

2018

MOST LOVED



SANTA MONICA



ART GALLERY OR GIFT SHOP
FEATURING LOCALLY-MADE PRODUCTS

AUTO-RELATED BUSINESS

BAR/PUB

BREAKFAST/BRUNCH SPOT

BUSINESS FOR KIDS

BUSINESS FOR
LIVE MUSIC/ENTERTAINMENT
(INCL. THEATERS, COMEDY CLUBS)

BUSINESS FOR
OUTDOOR ENTHUSIASTS
(INCL. BIKE, SURF + SKATE SHOPS)

BUSINESS FOR PETS

BUSINESS WITH A MURAL

CLOTHING BOUTIQUE
FEATURING SUSTAINABLE/
REUSED PRODUCTS

COFFEE SHOP/BAKERY

FARMERS MARKET FARMER

FARMERS MARKET VENDOR
(PREPARED FOOD, ETC.)

GREEN CERTIFIED/
SUSTAINABLE BUSINESS

GROCERY STORE/FOOD RETAILER
FEATURING ORGANIC + HEALTHY FOOD

GYM/HEALTH/FITNESS STUDIO
(INCL. YOGA/PILATES/DANCE/SPIN)

HAPPY HOUR

HEALTH CARE PRACTICE

HOTEL/MOTEL FOR
A STAYCATION

ICE CREAM/
FROZEN YOGURT/
CONFECTIONARY SHOP

MOST LOVED BUSINESS
ON MAIN ST

MOST LOVED BUSINESS
ON MONTANA AVE

MOST LOVED BUSINESS
ON PICO BLVD

MOST LOVED BUSINESS
ON THE SM PIER

MOST LOVED DOWNTOWN SM/
THIRD ST PROMENADE BUSINESS

MOST LOVED LOCALLY-OWNED
INDEPENDENT BUSINESS

NON PROFIT/CHARITY/COMMUNITY
SERVICE ORGANIZATION

REAL ESTATE BROKERAGE FIRM

RESTAURANT

SALON/SPA

CONGRATULATIONS DOWNTOWN SANTA MONICA

Most Loved Businesses



Atelier by Edward Avedis

Centinela Feed &
Pet Supplies

Fairmont Miramar Hotel
& Bungalows

FIG Restaurant

Harvelle's

Ocho Salon

Orangetheory Fitness

Philz Coffee

Pure Barre

Puzzle Zoo

REI

Salon Tru

Santa Monica Homeopathic
Pharmacy

The Misfit Restaurant &
Bar

West 4th and Jane

Westside Comedy
Theater

Ye Olde King's Head Pub

Goodwill Industries



third
street
promenade

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.



DTSantaMonica



DTSantaMonica



DowntownSantaMonica

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ABOUT THIS PUBLICATION:

The Most Loved 2018 publication is the fifth edition of the publication that commemorates Santa Monica's Most Loved campaign. This publication was produced by the Santa Monica Daily Press. The results were derived from voting that took place via a Survey Monkey questionnaire in February 2018. 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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SPECIAL THANKS TO: BUY LOCAL SANTA MONICA, SANTA MONICA TRAVEL AND TOURISM, DOWNTOWN SANTA MONICA INC., MAIN STREET BUSINESS IMPROVEMENT ASSOCIATION, MONTANA AVENUE MERCHANTS ASSOCIATION, PICO IMPROVEMENT ORGANIZATION, THE CITY OF SANTA MONICA, SANTA MONICA PIER CORPORATION, SANTA MONICA CHAMBER OF COMMERCE AND EVERYONE WHO VOTED FOR A MOST LOVED BUSINESS.

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YOUR MOST LOVED BUSINESS IN DOWNTOWN SM/THIRD STREET PROMENADE



ORANGETHEORY FITNESS

1431 2nd Street
(310) 730-1399

orangetheoryfitness.com

The human heart is a muscle so it's not really a surprise that Downtown's Most Loved business is a fitness studio dedicated to literally getting the heart racing.

For the owners of Orangetheory Fitness, they are as dedicated to the city as they are breaking a good sweat.

