergency police response in Santa Monica.
3-1-1 or 311@santamonica.gov	Submit a Santa Monica specific request for service like trash pickup.

Q&A WITH FIRE CHIEF DANNY ALVAREZ



SMFD Community Response Unit (CRU) with Deputy Chief Tom Clemo, Chief Danny Alvarez, Paramedic Firefighter Aurora Paaluhi, Firefighter Karis Schneider, and Captain Patrick Nulty.

1. Tell us about who you are and why you chose Santa Monica.

I was born in Santa Monica, and I grew up in the San Fernando Valley. I have been married to my wife Natalia for over 27 years, and we have two children. During my free time, I enjoy running, hiking, and surfing.

My Fire Service career began with the City of Burbank Fire Department where I spent nearly 25 years. During that time, I was fortunate to have the opportunity to work in various assignments in every rank from Firefighter to Deputy Fire Chief. I also had a chance to oversee nearly every division that you would find in a mid-sized municipal fire department.

Serving as the Fire Chief for the City of Santa Monica is a tremendous honor. The Santa Monica Fire Department has earned an excellent

reputation as an innovative and progressive fire agency that delivers top-tier service to our community and has some of the industry's most talented and dedicated staff. One of the things that I love about the Santa Monica Fire Department is the close relationship we have with the community that we serve.

2. What has been your impression of the City and the Fire Department thus far?

I have been extremely impressed with the level of ownership and dedication that I have found among the members of the Santa Monica Fire Department. I am incredibly grateful for the warm welcome that I have received from members of the Fire Department, City Staff, and members of our community. I am excited to work collaboratively with the rest of the City's leadership team to continue to provide the highest level of City services to our community.

3. What are your priorities looking ahead as the new Fire Chief?

Ensuring that we have a resilient and sustainable response model that provides for the health and safety of the community that we serve, as well as our firefighters, is a top priority for me. I look forward to developing a community-driven strategic plan that will serve as our roadmap as we prepare to meet the many challenges and opportunities in providing emergency services to our community for years to come. I also look forward to continuing to foster a culture of inclusion, innovation, and continuous improvement throughout our organization.

Visit santamonica.gov to learn more about the fire department and its services. You can also read about the department's Community Response Unit and how it is providing a brand-new type of emergency resource for the community.

TAKING CARE OF OUR PUBLIC ART COLLECTION

The City's Public Art Collection includes some long-lived murals in public spaces, and one reason they still look good is that caring professionals spend many hours treating them as beloved museum-worthy works.

Unbridled, David S. Gordon's 550-foot mural, has been tagged repeatedly over the decades, but still provides a flash of fun and color to drivers on Ocean Park Blvd. The graffiti tag pictured here was about two feet wide. Conservators used a scalpel, solvents, cotton swabs, soft brushes, and a special microfiber textile to remove the added material without damaging the underlying artwork. This type of extensive repair is complicated by the age and delicacy of some of the artworks in the City's collection. Conservation allows future generations to enjoy artworks that speak compellingly about their time and place, even as their meaning and message continue to evolve. To find out more about the City's Public Art Collection, visit santamonica.gov/categories/arts-culture-fun/the-arts.



Mural "Unbridled," painted by David S. Gordon in 1986. Inset photo of graffiti mid-treatment on the mural.

SANTA MONICA RELEASES 2022 HOMELESS COUNT RESULTS

The City of Santa Monica released the results of the 2022 Homeless Count held in February. Santa Monica's results show 807 people experiencing homelessness were counted in Santa Monica, a decrease of 11% from the 907 individuals counted in January 2020. While this decrease is primarily due to local shelter capacity being significantly reduced to comply with COVID-19 public health guidance, the number of people experiencing unsheltered homelessness in Santa Monica stayed nearly consistent with 2020, increasing 1% to 608 in 2022. Our continued focus on permanent solutions combined with responding to immediate public health and quality-of-life issues and the expanded availability of regional interim shelter beds have helped prevent a local increase in homelessness.

COMPREHENSIVE RESPONSE TO HOMELESSNESS

The City deploys a robust, multi-departmental, data driven approach based on proven methods in the field. This comprehensive approach to address homelessness balances immediate needs through street-based engagement with advancing long-term solutions. Our work includes coordinating with regional partners to support people experiencing severe mental health issues, substance abuse disorders, trauma, and prolonged experience living on the street.

"The impacts of homelessness are felt by everyone on our streets every day, and this public health crisis remains a top priority," said Santa Monica City Manager David White. "Housing is limited and too expensive, resources to address behavioral and mental health and substance abuse issues are in short supply, and we are surrounded by the City of Los Angeles on three sides, where the concentration of people experiencing homelessness is substantial. With these challenges, we must continue to urgently deploy a comprehensive strategy that includes providing connections to services and available housing, prevention, enforcement, increasing the supply of affordable housing, legislative advocacy and regional solutions, and addressing the mental and behavioral health needs of those experiencing homelessness. We hear the concerns being raised and are actively working to respond to this crisis by adding experts to the field and more longer-term solutions like a behavioral health center."

Bottlenecks in City and County homelessness services do exist due to the tremendous need for expanded permanent affordable housing. The California Housing Partnership estimated that there is a shortfall of nearly 500,000 affordable homes in L.A. County, and the Los Angeles Homeless Services Authority (LAHSA) reported an average of 207 people in LA County exited homelessness every day, while 227 people became homeless. According to a 2019 report by the California Policy Lab, 46 percent of people experiencing unsheltered homelessness reported experiences of trauma or abuse that caused or contributed to their

homelessness. Further, surveys found that 84 percent of unsheltered people had physical health conditions, 78 percent had mental health conditions, and 75 percent had substance abuse conditions.

CITY INITIATIVES TO ADDRESS HOMELESSNESS

Recent City initiatives balance enforcement of local laws with street-based outreach and advance longer-term solutions, which reflect a comprehensive approach to address this public health crisis. Our efforts range from deploying multi-disciplinary outreach teams and SMPD's Homeless Liaison Program (HLP) Team to adding new experts to the field through the Fire Department's Community Response Unit and a therapeutic transport van that will be deployed this summer. \$10 million in local funding has been secured through a recent development agreement with Providence St. John's to help meet behavioral health needs of housed and unhoused residents, and a behavioral health center feasibility study is in progress that will consider a potential 24/7 behavioral health center. SMPD has adjusted operations and mobilized sworn and professional staff to respond to quality-of-life issues including increased patrols in parks and public spaces and continued mobile camera deployment with the specific goal of maintaining public safety in the parks and open spaces and responding to business questions and concerns. Public Works staff continue to ensure high levels of sanitization and safety in public spaces, and Downtown Santa Monica (DTSM) Ambassadors maintain restrooms and open spaces. Efforts to find balance between the barriers to enforcement such as the emergency bail schedule and recent legislative limitations on misdemeanor sentencing while aggressively enforcing both the Santa Monica Municipal Code and California Penal Codes to address quality of life crimes continue.

