



VENDING AND BUSINESS LICENSE REQUIREMENTS FOR COMMUNITY EVENTS

VENDING AND COMMERCIAL ACTIVITY

Vending and commercial activity includes selling, offering or exposing for sale, soliciting offers to purchase, bartering food, goods, merchandise or services, merchandise displays and product sampling.

- At events in parks, on beaches and on temporarily closed streets, vending and other commercial activity is permitted, with City authorization, at City-produced or co-produced events only, except as otherwise authorized by Santa Monica Municipal Code Section 6.36.030(f). The collection of registration/entry fees shall also be permitted at these locations for all races, walks and other participatory sports events. Event-related hats, t-shirts, etc. may be distributed to participants if included as part of the registration fee. Otherwise, the collection of monetary donations shall only be permitted at these locations as long as there is no exchange for merchandise.
- At other sites, including the beach parking lots, Pier and Airport parking lots, and Third Street Promenade, vending and other commercial activity is permitted in conjunction with, ancillary and subordinate to approved community events provided that all required permits, including County Health permits, are obtained and all regulations and conditions of approval are followed.

The following conditions and regulations, in addition to County Health Department regulations, apply where vending is permitted.

- Vending activity is limited to the area within the approved event site.
- All vending equipment must be easily moved and self-supporting. No equipment or advertising signs shall be fastened to, attached to or posted on any tree, parking meter, hydrant, street fixture or other permanent structure.
- Vending activity must not block, impede or hamper pedestrian movement, cause congestion, or create any hazard to the public.
- Each vendor must clean his or her area of operation and remove all goods and equipment at the close of this event.
- No live animal shall be sold, bargained, given or otherwise transferred.
- Vendors of taxable goods or services must meet State Board of Equalization permit requirements.

BUSINESS LICENSE

- All event planners or promoters for hire will be required to obtain a business license regardless of whether the community event is carried on for charitable purposes.
- Subcontracting supply and service companies, e.g., catering, valet, rental, security services, etc., will be required to obtain individual business licenses.
- Retail vendors and exhibitors at permitted community events are exempt from having to obtain a Santa Monica business license.
- The Business License Office can be reached at (310) 458-8745.