"Prior to purchasing the Orangetheory Santa Monica location, we had been visiting the area quite

often to see my sister located in Sherman Oaks," said owner Jim Cahlin. "Even though she lived in the Valley, we always stayed in Santa Monica and these visits, which started out as a long weekend, turned into one week, then two weeks. We fell in love with the area. We decided that given the right opportunity we would relocate at some point. When the opportunity arose to locate an Orangetheory Fitness studio in Santa Monica, we jumped on it and that coupled with the amazing location we

were able to secure with the city of Santa Monica, made it a no brainer to pick up after spending 30 years in south Florida and relocate!"

He said he knew the Orangetheory concept would be embraced but he continues to be amazed at how strong and eager this community is to stay in shape. The appreciation goes both ways.

"Never have I ever walked into a fitness studio and felt so welcome, so motivated and so excited in my life," said one voter. "The owners at

Orangetheory Fitness, Michelle and Jim, have created such a special place for people to be their best, healthy selves. Without a doubt, the hardest and most fun workout you'll find in Santa Monica. No matter the trainer, you will leave feeling so accomplished and eager to schedule another class! Thank you, OTFSM for cultivating so many connections and giving us all in SM a place we can call Home!"

RUNNERS - UP

SALON TRU



614 Santa Monica Boulevard
(310) 394-0878

salontru.com/santamonica

When we moved to California, there was only one place where we wanted to build a business and home – Santa Monica! We love Santa Monica's casually elegant vibe, which is exactly what Salon Tru strives to be – your neighborhood salon that provides quali-

ty service by the most talented stylists and aestheticians in Los Angeles. Santa Monica's eco-friendly lifestyle inspired us to offer the utmost sustainable, plant-derived products that our clientele expects. We are the first certified Green Circle Salon in Santa Monica whose core mission is to divert salon waste from landfill and waterways.

PURE BARRE



201 Wilshire Boulevard
(310) 395-3927

purebarre.com

We are right by the beach so our little studio has a nice, light airy feel. We love that you can easily have an amazing and fulfilling workout with us and with our team and then easily pop to the promenade for lunch and shopping. The downtown Santa

Monica real estate is a very prestigious place to own a business so we always have a feeling of gratitude that we attract so many wonderful people to our location. It's a very competitive field to be in the fitness industry in LA so to be recognized like this for three years in a row really validates what we are doing and how we are doing it.



YOUR MOST LOVED BUSINESS ON MAIN STREET



DOLCENERO GELATERIA

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

Main Street is full of beloved, local businesses and this year, the City's Most Loved Gelato/Ice Cream/Frozen Yogurt store, Dolcenero Gelato has walked away with the Most Loved Business in the neighborhood.

General Manager Simone Acciai said Santa Monica is one of the best beach cities in the country and that Main Street is a great collection of small businesses along a pedestrian

friendly corridor. The neighborhood has a unifying positive vibe but there are many different personalities scattered among the businesses.

His store combines the classic Santa Monica atmosphere with some of Italy's best culinary traditions.

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

The store draws from the City's large

er population, its many visitors and the neighborhood locals. Acciai said the Most Loved recognition is a realization of his dream to build a business that connects to its community.

"We stay true to who we are," said Acciai. "No gimmicks or trendy new ways to attract customers. We make an authentic product from scratch everyday here on Main Street and we think our customers really appreciate that."

Most Loved voters said the store has earned its distinction for both its products and the friendly staff.

"Dolcenero Gelato is fantastic," said one voter. "I'm a sucker for sweet things, and they're always very nice ... can't help but stop there whenever I'm in the area."

The store also sticks out for the visitors who come through as part of their Southern California vacation.

"Dolcenero was amazing, we were there recently on vacation and they were so nice to my wife and kids that the kids are still talking about it and demanding to go back," said a voter.

