

2017

MOST LOVED



DOWNTOWN
SANTA MONICA
BUSINESS

BUSINESS ON
MAIN STREET

BUSINESS ON
PICO BOULEVARD

BUSINESS ON THE
SANTA MONICA PIER

BUSINESS ON
MONTANA AVENUE

ART GALLERY
OR GIFT SHOP

HOTEL OR MOTEL FOR
A STAYCATION

CLOTHING
BOUTIQUE FEATURING
SUSTAINABLE OR
REUSED PRODUCTS

SURF/SKATE SHOP

LOCALLY OWNED,
INDEPENDENT
BUSINESS

FITNESS, YOGA,
PILATES OR DANCE
BUSINESS

FARMERS MARKET
FARMER

BEST VIBE

MURAL

NATURAL,
ORGANIC HEALTH
FOOD STORE

SALON/SPA

LIVE MUSIC,
ENTERTAINMENT OR
COMEDY VENUE

RESTAURANT OR
CAFE FEATURING
LOCALLY-SOURCED
INGREDIENTS

AUTO-RELATED
BUSINESS

BIKE-CENTRIC
BUSINESS

HAPPY HOUR

COFFEE SHOP
OR BAKERY

PET-CENTRIC
BUSINESS

KID-CENTRIC
BUSINESS

FARMERS
MARKET
PREPARED FOOD
VENDOR

TECH
STARTUP

SANTA MONICA



**MONTANA
AVENUE**
SANTA MONICA



**SANTA
MONICA**
TRAVEL & TOURISM



SANTA MONICA
— PIER —



Congratulations to the

Most Loved

Contest 2017 Finalists



haleARTS SPACE

Salon Tru

OrangeTheory Fitness

"Beach Day" by BumblebeeLovesYou

FIG Restaurant

Fairmont Miramar Hotel & Bungalows

General Assembly

Centinela Feed and Pet Supplies

Burke Williams Day Spa

Harvelle's

The heart and soul of Downtown Santa Monica are the people who work and play here. Thanks for sharing the love. The feeling's mutual.

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santa
monica

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street
promenade



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DowntownSantaMonica



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ABOUT THIS PUBLICATION:

The Most Loved 2017 publication is the fourth edition of the publication that commemorates Santa Monica's Most Loved campaign. This publication was produced by the Santa Monica Daily Press, Darren Ouellette, designer and Matt Hall, editor and principal photographer. The results were derived from voting that took place via a Survey Monkey questionnaire in February 2017. Voters were asked to fill in an answer naming their Most Loved business in the categories listed to the right in our table of contents. The top vote getter was named the winner of the category and the runners-up were the businesses with the second and third highest vote totals in the categories. Ties were not broken and so some categories had more than three recognized businesses. Businesses could win no more than two categories. In the case that a business won more than two categories, their highest two vote totals were determined to be the categories they won and the next highest vote getters from the other categories were recognized. Categories were determined by the Buy Local Santa Monica executive committee in consultation with the Buy Local steering committee and partnering business improvement districts. Results were tabulated by representatives from partnering Most Loved campaign organizations and verified by the Buy Local executive committee. Participation in this year's campaign topped 3,400 votes, our best turnout yet as Most Loved Santa Monica continues to grow in popularity. We hope you enjoy reading about these businesses that you, your friends and neighbors love so much!

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non-profit organization



DOWNTOWN SANTA MONICA BUSINESS



SALON TRU

614 Santa Monica Blvd
(424) 285-5568
www.salontrusm.com

When talking about his business's success, Salon Tru's owner always goes back to his salon's defining phrase: casually elegant. To Michael Schoenfeld, it means maintaining a high-end salon without all the stuffiness. By treating every client like a member of the family, it means they walk away looking great and feeling great.

"When we moved out to Los Angeles, there was only one place

where we wanted to build Salon Tru Scottsdale's sister salon – Santa Monica, of course," Schoenfeld said. "We loved its casually elegant vibe, which is exactly what Salon True strives to be."

When he opened the salon on Santa Monica Boulevard three years ago, Schoenfeld sought out to recruit the most talented and skilled stylists and aestheticians on the Westside. His team of more than a dozen stylists has cultivated an enthusiastic client base that raves about Salon Tru. Part of the salon's success is its ability to please

both locals and visitors from all over the world.

"We cater to the many tourists that this great city attracts. We have also established strong relationships with the growing number of Santa Monica locals and businesses," Schoenfeld said. "Santa Monica's eco-friendly philosophy has inspired us to provide the utmost sustainable, plant-derived products that our clientele seeks."

Tru is the only local salon to carry the Comfort Zone's skincare line that aims to promote a holistic, soulful, healthy and sustainable lifestyle. While

the products and stylists keep clients coming back over and over again, Schoenfeld's business philosophy has made the business a pillar in the bustling downtown Santa Monica community.

"We feel that anyone that comes through our door is part of our Tru family," Schoenfeld said. "To be honored by our extended Santa Monica family means the world to us. We love living and working in Santa Monica and becoming an integral part of this great community."

RUNNERS - UP

ORANGETHEORY



1431 2nd Street
(310) 730-1399
www.orangetheoryfitness.com

"Orangetheory Fitness is a one-of-a-kind, group personal training workout broken into intervals of cardiovascular and strength training. Backed by the science of excess post-exercise oxygen consumption (EPOC), Orangetheory's heart-rate-monitored training is

designed to maintain a target zone that stimulates metabolism and increases energy. Led by skilled personal trainers, participants use a variety of equipment including treadmills, rowing machines, TRX® suspension training and free weights, burning calories and building strength including after-burn. The result is the Orange Effect – more energy, visible toning and extra calorie burn for up to 36 hours post-workout."

HALE ARTS



395 Santa Monica Pl, Ste 156
(310) 260-2914
www.halearts.com

Just a half block away from the new metro station, Hale Arts features local artists and high design accessories. All their products are inspired by the lifestyle of Southern California and the nearby beach. The own-

ers who work hard to curate each item sold in the store are flattered to be voted one of Santa Monica's Most Loved businesses in multiple categories.

"We work hard to support the local art community, so it means a lot to us, as well as the artists and designers we work with."



BUSINESS ON MAIN STREET



DOLCENERO GELATO

2400 Main St, Ste A3

(323) 540-6263

www.dolcenerogelato.com

Locals know it's worth walking the extra block or so up from the beach for a scoop of delicious dulce de leche, bacio, or strawberry cheesecake gelato from Dolcenero.

"Santa Monica is one of the best beach cities in the US and Main Street in particular is a pedestrian-friendly collection of small businesses," owner Simone Acciai said. "It's like a little village with many different personalities but the same positive vibe. That's what

inspires us every day."

The founding members of Dolcenero were also inspired by the world of Italian high gastronomy to create a gelato experience that pleases each of the five senses. The gelato-makers at Dolcenero don't use any industrial bases to make the dessert – just top quality ingredients, fruit, nuts and, of course, chocolate. For example, one flavor, "fiordilatte" is simply made from the best milk.

"We do our best to recreate the extraordinary Italian taste and experi-

ence. Get a Gelato, an Espresso and enjoy it as you would do in Florence or Rome," Acciai said.

It's that authentic taste and experience that makes Dolcenero a Most Loved Business. Since gelato has less fat and calories than traditional American ice cream, locals can feel a little less guilty about going back again and again.

"Dolcenero is my American Dream," Acciai said. "I left my country, my family and my friends and when I came here I didn't even know how to speak English. Lucky the business is

doing well and I can pay my bills out of that, but being a Most Loved business is much more than money, it's the realization of this dream, the feeling that I'm welcome in this place that I started to call home."

Dolcenero also makes wholesale gelato in three and five-liter pans for restaurants and parties. To ensure freshness, quality and creaminess, the shop produces small batches of each gelato flavor throughout the day, meaning it never sits out for longer than just a few hours.

RUNNERS - UP

ZJ BOARDING HOUSE



2619 Main Street

(310) 392-5646

www.zjboardinghouse.com

"ZJ Boarding House is a world famous Surf and Skate shop that has been the pride of Santa Monica since 1988.

The city has influenced our business by being one of the greatest cities in the world to

live and visit. We get so many locals and travelers from around the world who have been coming back to us here at the shop for decades.

It's great to see our friends and families returning year after year to share their lives and stories with us. We are so fortunate to have such an amazing business here blessing us with lifetimes of relationships!"

WEEGO HOME



2939 Main Street

(310) 392-8460

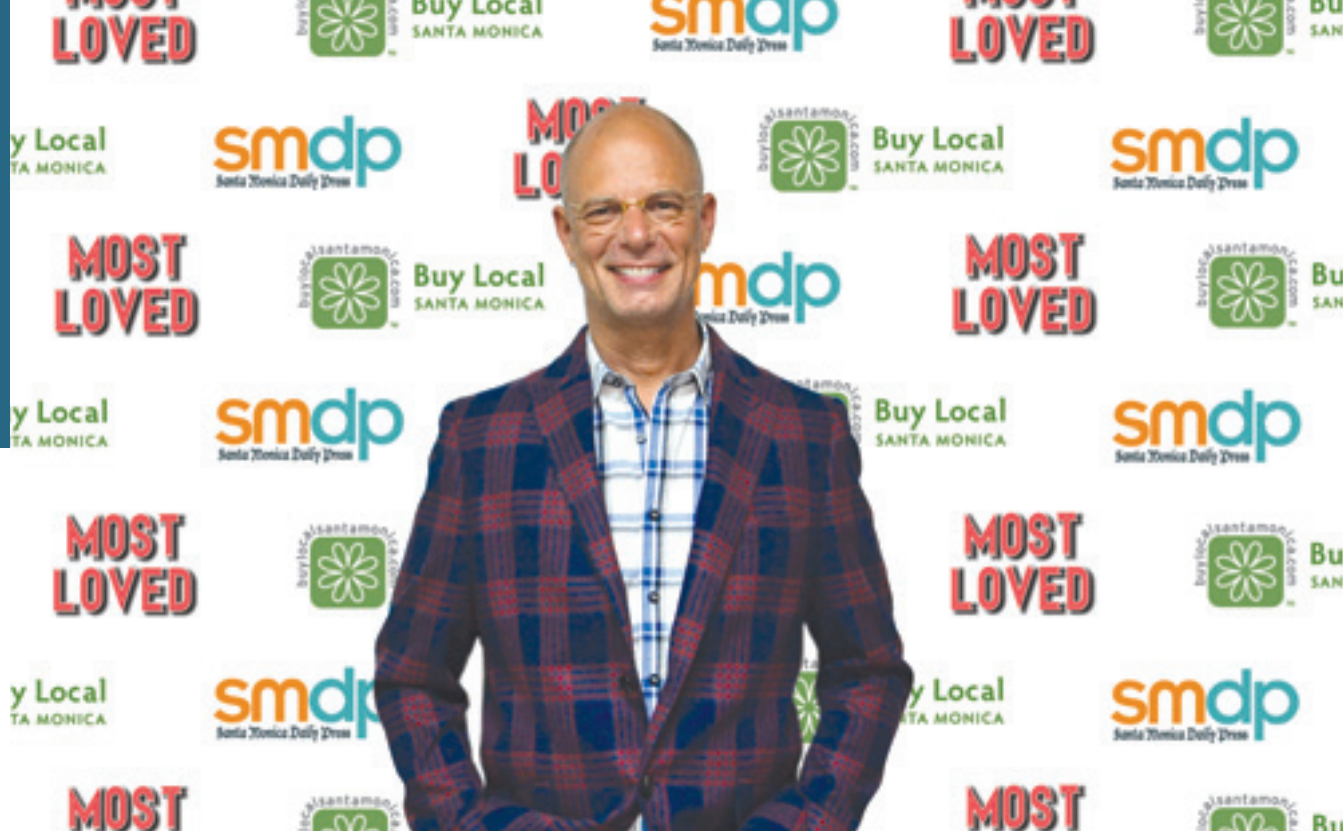
www.weegohome.com

Weego's Santa Monica showroom emulates the casual, chic beach vibe that is echoed by the city. The owners consider their stylish designs the antidote to the uber-chic, minimalist, modern furniture stores that have become the trend throughout the area. While

Weego's furniture ships to homes across the country, their designs and production are based in Los Angeles. The owners of the custom home furnishing boutique believe their top-notch service separates them from other businesses in the field and they are honored to be a Most Loved business.

"It means our shoppers are happy, which is exactly what we strive for."

BUSINESS ON PICO BOULEVARD



SEWING ARTS CENTER

3330 Pico Blvd
(310) 450-4300
www.sewingarts.com

When Bay Cities Sewing Machine Company opened in 1955, it had just twelve bolts of fabric, four types of thread and a couple classes. Fast forward more than sixty years – and Pico Boulevard's Most Loved Business is now the Sewing Arts Center, offering top of the line sewing equipment and classes in how to stitch together just about anything.

