

# 'Tis the Season

## Santa Monica's guide

TO ALL THINGS CELEBRATORY FOR THE  
HOLIDAY SEASON!





*Caruso*  
SIGNATURE

# SHARE THE JOY

Earn Caruso Coins with every purchase and  
get rewarded for gifting to those you love.



BECOME A MEMBER

THE AMERICANA AT BRAND • THE GROVE • WATERSIDE AT MARINA DEL REY • AND BEYOND



# Dear Santa Monica Community,



**A**s winter approaches and the air grows as crisp as it's going to get two blocks from the ocean, Santa Monica radiates warmth through the joy and connection of the holiday season. Whether you celebrate Christmas, Hanukkah, Kwanzaa, the Winter Solstice, or simply the spirit of giving and togetherness, this year's 'Tis the Season guide is designed to help you discover meaningful ways to mark these special weeks.

This annual publication serves as your companion into the new year, offering inspiration for gift-giving, celebration, and community connection. From the unique boutiques lining Montana Avenue to the diverse experiences available along Pico Boulevard, Santa Monica's distinct neighborhoods each offer their own treasures. Whether you're searching for the perfect present or planning memorable experiences, you'll find ideas that reflect the character and creativity of our community.

The season brings our city alive with festivities that welcome everyone. Beginning with the annual tree lighting in late November, continuing through Ice at Santa Monica, and extending to menorah lightings on the Third Street Promenade, New Year's celebrations, and countless gatherings in between, there are opportunities for all to participate in the seasonal spirit. These events create moments of joy while strengthening the bonds that make Santa Monica special.

Your participation in local shopping and events does more than spread holiday cheer—it sustains the economic vitality of our community. When you choose to shop locally, you're supporting job creation, preserving Santa Monica's distinctive character, and building personal relationships with the people who make our neighborhoods thrive. During this season and throughout the year, these connections matter.

This guide reflects a true community effort, made possible through the collaboration of organizations dedicated to Santa Monica's success: the Pico Improvement Organization, Main Street Business Improvement Association, Montana Avenue Merchants, Santa Monica Travel and Tourism, Buy Local Santa Monica, and the City of Santa Monica. Their combined expertise ensures you'll find everything you need for a memorable season.

Whether you're a long-time resident or visiting Santa Monica for the holidays, 'Tis the Season provides your roadmap to winter celebration. We invite you to explore, discover, and create your own traditions while supporting the community that makes this season bright.

Welcome to a season of warmth,  
wonder, and community connection  
in Santa Monica.



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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, and Buy Local.

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# Happy Holidays

## FROM THE

  
**smdp**  
Santa Monica Daily Press

Sign up for

*The* **CURRENT**

for all your Santa Monica news  
straight to your morning inbox!







# MEET *me under the* FIG TREE

SUNDAY

DEC 14 2025

1 - 4 PM

Join us for the **Fairmont Miramar Hotel & Bungalows** annual holiday community gathering under the historic Moreton Bay Fig Tree

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

*It's a time to CELEBRATE and a time to GIVE BACK*



Scan to donate to **Westside Food Bank.**

**Santa MoniCARES**

TOURISM SUPPORTING OUR COMMUNITY

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

  
**CHRYsalIS**  
a nonprofit organization **Changing Lives Through Jobs**

*Fairmont*  
MIRAMAR HOTEL & BUNGALOWS  
SANTA MONICA

101 WILSHIRE BOULEVARD • SANTA MONICA, CALIFORNIA 90401



# CALENDAR

## Holiday Events



### MIRACLE ON MAIN STREET

*Celebrate the season at the Miracle on Main Street Holiday Tree Lighting Celebration on Sunday, December 7, from 3:30 to 7 p.m. at the California Heritage Museum lawn.*

This beloved community tradition features kids activities, Santa and the tree lighting on the Heritage Museum lawn. Plus, Carolers & street-wide festivities and holiday parties into the night! It's a free, family-friendly event filled with holiday cheer — come enjoy the magic of Main Street this season!



### WESTSIDE BALLET'S "THE NUTCRACKER"

*Runs weekends from Nov. 29 through Dec. 7, 2025, at the Broad Stage, Santa Monica.*

A beloved local tradition kicks off the season as Santa Monica's Westside Ballet brings its 52nd annual Nutcracker ballet to life with student and alumni dancers. Performances run Thanksgiving weekend through early December, offering a family-friendly, classical rendition of Tchaikovsky's holiday ballet. Tickets available online at <https://westsideballet.com/nutcracker>

### HOLIDAY THURSDAYS

*Holiday Thursdays happen on Thursdays Dec. 4, 11 and 18, 2025, from 5-7 p.m. on Third Street Promenade in the 1300 block.*

Gather around the tree every Thursday in December, through Christmas, for festive fun! Sip hot cocoa, shop local vendors, make holiday crafts, and enjoy a special performance by Toyland Brass Band. There will be "snow" and the Promenade will be decked out in its holiday best!

