



SANTA MONICA'S GUIDE
TO ALL THINGS CELEBRATORY FOR THE
Holiday Season



PALISADES VILLAGE

HOLIDAY



STROLL

SHOP, STROLL
& BE MERRY

Saturday, December 7 • 11AM - 7PM

HOLIDAY MARKET • TREE LIGHTING • VISIT FROM SANTA
SNOW FALL • LIVE MUSIC • FESTIVE SIPS & BITES • FAMILY FUN
CARUSO SIGNATURE CHAMPAGNE CHALET • EXCLUSIVE OFFERS

And gifts for everyone on your list.

Caruso



LEARN MORE

Welcome

As the temperatures dip across the country, Santa Monica will be staying warm with the holiday spirit, as seen by this year's 'Tis the Season publication.

The annual guide to the city's gift and event offerings is perfect for any occasion locals choose to celebrate. The city's bustling season will contribute to the local economy, with merchants anticipating not only sales from residents, but also from the countless tourists who call Santa Monica home for the holidays.

Gift ideas can come from anywhere, from the eclectic mix of lifestyle brands on Montana Avenue, to the present of classes and experiences on Pico Blvd. This magazine has a guide to all of these gifts and more, taking inspiration from each of Santa Monica's unique neighborhoods.

The annual 'Tis the Season magazine also features a litany of city events throughout December and into the core late-month holiday soirees. Locals and tourists alike can get into the mood starting with the city's annual tree lighting in late November, as well as take part in the annual Ice at Santa Monica festivities.

Closer to Christmas, Hanukkah, Kwanzaa and the New Year's, the city comes alive with holiday spirit, such as taking part in the popular Santa Monica Pub Crawl and Hanukkah menorah lightings on the Third Street Promenade.

All of the magazine's offerings are centered around buying locally, keeping dollars in the community to spur local job creation, preserve the character of Santa Monica and make personal connections.

Many of the city's organizations have contributed to this guide, such as the Pico Improvement Organization, Main Street Business Improvement Association, Montana Avenue Merchants, Santa Monica Travel and Tourism, the Santa Monica Pier, Buy Local Santa Monica and the City of Santa Monica.

Through 'Tis the Season, readers will have a full roadmap to the hectic season, and will be able to make a plan for both gift-buying and experiences across the area. Welcome to the celebratory season.



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'Tis the Season is an annual holiday guide produced in collaboration with the Santa Monica Daily Press, the City of Santa Monica, Santa Monica Travel & Tourism, Main Street Business Improvement District, Montana Avenue Merchants Association, Pico Improvement Organization, The Santa Monica Pier, and Buy Local.

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KOOZÁ™

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SANTA MONICA PIER



OFFICIAL PARTNER  AIR CANADA



Meet Me Under the Fig Tree

Sunday, December 15, 2024 | 1pm - 4pm

**Join us for Fairmont Miramar's Annual Holiday Community Gathering
under the historic Moreton Bay Fig Tree**

Live entertainment, photos with Santa, seasonal crafts and snow!

This year, we once again join forces with Santa MoniCARES. Please bring non-perishable food items or gently worn clothing to contribute to those most in need.

Santa MoniCARES
TOURISM SUPPORTING OUR COMMUNITY

CHRYSALIS
a nonprofit organization *Changing Lives Through Jobs*



SCAN TO DONATE TO
WESTSIDE FOOD BANK

Fairmont
MIRAMAR HOTEL & BUNGALOWS
SANTA MONICA

FIG
RESTAURANT

101 WILSHIRE BLVD, SANTA MONICA, CALIFORNIA 90401

Holiday Events

CALENDAR



HOLIDAY CHEER ON THE PIER

DECEMBER 5
4pm-8pm

Meet at the Santa Monica Pier Merry Go-Round building for a festive celebration featuring live music performances throughout the event, bringing extra holiday cheer for the whole family to enjoy!

5 DEC

7 DEC

3 - 8 p.m.

MONTANA AVENUE HOLIDAY WALK & MARKETPLACE

Santa Monica's best festive event to shop, dine and support small businesses all at once. At this free event, the streets are closed to cars as shop windows are decked out in the season's finest. This 11-block holiday party is the perfect opportunity to discover what's new and pick out some wonderful holiday gifts for your loved ones.

HOLIDAY THURSDAYS

DECEMBER 5, 12, 19
5 - 7 p.m.

Discover holiday magic every December Thursday until Christmas. Carolers, holiday markets, arts & crafts, and more! 1300 Block, Third Street Promenade. downtownsm.com.

BREAKFAST WITH SANTA CLAUS AT THE REGENT SANTA MONICA BEACH HOTEL

DECEMBER 8TH, 15TH, 22ND
11am-2pm

Join us for a festive Brunch with Santa at Orla, located within the new Regent Santa Monica Beach resort, where unmatched ocean views set the stage for an unforgettable holiday experience for the whole family. From 11 a.m. to 2 p.m., indulge in a two-course brunch featuring family-style starters and a delightful à la carte selection for the main course. Enjoy takeaway photos with Santa and the thrill of learning a routine from the dazzling Rockettes, complete with festive reindeer antlers for the kids. Celebrate the season in style and make lasting memories with us at Regent Santa Monica Beach.

8 DEC

 | TAKE A MOMENT
10 a.m. - 2 p.m.

A free event for all ages to unplug in solitude or in community while you read, knit, draw, write, play games, color or more. The event includes an adult tea-making workshop, a family tea-making opportunity, and winds down with sound healing. Annenberg Community Beach House, 415 Pacific Coast Hwy. santamonica.gov/places/cultural-venue/annenberg-community-beach-house.

MIRACLE ON MAIN ST.

DECEMBER 8
3:30 - 7 p.m.

8 DEC

Miracle on Main Street 2024 will include kids activities, Santa and the tree lighting on the Heritage Museum lawn. Plus Carolers and street-wide festivities and holiday parties into the night. California Heritage Museum, 2612 Main St. MainStreetSM.com.

13 DEC

TAYLOR'S BIRTHDAY

DECEMBER 13
7 p.m., 8:30 p.m. and 10 p.m. sessions

'Tis the season to celebrate Taylor Swift's birthday at Ice at Santa Monica presented by Disney+. Show up in your favorite era's style (or cardigan). First 50 skaters per session will receive a friendship bracelet. Ice at Santa Monica, 1324 5th St. iceatsantamonica.com.

7 DEC

ALL ABOUT SANTA

DECEMBER 7-15
Saturdays 2 p.m., Sundays 12:30 p.m.

It's holiday time at the North Pole and everyone is in a tizzy - Santa has disappeared. Is he taking a vacation? Did the sleigh run out of spirits? Can Mrs. Claus keep the home fires burning and the toy shop churning until he can be found? Starring Sarah Hajmomenian, Madeline Lemay, Isabel Lindley, JT Melaragno, Michala Peltz and Megan Wright. Book, music and lyrics by Evelyn Rudie and Chris DeCarlo. Santa Monica Playhouse, 1211 4th St. SantaMonicaPlayhouse.com.



14 DEC

PICO BOULEVARD
HOLIDAY CELEBRATION

9 a.m. - 1 p.m.

The Pico neighborhood's annual celebration of the holidays will include a cookie decorating table and holiday craft table, all complementary. Next to the Pico Branch Library at Virginia Avenue Park, 2201 Pico Blvd. PicoPassport.com.

14 DEC

SANTA MONICA
PUBCRAWL

DECEMBER 14 - DECEMBER 15
5 p.m. - 2 a.m.

The largest charity crawl on the West Coast returns with thousands of Santas, Elves, Naughty Reindeer and over 20 of the city's best bars and restaurants to raise money for the Westside Food Bank to help those in need for the holidays. Enjoy free entry to dozens of Santa Monica's best bars and restaurants with all cover charges included, exclusive food and drinks deals throughout the night, one free drink for the first 500 attendees, multiple routes to choose from, priority entry into Santa's exclusive after-party and prizes for best holiday spirit costume. Main Street, Promenade, Ocean Ave. SantaMonicaPubCrawl.com.

15 DEC

7:30 - 9 p.m.

STORMLARGE:
HOLIDAY ORDEAL

The joy of the holiday season comes to BroadStage with Storm Large: Holiday Ordeal. Storm Large has made a name for herself through tours with Pink Martini, orchestral appearances at Carnegie Hall, and her performances on the television stage of "America's Got Talent." Holiday Ordeal is a naughty and nice holiday program that mixes classics like "O Holy Night" with contemporary favorites like "2000 Miles" and "Sock It to Me Santa." BroadStage, 1310 11th St. Broadstage.org.

15 DEC | MEET ME UNDER
THE FIG TREE

1 - 4 p.m.

Immerse yourself in the holiday magic for a festive, free-access celebration with live music, special performances by the SaMo High Orchestra and Jason Pelsey, and an array of family-friendly activities. Fairmont Miramar Hotel & Bungalows, 101 Wilshire Blvd. Fairmont-Miramar.com.

20 DEC

JOHN BEASLEY'S
HOLIDAZE

DECEMBER 20 | 7:30 - 9 p.m.

