



BAYSIDE

BEAT

DOWNTOWN SANTA MONICA &
THIRD STREET PROMENADE

The Word is Winterlit

Pedestrians and motorists will see it as it rolls by on a Big Blue Bus. Listeners will hear it on the radio, and browsers of the local press will read it in newspapers and Web sites.

The message – *Winterlit* is here, and it's bigger and better than ever – will be everywhere this holiday season.

"We have continued to build the *Winterlit* brand in recent years," said Kathleen Rawson, the Bayside District's executive director. "This means increased recognition of Downtown Santa Monica and the Third Street Promenade as not just a holiday shopping destination, but a venue for a variety of winter, Christmas and Chanukah activities throughout the season.

"With the outdoor skating rink that will be open until early January, we are adding a significant component to *Winterlit* this year made possible through numerous community partnerships."

Sponsored by Bayside and Starbucks, the rink will transform the parking lot at 5th Street and Arizona Avenue into a 60' x 100' sheet of ice ringed with glowing globes of light.

Figure skating stars Tai Babilonia and Randy Gardner will add luster to Ice at Santa Monica with appearances throughout the season. As well, Gardner will be providing skating lessons for children at select times.

"This year we are very lucky to have some great partners that make *Winterlit* possible," said Debbie Lee, the Bayside's

marketing director. "Supported with public relations efforts and other marketing communications, we're ensuring a successful *Winterlit* program and guaranteeing that this holiday season will be extra special."

As part of the marketing push, the Bayside will target the Westside of Los Angeles by placing mini-billboards on bus sides and airing public service announcements on KCRW, assuring that regional residents get the message.

"The Big Blue Bus is a great advertising partner, because the buses double as mini billboards that pedestrians and drivers see, and they're regional, so the message extends beyond Santa Monica," Rawson said.

If the bus ads capture those who happen to be on the street when the message rolls by, the public radio ads target a specific audience that has proven true based on past experience, Rawson added.

"It's exactly the right audience," Rawson said. "It's the Westside audience. Their demographic is the perfect visitor for Downtown Santa Monica. Two years ago it was fantastic. Everybody mentioned they heard the ads on the radio."



CELEBRITY SKATERS TAI BABILONIA AND RANDY GARDNER WILL APPEAR AT *ICE AT SANTA MONICA*.

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Mixed Signals for Holidays



At Adamm's Stained Glass & Gallery on 4th Street, owner Adamm Gritlefeld is well stocked for the holiday season even though he's not sure how things will turn out.

"I don't think it will be a great holiday season," he said. Gritlefeld is making this prediction based on summer business being a little slow.

But Gritlefeld isn't giving up hope for a good November and December.

"I'm going to be prepared," he said. "I don't think you can cut back. I ordered a lot of inventory." Indeed, he has added some new artists.

Gritlefeld's situation reflects the mixed signals that retailers are receiving about holiday prospects.

Although there are some positive signs, there are also caution flags, leaving the likelihood that there will be only modest sales gains this year as economic growth slows.

A special note of uncertainty for Downtown Santa Monica retailers arose in early November with the Hollywood writers' strike. Numerous entertainment companies are based in Downtown Santa Monica and the Westside, leaving the possibility that a prolonged strike would hurt local retail spending.

Despite the uncertain outlook and a rash of conflicting reports on the condition of the economy and retail sales, some Downtown Santa Monica merchants expect a solid holiday season.

"I think that it's going to be good – at least as good as last year – if not better," said Jay Demircift, president of Puzzle Zoo on the Third Street Promenade. He reported that business is up so far this year.

For the holidays, Puzzle Zoo will offer basic toys and some electronics, as well as some futuristic items, including a robot, Demircift said.

"I'm very optimistic about this holiday," said Tony Ayoub, owner of the Jewel Shop. "There is nothing to slow down action on the Promenade."

Ayoub remodeled his store on the Promenade this year and said he had a good summer, aided by the decline in the U.S. dollar which boosted tourism from Europe, particularly the United Kingdom.