"Our passion to our craft is evident in everything we do," said owner Russell Conte. "Every member of the

staff and the faculty are avid sewists."

Students can learn how to quilt, leatherwork, make patterns, embroider or master new, computerized sewing machines. Each year, about 1,000 students take at least one class at the Sewing Arts Center.

"All kinds of people take our classes," Conte said. "We actually have an international following. We have people from all over the world who come and take classes from us. It's really surprising."

Conte says his store's location on Pico Boulevard has helped drum up local business – as rush hour traffic

backs up near the I-10 freeway, calls start coming into the store. It seems some of the drivers stuck outside his business have a curiosity about sewing.

"You hear people saying no one sews anymore – well, if you think that, you certainly haven't been in our shop yet," Conte said.

Customers know they can depend on Conte, one person told Most Loved "Never have I experienced a business that so cares for its customers. It's more than a business, it's a family that I am proud to be a part of."

To Conte, teaching the next genera-

tion how to sew and helping current enthusiasts brush up on their skills is giving his customers a method to express their creative genius. The fact that his store is a Most Loved business for another year just makes it even better.

"It is incredibly gratifying. It means that our passion for the sewing craft is shared by the community and that we are recognized as being a vital part of that community," Conte said. "That is both rewarding and humbling, keeping us mindful of our responsibility to the community to provide the best in sewing that can be found anywhere."

RUNNERS - UP

GILBERT'S EL INDIO



2526 Pico Blvd
(310) 450-8057
www.gilbertselindio.com

"Santa Monica was an inspiration to open our business for the beauty of the City and wonderful weather. Santa Monica was and still is the center of our family connections and bonds. Gilbert's is a restaurant with quality and delicious Mexican food. Gilbert's has

a friendly atmosphere where family is important and everyone is welcomed.

We are proud to know that all the work, dedication and passion is rewarded by the people who support us daily. When customers come in and enjoy the experience and continue to bring their extended families for many years we are truly blessed and it instills in us a strong sense of community."

TRADER JOE'S



3212 Pico Blvd
(310) 581-0253
www.traderjoes.com

Trader Joe's Santa Monica is conveniently located on Pico Boulevard and has all of the fresh, funky awesomeness one comes to expect from this So-Cal based grocery chain. While not the biggest store, it makes

up for what it lacks in size with friendliness and a fun atmosphere.

Locals compliment the store for having the "Best customer service, quality, value and vibe."



BUSINESS ON THE SANTA MONICA PIER



THE ALBRIGHT

258 Santa Monica Pier
(310) 394-9683
www.thealbright.com

The Albright is not only the longest running restaurant on the Santa Monica Pier it's also the Most Loved Business on the Santa Monica Pier.

Santa Monica natives Greg and Yunnie Morena are the owners of The Albright and they pride themselves on the restaurant's commitment to delicious sea food. The Albright is passionate about their hometown and creating

an environment that brings their family, friends and locals together on the world-famous Santa Monica Pier.

The Albright is serving up some delicious calamari, grilled oysters, and the classic fish and chips. All the fish they serve is from the Monterey Bay Sustainable Program, and the business continues to be trailblazers in sustainability efforts.

The Albright was recognized as one of the first sustainable businesses on the Pier and was recently awarded the

2016 SQA Grand Prize Winner. Over the past year The Albright has created a couple of different partnerships, beginning with the Crayon Initiative.

"Crayons are not biodegradable so our used crayons are then repurposed and given to the Children's Hospital," said Yunnie.

They are also partnering with Further, the company collects the depleted oil, refines it into biofuel and then converts it into glycerin soap. They don't stop there, they are currently in the process

of developing their own oysters.

"It is an extreme honor to be considered a Most Loved Business by the incredible city that we grew up in and are now raising our children in," said Greg. "We are committed to preserving and bettering Santa Monica and we hope we can continue serving our customers and our beloved community through innovative initiatives and partnerships for many years to come."

Winning Most Loved is the cherry on top in celebrating 40 years on the Pier.

RUNNERS - UP

RUSTY'S SURF RANCH



256 Santa Monica Pier
(310) 393-7437
www.rustysurf.franch.com

Ocean view, fresh food and live music, what else can Santa Monica ask for?

"We love being part of Santa Monica and it feels amazing to know the feeling is mutual," said Cindy Pfeifer, Director of Sales and Marketing.

Rusty's was specifically conceived and

developed as a restaurant and nightclub on the Santa Monica Pier. The legendary surf inspired beach restaurant on the Pier is known for their live bands and epic happy hour deals.

Rusty's holds live entertainment Fridays and Saturday and many Thursday's as well. Rusty's often gets jammed packed during the Twilight Concert Series, as the patio offers the best seats on the Pier.

PIER BURGER



330 Santa Monica Pier
(310) 587-2747
www.pierburger.com

High quality food with a reasonable price is what Santa Monica locals want and love.

"Santa Monica is an amazing place to live, but it is also a truly majestic travel destination," said Matt Foley, Design and Marketing Manager. "Our hope was that

Pier Burger would be perfect for both. On the Pier and so close to the surf, we wanted to be a staple in the community."

So what makes Pier Burger so loved? Is it the thick Angus patty, or the warm bun that surrounds the fresh ingredients.

"Our crew works so hard every day to give their best and having someone else validate that hard work really makes it all worth it," said Foley.

THANK YOU SANTA MONICA
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1977 - 2017

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WWW.THEALBRIGHT.COM

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   : @THEALBRIGHTSM

BUSINESS ON MONTANA AVENUE



M0581

1426 Montana Ave
(310) 656-0851
www.m0851.com

To Carole Yu, running a successful business is not just about profit; it's about what you bring to the neighborhood.

She's worked hard to make sure her unique selection of handbags, jackets and accessories are perfectly displayed beneath chandeliers at m0851 on Montana Avenue. Now she is sharing that space with her neighbors.

"We're really trying to give back

because I have this really beautiful space in the store," Yu said. Already this year Yu has hosted fundraisers for Children's Hospital and the Santa Monica Ballet inside her shop on Montana Avenue. Yu says it's simply an extension of operating on a popular street in a close-knit community.

"This warmth of feeling that Santa Monica embodies has inspired us to develop a real connection with our customers – we celebrate milestones with them like birthdays, kids going off to college, anniversaries, and more."

When customers walk into her store, they are typically greeted by Momo, Yu's apricot and cream poodle, who loves sitting on one of two leather club chairs near the entrance.

It's a one-of-a-kind experience while customers shop for leather-goods that they can't get anywhere else in Los Angeles County. The Santa Monica m0851 is one of just three stores in the United States. The brand is actually based in Canada, which is where Yu and her husband fell in love with their products.

"We fell in love because it's super

clean, really modern but still classic," Yu said. "I've loved this brand for 25 years. It's just a really beautiful product and it's really easy to sell once we get people in the store."

Yu says being a most loved business for the second year in a row means she has left a good impression on everyone who walks into her store.

"It means that we have fostered meaningful relationships with our clients and they appreciate the difference we have made in the Santa Monica community," Yu said.

RUNNERS - UP

10 WOMEN



1128 Montana Ave
(310) 393-6254
www.tenwomen.org

The Ten Women Gallery is Santa Monica's only true cooperative gallery, where a group of female artists run the store and sell their handcrafted items.

"Every time you come into our gallery, you will meet at least one of our artists. Each of us has a unique insight into the

items we feature. We love sharing our knowledge and enthusiasm for handmade gifts and the practice of producing art. Visitors have the opportunity to engage with artists who are living and working locally. We are very honored to, once again, be recognized by our community. Being an active participant in our neighborhood has always a priority of us."

MONTANA EYES



709 Montana Ave
(424) 322-9886
www.montanaeyesla.com

"Montana Eyes is a fashion forward optical store with unique and handmade brands. We support independent labels, and love colorful artistic frames. Our store can very easily go from feeling like a low key local hangout, to a party. We welcome

all friends, families and four legged companions.

Santa Monica is an eclectic mix of all different kinds of people who ultimately have one thing in common- their love for great weather and the beach. This combination of positivity and beach town vibes allows Montana Eyes to maintain it's relaxed family room feel. "

MONTANA EYES



709 Montana Ave.

310.917.4474



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www.montanaeyesla.com

ART GALLERY OR GIFT SHOP



10 WOMEN

2651 Main Street
(310) 314-9152

www.tenwomengallery.com

The name Ten Women Gallery is a bit of a misnomer – while the shop started with ten local artists nearly 25 years ago, the store has grown and expanded so much over the years it is now 24 women. They are all artists, locals and business owners – Ten Women is Santa Monica's only truly cooperative art business, meaning it is owned and operated by the women who make the products featured on the shelves.

"All of our artist members are local to the Los Angeles area and many live and

work in Santa Monica. Iconic Santa Monica landmarks and vistas often appear in the paintings & photographs one might see in our gallery," Artist Kara Taub said, who has been a member of Ten Women for more than ten years. "Many of our regular, local customers have decorated their homes and gardens with work from our artists, which has made our gallery an integral part of the community for the past 20 years."

The gallery still has its original location on Main Street as well as the shop on Montana Avenue. Locals and tourists can shop for photography, painting, ceramics, sculpture, fiber arts,

glass, jewelry and more.

"We have regulars who come in daily to say 'hi' let alone shop," artist Kathy Holguin Black said, who sells ceramic and glass pieces in the store. Locals say the shop is the perfect place to find a one-of-a-kind present or simply walk around and admire the craftsmanship in the local community.

Because the artists work in the store as well, customers can ask detailed questions about the products. Custom orders are welcome.

"Each of us has a unique insight into the items we feature," Taub said. "We love sharing our knowledge and

enthusiasm for handmade gifts and the practice of producing art"

That continual feedback from the community helps the artists as well.

"We're locals so we know what the customers want, what the customers like and we have regulars who come in looking for gifts and ideas," Holguin Black said. "They know we're here and they know what we have."

The store is a true cooperative in every sense – members vote on all decisions and split the rents, shifts and maintaining the space. New members are chosen by a jury process. Interested local artists can submit applications to join.

RUNNERS - UP

CHRIS & MARY



2204 1/2 Pico Blvd
(310) 923-4673

"The best part about having a store in Santa Monica is getting to engage daily with people either living or visiting here. Every day we are inspired by artists and customers sharing their lives, talents and support.

We only source goods that are either handmade or are produced by ethically sound business practices and a socially conscious driven mission. Also, our goal is to be a store and a local community hub where neighbors and customers can feel connected through the shop experience, local artisans, goods, events, workshops and us."

HALE ARTS



395 Santa Monica Pl, Ste 156
(310) 260-2914
www.halearts.com

"We are a locally owned art and gift gallery with a strong emphasis on local art and design elements. We carry a carefully curated selection of books, letter press cards, artisan jewelry, and functional design accessories.

Since we relocated from Main Street to Santa Monica Place, we now serve even more

local and visiting collectors. Our unique art and gift gallery pays tribute to the artistic southern California lifestyle of Santa Monica.

Our emphasis on local artists and businesses allows us to support the community we live and work in. With the founders retail background we deliver a unique shopping experience focused on building relationships with our artists and our clients."

Thank you for voting for us!



CHRIS + MARY



Socially Conscious Gifts + Clothing
2204 1/2 Pico Blvd. Santa Monica, 90405
www.shopchrisandmary.com

HOTEL OR MOTEL FOR A STAYCATION



FAIRMONT MIRAMAR HOTEL & BUNGALOWS

101 Wilshire Blvd
(310) 576-7777
www.fairmont.com

There's a certain hotel in Santa Monica where locals know they can stay close to home yet feel like they've been whisked away from their problems. That place is a local mainstay: The Fairmont Miramar Hotel and Bungalows. The luxury hotel sits on five acres looking over the Pacific Ocean, making it the only privately held business that occupies an entire

city block in Santa Monica.

"With five acres, we have a lot of space to offer our guests various amenities and offerings," director of public relations Jacqueline Kerns said. Those amenities include FIG Restaurant, The Bungalow, a Health Club, and Exhale Spa and are open to locals hoping to get a taste of the good life without leaving town.

"It is the local community that has greatly inspired us to create experiences that reflect the diverse beach

culture we are so fortunate to be a part of," Kerns said. "It is our hope that Fairmont Miramar Hotel & Bungalows continues to be a place where locals come to meet; a place that feels warm, inviting and embodies the sought after southern California lifestyle."

On any given day you can find locals holding business meetings in the lobby, enjoying Fig's infamously good happy hour service (and chowing down on Eric's Stash!) or getting in a workout at Exhale.

Accessibility is one of the hallmarks that has made the Fairmont a Most Loved Business and a pillar in the community. After all, the hotel that urges guests to "live like a local" needs plenty around to show them how it's done.

"We are so grateful for the support of our locals and we thank you for making us a finalist as Most Loved Santa Monica," Kerns said. "It is our pleasure to welcome you to our hotel and we hope to have the privilege to do so for many years to come!"