Grammy-winning composer, arranger, pianist and local Santa Monica legend John Beasley is back, setting his sights on the holiday season. Holidayze is a joyous collection and reimagination of timeless Christmas songs. Beasley and his trio are teaming up with emerging virtuoso vocalist, composer, and one of the most acclaimed and versatile voices in music today, Michael Mayo. BroadStage, 1310 11th St. Broadstage.org.

25 DEC | HANUKKAH IN
SANTA MONICA

DECEMBER 25 - JANUARY 1
Sundown

Celebrate the Festival of Lights during the Hanukkah season with nightly menorah lightings on the 1200 block of Third Street Promenade (located between Arizona Ave. and Wilshire Blvd.). The lighting ceremonies will begin at sundown. Third Street Promenade, 1200 block. downtownsm.com.

HOLIDAY TREE | 26 DEC
COLLECTION

DECEMBER 26 - JANUARY 31

No 311 requests required. Holiday trees placed on the ground next to trash containers, curbside or in the alley will be collected to become mulch. Please remove decorations and stands. Provided by City of Santa Monica Resource Recovery & Recycling.

31 DEC

54TH ANNUAL SANTA
MONICA PLAYHOUSE
NEW YEAR'S EVE
MUSICAL REVUE

DECEMBER 31
7 p.m., 10:30 p.m.

Champagne, sparkling juice and a delectable dessert buffet accompany this rousing, family-friendly Rudie-DeCarlo musical revue. Join in the singing, dancing, humor and other delights culled from over 6 decades of audience favorite Santa Monica Playhouse productions. The 10:30 show lets you celebrate the changeover to the New Year in the theater with members of the cast. Champagne, sparkling juice and dessert buffet served 6:30 to 7:00 and 10:00 to 10:30. Santa Monica Playhouse, 1211 4th St.

RING IN THE NEW YEAR -
EAST COAST COUNTDOWN
CELEBRATION

DECEMBER 31
8:30 - 9:30 p.m.

Join a spectacular family-friendly New Year's Eve celebration. Ice at Santa Monica presented by Disney+ invites you to a heartwarming and unforgettable New Year's Eve celebration tailored for families and kids of all ages. Experience ice skating under the stars and the excitement of a countdown to midnight (East Coast time). Ice at Santa Monica, 1324 5th St.

7TH ANNUAL SANTA
MONICA POLAR
BEAR PLUNGE

JANUARY 4

Refresh and reset for 2025. Plunge into the Pacific, then warm up in the heated pool with hot chocolate and photos with Pat the Polar Bear at this all-ages winter favorite. Ocean plunge is free. Admission charged for entrance to the pool and pool deck. Annenberg Community Beach House, 415 Pacific Coast Hwy.

FESTIVE DAYS BY THE COAST AT THE
REGENT SANTA MONICA BEACH HOTEL

DAILY FROM DECEMBER 20 - 28
2024

Gather for daily events and activities like ornament painting, delicate snowflake crafting, antler making, designing Christmas cards, and making bird feeders from pinecones. Cozy up for our daily holiday movie screening, adding a touch of cinematic magic to your festive seaside retreat.

Montana GIFT GUIDE

1 **PINK CHICKEN NY**
1524 Montana Ave
Kids Bamboo PJ Set & Baby Bamboo Romper - (available in other prints too!)
\$58-\$62



DESIGNS BY MUSTI
1119 Montana Ave
Emerald & Diamond Halo Ring
\$1100

2

SQUARE ONE REFILLS & SUSTAINABLE SUPPLIES
1523 Montana Ave
No Tox Life Dish Block
\$12.99

3

4 **MONTANA EYES**
718 Montana Ave
Gifts ranging from colorful handmade cases, to frames of all styles as well as gift certificates!
Starting at \$50



5

RESTORE HYPER WELLNESS
920 Montana Ave

Purchase a Gift Card for someone and receive a service for yourself.
Starting at \$75

6 **ESTELL BOUTIQUE**
908 Montana Ave

This holiday give the gift of fashion! Our boutique offers everything from jewelry, jackets, sweaters and scarves!
Italian Sweaters \$118+



8

NAKED CASHMERE
1123 Montana Ave

Ultimate luxury long sleeve button down top & wide leg pant, elastic waistband and adjustable drawstring. Available in Cloud and Black
\$495

9 **GRAMERCY**
1331 Montana Ave

Cozy Smiley blankets available in sage/ivory and blush/ivory
\$100



10 **B&T'S DELI**
912 Montana Ave

B&T's deli offers plant-based subs that anyone can appreciate. Get them a gift card to enjoy any of 11 signature sandwiches and plant-based sides
\$25-\$50

SPARKLEKIDS
1210 Montana Ave
Desert rose sunnies
\$25



BROOKLINEN
800 14th St
Super Plush Robes perfect for anyone in your home!
\$99-\$119

7 **JOYFOLIE**
1233 Montana Ave

Embrace the oversized trend with our Kenzie Sweater, a must-have for your fall and winter wardrobe. Crafted from ultra-soft materials, it ensures maximum comfort while keeping you on-trend.
\$78

HUMMINGBIRD HOME
1021A Montana Ave

Marble Tumblers are an eye-catching addition to your bar or table. Featuring colorful glass balls at the bottom, these glasses make each sip a little bit sweeter!
Tumblers (\$42 set of 2)

BALLOON CELEBRATIONS
1311 Montana Ave C & B

Custom Specialty Bouquets to match your holiday and colors!
\$175-\$500+

11

12

13

14

Montana SANDWICH GUIDE

Montana Avenue's food scene continues to bring new flavors to the forefront, especially in the sandwich category. Here are six locations that need to be on any sandwich fan's radar this holiday season:

BREAD HEAD SANDWICHES

1518 MONTANA AVENUE

One of the area's newest locations offers a selection of sandwiches served in between slices of its signature crispy focaccia-style bread. Co-owner Jordan Snyder told the Daily Press that the bread is "really its own style," with a "flat, bubbly, almost pizza base-like crust underneath." One of the sandwiches that works well with this bread is the Calabrian Turkey, with RC Provisions Roasted Turkey Breast, Hooks 1-year Cheddar, Iceberg Lettuce and Calabrian Mayo. For more information, visit breadheadla.com.



SOGNO TOSCANO

1512 MONTANA AVENUE

With over 10 distribution centers around the United States, Sogno Toscano supplies America's best chefs, delivers to households all over the country, and owns lifestyle cafes and showrooms to share the best Italy has to offer. One of those lifestyle cafes is on Montana Avenue, with a food menu consisting of sandwiches like the Prosciutto with pecorino cheese and black truffle sauce. For more information, visit sognotoscano.com.



B&T'S DELI

912 MONTANA AVENUE

Called "Bay Cities meets Erewhon," the deli focuses on high-quality plant-based ingredients with its comfort food, sub-style sandwiches. However, the deli is not strictly vegan, using ingredients like artichokes instead of fake meat imitations the deli says will "turn people off from incorporating plant-based items into their routine." One of its signature sandwiches is The Peter, which is seasonal mushrooms with B&T's original spread, chimichurri, balsamic glazed onions, lettuce and pickles on a sourdough roll. For more information, visit bandtsdeli.com.



BUN & MI

1004 MONTANA AVENUE

The freshly crafted Asian fusion location has been a big hit locally, including a win in the Santa Monica Most Loved competition for the Southeast Asian/Vietnamese food category. The restaurant specializes in sandwiches on a Vietnamese baguette, also known as Banh Mi, which is known for its thin, crisp crust. One of its signature Banh Mi sandwiches is the Shaken Beef Filet Mignon Banh Mi, with homemade mayo, pickled carrots/daikon, cucumbers, cilantro and spicy jalapeños along with the protein. For more information, visit bunandmi.com.



MCCALL'S MEAT & FISH CO.

1426 MONTANA AVENUE SUITE 7

Originally a Los Feliz gourmet meat and fish grocer, the Santa Monica location has created a fresh neighborhood of fanatics since opening in 2022. The location offers a classic collection of meats, fishes and other farmer's market products, as well as a selection of sandwiches. Its newest Italian sandwich is the Paisano, featuring soft Pecorino Cream, Ricotta, thinly sliced Mortadella & Finocchiona, Calabrian Chilis, Frisee, Zabs Hot Honey, Olive Oil, Red Wine Vinegar, Salt & Pepper on Jyan Isaac Ciabatta Bread. For more information, visit mccallsmeatandfish.com.



FATHER'S OFFICE

1018 MONTANA AVENUE

The Santa Monica location originally opened in 1953, and was purchased by Chef Sang Yoon in 1999 to restore signage, the interior, and add delicious food to the menu. While this delicious food includes its signature burgers, the location also features the Fried Chicken Sandwich with Cabbage Slaw, Kimchee Vinaigrette and Scallion Aioli on a Toasted Potato Bun. For more information, visit fathersoffice.com.