Ayoub also changed his merchandise mix to put increased emphasis on more expensive items.

Candy Baron owner Ron Baron expects a good Christmas season, comparable to last year, for his five stores.

His Santa Monica store on Santa Monica Boulevard is doing very well, Baron reported.

"We've been up from last year at all our stores," Baron said. Gritlefeld said tourists didn't seem to be spending as much this summer as in the past, and pricier items weren't moving as well.

But he's ready for improvement.

"Sometimes you don't know until two weeks before Christmas," Gritlefeld said.

Meanwhile, U.S. retail chains will probably post a 2.5 percent increase in sales at stores open at least a year in November and December, according to Michael P. Niemira, chief economist of the International Council of Shopping Centers. He expects heavy promotion, including coupons and price cuts.

"Sales will be mixed and retailers will be offering promotions to drive traffic and sales this year," he said in late October.

Earlier, the National Retail Federation said holiday sales are expected to grow at the slowest rate since 2002. It sees a gain of 4.0 percent this year versus 4.6 percent last year. The forecast excludes some categories, including auto dealers, restaurants and online sales.

Among the bright spots this holiday season, according to various reports, will be consumer electronics, while apparel faces a mixed outlook.

SANTA MONICA HOTELS posted the highest occupancy rate in Los Angeles County in both August and the first eight months of 2007 among submarkets tracked by PKF Consulting.

Santa Monica scored a strong 91.2 occupancy rate in August, up 1.7 percent from a year earlier. For the eight months, occupancy rose 0.3 percent to 83.9 percent. Santa Monica was the only submarket in the county to top 90 percent in August this year.

The average room rate increased 11.2 percent to \$310.52 in August at Santa Monica hotels surveyed by PKF. For the eight months, rates rose 9.6 percent to \$277.53.


THIS YEAR'S American Film Market pumped about \$13 to \$14 million in direct spending into Santa Monica, according to an estimate released by the Santa Monica Convention & Visitors Bureau just before the annual event kicked off on Halloween.

About \$4.5 million of that was spent at hotels. Attendees took an estimated 12,000 room nights, with most hotels participating.

The AFM, which attracts about 8,000 attendees from around the world, utilizes Downtown movie theaters to screen films. 🎬

Winterlit™

HOLIDAY EVENTS IN DOWNTOWN SANTA MONICA



I·C·E
AT SANTA MONICA

ICE AT SANTA MONICA
Open Daily through January 6, 2008
Bring back childhood memories as you slice through the ice in Southern California holiday style – with balmy ocean breezes. The rink is open daily; \$10 admission includes skate rental. Starbucks Coffee Company is proud to support Ice at Santa Monica. See back cover for hours of operation.

5th Street & Arizona Avenue

Presented by Starbucks® Coffee

Holiday Inn
Santa Monica Beach
Official Hotel Sponsor

City of Santa Monica

ONGOING EVENTS

WINTERLIT 'BEST GIFT EVER' CHALLENGE FOR PAL

Through December 20

Remember getting the "Best Gift Ever?" Let that be your inspiration and bring an unwrapped gift for one of the kids (ages 6 to 17) in the Santa Monica Police Activities League (PAL). Donations accepted at the Winterlit Gift Wrap Station on the Third Street Promenade, Santa Monica Place Guest Services and at Santa Monica Starbucks locations (for drop locations, www.winterlit.com).

CHARITY GIFT WRAPPING STATION

Fridays, Saturdays & Sundays

November 23 – December 24, 11:00am – 6:00pm FREE

1400 Block of Third Street Promenade & Santa Monica Place

Free shopping bags and free gift-wrapping available. Donate your "Best Gift Ever" for PAL kids here. Kids can make personalized gift-wrap every weekend!