Investing in homelessness prevention, over 100 new federal Emergency Housing Vouchers have been secured, 134 new affordable residences have been opened, and at least 191 additional affordable housing units are currently in various stages of development — all in Santa Monica. The City helped residents apply for over \$36.6 million in rental assistance, provided legal assistance to over 590 Santa Monica households to ensure Santa Monicans can stay in their homes, and invested over \$8 million in grants to 19 local agencies and 35 programs through the Human Services Grants Program that provide a range of services to vulnerable populations to prevent and address homelessness. The City continues to advocate for direct investments from the state and federal governments too.

Responsive solutions combine with longer-term strategies such as working regionally to increase the supply of affordable housing and pursuing a strategy to address behavioral health comprise the City's comprehensive approach to homelessness. For more information, visit santamonica.gov.

RECENT ECONOMIC TRENDS ARE POSITIVE SIGNS FOR OUR RECOVERY

In the last year, the City of Santa Monica has approved over 750 new business permits across multiple industries. Recently released figures show that the unemployment rate in Santa Monica has declined to 4.9% from a high of 16.1% in Spring 2020 and retail sales have increased in Santa Monica.

The City took significant steps during the COVID-19 pandemic to support our local businesses including streamlining the zoning process, creating more flexibility for re-tenanting of existing space, and extending the fee waivers for outdoor dining and retail through the Santa Monica Outdoors Pilot Program. The positive economic data and trends underscore the impact of these efforts.

"We are excited to see the creativity and variety of new businesses opening in Santa Monica," said Santa Monica City Manager David White. "These businesses are bringing new energy to our commercial areas and helping contribute to the impressive variety of goods and services offered to our residents, employees, and visitors alike. Small and locally owned businesses are the backbone of our community and supporting them generates jobs and resources for our schools and vital City services."

Jennifer Taylor, Santa Monica's Economic Development Manager and Chair of the Buy Local Santa Monica campaign added, "An inclusive and equitable economic recovery remains a priority for our City and we're happy to see this growth in new business activity. We're on a steady road to recovery with more work to be done."

SANTA MONICA ECONOMY

Recently released trends combined with new business openings show positive signs of growth for the Santa Monica economy.

The latest Santa Monica Labor Market data covers April-June 2021 and shows upward trends in total number of employees and in the number of operating businesses. The total number of monthly employees in Santa Monica has steadily increased from 75,000 to 83,045 in June, with noticeable increases in the Accommodation and Food Services (4,819 new jobs) and Arts/Recreation/Entertainment (891 new jobs). The total number of establishments/businesses in the most recent quarter is 9,845 businesses (up from 9,769 in Quarter 1).

According to the State of California's Employment Development Department, the February 2022 unemployment rate in Santa Monica is now 4.9% declining from a high of 16.1% in Spring 2020.

From the most recent Santa Monica Sales Tax Report (HDL Q3 2021: July - September), Santa Monica has experienced a 26.2% rise in sales tax

revenue from same quarter last year (Q3 2021 vs. Q3 2020) with notable increases in the following sectors: Restaurants/Hotels (79.5% increase), General Consumer Goods (22%) and Autos/Transport (22%).

Additional information about specific business sectors, top employers, and top sales tax produces has been posted at santamonica.gov/business-climate.

While Santa Monica is seeing positive signs for our local economy, it is important to put these trends in perspective as Santa Monica is in the initial phase of our economic recovery and the overall economy is not at pre-pandemic levels. The City's recent financial projection included an \$188 million loss in revenue over a three-year period, City reserves are 59% less than what they were immediately prior to the pandemic, and the City's capital improvement budget has been cut by more than 50%, all having real impacts on city services.

NEW BUSINESS TRENDS

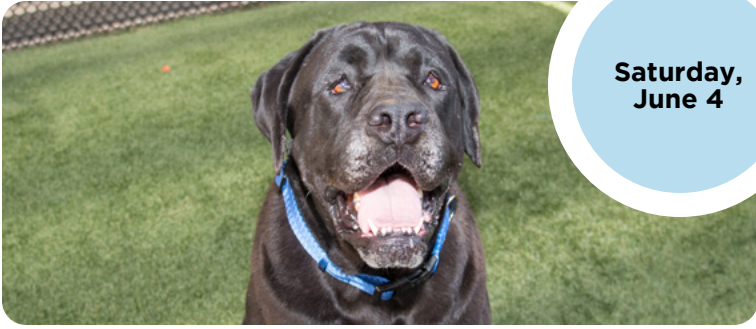
With welcoming so many new businesses, the City is seeing some exciting new business trends. In the past year, 103 restaurants and coffee bars, 92 health and wellness businesses, 73 retailers, 65 beauty businesses, 35 fitness/gym businesses, and 17 auto-related businesses have opened in Santa Monica. Some of our newest eateries are bringing more great food to Santa Monica including Ethiopian vegan, Hawaiian taro, and Japanese curries which builds upon long-time local business offerings including Tehran Market's recently expanded Persian market on Wilshire Blvd. and Indo Asian Foods Grocer on Pico Blvd.

In-store sales are also showing positive signs. Prior quarter data showed high trends in online sales at the expense of in-store purchases. Now, retail is as strong as online sales and hopefully will continue to trend upwards. Purchases made direct at a local business (even if online but picked up directly) generate higher proportion of sales tax revenue directly for the City and the revenue helps to support local businesses and retain jobs in our community.

For a complete roundup of some of the businesses we're excited to welcome throughout Santa Monica, see page 10. For ongoing information about Santa Monica's economic recovery, visit santamonica.gov.



HELP THE ANIMALS AT THE SANTA MONICA ANIMAL SHELTER



Saturday,
June 4

Treena (A062649-8283)



Kitten (A062916-8386)

The Santa Monica Animal Shelter Foundation needs your help to raise much needed funds for the Santa Monica Animal Shelter. Many of the animals that arrive at the Shelter are in need of extra veterinary care and for some animals it can take time before they are adopted. In addition, the Shelter is in need of facility upgrades and improvements like creating a proper dog play and enrichment area. The Shelter is dedicated to helping every animal that comes through our door. Your monetary donation to the Santa Monica Animal Shelter makes a difference in the care and wellbeing of the animals. Donate today at [SMASF.org](https://smasf.org).

