



Exclusive Park Buy Outs



About Pacific Park on the Santa Monica Pier

Located on the world-famous Santa Monica Pier, Pacific Park® is the West Coast's only amusement park located on a pier!

Featuring 12 thrilling rides, including the West Coaster and Pacific Wheel, the first solar-powered Ferris wheel. Millions of visitors each year enjoy all the rides, games and fun you'd expect from one of Southern California's leading entertainment destinations.

Treat Your Guests

Enjoy a fun filled, over-the-ocean picnic with unlimited family-fun rides, challenging midway games with cool prizes, and delicious BBQ all mixed with sun, ocean breezes and spectacular views on the historic Santa Monica Pier. Pacific Park exclusive use can accommodate up to 1,450 people.

All proposals are customized and pricing is based on day, month, time & guest count.



Treat Your Guests

All event packages include:

- Unlimited rides all day and night on your event day
- \$15 in game play “money” per person
- Fully catered, delicious BBQ buffet by Bristol Farms catering – All you can eat! Served for 1.5 hours
- Chef and buffet attendants
- Bottled waters and canned sodas for duration of the event
- Friendly, on site Event Coordinator to manage all the details of your event
- PA system with microphone
- Sound system to play your music list form your iPhone or iPad
- Optional Add-ons, including Game Play, Cotton Candy, Popcorn, Funnel Cake, Dippin Dots, Bar Service, and more available.



Rides



Enjoy Unlimited Rides - Adult



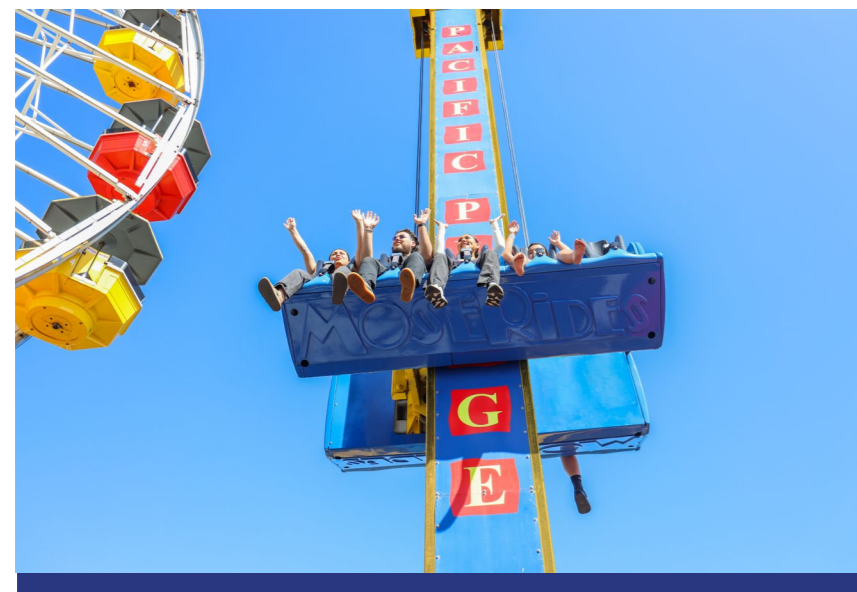
Pacific Wheel Ferris Wheel



Shark Frenzy



Sea Dragon



Pacific Plunge



Sig Alert EV



West Coaster

[Click here for more info*](#)

