

BAYSIDE

BEAT

DOWNTOWN SANTA MONICA &
THIRD STREET PROMENADE

Fantasy on Ice

Balmy temperatures, festive decorations, and ice – real ice. Visitors to Downtown Santa Monica will have it all this holiday season, when they'll be able to glide, spiral and spin in a real winter wonderland.

The parking lot at 5th Street and Arizona Avenue will be transformed into a 60,000-square foot ice skating rink this November, thanks to a partnership between the Bayside District Corporation, the City of Santa Monica and Starbucks Coffee Company, and to Ice Rink Events / Frozen Water, L.P., which will install the fair-weather ice.

"Our goal is to bring an exciting holiday experience to the Downtown area," said Debbie Lee, director of marketing and communications for the Bayside District.

"We hope it will become a tradition," Lee said of the winter season attraction she hopes will continue for years to come.

The rink marks an extension of the annual Downtown decorations and festivities, she said.

"We have a lot of holiday events at the Promenade," said Lee. "We really wanted to create a fun and festive atmosphere Downtown off the Third Street Promenade."

In keeping with this year's planned decor featuring the radiance of the season, the rink will be ringed with "glowing globes of light," she said.

Figure skating stars Tai Babilonia and Randy Gardner will add even more luster when they MC the grand opening event.



SANTA MONICANS CAN TAKE TO THE ICE THIS HOLIDAY SEASON.

No strangers to Santa Monica, the World Figure Skating Champions and the two-time Olympic contenders practiced at the Ice Capades Chalet at 500 Broadway when they were young.

The Chalet, which sported a glittering disco ball and was the scene for Sylvester Stallone's courtship of Talia Shire in the first Rocky movie, closed in 1983, much to the disappointment of skating fans.

Gardner recently shared some of his memories of the rink he and Babilonia began frequenting in 1972.

"Training at the rink was a lot of fun," Gardner said. "In the summer, we would skate in the somewhat cold ice rink, then run to the beach midday for beach-time, then return to the rink for more skating. Lots of skaters were jealous of our situation. Who wouldn't be?"

The pair watched as Santa Monica Place went up across the street, where "a rundown gas station and little markets" used to be, Gardner said. And they watched as the Downtown and Third Street Promenade developed "into the great place that it is."

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Film Market Hopes for Blockbuster Year



The 28th edition of the big American Film Market will launch in Santa Monica on Halloween, and organizers are preparing for a treat. "Let's hope it's a good omen," said Jonathan Wolf, executive vice president of the Independent Film and Television Alliance and managing director of the AFM.

So far, the signs are good for the eight-day trade show, which opens October 31. The event draws more than 8,000 people to Santa Monica from around the world.

"We're running slightly ahead of last year," Wolf reported in mid September.

The AFM announced in mid August that all exhibition space has been taken.

"AFM sold out in record time for the 2007 market, sparking high expectations of the most successful market to date," said Misti Kerns, president and CEO of the Santa Monica Convention & Visitors Bureau (SMCVB).

Although the AFM is primarily an independent film industry trade event, there are opportunities for people who live or work in Santa Monica to attend some free public screenings. There are also conferences and seminars at the Le Merigot and Fairmont Miramar hotels open to the public for a fee.

Not to mention the sales opportunities for local businesses. Downtown stores and restaurants, in particular, have big opportunities because most of the screenings are held at the movie theaters there, which leads to lots of foot traffic.

Participants come from more than 65 countries for a round of deal making, screenings, seminars, networking and parties.

Attendees include acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, press representatives and many others who provide services to the film industry.

The AFM has grown steadily, pumping millions of dollars into Santa Monica each year since moving to the city in 1991.

Don't get the idea that the AFM is limited to low budget films, although those are part of the mix.

Since the AFM started, "more than half of the Academy Awards winners for best picture have been sold at AFM, because more than half are independent films," Wolf said.

The AFM has been headquartered at the Loews Santa Monica Beach Hotel since the event came to Santa Monica. It has overflowed into the adjacent Le Merigot Hotel in recent years as demand from exhibitors grew, adding a floor a year there for the past two years.

But the AFM decided not to add any more exhibitor rooms this year, because "as we grow with exhibit space we have to take away sleeping rooms," which makes it harder for delegates to find a place to stay, Wolf said.

Hotel space is already a problem because of the loss of some mid-priced hotel rooms in Santa Monica over the years as some properties were converted to higher priced accommodations, Wolf said.

The SMCVB helps by monitoring daily vacancies during the market and directing attendees to available space.