Mark your calendars for our **2022 Shelter Open House Fundraiser** on **June 4**, from **12 - 3 p.m.** at the Santa Monica Animal Shelter, 1640 9th Street. Join us for a fun afternoon to support animals and help us fundraise

for the Santa Monica Animal Shelter. Tour the Shelter and meet the animals that are available for adoption. Take part in our raffle and for a small donation you could win fantastic prizes. We hope to see you there!

Thinking about adopting an animal? The Santa Monica Animal Shelter has many wonderful animals waiting for their forever homes. To view the animals that are available for adoption, visit santamonica.gov/categories/services/animal-services.

Santa Monica Animal Shelter Foundation is a 501(c)3 Nonprofit Organization formed by the City of Santa Monica in association with the Santa Monica Police Department and operated by a Volunteer Board of Directors. Our mission is to raise funds and support the Santa Monica Animal Shelter. Learn more about us and all the ways you can help the Santa Monica Animal Shelter by visiting [SMASF.org](https://smasf.org).

SUMMER READING FUN WITH SANTA MONICA PUBLIC LIBRARY

Summer reading helps you stay cool! Whether your favorite place to read is a shady spot at the park, on the beach, by the pool, or at the library, we have you covered with the ultimate summer reading program. Santa Monica Public Library kicks off its **Summer Reading Program** on **Saturday, June 4**, with a series of events for all ages that reflects this year's theme, Oceans of Possibilities. Register in person at the Main Library, Pico Branch, and Montana Avenue Branch to track your reading over the summer and help us reach our community reading goal of 300,000 minutes read. Kids and teens earn special incentives for reading and doing activities.

For adults, the annual **Santa Monica Reads** program, featuring book discussions and special events also begins **June 4**. This year marks the 20th anniversary of Santa Monica Reads. This community reading program provides an opportunity for people to engage, read and discuss the same book through guided conversation in discussion groups and

special programs held throughout the city. A **free book giveaway** of this year's featured title, *Where I Was From*, by Joan Didion begins on **June 4**. In this collection of essays Didion — a native Californian — reassesses parts of her life, her work, her history, and ours. Books are available while supplies last.

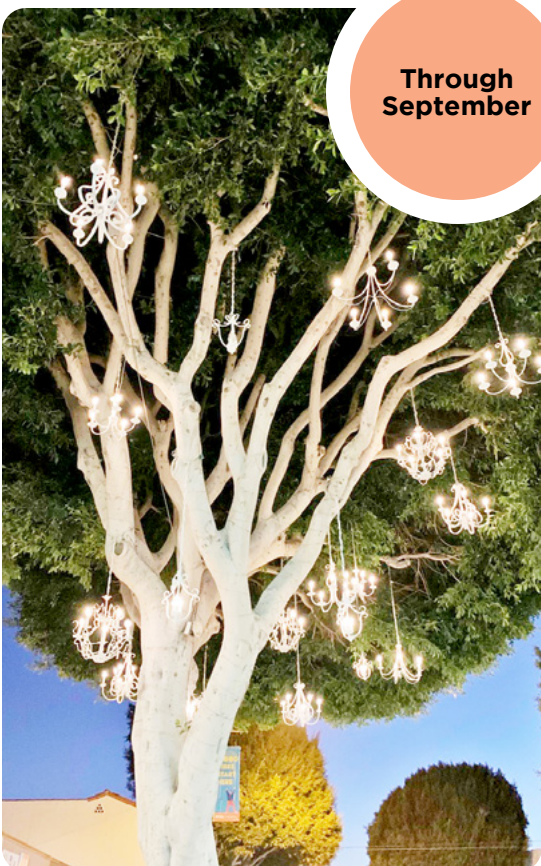
Visit our program page (smpl.org/onlineprograms) for more information on Santa Monica Reads, the Summer Reading Program, and to register for the interactive family friendly programs scheduled throughout the summer. These programs are made possible through the generous support of the Friends of the Santa Monica Public Library (friendsofsmpl.org/become-a-friend).

We look forward to seeing you at the Library this summer! The Main Library, Montana Avenue and Pico Branches are open. The Ocean Park Branch is open via a self-service model. For a full list of programs and Library resources, as well as Library locations and hours, please visit our website at smpl.org.



Begins
Saturday,
June 4

MONTANA AVENUE ILLUMINATED BY ART AND LIGHT INSTALLATION



Through
September

The City of Santa Monica unveiled an art and light installation spanning ten blocks of the Montana Avenue business district. The installation aims to support the economic recovery of the area amidst ongoing challenges brought on by the COVID-19 pandemic and can be viewed through **September 2022**.

Each block features a ficus tree that has been transformed into a unique, illuminated work of art with themes that range from whimsical butterflies and flowers to hanging lanterns, chandeliers, and colored panes. This installation is a partnership between the City's Art of Recovery initiative and the Montana Avenue Merchants Association.

"As businesses fully reopen and welcome residents, shoppers and visitors back to Montana Avenue, we envision this public art project to be a focal point that draws people in," said Montana Avenue Merchants Association Chair Kara Taub. "We hope the installation encourages people to walk and explore new businesses that have recently opened or rediscover long-standing neighborhood favorites."

"Art of Recovery is thrilled to collaborate with the Montana Avenue Merchants Association as a

production partner to bring a creative project of this scale to the district," said the City of Santa Monica's Cultural Affairs Manager, Shannon Daut. "By working together, we build capacity and sustainability among local groups to produce impactful art projects. This installation is a great example of what these collaborations can accomplish to provide more community access to artistic experiences."

This project is funded in part through the City of Santa Monica's Art of Recovery initiative, which has funded over 100 artists and 24 projects to transform some of the City's public spaces into vibrant works of art. One of the initiative's goals is to support nearby local businesses by enhancing the spaces outside and to further build a supportive ecosystem for artists and projects, offering learning, networking, and opportunities for artists to work across sectors. For more information on Art of Recovery and to submit a project concept visit santamonica.gov/arts.

The Montana Avenue Merchants Association is one of six organizations working with the initiative's new production partner model which enables the expansion of arts experiences throughout the City. For more information on Montana Avenue Merchants Association and the tree installations, visit montanaave.com.

ENJOY SUMMER AT THE BEACH HOUSE



It's close, yet a world away. There is no charge to visit or enjoy many of the amenities. There are spectacular ocean views, the splash pad, playground, Marion Davies Guest House, beach courts and fields, City Wi-Fi, and Back on the Beach Café. Stand-up paddleboard rentals are available as well as complimentary beach wheelchairs. For casual beachy gatherings, reservable canopies on the sand are available, summer only, for groups of up to 30 people.