SAM'S BAGELS

1305 MONTANA AVENUE

The counter-serve bagel location has a lot to offer for breakfast fans, but also comes up strong in the lunch department with a helping of mouthwatering sandwiches. One of these is the chicken salad sandwich, with organic chicken breast and celery prepped daily with lettuce, tomato, onion, mustard and "just enough mayo to hold it together." Customers can get the sandwich on many bagel types, including onion, blueberry, cinnamon raisin and chocolate chip. For more information, visit <https://order.online/store/sams-bagels-santa-monica-136687>.



SHOP * DINE * ENJOY

MONTANA AVENUE

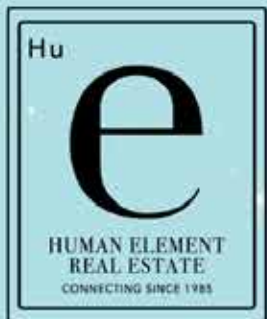
HOLIDAY WALK & MARKETPLACE



SATURDAY, DECEMBER 7TH
3 PM TO 8 PM



★ STREET CLOSED TO CARS ★ FREE!



ENGEL & VÖLKERS®

PHS | PENCE HATHORN SILVER
LUXURY PROPERTY GROUP
COMPASS

Kate Bransfield
CalDRE #01218699

PRESENTED BY MONTANA AVENUE'S PREMIER REAL ESTATE OFFICES

HOLIDAY MAGIC *on montana ave*

Get ready for a festive celebration on Montana Avenue! The annual Holiday Walk & Marketplace returns on Saturday, December 7th, from 3:00 pm to 8:00 pm, transforming the Santa Monica street into a winter wonderland.

Enjoy an enchanted outdoor marketplace filled with local merchants, live music, roaming carolers, and appearances by the Grinch, Cindy Lou, and Princess Elsa. With hot cocoa and winter-themed activities for kids in partnership with Tumbleweed Day Camp, and holiday parties hosted by local businesses, don't miss the chance to shop, dine, and enjoy the magic of Montana Avenue A Winter Wonderland Awaits.

Visit these participating real estate offices for free photos with Santa, Princess Elsa, and more:

- **Engel+Völkers** (1123 Montana) - Visit with Santa
- **Human Element Real Estate** (1207 Montana) - Visit with Princess Elsa
- **Pence Hathorn Silver - Luxury Property Group, Compass** (1333 Montana) - Carolers & Festive Bar
- **Coldwell Banker, Sponsored by Kate Bransfield** (1608 Montana) - Visit with Santa

FREE & ALL AGES

MONTANA AVENUE HOLIDAY MARKETPLACE

Saturday, December 7th | 3pm - 8pm

Montanaave.com | @MontanaAveSM





MIRACLE ON MAIN STREET

TREE LIGHTING CELEBRATION

Sunday, December 8th | 3:30pm - 7pm
California Heritage Museum Lawn

- ★ PHOTOS WITH SANTA
- ★ TREE LIGHTING COUNTDOWN
- ★ SAMOHI CHOIR
- ★ FREE!

MAINSTREETSM.COM | [@MAINSTREETSM](https://www.instagram.com/MAINSTREETSM)



ALL TO DO, SEE AND EAT on main street

Main Street has been a go-to spot in Southern California for summer fun for over 25 years, pulling in crowds before and after their beach trips. Nestled in the historic *'Dogtown'* area, it's where modern skateboarding first took off.

This once-hidden gem is now a lively hotspot bursting with quirky shops, fantastic Michelin-star restaurants with outdoor seating, and awesome events like "Day of The Dog," "Summer Soulstice," and "Rocktober."

Every Sunday from 8:30 am to 1:30 pm, you can hit up the bustling farmers market just south of Ocean Park Boulevard, between *'The Victorian'* and the *'California Heritage Museum.'* This market serves up fresh local produce, live music, tasty food trucks, and fun family activities, making it a Sunday must-visit.

Main Street runs from Pico to Rose Avenue and is a refreshing alternative to shopping malls. You can grab a coffee at *'Urth Caffe,'* treat yourself to French cuisine at *'Pasjoli,'* dig into some Japanese rice balls at *'Sunny Blue,'* or sample Southeast Asian delights at *'Cobi's.'* It's a true foodie paradise!

Kick off your morning with some yummy donuts and artisanal coffee from *'Alfalfa'* or *'The Place To Be.'* Afterward, get your sweat on at places like *'Love for Pilates'* or *'Athletic Gaines,'* or take a laid-back e-bike ride with *'Pedal or Not.'*

For those who love to shop, Main Street is packed with boutiques, including favorites like *'Lost and Found'* and *'jAdis,'* plus artisanal gems like *'OK'* boutique. Want to unwind? Treat yourself to a massage at *'The Now'* or a mani-pedi at *'Pinkie's'* or the newly opened *'Toolbox,'* which is just for the guys.

Need a little pick-me-up? Swing by *'MUD\WTR'* for a mushroom latte, or cool off with some artisanal gelato from *'Dolcenero Gelato.'* And if you're into home decor, check out *'Epoxy Expertise'* or *'Lost & Found,'* a celebrity favorite.

But Main Street isn't just about shopping and eating; it's a blend of history and fun. You can get a psychic reading at the *'Psychic Boutique,'* or check out the Frank Gehry-designed *'Edgemar,'* where you can relax with *'Holey Grail Donuts'* and *'Blue Bottle Coffee'* in the courtyard. Don't forget to visit *'Santa Monica Travel & Tourism'* for maps and tips!

Jeffrey Segal, the founder of *'Mystic Journey Bookstore & Crystal Shop,'* sums it up perfectly: "Main Street is a fantastic spot to find everything from culinary treats to unique local items".

When nighttime rolls around, Main Street lights up with a fun nightlife scene. You can enjoy some tequila at *'Lula Cocina Mexicana,'* catch the game at *'Jameson's Pub,'* or sip cocktails at the stylish *'Victorian.'*

Designer Anthony Schmitt, who creates the famous *'shopping cart tree'* at Edgemar, describes Main Street as an "ever-evolving historical street," capturing the local vibe and offering surprises around every corner. Whether you're up for a quick trip or a whole day of adventures, Main Street is sure to leave you with great memories.

While many tourists flock to the malls and the 3rd Street Promenade first, Main Street feels like a hidden treasure for those in-the-know. It's a unique Santa Monica experience with more variety in shops and eateries. Plus, it's got some of the best bars and restaurants in town.

"Main Street is a vibrant spot for eating, working out, and just hanging out—a neighborhood vibe that's hard to beat," says Judy Kruger, the President and CEO of the Santa Monica Chamber of Commerce.

This area gives off a cozy, laid-back vibe you won't find elsewhere. *'Lula'* is a local favorite, especially during the holidays. If you're up for drinks after work, check out



'Tavern on Main,' which has a similar friendly feel.

Food options here are super diverse, from seafood at *'Crudo e Nudo'* and sushi at *'Tsukiji Sushi Sen'* to the trendy *'Triple Beam Pizza.'* If you're craving Indian, don't miss *'Samosa House,'* and if you're in the mood for Asian fusion, hit up *'Cobi's.'*

Taking a drive down Main Street at night gives off those nostalgic 60s downtown vibes with packed bars, sparkling lights, and a fun atmosphere. The warm lighting, especially around the holidays, makes it feel like a cozy winter wonderland.

During the day, popular coffee spots like *'Urth Caffe,'* *'Kafe K,'* and *'Dogtown Coffee'* are always buzzing.

What really makes Main Street unique though, is that it is literally just three blocks from the ocean. It's not uncommon in the early morning to see someone semi-clad in a wetsuit, clutching their surfboard making their way back home barefoot from the beach.

It's also super close to Venice hot-spots like Rose Avenue and Abbot Kinney Boulevard, both of which offer different experiences with locally-owned businesses, super-trendy brunch spots, and hip clothing boutiques too.



Cobi's



Victorian



Pasjoli



MAIN STREET

SANTA MONICA

RESTAURANTS & BARS

1	COBI'S CURRIES	2104
2	KAFE K	2209
3	SAMOSA HOUSE	2301
4	URBAN SKILLET	2307
5	ALFALFA, INC.	2309
6	URTH CAFFE	2327
7	THAI VEGAN	2400
8	SUSHI VEGAN	2400
9	SHOOP'S DELI	2400
10	JINYA RAMEN BAR	2400
11	ISLA	2424
12	AUGIE'S ON MAIN	2428



1900

13	EDGEMAR RESTAURANT	2435
14	THE GALLEY	2442
15	RABANO	2507
16	MANCHEGO	2518
17	THE VICTORIAN	2640
18	LA VECCHIA CUCINA	2654
19	JAMESON'S PUB	2702
20	CHINOIS ON MAIN	2709
21	LULA COCINA MEXICANA	2720
22	CRUDO E NUDO	2724
23	SUNNY BLUE	2728
24	PASJOLI	2732
25	ASHLAND HILL	2807



2000

26	HOLLYWOOD SMOKE	2808
27	NAMELESS BAR	2810
28	PAPILLE GUSTATIVE	2823
29	TRIPLE BEAM PIZZA	2905
30	HOLY GUACAMOLE	2906
31	TAVERN ON MAIN	2907
32	LIBRARY ALEHOUSE	2911
33	HEAVY HANDED	2912
34	JUNE SHINE	2914
35	TSUKIJI SUSHI SEN	2915
36	VAMOS VAMOS	2917
37	VIA VENETO	3009



2100

COFFEE, JUICE & ICE CREAM

1	DOGTOWN COFFEE	2003
2	KAFE K	2209
3	DOLCENERO GELATO	2400
4	BLUE BOTTLE	2439
5	HOLEY GRAIL DONUTS	2441
6	THE PLACE TO BE	2510
7	MUD\WTR	2515
8	UBATUBA AÇAI	2715
9	SWEET ROSE CREAMERY	2726
10	MAIN SQUEEZE	2727
11	STARBUCKS	2901
12	GROUNDWORK COFFEE	2908
13	GNARWHAL COFFEE	3101



2200

PICO BLVD

BAY ST.