RUNNERS - UP

SHUTTERS ON THE BEACH



1 Pico Blvd
(310) 458-0030
www.shuttersonthebeach.com

Shutters on the Beach recalls both the architecture of America's beach resorts and inviting cottages of the Southern California coast. Three buildings compromise the structure, all visually linked by detailed slate-grey shingled siding, flower-covered trellises, bal-

conies and cabana-striped awnings. The front of the hotel opens on the Santa Monica beach. The tallest buildings embrace the pool deck.

Shutters on the Beach houses 186 guest rooms and 12 suites in a design evoking a sense of comfortable luxury that one might experience in a richly appointed yet unpretentious beach home.

LOEWS



1700 Ocean Ave
(310) 458-6700
www.santamonicaloewshotel.com

Just steps away from the Pier, Loews features 347 guestrooms including 21 suites and 17,000 square feet of indoor function space with ocean views.

Beyond the ocean-view pool, the hotel provides signature mind and body treatments at the Ocean Spa and fitness classes

for guests. The Beachcomber Massages uses warm tiger clam shells for a unique treatment that fits in perfectly with Santa Monica's beach vibe.

"Loews makes it a priority to be an active participant in and give back to the community of which we are a part, and we are pleased to receive the love back from Santa Monica."



Congratulations to all the “Most Loved” Businesses in Santa Monica!

Fairmont
MIRAMAR HOTEL & BUNGALOWS

101 Wilshire Blvd. Santa Monica, CA 90401 (310) 576-7777
www.fairmont.com/santamonica | [f](#) [t](#) [i](#) @Fairmont Miramar

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DR. ROBERT APPLEBAUM, M.D.
BOARD CERTIFIED PLASTIC SURGEON

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CLOTHING BOUTIQUE

FEATURING
SUSTAINABLE
OR REUSED
PRODUCTS



ASSISTANCE LEAGUE THRIFT SHOP

1453 15th Street
(310) 395-2338

www.assistanceleague.org

Browsing through the aisles of clothes, collectables and cookware, the Assistance League Thrift Store offers locals guilt-free shopping. The proceeds from the store fund yearly philanthropic programs like summer camps; dental work, eye exams and glasses for kids in need; scholarships and a long list of other programs that help children.

"The diverse needs of our children and young adults in Santa Monica is stagger-

ing yet, so is the generosity of our fellow Santa Monicans who partner with ALSM by providing donations and patronizing our shop," Gina Peled said. "Since 2001 our scholarship program alone has given \$830,000, 366 scholarships to 148 scholars from our community."

The Assistance League opened in 1939, providing a day nursery for needy families. The thrift shop opened in 1958 as a way to turn donations into cash for the League's philanthropic mission. Beyond scholarships, the League also provides money for vocational training and prides

itself on serving the community.

By visiting the store, not only are shoppers giving back, Peled says they are also getting what they need.

"Like stepping into the past you will find the welcoming greeting of our member-volunteer as you peruse lovely displays of your grandma's china pattern, a copy of a comic book you once loved, and a pristine set of your dad's golf clubs," Peled said. "In our boutique section you may find a new pair of designer jeans you only dreamt of owning-at a dream price."

Even with all the good they do for the community, Peled says the League is humbled to be honored by the community through Most Loved.

"We understand the great responsibility of maintaining the high standards that placed us here," Peled said. "We must also acknowledge the legacy of early members of 1937 who saw the needs of their neighbors and with compassion, tenacity, and wisdom put their resources to a most productive work and developed the model for the thrift shop that is honored in 2017."

RUNNERS - UP

AMERICAN CANCER SOCIETY DISCOVERY SHOP



920 Wilshire Blvd
(310) 458-4490

www.cancer.org/discovery

"Discovery Shops help support the fight against cancer through the sale of high quality, gently used, donated merchandise from the local community. We resell clothing, accessories, jewelry, furniture, artwork, antiques, collectibles, books and other household items.

"We love that our customers come in and get the 'Boutique' style feeling with affordable prices along with knowing their purchases are helping cancer survivors and their families through research, programs and services. We take pride in how we merchandise our donations when we put them out in shop for our customers. This gives our customers a warm friendly welcome. Our customers love coming in to see what treasure that they can find."

BUFFALO EXCHANGE



2449 Main Street
(310) 314-7300

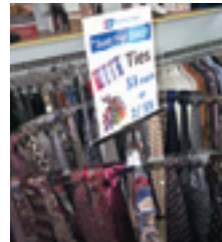
www.buffaloexchange.com

While the thrift store is a nationwide chain, the Buffalo Exchange on Main Street reflects the local trends because locals supply the store with their merchandise. The Santa Monica location is always looking for the best of all seasons, including current trends, designers, leather and vintage finds.

The shop allows customers to buy, sell and trade new and recycled clothing. The brand aims to give clothing a second life to avoid contributing to the demand and waste of clothing pollution. Promotions like a \$1 sale on Earth Day encourage sustainable living (all proceeds from the sale went to the Humane Society).

Shop to create a world with less cancer and more birthdays

Donations of gently used clothing, furniture, bric-a-brac, jewelry, artwork always needed.



Thank You

*to the Santa Monica
Community for voting our
shop as "Most Loved"!*



920 Wilshire Blvd, Santa Monica, 90401 **310.458.4490** **VOLUNTEERS NEEDED**

THANK YOU SANTA MONICA,
FOR YOUR VOTES AND SUPPORT!



SANTA MONICA
2012 LINCOLN BLVD. SANTA MONICA, 90405
HERMOSA BEACH
1630 PACIFIC COAST HWY. HERMOSA BEACH, 90254

JACK'S
SURFBOARDS

John John Florence
photo: Baptista

SURF/ SKATE SHOP



ZJ BOARDING HOUSE

2619 Main Street
(310) 392-5646
www.zjboardinghouse.com

ZJ Boardinghouse has been awarded this year's Most Loved surf and skate shop.

ZJ Boarding House is a world famous Surf and Skate shop that has been the pride of Santa Monica since 1988. The business continues to be a great resource for Surf and Skate and

everything beach lifestyle.

Santa Monica's beach life and outdoor activity has influenced ZJ Boardinghouse, and caters to each and every customer that walks through their doors. ZJ Boarding House gets so many locals and travelers from around the world that continue to return.

"It is great to see our friends and families returning year after year to share their lives and stories with us," said co-owner Todd Roberts. "We are

so fortunate to have such an amazing business here blessing us with a lifetime of relationships."

ZJ Boarding House is part of Santa Monica history and has been honored locally and nationally as the best retailer in our category.

"We put on many free events every year just to get the community together and celebrate surfing and skateboarding," said Roberts.

They participate in the lifestyle they

represent and the gear they offer is the same gear they use everyday.

"Being the most loved business means everything to us here at the shop," said Roberts. "Knowing that the local community is backing us with their love gives us great confidence that we are continuing to deliver on our promise of best selection, best price and best service."

RUNNERS - UP

JACK'S SURFBOARDS



2012 Lincoln Blvd
(310) 450-6569
www.jackssurfboards.com

Jack's opened their first shop in Santa Monica over three years ago.

"The city's surf and skate history and culture has given us a fresh perspective on upcoming trends and made us love the surf/skate culture even more," said Kelly Patrick, Marketing Coordinator.

With over two hundred brand name surf,

skate and fashion products, they guarantee you will be able to find what you are looking for.

"We are honored to be a Most Loved Business, in the beautiful city of Santa Monica," said Patrick. "This honor is especially meaningful to us because our shop is headed into its fourth year in business in Santa Monica. We will continue providing the largest selection of surf and skate products and hope to be a Most Loved Business year after year."

RIP CITY



2709 Santa Monica Blvd, Ste A
(310) 828-0388
www.ripcity.net

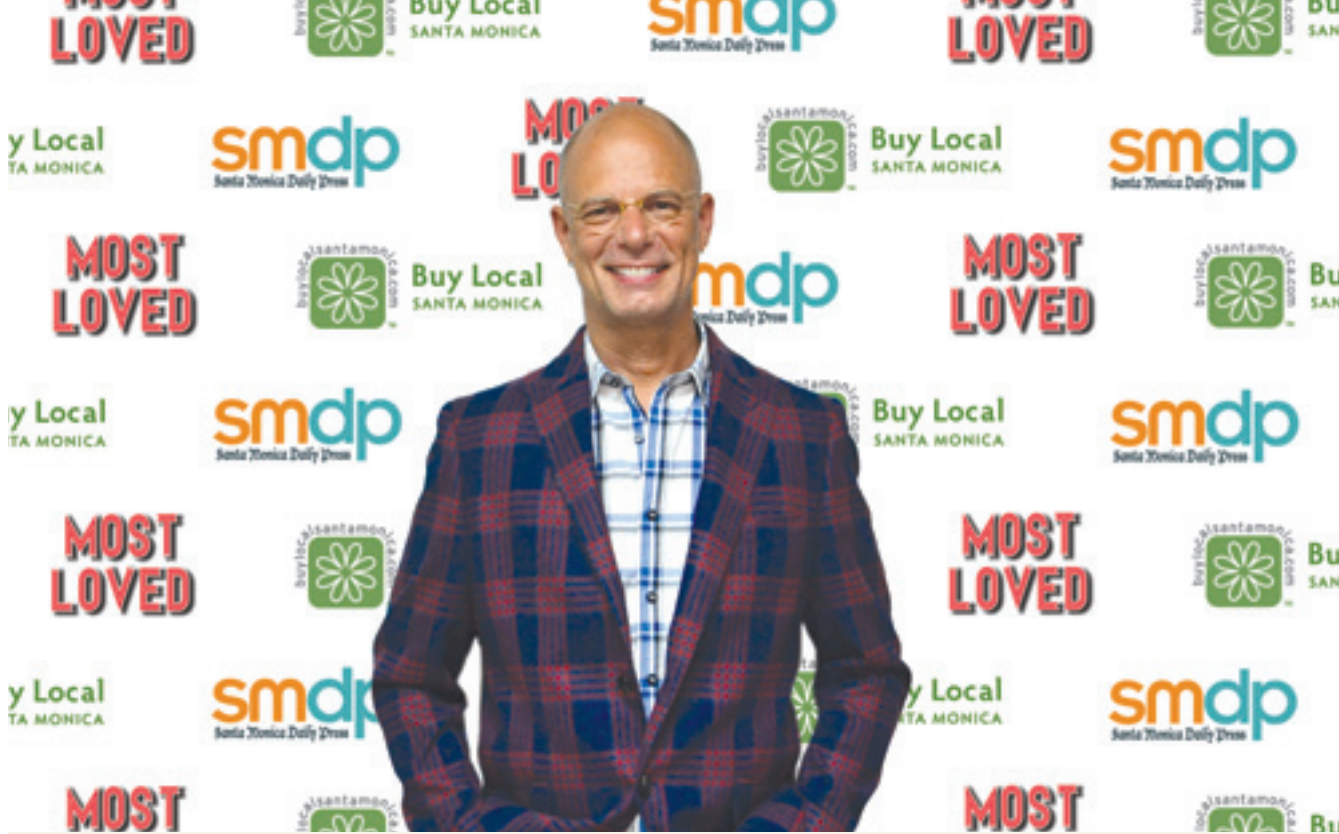
Rip City is loved by many locals, and is voted one of this year's Most Loved surf/skate shops. It is a small, family owned shop showing off a unique collection of vintage boards on their walls.

The store is packed with clothes, boards, safety gear, along with some iconic pictures of skate history. As the boards have evolved

over the decades, they have tried to keep to the core products from manufacturers.

They carry New School decks, Pool/Retro decks, Longboards, Cruisers, Trucks, Wheels, and Hardgood accessories. They have protection and softwoods accessories along with clothing items. Rip City specializes in their own shop brand, carrying the latest brands and having the best trends on the Westside.

LOCALLY OWNED, INDEPENDENT BUSINESS



SEWING ARTS CENTER

3330 Pico Blvd
(310) 450-4300
www.sewingarts.com

When Russell Conte walked into the Bay Cities Sewing Machine Co in 1997, he was simply searching for a machine that would help him make the perfect buttonhole every time. He not only found exactly what he was looking for, but also ended up falling in love with the business – shopping, teaching and working until he eventually bought the business from the founding owners and turned it into the Sewing Arts Center.

Conte moved the business to its current location on Pico Boulevard but kept the hometown feel of the store that had become an integral part of the community. The previous owners, Barbara and Fred Kasprinski remained mainstays until Fred passed away a few years ago. Barbra is still around and visits the store when she's not enjoying her retirement cruising around the world.

"Much like the ebb and flow of the Santa Monica Bay tides, we've watched as the Santa Monica community has evolved and grown over

time," Conte said. "In a similar fashion, Sewing Arts Center has evolved and grown, responding to the needs of the sewing community around us."