The **Cardboard Yacht Regatta** kicks off summer on **Saturday, June 18**. Starting **Sunday, June 19**, the pool is open daily with different schedules for June and July through Labor Day. Join us in **June** for **SaMo PRIDE Drag Queen Story Hour** and a **Sunset Swim** for all adults 18 and up. In **July** and **August** come enjoy **Seaside Storytimes**, **Sunset Picnics**, and more **Sunset Swims**. Ocean and heated pool classes include Stand-Up Paddleboarding, Semi-Private Swim Lessons for youth, and Floating Fitness Workouts. Prefer dry land? Check out Beach Volleyball for adults and youth, yoga with an ocean view, and Bounce Children's Gym.

Stay in touch for the most up to date information! Follow the Beach House on social media, visit and subscribe to the newsletter at annenbergbeachhouse.com or call **(310) 458-4904**.

The Annenberg Community Beach House at Santa Monica State Beach is operated by the City of Santa Monica. The Beach House is made possible by a generous gift from the Annenberg Foundation, at the direction of Wallis Annenberg, and in partnership with the City of Santa Monica and California State Parks. Additional funding was provided by the U.S. Department of Housing & Urban Development.

For the safety and enjoyment of all Beach House guests, the following are prohibited:

- Moving furniture or umbrellas
- Courtyard – Using more than 16 seats per group
- Splash Pad & View Deck – Using more than 8 seats per group
- Courtyard, Splash Pad, and View Deck – Using personal canopies/umbrellas/tables/chairs
- Sand – More than 1 personal canopy – no larger than 12'x12'
- Deliveries from rental companies
- Dogs & other animals, except service animals
- Smoking/vaping
- Alcohol
- Glass containers
- Amplified music
- Balloons/piñatas/confetti
- Fires/fireworks/barbecues/wick chafing fuel
- Attaching signage/decor to railings, walls, or trees
- Riding bikes/scooters/skateboards in courtyard & walkways
- Securing bikes to railings (bike racks available)
- Remote control models (drones/planes/cars)

Other restrictions may apply. Guests must abide by the decisions of Beach House staff regarding the interpretation of rules.

SWIM CENTER CELEBRATES 20 YEARS OF H₂O IN 2022



**Sunday,
July 17**

Dive in and celebrate the **Swim Center's 20th anniversary pool party** on **Sunday, July 17** with an afternoon full of family-friendly activities. Enjoy music, pool floats, food trucks, sweet treats, and special performances by the USA National Artistic Swim Team!

Free admission for Santa Monica residents with valid proof of residency. Non-resident admission: \$4 youth, \$9 adult, \$4.50 for seniors and students. Ample parking is available within the Santa Monica College parking structure on 16th and Pico.

Festivities will be held at the Santa Monica Swim Center, 2225 16th Street, between **12 - 4 p.m.** Come splash around, greet familiar faces, or connect with new neighbors at the Swim Center's 20th anniversary pool party. For more information, please visit santamonicaswimcenter.org.

ANNOUNCEMENTS



STREET SWEEPING

In observance of Juneteenth on **Monday, June 20**, there will be no street sweeping and solid waste collection service is delayed one day for the whole week. Questions? Contact recycling@santamonica.gov or **(310) 458-2223**.

COVID-19 TESTING AT CLOVER PARK

Testing is one of the best ways to prevent the spread of COVID-19. Free COVID-19 testing is available at Clover Park seven days a week. [covid19.lacounty.gov/testing](https://www.lacounty.gov/testing).

NEW HOUSING VOUCHERS

104 housing vouchers were secured by the City to help move people to permanent housing. We're working to find available apartments for people who are waiting to find homes. If you are a property owner with an available apartment, email EHV@santamonica.gov for info.

RENT CONTROL UPDATE

On **June 9** at **7 p.m.**, the Rent Control Board will hold a public hearing to consider whether to apply a formula in the rent control law that would limit the increase to rents for higher priced units to less than the announced 6.0% General Adjustment effective September 1. The Board welcomes input from constituents at rentcontrol@santamonica.gov or at the public hearing.

NATIONAL FARMERS MARKET WEEK IS AUGUST 7 - 13, 2022

Come by one of our four Farmers Markets the week of **August 7 - 13** and help us celebrate National Farmers Market Week. This is a wonderful opportunity to support the farmers and our community and show how much we value this essential service. Keep an eye on our Instagram account [@SMFMS](https://www.instagram.com/SMFMS) for announcements of special events, contests, and activities that celebrate our farmers, neighborhoods, and local businesses throughout the summer.

ACKNOWLEDGE AND REFRAME TOGETHER



Santa Monica Cultural Affairs also invites discussion when an artwork's reception has changed over time. Acknowledge and Reframe Together (santamonica.gov/programs/acknowledge-and-reframe-together) is an initiative that produces art and civic memory projects that center community voices with the aim of creating a more just and equitable Santa Monica. A current project is focusing on the WPA-era murals in the lobby of City Hall. To learn more and get involved, use this QR code.



PARK IMPROVEMENTS

Calling kids of all ages! Santa Monica's playgrounds and sports courts are getting major upgrades this summer. As the pandemic winds down and life returns outdoors, our Public Landscape and Architecture Services teams will be busy renovating some of your favorite family recreational areas. Adding to recently completed projects such as picnic table replacements in Palisades Park and new basketball hoops and backboards at Ocean View Park, our dedicated grounds crews also will be renovating or replacing several major pieces of equipment that are sure to elevate those summertime vibes.

Construction is already underway for the **Marine Park Playground Safety Upgrades Project** that will replace the existing 20-year-old playground at Marine Park with an inclusive and universally accessible playground. Project improvements include new play equipment, a sand play area, benches, shade structures, fencing, rubber safety surfacing, and accessible walkways. More information can be found at santamonica.gov/marinepark.

Gandara Park Playground will undergo a remodel, replacing the weathered rubberized safety surfacing at Gandara Park (existing play equipment to remain) with new permeable rubber that allows for rainfall to percolate back into the ground.

Other summer projects include resurfaced basketball courts at **Marine Park**, public outreach and planning for the replacement of the 20-year-old Douglas Park Playground, and some minor work to resurface and restripe two tennis/pickleball courts at Memorial Park, resurface 2 additional courts at Reed Park, conduct sports field lighting repairs at Memorial Park and John Adams Middle School, and new planting projects adjacent to the historic Camera Obscura building and at Marine Park. We look forward to seeing the Santa Monica community enjoy our parks all summer long!