### THE MONTANA AVENUE HOLIDAY WALK & MARKETPLACE

*Takes place Saturday, Dec. 6, 2025, from noon to 8 p.m. along Montana Avenue.*

The shops and cafes of Montana Avenue host an all-day holiday street fair with live music, strolling carolers, Santa meet-and-greets and special shopping deals. Enjoy the charming neighborhood atmosphere as the avenue transforms into an enchanted winter village for one day only.

### THE SANTA MONICA-VENICE CHRISTMAS RUN (5K/10K)

*Takes place Saturday, Dec. 13, 2025, with the 5K starting at 7 a.m. and the 10K at 8 a.m. from Ocean View Park, Santa Monica.*

The 48th annual Christmas Run is the "jolliest run in SoCal," inviting thousands of festive runners, many in costume, to dash from Santa Monica down the Venice Beach boardwalk and back. All participants receive holiday swag, finisher medals and enjoy a finish-line holiday bash with treats and beverages. Youth run and virtual options are available with registration required. Visit <https://www.christmasrun.com/> to register.







## THE 17TH ANNUAL SANTA MONICA PUB CRAWL

*Happens Saturday, Dec. 13, 2025, from 5 p.m. to 2 a.m. at various bars in Santa Monica.*

Don your ugliest sweater or Santa suit and join thousands of revelers for the West Coast's largest charity pub crawl. One ticket benefits the Westside Food Bank and grants access to three-plus themed bar routes across 30-plus bars with food and drink specials. The night ends with an official after-party, and VIP "route hopper" passes are available. This is a 21-plus event with tickets at [santamonicapubcrawl.com](https://santamonicapubcrawl.com).

## MENORAH LIGHTINGS, KNOWN AS "HANUKKAH IN SANTA MONICA,"

*Take place every evening of Hanukkah from Dec. 15-22, 2025, at sundown around 5 p.m. on Third Street Promenade in the 1200 block.*

Celebrate the Festival of Lights with the community at the promenade's giant menorah. Each night a different local synagogue or group leads prayers, music and cultural presentations as a new candle is lit. All are welcome at these free ceremonies, which have become a Santa Monica holiday tradition.



## PACIFIC PARK HOLIDAY FESTIVITIES

*At the Santa Monica Pier include select dates in December 2025. The pier's amusement park gets in the spirit with special happenings: on **Thursdays Dec. 5 and 12 from 4:30-6 p.m.**, families can meet "Surfing Santa" for photo ops, enjoy milk and cookies storytime and watch holiday marionette shows in the historic carousel house. On **Dec. 19 during Locals Night from 4-8 p.m.**, a "Sandy Cane Lane" Classic Car Show rolls onto the pier, Santa arrives by decked-out car and live entertainment including choirs and DJs fills the evening. Even the Pacific Wheel Ferris wheel displays festive light programs nightly through New Year's.*



## THE SANTA MONICA PLAYHOUSE NEW YEAR'S EVE MUSICAL REVUE

*takes place Wednesday, Dec. 31, 2025, at 6 p.m. and 9:30 p.m. at Santa Monica Playhouse Main Stage.* Ring in the new year with an upbeat, family-friendly musical show that's been a Santa Monica staple for 55 years. The Playhouse's troupe performs a joyous revue of songs, dance and comedy culled from decades of hit productions, capped off by champagne or sparkling cider toasts and a dessert buffet at intermission. Party hats, noisemakers and streamers are included, and the 9:30 p.m. show even counts down to midnight with the cast on stage. Tickets often sell out early. Visit <https://www.santamonicaplayhouse.com/new-years-eve-musical-revue.html> for tickets.

## NEW YEAR'S EVE PUB PARTIES AND NIGHTLIFE

*happen Wednesday, Dec. 31, 2025, from evening until late. Santa Monica's bars and clubs go big for New Year's Eve.*

For example, Bodega Wine Bar's New Year's Eve Party at 814 Broadway offers a no-cover bash from 8 p.m. to 1:30 a.m. with a live DJ, drink specials, Jell-O shots and good vibes all night. Many other venues, from upscale hotel lounges to the pier's arcade, host 21-plus celebrations with champagne toasts at midnight. Plan ahead for tickets or arrive early, and count down to 2026 by the beach.



# MAIN STREET

## DINING DESTINATIONS

Main Street continues to shine as one of Santa Monica's most dynamic dining corridors, offering everything from Michelin-starred cuisine to casual neighborhood bites. Renowned chefs elevate the local food scene at spots like Pasjoli and Seline, while Augie's on Main blends fine dining with a laid-back coastal vibe. Local favorites such as La Vecchia, Lula's, and Schoops keep the community coming back for familiar flavors and friendly faces. For those seeking a lively night out, Edgemar, Not No Bar, Vamos Vamos, and Via Veneto bring the buzz with great food, drinks, and atmosphere. And when it's time for something quick and delicious, Main Street's fast-casual gems, Heavy Handed, Rabano, Triple Beam Pizza from the Nancy Silverton group, Sunny Blue, and Urth Caffé round out a dining scene that truly offers something for everyone.