While the business focused on sewing machine sales and repairs when it opened on the Third Street Promenade in 1955, the Pico location has become a small school for thousands of artists perfecting their craft or just getting started. Students can learn expertise across all sewing fronts – fashion, home décor, boot making, hand bags, quilting and machine

embroidery. Conte estimates about 1,000 sewing students pass through his classes every year.

"We get people who will try it out here and go on to college and create fashion lines and go on to be quite successful," Conte said.

Conte maintains a staff with more than 200 years of combined sewing experience that can pass on their knowledge and passion with the community. It's one of the reasons the Sewing Arts Center is constantly a "Most Loved" business.

RUNNERS - UP

SALON TRU



614 Santa Monica Blvd
(424) 285-5568
www.salontrusm.com

"As we celebrate our 3rd year anniversary, we are so happy that residents and employees of Santa Monica have embraced our salon with open arms. We feel that anyone that comes through our door is part of our Tru family. To be honored by our

extended Santa Monica family means the world to us. We love living and working in Santa Monica and becoming an integral part of this great community.

We are particularly proud of the Salon Tru team- the majority of them have been with us since day one. We are grateful beyond words."

SWIM WITH HEART



1238 7th Street
(310) 625-2974
www.swimwithheart.org

Swim with Heart is a non-profit that teaches kids with special needs how to swim. Each year, about a 100 local children learn the basics of swimming and some of them even go on to join their school swim teams. The program has

changed hundreds of lives since founder Mikey Flaherty launched her non-profit in 2010. It has left a lasting impact on those who appreciated her ability to help children achieve.

"You diminish their fear of new things and they can take off and do anything."

FITNESS, YOGA, PILATES OR DANCE BUSINESS



ORANGETHEORY

1431 2nd Street
(310) 730-1399

www.orangetheoryfitness.com

Jim Cahlin, Studio Owner of Orangetheory Fitness Santa Monica (OTFSM) used to make a yearly trip to California from his hometown in Florida until 2015 when he opened the doors to OTFSM, with the mission in mind to make the studio special and an exciting place to workout.

Santa Monica has multiple fitness studios but there is something about OTF that makes them loved by many locals.

OTF's system breaks workouts into intervals of cardiovascular and strength training to help individuals increase their endurance and help them reach their fitness goals. Each workout incorporates cardio, and strength training, through a variety of equipment such as treadmills, rowing machines, TRX suspension training and free weights.

The studio offers a heart rate monitor that is designed to help individuals maintain a target zone that stimulates the metabolism and increase energy levels.

"During the course of a one hour session, participants perform multiple intervals that are designed to produce at least 12 minutes of training at 84% or higher," said Cahlin. "In other words, you will be in zone 4 and 5, the two zones where you burn the most."

This is not the first time OTFSM has won a Most Loved award.

"Being voted Santa Monica's Most Loved is the most important honor we can receive," said Cahlin. "This is a recognition from the community, from the people who take part in our community

and there is no better compliment then having the community speak on their behalf."

OTFSM continues to use new cutting edge workouts to keep members challenged and strong. The studio also takes the workouts and the willing members to the Montana Stairs, or to a 9 a.m. hike up Temescal Canyon Trail.

Cahlin said, "We are so fortunate to be surrounded by such a health-conscious community. We are inspired everyday by the cross section of people that come in to take a class."

RUNNERS - UP

THE PRETENDERS STUDIO



1438 9th St, Unit B
(310) 394-1438

www.thepretendersstudio.com

The Pretenders Studio offers a comprehensive after school dance and fitness program for children 2- 18 years of age. The studio offers a variety of exercises, including jazz, tap, ballet, pointe, hip-hop, modern, contemporary, tumbling, musical theatre, fitness and yoga for all levels.

"It is a humbling and rewarding honor and privilege to be a distinguished Most Loved Business in Santa Monica," said owner Lisa Gumenick. "We have worked very hard to build a strong community of children, parents, and extended family, teachers and dance enthusiasts within our studio home and within our greater Santa Monica Family."

VIE 2 CYCLING STUDIO



1708 19th Street
(310) 464-1288

www.vie2cycling.com

Many Vie2 members rave about the great music, as it pumps them up and gets them moving.

"Santa Monica is a mecca for fitness lifestyle," said Vie2 Owner, Chuck Schwartz. "Our community energizes and inspires us to continuously be our best."

Vie 2 has state of the art bikes and the studio also provides instructors who encourage and motivate each member to push themselves.

"Everything Vie2 does is specifically geared to elevating the client experience," said Chuck. "We love being part of what makes Santa Monica a great place to live and work. To be selected as a Most Loved Santa Monica business is an amazing honor."



CELEBRATING OUR TWO-YEAR ANNIVERSARY

AND SECOND TIME AS A MOST LOVED SANTA MONICA BUSINESS!

Thank you to our members, friends and community
for your continued support.



1431 2nd St, Santa Monica, CA 90401 | 310-730-1399

Start Burning for Summer. Call 310-730-1399
or visit www.OrangetheoryFitness.com

FARMERS MARKET FARMER



MURRAY FAMILY FARMS

Arizona Ave & 2nd Street
(661) 330-3030
murraystevea@aol.com

Steve Murray knows how to use generosity to draw a crowd. No matter which farmer's market you visit in Santa Monica, Murray will be waiting with a wide array of samples of his signature organic crops. Murray Family Farms grows more than 200 varieties of organic and sustainable fruit. If you like what you'll taste, he'll probably invite you to come visit his actual farm in Bakerfield.

"Our business objective is to convert customers into 'Family Farm Fanatics,'"

Murray said. "Our adult children grew up in backpacks selling fruit at farmers markets. We are a family farm and employ family and friends that generously offer sweet fruit with love."

More than 45,000 visitors came to the farm in October of last year alone for the fall season. Every year, the farmers teach more than 25,000 children on educational field trips to learn where their fruit and vegetables come from. Luckily, Santa Monicans don't have to go all the way to Bakersfield for their groceries since Murray participates in three different farmer's mar-

kets in the city.

"Engaging with this community and feeling the appreciation for our organic and/or sustainable efforts is one of our greatest joys of being a farmer," Murray said. "Our business model has evolved around the concept of picking fruit the day before each market, insuring that the fruit that we deliver is fresh, delicious, safe, and nutritious."

The farmers have participated in local education events that focus on the drought, sustainable farming practices, the local food movement, farm to fork, and farmer/chef food pairings.

To Murray, it's all a part of being a member of the close-knit community of growers committed to local, sustainability grown food. On Earth Day this year, Murray celebrated his one year anniversary of the Organic Certification for many of his direct market crops.

Becoming a "Most Loved" business once again simply sweetened the celebration.

"Love is the energy force that unites us all. To be most loved in Santa Monica is recognition of the reciprocity that operates in our universe. It is humbling to be honored two years in a row."

RUNNERS - UP

HARRY'S BERRIES - GEAN FARM



Arizona Ave & 2nd Street
(805) 659-4568
mollygean@gmail.com

"At Harry's Berries we grow non-commercial specialty varieties of strawberries selected for exceptional flavor and sweetness. We have built our reputation on always striving to offer outstanding, high quality produce to our customers."

"I would describe the Santa Monica

farmers markets as a world-class with arguably the finest selection of farm-fresh produce available anywhere. And I would add that Harry's Berries has been there for 30 years and we have built a strong and devoted following of regular customers."

"We really appreciate all of our loyal and devoted customers who have helped our farm not only to survive but to thrive and prosper."

GARCIA ORGANIC FARMS



Arizona Ave & 2nd Street
(951) 757-0762
garciaorganicfarm@verizon.net

Garcia Organic Farm is a 22 acre farm that grows a variety of crops Santa Monicans love: avocados, figs, flowers, mangos, peaches, and pomegranates among others. The Garcia family has been farming for over 20 years. They farm organi-

cally by using old-fashioned yet tried-and-true methods. For weed management, they use basic tools: weed-wackers and a hoe. For pest control, they use wings, carnivorous snails and lady bugs. To maintain the soil, they use chicken compost, bioflora, cover crops and mulch.

Thank You Santa Monica Farmer's Market!

It feels so good to be loved. Our delicious
picked Ripe fruit is our way of loving YOU back!

www.murrayfamilyfarms.com



Growing Food and Community with Love

SANTA MONICA VIBE



ORANGETHEORY

1431 2nd Street
(310) 730-1399

www.orangetheoryfitness.com

When you walk through the doors of Orangetheory Fitness you are always greeted with a smile. The local studio's an outpost for one of the fastest growing national fitness crazes with multiple locations in the U.S. and the world.

Santa Monica has multiple fitness studios but there is something about OTF that makes them loved by many locals.

Their vibe is electrifying, from the moment you step foot into the work-

out room to the moment you drag yourself out. Each minute you're surrounded by positive people, rocking out to the latest jams in a dark orange lit room. Some members forget they're working out and start dancing.

OTF's system breaks workouts into intervals of cardiovascular and strength training to help individuals increase their endurance and help them reach their fitness goals. Each workout incorporates cardio, and strength training, through a variety of equipment such as treadmills, rowing machines, TRX sus-

pension training and free weights.

The studio offers a heart rate monitor that is designed to help individuals maintain a target zone that stimulates the metabolism and increases energy levels.

"During the course of a one hour session, participants perform multiple intervals that are designed to produce at least 12 minutes of training at 84% or higher," said Orangetheory Fitness Santa Monica Owner Jim Cahlin.

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recognition from the community, from the people who take part in our community and there is no better compliment than having the community speak on their behalf."

OTFSM continues to use new cutting edge workouts and positive energy to keep members motivated and excited for every workout.

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RUNNERS - UP

THE PRETENDERS STUDIO



1438 9th St, Unit B
(310) 394-1438

www.thepretendersstudio.com

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"It is a humbling and rewarding honor and privilege to be a distinguished Most Loved Business in Santa Monica," said owner Lisa Gumenick. "We have worked very hard to build a strong community of children, parents, and extended family, teachers and dance enthusiasts within our studio home and within our greater Santa Monica Family."

SANTA MONICA SEAFOOD



1000 Wilshire Blvd
(310) 393-5244

www.smseafoodmarket.com

Santa Monica Seafood has lived by their motto, 'provide fresh, quality seafood at an affordable price' and they had no idea it would lead them to being voted one of this year's Most Loved Vibe locations.

The vibe at the store is not only inviting

but exciting. Having some of the best happy hour deals really brings people together enjoying the community and everyone's company.

"Being named a Most Loved business by Santa Monica means the world to us," said Stefani Gianni, Assistant Retail Marketing Manager.



MURAL



SHE WHO SEES

2625 Main Street

In a city full of public art, the mural at ZJ Boarding House, created by Artist Kristen Lerman, has won this year's Most Loved Mural award.

The mural is located in Ocean Park on the side of the surf shop. Lerman explains the original title for the project was called Protect What You Love, but the work has generated a lot of interest from the community and earned some local designations such as "She Who Sees" and "Lady Santa Monica."

The mural represents awareness of

the environment along with the ocean and the mural continues to be a vital part of the community generating support from locals and tourists alike.

The mural is inspired by the spiritual heritage of the Chumash Indians who are indigenous to what is now Malibu and Santa Monica. The woman in the center of the mural looks back at the viewer with knowledge of the past.

The Chumash were a matriarchal society, meaning their lineage was traced from the mother's side of the family. The woman is also a symbol of mother

earth. The roots that are a part of her hair represent the spiritual and mental connection with nature as well as showing the roots from where we came from.

All the symbols colors and images throughout the mural represent harmony with nature as well as the seasons and time. The day with the sun, showing masculinity and night with the moon showing femininity. It shows the turning of time and the importance of the seasons as well as the balance of life.

Above the sunset there is an ancient compass Lerman created and

found from an old picture of a sun symbol from a Chumash cave painting. The colors in the mural along with the Chumash's beliefs represent different times and seasons of the year.

Beyond words, one of the most important parts of the piece is the ultimate love for the ocean and the waves. Lerman grew up a surfer and since then has had a true love and respect for the environment. The goal of the mural was to protect and build awareness to keep the ocean and the world safe.

RUNNERS - UP

BEACH DAY



631 Wilshire Blvd

The Beach Day mural at Wilshire and 6th Street was created by rising local street artist Bumblebee Loves You. The mural shows a bigger than life boy gazing longingly toward the beach and sand.

"Public art is important in every community, especially in Santa Monica. I think it

often creates a dialogue amongst residents that might not have been there before," said the artist.

Bumblebee believes the mural gives strength to the community and sends a positive message that the city is okay with individuality and expressing yourself.

ANYTHING CAN HAPPEN



2309 Main Street

The mural located on 2309 Main Street is based on the innocence and inquisitive curiosity of a child. A young girl making a wish or two on a dandelion and the seeds floating, tracing the quote, 'Anything Can Happen, Anything Can BE'. The BE is a reference to Beautify Earth and the seeds transform into birds of flight and wonder.

Artist Ruben Rojas said, "I am consistently and pleasantly surprised by the amount of shares and posts this mural gets and the wonderful stories it elicits from people."