* visit Pacpark.com/rides for ride descriptions and height requirements



Enjoy Unlimited Rides – Family Share



Inkie's Air Lift



Frog Hopper



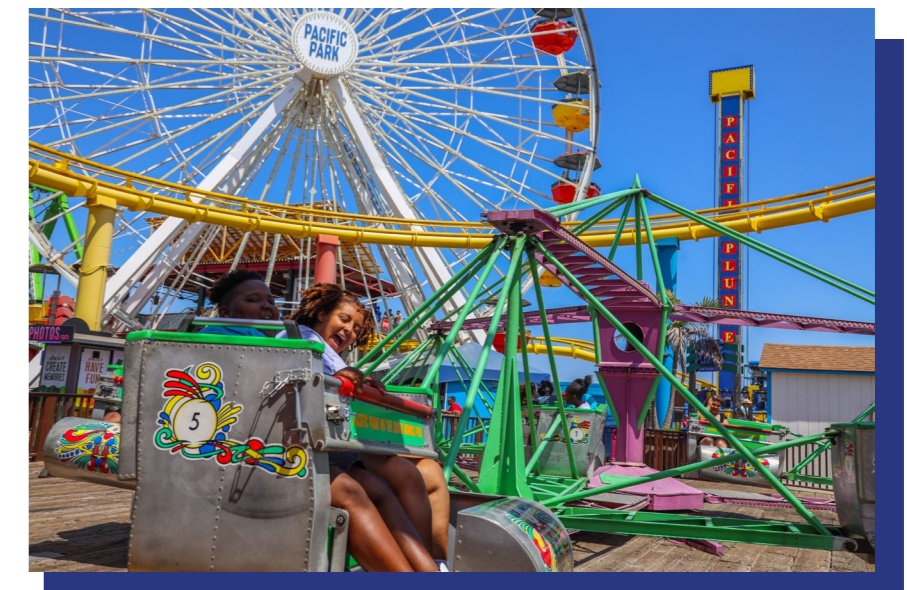
Sea Planes



Inkie's Wave Jumper



Seaside Swing



Inkie's Scrambler

[Click here for more info*](#)

* visit Pacpark.com/rides for ride descriptions and height requirements



Attractions

Gyro Loop

Spin to win in these two-seat, 360-degree turning and tumbling attractions.

Players use a joystick to control their speed and rpm all while flinging in circles, rotating frontward, backward and all around in what feels like a freefalling yet fun-wheeling, swing-like manner in an attempt to win a prize



Games

GUEST **HOME**
: :
PERIOD **PERIOD**
ELECTROMECH



PACIFIC PARK
SANTA MONICA PIER

1 SHOT: \$2.00
3 SHOTS: \$5.00
MAKE THE BASKET AND WIN!
NO REBOUNDS

Enjoy Midway Games with Prizes

From race games, to games of speed and skill, anyone can win a prize at Pacific Park – and many of the games offer a prize every time.

From stuffed animals bigger than you, to genuine licensed products from today's most popular trends, the prizes are sure to be a lasting souvenir from your event at the Pier.



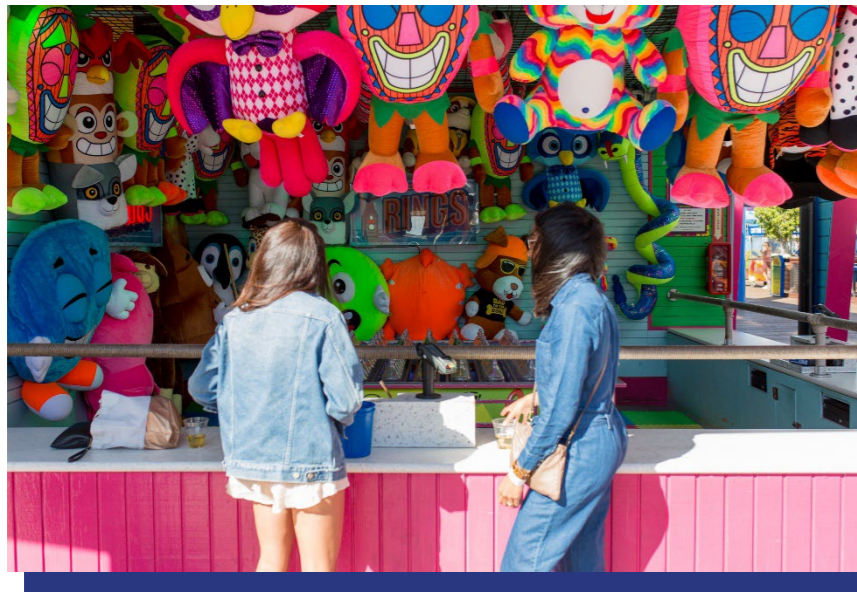
Game Bucks
\$5, \$10, or \$25

[Click here for more info *](#)