### HOT SPOTS



**EDGEMAR RESTAURANT  
+ LOUNGE**



**VAMOS VAMOS**



**NOT NO BAR**



**VIA VENETO**

### NEIGHBORHOOD FAVORITES



**LA VECCHIA CUCINA**



**LULA COCINA MEXICANA**



**SHOOP'S DELICATESSEN**



# FAST CASUAL HOTSPOTS



HEAVY HANDED



RABANO



SUNNY BLUE



TRIPLE BEAM PIZZA  
(NANCY FULLERTON GROUP)



URTH CAFFÉ







# MIRACLE ON MAIN STREET

HOLIDAY TREE LIGHTING CELEBRATION

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

- ★ PHOTOS WITH SANTA
- ★ TREE LIGHTING COUNTDOWN
- ★ SAMOHI CHOIR & SMC JAZZ COMBO
- ★ BOY SCOUTS TROOP 67
- ★ FREE!

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







# HAPPY HOURS

## The **HAPPIEST HOUR** on Main Street

*The West Side's ultimate dining destination!*

### **ASHLAND HILL**

2807 Main Street - 310.392.3300  
3-6pm Mon-Fri

### **CRUDO & NUDO**

2724 Main Street - 310.310.2120  
3-5pm Mon-Fri

### **EDGEMAR RESTAURANT + LOUNGE**

2435 Main Street - 424.252.6844  
3-6pm Wed-Mon

### **THE GALLEY**

2442 Main Street - 310.452.1934  
5-7pm Daily

### **JAMESON'S IRISH PUB**

2702 Main Street - 424.330.0069  
3-7pm Daily & 10:30-12:30am

### **LA VECCHIA**

2654 Main Street - 310.399.7979  
5-6:30pm Mon-Fri

### **LIBRARY ALE HOUSE**

2911 Main Street - 310.314.4855  
4-6pm Mon-Fri

### **LULA COCINA MEXICANA**

2720 Main Street - 310.392.5711  
3-6pm Tues-Sun

### **MANCHEGO**

2518 Main Street - 310.450.3900  
5-6:30pm Tue-Sun

### **RABANO**

2507 Main Street - 310-530-3839  
3-6pm Daily

### **TAVERN ON MAIN**

2907 Main Street - 310.392.2772  
2-7pm Mon-Fri

### **VAMOS VAMOS**

2917 Main Street - 424.744.8408  
5-6pm Tue-Sat

Happy Hour specials vary at each of these fine dining locations.



CIRCUS POLKA,  
JEROME ROBBINS,  
THE ROBBINS RIGHTS TRUST

# WESTSIDE SCHOOL of BALLET



## *Gift the Joy of Dance*

THIS HOLIDAY SEASON, GIVE AN EXPERIENCE THEY'LL REMEMBER FOREVER!

Westside School of Ballet's Summer Intensive and Children's Themed Camps  
offer young dancers a summer filled with movement, music, and magic.

**CHILDREN'S CAMPS** Ages 4-7 JUNE 15 - JULY 31, 2026

**SUMMER INTENSIVE** Ages 8-19 JUNE 22 - JULY 31, 2026

SOFIANE SYLVE,  
ARTIST-IN-RESIDENCE  
AT THE NATIONAL BALLET  
OF CANADA, TORONTO

REGISTER TODAY





WESTSIDE BALLET OF SANTA MONICA PRESENTS

# *The* NUTCRACKER

ACCOMPANIED BY THE SANTA MONICA COLLEGE SYMPHONY ORCHESTRA

NOV 29 — DEC 7, 2025

THE ELI AND EDYTHE BROAD STAGE, SANTA MONICA

Featuring  
SPECIAL GUEST STARS  
TILER PECK AND ROMAN MEJIA  
*of the New York City Ballet*  
NOVEMBER 29 & 30, 2025

SPECIAL EVENT

## Sugar Plum Tea

*with the  
Sugar Plum Fairy,  
Tiler Peck*

SATURDAY, NOVEMBER 29  
& SUNDAY, NOVEMBER 30  
AT 3 PM



FOR TICKETS





# SAVE LIKE A LOCAL

Save on dining, shopping, activities and more with exclusive offers at Santa Monica businesses. Download the free mobile passport to start saving and earning points for a chance to win festive prizes as you explore our seaside city.

[explore.santamonica.com](https://explore.santamonica.com)

**SANTA  
MONICA**





## About Buy Local Santa Monica

Buy Local Santa Monica was created by the Santa Monica business community and the City of Santa Monica to support local businesses and strengthen our thriving community by raising awareness about the economic, environmental and community benefits of thinking local first.

# Did you know?

**Santa Monica businesses generate approximately \$160 million each year to the City of Santa Monica's**

General Fund through sales and use tax revenue, business license taxes and transient occupancy taxes that pays for essential local services including police, fire, parks and libraries. Our businesses also generate additional revenue for the City through property taxes, utility users' taxes, parking facility taxes, permits and license fees.