BICKNELL



PACIFIC



STRAND ST.

A WORLD AWAY FROM THE ORDINARY

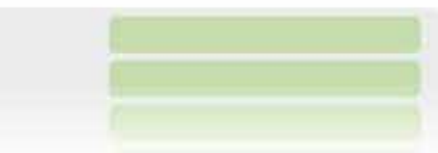


BOUTIQUES & BOOKS

- | | |
|----------------------------|----------|
| 1 JAZOO'S JAPAN | 2400 |
| 2 CABIN CREEK CRYSTALS | 2503 |
| 3 NATIVE AMERICAN WORLD | 2525 |
| 4 COLOR ME MINE | 2525 |
| 5 STEVEN STERN FINE ARTS | 2525 |
| 6 CA HERITAGE MUSEUM | 2612 |
| 7 BEACH CITY COLLECTIBLES | 2665 |
| 8 JADIS | 2701 |
| 9 FAR ARDEN ESSENTIALS | 2900 |
| 10 MYSTIC JOURNEY CRYSTALS | 2921 |
| 11 MYSTIC JOURNEY BOOKS | 2923 |
| 12 ANGEL CITY BOOKS | 218 PIER |
| 13 ZAG, INC. | 3002 |



2300



HOLLISTER AVE.

FASHION, CLOTHING & MORE

- | | | | |
|----------------------|--------------|-----------------------------|----------|
| 1 LEELANAU GOODS | 202 BICKNELL | 10 THE CLOSET TRADING CO. | 2711 |
| 2 HOORSENBUHS LLC | 2217 | 11 UNHOLY SAINTS | 2716 |
| 3 LOST & FOUND | 2230 | 12 TEN WOMEN | 2719 |
| 4 AESTHETIC AMBITION | 2502 | 13 ST. MATTHEW'S THRIFT SHP | 2812 |
| 5 BERRY LEE SHOES | 2525 | 14 KYSS | 2818 |
| 6 ZJ BOARDING HOUSE | 2619 | 15 FREE PEOPLE | 2925 |
| 7 UNDEFEATED | 2654 | 16 KNIX | 2929 |
| 8 LOVE WELD JEWELRY | 2665 | 17 2ND STREET | 2936 |
| 9 CARO BAMBINO | 2703 | 18 REFORMATION | 2937 |
| | | 19 THE BLACK TUX | 2939 |
| | | 20 FEDORA PRIMO HATS | 216 PIER |
| | | 21 EYES ON MAIN | 3101 |



2400

MAIN STREET

2500



11
10
7

NORMAN PL.

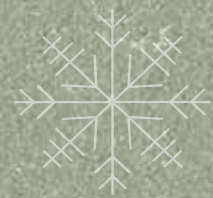


Ocean Park Branch Library



OCEAN PARK BLVD.

BUY LOCAL SANTA MONICA'S 2024 holiday gift guide



PICO ROOTS



\$5-
\$200

1819 PICO BLVD

Explore our sustainable in-store collection! From greeting cards on eco-friendly cardstock to children's clothing made from organic bamboo, our products always have suitability in mind first!

picoroots.com
[@shoppicoroots](https://www.instagram.com/shoppicoroots)

SIN BARCO



\$12.99 -
\$18.00

1109 MONTANA AVE

Our beautiful Loblolly pine tree kits in a compostable planter & beeswax food wrap are both unique and fun holiday gifts for everyone on your list!

sinbarco.com | [@sinbarco](https://www.instagram.com/sinbarco)

TEXTURE A SWEATER STORE & MORE



\$30 FOR A
BOX OF
6 BALLS

716 MONTANA AVE

Woolzies Unscented 100 %
Wool dryer balls

Protect your family and the environment from toxins and harsh chemicals

textureonmontana.com
[ig:@texturesweaters](https://www.instagram.com/texturesweaters)
[fb:texturesweaterstoreandmore](https://www.facebook.com/texturesweaterstoreandmore)

SATDHA, PLANT BASED THAI KITCHEN



FROM
\$50-\$250

CUSTOMIZEABLE

2218 LINCOLN BLVD

We offer e-gift cards for gourmet vegan food—promoting less plastic, waste, CO₂ emissions, and better health.

satdhakitchen.com | [ig:@satdha](https://www.instagram.com/satdha)
[fb:@satdhakitchen](https://www.facebook.com/satdhakitchen)

GOOD BODY PILATES



\$35-\$150
PER HOUR

3229 PICO BLVD

This holiday season, give the gift of health and mindfulness with our eco-friendly Pilates experiences.

goodbodypilates.com
[@goodbodypilates](https://www.instagram.com/goodbodypilates)

OPTIHEALTH OPTOMETRY



\$150-
\$2000

718 MONTANA AVE

Many Santa Monica residents struggle with dry eye and other eye conditions. This holiday season, I'm offering discounts on dry eye treatments and eye exam vouchers—perfect experiential gifts!

eyeexamsantamonica.com
[ig:@optihealth_optometry](https://www.instagram.com/optihealth_optometry)
[fb:@OptiHealth Optometry](https://www.facebook.com/optihealthoptometry)

CREATIONS BY HELLENA



SINGLE: \$15
2 OR MORE \$12
SALAD SERVERS
\$24

SANTA MONICA, CA

Elevate your cooking experience with CBH Home Decor's TEAK KITCHENWARE! Each handle is hand painted and designed with a food safe resin making it its own work of art.

creationsbyhellena.com
[@creationsbyhellena](https://www.instagram.com/creationsbyhellena)

HOT GIRL SAUCE LLC



SINGLE JARS
\$12-\$14
A TRIO IS
\$36

SANTA MONICA, CA

We are a fully non-waste chili oil, meaning we use EVERY part of the pepper. We are also all natural with no additives, preservatives, or sugar.

thehotgirlsauce.com
[@hotgirlsauces](https://www.instagram.com/hotgirlsauces)

LUKE'S LOBSTER



\$25

200 SANTA MONICA BLVD

Luke's Lobster Shack gift card toward a meal of sustainably sourced seafood like the Jonah Crab Roll served with chips and a drink

lukeslobster.com/pages/santa-monica
[@lukeslobster](https://www.instagram.com/lukeslobster)

TEN WOMEN GALLERY

\$25



2719 MAIN STREET

Handmade book containing "10 Rules For Being Human", a popular poem by Cherie Carter-Scott. Perfect for your bedside table, pocket or bag. Makes a great gift!

tenwomengallery.com
[@ten_women_gallery](https://www.instagram.com/ten_women_gallery)

RADIANCE WELLNESS SPA | DIANA RALYSKIN HEALTH



SKINCARE
\$20-\$198
FACIALS
\$111-\$600

1207 4TH ST

Our organic facials are non-invasive, relaxing, and results-driven. With no single-use plastics, and linens of cotton or microfiber washed in non-toxic detergents, you'll enjoy a luxurious experience that's gentle on the environment and your skin.

drskinhealth.com | [@drskinhealth](https://www.instagram.com/drskinhealth)
[@radiancewellnessspa](https://www.instagram.com/radiancewellnessspa) [@esthetics_bykristina](https://www.instagram.com/esthetics_bykristina) [@esthetics_by_tricia](https://www.instagram.com/esthetics_by_tricia)

10 EASY WAYS TO BUY LOCAL *for the holidays*

1 Buy Local this holiday season – visit our @BuyLocalSM Instagram + Facebook for more great holiday gift ideas throughout the City spotlighting sustainability.

2 Head to your SM Farmers Market and stock up on ingredients for your holiday meals. Eat fresh, eat local!

3 Shop early and support your favorite local businesses on Small Business Saturday (Nov 30th).

4 Join thousands of Santas, Elves + Naughty Reindeers at the 16th Annual Santa Monica Pub Crawl (Dec 14th) to raise money for the Westside Food Bank to help those in need for the holidays. To buy tickets: santamonicapubcrawl.com.

5 Skate under the palm trees! Head to DTSM's ICE (or drop off your family while you do some important holiday shopping) + grab a hot cocoa from a local café to get in the spirit!