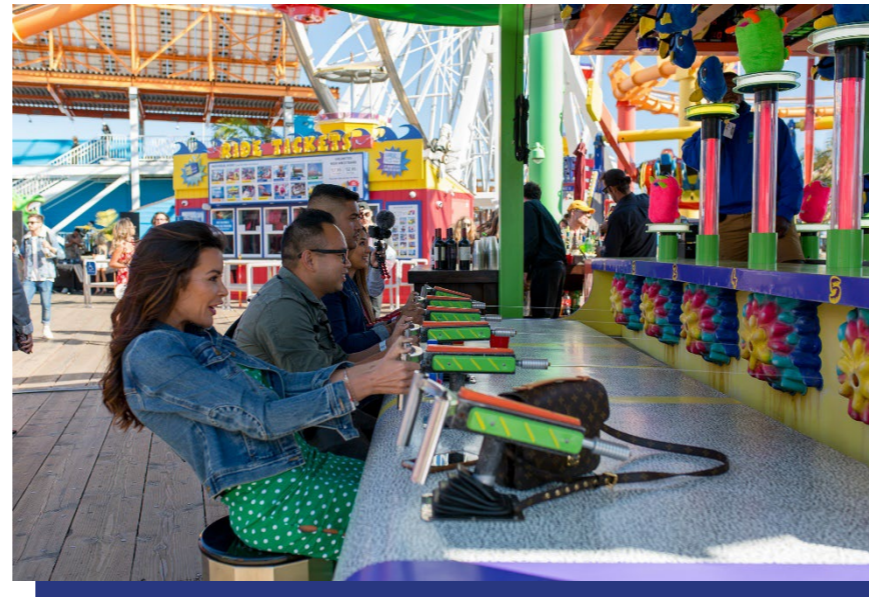
** visit Pacpark.com/boardwalk-games/ for games description*



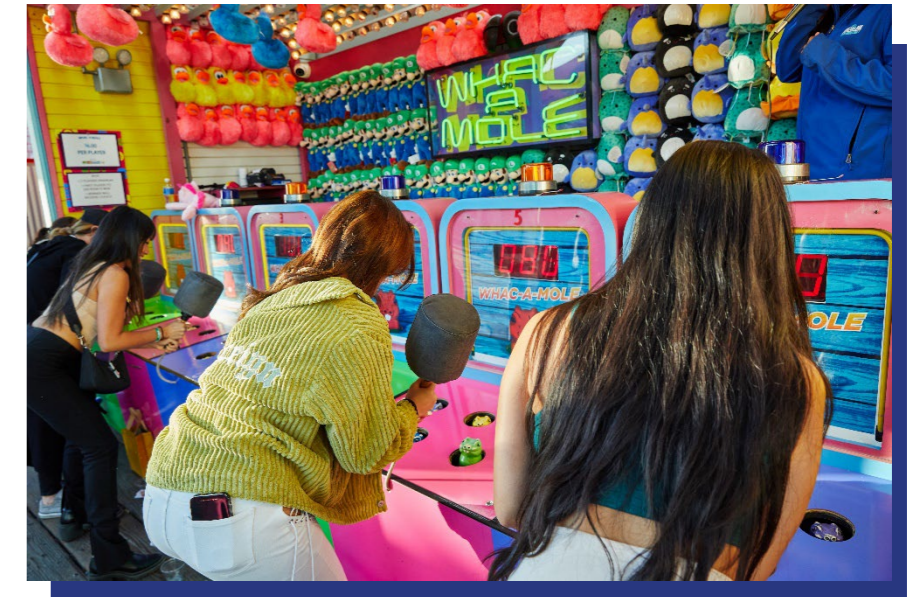
Enjoy Midway Games with Prizes



Ring Toss



Top Glow



Whac-A-Mole



Balloon Bust



Cat Rack



Roll A Ball

[Click here for more info*](#)

* visit [Pacpark.com/boardwalk-games/](https://www.pacpark.com/boardwalk-games/) for games description



Food and Treats

Park Treats

Add some extra special fun to your event!



[Click here for more info](#)

* visit [Pacpark.com/restaurants-santa-monica-pier/snack-and-treat-carts/](https://www.pacpark.com/restaurants-santa-monica-pier/snack-and-treat-carts/) for snack and treat carts descriptions



Catering



Catering by Bristol Farms

Below are some of the menu items offered by Bristol Farms. We can also customize a menu to suite your preferences.