RUNNERS - UP

BOMBSHELL SALON



2431 Main Street
(310) 450-0440
bombshellsantamonica.com

The most loved business award is truly so special because it makes us feel like we are a part of the Santa Monica community, which is so exciting! Plus, our clients care about our small team and that's really the

best. At Bombshell, we strive to provide a consistent quality in the work we do by educating our staff in the latest techniques and trends. We use only the best products to make your hair feel the best it's ever felt and the best it's ever looked.

BAREBURGER ORGANIC



2732 Main Street
(310) 392-2122
bareburger.com

Santa Monica is one of the most community driven little bits of heaven we have ever had the pleasure of serving. The beach, the sun, the love fills every day with new inspiration to serve incredible and delicious things. We also feel, that by reaching

out to and coming to love such a variety of artists from the area, it has only further inspired us to collaborate on more programming and community events to contribute to this amazing place.

"Bareburger has great food, great drinks, and supports the arts. They provide live music, comedy, art installations and much more."

YOUR MOST LOVED BUSINESS ON PICO BOULEVARD



SEWING ARTS CENTER

3330 Pico Boulevard
(310) 450-4300
sewingarts.com

Pico Blvd. is a diverse business environment housing high end restaurants, beloved diners and a host of creative business including the area's Most Loved business Sewing Arts Center.

The store carries more than 30 models of sewing machine, a range of sewing accessories and plenty of fabrics. The staff are ready, willing and able to provide customers with the advice they need to excel in their

home projects including more than 150 classes offered each year.

Serving the community since 1955, the store has the products, services, training and inspiration to appeal to any expertise level.

"We are the only store of our kind around," said Julie Harvey Marquez. "You can buy a sewing machine, get a free lesson on how to use it, take a class in garment, quilt making or hand embroidery. There are classes during the day, evenings and weekends. We carry over 25,000 yards of fabrics, pat-

terns, books, gifts, hundreds of buttons, zippers, and over two thousand different colors of thread. We have an imported line of authentic Sashiko fabric, patterns, needles and threads from Japan. We are also a full service authorized repair center. We can custom embroider almost anything for you."

Marquez said being in Santa Monica is definitely an inspiration. She said they like to choose to select products to showcase this special locale and its beach atmosphere.

As a one stop shop for all things quilting and sewing, they have the right products to help complete almost any project that requires a needle or thread.

"We carry a highly curated line of fabrics from all over the world, are one of the only stores in Southern California who sells Deer and Doe (French patterns) and unique items in our ever changing inventory," said Marquez.

RUNNERS - UP

TRADER JOE'S



3212 Pico Boulevard
(310) 581-0253
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."

GILBERT'S EL INDIO



2526 Pico Boulevard
(310) 450-8057
gilbertselindio.com

Our mission is to offer excellent service, authentic Mexican food as well as a friendly atmosphere where our customers feel welcomed and where everyone is treated like family. We value the relationships we have built throughout the years. Gilbert's El Indio is a place where people can gather for deli-

cious food and where friends become family. Familia y Amigos. We are proud to know that all the work, dedication and passion is rewarded by the people that support us daily. We feel blessed when customers come in and enjoy our food, margaritas and atmosphere and they continue to bring their extended families and friends, instilling in us a strong sense of community.



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3330 Pico Boulevard, First Floor | www.SewingArts.com | **310-450-4300**



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2526 W. Pico Boulevard
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www.gilbertselindio.com

(310) 450-8057 | (310) 452-9841

Catering available

YOUR MOST LOVED BUSINESS ON THE SM PIER



THE ALBRIGHT

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

The Albright restaurant uses Popeye as their mascot and like the sailor himself, the restaurant is a homegrown success story.

The multi-generational eatery is currently owned by Santa Monica natives Greg and Yunnie Morena and they pride themselves on both the restaurant's commitment to delicious seafood and their ties to the city. The Albright is pas-

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

"Santa Monica is our hometown," said Greg. Everything we do is rooted in our experience growing up here. The Santa Monica Pier has always been a special place, we strive to create an atmosphere in where our friends, family and visitors can share our homegrown experience.

The restaurant is not only the Most

Loved Business on the Pier, it's also the longest running restaurant on the pier. Greg said that's due to the atmosphere as much as it is the food.