6 Meet up with your coworkers or friends at a Santa Monica restaurant or bar for some holiday cheer.

7 No time to cook? No problem, we've got over 200 Buy Local restaurants that can cater your meals or host a holiday party at their venue.

8 Have friends or family visiting? Treat them to a night at a Santa Monica hotel and enjoy the discount of the SMTT Extra Bedroom Program.

9 Enjoy free family fun at the Main St, Pico Blvd, Montana Ave + Downtown SM holiday events...and then you can finish up your holiday shopping! #BuyLocalSM

10 Buy Local, Give Local this holiday season. Help support one of our many local charities by providing gift donations, volunteering some time to help your neighbors in need or shopping at your favorite local thrift store for holiday decorations and perfect vintage gifts. #WeAreSantaMonica

Need some persuading?...

Here are some reasons why shopping locally is so important:

- **COMMUNITY LOVE:**
You're investing in your neighborhood and helping it thrive.
- **UNIQUE FINDS:**
Discover one-of-a-kind gifts that you won't find in big-box stores.
- **PERSONALIZED SERVICE:**
Enjoy a more personal and attentive shopping experience.
- **SUSTAINABLE SHOPPING:**
Reduce your carbon footprint by shopping close to home.
- **ECONOMIC BOOST:**
Supporting local businesses keeps money in your community.
- **JOB CREATION:**
Small businesses are significant job providers in our area.
- **CULTURAL FLAVOR:**
Celebrate local culture, traditions, and creativity.
- **QUALITY OVER QUANTITY:**
Find high-quality, handcrafted products that last.
- **FRIENDSHIP BUILDING:**
Connect with local shop owners and fellow shoppers.
- **HELPING DREAMS FLOURISH:**
Encourage entrepreneurship and dreams of small business owners.

FOR MORE INFORMATION PLEASE VISIT WWW.BUYLOCALSM.COM





PICO *gift guide*

One of Santa Monica's most unique stretches of experiences and workshops lies on Pico Blvd., where gifts for the holidays can translate into lifelong skills. Whether your loved ones or friends want to pick up on sports skills or artistic prowess, there is something for everyone along the boulevard:

VIRTUAL SNOW LA



The indoor ski and snowboard training center at 3105 Pico Blvd. gets Santa Monicans ready for the slopes with lessons and equipment rentals. Most begin with an introductory lesson that lasts about an hour, personally tailored based on experience and skill level. Intro lessons \$189, 6 sessions for \$165 each, 10 sessions for \$145 each. For more information and package options, visit virtualsnowla.com.

INTUITION SKATE SHOP



Going from the slopes to the streets, Intuition at 3303 Pico Blvd. has a litany of gift ideas for urban, roller and inline skaters of all sizes. Skates range from the versatile and family-friendly Powerslide Zoom 80mm inline skates priced at \$179.90, to the Rollerblade XL Men's inline skates for \$279.90. For more information, visit intuitionskate.com. For more information on lessons, visit laskatehunnie.com.

ARTIME BARRO



New in Santa Monica for 2024, ARTime Barro is a boutique pottery and wellness studio, focusing on teaching the fundamentals of pottery and ceramics along with wellness fusion workshops. Wellness events include weekly yoga sessions. One-Time Class \$45 per person, For more information, visit artimebarro.com/santa-monica.

JOIN PICO FRIENDS, FAMILIES AND MERCHANTS



A HOLIDAY *celebration*

SATURDAY, DECEMBER
14TH 9 AM - 1 PM

PICO FARMERS MARKET
VIRGINIA AVE PARK • SANTA MONICA

- Complementary Cookie Decorating Table
 - Holiday Craft Table
 - Spin the wheel for giveaways
- AND MUCH MORE!

QUESTIONS?
pico Blvdsm@gmail.com





HOLIDAY STROLL on Pico



Pico Blvd runs from the Beach to Centinela. The street is filled with something for everyone. You can spend the day having fun with friends and family. Here is some inspiration to enjoy all that Pico has to offer.

GET STARTED

Lo/Cal Coffee and Market (2214 Pico Blvd) Pick up a latte and a delicious avocado toast. You can also swing by **Amai Coffee** (1701 Pico Blvd) if you're looking for a matcha latte and almond croissant. Great way to get the day started.

Lazy Daisy Cafe (2300 Pico Blvd) Enjoy the patio and a healthy breakfast or brunch as there are so many items to choose from. **Lares Mexican Restaurant** (2909 Pico Blvd) also has a great choice of breakfast items sure to satisfy all.

GET MOVING

Good Body Pilates (3229 Pico Blvd) A "Most Loved" 2024 business! Stop by for a group class or one on one class, any fitness level will enjoy this workout. **Blue Republic CrossFit Gym** (3228 Pico Blvd). Take your fitness into your hands to push hard and train hard. **Beyond Karate** (2358 Pico Blvd) Karate and self defense classes for the whole family.

GRAB LUNCH

Pico has many options for lunch. **Z Garden** (2350 Pico Blvd). Mediterranean at its best, very fresh and so good. **Gilbert El Indio** (2526 Pico Blvd). A "Most Loved" 2024 business with an amazing Mexican menu perfect for everyone! And did someone say margaritas? And of course, **Prime Pizza** (1811 Pico Blvd). May we recommend The Square Grandmas, it is incredible!

MORE THINGS TO DO

Get ready for the slopes at **Virtual Snow Indoor Ski Training** (3105 Pico Blvd). **Artime Barro** (302 Pico Blvd) is a pottery and wellness space open to all creatives and experience levels. **Allen's Pets Center** (3330 Pico Blvd). Great shop to check out different reptiles, fish, birds and so many other exotic animals. Maybe bring home a new pet? Stop by the world renowned **McCabes Guitar shop** (3101 Pico Blvd) also a "Most Loved" 2024 business. The staff can help you with any repairs or get you set up with a new guitar or lessons. Treat yourself at **Sofia Karan Fine Jewels** (3215 Pico Blvd) for something beautiful. **Pico Roots** (1819 Pico Blvd). A local hub of small businesses and creators. **Intuition Skate Shop** (3303 Pico Blvd). Walk in and skate out. So many great times to choose from and they will get you all set up and ready to roll.

HAPPY HOUR

The Brixton (2827 Pico Blvd.) Pop in and grab a drink and take a seat. Big screen TV is always live. **Daily Pint** (2310 Pico Blvd) 30 plus craft beers and you can play shuffleboard or get a game of pool. **Dr. T House** (1709 Pico Blvd.) Organic High Mountain Tea from Taiwan. Choose a special Boba sure to please.

DINNER ON PICO

Pico Blvd is home to one of the city's most renowned chefs at **Lunetta** (2420 Pico Blvd.) Chef Raphael Lunetta and his team will be happy to welcome you to dine on one of the beautiful patios. Can't forget Pico's beloved **Upper West Restaurant** (3321 Pico Blvd) with several culinary awards and new American menu of comfort foods. Enjoy a crafted cocktail at the beautiful bar.

ENTERTAINMENT ON PICO

The Morgan-Wixson Theatre (2627 Pico Blvd) home of the Santa Monica Theatre Guild since 1946. Great local Theatre. **Kavahana** (306 Pico Blvd.) Hawaiian non alcohol bar serving up lots of amazing vibes. Great place to meet new people and even go on a first date. **Weary Livers** (2819 Pico Blvd.) Always something on the calendar. Social night, Tech night to Singles game night.



KAVAHANA



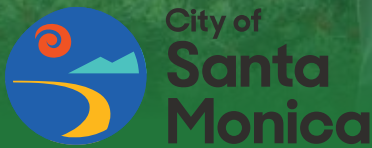
GILBERT'S



THE BRIXTON

Nominate a business today for a Sustainable Quality Award

smsqa.com by 1.24.2025



Congratulations to the 2024 SQA Winners:
 Patagonia Santa Monica, Angeles Investment Advisors, Avocado
 Green Mattress, HGA, Physical Therapyworks, Yoga-urt



SUPPORT SANTA MONICA GREEN-CERTIFIED BUSINESSES

- Adrian's Place
- Âme Salon
- American Cancer Society Discovery Shop
- Apogee
- Angeles Investment Advisors
- Avocado
- Back on the Beach Café
- Blue Streak
- Café Lovi
- Café Ruisseau
- Capital Intelligence Associates
- Community Corp of Santa Monica
- Crudo e Nudo

- Demitasse
- Flapjax Diner
- Good Body Pilates
- Green Goddess Pedicabs
- Heal the Bay
- Heal the Bay Aquarium
- HGA
- IntoMeSea
- Kafe K
- Loews Santa Monica Beach Hotel
- Love Coffee Bar
- Main Squeeze
- NWLA Bridal
- Overdrive Energy Solutions

- Patagonia
- Paws & Effect Pet Spa
- Phoenix Pilates
- Physical Therapyworks
- Plus Hús
- Radiance Wellness Spa
- Redcar Properties Ltd
- Reformation
- Santa Monica Ballet Folklorico
- Santa Monica Hotel
- Santa Monica Travel & Tourism
- Santa Monica UCLA Medical Center Inpatient Rehab Dept
- Shore Hotel

- Square One Refills
- Super Copy
- Sun Moon Rain
- SweisKloss
- Teawaves, LLC
- Tennis Channel
- Texture – a sweater store and more
- The Albright
- The Julia Group
- Three Squares Inc
- Untitled No. 1 School
- Veo
- Yoga-urt
- Zero Waste Co



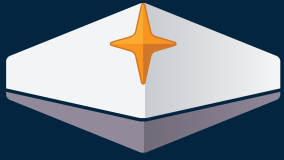


Tis the season to *green your holidays!* Make this the year that your gift giving is in line with your new year's resolution to *take care of people and the planet.*

Consider these ideas for sustainable gifts:

- Give experiences such as concerts, massages, sports games, museums, food tours
- Donate to a local charity on behalf of a friend or family member
- Choose items with minimal packaging and avoid items wrapped in plastic
- Use reusable wrapping such as bandanas, scarves, reusable bags
- Shop at the farmers market or buy local for your festive parties and fancy dinners
- Buy gifts and experiences from local vendors and Santa Monica based stores
- Compost your live tree
- Offset your carbon emissions for holiday travel

The holidays are a great time to spend more time outside and with family and friends making memories, enjoying traditions, sharing laughs, and giving back.