SEASIDE BBQ BUFFET (\$53++ per person)

- Burgers – All natural choice fresh ground burgers. Impossible burgers upon request.
- Chicken breast – Air chilled non-GMO family brined chicken breast
- Hot Dogs – Hebrew National all beef hotdogs.
- Kettle chips
- Array of condiments: extra sharp cheddar cheese, lettuce, sliced tomato white onions, pickles, ketchup, mustard, mayonnaise, pickle, relish & buns
- Choice of 3 cold salads or hot side dishes
- Sliced seasonal fruit & fresh baked assorted cookies (contains eggs, soy, tree nuts, milk) no nuts available upon request

SANTA MONICA EXPERIENCE BUFFET (\$57++ per person)

- Mesquite smoked beef brisket – dry rubbed smoked all natural choice beef brisket
- Grilled chicken pieces – Air chilled non-GMO bone in breasts, legs, thighs, and peach BBQ sauce on the side
- Shrimp vegetable skewers – Jumbo shrimp with bell peppers, red onion, and a melon pepper relish
- Cornbread mini rolls
- Choice of 3 cold salads or hot side dishes
- Sliced seasonal fruit & fresh baked assorted cookies (contains eggs, soy, tree nuts, and milk) no nuts available upon request

Catering by Bristol Farms

Below are some of the menu items offered by Bristol Farms. We can also customize a menu to suite your preferences.

LA Street Taco Bar (\$54++ per person)

- Carne Asada – Cilantro, lime grilled, flat meat
- Ancho Orange Chicken – Slow roasted chicken, orange and ancho broth
- Green chili, queso fresco enchiladas – roasted green chili, jalapeno jack, queso fresco, cojita cheese enchiladas, and green sauce
- Mexican rice & organic black beans (veg)(V)
- Warm corn & flour tortillas, pico de gallo, tomatillo salsa, sour cream, cilantro, diced onions, limes & guacamole
- Nacho Chips & Queso Dip – Corn tortilla chips, warm queso dips and fire roasted salsa
- Condiments – Pico de gallo, tomatillo salsa, onions/cilantro, limes, guacamole, and sour cream
- Sliced seasonal fruit & assorted fresh baked cookies (contains eggs, soy, tree nuts, milk) no nuts available upon request

Pacific Park (\$64++ per person)

- Grilled New York Steak – All Natural USDA Choice New York steaks, garlic herb butter, grilled mushrooms
- Smoked Pork Habanero Cheddar Sausages – House cured and smoked all-natural pork extra sharp California cheddar
- Chicken Breast – Air chilled non-GMO family raised garlic herb chicken breast
- Artisinal rolls
- Choice of cold salads or hot side dishes
- Sliced seasonal fruit, your choice of cake, and assorted fresh baked cookies (contains eggs, soy, tree nuts, milk) no nuts available upon request

Catering by Bristol Farms

Below are some of the menu items offered by Bristol Farms. We can also customize a menu to suite your preferences.

HOT SIDES:

- Creamy Mashed Potatoes (veg)
- Grilled Seasonal Vegetables (v)
- BBQ Baked Beans
- Grilled Corn on the Cobb, whipped butter (vegan butter available)
- Macaroni & extra sharp California cheddar cheese (v)
- Tahini, tandoori roasted cauliflower (v)
- Roasted brussels sprouts, asparagus, red onions, extra virgin olive oil (v)
- Roasted heirloom Yukon gold potato, extra virgin olive oil, garlic, shallots, fresh herbs (v)
- Twice baked bacon cheddar potato
- BBQ baked beans (v)
- Mashed potatoes & gravy

COLD SALADS:

- Shaved kale, romaine cesar salad, shaved parmesan, croutons and tomato
- Potato salad, eggs, celery, onions, mayo and spices
- Orchiette pasta, roasted tomato, baby spinach, parmesan/romano cheese, pickled red onions, herb vinaigrette, cracked black pepper
- Kale slaw, organic tri-color carrots, golden raisins, toasted almonds, fig vinaigrette (v)
- Kale or regular (romaine) cesar, vegan dressing, vegan parmesan cheese, and garbanzo beans (v)
- Chopped salad: romaine, Tuscan kale, tomato, gorgonzola cheese, roasted red beets, cucumbers, yellow peppers, avocado, balsamic & ranch dressing

