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Turning 100

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Costumes and decorations

6 **Gas prices**
Declining slightly

smdp
Santa Monica Daily Press

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Santa Monica's annual winter ice rink gets substantial upgrade

SCOTT SNOWDEN
SMDP Staff Writer

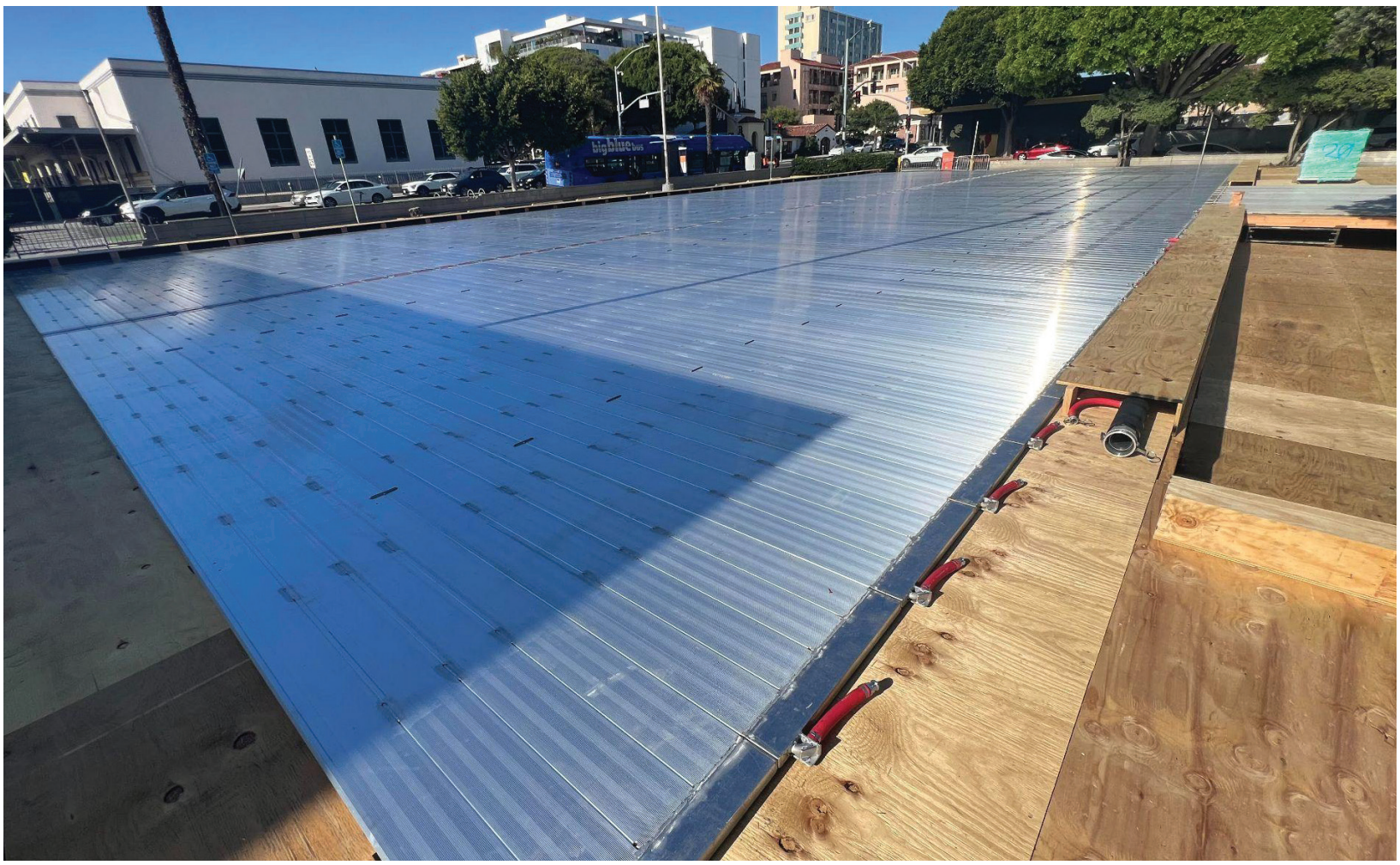
This winter, the annual Ice at Santa Monica event is getting a significant upgrade with an all-new and much improved rink, plus hangout areas, a firepit, food and merchandise stalls, live music, radio or DJ and even a seasonal-themed projection on the side of the adjacent Bank of America building.

Every year, the corner of 5th Street and Arizona Avenue is transformed into an ice skating rink, but this year, Downtown Santa Monica, Inc. (DTSM) has partnered with specialist company Willy Bietak Productions, Inc. to produce something never seen before in the city.

"This year there are a lot of changes," Jeremy Ferguson, Operations & Placemaking Director for DTSM said. "It's 25% bigger than any other previous year, there will be s'mores from S'moreology, clear boarding around the boundary edges to create a bigger, more open experience, plus everything is all geared around being as environmentally friendly and reusable as possible."

In previous years, the rink had

SEE **ICE RINK** PAGE 3



Mandy Zelinka

ICE: Under the ice is this, a bespoke aluminum set up that's vastly more cost effective and energy efficient than rinks in previous years.

A small coffee is the gateway to a lifetime of music at Endless Noise

ANTOINETTE DAMICO
SMDP intern

It would take a lifetime to listen to all 10,000 vinyl albums available at Santa Monica's Endless Noise but fortunately for audiophiles, the production studio also houses a hidden coffee shop to keep the mind spinning as fast as the records.

For almost 30 years, Endless Noise studios has worked with varying artists, composers, companies, films, and more. Their work is wide-reaching and nuanced, while maintaining a very personal, community feel.

During those decades, owner Jeff Elmassian amassed his massive record collection and always imagined a time where he would turn his hobby into a business but it wasn't until he opened the collection to the clients of the production company and paired the experience with a strong Turkish coffee that co-Creative Director Dave Chapman said the time was right to expand Endless Noise into a fully functional vinyl record store and coffee shop. The combination recording studio/record store/cafe now provides an auditory oasis on the city's southeast edge.

The creation of a retail business accelerated with the Covid-era lockdowns that ended in-person recording and the lull provided an opportunity to completely remodel the front reception area into a quaint and colorful record store hidden inside a collection of low-rise office buildings on the city's eastern edge. The retail store shares an entrance with the production business and has grown into a thriving business of its own.

While the shop was originally intended to be a hub for local artists, something unexpected happened, not only did the clients love the experience, but so did the local high school students, families who attend the Little Dolphins preschool right across the street and just about everyone who stumbled upon it.

Seeing a bigger opportunity to get the local community involved with their work, the pair decided to evolve again, adding a welcoming barista and expanding the menu with some less intimidating offerings. Endless Noise reopened officially in January of this year but the business retains its musical roots.

"... when you come into the coffee and vinyl shop and someone starts

SEE **ENDLESS NOISE** PAGE 11



Gary Limjap
(310) 586-0339

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COLDWELL BANKER

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Iconic Gladstone's Restaurant in Pacific Palisades to remain open under new management

SUE PASCOE
Special to the Daily Press

Numerous newspapers and television stories wrote that Gladstones, built in 1972, was going to close in October.

It is not. And won't, for at least two years.

It has opened under new management and residents are invited down for drinks and food and the glorious sunsets over the Pacific Ocean.

Former Mayor Richard Riodan had a 20-year concession agreement with the County to operate Gladstone's. The state owns the land, but the concession is controlled by the county Department of Beaches and Harbors.

Gladstone's General Manager Jim Harris, who had worked at Dukes for 15 years, came to work at the restaurant after Riodan's wife, Elizabeth, brought him to the restaurant.

When Riodan's agreement was up, the family did not want to bid on an extension, which meant the County sought a new concessionaire.

In 2018, Restaurateur Wolfgang Puck paired with architect Frank Gehry and won the right to rebuild and run a new restaurant. Then the pandemic put everything on hold, even shutting down Gladstones from March through June 2020.

This past August, Harris and the crew of long-time employees were told the restaurant would close when the lease was up on September 15.



Sue Pascoe

STILL OPEN: Jim Harris is the general manager at Gladstone's.

Then, L.A. County Supervisors learned that the permits for the new Wolfgang Puck restaurant were not in place. It could take up to two years or longer and the building would sit empty.

Harris was approached by L.A. County Supervisors on August 20 to see if he would continue operations.

"They wanted this to be a stop gap, so the building wouldn't sit empty and be a detriment to the community and leave a black mark on L.A." Harris said.