He said he has a strong passion for improving the outlook and happiness of the community, which drives him to create unique murals.

NATURAL, ORGANIC HEALTH FOOD STORE



CO-OPPORTUNITY

1525 Broadway
(310) 451-8902

www.coopportunity.com

Locals have voted Co+opportunity Market & Deli as this year's Most Loved Natural Organic Health Food Store.

"Our four founders chose the city of Santa Monica because they wanted the Co+op to be in the center of a strong community where the people that shop here were neighbors," said LaToya Woods, Marketing and Membership Director.

They have been serving the

Westside community since 1974, and the City has embraced them, making them a much stronger business.

Co+op Market and Deli is a community owned business everyone can trust to provide the highest quality, delicious natural foods and products around. They carry 100% organic fruits and vegetables, real local and sustainable foods.

The full service deli has made to order sandwiches, fresh sushi, and hot dishes that make finding breakfast, lunch or dinner a breeze.

Access to the store's savings and quality products are not limited to its members. The store is always open to the public as part of its commitment to growing the local economy, and increasing health and well being for everyone.

The Co+Op is another Santa Monica community hub. People love the huge variety of healthy, organic produce, groceries and prepared foods. Co+Op puts a strong focus on the local community, by supporting local vendors.

Over the years Co+op has developed a relationship with their customers but also with local businesses, schools and nonprofit organizations.

Co+op prides themselves on being the best place to provide a huge variety of healthy, organic produce and prepared foods.

"Being a Most Loved business for the third year in a row means we are doing things right," said Woods. "We so appreciate the love and the loyalty that comes from the city and want to make sure we give back what we get from it!"

RUNNERS - UP

WHOLE FOODS



500 Wilshire Blvd
(310) 395-4510

www.wholefoodsmarket.com

Whole Foods is the place to go for all things organic, non-GMO, and downright delicious. They are committed to selling the highest quality products while satisfying and delighting their customers seven days a week.

They offer a wide selection of curated

hyper local items, and they continue to have an unshakeable commitment to sustainable agriculture. They also add to that the excitement and fun of shopping for groceries, and you start to get a sense of what they are all about.

Whole Foods believes they are the best place to shop organic produce, as they continue to keep their quality standards strict.

DOLCENERO GELATO



2400 Main St, Ste A3
(323) 540-6263
www.dolcenerogelato.com

Dolcenero does not use any industrial bases when producing their ice cream, just using natural ingredients. Using water, milk and cream, sugar, fiber, eggs, top notch fruit, ICP certified Piedmont hazelnuts, and chocolate.

"We do our best to recreate the extraordinary Italian taste and experience," said

Simone Acciai, General Manager. "You can find frozen desserts everywhere, but Dolcenero is something else. It is a unique cultural experience, and is freshly made on the spot everyday."

"Being a Most Loved Business is much more than money," said Acciai. "It's the realization of this dream, the feeling that I am welcome in this place that I started to call home."



Honored to be Santa Monica's Most Loved!

- 100% organic fruits & vegetables
- fresh juice & salad bar
- full service deli
- raw, bulk & natural foods
- vitamins, bulk herbs
- natural body care & more!



Coming to Culver City Summer 2017!

**Everyone's welcome.
No membership necessary!**

1525 Broadway, Santa Monica, CA 90404 • (310) 451-8902
coopportunity.com • Open daily 7am-10pm

coopportunity
market & deli
fresh. organic. local. delicious.

SALON/ SPA



SALON TRU

614 Santa Monica Blvd
(424) 285-5568
www.salontrusm.com

There's plenty that can go wrong with a haircut. Yet consistently, customers at Salon Tru walk out the glass doors loving the way they look – it's the only way the downtown business has been able to maintain a Five-star rating on Yelp since it opened three years ago and continually win Santa Monica's Most Loved in multiple categories.

"We really focus on being casually

elegant," owner Michael Schoenfeld said. "We consider ourselves the high-end salon without the high-end attitude. We are a down home salon where everyone is considered family."

After 25 years in the industry, Shoenfeld knows two things go into making a great haircut: communication and skill. With those two elements, clients get a look they love whether their hair is long or short, curly or straight. Tru's stylists' consistency is not only good for locals who like looking good, it's good for surrounding busi-

nesses. Local hotels know they can send their guests to Salon Tru for last minute services before important events and meetings.

"We work with most of the local concierges in the neighborhood that want to ensure that their guests are being pampered while on vacation," Shoenfeld said. "We can typically accommodate a walk-in for updo's, make-up, and blowouts before a night on the town or after a day at the beach."

"We also carry a vast array of travel-

sized hair and skincare products that tourists love to take home with them in their carry-on luggage."

Tru is the only Santa Monica salon to carry a full line of plant derived Aveda, Davines and Comfort Zone products. The line supports Santa Monica's mission of sustainability – Aveda strives to set an example for environmental leadership and responsibility. The high-end product line mixed with a team that has 200 years of combined experience keeps Tru's thirteen chairs full all day long.

RUNNERS - UP

BOMBSHELL



2431 Main Steet
(424) 274-0967
www.bombshellsantamonica.com

"We should be your first stop if you want to get out of the same old same old look! Our stylists, who are thoroughly trained by myself and experts, keep up with the latest styles and fashion. If you are looking for an amazing style which is easy to maintain, you should come by for a consul-

tation- you'll be glad that you did. We have clients who fly in from New York, Toronto, Japan, and Paris just for bombSHELL styles. Our expert stylists make a difference in our client's confidence. You never know what celebrity you will see while you're here. Since I've left Beverly Hills, all of my VIP's have followed me to Main Street, Santa Monica."

BURKE WILLIAMS

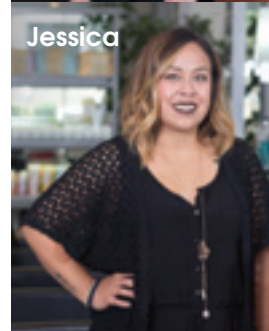
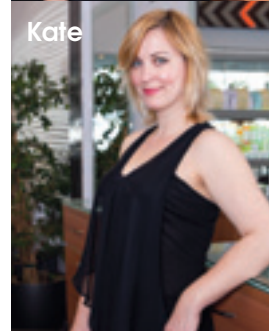
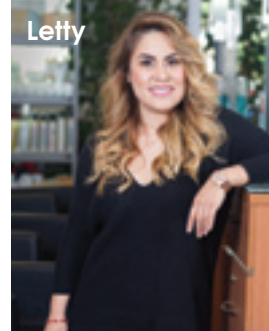
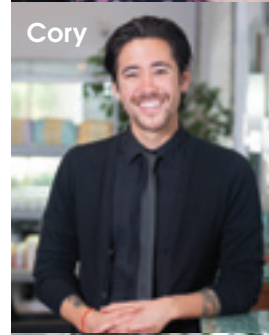
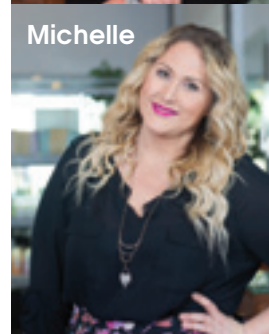
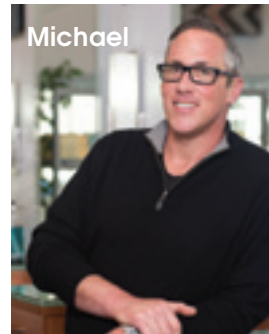
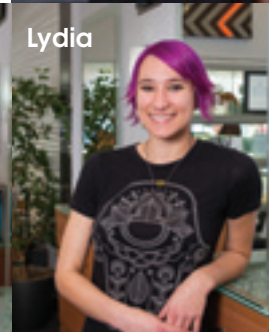
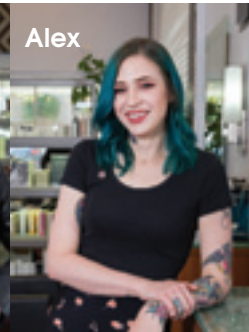
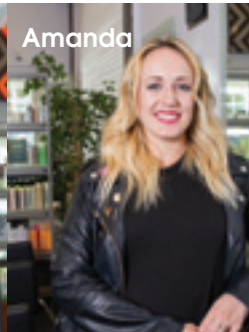
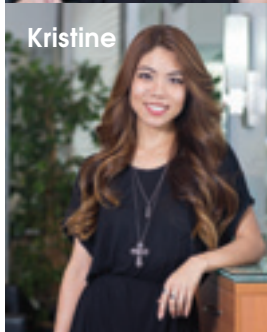
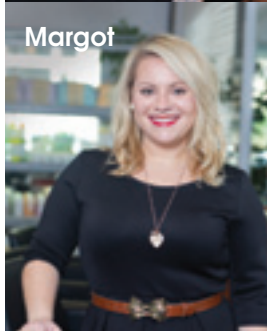
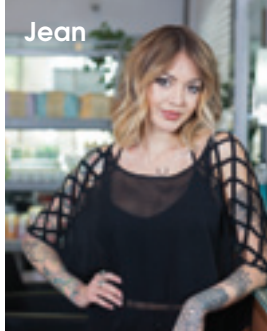
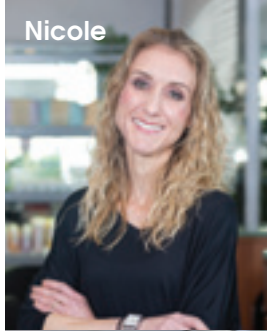
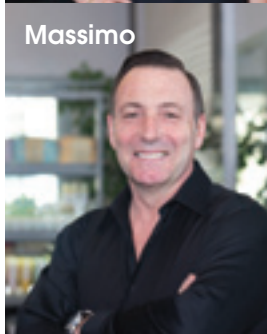
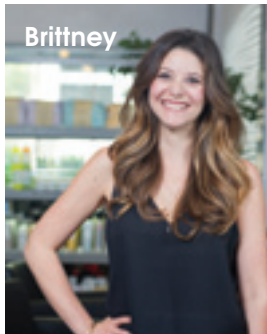


1358 4th Steet
(310) 587-3366
www.burkewilliamsspa.com

The leadership team at Burke Williams is committed to creating a sanctuary of wellness and beauty, inspiration and optimism. The company was started by Theresa and Bill Armour in the 1980s and is still family-owned today. Three decades later, the husband and wife team have ten locations

across California.

This European-inspired spa is the perfect destination to transform your day and enhance your sense of well-being. The Spa is equipped with a large co-ed lounge for socializing that includes a glowing fire, separate amenities for men and women, whirlpools, a steam room, dry sauna, cool misting room, private showers and a cold deluge.



Trū gratitude

Dear Santa Monica Community,

For the **3rd Year** in a Row,
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Most Loved Downtown Business

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614 Santa Monica Boulevard Santa Monica, CA 90401

310.394.0878 SalonTru.com



LIVE MUSIC, ENTERTAINMENT OR COMEDY VENUE



HARVELLE'S

1432 4th Street
(310) 395-1676
www.harvelles.com

For nearly three decades, the City has been home to one of the Westside's premier live music venues.

Established in 1931, they are the oldest live music venue on the Westside. Harvelle's has earned a reputation for serving authentic blues without pretension or posing, overall offering great music in a great location.

"Harvelle's is more than a room filled with people and live entertainment, it is a place that everyone can be accepted," said Brand Manager Chelsea Voge.

They are located in the heart of downtown Santa Monica, and have become a must visit destination for locals and tourists.

"Our room features old well known talent as well as fresh young spirits who have a song to sing. We embrace

the city of Santa Monica and constantly feel inspired by its people, and the flourishing energy," said Voge.

They have earned a reputation for serving authentic blues and hosting top notch music acts in a great atmosphere.

They are happy to continue contributing music and arts to the people of Santa Monica, showcasing the city's best Burlesque show. Their Burlesque dancers are some

of the most talented and enthusiastic dancers on the Westside.

Harvelle's has made its mark with locals by truly going above and beyond from the music to the customer service.

"To receive this honor would simply be a cherry on top," said Voge. "Harvelle's loves Santa Monica and we will happily continue to contribute to our city the music and arts that it's people and those passing through deserve."

RUNNERS - UP

TRIP



2101 Lincoln Blvd
(310) 396-9010
www.tripsantamonica.com

Trip has quickly become known in the music community as one of the best places to play on the West Side. The atmosphere is inviting and loud, and everyone is guaranteed a good time.

Trip offers over 60 beer selections from around the world, with 16 beers on tap. Offering craft beers from Belgium,

Germany, Great Britain and the U.S.

They don't stop there. Trip has exciting entertainment with weekly in house burlesque nights. They also offer trivia night, jazz night, comedy and more,

The room, staff, and management all blend together to create the perfect intimate neighborhood Live Music and Live Entertainment venue seven nights per week, complete with a state of the art sound system, adjustable stage lighting and in house sound technicians.