SANTA MONICA PLACE GIFT-WRAPPING

Customer Service / Gift-Wrapping

Everyday of the Season

Store information and holiday gift-wrapping services always are available for shoppers at Guest Services, Level 2 during mall hours.

MAKE A MERRY MEMORY AND COME TAKE PICTURES WITH SANTA CLAUS!

November 23 – December 24

11:00am – 5:00pm Daily

Center Court, 1300 Block of Third Street Promenade

Choose from a variety of high-quality digital photo packages; send images to family and friends via the Internet! Presented by Loews Santa Monica Beach Hotel.



NOVEMBER EVENTS

VOICES OF CHRISTMAS

Carolers at Santa Monica Place

November 20, 7:00pm – 9:00pm FREE

Enjoy the finest group of Christmas Carolers in the L.A. area as you shop at Santa Monica Place.

SANTA'S ARRIVAL

November 29, 5:00pm FREE

Catch a glimpse of Santa as he "lights up" Santa Monica Place and then makes his way down Third Street Promenade to Ice at Santa Monica for a group skate with PAL kids.

DECEMBER EVENTS

DRUM CIRCLE

December 1-2 FREE

Two shows: Noon & 1:00pm

1400 Block of Third Street Promenade

Children are welcome to participate in a drum circle and create exciting in-the-moment music! Learn about rhythm while connecting and communicating with others.

TIDE POOL CRUISER

December 1-2, 11:00am – 4:00pm FREE

1400 Block of Third Street Promenade

Experience the Travelin' Tide Pool touch tank! Make a physical connection with creatures from the sea and learn what makes a marine ecosystem.

MEET ME UNDER THE FIG TREE

December 2, 3:00pm – 6:00pm FREE

Fairmont Miramar Hotel, 101 Wilshire Blvd.

The tradition continues under the magnificent Moreton Bay Fig Tree. Silent auction and holiday treats amidst the festive décor and gingerbread city.

CHANUKAH

December 4-11, Sundown FREE

1300 Block of Third Street Promenade

Come celebrate the Menorah lighting ceremony every evening of Chanukah.

THE AMERICAN YOUTH SYMPHONY

Holiday Performances

December 7th & 9th, 2:00pm – 5:00pm FREE

Santa Monica Place, Center Court

Enjoy holiday carols courtesy of the AYS, which counts some of the country's best pre-professional musical artists.

PERFORMANCE STAGE

December 8-9 & December 15-16 FREE

1200 Block of Third Street Promenade

Bayside Community Stage presents Australian aboriginal music, jazz soloists, salsa dancers, choirs, acoustical performances, electric violinists and more!

THE CHILDREN'S MUSEUM OF L.A.

Entertainment, Cocoa and Crafts

December 8, 11:30am – 4:00pm FREE

Santa Monica Place, Center Court

Enjoy an afternoon of holiday cheer! Performance by the Reader's Theatre Project. Hot cocoa and holiday crafts courtesy of the Art-To-Go program.

SNOW HILL

December 15, 11:00am – 4:00pm FREE

1400 Block of Third Street Promenade

Snow is coming to Santa Monica! Frolic in real snow and participate in a Snowman Building Contest.

CAROLERS

Carolers on Third Street Promenade

December 22, FREE

Christmas carolers stroll the Promenade the Saturday before Christmas singing all your favorite winter standards!

For more details visit downtownsm.com

winterlit.com

More Homeless Call Downtown Home



HOMELESS NUMBER DROP CITYWIDE, UP IN DOWNTOWN.

The Downtown area continues to claim the highest concentration of homeless in Santa Monica, with nearly 100 more people counted on the streets and in shelters this year than in 2005.

About one third of the homeless counted (376) on a January night in Santa Monica lived on the streets or in shelters in the census tract bordered by Wilshire, Pico and Lincoln boulevards down to the water's edge, according to the 2007 Greater Los Angeles Homeless Count.

That represented an increase of 91 individuals from the 285 counted in the Downtown area – including the beach and in the bluffs – over the course of one night two years ago.

