



ECONOMIC GROWTH & CULTURAL VITALITY

The city strives to cultivate economic opportunity and recovery through various programs and initiatives and is committed to investing in amenities and programs for all community members, focused on expanding opportunities for youth, teens and seniors.

\$67 MILLION
HOTEL STAY REVENUES

1,318
NEW BUSINESS LICENSES

9,236
PARTICIPANTS IN ADULT SPORTS

54% MORE
NEW LIBRARY USERS

116 PERMITS ISSUED FOR COMMUNITY EVENTS

500 NEW HOME BASED BUSINESSES

150,396 VISITS BEACH HOUSE & SWIM CENTER



Future of SM Airport

The city launched a two-year community engagement process to help determine the future of the airport property



Civic Auditorium

The city finalized the Surplus Land Act procedures and began soliciting proposals for future use of the venue



Events + Activations

City agreements with Independent Spirit Awards, L.A. Wine & Food Festival, and Cirque du Soleil

LOOKING FORWARD



Frank Gehry on Ocean Avenue

A landmark project is set to soon break ground on Ocean Avenue, bringing famous architect Frank Gehry's design, community benefits, affordable housing and new revenues to the city.



City of Santa Monica

THRIVES