RUSTY'S SURF RANCH



256 Santa Monica Pier
(310) 393-7437
www.rustysurfanch.com

Ocean view, fresh food and live music, what else can Santa Monica ask for?

Rusty's Surf Ranch is the place to go and Santa Monica locals agree. They are voted one of this year's Most Loved live music, and entertainment venues.

"We love being part of Santa Monica and it feels amazing to know the feeling is mutual," said Cindy Pfeifer, Director of Sales and Marketing.

The legendary surf inspired beach restaurant on the Pier is known for their live bands and epic happy hour deals.

Rusty's holds live entertainment Fridays and Saturdays and many Thursdays. They get jammed packed during the Twilight Concert Series, as the patio offers the best seats on the Pier.

"Rusty's is more than just a restaurant or a bar," said Pfeifer. "It is a sport to grab a quick meal or to hang out with a cool drink and listen to the best of area bands."



**BURLESQUE
OPEN MIC
OVER 65 CRAFT BEER
SELECTIONS**

LIVE MUSIC & ENTERTAINMENT 7 NIGHTS A WEEK

TRIP
santa monica, ca

2101 Lincoln Blvd Santa Monica, CA 90405
2 blocks South of Pico Blvd
www.tripsantamonica.com



The Foreigner

The Foreigner

by Larry Shue

A pathologically shy Englishman inadvertently roots out radical racists in a quaint Georgia lodge.

Directed by Sarah Gurfield

April 22nd – May 20th*

Fri. & Sat. 8pm, Sun. 4pm

*additional performance Sat. 4pm May 20th

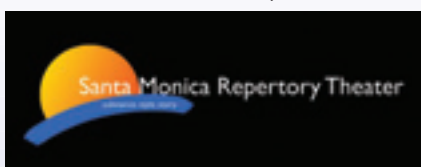
at **The Miles Memorial Playhouse**
1130 Lincoln Blvd, Santa Monica, CA 90403



Visit www.santamonicarep.org
to purchase your tickets today!

The CODE **ForeignerLocal** will be good for **20% OFF**
all levels of ticketing for performances 4/29-5/20

Presented by



Tickets starting at \$15
844.486.2844

The Foreigner is presented by special
arrangement with Dramatists Play
Service, Inc., New York.

RESTAURANT OR CAFE

FEATURING
LOCALLY-
SOURCED
INGREDIENTS



SANTA MONICA SEAFOOD

1000 Wilshire Blvd
(310) 393-5244

www.smseafoodmarket.com

Santa Monica Seafood is a full service fresh and frozen seafood processor and distributor that also happens to be one of the best seafood restaurants in town.

Santa Monica Seafood's family tradition began over 75 years ago with the basic motto of 'provide fresh, quality seafood at an affordable price'.

"Santa Monica has always been our home and that will never change," said Stefani Gianni, Assistant Retail Marketing Manager. "Our inspiration comes from

the years of loyal patronage our customers have shown, as well as the support of the city. The quality of our product and service is borne of a compulsion to uphold the standards our customers have become accustomed to."

Their commercial operation offers a multitude of services to other restaurants but with over 600 different seafood and shellfish products available daily, they can also offer a huge variety at their retail location.

For customers wanting to cook at home, their seafood experts are some of the most knowledgeable in the

industry, helping our customers make decision on selections and preparation of their favorite dishes.

Or you can have them do the work.

"On the cafe side, you can enjoy some of our award-winning entrees such as Cioppino, Fish & Chips, our award winning Lobster Roll, fresh shucked Oysters or experience our Seafood Tower loaded with King Crab, jumbo cooked Shrimp, Italian Seafood Salad and more," said Gianni.

Santa Monica Seafood takes pride in having the best in town oyster bar. Their oysters are served with lemons, and

their classic cocktail sauce and mignonette. The restaurant brings families, friends and familiar faces together, all grubbing over Alaskan Cod fish and chips and pan roasted halibut.

"Being named a Most Loved Business by Santa Monica means the world to us. As one of the longest tenured residents of this city it means that our community continues to support our efforts with sustainability and seasonality, the importance of buying local when possible and the feeling of family," said Gianni.

RUNNERS - UP

LOCAL KITCHEN & WINE BAR



1736 Ocean Park Blvd
(310) 396-9007

www.localkitchenandwinebar.com

Just a block away from Thyme Cafe, Local takes a modern approach to fresh, locally sourced ingredients including Kenter Canyon Farm's herbs and lettuces, Hobb's Pepperoni and seasonal farmers' market produce.

"We have delicious approachable food that is prepared daily with the utmost care," said Chef and owner, Maire Byrne who also owns Thyme Cafe. "Local is a casual family

environment and it's close to the beach in the quaint neighborhood of Ocean Park."

At Local, the wood burning pizza oven is the main focal point of the convivial bar, showing their customers how serious they are about making pizza.

"The restaurant business is a tough business and we are very grateful that our hard work is being noticed," said Byrne. "We love the community of Santa Monica and we are grateful for their support."

THYME CAFE



1630 Ocean Park Blvd
(310) 399-8800

www.thymecafeandmarket.com

Thyme Cafe and Market is a warm neighborhood cafe and marketplace that serves seasonal fresh food among family and friends. The seasonal changes in the menu show culinary creativity and respect for farmers.

Chef and owner, Marie Byrne opened Thyme Catering in 2004, and her popularity

led her to launching her first cafe and gourmet marketplace. Since then it has quickly evolved into must visit destination in Santa Monica.

"We are very appreciative of both our Santa Monica and Ocean Park Community for their patronage. We love being in Santa Monica with the great weather and the beach style vibe," said Byrne.

2017

MOST LOVED

... finalists in 3 categories

Best Restaurant/Café Using Locally Sourced Ingredients
Best Happy Hour • Best Vibe

SANTA MONICA



SANTA MONICA
SEAFOOD
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Santa Monica Seafood Market & Café | 1000 Wilshire Blvd., Santa Monica, CA 90401 | Ph. 310.393.5244
www.smseafoodmarket.com

THANK YOU SANTA MONICA & ESPECIALLY THE OCEAN PARK COMMUNITY



THYMECAFEANDMARKET.COM

1630 OCEAN PARK BLVD | (310) 399-8800



QUINNIEB.COM

1632 OCEAN PARK BLVD | (310) 398-8814



LOCALKITCHENANDWINEBAR.COM

1736 OCEAN PARK BLVD | (310) 396-9007

AUTO-RELATED BUSINESS



STAYJAX

www.stayjax.com

Looking for that perfect product that benefits you and your dog best friend? StayJax has what you are looking for.

StayJax began in 2015 and has continued to work tirelessly to make the best pet products on the market. The company produces seat covers that protect upholstery and pets on long trips. The versatile products protect against hair, dirt and scratches while

providing stable footing for pets that prevents them from sliding around.

Owner Josh Heisler said, "My wife and I have lived in Santa Monica for seven years. The entire premise of Santa Monica is outdoors. If you live here, typically, you love the beach, you love activities, you love the outdoors. The same is true for how StayJax came to be. StayJax was inspired through daily hikes with my dog, Jaxon, and the trials and tribula-

tions of keeping him safe in the car ride to and from our house."

There are other products that focus on either keeping the car clean or the dog safe but Stayjax has made a specific choice to focus on both.

"We believe that the goal of any business should be to grow to the point of giving back," said Heisler. "Jaxon was a rescue and without him, my life and my wife's, would be very different then it is today. So the least

we can do is give back to those rescues to give the people who want to make a difference, the ability to do so. In many ways, our product and rescue organizations are the same, we're looking to protect our pets and give them comfort."

"Thank you to everyone who voted and congratulations to all the other wonderful businesses both in our category and across the wonderful city of Santa Monica," said Heisler.

RUNNERS - UP

MORE JOY AUTOMOTIVE



1325 Pico Blvd
(424) 371-6849

www.joyautomotiverepair.com

There are many reasons to seek the best service for a vehicle from safety on the road to the longevity of the vehicle.

Nothing has changed for More Joy Automotive, as they are still bringing happiness to Santa Monica and making their way into Most Loved.

More Joy Automotive has been serving the Santa Monica area for over 20 years and

they are not slowing down any time soon. They specialize in German and Japanese makes, they are capable of servicing all makes and models including domestics.

The company performs auto maintenance, smog certification, along with brake and lamp certification. Joy Automotive takes pride in having a full range of factory diagnostic tools and having all their technicians being ASE certified.

The shop is AAA approved and is thankful to be in such a loving community.

STOKES TIRE SERVICE



1117 Santa Monica Blvd
(310) 393-0767

www.stokes-tireservice.com

Stokes continues to give the maximum effort each and every day, making them one of this year's Most Loved Auto Related Businesses.

Stokes Tire Service has over 35 years of experience fulfilling the tire and automotive service needs of Santa Monica locals. Stokes services foreign and domestic vehicles with everything from oil changes and

tire rotations to brake repairs and transmission repairs.

The store along with the employees have really shaped the business making it a great place to go. The store features a fantastic selection of custom wheels to set customer's vehicles apart from the rest

Stokes takes pride in being one of the auto businesses that offer locals personalized attention, and access to tires from leading brands like Michelin, Bridgestone and more.



W.I.SIMONSON
A Mercedes-Benz Dealer

W.I. SIMONSON 80TH ANNIVERSARY

Spring for a classic.

The 2017 Mercedes-Benz SL 450 Roadster.

The Mercedes-Benz Spring Event



2017 MERCEDES-BENZ

C 300 Sedan

\$359

Per Mo Plus Tax

36 Month Lease

\$4153 total due at signing

Available only to qualified customers through Mercedes-Benz Financial Services at participating dealers through May 31, 2017. Not everyone will qualify. Advertised 36 month lease payment based on MSRP of \$41,755 less the suggested dealer contribution resulting in a total gross capitalized cost of \$39,696. Dealer contribution may vary and could affect your actual lease payment. Includes Destination Charge and Premium 1 Package. Excludes title, taxes, registration, license fees, insurance, dealer prep and additional options. Total monthly payments equal \$14,004. Cash due at signing includes \$2,899 capitalized cost reduction, \$795 acquisition fee and first month's lease payment of \$359. No security deposit required. Total payments equal \$17,796. At lease end, lessee pays for any amounts due under the lease, any official fees and taxes related to the scheduled termination, excess wear and use plus \$0.25/mile over 30,000 miles, and \$500 vehicle turn-in fee. Purchase option at lease end for \$25,462 plus taxes (and any other fees and charges due under the applicable lease agreement) in example shown. Subject to credit approval. Specific vehicles are subject to availability and may have to be ordered. See participating dealer for details. Please always wear your seat belt, drive safely and obey speed limits.



2017 MERCEDES-BENZ

C 300 Coupe

\$389

Per Mo Plus Tax

36 Month Lease

\$4583 total due at signing

Available only to qualified customers through Mercedes-Benz Financial Services at participating dealers through May 31, 2017. Not everyone will qualify. Advertised 36 month lease payment based on MSRP of \$41,545 less the suggested dealer contribution resulting in a total gross capitalized cost of \$41,412. Dealer contribution may vary and could affect your actual lease payment. Includes Destination Charge and Premium 1 Package. Excludes title, taxes, registration, license fees, insurance, dealer prep and additional options. Total monthly payments equal \$17,244. Cash due at signing includes \$3,289 capitalized cost reduction, \$795 acquisition fee and first month's lease payment of \$389. No security deposit required. Total payments equal \$20,538. At lease end, lessee pays for any amounts due under the lease, any official fees and taxes related to the scheduled termination, excess wear and use plus \$0.25/mile over 30,000 miles, and \$500 vehicle turn-in fee. Purchase option at lease end for \$24,734 plus taxes (and any other fees and charges due under the applicable lease agreement) in example shown. Subject to credit approval. Specific vehicles are subject to availability and may have to be ordered. See participating dealer for details. Please always wear your seat belt, drive safely and obey speed limits.



2017 MERCEDES-BENZ

C 300 Convertible

\$499

Per Mo Plus Tax

36 Month Lease

\$4893 total due at signing

Available only to qualified customers through Mercedes-Benz Financial Services at participating dealers through May 31, 2017. Not everyone will qualify. Advertised 36 month lease payment based on MSRP of \$63,325 less the suggested dealer contribution resulting in a total gross capitalized cost of \$62,426. Dealer contribution may vary and could affect your actual lease payment. Includes Destination Charge and Premium 1 Package. Excludes title, taxes, registration, license fees, insurance, dealer prep and additional options. Total monthly payments equal \$24,484. Cash due at signing includes \$3,289 capitalized cost reduction, \$795 acquisition fee and first month's lease payment of \$499. No security deposit required. Total payments equal \$24,478. At lease end, lessee pays for any amounts due under the lease, any official fees and taxes related to the scheduled termination, excess wear and use plus \$0.25/mile over 30,000 miles, and \$500 vehicle turn-in fee. Purchase option at lease end for \$31,452 plus taxes (and any other fees and charges due under the applicable lease agreement) in example shown. Subject to credit approval. Specific vehicles are subject to availability and may have to be ordered. See participating dealer for details. Please always wear your seat belt, drive safely and obey speed limits.