The census, conducted by the Los Angeles Homeless Services Authority (LAHSA), projected that another 152 homeless individuals lived around the Downtown, bringing the total number to 528, based in part on telephone interviews with property owners.

City officials are trying to determine why the numbers increased in the Downtown area over the past two years, said Stacey Rowe, a human services administrator with the City who handles homeless issues.

"They're better at counting," Rowe said of the census workers. "This was certainly a better organized census this year, and it was the second time around."

Since the count was taken more than nine months ago, the City has boosted its efforts to reach out to Downtown's homeless population, Rowe said.

"This happened at the end of January," she said. "Since then, we've expanded and concentrated some of our outreach efforts on the (Third Street) Promenade."

The increase in Downtown's homeless population defies a general drop in the number of individuals who live in Santa Monica without a home – 1,506 this year, down from 1,991 in 2005, or a 25 percent drop.

"WE HAVE CONTINUED TO EXPAND AND REFINE THE FOCUS ON THE CHRONIC STREET POPULATION."

JULIE RUSK

Of those, the numbers living on the streets, as opposed to shelters and other temporary housing, was 661, down from 949 two years ago, or a 30 percent drop.

"Obviously, if the numbers went up (Downtown), they were down somewhere else," Rowe said. "It's nice to see things trending in the direction the community wants them to go."

City officials credited the citywide drop to a shift in focus from providing temporary services to finding housing for the "chronic homeless," those who have lived on the streets the longest.

"We have continued to expand and refine the focus on the chronic street population," said Julie Rusk, who is in charge of homeless services for the City. "I think some of the improvements we've made hopefully have decreased that number."

According to the latest census, the homeless continued to gather in large numbers in the Downtown area, where there are plenty of workers and visitors to panhandle, multiple parks where they can tuck themselves in between bushes and a number of agencies that provide shelter and services, City officials said.

In the Downtown area, the number of homeless living on the streets increased from 223 two years ago to 266 this year, while those staying in shelters nearly doubled from 62 to 110, according to the census.

Despite the increase Downtown, Santa Monica's count reflected a countywide decrease in the nation's largest homeless population – from 88,345 in 2005 to 73,000 homeless this year, a 17 percent decline.

Almost half were chronic homeless, meaning they suffer from at least one disability and have lived on the streets for an extended period.

The federally required biannual study found that on a given night in the Los Angeles Continuum of Care service area a total of 68,608 people are homeless.

Of those, 57,166 people (83 percent) live on the street and 11,442 people (17 percent) live in either emergency shelters or transitional housing facilities, according to County officials.

In addition, the study estimates that during the course of a year, an estimated 152,261 people are homeless in the county.

“THIS WAS CERTAINLY A BETTER ORGANIZED CENSUS THIS YEAR, AND IT WAS THE SECOND TIME AROUND.”

STACEY ROWE

“While the numbers are lower, Los Angeles remains the ‘homeless capital’ of the nation,” said Rebecca Isaacs, LAHSA’s executive director. “The situation is still extremely serious.

“Clearly, a great deal of work remains to be done to reduce and end homelessness in our County,” Isaacs said.

A housing shortage in the County contributed to the 83 percent of the homeless living on the street, County officials said.

“There has been little growth in the number of shelters and housing for homeless and low-income housing in the last two years and many homeless people are discouraged or turned away,” County officials wrote in their census report.

Within the 30 days prior to taking the survey, 35 percent of respondents reported that they had tried to access a Los Angeles County shelter or transitional housing program or both, and 45 percent stated they had been turned away.

The most common cause of homelessness among those surveyed was the loss of a job, followed by eviction, conflict with a family member or friend and problems with alcohol or drugs.

“The high number of people who are still homeless demonstrates to all of us in Los Angeles why this needs to be an ongoing high priority,” said Larry Adamson, LAHSA commission chair.

“We must continue to work towards a comprehensive and cooperative plan to ensure that no one is left on the streets,” Adamson said.