"We are a family business. We celebrate our wins as a team and lean on each other in times of need. We teach each other and offer classes when we need teachers. We are humble, hard-working and appreciative of our community," he said. "Being voted the most loved validates our efforts and highlights one of the best programs in

our City. Our City loves small business and we love our City."

Greg said he is in the business of experience and after 41 years in business, the classic seafood restaurant still appeals to locals and visitors alike.

"Our mission is to connect people by bringing together community, friends, and family with great food, great service, and great surroundings. We are a green business, we share our efforts and passion with all who visit us from around the world, on the great Santa Monica Pier."

RUNNERS - UP

BUBBA GUMP SHRIMP CO.



301 Santa Monica Pier, Building 9
(310) 393-0458
bubbagump.com

Bubba Gump Shrimp Co. captures the charm and American spirit that made "Forrest Gump" a smash hit. Shrimp is the specialty at Bubba Gump Shrimp Co., but in our fun, casual setting there is definitely something for everyone. Our attentive staff, award winning food, All American

theme and casual atmosphere will surely provide the setting for a fun and memorable dining experience. Our menu features shrimp, of course. But we've won awards for our dixie-style baby back ribs and our drink menu as well. We try to incorporate a little local flavor into wherever we call home, so for Santa Monica, that means that beyond our regular menu we also offer a limited Vegan menu.

PACIFIC PARK



380 Santa Monica Pier
(310) 260-8744
paccpark.com

Pacific Park is the West Coast's only amusement park on a Pier and offers 12 amusement rides, 14 midway games, an oceanfront food plaza and beachside retail shops. In addition to the Pacific Wheel, that stands 130 feet above the Pacific Ocean

and is the world's only solar-powered Ferris wheel, Pacific Park's signature rides include The West Coaster, a steel roller coaster that races 55 feet above the Santa Monica Bay; Shark Frenzy, seven whirling cars on tilting platforms with guests sitting in the jaws of the ocean's most iconic sharks; and Inkie's Air Lift Balloon Ride, the high-flying, family-sharing kids' ride.

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258 SANTA MONICA PIER, SANTA MONICA, CA 90401 • 310.394.9683

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YOUR MOST LOVED BUSINESS ON MONTANA AVENUE



LARKELLEN

718 Montana Avenue
(310) 394-2121

larkellensantamonica.com

Larkellen is a lifestyle boutique that discovers and features hand-curated, one-of-a-kind gifts from local artists.

It truly captures the artistic essence of what Santa Monica is all about. It's also a place about family, filled with passion, creativity, fun and adventure, and providing you with a special and personal experience unlike anywhere else. No matter what time of year,

you'll always find that perfect and unique gift that shows you care. Or, just come to have a good time with them on Montana, and maybe even treat yourself to something special.

All of their products are sourced from the following principles - small companies, locally-sourced, hand-made, made in the USA, recycled, organic, repurposed, and fair trade.

Most Loved voters praised the store for its personal service and said shopping feels like visiting friends.

"Larkellen is by far my favorite gift store in Santa Monica," said one voter. "Lisa, the owner has the most exquisite taste and always brings new and unique products. Her window displays are always incredibly creative!"

Voters said the store's creative window displays, great products and friendly staff draw in customers both local and those visiting.

"I love shopping for that hard to shop for person at Larkellen," said one voter. "I always find an original gift and

something for myself at the same time."

Owner Lissa Solomon said she wants to contribute and be a valuable, meaningful member of the local community through local goods, local economy and local job creation.

"I am passionate about representing the community of Santa Monica by supporting local artists and giving them a platform to feature their products," she said. "I would be humbled to be recognized for my love for the local community."

RUNNERS - UP

FATHER'S OFFICE



1018 Montana Avenue
(310) 736-2224
fathersoffice.com

Father's Office is the nationally acclaimed Los Angeles Gastropub by Chef Sang Yoon and home of the much touted "Office Burger." Their focus is craft beer

and its pairing with great food. They feature a seasonally rotating selection of 36 craft beers on tap along with esoteric small producer wines. Their food is inspired by the rich bar culture of Europe as well as the freshest locally sourced ingredients.