He spoke to parking lot managers Voltaire and Lisane Menezes, who came from Brazil in the 1980s, to see if they would continue. He spoke to Chef Juan Aquino and manager Alex Peniston and asked if they would stay. The answer was "yes," and the Legacy group was formed.

Then, it was a flurry of activity. The liquor license had to be transferred before September 16. The restaurant was closed for two days for cleaning and painting and then it was reopened under the Gladstones Legacy Group.

Many of Gladstone's employees have worked there for decades or longer. Felipe Ortega, the bartender, first came to the eatery in 1986, to have drinks with friends. Someone asked him if he wanted a job. He started by bussing tables and never left.

Leftovers from the generous portions served at Gladstone's, are artistically wrapped in foil by Miquel Carillo in the shape of whales, dragons, rabbits and even a mermaid coming out of a whale's spout. He's been at the restaurant since 1983.

Although the new owners have only been in place for two weeks, Harris said they are planning "some fun specials and promotions." The restaurant cooks the Palisades High School Football team's meal on game nights.

He plans to reengage with the community, including adding a "golden hour" (happy hour) later in the month.

"We'll probably work on more California vegetables for the menu," Harris said. "But our chowder and fish and chips will still be a mainstay."

Gladstone's, located at 17300 Pacific Coast Highway (PCH at Sunset Boulevard) opens at 11 a.m. and the last seating during the week is at 8 p.m. On weekends the restaurant's last seating is 9 p.m. "But we never turn anyone away," Harris said.

Sue Pascoe writes for Circling the News



LIONS ROAR

Send comments to editor@smdp.com

It is hard to believe, but the Santa Monica – Pacific Palisades Lions Club's 100th Anniversary Gala is later this month. We are excited to be celebrating the honor of serving the families in Santa Monica and the Westside for a century. I hope you will consider joining us on October 29th at the Elks Lodge, 1040 Pico Bl in Santa Monica. The Roaring 20s themed event starts at 6 p.m. with special cocktails, performances by the Jazz Cliffhangers, raffle, auctions and so much more. Check out our Facebook and Instagram accounts to learn more details or go to Eventbrite get tickets.

As we continue to explore the many wonderful organizations the SMPP Lions support through our grants program, we had the pleasure of meeting Hodge Patterson, the new CEO of the Santa Monica YMCA, at our last meeting. The Santa Monica Family YMCA was incorporated in 1901 and opened their 6th Street location in 1950 and have been expanding ever since. From a camp at Big Bear, fitness center that includes swimming facilities, childcare & development programs, various health initiatives, teen and senior centers, they have become an integral part of Santa Monica life.

Under the direction of Hodge, the Santa Monica Y will continue to resume activities and programs that were impacted by the pandemic, as well as increase their community involvement with local non-profit partnerships, such as their Ping Pong for Good, facility improvements that now allow for pickleball on Saturdays and volunteerism. To learn more about their many programs and upcoming activities, such as the Halloween Party on Friday, October 27 from 6: – 8 p.m., go to ymcasm.org.

What's coming up for the SMPP Lions? Our activities through the end of the year include holiday bell ringing for the SM Salvation Army, our holiday celebration luncheon, baking for US Veterans at the Fisher House, and of course ... our Roaring 20s Gala, celebrating our 100th Anniversary on October 29!

If you are interested in joining us for any of our activities, or are considering becoming a SMPP Lion, please reach out to Kingsley at 310-454-2960 or smpplionsclub@gmail.com. You can also learn more from our Facebook, Instagram and website. Our dinner meetings are the second Wednesday of each month at 6 p.m. at the Santa Monica Elks Lodge, 1040 Pico Bl, Santa Monica, with accessible free parking.

Susan DeRemer

ICE RINK

FROM PAGE 1

been constructed upon tons of flattened sand, but as Ferguson explains, that wasn't particularly cost effective and it was extremely problematic to clear up afterwards. This year, the entire ice rink structure has been constructed upon a wooden framework that has been painstakingly laid flat over the uneven surface of the parking lot space using laser levels.

"Every single piece of wood used has been carefully cut to size, numbered and indexed, this way we can expect to be able to rebuild and recreate exactly the same structure for the next five years or so without having to use any new or additional materials," said Matthew Kessinger, Project Director for Willy Bietak Productions.

The Santa Monica-based company has a long history of installing ice rinks throughout the state of California, including projects at Union Square in San Francisco, Beverly Hills and Pershing Square in Downtown Los Angeles. It was founded by an Austrian-born, national pair skating champion and Olympic contender Wilhelm Bietak. Following his retirement from competitive skating, Bietak started his skating rink-related events company over 30 years ago.

According to Kessinger, restaurant-grade propylene glycol is pumped through a closed system that super cools aluminum panels and before long forms ice. "Because it's restaurant-grade propylene glycol, it's not toxic in any way," he says.

In total, there's going to be approximately 16,000 square feet of decking with the rink taking up about 130 by 60 square feet. The rest of the space will have artificial turf laid over the top to further enhance the experience and ultimately make the site look infinitely more attractive.

"The grand opening is on November 9, so that'll be the big community event, but we're going to have a soft opening on November 1," says Ferguson, adding, "That first week is really an opportunity for us to work out the operational bugs and then we'll be open all the way through January 15."

The single biggest concern for Ferguson, Kessinger and their team is the potential threat of a New Year as wet as January 2023 was, with current predictions suggesting another El Niño might bring above-average rainfall to the area.

"Actually rain isn't too much of a problem, unless of course it's a really hard, driving rain. Rain helps us because it'll make ice. Our biggest problem is wind, the friction from the wind will cause the ice to melt," Kessinger says.

Tickets can be purchased from the website, iceatsantamonica.com and admission for a one hour session, including skates, is $22, locker rental is $5, gloves $5, socks $5 and a skate helper will cost $6. The opening hours will be noon to 10 p.m. every day, each week.

scott.snowden@smdp.com

SEND YOUR NEWS TO THE EDITOR
Santa Monica Daily Press editor@smdp.com



Surf report

WATER TEMP: **65.3**

WEDNESDAY
FAIR
SURF: 2-3ft
Thigh to waist

Rideable surf off mixed swell from both the NW and SW/SSE. Not big, but enough to push a big board or fish. Wind looks like it could be light in the AM with maybe a little leftover crumble/jumble, with breezy onshore W wind for the PM.

THURSDAY
FAIR
SURF: 2-3ft
Thigh to waist

Could be kinda fun, especially at some of the beachbreaks west of Malibu. NW swell mix + southerly swell mix should equal decent to fun peaks. AM wind looks like it could be light. Stay tuned.

Weather

Wednesday: Mostly sunny, with a high near 71. North northeast wind 5 to 15 mph.
Wednesday Night: Mostly clear, with a low around 58. West southwest wind 5 to 10 mph.
Thursday: Sunny, with a high near 75. East northeast wind 5 to 10 mph.
Thursday Night: Patchy fog after 11pm. Otherwise, mostly cloudy, with a low around 61.

Date	Day	Time (LST/LDT)	Predicted	(ft)High/Low
2023/10/11	Wed	02:16 AM	0.44	L
2023/10/11	Wed	08:38 AM	4.84	H
2023/10/11	Wed	2:23 PM	1.51	L
2023/10/11	Wed	8:18 PM	5.10	H
2023/10/12	Thu	02:37 AM	0.57	L
2023/10/12	Thu	08:54 AM	5.09	H
2023/10/12	Thu	2:53 PM	1.11	L
2023/10/12	Thu	8:51 PM	5.03	H
2023/10/13	Fri	02:57 AM	0.77	L
2023/10/13	Fri	09:11 AM	5.35	H
2023/10/13	Fri	3:24 PM	0.75	L
2023/10/13	Fri	9:24 PM	4.87	H
2023/10/14	Sat	03:17 AM	1.02	L
2023/10/14	Sat	09:30 AM	5.58	H
2023/10/14	Sat	3:56 PM	0.46	L
2023/10/14	Sat	9:59 PM	4.62	H
2023/10/15	Sun	03:37 AM	1.32	L
2023/10/15	Sun	09:50 AM	5.75	H

Daily Lottery

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at http://www.calottery.com

POWERBALL
Draw Date: 10/9
16 34 46 55 67
Power#: 14
Jackpot: 1.725 M

MEGA MILLIONS
Draw Date: 10/6
12 24 46 57 66
Mega#: 22
Jackpot: 20 M

SuperLotto Plus
Draw Date: 10/7
7 8 14 37 41
Mega#: 15
Jackpot: 16 M

Fantasy 5
Draw Date: 10/9
23 25 26 30 31

Daily 3
Draw Date: 10/9
EVENING: 1 6 9

Draw Date: 10/9
MIDDAY: 7 8 1

Daily Derby
Draw Date: 10/9
1st: 07 - Eureka
2nd: 05 - California Classic
3rd: 06 - Whirl Win
Race Time: 1:43.80

PUBLISHER
Ross Furukawa
ross@smdp.com

PARTNER
Todd James
todd@smdp.com

EDITOR IN CHIEF
Matthew Hall
matt@smdp.com

CONTRIBUTING WRITERS
Charles Andrews,
Jack Neworth,
David Pisarra.