For the fourth consecutive year, the SMCVB will provide all AFM attendees with a customized VIP (Visitors Incentive Program) rewards card, which offers discounts at more than 160 businesses.

Businesses can take other steps to capitalize on the potential from the AFM, Kerns said, including displaying the AFM Welcome placard (provided by the SMCVB).

Importantly, greet the AFM attendees "with a smile and a show of appreciation that they are returning yet again," Kerns said.

The AFM is committed to Santa Monica through 2008. It has started discussions with Loews for an extension, but Wolf doesn't expect any agreements to be reached before the end of the year. It's a complicated process because the AFM also has to negotiate rates with many other hotels where attendees stay.

Meanwhile, people who live or work in Santa Monica or belong to film industry organizations will have a chance to see more than 40 of the films being marketed at the AFM.


For information, go to www.americanfilmmarket.com, click on "Attendee & Buyer Resources" and then click on "Public Previews." Wolf urged people not to delay in registering online for Public Previews passes.

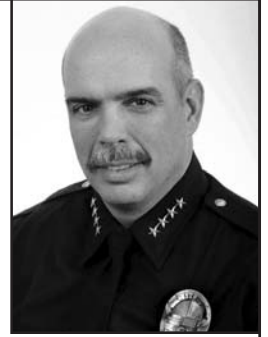
Information on conferences and seminars can be found by going to the AFM web site and clicking on "Conferences."

Clicking on "Catalogue of Films" will show what is being brought to market at the AFM.

The AFM is being held in conjunction with the AFI Fest in Hollywood, which runs November 1 to 11, resulting in the only concurrent film industry festival-market in North America.

SANTA MONICA HOTELS posted an occupancy rate of 85 percent in July, down 0.6 percent from a year earlier, according to PKF Consulting. The average room rate jumped 13.9 percent to \$320.95 at hotels tracked by PKF.

For the first seven months of 2007, occupancy dipped 0.2 percent to 82.6 percent and the average room rate rose 9 percent to \$273.32. 



TAKE FIVE

Walking the Beat

Police Chief Tim Jackman pulled out a map of Santa Monica coded to show where calls for service are concentrated – ranging from blue for the fewest calls to red for areas where most of the reports originate – and pointed to a flaring red blotch.

That hot spot, he said, encompasses the heart of Downtown Santa Monica, and it's surrounded by an island of orange, where the second highest concentrations of calls can be found.

"Downtown generates the most police activity in the city," said Jackman. "It's an indication of where most people are and most conflict. The Promenade drives a lot of that. It's just a very busy area."

The computer-generated map is part of the state-of-the-art technology the chief is using to combat crime. The other – more traditional method – is the shiny black shoes on his feet.

Since accepting Santa Monica's top law enforcement post ten months ago, the chief has become a visible presence, strolling the streets of the city in his navy blue uniform decorated with stripes and badges, waving to passersby, stopping to chat with shop owners.

"I still walk quite a bit, as much as I can," said Jackman, whose strolls still draw smiles, waves and stares. "If I'm Downtown, I try to walk.

"It's very nice," he said. "When I walk on Fourth Street, every other car seems to honk and wave."

After his concentrated efforts on the Downtown and Pico Neighborhood, he has now walked much of the 8.3 square-mile city, rolled up his sleeves and is restructuring the existing police beats to reflect the distinct areas of the city.

One thing he hopes Santa Monicans will see more of are cops walking their beats to get the pulse of the city's business strips and neighborhoods.

"More important than seeing me is seeing police officers out there," said Jackman, who was Deputy Police Chief in Long Beach before coming to Santa Monica. "We're pushing a strategy that's bottom up."

"THE TRAFFIC ISSUES ARE HUGE. CONGESTION IS A BIG DEAL."

TIM JACKMAN

It didn't take walking the streets to quickly learn that the key issues facing the Downtown remain the homeless and traffic, two of the three top concerns (the other being youth and gang violence) that top one resident survey after another.

"We've had several fatal accidents Downtown," he said. "The traffic issues are huge. Congestion is a big deal ... We're working together with traffic management to see what we can do. Having officers handle traffic is expensive.

"We're pushing a lot of public transportation, trying to make that work," Jackman said. "It presents some unique challenges."

While traffic doesn't seem to be getting better, there does seem to be fewer homeless people on Santa Monica's streets, which could be the result of moving the programs that handed out free meals in the parks indoors, Jackman said.

Perhaps the best way to handle the homeless problem is with "tough love" – making arrests for bad behavior – much of it "low-level quality of life stuff" – but also offering services that help get people off the streets.