Last month, the Bayside District continued to work on Downtown’s persistent homeless problem by sponsoring a presentation from Common Ground, a New York City-based homeless services provider whose “housing first” model has helped their city reduce street homelessness by 87 percent in the past four years.

Representatives cautioned that successfully tackling Santa Monica’s entrenched homeless problem will take much willpower and perhaps eliminating the tier of counseling required before the chronically homeless are housed.

New York City, Common Ground officials said, now requires all homeless service providers that seek public grant funds to follow the agency’s approach to finding housing for the chronic homeless and setting a specific goal.

“We did not start under favorable circumstances,” said Becky Kanis, the agency’s director of innovations. “The only thing we had going for us was that we knew there were a lot of people sleeping on the streets.

“We pieced things together and since then more than 180 homeless people who did not want shelter, social services

or medical treatment have moved directly from the streets into housing,” said Kanis, a West Point graduate who spent nine years in the U.S. Army, retiring with a captain’s rank.

Kanis said she worked countless early morning hours getting to know all chronic homeless persons in Times Square and prioritizing their needs in an effort to coax them into the application process for stable housing.

Santa Monica officials, homeless service providers and every officer from the Santa Monica Police Department Homeless Liaison Program seemed captivated by the presentation.


“This is an exciting program that actually has measurable results in Times Square, and those of us in the business community like measurable results,” said Kathleen Rawson, executive director of the Bayside District Corporation, which manages the Downtown.

“I think this is a big departure from what we have been struggling with all these years in Santa Monica,” said Rawson, who invited Common Ground to Santa Monica after hearing the same presentation at a recent International Downtown Association conference in New York City.

The presentation came nearly two years ago after a contingent of government officials from Santa Monica and Los Angeles County visited New York City to study the Street to Home model and other homelessness initiatives that seemed to be working. A housing-first approach is being tried in Santa Monica.

In the four years since Santa Monica established its Chronic Homeless Program, 78 of the 144 homeless persons who had lived on local streets for at least two years and were excessive users of local police, paramedic and hospital resources were placed in permanent or transitional housing, City officials said.

Los Angeles County officials estimate that 2,500 housing units for the homeless are in the pipeline, compared with 16,000 units soon to be available in New York City, where Common Ground has a 93 percent retention rate among its formerly homeless tenants, Rusk said.

“Everybody who is doing homelessness work knows that housing is a major issue,” Rusk said. “We are also concerned about how we can be more strategic with the limited resources we have and how to provide psychiatric services.” 

StoryCorps

The conversation of a lifetime

Third Street Promenade, through Dec. 8
Give the gift of your story!

White Light, Bright Light

Before you know it, Downtown Santa Monica and the Third Street Promenade will be transformed into a winter wonderland.

Winterlit – the annual Santa Monica holiday tradition that brings festive activities to the Third Street Promenade – will now extend to the surrounding streets with the addition of an outdoor ice skating rink – *Ice at Santa Monica* – at 5th Street and Arizona Avenue.

This year *Winterlit* will be brought to Downtown Santa Monica by the Bayside District Corporation, the Big Blue Bus, Santa Monica Place, Starbucks, Loews Santa Monica Beach Hotel, Holiday Inn - Santa Monica Beach and the City of Santa Monica.

The Beat spoke with a few of the sponsoring organizations for their thoughts on *Winterlit 2007*.

SANTA MONICA PLACE

“Downtown Santa Monica, Third Street Promenade and Santa Monica Place have always had a synergy,” explained Ashley Walkley, marketing manager for Macerich Company. “During the holiday season, we find that combining our efforts to provide the best possible experience for the local community benefits everyone.”

Walkley welcomed the addition of an ice rink to Santa Monica. “What a festive way to bring the spirit of the season to Downtown,” she said.