CIRCULATION
Guadalupe Navarro
ross@smdp.com

Keith Wyatt
ross@smdp.com

STAFF WRITERS
Scott Snowden
scott.snowden@smdp.com

Thomas Leffler
thomas@smdp.com

DIRECTOR OF ADVERTISING
Cindy Moreno
cindy@smdp.com

MARKETING MANAGER
Dina Araniva
dina@smdp.com

PRODUCTION
Esteban Inchaustegui
production@smdp.com

Julio Davalos
julio@smdp.com

1640 5th Street, Suite 218
Santa Monica, CA 90401
OFFICE (310) 458-PRESS (7737)
FAX (310) 576-9913

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Santa Monica Daily Press

COMMUNITY NEWS

The Pier

Ferris Wheel suspect taken into custody

At about 2:35 p.m. on October 9, the Santa Monica Police Department received a radio call of a distraught male subject climbing the Ferris wheel in Pacific Park on the Pier. A witness told officers that the man claimed to have a bomb in his backpack. Officers found the subject, later identified as 37-year-old Juan Gonzalez of Garden Grove, approximately two-thirds of the way up the Ferris wheel in the steel supports. There were approximately ten riders on the wheel, which had to be stopped with Gonzalez in the support structure.

While the Santa Monica Fire Department worked to rescue the riders in the wheel's gondolas, members of the SMPD Crisis Negotiation Team contacted Gonzalez and started talking him down to the Pier Deck. During those negotiations, Gonzalez was very agitated and upset and continued to make bomb threats to the officers negotiating with him. The incident lasted for more than an hour before Gonzalez climbed down low enough for officers to take him into custody. Gonzalez was not in possession of an explosive device or any other weapons.

Based on the multiple threats made to witnesses as well as the continued bomb threats articulated by Gonzalez to the officers on scene, Gonzalez was placed under arrest for criminal threats (a felony), making a false bomb threat to authorities, and resisting arrest. He was evaluated by the Fire Department on-scene and transported to the Santa Monica Jail for booking. The case will be presented to the District Attorney for filing of the threats charges.

The Santa Monica Police Department thanks the members of the SMFD, Santa Monica's Office of Emergency Management, and the professionals at the Pier and Pacific Park for their coordination and cooperation in the successful outcome of yesterday's incident and subsequent arrest.

SUBMITTED BY LT. ERIKA AKLUFI

MDR

Marina Del Rey Pharmacy named one of the nation's best.

SingleCare, a free prescription savings service, has announced the winners of its fifth annual Best of the Best Pharmacy Awards. The industry's preeminent pharmacy awards program that recognizes those who go above and beyond in keeping their communities healthy, Best of the Best honors the exceptional work of pharmacists, pharmacy technicians, and pharmacy teams nationwide.

> SingleCare is honored to recognize the extraordinary work that all pharmacy staff do for their communities every day
>
> - Rick Bates, founder and CEO of RxSense

To determine winners, SingleCare's Editorial Board evaluated thousands of customer nominations. In total, 25 winners were named: 10 pharmacists, 10 pharmacy technicians, and five pharmacy teams. The throughline with winners is consistently providing their patients with exceptional service and the highest quality of care at the pharmacy counter.

"SingleCare is honored to recognize the extraordinary work that all pharmacy staff do for their communities every day," said Rick Bates, founder and CEO of RxSense, the parent company of SingleCare. "Their resounding commitment to patient care and inspiring stories are a reminder of the important role these pharmacy staff members play in keeping our communities healthy."

Ralphs #280 in Marina del Rey was named one of the 2023 Best of the Best Pharmacy Team Winners.

"Oftentimes there are people who come in who have limited grasp of how pharmacies or insurance work, and they're very frustrated because they don't understand what's going on," said technician Omar Martinez, who has worked for Ralph's in pharmacy since 1999. "Our patients don't always have people to help them. When they feel like we're taking care of them, they appreciate it a lot."

SUBMITTED BY SINGLECARE



Citywide

Important Reminder: October 16 tax deadline approaching

The California Franchise Tax Board has reminded taxpayers that October 16 is the deadline for most Californians to file and pay their 2022 taxes to avoid penalties.

FTB also offered guidance for those owing multiple tax payments this filing season, and provided tips on claiming tax credits, filing a tax return for free, tax relief related to natural disasters, and avoiding scams.

> We want to ensure no one forgets that October 16 is the final tax filing and payment deadline for most of California
>
> - Malia M. Cohen State Controller and FTB Chair

"We want to ensure no one forgets that October 16 is the final tax filing and payment deadline for most of California," said State Controller and FTB Chair Malia M. Cohen. "I also want to remind Californians that by filing a state tax return they can claim the California Earned Income Tax Credit and the Young Child and Foster Youth state tax credits, if they meet income qualifications. These cash-back credits can put hundreds or even thousands of dollars back in the pockets of families struggling to make ends meet."

EXTENDED TAX DEADLINE

FTB followed the IRS in extending this year's original April 18 tax filing and payment deadline to October 16, 2023, for 55 California counties with a federal disaster declaration related to severe winter storms (late 2022/early 2023).

Visit https://www.ftb.ca.gov/file/when-to-file/Emergency-tax-relief.html for more information.

TAX RETURN FILING TRENDS

Californians file more than 20 million state personal income tax returns annually. FTB expects about three million more tax returns to be filed by October 16, 2023. Compared with this time last year, there are currently about one million more outstanding returns.

IMPORTANCE OF MAKING MULTIPLE TAX PAYMENTS SEPARATELY

Disaster declarations related to last winter's storms extended the due date for multiple personal and business tax payments covering two tax years. To ensure their tax payments are processed timely and accurately, FTB asks that taxpayers not combine payments for different tax years, and submit separate checks for each payment type (e.g. personal income tax and quarterly estimated payments.) For more information, visit https://www.ftb.ca.gov/file/when-to-file/disaster-declarations-tax-payments.html.

CASH-BACK CREDITS: CALIFORNIA EARNED INCOME TAX CREDIT (CALEITC), YOUNG CHILD TAX CREDIT (YCTC), AND THE NEW FOSTER YOUTH TAX CREDIT (FYTC)

Californians with income up to $30,000 might qualify for CalEITC, which can provide cash back or lower any tax owed. Those eligible for CalEITC and with a child under the age of six may receive up to $1,083 from YCTC, which beginning this year does not require income if all other CalEITC and YCTC requirements are met. In addition, those earning less than $59,187 may also qualify for the federal EITC. Between CalEITC, YCTC, and the federal EITC, a family can receive up to $11,435. FYTC provides up to $1,083 for tax year 2022 forward. CalEITC, YCTC, and FYTC are claimed by filing a state tax return. The federal EITC is claimed on a federal return. For a calculator to estimate your credits, and more: ftb.ca.gov/caleitc.

FILE FOR FREE, FREE TAX HELP AND FTB PAY ONLINE SERVICES

Most taxpayers can file their state tax return electronically, free of charge, using FTB's CalFile program. CalFile and a list of other free or fee-based e-file services are available on FTB's website (ftb.ca.gov). FTB recommends taxpayers opt for direct deposit to their bank accounts to ensure a timely and safe refund. E-filing provides faster refunds, increased accuracy, and immediate confirmation that FTB has received a return.

Taxpayers are also encouraged to use FTB's electronic payment option, Web Pay. It allows taxpayers to authorize a tax payment from a bank account. Individual taxpayers can use their MyFTB account to schedule payments and view and securely access their tax information.

HELP WITH TAX PAYMENTS

FTB encourages taxpayers who can't pay their full tax bill to file on time and pay as much as they can as soon as they can to limit penalties and interest. Payment plans are available on the FTB website for taxpayers facing financial hardship. People who owe $25,000 or less and can repay within five years generally qualify.