"People want to be compassionate, but they don't want anti-social behavior," Jackman said. "We're making sure that if an illegal act is done, we're taking sufficient action. No one wants to go to County Jail. So long as that continues to work, that's what we'll continue to do."

Raised mainly by his mother and grandparents in rural New Hampshire, Jackman recalls there wasn't much to get into trouble over in a town of 1,500 best known for its dairy production.

"It was a small community," said Jackman. "If you ever had any thoughts of doing anything wrong, your neighbors would rat you out in a heartbeat."

The career law enforcement officer spent the second half of his life fighting crime. After a stint in the Marines – enlisting at age 17 to find some "discipline" – Jackman fell into police work in Long Beach for 23 years. He spent most of the first ten patrolling the city's toughest streets.

With a B.S from the University of the State of New York and an M.B.A from U.C. Irvine, Santa Monica's new chief, who quickly put his own stamp on the job, believes a "collaborative" approach is the best way to fight crime.

"I don't think we have all the answers," he said shortly before assuming his new job. "Sometimes I think the public can come up with answers we don't see. A lot of police work is common sense. What I'm looking for, is a community that is talking." 🌊

Officials Tackle Major Issues

Homelessness, parking, traffic and development are among the hot-button issues Downtown, and government officials last month grappled with all of them – from giving the go-ahead to remodel Santa Monica Place to greenlighting funds for light rail to opening a new homeless drop-in center.

There were two major developments in the push to help tackle homelessness in the beachside City last month.

On September 6 OPCC opened its new Annenberg Access Center behind the bus yards, a facility City officials hope will help transition the homeless off of Santa Monica's streets, many of them Downtown.

Larger than the shabby quarters by the bus yards where for years the homeless gathered to take care of basic needs – clean up, grab a bite, pick up mail – the gleaming new building is efficiently divided into spaces that offer everything from a medical check-up to employment counseling.

Recommended by a homeless task force in 1991, the new 8,100-square-foot center is the second of two facilities built through the \$19.5 million OPCC capital campaign, "From Homelessness to Hope," which will conclude in December.

The same evening Santa Monica was celebrating the center's opening, an ongoing effort to ban commercial development at the West LA Veterans Administration campus – a part of which could be set aside for homeless veterans – won the unanimous support of the advisory panel helping plot the site's future.

The CARES Local Advisory Panel backed a motion that bars all commercial use or development on the sprawling VA property the federal government has been eyeing as a potential source of revenue.

The move came two weeks after Secretary of Veterans Affairs Jim Nicholson designated three vacant buildings – which private developers were hoping to tear down – for homeless veterans programs, capping a nearly three-year effort spearheaded by Santa Monica Council member Bobby Shriver.

Nicholson's decision paves the way for the buildings to be used to treat and house some of the estimated 17,000 veterans who sleep on the streets of Los Angeles County, a seemingly growing number of them in Santa Monica

ON THE DEVELOPMENT FRONT, City officials greenlighted a remodel of Santa Monica Place that could capitalize on a plan to bring light rail to Downtown Santa Monica.

On September 11, the City Council unanimously gave City staff and Macerich the go-ahead to amend existing agreements for the construction, operation and maintenance of a redesigned mall and adjacent parking facilities.

Key components of the redesign include removing large portions of the roof and connecting the mall to the Third Street Promenade; demolishing a portion of Parking Structure 7; creating a stronger pedestrian orientation at Second Street, Fourth Street and Colorado Avenue, and creating an open-air dining area on the third floor.

The proposed project will retain the two anchor department store buildings – one of which has yet to be leased – and maintain the existing building height of 56 feet, while reducing leasable square footage by 10,234 square feet, according to the proposal.

The proposal is central to the vitality of Downtown, is well-integrated with the existing urban fabric and increases available open space and pedestrian walkways, Planning Director Eileen Fogarty told the council.

"The mall, which has been an asset and the city's living room, can now be integrated into a project that looks outward with improved pedestrian orientation and streetscape," Fogarty said.

Although staff said the project does not alter traffic and circulation in the Downtown area, Council member Kevin McKeown and the Santa Monica Coalition for a Livable City (SMCLC) foresee more traffic, because the main goal of redesigning the mall is to increase the number of shoppers and visitors.

The project – which could be completed by the fall of 2009 if it receives the necessary go-ahead from the Arts Commission, Architectural Review Board (ARB) and the California Coastal Commission – could capitalize on a proposal to bring light rail to Downtown Santa Monica.