MERCEDES-BENZ CERTIFIED PRE-OWNED SPECIALS

2013 MERCEDES-BENZ

C250

\$19,981

Htd Seats, P1 Pkg, Keyless, Moonroof, Prm Audio TDA838070

2014 MERCEDES-BENZ

C250

\$22,981

Sport Pkg, Moonroof, Prm Audio, Dual Front AC SEA939414

2014 MERCEDES-BENZ

C250

\$24,981

Moonroof, Dual Front AC, Prm Audio, P1 Package LEG213920

2014 MERCEDES-BENZ

C250

\$21,994

Sport Sedan Pkg, Moonroof, Dual Front AC LEA963967

2014 MERCEDES-BENZ

C250

\$22,982

HK Logic 7 Audio, Pwr Drv Seat, Moonroof PEA963395

2014 MERCEDES-BENZ

C250

\$24,981

Very Low 7K Miles, Moonroof, Prm Audio, Sports Sedan Pkg LEA961584

2014 MERCEDES-BENZ

C250

\$22,883

Low Miles, Moonroof, Prm Audio, Htd Front Seats PEA945923

2014 MERCEDES-BENZ

C250

\$23,481

Moonroof, Prm Audio, Multimedia Pkg, P1 Pkg LEG248894

2015 MERCEDES-BENZ

C300

\$26,482

Premium Audio, Leather, Rear Camera TFU088768



WISIMONSON.net

17th and Wilshire Boulevard • Santa Monica • 800.784.7160

All advertised prices exclude government fees and taxes, any finance charges, any dealer document preparation charges and any emission testing charge. Ad expires 04/30/17 close of business.

BIKE-CENTRIC BUSINESS



HELEN'S CYCLES

2501 Broadway
(310) 829-1836

www.helenscycles.com

Santa Monica is a bike mecca of Southern California. The city has bike lanes throughout and with biking providing such an easy travel option, there are many opportunities for riders to visit local bike shops.

This year, those locals have voted Helen's Cycles Most Loved Bike Centric businesses.

Helen's Cycles has been around since 1936, but it was not always called Helen's

Cycles. When they began, they were a small repair shop in Venice Beach, and they were owned by Helen Throckmorton and her mechanic husband, Ted.

Ted was also a mechanic for billionaire Howard Hughes but The Aviator had given Ted an ultimatum about his moonlighting as a bike mechanic. Which is why the couple decided to call the business Helen's Cycles, putting her name under the business.

Helen's has passed through three other owners since 1936 and now has their main location in Santa Monica.

But they haven't stopped there. They have expanded their tires throughout Los Angeles, in Westwood, Marina del Rey, Manhattan Beach, Arcadia, and in Beverly Hills.

Helen's Cycles is best known for having the largest selection of bicycles and accessories in the area and pride themselves on having some of the best customer service and staff in all of the bike industry.

In addition to bike sales and a large inventory of accessories, Helen's also provides high end bike rentals by the day or week.

Cyclists who want some company on their new ride can also take advantage of Helen's group rides. Their First Saturday group (intended for intermediate to advanced riders) meets at 7:45 a.m. to embark on a ride of at least 50 miles. The store also offers a women's only ride on the third Saturday for intermediate/advanced riders. Free beginner rides are organized on the first and third Sunday (18 – 25 miles). A mountain bike ride is offered on the second Saturday. More information is available online or on their Facebook page.

RUNNERS - UP

BIKE ATTACK



2904 Main Street
(424) 744-8148

www.bikeattack.com

Bike Attack has been voted as one of this year's Most Loved Bike Centric businesses. Santa Monica is a bike friendly city, leaving a lot of competition in the bike industry.

However, this does not slow down Bike Attack. Bike Attack is an independent bicycle retailer founded in 1994 in Berlin, Germany.

They are a must visit bike shop, offering unique customs and work on personal builds for customers not just in Santa

Monica but all over the world.

At Bike Attack customers are free to choose between over 40 different brands, from Biomega, Chrome, Foxhead, Troy and so many more.

The business has multiple specialties from beginners to bike enthusiasts, specializing in urban cycling, mountain bikes, road bikes, and much more. Bike Attack is grateful for their customers and their loyalty to the business and continue to love the City of Santa Monica.

RALEIGH



2803 Main Street
(310) 310-8846

www.RaleighUSA.com/santamonica

For many local bike enthusiasts, a trip to Raleigh is the perfect ticket to a perfect day in the beach city. Raleigh is one of this year's Most Loved Bike Centric businesses and is located in the heart of Santa Monica's Main Street.

They opened their doors in 2016 and are changing the game, offering all types of bikes, even ebikes. They offer rentals, apparel, and bike accessories giving locals everything they need for their bike.

"Having the store in Santa Monica deeply influenced the design. We wanted the feeling of riding a bike along the beach during the summertime to come through in the design of the store," said General Manager, Justin Shniderman.

The business is able to showcase various lines of bikes allowing Raleigh to offer something unique to their customers.

"This award means we are doing things right, and exceeding the needs of our customers through good ole' fashioned customer service," said Shniderman.

THE ORIGINAL BIKE SHOP

ON MAIN STREET Across from Urth Cafe
formerly Bike Attack



**RENOVATION
SALE!**

EVERYTHING
MUST GO!

Come in for a free souvenir!

310.581.8014

www.bikeshopsantamonica.com

2400 Main Street
Santa Monica, CA

HAPPY HOUR



ENTERPRISE FISH CO.

174 Kinney Street
(310) 392-8366

www.enterprisefishcosantamonica.com

Enterprise Fish Co. is the place to go for Happy Hour, according to Santa Monica locals and the owners say it's all about the history.

"We have been in business for over 37 years and have literally grown with city of Santa Monica, our customers and our staff, said Jacey Binder, Events and Public Relations Manager.

"That also extends to our long rela-

tionships with our vendors, which allows us to offer the best quality ingredients at the best value to our customers. We also have a lasting relationship with our staff, which we consider our family. We dedicate a lot of time and attention into training to make sure we give everyone the opportunity to make a 'job' into a career. A lot of past staff members still come in as guests. Lastly, our customer service is a major reason for our continued success in an extremely com-

petitive environment. We take pride in converting first time guests into loyal friends."

Enterprise Fish Co. is a local, beach community inspired restaurant offering some of the city's favorite Happy Hour deals. Locals are visiting EFC Monday through Sunday from 4 p.m. - 7 p.m., while the night owls of Santa Monica are visiting Friday and Saturday from 9 p.m. - 11 p.m.

Maybe it is the 37 years of being in Santa Monica, or the delicious lobster

rolls, or the fantastic drink prices that keep locals and tourists coming back for more.

The restaurant believes they are part of Santa Monica's thriving history and use this to make a personal connection with their loyal customers.

"It means a lot to be voted Most Loved," said Binder. "What makes Enterprise Fish Co. who we are, are our customers and staff. It's rewarding to see the connection that we have with our community after years of business."

RUNNERS - UP

SANTA MONICA SEAFOOD



1000 Wilshire Blvd
(310) 393-5244

www.smseafoodmarket.com

How do you pass up \$2 shucked oysters? Or \$4 House beer? Many locals can't.

Santa Monica Seafood has the largest retail selection of fresh fish, live shellfish and frozen seafood in the Southwest as well as a full-service cafe and oyster bar. Happy

Hour at the Santa Monica Cafe is Monday through Friday from 2 p.m. to 5 p.m.

"Being named a most loved business by Santa Monica means the world to us," said Stefani Gianni, Assistant Retail Marketing Manager. "Family is the most important thing to Santa Monica Seafood and being named Most Loved means all our efforts are being appreciated. Thank you, Santa Monica."

FIG RESTAURANT



101 Wilshire Boulevard
(310) 319-3111

www.figsantamonica.com

Locals are loving Fig at Five.

Fig continues to be a place where locals come to meet, a place that is inviting and brings the Southern California vibe.

Guests and locals enjoy dishes like the steamed manila clams with vadouvan pota-

to puree, and the fresh bucatini pasta. The best part is half off most menu items from 5 p.m. - 6 p.m. available seven nights a week. How do you beat that?

"The local community has greatly inspired us to create experiences that reflect the diverse beach culture we are so fortunate to be a part of," said Director of Public Relations, Jacqueline Kerns.



COFFEE SHOP OR BAKERY



GROUNDWORK COFFEE CO.

2908 Main Street
1601 Montana Ave
395 Santa Monica Pl
www.groundworkcoffee.com

At just 8 feet wide and 35 feet deep, Main Street provides one of Groundwork's most interesting locations. Despite its small size, the organic coffee chain manages to pack the space with coffees, tea's and baked goods.

"Our cafes are warm, inviting, and staffed with friendly and knowledgeable baristas," Groundwork brand manager Meredith Jensen said. "Being a part of a beach community

has definitely influenced our business, giving us a more relaxed, neighborhood-y vibe than a lot of local coffee shops and the local community is amazing!"

As a founding member of the Sunday Farmer's Market at Heritage Square, Groundwork has helped shape the coffee tastes of the local community who have been drinking their fresh-brewed coffee and tea for nearly two decades. By drinking Groundwork coffee, Santa Monicans know they can feel good about that daily cup of joe (or two).

"Our organic certification attests that our coffee (and tea) and its community of growers are not exposed to harmful pesticides, herbicides, or fungicides," Jensen said. "In addition, all of Groundwork's coffees and teas are also fairly traded -- meaning that we pay above market to all of the growers with whom we work."

While many drink coffee, many aficionados don't know that coffee is one of the most sprayed crops in the world when it comes to pesticides, herbicides, and fungicides. While the roasting process burns off many residual

chemicals, the chemicals do harm to the environment and communities where the coffee is grown. Groundwork's high standards when it comes to providing a fresh, organic produce make them a great fit in Santa Monica.

"It's always an honor to be recognized by your community," Jensen said, "and hopefully being a Most Loved business means that we are offering a service and product that the people of Santa Monica really connect with, which is one of our goals as a business."

RUNNERS - UP

THYME CAFE AND MARKET



1630 Ocean Park Blvd
(310) 399-8800
www.thymecafeandmarket.com

"We love the Santa Monica community and they have been loyal customers in our many years of business. We love being close to the beach and with a casual vibe.

We are female owned and operated. We pride ourselves not only on great food

but fabulous customer service. We offer full service catering as well as gourmet to go options from both restaurants.

Delicious approachable food that is prepared daily with the utmost care. Both Thyme and Local are casual family environments. Thyme has beer and wine while Local has a full cocktail menu. We are close to the beach in the quaint neighborhood of Ocean Park."

DOLCENERO GELATO



2400 Main St, Ste A3
(323) 540-6263
www.dolcenerogelato.com

"Santa Monica is one of the best beach cities in the US and Main Street in particular is a pedestrian friendly collection of small businesses. It's like a little village with many different personalities but the same positive

vibe, and that's what inspires us every day.

We do our best to recreate the extraordinary Italian taste and experience. Get a Gelato, an Espresso and enjoy it as you would do in Florence or Rome."

PET-CENTRIC BUSINESS



HEALTHY SPOT

1110 Wilshire Blvd
(310) 458-2004
www.healthyspot.com

When the founders of the Healthy Spot set out to become the ultimate one-stop-shop for the conscientious dog owner, they knew Santa Monica would be the perfect place for their first location.

"We believed the health, pet friendly and environmentally minded community shared many similar elements to what we wanted our company to

be," Co-founder Andrew Kim said. "Santa Monica has been a progressive thought leader as a city and we seek to be the same within our industry."

Nine years after launching that first store, the Southern California chain still carefully selects their products and employees to ensure man's best friend gets the quality care he or she deserves. Healthy Spot now has eight locations up and down the Southern California coast.

For many locals, Kim and his business partner Mark Boonmark are meet-

ing the high bar they set for themselves. One local told Most Loved "Everyone at Healthy Spot knows my dog's name and come to say hi and feed her treats when she comes in. It's like she is Norm on Cheers!"

"We are more than just a pet store. We do all the homework for you and your pet to offer the healthiest, safest and most innovative food and products available," Kim said. The store carries wholesome, organic food lines as well as safe and eco-friendly toys, treats, tools and grooming products.

That attention to quality means tracking every recall and the latest pet health and wellness news to make sure their products are up to par. Their services include nutrition consultations, grooming, obedience courses, wellness clinics and a small dog daycare. The chain will even connect you with a pet photographer or a portrait artist for custom commissioned art of your pooch.

"We love Santa Monica, so it's rewarding to know that the community feels the same way about us."