BEWARE OF SCAMS

FTB urges taxpayers to protect themselves from scams. Scammers often prey on taxpayers by impersonating IRS or FTB employees. They may attempt to trick taxpayers into sending money not owed or providing personal information that could be used to file fraudulent returns and steal refunds. If you receive a letter from FTB or the IRS that appears suspicious, contact FTB at 800-852-5711 or the IRS at 800-829-1040. Visit https://www.ftb.ca.gov/help/scams/index.html for more information on common types of scams.

ONE-TIME PENALTY CANCELLATION RELIEF

A new law allows FTB to grant individual taxpayers a one-time cancellation of a penalty for filing or paying their taxes late. To receive this relief, taxpayers must be compliant with all tax return filing requirements, have not previously been granted a one-time abatement, and have no outstanding tax liabilities (other than the timeliness penalty the taxpayer wants canceled). The relief applies to tax year 2022 forward. FTB will begin accepting one-time penalty cancellation requests on October 17, 2023. For more information, visit https://www.ftb.ca.gov/pay/penalties-and-interest/one-time-penalty-abatement.html, or call 800-689-4776.

SUBMITTED BY CALIFORNIA FTB

Halloween spending tops $12B

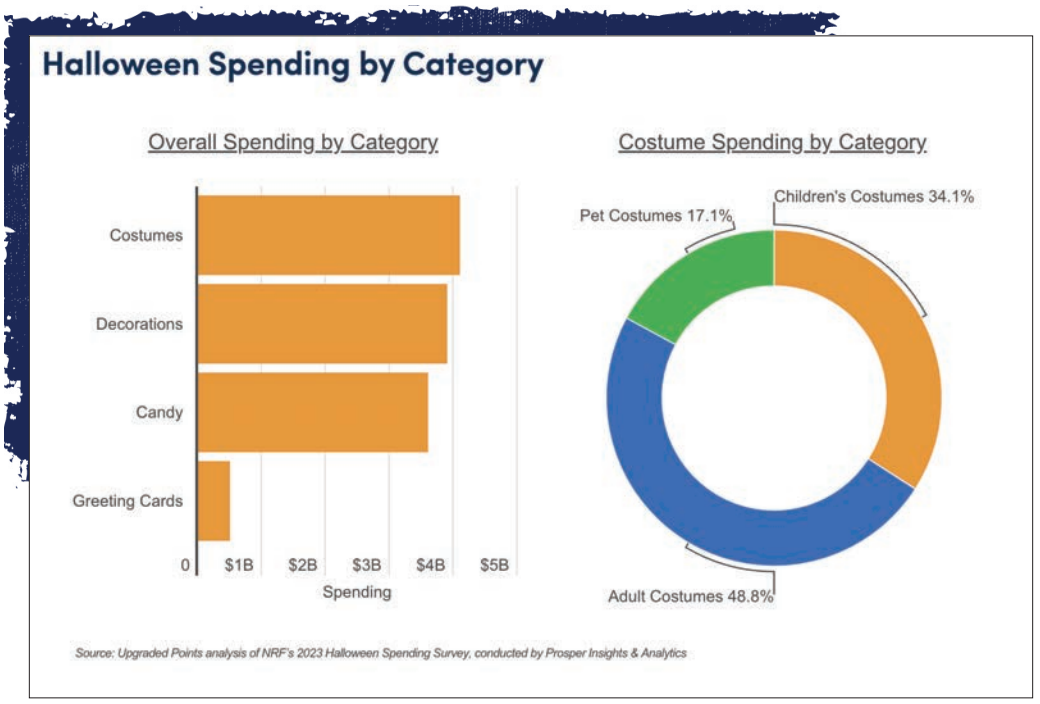
ALEX MILLER
Special to the Daily Press

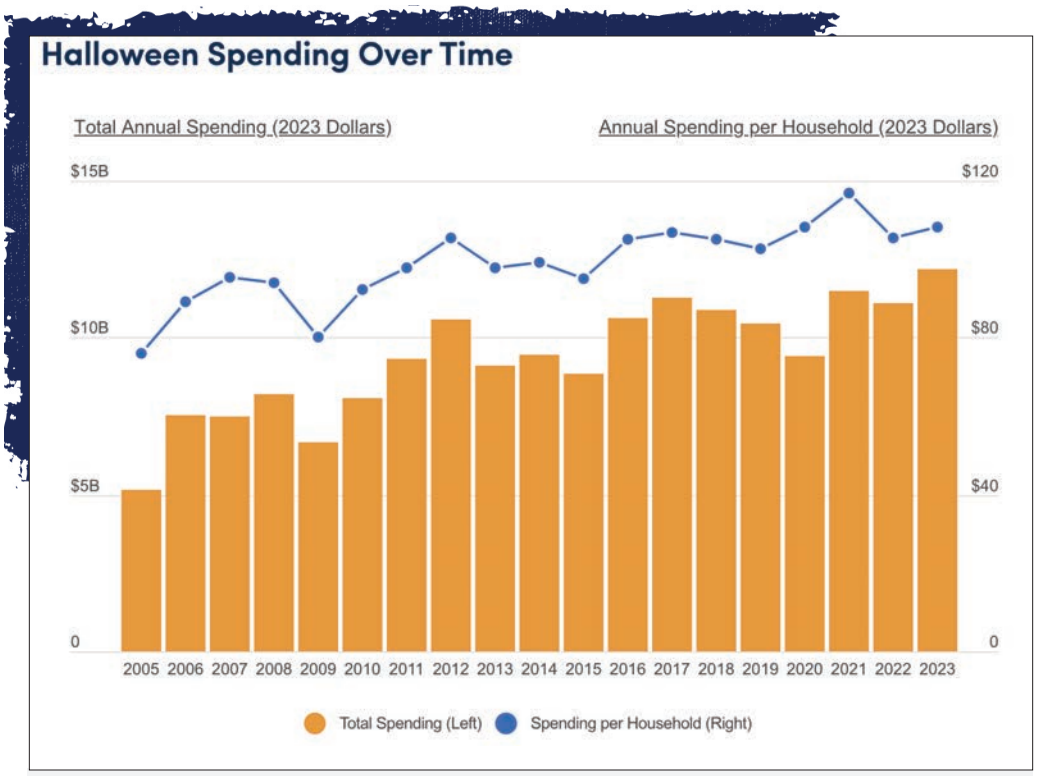
The National Retail Federation reports that a record-breaking 73% of Americans plan to partake in Halloween activities in 2023, up from 69% the previous year. This holiday is a significant economic force, with Americans projected to spend over $12 billion, a substantial increase over previous years when adjusted for inflation.

This translates to an average expenditure of over $100 annually for Halloween preparations per household. The primary spending categories include costumes (34% of total spending), decorations (32%), candy (30%), and greeting cards (4%). Interestingly, adult costumes account for nearly half of the costume spending, while children and pet costumes make up 34% and 17%, respectively.

While most online shopping for Halloween happens in October, nearly 30% occurs in the preceding 3 months (July to September), although this percentage can vary by location. West Virginia led all states, where nearly 36% of online shopping for Halloween supplies occurs between July and September. At the opposite end of the spectrum, only 27.2% of Halloween shopping occurs during the same 3 months in Vermont.

Founder and CEO of Upgraded Points, Alex is a leader in the industry and has earned and redeemed millions of points and miles. He frequently discusses the award travel industry with CNBC, Fox Business, The New York Times, and more.





Upgraded Points & NRF

HALLOWEEN: Spending on the spooky holiday has increased this year.

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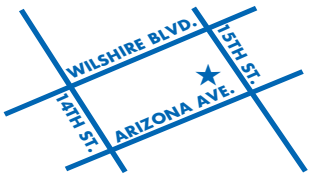
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City of Santa Monica

CITY OF SANTA MONICA
REQUEST FOR PROPOSALS

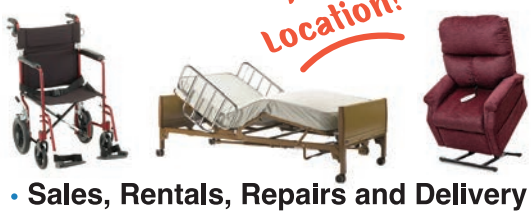
NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed proposals for

- **RFP: #383 LAAFCA CYBERSECURITY PROJECT**
- **Submission Deadline Is November 27, 2023, at 3:00 PM Pacific Time.**

Proposals must include forms furnished by the City of Santa Monica. Request for Proposals may be obtained on the **CITY'S ONLINE VENDOR PORTAL.** The website for this Request for Proposals and related documents is ProcureNow (https://secure.procurenow.com/portal/santa-monica-ca). There is no charge for the RFP package.