EARLY LEARNING IN SANTA MONICA

The first years of life are the best time to ensure a strong future for all Santa Monica children. Access to high-quality early education advances equity and is essential for thriving families and communities. Read on to hear from local professionals on how and why they do this important work. See the full blog post series and a full list of licensed child-care in Santa Monica at santamonica.gov/blog/early-education-providers-in-santa-monica.



"Aside from teaching them numbers and letters, we want children to know how to say things like 'I don't like that you're pushing my body,' or 'I don't want to play that game — it's too rough'. We prepare children to communicate their needs and do things on their own. These years are important because if we don't prepare them well, they won't have the skills they need to be successful in elementary school and the big world to come."

Kathy Yanez | Director of Nuestra Casita Nursery nuestracasitanursery.com

"We want them to stand up for themselves and have the skills to navigate kindergarten. We're teaching children that they're not the only one in the room, that there are others to be contended with; also, how to be patient, wait, and care for others. We want them to look forward to being at our program, and we want them to know that if they're sad, someone is here to help, and when they are happy there is someone to share their joy. We want to expand their world because, especially in light of the pandemic, children are not necessarily interacting with other children outside of school. Their first interactions with peers (and without their parents) are here."

Robin Manisoff | Director of Beth Shir Shalom Early Childhood Center bethshirshalom.org/preschool

"We have a scholarship program based on family size and income. One third of our families pay nothing, a third receive a partial scholarship, and a third pay full tuition. This model comes from the basic tenet of our school, which is that a diverse range of children learn best together, not in separate programs based on their parents' income. Children benefit from being "in community" with others to develop attention to themselves and to those with whom they share the planet. Families too need the camaraderie in a supportive school community."

Laila Taslimi | Director of Untitled No. 1 untitledno1.org

SUSTAINABILITY AND YOUR SUMMER GARDEN

Summer is the time for planting your favorite vegetables and smelling your favorite flowers. With the warm season also comes several plant related maladies, including rodents, insects such as aphids and tomato hornworms, and wind-borne issues such as powdery mildew. While it may be tempting to reach for a chemical pesticide, we here at the City's Office of Sustainability and the Environment encourage you to tackle these issues with a focus on keeping harmful chemicals out of our community and environment. While having your prize tomato nibbled just as it's ready to be picked is certainly frustrating, we suggest you forecast any issues and be preventative rather than reactive. Residential rodenticide, herbicide, and pesticide used in urban areas is trumping agricultural use of pesticides as the greatest threat to our environment and our health. A California Department of Pesticide Regulation's report found that individuals in urban areas are most likely to oversupply and misapply pesticides in their gardens and to control pests in their homes. This misuse of pesticides creates a myriad of health problems and accumulates in our wildlife, both on land and in the sea.

The City of Santa Monica promotes non-chemical methods in our community gardens and landscapes. Examples include:

- Companion planting, including planting Marigolds alongside our tomatoes and onions starting along the edge of our garden beds.
- Owl boxes for natural predation of rodents.
- Row covers and wire mesh to keep out small critters.
- Hand removal of aphids and light vinegar solutions for mildew.

A couple of excellent resources to look for safer methods to manage pests in the home and garden include the University of California's IPM Website (ipm.ucanr.edu) and LA County Master Gardener Webpage (celosangeles.ucanr.edu/agriculture).

If you have any specific questions about your home garden, please reach out to us at gardens@santamonica.gov.



EVERYTHING YOU NEED TO KNOW ABOUT THE NEW ORGANICS RECYCLING LAWS

California is a leader in tackling climate change. To reduce greenhouse gas emissions caused by decomposing food and green waste in landfills, the state passed Senate Bill 1383 requiring all Californians to recycle organics beginning **January 1, 2022**. The Santa Monica City Council adopted Ordinance No. 2685 in compliance with Senate Bill 1383. Under both laws, Santa Monica residents and businesses are now required to place food waste and yard waste into the green organics container instead of the black landfill trash container.

Here are the top questions and tips for complying with the new organics recycling laws:

1. Why did the California Legislature pass Senate Bill 1383?

Decomposing food and green waste in landfills emit methane, a potent greenhouse gas that contributes to global warming. According to California's Department of Resources, Recycling and Recovery (CalRecycle), landfills are among the largest source of methane in California. SB 1383 was enacted to reduce methane emissions in landfills by requiring all Californians to recycle organics. Diverting organics from landfills will have the fastest impact on the climate crisis.

2. How do I comply with the new organics recycling laws?

If you have an existing green organics container but you have been using it for yard trimmings only, start placing food waste and food-soiled papers — layered with green waste — directly into the same container now. If your house, apartment building, or business does not have a green container, request one immediately by emailing the City at recycling@santamonica.gov.



3. What should I place in the green organics container?

The word *organics* means anything that used to be living organisms. Therefore, all uncooked or cooked food scraps, leftovers, food-soiled papers (e.g. greasy paper napkins), and yard waste must be placed in the organics container. No plastics — including containers and cutlery — are allowed.

4. What does the City do with the organics?

The City sends the organics collected from all the curbside green containers to a specialized organics processing facility where the materials are recycled into compost, mulch, and other soil amendments.

5. How do I collect organics inside my home or business?

Find a system that works for you! Buy kitchen food scraps pails from the City by emailing recycling@santamonica.gov, or get one for free at the City's giveaway event on **June 11 – 12, 2022**, from **9 a.m. – 12 p.m.** at **2500 Michigan Ave.** Some people use an old coffee can with a lid; others love to store kitchen scraps in a reusable container in the freezer until collection day to keep things dry and odorless. Businesses and high-rise apartment buildings that require tailored solutions can request a free on-site consultation appointment by contacting the City at zerowaste@santamonica.gov.

6. Are compostable bags OK?

Place food scraps in your kitchen pail without any bags. On collection day, dump your food waste and yard waste directly into the green organics container without bags. Compostable bags and plastic bags will be landfilled. That said, paper bags (that are not lined with plastic) are allowed as they will become *food-soiled papers*.

7. How do I keep the organics containers clean?

Line your kitchen pail (or any container you use to collect food scraps inside your home) with used paper towels, napkins, or newspapers to absorb moisture. Clean it in the dishwasher or rinse it by hand with soap and water. For the organics containers that are outside your home, power wash it over your lawn or landscaped area to absorb the wastewater or search online for local *trash can cleaning services*.

8. Where can I find more information?

Learn more about organics recycling by visiting the City's website at santamonica.gov, keyword *organics*. If you want to take a deep dive into the topic, visit CalRecycle's Senate Bill 1383 page at calrecycle.ca.gov/organics. Together, we CAN make a difference in combating climate change — one apple core at a time!