TEN WOMEN GALLERY



1128 Montana Avenue
(310) 393-6254
tenwomen.org

Ten Women is loved for the creativity and originality of their gifts. Locals say the artisan-only made jewelry, art and gifts are great but the store is also valuable to the community as a female owned and operated business.

"Ten Women is a cooperatively owned and

operated art gallery and handmade gift shop which has been in business in Santa Monica for over 20 years. We are a diverse group of working artists who come together under one roof to show and promote our work, and to connect with our community. We are in turn inspired by the Santa Monica lifestyle of creativity, entrepreneurship and community."

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GALLERY/ GIFT SHOP

FEATURING LOCALLY
MADE PRODUCTS



TEN WOMEN GALLERY

1128 Montana Avenue
(310) 393-6254
tenwomen.org

Buying art is an intimate shopping experience with customers looking to take a creative work into their home but the process rarely connects patrons with the artists themselves. However, Montana's Ten Women Gallery is the rare business that spotlights the artists as much as it does the work.

"Every time you come into our gallery, you will meet at least one of our artists," said Kara Taub. "Each of us has

a unique insight into the work we present. We love sharing our knowledge and enthusiasm for handmade gifts and the practice of producing art. Visitors can engage with artists who are living and working locally."

The store is a unique co-operative gallery showcasing the work of 24 local women artists. Works include photography, painting, ceramics, sculpture, fiber arts, glass, jewelry and more. Owned and operated entirely by its members, the store is a true cooperative in every sense – members vote on

all decisions and split the rent, shifts and maintaining the space. New members are chosen by a jury process. Interested local artists can submit applications to join.

Many of those members have been producing work for decades and the longevity of the business has allowed artists to create long-lasting relationships with their clients.

"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," said Taub.

Those relationships have developed over the years and Taub said the store values the connections to its customers. The business mission is to provide a space where artists can showcase their work and connect working artists with the community.

"We are very honored to be recognized again this year. Being an active participant in our neighborhood has always a priority of us," she said.

RUNNERS - UP

LARKELLEN



718 Montana Avenue
(310) 394-2121
larkellensantamonica.com

"Larkellen is my most favorite boutique store I've discovered in Santa Monica in the last two years. The woman who owns the shop personally knows every single supplier she features and she loves to share the

beautiful stories about each as far as the sustainability and local nature of everything she carries. The store is hiply artistic and I always find something I need for myself or as a gift for a close friend. My nickname is Mrs. Sustainable so I have to keep a high standard and Larkellen is my go to place!"

MINDFULNEST



2711 Main Street
(310) 452-5409
mindfulnest.com

Mindfulnest is truly a haven and shopper's heaven of locally made art, sculpture, jewelry, gifts and accessories. Step inside and you are immediately surrounded by the

inspired work of almost 100 North American artists and artisans. The store, with its earthy colors, open beam ceilings and frosted skylights, will make you feel calm and welcome and the staff will, too.



TEN WOMEN
GALLERY/GIFTS • AN ARTISTS CO-OP
1128 Montana Avenue - 310 393-6254

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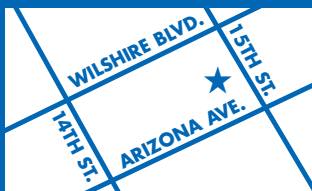
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HOTEL/MOTEL FOR A STAYCATION



FAIRMONT MIRAMAR HOTEL + BUNGALOWS

101 Wilshire Boulevard
(310) 576-7777

fairmont.com/santa-monica

The Fairmont Miramar is a hotel that is as rooted in Santa Monica as it's iconic Bay Morton Fig Tree.

The hotel is all about the Santa Monica lifestyle; sophisticated yet laid back, discerning yet friendly and unpretentious. It is about the views of the ocean and five acres of lush landscaping. Santa Monica's healthy lifestyle has inspired the hotel to bring in Exhale Studio and Spa; the

sophisticated food culture was their inspiration behind Fig restaurant; the youthful culture inspired The Bungalow.