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City of Santa Monica

**CITY OF SANTA MONICA
REQUEST FOR PROPOSALS**

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed proposals for

RFP: # 384 Security Services at Santa Monica Pier

- **Submission Deadline is November 2, 2023 at 5:00 PM Pacific Time.**

RFP: # 385 Building and Safety Temporary Staffing

- **Submission Deadline is November 2, 2023 at 5:00 PM Pacific Time.**

Proposals must include forms furnished by the City of Santa Monica. Request for Proposals may be obtained on the **City's Online Vendor Portal.** The website for this Request for Proposals and related documents is OpenGov (https://secure.procurenow.com/portal/santa-monica-ca) There is no charge for the RFP package.

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SMDP and GasBuddy

*Prices paying in cash

Average gasoline prices in Los Angeles have fallen 25.4 cents per gallon in the last week, averaging $5.97/g today, according to GasBuddy's survey of 2,135 stations in Los Angeles. Prices in Los Angeles are 48.0 cents per gallon higher than a month ago and stand 39.4 cents per gallon lower than a year ago. The national average price of diesel has fallen 4.0 cents in the last week and stands at $4.48 per gallon.

According to GasBuddy price reports, the cheapest station in Los Angeles was priced at $4.89/g while the most expensive was $7.39/g, a difference of $2.50/g. The lowest price in the state yesterday was $4.59/g while the highest was $7.49/g, a difference of $2.90/g.

The national average price of gasoline has fallen 10.2 cents per gallon in the last week, averaging $3.67/g today. The national average is down 13.8 cents per gallon from a month ago and stands 25.0 cents per gallon lower than a year ago, according to GasBuddy data compiled from more than 11 million weekly price reports covering over 150,000 gas stations across the country.

From Coke floats to Cronuts, going viral can have a lasting effect on a small business

MAE ANDERSON
AP Business Writer

The Lexington Candy Shop in New York City has served burgers, fries and shakes to hungry patrons for decades. Last remodeled in 1948, the diner is the definition of old-fashioned.

But that hasn't stopped it from getting a wave of new fans.

In August 2022, this old school business met the new world when Nicolas Heller, a TikToker and Instagrammer with 1.2 million followers known as New York Nico, popped in for a traditional Coke float – Coke syrup, soda water and ice cream. Naturally, he took a video. It went viral, garnering 4.8 million likes.

"The next day (after the video was posted), the lines started forming at 8 in the morning," John Philis, the diner's third-generation co-owner, recalls with amazement. "And it was like, huh!"

When a smaller restaurant unexpectedly goes viral on TikTok or other social media, the sudden demand can be overwhelming. Owners have to adapt on the fly, revamping operations to quickly serve a crush of people. But savvy business owners who are able to adapt can parlay newfound fame into a lasting boost for their business.

Ali Elreda opened Fatima's Grill in Downey, California, in 2016, drawing in customers with an eclectic range of tacos, wraps and burgers.

He sprinkled Flamin' Hot Cheetos in some of them, inspired by his daughter's love of hot chips. By 2020, Elreda had worked hard to develop his restaurant's social media presence, shooting videos with music. But after a TikToker dubbed @misohungry posted a video of Elreda's Flaming Hot Cheeto Fusion burger that August, things suddenly "just went crazy."

Lines to get into the restaurant ballooned to two to three hours – for months. At first, the store wasn't ready for the influx.

"We just couldn't adjust," he said. "We would stay late hours to prep for the next day and then the lines would continue and continue and continue and continue."

Opening two nearby restaurants helped relieve the pressure. Elreda now has 10 locations, including newly opened restaurants in Detroit and Brooklyn — an expansion started by one viral video.

"Social media can make you or break you," he said. "It catapulted us to starting to franchise and getting the name out there. It's been a blessing."

When Kevin Muccular opened Aunt Bill's soul food restaurant in Katy, Texas, just last year, crowds were sparse at first because Katy is a suburb about half an hour outside of bustling Houston. That all changed when a TikToker who goes by Mr. Chimetime posted a video in July lavishing praise on Aunt Bill's brisket hot dog, waffles and customer service.

The floodgates opened and didn't stop.

"People poured in from everywhere, every seat taken, the lines, down the street and around the corner, a three, four-hour wait, wait time in line in the middle of the Texas summer," Muccular said.

He rushed to prepare food and put his vendors on standby, but the demand was overwhelming. He bought all of the ingredients he could find at nearby Sam's Club and Walmart stores, and had friends check stores in their areas. The fire marshal was called twice about the crowd.

"We were ill prepared for exactly what happened over the next two weeks of our business," he said. "We were hiring staff on the spot. I cooked more than I ever have in my entire life."

Muccular hired a consultant to help figure out how to revamp his business to serve the crowds in an efficient manner. Among the changes: He shifted walk up to-go orders to an online system and created a reservation system for tables.

Two months later, the restaurant is still bustling. The restaurant now serves 800 to 1,000 people a day, up from 200 to 250. Longer term, Muccular has plans to open a food truck to serve people all over Texas.

"We refer to everything as pre-Chimetime and post-Chimetime," he said. "What Mr. Chimetime did for our small business changed the fabric of what we are for forever."

At the Lexington Candy Shop, Philis thought the craze of last August would die down after Labor Day, or during the holidays. But a year later, the crowds are still going strong.

On a recent weekday, Australian vacationer Max Ferfoglia, 32, stopped by the diner for a float. He said he had found the diner via social media.

"We were looking to try and find what are the 'must do's' in this beautiful city," he said. "And the diner was one that just was constantly being recommended as iconic via YouTube, TikTok. ... So we just had to come and try it out."

For Philis, the boost in business is a welcome relief after the diner suffered from a steep drop in customers during the pandemic. Before Nico's visit, he sold 10 Coke floats a day. Today it's 200 on weekdays and 500 a day on weekends. He hasn't raised his prices. A float is $12.50 including tax. Plus, people who come in for a float may order a burger, fries or other menu item.

"Every day we're going home and we're tired," he said. "But it's a good tired."

One person who knows about going viral is Dominique Ansel. In 2013, before most people knew the term "going viral," the French pastry chef created the "Cronut," a cross between a croissant and a doughnut, at his newly opened New York bakery. The Cronut created a craze the old-fashioned way,

SEE **SMALL BUSINESS** PAGE 11

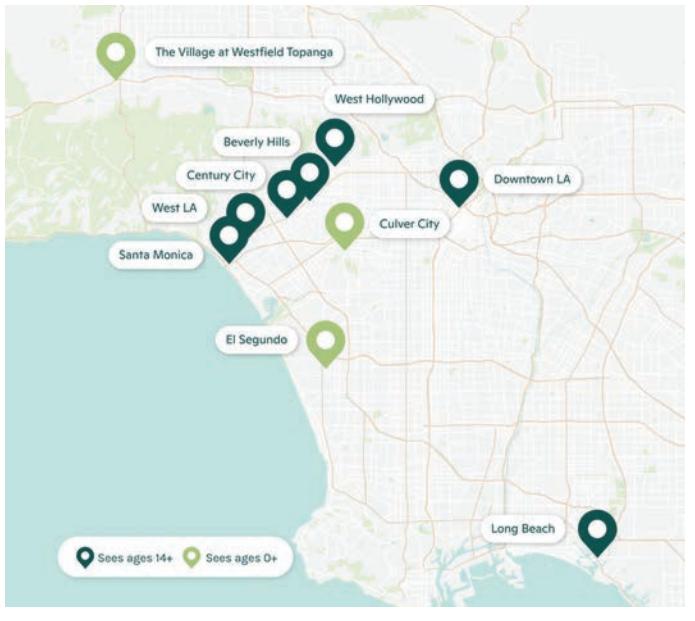
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2nd Annual