IMPORTANT DATES – MARK YOUR CALENDAR!

Free Compost & Kitchen Organics Containers Giveaway Event

June 11-12 | 9 a.m. – 12 p.m.
2500 Michigan Avenue
Bring ID or proof of Santa Monica residency.

Free Recycling Event

August 13 | 9 a.m. – 2 p.m.
2500 Michigan Avenue
Accepted items: Papers (for shredding), electronic waste, batteries, mattresses, box springs, and carpet.

Contact recycling@santamonica.gov or **(310) 458-2223** for questions.

OVER 750 NEW BUSINESSES OPEN IN SANTA MONICA

The City of Santa Monica has approved over 750 new business permits in the past year across multiple industries: health and wellness, restaurants, and retail to name a few. These new businesses are a welcome and vital addition to Santa Monica after the devastating effects the COVID-19 pandemic had on our community and is a promising sign that Santa Monica is moving forward on its economic recovery. Remember, \$7 out of every \$10 spent locally has a tremendous benefit to our community and delivers vital services through our libraries, public safety, and schools. New businesses are encouraged to share information about their business with the community by tagging **@BuyLocalSM** and using the hashtag **#BuyLocalSM**. Let's Buy Local, Santa Monica!

Downtown Santa Monica

- **Chateau Beauty Bar: 614 Santa Monica Blvd.** — A full-service beauty salon that is a female, Black-owned business.
- **Berberé by T + T Lifestyle: 510 Santa Monica Blvd.** — This Ethiopian vegan restaurant is female-owned, Black-owned business which started off as a pop-up in DTLA food market. Featured in Eater LA as one of LA's hottest new restaurants in 2021.
- **Cleopatra INK Los Angeles Studio: 1340 Third Street Promenade** — Their only U.S. location. Turkey-based award-winning tattoo brand. Promenade's first-ever tattoo shop (made possible due to recent City of Santa Monica Zoning Ordinance changes to allow for new types of businesses!).
- **Dripology Drip Spa** (medical spa): **1411 7th St., Ste 120** — Offering IV treatments, founded by two brothers. Minority-owned.
- **Trejo's Tacos: 316 Santa Monica Blvd.** — Mexican food from Danny Trejo with classics and modern takes on Mexican cuisine.
- **Van Moof: 412 Broadway** — This Dutch e-bike bicycle dealer and repair shop makes innovative bikes using new technology with anti-theft guarantees.



Santa Monica Place

- **Banter by Piercings Pagoda: 395 Santa Monica Place, Level 2** (next to Pandora) — Find all of your quality fine jewelry needs and piercing options.
- **LouLou** (opening Spring 2022): **395 Santa Monica Place, Level 3** (near The Cheesecake Factory) — A French-Californian restaurant, rooftop, and lounge.
- **VinFast** (opening Spring/Summer 2022): **Santa Monica Place, Level 1** (next to True Food Kitchen) — Electric cars that are the future of smart mobility.

Main Street

- **Gnarwhal Coffee Co.: 3101 Main Street, Unit D** — All Gnarwhal roasted coffee is USDA-Certified Organic, regeneratively farmed, and works with small farms who put the planet first. The company matches 100% of tips in-store and donates to a different cause each month.
- **Holey Grail Donuts: 2441 Main St.** — Hailing from Hawaii, creators of the original Taro donut, opened by siblings Hana and Nile Dreiling who started this business in Hanalei, HI, in 2018. This is their 4th brick and mortar location in the U.S./world.

- **Leon Cycle USA: 2803 Main St.** — Celebrated their grand opening on 3/12. Founded in 2014, Leon Cycle is one of the largest Pedelec (Pedal Electric Cycle) and e-bike brands in Europe, and is now open in Santa Monica.

Montana Avenue

- **Buena Vida Tea Bar & Garden: 726 Montana Ave.** — Featuring a gorgeous outdoor covered patio, a peaceful space to relax, work and chat. According to the Montana Avenue Merchants Association, Buena Vida has "great pastries, sweet and savory, and a wonderful selection of specialty teas". They are also a finalist Most Loved Santa Monica 2022 new business!
- **Dean's Barbershop: 1211 Montana Ave.** — A full-service, traditional barbershop, old school service with new school style, cuts, styles, and shaves.
- **Last Resort: 1403 Montana Ave.** — It's time to travel again! Best beachwear, retro vibe, high end, and lots of very cool accessories.
- **McCall's Meat and Fish: 1426 Montana Ave.** — 2nd location for this quality meat and fish market. Plus grocery pairings, cheeses, expert advice on creating meals at home, and lunchtime deli sandwiches!

Ocean Park

- **Hurry Curry of Tokyo: 2901 Ocean Park Blvd. #125** — The legendary Sawtelle curry shop is coming to Santa Monica! Authentic Japanese Curry and Yoshoku Cuisine.
- **Jyan Isaac Bread: 1620 Ocean Park Blvd.** — This legendary bread baked by 19 year old Jyan Isaac Horwitz is appearing on celebrity chef menus across the region and has developed a loyal following in town!
- **Shunji Japanese Cuisine: 3003 Ocean Park Blvd.**

Pico Boulevard

- **Adriana's Hair Studio: 2917 Pico Blvd.** — Opened in February. Adriana's passion is hair. "I love creating new looks or just maintaining your style. Through extensive education, I like to stay on top on the latest styles, colors, and cutting techniques." This new salon opened in the former Pico Merchant Pop-Up space helping to activate and renovate a former vacant shop to a chic new business!
- **Go Get 'Em Tiger: 3110 Pico Blvd.** — Coming this summer to the former Wienerschnitzel location. This will be their first drive-thru location. Go Get 'Em Tiger also recently opened a new location on Main Street and construction is underway for Montana Ave. location.
- **Nostalgia Bar & Lounge: 1326 Pico Blvd.** — Opened by the self-proclaimed world's leading Psychedelic Hospitality Group. Pico Blvd. has a fabulous new bar and lounge in the old space where the Speakeasy Bar was located for years and years. The Pico neighborhood is thrilled to have the unique POV that is The Herbal Chef. The hand-crafted cocktails and gourmet small plates are based on throwback vibes, the music is live, and the food is organic. Remember the ice-cold taste of Yoo-Hoo? Visit Nostalgia and be reminded.