THE STALLED EXPO line project received a major boost last month when the California Transportation Commission greenlighted \$315 million to help bring the rail line being built to Culver City all the way to Santa Monica.

The funding, which was approved unanimously without debate on September 5, comes after a budget deadlock in Sacramento threatened to delay the project, which is expected to alleviate congestion on the traffic-snarled Westside.

The commission's move provides nearly half of the \$640 million needed to complete the first phase of the Exposition Line – an 8.5 mile stretch of rail from Downtown Los Angeles to Culver City – which began construction last year.


The first phase is slated to be finished in 2010, paving the way for the next phase that will connect Culver City to Santa Monica, which is still in the planning stages. Currently the line would end at a station across from Santa Monica Place, where the City recently purchased a building from Sears for \$35 million.

Also last month, an idea by Planning Commissioner Terry O'Day to reduce parking requirements and decouple parking from rental rates in Santa Monica's transit districts,

particularly Downtown, drew the ire of other commissioners and residents.

O'Day wanted the commission to send a possible recommendation to the City Council, but commissioners instead asked staff to examine how parking is used Downtown – its availability and distribution – when Land Use and Circulation Element (LUCE) discussions are held.

Decoupling allows housing developers to build fewer parking spaces than required by ordinance in exchange for lowering the rent of residents who forego a parking space.

The idea also includes allowing businesses and retailers to operate with fewer parking spaces than required for customers and employees. 

City Takes Additional Measures to Stamp out Smoking

Restaurant and bar owners will soon need to make sure customers don't light up in outdoor dining areas or they could face a \$250 fine under a provision being crafted by the City Attorneys office.

The new fine will help City officials enforce an expansive outdoor smoking ordinance instituted last November that bans smoking in outdoor dining areas and within 20 feet of entrances, exits and windows that can open.

While the current ordinance – which also prohibits smoking on the Third Street Promenade, at farmers markets and in outdoor waiting areas – already imposes \$250 fines on smokers, the new provision would impose similar fines on restaurant owners who look the other way to allow patrons to smoke.

"Under the current law, they're not liable, the smoker is liable," said Deputy City Attorney Adam Radinsky, who expects to take the new ordinance to the City Council in the next two months.

"UNDER THE CURRENT LAW, (ONLY) THE SMOKER IS LIABLE."

ADAM RADINSKY


In recent months, the number of smokers fined for violating the City's ordinance jumped from two in the first four months of the year to 17 between May and August, Radinsky said.

Three other Southern California cities – Calabasas, Beverly Hills and Burbank – have imposed smoking bans similar to Santa Monica's, and all three have provisions that fine restaurant owners who allow smoking on their premises, Radinsky said.

"It's the idea of having some uniformity," he said. "You want to level the playing field so that you don't have a hot spot for smokers to go to. It's against the law."

Unlike the current measure, which is enforced by police officers and park rangers with the authority to issue citations, the proposed ordinance would likely be enforced by undercover inspectors, Radinsky said.

To be cited, the restaurant owner or worker would have to see a customer smoking and do nothing about it, Radinsky said. "Knowingly or intentionally allowing someone to smoke is an automatic citation," Radinsky said.

The proposal seems to have little or no opposition. Only one restaurant owner showed up and the California Restaurant Association is "comfortable with the language that has been proposed," said Samantha O'Neil, director of government affairs for the Chamber of Commerce. 

MORE ICE...

"WE HOPE IT WILL BECOME A TRADITION."

DEBBIE LEE

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"Henshey's was the big anchor store there, but there were mainly closed storefronts with just a few little antique shops and a few specialty stores," Gardner reminisced.

As the Downtown transformed into an international destination, Gardner and Babilonia became household names. They were U.S. and World Champions and joined the U.S. Olympic teams in 1976 and 1980, all the while training at the rink that would soon be torn down to make way for Fred Segal.

"We did our major training at that rink in Santa Monica," Gardner said. "It took me several years to walk back in there after the property was sold and became a Fred Segal. But, they kept the big mural on the east wall!

"All and all, we did our growing up in Santa Monica because we spent our daytimes there training."

Gardner, who along with Babilonia have been slated to host the grand opening event, is looking forward to hitting the ice again in Santa Monica.

"I've always thought that Santa Monica would be the perfect place for an outdoor rink, especially during the holidays," he said. "As I currently live in Marina del Rey, it will be a hop, skip and a jump away for me to get to. I might even coach a few lessons there. Who knows!"