**Local businesses support our community.** They buy local AND give local too! Throughout the year, Santa Monica businesses give back to the community by supporting our local non-profits and charities through the donation of products, services, funding and volunteers. **#BuyLocalGiveLocal**

**Every purchase you make at a Santa Monica business directly supports our schools.**

Last year, proceeds from Measure GSH (transactions and use tax) generated **\$17.6 million** in funding for the Santa Monica Malibu Unified School District (SMMUSD), helping to fund teachers, a SAMOHI college counselor, textbooks and summer school, as well as funding much-needed school repairs and improvements.

Buy Local SM has over **1,400 active businesses** participating in the campaign, 50% are locally owned (SM residents). These businesses employ over **3,700 Santa Monica residents**—your kids, your friends + neighbors!

**Every purchase you make at a Santa Monica business also supports affordable housing.**

A quarter of all proceeds generated from Measure GSH (sales + use tax) helps to fund the construction and preservation of affordable housing, including housing that helps reduce homelessness in our community. Over **\$8.9 million** is forecasted for this year.

For every **\$100** you spend at a local business, as much as **\$70** goes directly back into our community. **(For every \$1 = \$0.70 reinvested back in our community).**

BuyLocal. When you make a purchase from any Santa Monica business, you are directly supporting our community. Thank you! **#BuyLocalSM #EatLocalSM #SupportOurLocals**



# MONTANA AVENUE

## WELCOMES PALISADES BUSINESSES!

This season, we're thrilled to welcome several Pacific Palisades favorites to their new home on Montana Avenue! From chic boutiques and sparkling jewelry stores to stylish salons and nail studios, these new additions bring even more beauty and charm to the Avenue. Stop by, shop local, and help us give our newest neighbors a warm Montana Avenue welcome!



Keenan Kids



Michelle Hair International



Lemon Nails



David Tishbi Jewelry



Rac Thong Taekwondo



Eileen Fischer



Free People



Bonesteel Trout Hall Interiors



Coming Soon...  
Marc Michael  
Eyewear



1.



**DAVID TISHBI JEWELRY**

632 Montana Ave  
Everyday 14k yellow Gold and Diamond Hoops

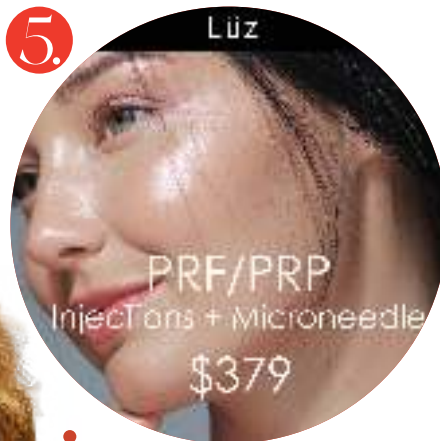
**\$2,850**

**ESTELL BOUTIQUE**

908 Montana Ave  
Cashmere Ombre Scarves from Spain

**\$199**

5.



PRF/PRP  
Injections + Microneedle  
**\$379**

**LUZ LOUNGE**

1229 Montana Ave STE A  
PRF/PRP Treatment

**\$379**

2.



**AIRWEAVE**

1209 Montana Ave  
S-line Pillow

**\$345**

3.



**FRANKIE'S ON THE PARK**

712 Montana Avenue  
Katie J NYC Juniors Ski Season Maia Pants PJ Set

**\$82**

4.



7.



**LIVING ART**

1121 Montana Ave  
Mondri Vase - neon

**\$190**

**ANDREW'S CHEESE SHOP**

728 Montana Avenue  
Andrew's Cheese of the Month Club Membership

Starting at  
**\$50/month**

6.



**O&V CA**

1109 Montana Ave  
Extra Virgin Olive Oil & Balsamic Vinegar Gift set

**\$42**

Montana Avenue  
**GIFT GUIDE**

8.



**TEXTURE -A SWEATER STORE AND MORE**

716 Montana Ave  
Estheme Cashmere Cardigan

**\$395**

11.



12.



**TEN WOMEN GALLERY**

1128 Montana Ave  
Cashmere Scarves made in Santa Monica

**\$95**

9.



**MARGARET OLEARY**

1605 Montana Ave  
Velvet Button Down Shirt

**\$458**

13.

**DERMALOGICA**

1022 Montana Ave  
Home for the Holidays Set

**\$69**

14.



**HUMMINGBIRD HOME AND CO**

1021A Montana Ave  
Block-Printed Keepsake Box Set

**\$148**

10.