Additional sides \$5 per person

Food and Beverage Policies

- You are welcome to bring in your own caterer. We require all outside caterers to attend a site visit at least 2 weeks prior of your event to see the space and understand load in / load out requirements. A cleaning deposit is also required; we may charge a service fee if the caterer requires any assistance from our team.
- Children 3 and under are free
- All charges are based upon the minimum revenue guarantee vs returned wristbands, whichever is greater
- 50% deposit is required to confirm your event



Snackville AT
PACIFIC PARK

THIS WAY TO DELICIOUS



MUCKROCK



Snackville Food Court

Snackville Food Court



Cosmic Funnel Cakes



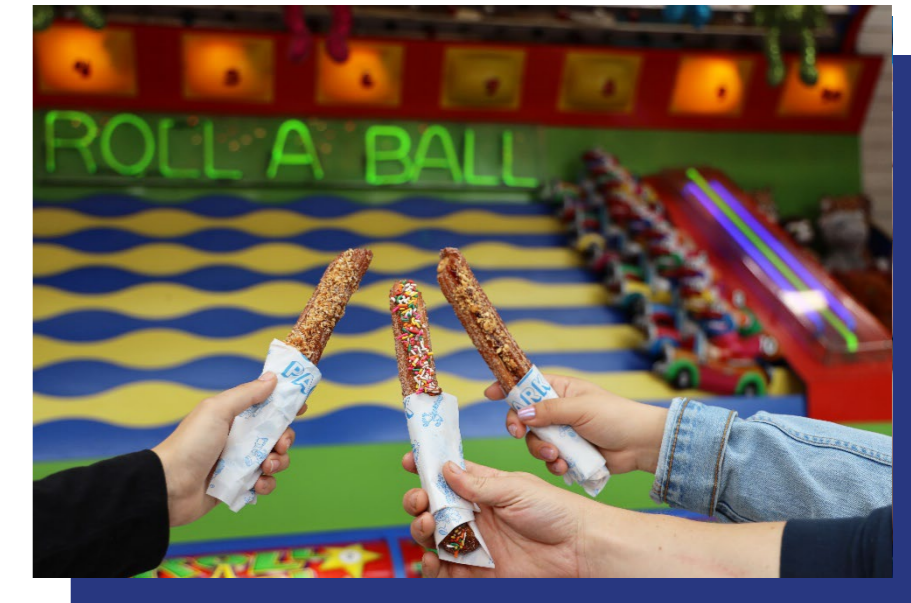
Scoops Creamery



Smashie's Burger



Mr. Nice Fry



Churrita Churros

Click [here](#) for more info*

* visit Pacpark.com/restaurants-santa-monica-pier/ for food unit descriptions

Bar



Bar by Bristol Farms

Below are some of the beverage options offered by Bristol Farms. Staff is an additional charge. The number of bartenders required depends on the number of guests. \$220 per bartender and 10.25% CA sales tax will be added to final bar bill.

Premium Open Bar (\$45 per guest for up to 4 hours)

- Includes premium liquors (i.e., Ketel One vodka, Silver Patron tequila, etc), Chardonnay, Rose and Cabernet wines and imported beer selection.

Call Open Bar (\$38 per guest for up to 4 hours)

- Includes call liquors (i.e., Absolut vodka, Cuervo Gold Tequila, etc.), Chardonnay, Rose and Cabernet wines along with domestic and imported beer selection.

Well Open Bar (\$32 per guest for up to 4 hours)

- Includes well liquors, Chardonnay and Rose wines and domestic beer selection

Premium Bar (\$32 per guest for up to 4 hours)

- Includes well liquors, Chardonnay and Rose wines and domestic beer selection



Bar by Bristol Farms

Below are some of the beverage options offered by Bristol Farms. Staff is an additional charge. The number of bartenders required depends on the number of guests. \$220 per bartender and 10.25% CA sales tax will be added to final bar bill.

Premium Hosted Beer & Wine Bar (\$30 per guest for up to 4 hours)

- Includes Chardonnay, Rose and Cabernet wines and imported beer selection

Hosted Bar By Running a Tab Bar

- One tab is calculated and added to your final bill. You may limit this option by serving just beer and wine or beer, wine, and well drinks, or establishing a set dollar amount. Minimums apply for this option. Bar set-up fee is \$450 per bar.