More importantly for Santa Monica Place, however, is the opportunity to “share in the true meaning of the holidays” by partnering with the 2,000 children-strong local chapter of the Police Activities League (PAL) for the *2nd Annual Best Gift Ever Drive*. The program brings gifts to hundreds of children who might otherwise not receive presents.

As the holidays approach, Santa Monica Place will be bringing you “fun, family-friendly activities,” according to Walkley, who encourages everyone to “Shop, get involved and enjoy Downtown Santa Monica this holiday season!”

STARBUCKS

“When we heard that the Bayside District was launching the first-ever ice skating rink in Santa Monica, we were thrilled to be a part of it,” said Tiffany Lee, marketing specialist for Starbucks.

“Starbucks continually looks for ways to give back to the local community where we do business and this was the perfect fit,” Lee said.

“The Starbucks-sponsored ice rink is a great way for residents and families to come together and enjoy the holiday season,” said Lee, who hopes that the rink will become a holiday tradition.

“On December 6, Starbucks and the Bayside District Corporation will surprise residents with a unique event at the ice skating rink, featuring fun activities for the whole

family, a special presentation and a surprise ice skating performance you don’t want to miss from a world-renowned figure skater,” Lee said. “We hope to see everyone there!”

CITY OF SANTA MONICA

“The City of Santa Monica is pleased to help bring the first outdoor ice rink to Santa Monica as part of the *Winterlit* holiday program,” said Miriam Mack, economic development manager for the City of Santa Monica.

“A number of things fell into place to make the rink a reality,” said Mack. “The most important contribution was the use of the land the City recently acquired. It is the right size and the right location for the rink.

“It took a lot of work on everyone’s part, and we’re very excited about having such a special holiday offering in Santa Monica.”

LOEWS HOTEL

“Since our opening in 1989, Loews Santa Monica Beach Hotel has been an active member in the Santa Monica community,” said Rosalind Napoli, regional director of public relations for Loew’s Santa Monica Beach Hotel.

“Our sponsorship of *Winterlit 2007* is a great way to further our good neighbor policy and our relationship with the community.”

After talking with the Bayside District about *Winterlit*, Loews Hotel was “inspired” by all of the new activities and events in Downtown Santa Monica this holiday season, Napoli said.

Loews is particularly excited to have Santa Claus among its guests, as he prepares to kick off the season with the local PAL *Best Gift Ever Drive*.

Napoli said the hotel also is delighted to play a role in bringing “our own Rockefeller Center” to Santa Monica. *Ice at Santa Monica* will be “a great activity for our guests and clients to enjoy while they are visiting Santa Monica,” said Napoli.

BIG BLUE BUS

As in past years, which saw a Candy Cane Bus and a Singing Snowman Bus especially decked out for the season, a holiday bus will make the rounds this year. But this year’s bus is still a surprise.

“The holiday bus is our holiday card to the community that’s live and on the street for people to see,” said Dan Dawson, customer relations manager for the Big Blue Bus.

“The Big Blue Bus is part of the community,” said Dawson, explaining why his organization pitches in to support *Winterlit*.

“The Big Blue Bus makes sure people have an environmentally sound way to get around, and that



ASHLEY WALKLEY



ROSALIND NAPOLI



Presented by Starbucks® Coffee



DAN DAWSON

“IT’S GOING TO BE REALLY FUN, FUN, FUN.”

PATTY LOGGINS-TAZI

includes doing their holiday shopping,” Dawson said. As the shoppers increase, the buses are there to do their part for the economy, he added.

This year’s holiday shoppers also will want to know about the Tide Ride that can shuttle them from parking structures to stores in different shopping districts, cutting down on car trips and increasing the number of visitors to Downtown businesses. (For more information visit www.bigbluebus.com.)

HOLIDAY INN

“Holiday Inn is excited about participating in and supporting *Winterlit* and especially *Ice at Santa Monica* in its inaugural year,” said J. Chris Jones, general manager at the Santa Monica Beach Holiday Inn.