**DIVINE VINTAGE**

1025 Montana Avenue  
Wine Lovers Gift Basket

**\$55 and up**



# Montana Avenue BUSINESS DIRECTORY



## SHOP

- Andrew's Cheese Shop
- Acme 5 Lifestyle
- Airweave
- ARJ Los Angeles
- Aēsop
- Avocado Green Mattress
- Balloon Celebrations
- Brenda Himmel Stationery
- Bottled Poetry
- Brentwood General Store
- Brooklinen
- BIJOU INDOCHINE
- By Musti Fine Jewelry
- Cabochon Fine Jewelry
- California Closets
- CAMI AND JAX
- Casper
- Citron
- Claude Joaillier Fine Jewelry
- Clare V.
- Connie Engel Art
- Curated LA
- David Tishbi
- Divine Vintage
- Ele Keats
- Eileen Fisher - coming soon!
- Else Lingerie
- Estell Boutique
- Euro Time & Jewels
- Farrow & Ball
- Fireclay Tile
- Fireside Cellars
- Flannel Clothing
- Framebrigde
- Frankie's on the Park
- Free People
- GOODIES
- Gramercy Boutique
- Hästens
- Hummingbird Home & Co.
- J. McLaughlin
- Jill Roberts
- John Kelly Chocolates
- Keetan Kids
- Kitchens On Montana
- L' Oliphant Jewelry Design
- The Last Resort
- LAYA
- Lemon Nails
- Living Art LA
- Lovesac
- Marc Michel
- Margaret O'Leary
- Montana Eyes
- Montana Optometry
- Moondance Jewelry Gallery
- Naked Cashmere
- Nest Bedding
- NWLA Bridal
- O My Sole
- Only Hearts
- Open Closet
- O + V California
- Orchid Republic Floral Boutique
- Paper Source
- Pink Chicken
- Rita's Rags
- Rangoni Firenze Shoes
- Savannah
- Sparklekids Upscale Resale
- Sofa U Love
- St. George By Brandy Melville
- STARKx
- Splendid
- Ten Women Gallery
- Texture
- The Quilted Monkey
- The Shade Store
- Unsubscribed
- Visual Comfort & Co.
- Woof Santa Monica - coming soon!
- Williams Sonoma
- Zibby's Bookshop

## DINE

- Alfred - Coming Soon
- Bardonna
- B&T's Deli
- Bread Head
- Breakfast By Salt's Cure
- The Brothers Sushi
- Buena Vida Tea Bar & Garden
- Bun and Mi
- Cafe de la Plage
- Caffè Luxe
- Community Goods - Coming Soon
- The Courtyard Kitchen
- Father's Office
- Fonuts
- Forma
- Frozen Fruit
- Galvin Bakery
- go get em tiger
- H&H Bagels
- Horchata
- Kai Ramen
- Kreation Kafe
- La La Land Kind Cafe
- Locanda Portofino
- McCall's Meat & Fish.
- Oakberry
- Panda Express
- Peet's Coffee and Tea
- Pinkberry
- Prima Cocina
- Primo Passo Coffee Co.
- R + D Kitchen
- Rolled Sushi - coming soon!
- Rori's Artisanal Creamery
- Rosti Tuscan Kitchen
- Sam's Bagels
- Sogno Toscono
- Spumoni
- Starbucks Coffee
- Sweetgreen
- TerraTorry
- Van Leeween Ice Cream

## BEAUTY & WELLNESS

- Alchemy Wellness + Beauty
- Ame Salon
- Andrea White Pilates
- Artistic Nails
- Beauty Park Spa
- Bellacures Nail Salon
- Benefit Cosmetics
- BRDY JAY Salon
- Brite Bar
- Body Rhythm
- Cha Spa
- Cool Sculpting Self Care LA
- Cosmetic Acupuncture by Dr. Romy Simone
- Drybar
- Dean's Barbershop
- Dermalogica
- Esquire Barber Shop
- European Wax Center
- Hydration Room
- iSpa Lane
- Kare Plastic Surgery and Skin Center
- Kiehl's
- Lash and Brow
- Lemon Nails
- Little House Of Kin
- Luxelab
- Luz Lounge
- Masterlash by Charity
- Michele International Hair Salon
- Mighty Pilates
- Montana Nails
- Noir® Lash Lounge
- Number One Beauty Supply
- Ouidad Salon
- Pediatrics on Montana
- Perspire Sauna Studio
- Restore Hyper Wellness
- Sepi Spa
- Solenne Studio
- Skin Laundry
- Sugaring
- StretchLab
- Sugared & Bronzed
- Tabb & Sparks Hair Salon
- Tae Ryong Taekwondo
- The Detox Market
- The Massage Place
- Tracy's Nails
- Ultimate Performance
- Veronica Spa and Skin Care Center
- Zaine
- Zolina Hair Salon

## ARTS & ENTERTAINMENT

- Aero Theatre
- Ten Women Gallery
- The Music Castle

## SERVICES

- A-1 Chinese Hand Laundry
- Angelo's Shoe Repair
- Brown's Cleaners
- Chase Bank
- Citibank
- Coldwell Banker
- Compass
- Door to Door Cleaners
- Engel & Volkers
- Golden Wellness Rx Pharmacy
- Human Element RE, Inc.
- Kim Gorden Designs
- Montana Mail
- Montana Branch Santa Monica Public Library
- Montana Clock Shop
- Montana Music Studio
- Ocean Express Cleaners
- Ogden's Cleaners
- Pavilions Market
- Santa Monica Postal Place
- Santa Monica Listings
- Susan Cavka Hypnotherapy
- Tide Cleaners
- Wells Fargo
- Whole Foods





SHOP \* DINE \* ENJOY  
MONTANA  
AVENUE

# HOLIDAY WALK & MARKETPLACE

SATURDAY, DECEMBER 6TH  
12PM TO 8PM

★ STREET CLOSED TO CARS ★ FREE!