Other Districts

- **Danziger Gallery: 2525 Michigan Ave., #B1** — One of the leading photography venues in the world, we are excited to welcome James Danziger to Bergamot Station Arts Center.
- **eOne Entertainment: 2700 Pennsylvania Ave.** — It's not just small businesses opening in Santa Monica. During COVID, we also welcomed some larger employers to our Bergamot/Mixed Use Creative District including this Canadian film, tv and entertainment company, helping to make world-renowned Peppa Pig a Santa Monica local!
- **Tesla Super Charging Station: 1421 Santa Monica Blvd.** — Phase 1 has brought 26 V3 stalls and once Phase 2 is completed, this is reported to be the *largest V3 Supercharger station in the world* with a total of 62 stalls (SM Mirror, 3/22/22). Note: There is also a super charging station at Santa Monica Place (in addition to the Tesla Dealer Showroom) helping to support the growing number of local and regional Tesla owners.
- **The RealReal: 200 26th St.** — Welcome this former online luxury consignment retailer to their first brick and mortar location in Santa Monica opposite the Brentwood Country Market.

REP. LIEU SECURES \$2 M IN FEDERAL FUNDS FOR SANTA MONICA AFFORDABLE HOUSING PROJECT

President Biden signed a \$1.5 trillion omnibus spending package that includes \$2 million to support the City's project to build a mixed-use affordable housing project on the current site of Parking Structure 3. The funding in the FY 2022 Consolidated Appropriations Act is part of a total of \$11 million in Community Project Funding that Congressman Ted Lieu successfully secured for ten projects in his district. The allocation toward Santa Monica's project to produce affordable housing to alleviate the region's homelessness crisis represents the single largest share of these funds. This welcome receipt of federal funds comes as demolition work on Parking Structure 3 begins earlier this year.

The effort to convert Parking Structure 3 to affordable housing began in 2019 when the City Council authorized the City's Housing Division to undertake a competitive selection process for development of a 100% affordable housing project on the site, to include a significant component of supportive housing. On January 12, 2022, City Council green lit an exclusive negotiation agreement to negotiate the terms and conditions with EAH, Inc. for the development of affordable housing on the site of Parking Structure 3.

PHRANC TALK: A SANTA MONICA ARTIST AND MUSICIAN GETS CANDID ABOUT HER LIFE EXPERIENCES

Phranc, an Artist Fellow, is one of the recipients of the Santa Monica Artist Fellowship program. She talked to us about the importance of Pride, how to support LGBTQIA+ youth, and advice to artists:

Q: How do you think Santa Monica can be more supportive to the LGBTQIA+ community and youth?

Pride is a good place to start, and it would be great to have monthly events where queer youth can connect. Maybe it's at the library, Virginia Avenue Park, or even Downtown at City Hall. I'd also love to have a stage on the pier for one night where we had a big queer concert. I think that would be fantastic.

Q: How did you cultivate a safe place of belonging after leaving home?

When I left home, it was not by choice. My parents did not accept me, and I moved out. When you're coming out, there's that feeling of loneliness and desperation, and feeling like, I'm the only one. For a long time, I didn't have a home, and finding a safe place was as difficult then as it is now. My community took care of me, and I am very fortunate.

Q: How do you create a feeling of home and community now?

I have really clung to the Zoom community — I've done intergenerational online workshops that resulted in a public installation at a community center. I also use Instagram (@Phranc.la) to stay connected to people and support organizations where I feel I can help.

Q: Can you tell us about your project for the Artist Fellowship?

I am grateful to receive the Artist Fellowship because it has allowed me to take care of my archives so they can be a resource for the community.

Q: Any advice for artists?

Just keep going! Self doubt is part of being an artist, but self-loathing doesn't have to be.



A NEW JOURNEY AWAITS WITH BIG BLUE BUS



Location, location, location. Here in Southern California, location is everything and taking the Big Blue Bus is an affordable and easy way to access to major landmarks and attractions.

It's easy to plan a day trip without the hassle of driving or finding parking. The perfect summer trip might include taking a ride to grab lunch on Main Street, snapping photos along the iconic Santa Monica Pier, and grabbing lunch at the Promenade. Other options include route 9 to Palisades Village for shopping, route 17 to shops and restaurants on Sawtelle Boulevard or route 18 to visit Abbot Kinney Boulevard.

Your hassle-free ride will also be green and sustainable. The entire Big Blue Bus fleet operates on renewable energy, including battery electric and natural gas, which helps cut emissions by up to 90 percent. Ready to start your journey? Visit bigbluebus.com to plan your trip or download the Transit app on your Apple or Android smartphone.

INTERESTED IN DRIVING ONE OF THESE SCENIC ROUTES?

Apply today to join the team! Big Blue Bus Motor Coach Operators have a unique opportunity to enrich the lives of customers. The City of Santa Monica Department of Transportation is looking for customer service and safety-minded drivers to serve as ambassadors in the community. The position offers a friendly, flexible, and fast-paced work environment along with great benefits. For more details, visit bigbluebus.com/driveblue.

RENT CONTROL LAUNCHES CIVICS - OUR ONLINE PUBLIC PORTAL

Rent Control is excited to announce the launch of *CIVICS*, a web-based platform that gives users an easy way to file forms and engage with our agency. With a free *CIVICS* account, property owners and their authorized agents can submit tenancy- and ownership-related registration forms, upload documents, apply for exemptions or fee waiver, search records, and pay registration fees. Tenants can use *CIVICS* to file petitions and fee waiver applications and upload documents.

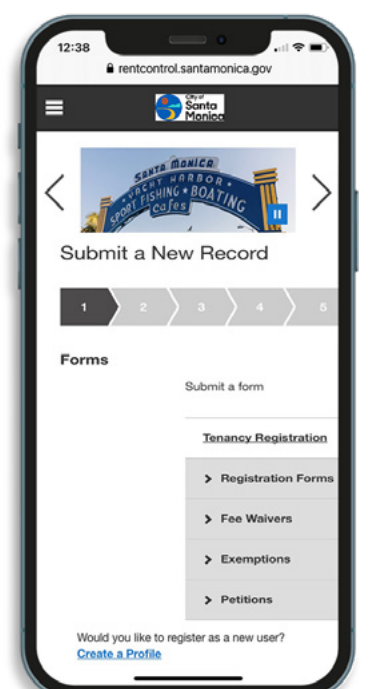
CIVICS users submit documents at their convenience using a computer, tablet, or mobile phone. You no longer need to fill out most forms on paper and mail or walk them into City Hall. We've also simplified forms to make filing even easier.

After submittal, users can track the status of forms they've filed. Payment of registration fees is also more convenient and secure via the *CIVICS* portal, and owners will be able to confirm their payments have been received and processed. *CIVICS* replaces the online Tenancy Registration form on our website. With this upgrade, owners can immediately confirm their

submission was received, make corrections if needed, and verify the form has been processed.