Jones said the holiday program is a terrific tie-in for the winter tourism business, with the ice rink a great new attraction for tourists and employees in walking distance of the Holiday Inn. “Holiday Inn looks forward to being a continuing partner and supporting the program as it evolves,” he added.

For that extra room you may need during the holidays, ask for the *Winterlit Special* to receive a 10 percent discount at the Holiday Inn - Santa Monica Beach when you call 800-HOLIDAY (www.holidayinn.com/santamonica). 🏠



MORE WINTERLIT...

continued from page 1

The *Winterlit* message also will appear in print and on the Internet through outlets such as *The Daily Press*, *The Santa Monica Mirror*, *The Argonaut* and surfsantamonica.com.

Messaging has been shaped through the design work of Robin O’Connell, the graphic artist who designed the *Winterlit* and *Ice at Santa Monica* campaigns.

“Being a local resident, it’s fun for me to be involved in projects that are part of my community,” O’Connell said.

Local schools will be provided a calendar listing chock-full of kid-friendly *Winterlit* events. “We hope families will plan to enjoy some of the holiday season at one or many of the Downtown events, including *Ice at Santa Monica* which will be open daily,” Rawson said.

In addition to the rink, members of eight local synagogues will be lighting a Menorah during the eight days of Chanukah and presenting special programs to celebrate the Jewish holiday.

“The response was phenomenal,” Rawson said of events which will draw Jewish reform to conservative congregations.

“All of Santa Monica’s synagogues will be singing, storytelling and dancing. We wanted to create more of an all-encompassing community experience.”

On the evening that Rabbi Jeffrey Marx’s congregation from the Santa Monica Synagogue lights one of the eight candles around sunset, the Rabbi

will tell a story, and children from the religious school will sing traditional Chanukah songs. “I love the idea,” said Rabbi Marx. “What could be more wonderful!”

As in past years, Santa will be checking wish lists and posing for pictures, only this time he’ll be doing it at Center Court on the Third Street Promenade. Carolers will stroll the popular walk street spreading holiday cheer, and revelers will gather once again under the magnificent Moreton Bay Fig Tree for a silent auction and free holiday treats at The Fairmont Miramar Hotel.

Additionally, Santa Monica Place and the Bayside will partner with the Police Activities League (PAL) for the *2nd Annual Best Gift Ever* challenge, matching the wishes of hundreds of kids through the generosity of donors who will drop off gifts or gift cards at local Starbucks and other Downtown locations (see www.winterlit.com for more information).

“The most exciting thing is that we have kids who put the gifts under the tree,” said Patty Loggins-Tazi, PAL’s executive director. “That makes their Christmas special.”

This year should prove especially memorable, with PAL kids visiting Santa during a private audience at The Loews Hotel, where he’ll be staying. They’ll then head over to Ice at Santa Monica for skating.

“It’s going to be a fantastic holiday season,” said Loggins-Tazi. “It’s going to be really fun, fun, fun!” 🏠



A HOLIDAY ORNAMENT-SHAPED BROCHURE IS PART OF THE *WINTERLIT* MARKETING MIX.

For more news...
surfsantamonica.com



BAYSIDE BEAT

1351 Third Street Promenade, Suite 201
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BAYSIDE DISTRICT CORP.

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



Hours of operation for the Ice Rink:

Monday thru Thursday 11:00am - 9:00pm
 Fridays 11:00am - 10:00pm
 Saturdays and All School Holidays 10:00am - 10:00pm
 Sundays 11:00am - 9:00pm
 Thanksgiving Day 1:00pm - 10:00pm
 Christmas Eve 11:00am - 7:00pm
 Christmas Day 11:00am - 10:00pm
 New Year's Eve 11:00am - 9:00pm
 New Year's Day 11:00am - 10:00pm

5th Street & Arizona Avenue
Just Two Blocks from Third Street Promenade

www.winterlit.com



Presented by
Starbucks® Coffee



Official Hotel
Sponsor



City of
Santa Monica