**PHS** | PENCE  
HATHORN  
SILVER  
LUXURY PROPERTY GROUP  
COMPASS



**Buy Local**  
SANTA MONICA

**SANTA  
MONICA**  
TRAVEL & TOURISM





# PICO EAST

## Start Your Day on Pico

(CENTINELA AVE → 26TH ST)

### Wake up, move your body, and explore Pico East.

Begin your day with a latte from **UnUrban Coffee House**, a cozy breakfast at **Lazy Daisy Café**, or a plant-based pick-me-up from **Rejuice**. Then, energize your body at **Infuse Wellness**, **Good Body Pilates**, or **Next Level Holistic Healing**, all favorites for wellness and movement.

After your workout, recharge with classic Santa Monica flavors at **Rae's Restaurant**, **Gilbert's El Indio**, **Lares Restaurant**, or **The Upper West**. Pamper yourself with a visit to **Adriana's Hair Studio**, **Framed Hair Salon**, or **Laura's Nails**.

Shop local and discover **Sonäge Skincare**, **Sofia Kaman Fine Jewels**, **Paws & Effect**, **Coto Imports**, and **In2Deep Diving** for perfect gifts or personal treasures. Round out your weekend with a meal or drink at **The Brixton**, catch live music at **McCabe's Guitar Shop**, or visit the **Virginia Park Farmers Market** and don't forget to grab your groceries at **Trader Joe's** before heading home.



INFUSE WELLNESS



GILBERT'S EL INDIO



COTO IMPORTS



### History Fact

- In the 1920s, Pico Boulevard formed part of the historic Route 66, connecting Santa Monica to downtown Los Angeles, a vital stretch of the "Main Street of America."



# MID PICO

## Shop, Create & Explore

26TH ST → LINCOLN BLVD

### Where creativity meets community.

Mid Pico blends artistry, innovation, and everyday essentials. Create something new at **The Magical Atelier**, or tap into your rhythm at **Beyond Karate** or **Ballet Folklórico Flor de Mayo**. Refuel between creative stops at **Lunetta**, **Z Garden**, **Mandarin**, or **Dr T House** and shop for design inspiration at **Super Woman Super Realtors** or **Tim Clarke Design**.

For practical needs, stop by **Westwood Appliance** or **Eco Heads Salon**. Catch a game or unwind with a pint at **The Daily Pint**, a local favorite for craft beer and community. This section of Pico also buzzes with local studios, wellness professionals, and small businesses that make Santa Monica's midsection hum with creativity.



### History Fact

- Pico Boulevard was named after Pío Pico, the last
- governor of Mexican California — a businessman
- whose legacy endures across Southern California
- landmarks and streets.



THE MAGICAL  
ATELIER



LUNETTA



ECO HEADS SALON



# PICO WEST

## Eat, Drink & Celebrate

LINCOLN BLVD → APPIAN  
WAY / OCEAN AVE

### Gather your friends and celebrate on Pico West.

Experience bold flavors and local character from Santa Monica's beach-adjacent stretch. Grab a pastry at **Sweet Laurel Bakery** or sip something special at **Kavahana**.

For family fun, stop by **Fun Play World** or **Animal Kingdom**, and test your swing at **Four Wood Golf Club**. Wrap up your West Pico stroll with dinner and ocean views at **Casa Del Mar**, the perfect way to celebrate the season by the sea.



### History Fact

In the early 1900s, the Red Car trolley line ran along Pico Boulevard, carrying visitors from downtown LA straight to the Santa Monica beachfront.



KAVAHANA



FUN PLAY WORLD



CASA DEL MAR





# GIFT GUIDE

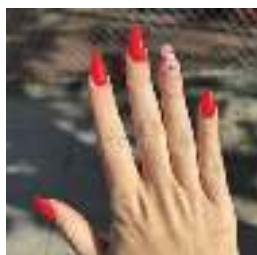
## 1. The Self-Care Stop

**Laura's Nails** – Treat someone to a mani-pedi that always hits the mark.

**Blue Republic** – Gift a package for that friend who deserves to feel strong and centered.

**Animal Kingdom** – Pamper your pet (or your pet-loving friend) with toys, treats, and grooming gifts.

**Tribe Pilates** – Give the gift of strength and balance with reformer classes that tone, energize, and empower from the very first session.



## 2. The Foodie Favorite

**Gilbert's El Indio** – A Santa Monica classic for generations. Pick up a gift card and pair it with a jar of their salsa for the perfect local touch.

**Lares** – A Pico institution since 1968, serving up authentic Mexican fare and community spirit — gift dinner for two!

**Upper West** – For the one who loves craft cocktails and modern California cuisine.



## 2. The Family Fun Pack

**Fun Play World** – Let the kids play while you shop — grab a gift card for a day of indoor fun.

**Virtual Snow** – A cool winter experience in Santa Monica! Great for the adventurer on your list.

**Four Wood Golf Club** – For the golfer in your life — lessons, gear, or a round on the simulator.



## 2. The Local Creative

**Morgon Wix Theater** – Gift tickets to a show and support local performance art.

**Lo/Cal Coffee & Market** – The perfect neighborhood spot for slow mornings and good conversation — gift a bag of their signature roast and a cozy mug.