The launch of *CIVICS* adds another component to our Rent 20/20 website tools that include enhancements to the *Look Up a Rent* feature and direct access to almost 20 years of records for all rent-controlled properties via the *Document Portal*. With *Look Up a Rent*, users enter a property address and receive an immediate report of the current registered *Maximum Allowable Rents*, unit sizes, and tenancy move-in dates for that property. The *Document Portal* is a searchable archive of rent control-related property records going back to 2005.

If you own or live in a rent-controlled unit, look for a mailing later this month with more information about *CIVICS*, training resources, and support services. To sign up for your free user account today, visit rentcontrol.santamonica.gov or scan the QR Code. Sign-up is quick and easy!



SANTA MONICA VOTES IN 2022



This year, Santa Monica will vote in two elections: the June 7 Statewide Primary Election and the November 8 Municipal Election. For both elections, active registered voters are mailed a Vote by Mail (VBM) ballot 29 days before Election Day. As ballots are mailed, the City's VBM Drop-Boxes are also unlocked at the Main Library (Santa Monica/7th), Montana Library (Montana, between 17th Street & 17th Place), Marine Park (Marine/Margaret) and Virginia Avenue Park (Virginia Avenue parking lot) to receive ballots up until 8 p.m. on Election Day.

For the June 7 Election, ballots were mailed to residents who will vote on Federal, State

and County representatives. The locations listed below will serve as an 11 or 4-Day Vote Center in the City. Vote Centers will follow current public health and safety guidelines such as encouraging mask use while in line or voting, sanitizing Ballot Marking Devices after each voter, and physical distancing. More information on the Primary Election, including other Los Angeles County VBM Drop-Boxes and Vote Centers and live wait times, is available at lavote.gov.

For the November 8 Election, residents will vote for City representatives on the City Council, and Rent Control, College and School District Boards whose terms end on November 10, 2026. Up for election are three seats on the Council, three on the Rent Board, four on the College Board, and four on the School Board. The City Clerk's Office will start the Nomination Period with a Candidate Workshop on July 18 (time to be determined). Interested candidates must make an appointment to meet with Clerk staff to pick up Nomination Papers and available times will be posted on the City's Election webpage by July. With COVID-19 restrictions lifted, candidates must again obtain no less than 100 signatures from registered voters in the jurisdiction they are running for to qualify for the ballot. All completed Nomination Forms/Petitions must be filed with the Clerk's Office by 5 p.m. on August 12 unless an incumbent does not file by the deadline which extends it to 5:30 p.m. on August 17. More information on the Municipal Election will be posted as they become available at santamonica.gov/topic-explainers/elections.

11-DAY VOTE CENTER

May 28 – June 6 (10 a.m. – 7 p.m.) and June 7 (7 a.m. – 8 p.m.)

Saint Anne Church and Shrine Fellowship Hall
2011 Colorado Avenue

4-DAY VOTE CENTERS

June 4 – 6 (10 a.m. – 7 p.m.) and June 7 (7 a.m. – 8 p.m.)

Civic Center Parking Structure
Santa Monica Institute Room
330 Olympic Drive, 2nd Floor

Grant Elementary School
Auditorium
2368 Pearl Street

Joslyn Park
Auditorium
633 Kensington Road

Marine Park
Auditorium
1406 Marine Street

Professional Development Learning Center
Multi-Purpose Room
2802 4th Street

Santa Monica College
Complex Room 103 and 150
1900 Pico Boulevard

Virginia Avenue Park
Thelma Terry Building, Workshop 3
2200 Virginia Avenue

CITY COUNCIL RESUMES IN-PERSON PUBLIC COMMENT



Since April 12, community members have been welcomed back to City Council Chambers to attend Council meetings to provide public comment in-person. New public speaker kiosks were installed in City Hall where speakers must sign-up to comment on agenda items. Speakers have the option to show electronic presentation materials during their time or donate time to other speakers once more. Priority is also being given to K-12 students speaking on their own behalf, and adult speakers requesting 1 minute again.

For those wishing to speak at a Council meeting, presentation materials are due to councilmtgitems@santamonica.gov by 12 p.m. on meeting days to be screened. Requests to speak must be submitted before the end of

the public comment period of an agenda item. Speakers and donors both must be present to sign up and speak to the Council for an additional two minutes. The City strongly recommends that the meeting attendees wear a mask when inside City facilities and at Council meetings, however, they will not be required. Surgical masks will be readily available in the Chambers. Community members unable to attend may always send written public comment on agenda items to councilmtgitems@santamonica.gov also by 12 p.m. on meeting days.

More information about how to participate at Council meetings is available at smgov.net/council/agendas. For the latest information on in-person board and commission meetings, visit smgov.net/boards.

PUBLIC MEETINGS AND REOPENING INFO

City Council Meetings

June 14, June 28, July 12, July 26, and August 23 at 5:30 p.m.

The August 9 meeting will be cancelled.

Audit Subcommittee

August 16 at 6 p.m.

Boards, Commissions, and Task Forces

This list includes all scheduled meetings as of our printing deadline. Times, locations, and meeting dates may change due to COVID-19 protocols and/or reopening schedules. For the latest updates and information regarding all Boards, Commissions, and Task Forces, go to smgov.net/boards or call (310) 458-8211.

Airport Commission

June 27, July 25, and August 22 at 7 p.m.

Arts Commission

June 20, July 18, and August 15 at 6:30 p.m.

Clean Beaches & Ocean Committee

August 10 at 6:30 p.m.

Housing Commission

June 16, July 21, and August 18 at 6 p.m.

Library Board

July 7 at 7 p.m.

Personnel Board

June 23, July 28, and August 25 at 4:30 p.m.

Planning Commission

June 1, June 15, July 6, July 20, August 3, and August 17 at 5:30 p.m.

Public Safety Reform and Oversight Commission

June 9, July 14, and August 11 at 5:30 p.m.

Recreation and Parks Commission

June 16, July 21, and August 18 at 7 p.m.

Rent Control Board

June 9, July 14, and August 11 at 7 p.m.

Sustainability, Environmental Justice, and the Environment

June 20, July 18, and August 15 at 7 p.m.

Urban Task Force

June 1 and September 28 at 6:30 p.m.

City Facility Information

All City facilities are open, and we are here to serve you! For the latest hours and information, visit santamonica.gov/places or call 3-1-1 to speak with a City Hall operator.

Seascope is a publication of the City of Santa Monica, designed to inform the community about City programs and services. Info is up-to-date as of the 5/16 printing deadline. Please email comments to manager@santamonica.gov or mail to:

Seascope
City of Santa Monica
1685 Main Street, Room 209
Santa Monica, CA 90401

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