ALTAIR

At Altair Dental Center we believe our community deserves an affordable dental care.



Dr. Edward Allan DDS is a California licensed and internationally trained professional healthcare provider for West LA Area. Dr. Allan believes that quality dental care and affordable price can help all of our community members to maintain their healthy smiles.



DURING THIS HOLIDAY SEASON

Lower fees for Exam and X-Rays
\$99

Professional dental cleaning
\$99

Composite fillings from
\$99

Dental crowns from
\$599

Promo code: **WELCOME99**

Located at the heart of Santa Monica
2730 Wilshire Blvd., Suite 101. Santa Monica, CA 90403

Call us today for an appointment: **310.310.2601**

30 Years

of Sustainability in Santa Monica

Enhancing our resources, preventing harm to the natural environment and human health, and benefiting the social and economic well-being of the community for the sake of current and future generations.



SANTA MONICA
— PIER —

Happy Holidays

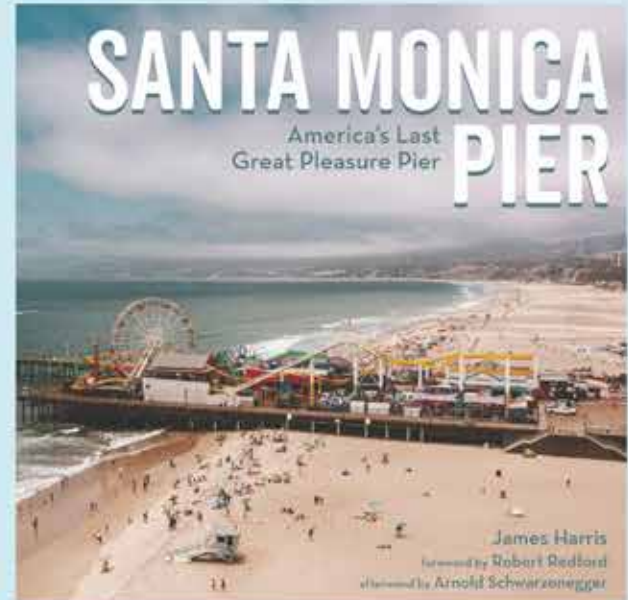
**FROM YOUR
FRIENDS AT THE PIER**



SANTA MONICA
— PIER —

PIERFECT SANTA MONICA GIFTS

visit santamonicipier.org/piermerch
or scan the QR code to shop!



**SANTA MONICA PIER: AMERICA'S
LAST GREAT PLEASURE PIER**

\$29.95

FEATURED IN LA TIMES' 17 BEST
COFFEE-TABLE BOOKS FOR
ANGELENOS, 2024



**SANTA MONICA PIER YACHT
HARBOR LED REPLICA SIGN**

\$135



SANTA MONICA PIER CORP.



A WALK THROUGH PIER HISTORY

EST. 1909

TOUR SCHEDULE:

Every Saturday & Sunday | 10 AM - 11 AM

Sunset Tours | Every Monday | 6:30 PM - 7:30 PM

*Please note that drop-ins are not accepted.
Advance booking is required to ensure an unforgettable experience.

Discover the captivating history behind Santa Monica Pier with "A Walk Through Pier History" Walking Tour! Join us on a remarkable journey through time, as our expert storytellers bring the past to life!

SANTA MONICA
— PIER —

LA prices got you down?
We've got FREE fun!



Scan the QR code for
Year-Round Free Events
at Santa Monica Pier

Prefer to get your updates
from socials? Follow us!



Phoenix

Classical Pilates



Phoenix Classical Pilates, keeping Santa Monica strong and flexible since **2018!**

Want to feel more energetic and younger?

At Phoenix Classical Pilates, we can give you a strong, pain-free body. We specialize in private, semi-private and small group classes.

Sign up for one of our Intro Offers;

3-Group Classes for \$89 or **3-Private Sessions for \$275!**

www.phoenixclassicalpilates.com | hello@phoenixclassicalpilates.com | 424-835-2810

Happy Holidays!

For 4 decades, it's been a privilege serving Santa Monica! Thank you for your trust, and I look forward to continuing to help you with your real estate needs in 2025.



GARY LIMJAP

(310) 430-0818 | WWW.GARYLIMJAP.COM

Coldwell Banker Realty. CALBRE #: 00927151



SWIMMING LESSONS YEAR ROUND

- Conveniently located in Santa Monica
- Weekday after school classes
- Weekend classes
- 3:1 swimmer to instructor ratio
- Semi-private and private lessons

Website: www.h2oswimteam.org
 Email: info@h2oswimteam.org
 Social Media: @h2oswimteam
 Call/ Text/ Voicemail: (424) 487-9397



REGISTER NOW

Visit Us!
Culver City | Canoga Park

H. SAVINAR LUGGAGE CO. SINCE 1916

TUMI

BRIC'S

eagle creek

Travelpro®

VICTORINOX

pacsafe

Samsnite

BRIGGS & RILEY

Savinar carries a huge selection of travel gear to make your gift giving shine bright.

323.938.2501 | Free Parking

POLAR BEAR PLUNGE 2025

Saturday, January 4 | 10:00am – 2:00pm



Take the plunge, join the fun!
 Start your New Year with a bold ocean dip,
 then warm up in our heated pool.

Perfect for families, friends, and newcomers of all ages.

Ocean Plunge: FREE!

Pool Admission: \$10/adult | \$4/youth | \$5/senior adult

415 Pacific Coast Highway, Santa Monica, CA 90402
annenbergbeachhouse.com | (310) 458-4904



Scan to register
and learn more!



The Annenberg Community Beach House is wheelchair accessible and ADA compliant. For disability related accommodations, please call. The Annenberg Community 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.



Ice

AT SANTA MONICA

PRESENTED BY 

NOV 8, '24 – JAN 20, '25
1324 5th STREET

Santa Monica's favorite ice rink is back! Lace up your skates and join us on the corner of 5th Street and Arizona Avenue for the ultimate outdoor holiday experience.



SCAN
TO
GET
TICKETS

CELEBRATE THE HOLIDAYS ON THIRD STREET PROMENADE

**OFFICIAL CITY OF SANTA
MONICA TREE LIGHTING
WITH SANTA**
NOV 21 | 6PM–8PM

Enjoy performances by local groups, FREE photos with Santa, and snow!

HOLIDAY THURSDAYS
DEC 5, 12 & 19 | 5–7PM

Discover holiday magic every Thursday 'till Christmas. Carolers, holiday markets, arts & crafts, and more!

**HANUKKAH IN
SANTA MONICA**
DEC 25–JAN 1 | SUNDOWN

Menorah lightings will take place on the 1200 block of Third Street Promenade.



SCAN
TO
LEARN
MORE



THIRD
STREET
PROMENADE



Don't be brash. Food scraps are too precious to trash.
Food scraps belong in the green organics bin.

Los desechos de comida son demasiado importantes para tirarlos a la basura y deben ir al contenedor verde de materiales orgánicos.



Holiday Tree Collection

December 26th – January 31st

Here's how you can prepare your natural tree for a second life as mulch and compost:

- Remove all decorations such as tinsel, lights, and stands.
- Place your tree curbside or in the alley next to your waste containers for automatic pick-up between Dec. 26th and Jan. 31st. Do not leave trees in parking lots or parks. No 311 request required.

Please note that flocked trees (trees with synthetic snow) cannot be turned into compost and mulch due to the synthetic materials used in the artificial snow and will be collected as trash. If you purchase a natural tree, we encourage you to not apply flocking.