**Paws & Effect** – Pick up handmade pet accessories that double as adorable décor.





# THE SEASON OF GIVING

THIS HOLIDAY SEASON, YOU CAN MAKE A DIFFERENCE IN THE COMMUNITY WE CALL HOME.

By supporting the Santa MoniCARES holiday drives, your donations of clothing, food or funds will help provide vital resources for local organizations serving those in need.

## WHAT TO GIVE:

- Gently Loved Clothing
- New Socks
- Sleeping Bags
- Canned Food
- Monetary Donations

## DONATION DROP-OFF LOCATIONS

9 a.m. – 5 p.m.:

- Main Street Visitor Information Center  
2427 Main St.
- Pier Shop & Visitor Center  
200 Santa Monica Pier

[santamonicares.org](http://santamonicares.org)  
[cares@santamonica.com](mailto:cares@santamonica.com)  
Donations accepted through December 31, 2025

**Santa MoniCARES**  
TOURISM SUPPORTING OUR COMMUNITY







**SANTA MONICA  
BREW WORKS®**

# **BOOK YOUR** *Holiday Event*

**FULLY  
PRIVATE  
OPTIONS**

**AWARD  
WINNING  
CATERING**  
*Emmy* SQUARED  
PIZZA

**UNIQUE  
BREWERY  
SETTING**

**"THE BEST LA BARS FOR BIG GROUPS" 📢 INFATUATION**

FROM **HOLIDAY PARTIES TO RECEPTIONS & REUNIONS**  
OF ALL SIZES, WE'VE GOT THE SPACE TO **CELEBRATE BIG!**

**SOMETHING LESS FORMAL? ASK ABOUT OUR SEMI-PRIVATE OPTIONS**

For more info, email [events@santamonicabrewworks.com](mailto:events@santamonicabrewworks.com)



**SCAN TO VIEW & BOOK  
OUR EVENT SPACES**





# Nominate a business today for a Sustainable Quality Award

by 1.23.2026 [smsqa.com](https://smsqa.com)



## Congratulations to the 2025 SQA Winners:

Overdrive Energy Solutions, Angeles Investment Advisors , Good Body Pilates, Redcar Properties Ltd, Capital Intelligence Associates , Heal the Bay Aquarium, Phoenix Classical Pilates



## SUPPORT SANTA MONICA GREEN-CERTIFIED BUSINESSES

- Alchemie Spa
- Âme Salon
- American Cancer Society Discovery Shop
- Apogee
- Angeles Investment Advisors
- Assistance League of Santa Monica Thrift Shop
- Avocado Green Mattress
- Back on the Beach Café
- B&T's Deli
- Cafe Lovi
- Café Ruisseau
- Capital Intelligence Associates
- Community Corp of Santa Monica
- Demitasse

- Elizabeth Sorgen SM Real Estate
- FLAPJAX Diner
- Good Body Pilates
- Green Goddess
- Pedicabs
- Heal the Bay Aquarium
- HGA
- Kafe K
- LoveBug & Me Music
- Main Squeeze
- MINARC Architects
- NWLA Bridal
- Ocean View Hotel
- Overdrive Energy Solutions
- PAINT: LAB
- Patagonia

- Paws & Effect Pet Spa
- Phoenix Classical Pilates
- Physical Therapyworks
- Radiance Wellness Spa
- Rapha - Los Angeles
- Redcar Properties Ltd
- Reformation
- Regent Santa Monica Beach Hotel Resort
- Santa Monica Ballet Folklorico
- Santa Monica Family YMCA
- Santa Monica Hotel
- Santa Monica Travel & Tourism
- Santa Monica UCLA Medical Center Inpatient

- Rehab Dept
- Santa Monica Daily Press
- Shore Hotel
- Super Copy
- Sun Moon Rain
- SweisKloss
- Teawaves, LLC
- Tennis Channel
- Texture – a sweater store and more
- The Julia Group
- Three Squares Inc
- Untitled No. 1 School
- Veo
- Yoga-urt







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.





# BUY LOCAL Gifts & Experiences

## 1. CREATIONS BY HELLENA

SUNDAY MAIN ST  
FARMER'S MARKET

Experience the ocean and waves as you serve your delicious appetizers on a one of kind designer charcuterie boards and assorted home decor items designed with a food safe resin.

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



**\$25 - \$200**

## 2. GOOD BODY PILATES STUDIO

3229 PICO BLVD

Give the gift of movement this holiday season. Good Body Pilates Studio offers personalized Pilates sessions designed to strengthen, restore, and energize - a gift that lasts well beyond the holidays.