VOLLEY-WEEN

Wednesday, Oct 25th

Volleyball Tournament Fundraiser

Raising money for local Santa Monica nonprofits this holiday season

2pm-5pm

$35 Registration

Watch or Play Volleyball

Food, Drinks, Music & Costume Contest



Perry's Cafe & Beach Rentals

2400 Ocean Front Walk, Santa Monica, CA

Santa MoniCARES
TOURISM SUPPORTING OUR COMMUNITY

Prizes for Tournament Winners

Prizes for Halloween Costumes

Signup email: cares@santamonica.com

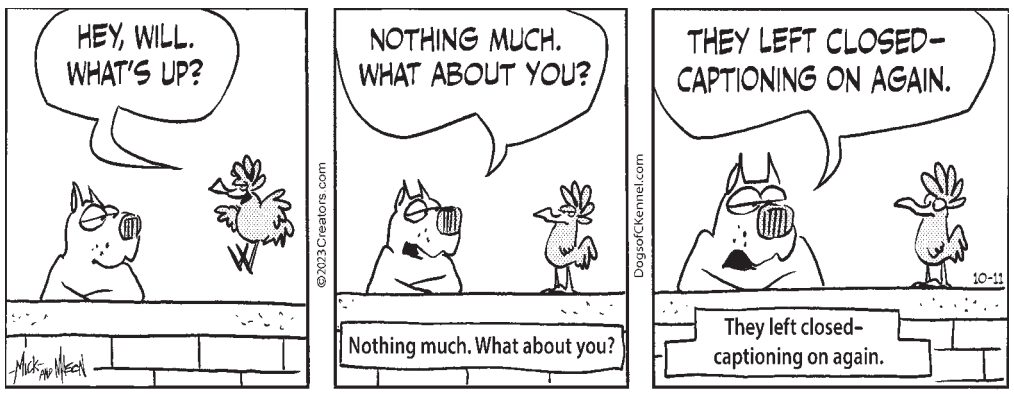
Agnes

By TONY COCHRAN



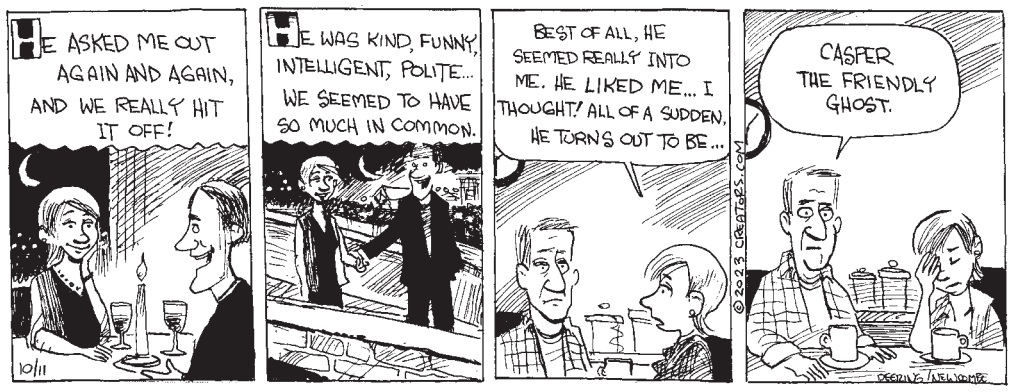
Dogs of C-Kennel

By MICK & MASON MASTROIANNI & JOHNNY HART



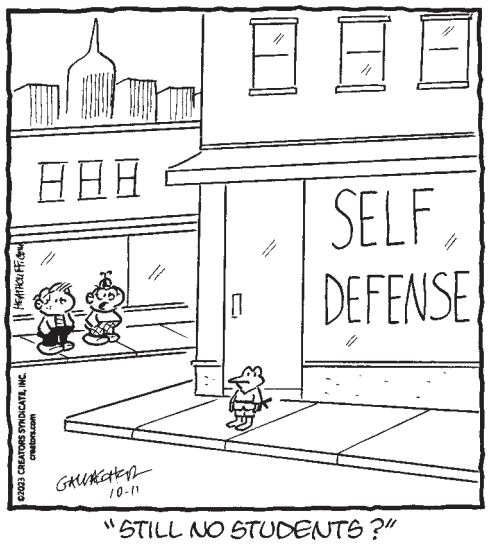
Zack Hill

By JOHN DEERING & JOHN NEWCOMBE



Heathcliff

By PETER GALLAGHER



"STILL NO STUDENTS?"

Strange Brew

By JOHN DEERING



FIND THE WORDS

This is a theme puzzle with the subject stated below. Find the listed words in the grid. (They may run in any direction but always in a straight line. Some letters are used more than once.) Ring each word as you find it and when you have completed the puzzle, there will be 17 letters left over. They spell out the alternative theme of the puzzle.

© australianwordgames.com.au 5994

Night at the opera

E	W	T	O	I	D	U	T	S	O	P	R	A	N	O
A	S	E	L	L	I	H	A	C	O	M	E	D	Y	G
N	D	U	C	A	A	S	K	N	I	R	D	S	E	E
E	O	D	O	O	R	W	Y	C	O	U	G	H	B	N
C	M	T	R	H	N	I	A	D	S	T	I	P	L	C
E	I	R	C	S	A	C	A	R	N	O	E	A	A	O
I	N	A	H	Y	S	R	E	D	D	E	N	R	C	R
P	G	Z	E	M	O	I	E	R	I	S	Y	G	K	E
R	O	O	S	B	L	O	C	P	T	A	C	O	T	R
E	D	M	T	O	O	H	A	H	O	L	O	T	I	H
T	E	L	R	L	Z	C	R	S	A	G	A	O	E	A
S	S	I	A	R	A	Z	M	P	B	N	E	H	E	L
A	I	F	B	A	S	S	E	A	T	S	G	P	T	L
M	G	T	E	N	O	R	N	M	A	B	L	E	M	S
H	N	D	R	A	M	A	T	I	C	O	V	E	S	N

Aida	Comedy	Masterpiece	Seats
Alto	Concert	Melba	Solo
Aria	Cough	Mezzo	Song
Awards	Design	Mozart	Soprano
Bass	Domingo	Note	Studio
Black tie	Dramatic	Opera	Sydney
Cahill	Drinks	house	Symbol
Carmen	Duet	Orchestra	Tenor
Changes	Encore	Photographs	
Choir	Halls	Pits	
Clap	Lift	Saga	

SOLUTIONS TO YESTERDAY'S WORDS PUZZLE.
In for a cold night

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smdp Santa Monica Daily Press

TODAY'S BIRTHDAY (Oct. 11)

It's your solar return of "no settling." You have the courage to seek stellar environments. With productive, happy people around you, you'll fall right into that flow, creating and contributing more than you ever thought you could. You'll shape collaborations, take on key roles and design them for others to step into. Leo and Sagittarius adore you. Your lucky numbers are: 7, 10, 13, 32 and 1.

HOROSCOPES

ARIES (March 21-April 19). To avoid being fooled, remember: The image is not always the essence, and the essence may defy the image. To understand the nature of a thing, you must see it in different environments and from a variety of angles.

TAURUS (April 20-May 20). You'll handle errands, chase down money, hear the needs of others and fulfill them, too, all in the name of duty. Don't let this be your whole day! There will be time to do what you want if you do it first.

GEMINI (May 21-June 21). Moving forward will be easier than staying where you are. And though you're a stranger in this realm, headed somewhere new, it is nonetheless a familiar tug that guides you there. Rushing ahead feels like coming home.

CANCER (June 22-July 22). Some people actually enjoy public speaking, while others panic over the very idea of it. Today, you'll enjoy something that others fear, and there's an opportunity here to relieve someone's pain, perhaps for a fee.

LEO (July 23-Aug. 22). There's such confidence in your approach today that others can't help but follow your lead. Even so, this is just the beginning for you. Further training will be necessary, and much will depend on the internal fortitude.

VIRGO (Aug. 23-Sept. 22). The situation may be stressful, but you're as cool as James Bond hanging from a helicopter. And if you sense that the situation is beyond your cool threshold, just leave. If you can't be cordial and reasonable, then be scarce.

LIBRA (Sept. 23-Oct. 23). Winning can't happen if you don't begin, but neither can losing. You've a decision to make. Is this idea you've been mulling more downside or upside? If you knew you couldn't win, would the experience of trying still be worthwhile?

SCORPIO (Oct. 24-Nov. 21). You're the most important person in someone's life, and actually, more than a few people hold you in the position. It can feel like a bit of pressure sometimes, but today you'll deliver your role with ease.

SAGITTARIUS (Nov. 22-Dec. 21). Your interest puts you in a club. It's unofficial and loosely tied, but it's still a club. Share information and resources. Only the ones in your league appreciate all that goes into being at this level.

CAPRICORN (Dec. 22-Jan. 19). You've a clear sense of what you need to do, but doing it is another story. Don't agonize or personalize your lack of motivation; just move without it. This can all be built from one small habit.

AQUARIUS (Jan. 20-Feb. 18). If you had endless means, you might drop certain duties. But there are things in your life you would do even if you had all the time, money and energy in the world. You'll now recognize and cherish those activities.