Questions? Email zerowaste@santamonica.gov

RECYCLABLES
RECICLABLES

Keep materials clean and dry
Mantener materiales limpios y secos

Metal



Metal

Paper



Papel

Cardboard



Cartón

Rigid plastics #1,#2,#5



Plásticos rígidos #1, #2, #5

Glass



Vidrio

ORGANICS
ORGANICOS

Materials that were once alive
Materiales que estaban vivos

All food scraps



Todos los restos de comida

Uncoated food soiled paper



Papel sucio sin recubrimiento

Paper towels & napkins



Toallas y servilletas de papel

Yard Trimmings



Recortes de jardín

Bamboo & wooden cutlery



Cubiertos de bambú y madera

LANDFILL
BASURERO

When in doubt, throw it out
Si tiene dudas, tírelo

Pet waste & diapers



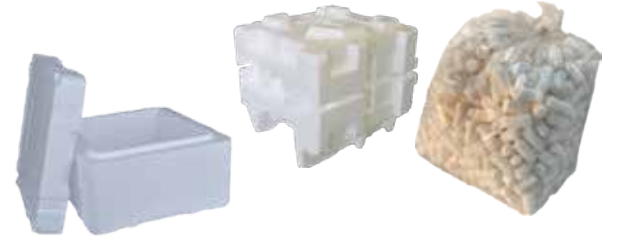
Desechos de mascotas y pañales

Laminated cartons



Cartones laminados

Polystyrene foam



Espuma de poliestireno

Soft plastics



Plásticos blandos

Compostable plastics



Plásticos compostables

THE BENEFITS *of buying local*

DOLLARS THAT STAY IN THE COMMUNITY

Buying local in Santa Monica has a direct and tangible impact on the city's economy. About 70 cents of each dollar spent in Santa Monica stays and while some of that is through recirculation of cash (when business owners buy from other local businesses) about 20 cents of that goes straight to vital city services including local parks and libraries, while also funding local schools.

Purchases made at Santa Monica businesses have generated millions in funding for the Santa Monica-Malibu Unified School District. These funds have been instrumental in supporting teachers, hiring a SamoHi college counselor, providing new textbooks, and enhancing school programs.

Furthermore, local businesses have contributed hundreds of millions of dollars to the City of Santa Monica's General Fund through sales and use tax revenue, business license taxes, and transient occupancy taxes. These funds support essential local services such as police, fire, parks, and libraries, ensuring that the community thrives. However purchases made online with companies not located in Santa Monica (e.g. Amazon) generate sales tax revenue which goes into the LA County Pool, of which the City of SM only receives about 2 cents out of every dollar of this revenue. Our schools, parks and libraries miss out. Thus, your local purchases are nearly 10x's more impactful – vote with your dollars, think local first.

ENVIRONMENTAL BENEFITS

Buying local is a sustainable choice that reduces your carbon footprint. When you have a diverse range of businesses within walking or biking distance, it lessens the need for car travel, ultimately reducing traffic congestion and air pollution while conserving land.

This is particularly true in the age of internet shopping where small items that may be easily obtained locally are instead transported thousands of miles to fulfill online orders.

LOCAL JOB CREATION

Santa Monica businesses have a strong preference for hiring local residents, contributing to the creation of jobs within the community. Over 4,000 Santa Monica residents are employed by Buy Local SM campaign businesses. What's more, over 50% of these businesses are owned by Santa Monica residents, making them your friends and neighbors.

PRESERVATION OF COMMUNITY CHARACTER

Santa Monica is a city of distinct neighborhoods, each with its own town center filled with diverse and unique businesses. Buying local helps preserve the character and charm of these neighborhoods.

NURTURING THE COMMUNITY

Local businesses are dedicated to investing in Santa Monica by actively participating in the community and supporting schools, local events, and festivals. Their contributions extend beyond their products and services, making them integral members of the community.

A commitment to buying local isn't just about finding unique products and supporting friendly neighborhood businesses; it's also a crucial driver of community prosperity, environmental sustainability, and the preservation of Santa Monica's distinct character. The Buy Local Santa Monica campaign, which boasts over 1,500 actively participating businesses, is championing the numerous benefits of keeping your purchases close to home.

EXPANDED PRODUCT CHOICES

Local businesses respond to their customers' preferences and often offer a wider array of unique, locally-made products. If you're looking for something specific, don't hesitate to ask your local businesses, as they may have just what you need.

SUPPORTING LOCAL ENTREPRENEURS

Buying local also supports local entrepreneurs who are the lifeblood of California's economy. Small businesses are essential to fostering innovation and economic growth.

THE FUN OF EXPLORING

Shopping locally provides a sense of adventure as you explore what your local businesses have to offer. It's an opportunity to meet your neighbors, save time, and reduce your carbon footprint.

THE POWER OF LOCAL SPENDING

With approximately 90,000 residents in Santa Monica, every small local purchase can make a significant impact. If each resident pledged to spend just \$5 a day within the community, it would translate into an impressive \$162 million in local spending annually, benefiting parks, schools, and the overall community.

PERSONAL CONNECTIONS

Many local business owners and staff are your friends and neighbors who live in Santa Monica, shop locally, and reinvest their money back into the community. Councilwoman and small businesses owner Lana Negrete said personal connections to customers are hugely important.

“You get to engage with people in a way that we all missed for so long during the pandemic,” she said. “Having that personal contact helps build our sense of community and tells us who we are as a city and what kind of culture we want to foster.”

COMMUNITY SUPPORT

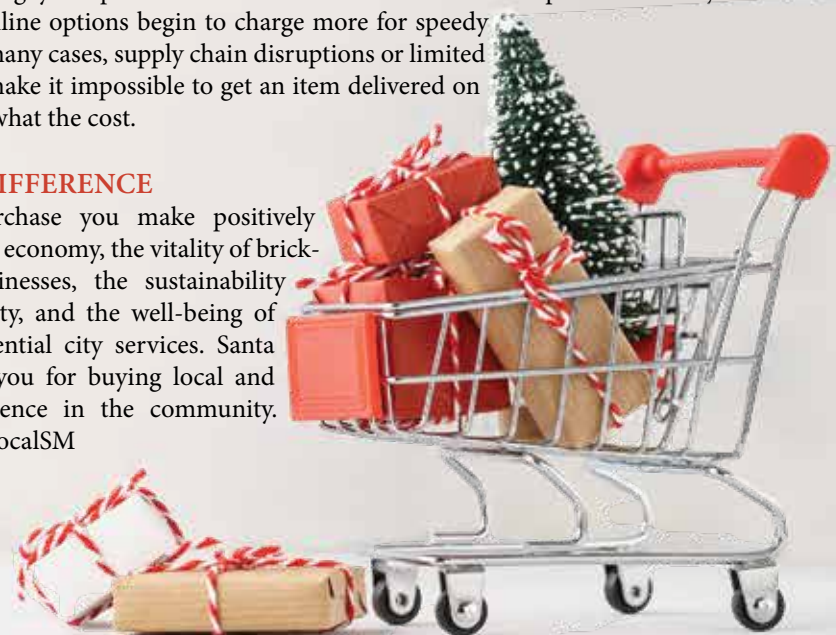
Local businesses not only buy local but also give local. They actively support Santa Monica non-profits and charitable organizations through donations of products, services, funding, and volunteers.

CONVENIENCE

Santa Monica offers a wide range of products and services, so it's always worth checking with local merchants first. You can save time, money, and reduce your environmental impact by keeping your purchases local. This becomes more important literally day by day as online options begin to charge more for speedy delivery and in many cases, supply chain disruptions or limited quantities may make it impossible to get an item delivered on time, no matter what the cost.

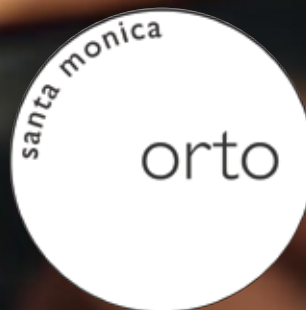
MAKING A DIFFERENCE

Every local purchase you make positively impacts the local economy, the vitality of brick-and-mortar businesses, the sustainability of the community, and the well-being of schools and essential city services. Santa Monica thanks you for buying local and making a difference in the community. #BuyLocalGiveLocalSM



Come enjoy our Italian Happy Hour this *holiday season!*

Monday-Friday
5:00pm to 6:30pm



Menu

FOOD

Crocchette di pollo 12
Chicken croquettes, mozzarella,
San Marzano tomato purée

Arancini di carne e mozzarella 13
Crispy rice balls, mozzarella, beef
ragout San Marzano tomato purée

Calamari fritti 9
The classic, Calabrian chili aioli

Truffle fries 8
Truffle fries, grated Parmigiano,
truffle zest (vegetarian)

Bruschetta 9
Toasted ciabatta bread cherry
tomatoes, basil balsamic glaze (vegan)