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



**3 Private Sessions \$295 or 3  
Group Reformer Classes \$99 + A  
Complimentary Pair of Toe Sox**

## 3. GREEN GODDESS PEDICABS

SANTA MONICA, CA

EA One Hour Tour for Two of Santa Monica History & Highlights

[greengoddesspedicabs.com/book-now](http://greengoddesspedicabs.com/book-now) | [@greengoddesspedicabs](https://www.instagram.com/greengoddesspedicabs)



**\$150**

## 4. AJA VINEYARDS

1417-C 2ND STREET

Set of 2 classic wine tasting experiences. Includes tastes of 5 of our locally made wines.

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



**\$35 per tasting  
(not including tax and gratuity)**

## 5. CASA MARTIN

1654 OCEAN AVE UNIT B & C

Free Guacamole or Dessert with purchase of an entree dish greater than \$25

[#casamartinsm](https://www.instagram.com/casamartinsm)



**\$12-\$18**

## 6. SPORTSFIT

2010 WILSHIRE BLVD

Trio of Massage, Pilates, and Yoga sessions

[SportsFitPT.com](http://SportsFitPT.com) | [@sportsfitpt](https://www.instagram.com/sportsfitpt)



**\$365**

## 7. O&V CA

1109 MONTANA AVENUE

Give the gift of deliciousness packed with flavor & health benefits!

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



**\$42**

## 8. CITY GARAGE THEATRE

BERGAMOT STATION ARTS CENTER

City Garage Passports - good for four admissions

[citygarage.org](http://citygarage.org) | [@citygarage](https://www.instagram.com/citygarage)



**\$75 General;  
\$60 Seniors/Student**

## 9. CROW COMEDY INC.

2525 MICHIGAN AVE UNIT F4

Comedy Classes for Kids! Learn Stand Up, Improv, And Sketch Comedy!

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



**\$525**

## 10. THE GOURMANDISE SCHOOL

Hands-on cooking & baking classes led by our pedigreed Chef Instructors!

[thegourmandiseschool.com](http://thegourmandiseschool.com) | [@gourmandiseLA](https://www.instagram.com/gourmandiseLA)



**\$125-\$150**

## 11. PAINT:LAB

1453 14TH ST STE G

Follow Aling Holiday Painting Sessions for the WHOLE FAMILY

[paintlab.net](http://paintlab.net) | [@paint\\_lab](https://www.instagram.com/paint_lab)



**\$40-\$70**

## 12. THE SPLATTER STUDIO LA

321 SANTA MONICA BLVD, SUITE 100

Featuring a cozy beer & wine bar, it's the perfect gift for couples, families, friends, and anyone who deserves a little fun and freedom.

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



**GIFT CARD**

*You decide the amount!*

## 13. LOVEBUG & ME MUSIC

1201 WILSHIRE BLVD

Choose your denomination below from \$25 - \$500. Good for classes, series, merchandise, and birthday party entertainment!

[LOVEBUGandME.com](http://LOVEBUGandME.com) | [@lovebugandmemusic](https://www.instagram.com/lovebugandmemusic)



**\$38-\$500**

## 14. MOSAIQ CREATIVE PRODUCTIONS

DTSN RAPP SALOON 2ND STREET

The Vintage Revival, held Dec 13 & 14 at the Historic Rapp Saloon invites the community to step back in time through immersive storytelling, curated vintage displays, and live reenactments that celebrate 150 years of local history.

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



**FREE**





# 10

## EASY WAYS TO BUY LOCAL for the holidays

1. Buy Local this holiday season – visit our @BuyLocalSM Instagram + Facebook for great holiday 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 29th).
4. Join thousands of Santas, Elves + Naughty Reindeers at the 17th Annual Santa Monica Pub Crawl (Dec 13th) to raise money for the Westside Food Bank to help those in need for the holidays. To buy tix: [santamonicapubcrawl.com](http://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 experience and gifts that you won't find in big-box stores.
-  **PERSONALIZED SERVICE:**  
Enjoy a more personal and attentive shopping experience.
-  **SUSTAINABLE SHOPPING:**  
Reduce your environmental impact. Reducing your environmental impact means minimizing the harmful effects your activities have on the planet.
-  **ECONOMIC BOOST:**  
Supporting local businesses keeps money in your community for local parks, libraries and schools.
-  **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](http://WWW.BUYLOCALSM.COM)





# SIMPLIFY THE HOLIDAYS WITH AN EXTRA BEDROOM

Do you wish you had an extra bedroom for guests during the holidays? Santa Monica hotels are extending special rates to residents and their guests, now through February 9. Treat visiting friends or plan your own staycation with special rates, local perks and cozy coastal charm at our city's top hotels. It's the perfect way to stay local this winter.

**BOOK YOUR EXTRA BEDROOM**



**SANTA  
MONICA**





PLANNING FOR 2026?  
Don't miss the  
Route 66 Celebration!  
See what's coming:





SANTA MONICA  
— PIER —

# Happy Holidays!

with love,  
the Santa Monica Pier

*Discover what makes  
us more than just  
a postcard.*

*Free events all year  
long, Pier merch,  
and more!*

[SantaMonicaPier.org](http://SantaMonicaPier.org) | [@SantaMonicaPier](https://www.instagram.com/SantaMonicaPier)