The foundation for these dreams will be the ice, of course, and keeping it frozen in Santa Monica's summer-like climate is up to Project Manager David Fies of the aptly-named Ice Rink Events / Frozen Water L.P.

There are plenty of precedents for this winter's rink in Santa Monica, Fies said.

Just in California alone, his company maintains two rinks – one by the beach at the Del Coronado Hotel in San Diego and another fanciful creation in San Jose that allows skaters to glide among the palm trees.


And the company is the creator of one of the world's largest outdoor rinks – a 240 by 120-foot rink in Mexico City.

"We can build them any shape, any size, in any climate," Fies said.

While the Santa Monica rink, which can accommodate 300 skaters, will be designed to stay solid in temperatures 75 degrees or lower, extreme heat is no challenge for the innovative manufacturers.

Temperatures soared to 100 degrees when Wayne Gretzky made his 1988 debut with the Los Angeles Kings on an Olympic-sized rink they built at Caesar's Palace in Las Vegas, a feat that's led to repeat contracts for outdoor rinks with the National Hockey League, Fies said.

So tourists and locals alike can be assured that the ice is safe and the fun's guaranteed when they lace up their skates and glide into a fantasy of winter fun by the sea.

The rink will operate for two months, from November 21 to January 13, and will be open daily to all. 

For more news...

surfsantamonica.com

CHECK IT OUT

Our New Website



The Bayside District will launch its new website this month. The site features a new look and a section specifically geared to allow Downtown businesses to access timely information on special events, capital improvements, ordinance changes and marketing opportunities effecting Bayside. The site was designed by Simmonet Marketing Solutions.

downtownsm.com

Bayside is Looking for a Few Good Partners

Help make our holiday season a success! Sponsorship opportunities are still available for the 2007 Holiday Winterlit Program. Don't miss out on the chance to spotlight your business to the nearly 50,000 visitors per weekend to Downtown Santa Monica and Third Street Promenade. All holiday partner benefits include:

- Logo placement on marketing & advertising materials for Bayside District's Winterlit Holiday Experience.
- Opportunity for product sampling at the ice rink site on key dates during the season (8 weeks) and/or on the Third Street Promenade on select weekends.
- Exposure to shoppers throughout the holiday season.

JOINT ICE RINK PARTNER

This year, the Bayside District Corporation in partnership with the City of Santa Monica and Starbucks Coffee Company is bringing ice to Santa Monica! The 6,000 square foot ice rink located on the corner of 5th and Arizona is guaranteed to make this holiday season special. As a Joint Partner at the Ice Rink, your company will have prime exposure in a key Downtown location.

JOINT PERFORMANCE STAGE PARTNER

The Holiday Performance Stage will host a myriad of talent every weekend from Thanksgiving to Christmas Eve.



THE BAYSIDE DISTRICT WILL LAUNCH A NEW WINTERLIT PROGRAM THIS HOLIDAY SEASON.

Including a variety of festive holiday events and cultural performances such as:

- Performances by local choirs
- Cultural performances
- Musical performances
- Children's Prince & Princess Costume Parade
- Book signings & readings
- Menorah lighting ceremony

GIFT WRAP PARTNER

The Bayside District Corporation is seeking a corporate sponsor for the Third Street Promenade Gift Wrap Station. This Gift Wrap Station includes complimentary gift wrap for any purchases made in Downtown Santa Monica during the holiday season. Donations will be accepted and allocated to a local charitable organization (TBD). Gift Wrap Sponsor will have key logo placement and brand presence at the Gift Wrap station on Third Street Promenade for the duration of the holiday season.

To secure your spot or for more information, please contact Debbie Lee, Marketing Director at 310.393.8355 or dlee@baysidedistrict.org





BAYSIDE BEAT

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MISSION STATEMENT

On behalf of the City of Santa Monica, to promote economic stability, growth and community life within the Bayside District through responsible planning, development, management, and coordination of programs, projects and services designed to benefit the community as a whole; which includes the District's businesses, property owners, visitors and residents.

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BAYSIDE EVENT

Morris the Cat visits Third Street Promenade

Morris the Cat made a special appearance at the Promenade on Thursday, September 20th during the Nine Lives Cross Country tour. The tour began in January with a goal of adopting out a million cats from various shelters across the United States. This visit to Santa Monica marked the adoption of the 500,000th cat by Audrina Patridge, star of the popular MTV reality show "The Hills."

From left to right:

Morris the Cat and his handler Rose Ordile
 Ryan Thomas – 9 Lives Brand Manager
 Audrina Patridge – Star of the "Hills"
 Ashley Oliver – Felines and Friends Director