COCKTAIL

Spicy Margarita 9
House tequila, agave, organic lime

Old fashioned 10
House bourbon, maraschino cherry,
organic sugar

Classic Martini 11
House vodka or gin, twist or olives

WINE

Classic Spritz 9
Aperol, prosecco

Pinot Grigio Valdadige 8
Dry and crisp white wine

Chardonnay Maddalena 10
Oakly and aromatic white wine

**Montepulciano d'
Abruzzo Marramiero 9**
Dry and medium body red wine

Cabernet Sauvignon Scotto 10
Aromatic and full body red wine

502 Santa Monica Blvd, Santa Monica, CA 90401 (424) 433-8100



EXCLUSIVE HOTEL DISCOUNTS FOR SANTA MONICA RESIDENTS ONLY

santamonica.com/extrabedroom

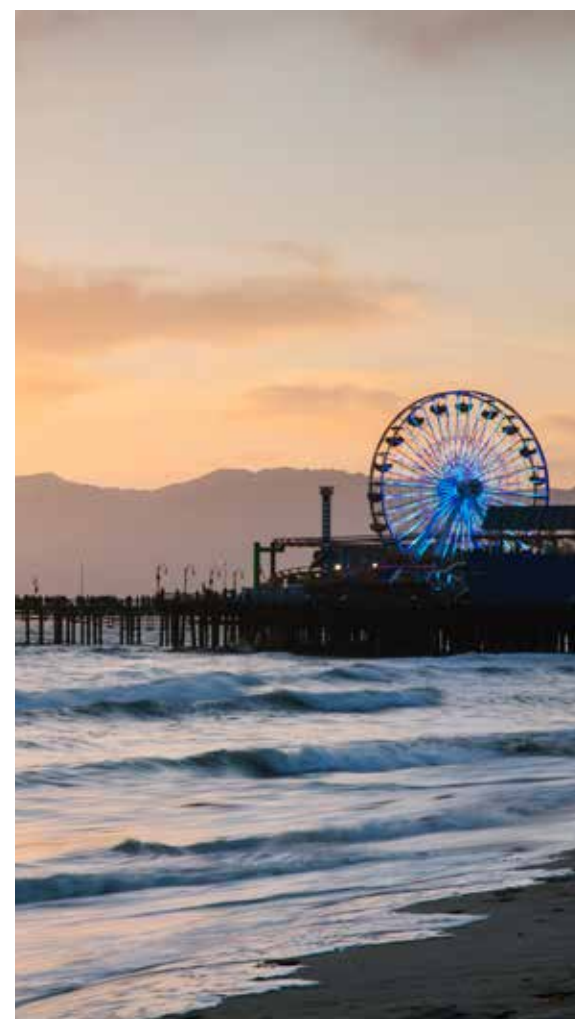


SANTA MONICA RESIDENTS: BOOK YOUR EXTRA BEDROOM NOW FOR SPECIAL HOTEL DISCOUNTS

Need extra space for visiting relatives or friends over the holiday season, or looking for a special way to celebrate the holiday season close to home? Take advantage of discounted hotel room rates offered exclusively for Santa Monica residents and their guests from **November 11, 2024 through February 10, 2025.**

Visit participating Santa Monica hotels at **santamonica.com/extrabedroom**.
To book please visit in person or call hotel directly.

BUY LOCAL AND STAY LOCAL THIS
HOLIDAY SEASON - IT BENEFITS
OUR COMMUNITY!



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Gently Used Clothing Drive

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Santa MoniCARES is in Need of Gently Loved Business Attire

The way you dress can change the way you feel! Help someone build the confidence they need going into a job interview. Santa MoniCARES is collecting new or gently loved business clothing to benefit Chrysalis, changing lives through jobs.

Donate through December 31, 2024
9am to 5pm for drop off

Main Street Visitor Center*
2427 Main Street

Pier Shop & Visitor Center
200 Santa Monica Pier

*Curbside dropoff at Main Street, text
424-443-8830 at least 15 minutes ahead of arrival



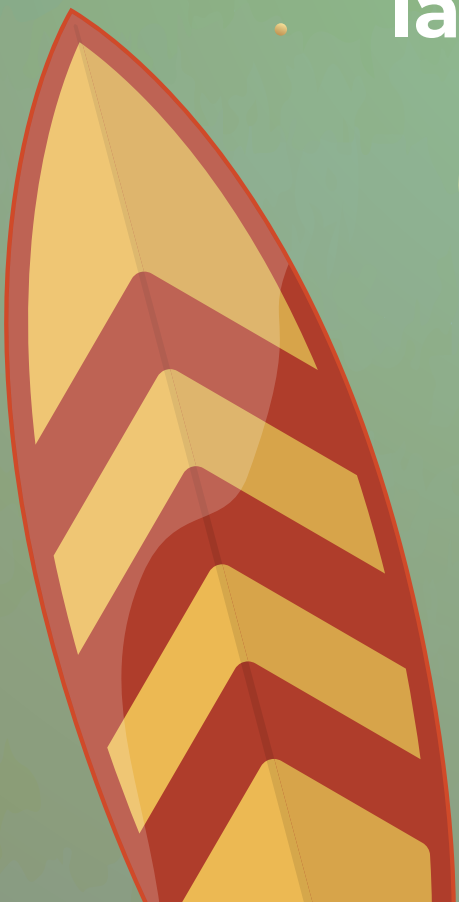
Cares@santamonica.com
Santamonicares.org

Happy Holidays

FROM THE

smdp
Santa Monica Daily Press

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SPECIAL EVENTS AT SANTA MONICA COLLEGE

TCHAIKOVSKY'S THE NUTCRACKER BALLET

Nov 30, 1 p.m. & 5 p.m.; **Dec 1**, 1 p.m. & 5 p.m.;
Dec 7, 1 p.m. & 5 p.m.; **Dec 8**, 1 p.m. & 5 p.m.

The SMC Nutcracker Symphony and SMC student dancers partner with the Westside Ballet for its annual holiday *Nutcracker* extravaganza. Come see the Sugar Plum Fairy, the Prince, and all the other wonderful characters in Tchaikovsky's classic come to life – with falling snow and a Christmas tree that grows – in a theater where every seat provides visual and audio delights for all ages. Produced with support from Santa Monica College, SMC Public Policy Institute, and City of Santa Monica.

See westsideballet.com to purchase tickets.



SMC JAZZ ENSEMBLE

Quincy Jones Tribute

Mon, Dec 2, 7 p.m.

Frederick Keith Fiddmont, Conductor
Come enjoy a musical evening devoted entirely to works by legendary arranger, composer, and producer Quincy Jones. At the Music Hall, SMC Performing Arts Center.



SMC PIANO ENSEMBLE

Great American Composers from
Joplin to Meredith Monk

Thu, Dec 5, 11:15 a.m. & 7 p.m.

Sumy Takesue, Director. Intermediate and advanced SMC piano students will demonstrate the uniqueness and diversity of four-hand to eight-hand piano and piano duo compositions. Guaranteed to be more than twice (or quadruple) the fun as solo piano performances! At the Music Hall, SMC Performing Arts Center.



SMC THEATRE ARTS

Romeo & Juliet

Dec 6 & 7, 7:30 p.m.

Dec 8, 2 p.m.

Written by William Shakespeare. One of Shakespeare's most popular plays, *Romeo and Juliet* is a tragedy of star-crossed lovers caught in an age-old vendetta between feuding families. At the Theatre Arts Complex Main Stage.

SMC CONCERT CHORALE: HOLIDAY CLASSICS AND CAROLS

Sun, Dec 8, 4 p.m.

Dr. Ryan Brown and Dr. Jim Smith, Directors. Join us for an enchanting afternoon of carols and holiday classics featuring the Los Angeles Symphonic Orchestra, the talented voices of First United Methodist Church Santa Monica, and the Santa Monica College Concert Choral. Free at the First United Methodist Church 1008 11th St, Santa Monica



SMC SYMPHONY ORCHESTRA

Fri, Dec 13, 5 p.m.

Sat, Dec 14, 7:30 p.m.

Mercedes Juan Musotto, Conductor
Anthony Cloyd, Director
Join us for a magical family concert featuring Britten's *The Young Person's Guide to the Orchestra* and Prokofiev's *Peter and the Wolf*. Perfect for children and music lovers of all ages, this interactive performance takes place at The Eli & Edythe Broad Stage.



ART DEPARTMENT HOLIDAY GLASS SALES

One-of-a-kind glass gifts, jewelry, and ornaments.

Sat, Dec 7, 8 a.m. – 3 p.m.

With Virginia Avenue Park and
Santa Monica Public Library
2200 Virginia Avenue, Santa Monica

Sun, Dec 8, 11 a.m. – 4:30 p.m.

In partnership with Palisades-Malibu YMCA
Simon Meadow, Temescal Gateway Park,
15601 Sunset Boulevard, Pacific Palisades
Proceeds will benefit the SMC Art Department,
Santa Monica Public Library,
Palisades-Malibu YMCA,
and local artists.

SMC PLANETARIUM

A Winter's Solstice

Fri, Dec 20, 8 p.m.

The Night Sky Show 7 p.m.

Lecturer Jim Mahon. People have long faced the coming of winter with festivities, and customs like the burning of the "Yule Log" and hanging of evergreens far predate the celebration of Christmas in December. Free, live virtual shows presented online at smc.edu/planetarium.



Tickets at smc.edu/tickets unless noted otherwise.

Live performances for the holidays. Visit smc.edu/events for details.



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