PISCES (Feb. 19-March 20). You can love something and work to improve it at the same time. Arguably, the improvements are part of your love style. Seeing the potential in a thing and dedicating yourself to the discovery process of realizing it is an act of love.

SOLUTIONS TO YESTERDAY'S CROSSWORD

M	A	N	Y	■	C	P	A	S	■	J	O	I	N	T
A	R	E	A	■	R	O	I	L	■	O	D	D	E	R
D	I	S	C	■	A	M	M	O	■	S	O	O	T	Y
D	A	S	H	O	F	P	E	P	P	E	R	■	■	■
■	■	■	T	U	T	■	R	E	A	P	■	B	A	Y
P	L	A	S	T	I	C	■	■	C	H	E	E	S	E
H	A	S	■	D	E	P	T	H	■	■	G	A	P	S
R	U	N	F	O	R	O	N	E	S	M	O	N	E	Y
A	D	E	E	■	■	S	T	A	L	E	■	I	C	E
S	E	A	M	A	N	■	■	P	A	L	L	E	T	S
E	D	T	■	T	O	S	S	■	M	E	A	■	■	■
■	■	■	J	O	G	T	H	E	M	E	M	O	R	Y
G	L	E	A	N	■	R	O	V	E	■	E	R	I	E
R	E	L	I	C	■	O	V	E	R	■	N	E	O	N
R	I	F	L	E	■	P	E	N	S	■	T	O	T	S

Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle.

SOLUTIONS TO YESTERDAY'S SUDOKU

8	4	3	5	2	6	1	7	9
5	6	7	4	1	9	2	8	3
1	9	2	8	7	3	6	5	4
6	5	9	1	4	8	7	3	2
3	7	4	2	6	5	8	9	1
2	8	1	9	3	7	5	4	6
7	2	6	3	5	4	9	1	8
9	3	5	6	8	1	4	2	7
4	1	8	7	9	2	3	6	5

7	3	9					2	
			3		2	9		
1		8					5	
		2	1		3		6	
6								4
	1		4		5	8		
	9					6		5
		3	2		8			
	7					2	3	9

Newsday Crossword

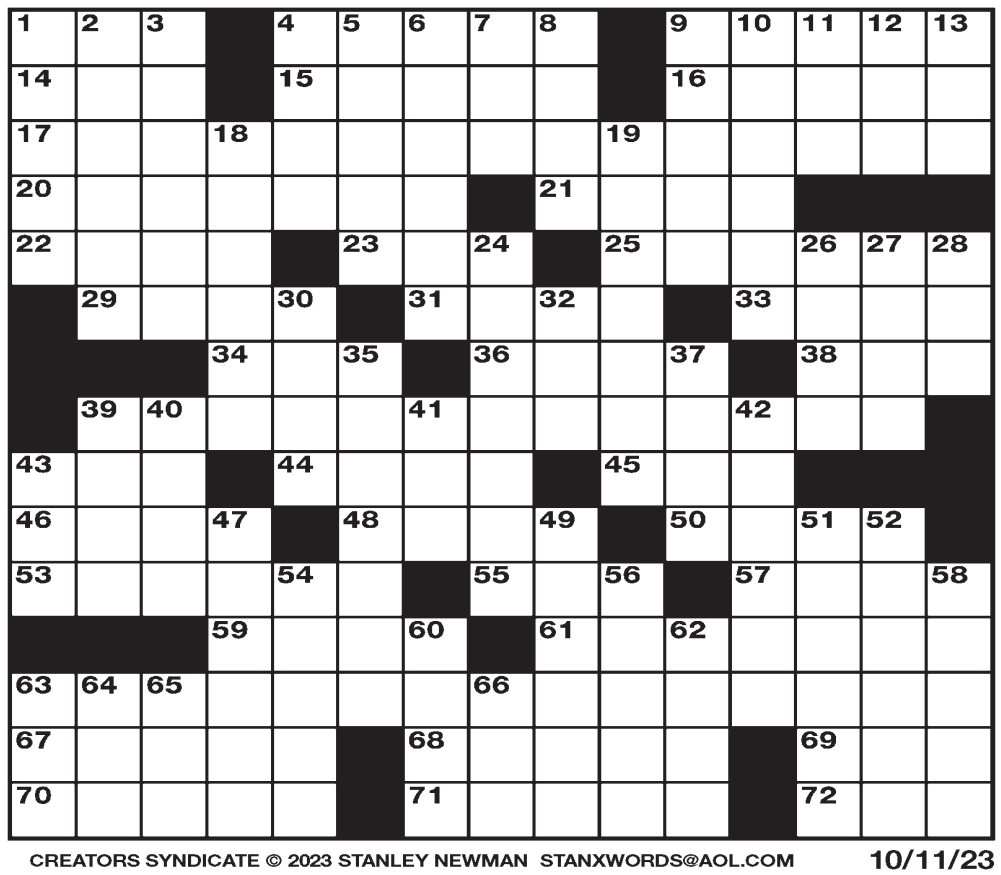
FINISH LINES by Fred Piscop
Edited by Stanley Newman
www.stanxwords.com

ACROSS

1 Way out there
4 Fundamental
9 Curaçao neighbor
14 Run a tab
15 Gladiators' venue
16 Kind of eclipse
17 Desperate try
20 Most iffy
21 Gullible one
22 Render speechless
23 Right-angle shape
25 Experience anew
29 Prefix for sweet
31 __ Grey tea
33 Olympics blade
34 Drs.' group
36 As compared to
38 www.salvationarmy.__
39 Quiz show segment
43 Homer Simpson shout
44 Music score symbol
45 Place for pampering
46 "Knock it off!"
48 Poems titled "To a . . ."
50 Theme of the puzzle
53 Worst of stadium seats
55 Mileage rating agcy.
57 Party mixes
59 City north of Pittsburgh
61 Willa Cather heroine
63 Attorney's summation
67 Spotted horse
68 Frequently
69 Insurgent, for short
70 Writer Sinclair
71 Ill-mannered look
72 Hog's home

DOWN

1 Does origami
2 Watches for
3 Coast Guard job
4 Said, as a farewell
5 Greet the day
6 Come to terms
7 Corporation designation
8 Lyricist Sammy
9 Caine or Law title role
10 Clothing frill
11 Numero __ (the boss)
12 Keep out
13 Creative material
18 Oz visitor
19 Winter cap parts
24 Library penalty
26 Walkman descendant
27 Exceedingly
28 Neurologist's test, for short
30 Apple all-in-one computer
32 Frat letter
35 Permit to enter
37 Back of the neck
39 Picture, in product names
40 Denny's rival
41 President Bartlet of *The West Wing*
42 Patternless
43 "Spring forward" period: Abbr.
47 Magic word
49 Enemy of Athens
51 Roadside restaurants
52 Small piano
54 Celestial hunter
56 Extreme displeasure
58 Failed to act
60 Self centers
62 Bring to proper pitch
63 PC's "brain"
64 Back talk
65 Ottawa's loc.
66 Rearward, at sea



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MORE OF STAN'S CROSSWORDS! Play FREE from Stan's archives of Easy, Hard and Sunday puzzles at: tinyurl.com/stan-newman-crosswords

ENDLESS NOISE

FROM PAGE 1

asking questions about vinyl. (Barista) Aidan comes out and gets me and I go out and talk to people about it. And that's the vibe, I think that we want that super personalized sort of touch is, is important to every aspect of what we do," said Elmassian.

The shop would have never come to be without Elmassian's award winning production company, Endless Noise.

The studio has moved around the city over the years from the Promenade, to Pico to its current location on Stanford.

Dave Chapman, who joined the company three years ago, has taken Elmassian's vision to heart.

"We don't try to operate as a big business. We try to operate as a very personal, very hands on company. If a film maker comes to us with a project, we're not kind of sending them off to a different producer or somebody that's not as familiar with our music product or original music. You're getting the partners of the business working with you through the entire process," said Chapman.

The store may have grown out of the music business, but it had a surprising way of growing the studio side of the operation.

"I think it's given us a different opportunity to meet more people that we would work with," said Chapman. "Like, we've definitely had a fair number of people come in here just because they have a shared love of music, shared love of vinyl, and coffee. And then, they happen to be working at a video game company or ad agency. And it's been a really cool way to meet new people that we can then kind of collaborate with and work with in the back studio. That's been like a super great thing."