RUNNERS - UP

STAYJAX



www.stayjax.com

"We focus on dogs and cars. Many other products focus on one or the other, but we have made a specific choice to focus on both. We also believe that the goal of any business should be to grow to the point of giving back. Jaxon was a rescue and without him, my life and my wife's, would be very different then it is

today. So the least we can do is give back to those rescues to keep the people who want to make a difference, the ability to do so. In many ways, our product and rescue organizations are the same, we're looking to protect our pets and give them comfort."

CENTINELA FEED & PET SUPPLY



1448 Lincoln Blvd
(310) 451-7140
www.centinelafeed.com

Centinela Feed began in a small store on Centinela Avenue in Mar Vista in 1926. The store has had multiple owners over the years and has grown from a single location to 15 retail outlets around the Los Angeles area. They carry a large selection of pet

products and offer multiple pet services.

The franchise is active with multiple charities, with customer donations they donated more than 25,000 pounds of pet food to K-EARTH 101's Pet and People Food Drive that directly benefitted sheltered animals. They also donate to local pet adoption agencies, shelters and foundations.



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With our Club amenities and Sports classes, dogs are guaranteed to have an amazing time.



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To the finalists for
Most Loved Pet-Centric
Business!

Disclaimer: Prices for Club amenities and Sports classes vary and are not included in overnight rates.

Restrictions: Owners must present proof of vaccinations for Rabies, DHPP and Bordetella for their dog. Dogs must be at least 4 months old and spayed or neutered by 6 months. All dogs are required to pass a behavioral assessment to determine temperament and socialization.

fitdogsportsclub.com
call: (310) 828-3647
email: info@fitdogsportsclub.com

fitdog[™]
CLUB

KID-CENTRIC BUSINESS



SWIM WITH HEART

1238 7th Street
(310) 625-2974

www.swimwithheart.org

Swim With Heart does much more than simply teach children the potentially lifesaving skills of swimming, it lifts them up in a way few other activities can.

"It's amazing how it's a ripple effect," Founder Mikey Flaherty said of watching the children catch on in the pool. "The parents see the kids succeeding and for so long doctors have said 'well, they can't do this, they can't do that' but when they're in the

water they find out oh I can do more. I can move more. And then everything starts to work together and it provides accomplishments."

Flaherty primarily works with children and adults with special needs. Some kids come to her with no experience in the water, and she and her team with Swim with Heart help them feel comfortable and learn how to breath, kick and paddle forward.

"We tell the kids, freestyle is actually 'free style.' There are only two rules: don't touch the bottom and don't touch the rope and if they can do that

they can be on a team if they're good enough," Behaviorist Floyd Delfin said.

All of a sudden, kids who have been told they will never be good enough can compete. As they advance through the program, their teammates, coaches and parents cheer them. Parents rave about the program saying "Mikey at Swim with Heart is amazing. Her Passion for autistic kids is on full display at any time she talks about them. This kind of love is exactly what autistic kids need, because it shows up in the water as patience to help them learn at their

own pace."

Of about 100 students who pass through the program every year, the vast majority of them – nearly 90 percent – are from right here in Santa Monica. Since Flaherty started the program in 2010, she's changed hundreds of lives. That powerful, local impact is the main reason Swim with Heart is a "Most Loved" business year after year.

"It's nice to be recognized," Flaherty said. "We're excited and the kids are excited. They like to see us in the magazine."

RUNNERS - UP

THE PRETENDERS STUDIO



1438 9th St. Unit B
(310) 394-1438

www.thepretendersstudio.com

"The Pretenders Studio is rooted in it's mission to use the performing arts to positively effect our greater community. We believe dance has the power to heal and bring about positive change therefore, pivotal to our program is the use of dance in community service outreach and charity

work. In many ways the city of Santa Monica and the incredible programs and businesses within it (some for profit and others not for profit) serve as our connection points that make our mission achievable."

"The children and teens who dance with us learn to be well trained, strong and skilled dancers and also, they learn to give back to our community and make a positive difference in the world through the use of our art."

ZANIAC



3201 Wilshire Blvd, Ste 101
(424) 330-0008

www.zaniaclearning.com

"Watching the city become a tech hub over the last decade, made me even more passionate about the need to prepare our local students for this new industry. I made a great living in the local video game business and I wanted to give back by helping to prepare our kids for the high paying tech jobs that Silicon Beach has to offer.

We just celebrated our one-year anniversary and to be Most Loved shows that we are making a positive difference in our community. There are a lot of good firms trying to teach math & technology to kids, but to be Most Loved means that Parents have noticed we are delivering technical education better than other providers. I see it everyday in the growth and development of our students and my instructors, but It's very rewarding to learn that others in the community feel the same way."

It is our honor to continue expanding our dance family and building meaningful Santa Monica relationships. We encourage you to join us for some dancing fun!



A HUGE Thank YOU

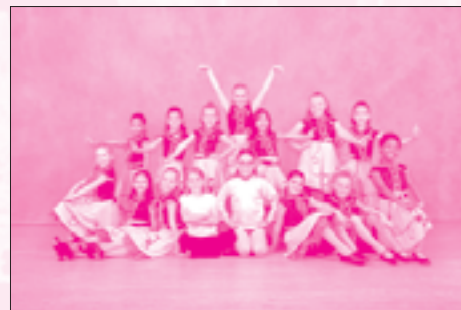
from all of us at
The Pretenders Studio

for the love and support in acknowledging us as a

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We are truly grateful and we LOVE you too!

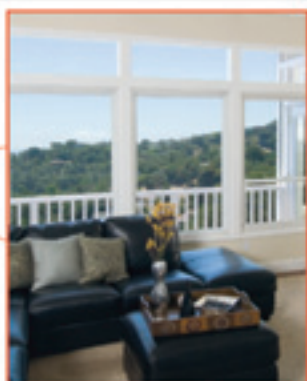
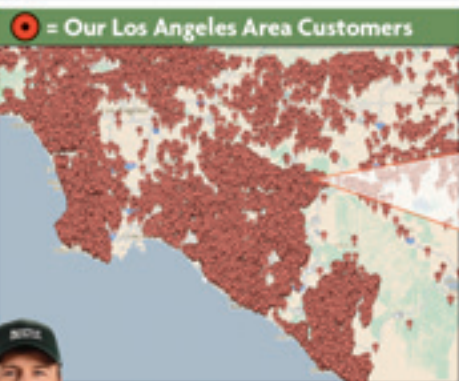
The Pretenders Studio is a community service based, dance/enrichment program offering a comprehensive after school dance program for children 2-18yrs of age. Weekly classes include Jazz, Tap, Ballet, Pointe, Hip-Hop, Modern, Contemporary, Tumbling, Musical Theatre, and Yoga and Functional Fitness for all levels!



Come "Dance For A Difference" with us AFTER SCHOOL and in SUMMER CAMP!

www.thepretendersstudio.com | 1438 9th Street, Unit B | Santa Monica, CA 90401 | (310) 394-1438

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FARMERS MARKET PREPARED FOOD VENDOR



BEZIAN BAKERY

2640 Main Street
(available at the Downtown
Farmers Market)
(323) 663-8608
www.bezianbakery.com

Owner/Baker Jack Bezan has spent decades working to improve the health of his customers and he still spends every day connecting with each one of his customers, making sure every transaction is a fulfilling experience for each individual.

His attention to his customers has not gone unnoticed, which is why Bezan Bakery has been voted Most Loved Farmers Market Prepared Food Vendor.

Customers rave about his bread's taste and nutrition with special attention paid to the way he treats customers.

Regulars to his stall know they'll find Jack at the market ready to engage with customers, answer questions and provide some helpful educational tips about the benefits of his sourdough bread.

The combination of taste and nutrition is what separates Bezan from the crowd in the famous Santa Monica farmer's markets. His innovative baking is a point of pride and showcases healthful eating.

"My products are 100% sourdough, low glycemic index with no added sug-

ars, fats, oil, or Bakers yeast," said Bezan.

Bezan's breads are built on 50 years of incessant research, and made into the purest and most healthful foods available.

With the City being very health conscious, his approach is received in a positive manner. Every week people line up to buy his 40 different types of bread, bagels, chips and pastas. He explains his most loyal customers are ones who have experienced the most discomfort from the various properties in wheat products.

The secret to their product is a from scratch process that includes growing their own sourdough cultures and rais-

ing each bread for up to 30 days. The process allows for the full development of good natural symbiotic balance of the micro biome, taming all five glutens into nutrition with no baker's yeast.

He works extremely hard in a business that is very much considered a personal contribution to the community.

"It is a very nice boost for our morale to see that our efforts are indeed valued by others and, that alone is energizing towards more improvements and betterment of businesses across the board," said Bezan.

His rich tasting loaves are fulfilling the taste buds of the local community.

RUNNER-UP

THE CARBON GRILL



2640 Main Street
(626) 224-3094

Carbon Grill began in 1999 on Main St. and they continue to offer a wide selection of healthy, locally sourced and delicious breakfast items. They cater to many farmer's markets throughout the Los Angeles Area and provide special on site catering.

Carbon Grill offers full onsite cooking at the Sunday Farmers Market on Main St.

They take pride in gearing up their options toward the locals and strive to provide outstanding quality and service.

"For us to be considered a Most Loved Business means we have had the ability to maintain our purpose," said Lisa Nguyen, Owner of Carbon Grill. "We have provided fresh and delicious meals, and most importantly we have met and bonded with the community."

THE VICTORIAN



2640 Main Street
(310) 392-4956
www.thevictorian.com

The Victorian is tucked inside heritage square on Main Street.

The beautiful house like venue has two clubs up and below. As you walk up the brick pathway you are greeted by a polished oak bar, a congenial spot for cocktails. Then throughout the venue, there is a top section that has two bars, and tends to

get a lot of attention on the weekends. On the bottom floor is the famous basement tavern, that host late night bands.

Heritage Square is the prime pocket of nostalgic architecture. The Victorian has been completely and carefully renovated, making the main rooms enlarged. Every Sunday the Victorian participates in the Santa Monica Farmers Market making delicious pancakes for each customer.

Thanks to our loyal customers for voting us Santa Monica's Most Loved Farmer's Market Vendor since the beginning of the contest.



Thanks Jack you make the best bread!

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TECH STARTUP



NIMBLE

2043 Colorado Ave
(310) 453-7722
www.nimble.com

Santa Monica has a long history for innovation dating back to Douglas aircraft and this year Nimble was voted the Most Loved Tech Startup.

Nimble is proudly built in Santa Monica by a global team of amazing people and the software works everywhere you work, from an email inbox, to twitter, and even LinkedIn.

Nimble is a social, sales and marketing customer relationship management system that helps turn rela-

tionships into revenues. It automatically builds itself by gathering contact details into one place including email and social conversations and calendar activities.

The company prides itself on being a market pioneer of Social Sales with its numerous social network and data integrations, resulting in Nimble consistently achieving top ranking and recognition within the industry. Nimble's integration with public social networks allows users to obtain critical contact details to inform their sales outreach and customer follow-ups.

Nimble brings together its multiple data sources into one simple platform. By pulling in the most popular social channels like LinkedIn, Facebook, and Twitter, and then automatically linking this functionality to business contacts, the software helps businesses succeed by allowing them to leverage the massive amount of information available online without getting overwhelmed or losing focus.

Founder and CEO, Jon Ferrara is a technology entrepreneur and noted speaker about Social Sales and Marketing.

Community Engagement Manager Michaela Prouzova said Nimble is the first CRM that works for you by building and updating itself saving you hours on data entry, hours that you can spend on engaging with your prospects and customers.

"Santa Monica inspires each of our Nimble team members every day because of it's amazing beauty, diversity and quality of life. The city is known as Silicon Beach because it's one of the world's top startup ecosystems with everything needed to help a startup to get off the ground," said Prouzova.

RUNNERS - UP

ZIP RECRUITER



www.ziprecruiter.com

ZipRecruiter believes they are the best place to hire and get hired.

The business is constantly innovating their platform to make job searches easier for jobseekers of all skill levels. They have more than six million active jobs from employers at any time, and over one million businesses have come to ZipRecruiter for

help with their hiring needs.

"ZipRecruiter was born in Santa Monica, and has grown to a company with over 600 employees in less than seven years," said Garner. "Our headquarters are still in Santa Monica for a reason, it's our home. We are very grateful to be recognized by the community."

GENERAL ASSEMBLY



1520 2nd St
(213) 263-4147
generalassembly.ly/los-angeles

General Assembly is a pioneer in education and career transformation. Located in Downtown Santa Monica, locals are loving this tech start up.

They specialize in today's most in demand skills, the leading source for training, staffing, and career transitions. They foster a flourishing community of professionals pursuing careers people love.

GA began as a co-working space in 2011 and since then has grown into a global learning experience with campuses in 20 cities and over 35,000 graduates worldwide. Now, they foster an elite professional community of individuals and companies through education and strategic career connections.

General Assembly prides themselves in award winning education, career growth with top employers, dynamic innovative learning, and access to General Assembly Alumni Network.

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