Canon

Misc

Please Note

There is a \$20k minimum spend for catered picnics/events. If you would like to bring in your own caterer, there is a \$10k minimum spend and includes 125 unlimited ride wristbands and 125 (\$15) game play cards.

10.25% SM sales tax will be added to all packages



Outside Vendors

All outside vendors must meet with an event supervisor no later than two weeks before the event, to coordinate delivery times, set-up locations, pick-up schedules, etc. Scheduled deliveries may be made the day of the event only, as the Park has limited storage facilities. Please note that all deliveries must be pre-approved by the Park's event department.

The Pier has limited/restricted delivery times.



Facility

Nothing may be posted, nailed, screwed, or otherwise attached to the walls, floors, game buildings, rides, or other parts of the Park or surroundings.

All decorations, promotional materials, supplies, rental equipment, etc., must be pre-approved by the event department and removed immediately following the event,. The park is not responsible for any materials or equipment left behind.



Music and Entertainment

The Park must approve all entertainment selections in advance.

All band and entertainment personnel must meet with a Park event supervisor to review their electrical, lighting and other requirements at least two weeks before the event.

Any amplified music may be subject to volume control at the discretion of the event coordinator or security staff. Sound must face west.



Sizzle Videos from Past Events



Nike Joy Run



Google Summer Picnic



REVOLVE and Snoop Dogg takeover



Fandango Takeover

SANTA MONICA
— PIER —

Event Rental Guidelines & Rates

2023-2024

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



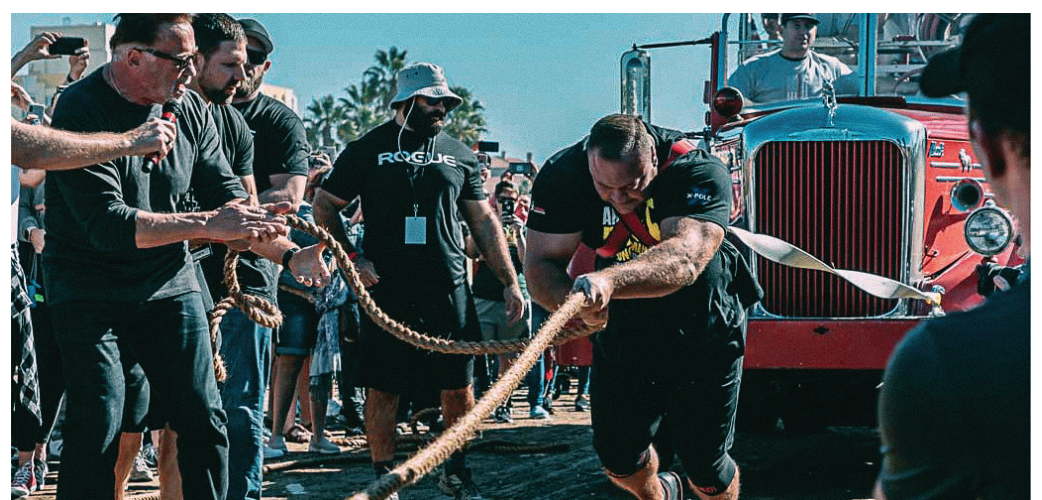
Bleacher Report



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

West Quarter Pier Parking Deck	\$8,500 per day
East Quarter Pier Parking Deck	\$8,000 per day
West Half Pier Parking Deck	\$16,000 per day
East Half Pier Parking Deck	\$15,000 per day
Entire Pier Parking Deck	\$31,000 per day

NOVEMBER 1 THROUGH MARCH 31

Monday through Thursday

West Quarter Pier Parking Deck	\$6,800 per day
East Quarter Pier Parking Deck	\$6,300 per day
West Half Pier Parking Deck	\$12,500 per day
East Half Pier Parking Deck	\$11,500 per day
Entire Pier Parking Deck	\$24,000 per day

Friday, Saturday & Sunday

West Quarter Pier Parking Deck	\$7,700 per day
East Quarter Pier Parking Deck	\$7,200 per day
West Half Pier Parking Deck	\$14,200 per day
East Half Pier Parking Deck	\$13,200 per day
Entire Pier Parking Deck	\$27,400 per day

Non-profit rates available upon request.

ELECTRICAL POWER

Access & Hookup	\$400
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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](#).

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

1580ft 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