Chapman and Elmassian, didn't want to make a vinyl store like any other. There are no labeled sections, as they are not organized by genre or artist. The goal is for the record to pick you out first.

"See a record, play a record," is Elmassian's vision and his curation takes the mundane activities of our day such as waiting for coffee, and makes it a creative journey.

"What would people not normally stumble onto on Spotify or Apple Music? What would their algorithm that's choosing for them, what would be something that's sort of like outside of that? So the vibe when you come into the store is, and I've always said this, I want it to feel like your really cool aunt or uncle's living room where they've got this, they make this really cool coffee for you," said Elmassian. He adds that "it's not overwhelming when you walk into the store. It kind of invites you in."

While the majority of the records are vintage, Elmassian organizes a special shelf in the store solely for local artists. Incorporating the local artists and music he prioritizes in his company into the front store was essential for Elmassian.



Antoinette Damico

VINYL: Dave Chapman is a co-owner of the business.

"We like to support [the artists] not only through the sales of records, but also, if they do records, we do record releases here. For them we are kind of a perfect place for that, because we aren't just the shop, we're also an actual functioning studio with a bunch of musicians and composers and artists here," said Elmassian.

With over 2,000 records covering the walls of the store, the pair also want customers to appreciate the artistry of vinyl. "45% of the people who bought records don't own a record player... They're just buying the records for the artwork, it looks cool," said Elmassian.

They can, of course, play their beloved art inside the store while enjoying the uncommon offering of Turkish coffee.

The drinks are just as personal to Elmassian as the tunes. The Turkish coffee is the same recipe his grandmother made for him, and the same recipe Elmassian has welcomed his clients with over the last 30 years.

While the pair have expanded their business into retail, they've also been working on new musical endeavors through sync licensing. Sync licensing, which grants permission for sound to be applied to a visual, is a newer model of the music industry that has boomed with the rising popularity of social media. Their multi-thousand hour music catalog has taken some time to process but now their music is accessible to not only clients, but any music lovers at Endlessnoise.com.

"I love that juxtaposition of where music sort of came from, recorded music came from, and where it is right now and what it's going to be in the future," said Elmassian of the current ventures.

The coffee and vinyl shop is open Monday through Friday from 8 a.m. - 2 p.m. at 1825 Stanford St.

SMALL BUSINESS

FROM PAGE 7

through newspaper and TV news reports.

Ansel remembers the frantic early days, when the bakery had to hire security to control the line:

"It was chaos in the morning. People were lining up at 2 a.m. in the morning, hitting each other. Neighbors were calling the police," he remembered.

Ten years later, Ansel has plenty of other bestselling pastries and store locations in Hong Kong and Las Vegas. But there's still a line outside the original Dominique Ansel bakery for the Cronut. These days the line is cheerful. The bakery even hands out umbrellas when it rains and roses on Valentine's Day.

"I think the most important thing is not to overreact in the beginning," he said. He was approached to do deals for mass producing the Cronut, but he declined.

"You don't want to kill the idea because you want to make money," Ansel said. "You want to build something real, and you want to invest into the longevity of the product."



WEDNESDAY | OCTOBER 11

EVERYTHING YOU NEED TO KNOW ABOUT MEDICARE
Barry A. Sikov, Independent Licensed Health Plan Advisor, presents an educational seminar and answers your questions about Medicare. Main Library, 601 Santa Monica Blvd. 2 - 3 p.m.

TODDLER STORYTIME
Venice - Abbot Kinney Memorial Branch Library 501 S. Venice Boulevard 10:30 a.m.

ANIMAL FEEDING DEMONSTRATIONS
Swim by and visit the Aquarium every Wednesday to observe local marine animals, and watch live feeding demonstrations by Aquarium staff. 1 p.m. and 3 p.m. Heal the Bay Aquarium, 1600 Ocean Front Walk

ED BEGLEY JR. IN CONVERSATION WITH MARY STEENBURGEN & TED DANSON
Beloved actor and environmental activist Ed Begley Jr. shares hilarious and poignant stories of his improbable life from his new memoir TO THE TEMPLE OF TRANQUILITY... AND STEP ON IT. $48 to $70 — general admission, signed book & virtual viewing. Moss Theatre, 3131 Olympic Blvd. 8 - 9:30 p.m.

THURSDAY | OCTOBER 12

HORROR BOOK TASTING
Sample horror books from our handcrafted menus! Select up to nine books from some of our favorite horror subgenres and find your next spooky read. Main Library, 601 Santa Monica Blvd. 6 - 7 p.m.

OCTOBER WORKSHOP ON SANTA MONICA BELOW MARKET HOUSING (BMH) PROGRAM - SPANISH INFO SESSION
The Santa Monica Housing Division staff will be hosting an informational workshop about the City's Below Market Housing (BMH) waitlist and program. This session will be conducted in Spanish. The workshop is intended for applicants to learn more about the process of this important program which connects qualified households with vacancies occurring in more than 2,600 affordable residences across the City. The English session will be held on Tuesday, October 17 at 6 p.m. at the same location. Virginia Avenue Park, 2200 Virginia Ave. 6 - 8 p.m.

RENT CONTROL BOARD MEETING
The Rent Control Board meets to conduct business associated with the Rent Control Charter Amendment and Regulations. Santa Monica City Hall, 1685 Main St. 7 p.m.

SANTA MONICA PUBLIC LIBRARY BOARD MEETING
The Library Board consists of five members appointed by the City Council for a four-year term. The Board meets on the 2nd Thursday of the month at 6:00 P.M. at the Main Library, Administrative Conference Room, 601 Santa Monica Blvd., Santa Monica. The public is welcome to attend.

TECH & TASKS
Need a little help? Visit the Tech & Tasks program to receive one-on-one assistance from volunteer tutors and build your skills. Staff and volunteers can assist with reading, writing, and technology related tasks. Drop-in between 2-4pm every Thursday to get help with completing online forms and applications, resume writing, device help, improving reading skills, email, downloading eBooks, and much more. Main Library 601 Santa Monica Blvd. 2 - 4 p.m.

FRIDAY | OCTOBER 13

READ THE ROOM: A TAROT + COMEDY SHOW WITH JARED GOLDSTEIN
A professional tarot reader and a slightly less professional comedian team up each month to interpret the tarot cards of audience members. The Crow Comedy Club, 2525 Michigan Ave., F4, $20. 8 - 9:30 p.m.

FORMULAE & FAIRY TALES
Formulae & Fairy Tales reimagines Alan Turing's mind, life's work, and mathematical discoveries through projections, original music, and choreography. The Broad Stage, 1310 11th St, 7:30 - 8:30 p.m. $25 to $70.

MOVIE FRIDAYS
Freaky Friday. 1200 Block of Third Street Promenade (between Arizona & Wilshire) WHEN: Doors open at 6:30, the movie will start at 7:30

SATURDAY | OCTOBER 14

BREAKTHROUGH FOR BRAIN TUMORS (BT5K) WALK
The annual BT5K raises critical funding for research and supports services for patients, caregivers, and families. 8 a.m. Tongva Park.

ABSOLUTELY HALLOWEEN! FOR AGES 2 TO 102
the classic Family Theatre Halloween musical for Kids 2 to 102 – the heartwarming Rudie-DeCarlo tale of the aptly-named Candy, a sweet young girl who learns some surprising lessons about life, love, laughter, and sugar, from a delightful array of characters who take her on a magical All Hallow's Eve adventure $12.50 to $15.00—Kids $12.50; Adults $15 Santa Monica Playhouse, 1211 4th Street. 2 - 3:15 p.m.

EMO NIGHT BROOKLYN : HALLOWEEN EDITION
This event is 21 and over. Any ticket holder unable to present valid identification indicating that they are at least 21 years of age will not be admitted to this event, and will not be eligible for a refund. The Venice West 1717 Lincoln Blvd, $17, 11:15 p.m.

USED OIL RECYCLING EVENT
Join organizers for the City of Santa Monica's Oil Recycling & Filter Exchange Event Saturday, October 14th from 9 a.m. to 3 p.m. at: O'Reilly Auto Parts, 2018 Lincoln Blvd. Santa Monica residents may bring their used oil filter & exchange it for a new filter for free (exclusions apply). 9 - 3 p.m.

UKULELE 101 FOR ADULTS
Learn a few chords and basic strums, and start played the ukulele today! Bring your own uke or borrow one of ours. Instructor Cali Rose is the founder of CC Strummers, a Los Angeles-based ukulele group with an international following. Pico Branch Library, 2201 Pico Blvd. 2 - 3:30 p.m.

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