Rebecca Huetter said the hotel's location is truly special.

"To be on the bluff, north of the pier, with more sweeping views of the ocean and coastline than anywhere else in Santa Monica is extraordinary," she said. "And the fact that we are a self-contained oasis. But unquestionably and most importantly is the vibrant and progressive team we have

operating the hotel."

The Most Loved award recognized the Fairmont as the best place to be whether you are a local or a visitor.

"You don't need to leave the grounds because there is so much to do on property," said Huetter. "Relax by the pool, get a blow out at Glam and Go, dine al fresco at the outdoor kitchen, or sip a cocktail while watching the sunset at Sunset Terrace or The Bungalow (or your room!). We are also the best located 'home base' for those that want to explore the city.

Step outside the Miramar grounds and find yourself in close proximity to anything you could want in every direction. A plethora of restaurants and shopping starts across the street heading east, and arguably the most beautiful stretch of beach in all of Southern California is steps to the west while a few steps north finds you in Santa Monica's most coveted residential neighborhoods. No wonder the locals consider the hotel the gateway to the city!"

RUNNERS - UP

SHUTTERS ON THE BEACH



1 Pico Boulevard
(310) 458-0030

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 SANTA MONICA BEACH HOTEL



1700 Ocean Avenue
(310) 458-6700

loewshotels.com/santa-monica

Santa Monica has influenced every part of Loews Santa Monica Beach Hotel. The recently renovated guest rooms and signature suites have a distinctly California beach aesthetic in the design. And the new restaurant, BarBelle, pays tribute to Santa Monica's Original Muscle Beach, in both the

name, and the gallery wall of vintage photos. Since Loews Santa Monica Beach Hotel's opening nearly 30 years ago, the hotel has been an iconic part of the Santa Monica community. It means a great deal to the hotel to be loved not only by guests and team members, but by the people of our beautiful city.



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SHUTTERS ON THE BEACH 888-829-1583 | ONE PICO BOULEVARD | SANTA MONICA, CA 90405 | SHUTTERSONTHEBEACH.COM

HOTEL CASA DEL MAR 844-591-7275 | 1910 OCEAN WAY | SANTA MONICA, CA 90405 | HOTELCASADELMAR.COM



CLOTHING BOUTIQUE

FEATURING SUSTAINABLE OR REUSED PRODUCTS



ASSISTANCE LEAGUE OF SANTA MONICA

1453 15th Street
(310) 395-2338

assistanceleague.org/santa-monica

The Assistance League of Santa Monica (ALSM) has served Santa Monica residents since 1937 with a mission to assist children and young adults in need.

As the community has grown in scope and size, ALSM has developed the philanthropic programs to fulfill that mission including a day nursery for needy families (1939-99), the creation of their thrift shop (1958 to Present) and widening their scholarship pro-

gram (2001) to include vocational training. Their diverse membership has put its talents, time, financial resources and hands to serve the community.

The organization uses revenues from their thrift shop to fund annual philanthropic programs like: Outdoor Science School camp for 100 plus 5th graders (duffel bag, sleeping bag, supplies), sending 60 plus children to YMCA Camp Round Meadow, vision exams and glasses for 150 students, dental work for children, scholarships to Olympic and Samohi seniors and

continuing scholars, the Circle of Friends Summer Program, emergency clothing to Stuart House, 700 plus backpacks to area schools and School on Wheels, 700 emergency school uniforms, and since 2009 the Puppeteer Program plays addressing Bullying in the School (viewed by 500 children in local schools) and since 2014 an additional play addressing divorce

Thanks to the generosity of local residents, since 2001 the scholarship program alone has given \$830,000, 366 scholarships to 148 scholars from our community.

As ALSM celebrates 80 years of continuous service, they are very proud that amongst their many endeavors the thrift shop has successfully funded their philanthropic projects and fulfilled their mission to assist the children and youth in our community.

The current operators said they 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 2018.

RUNNERS - UP

BUFFALO EXCHANGE



2449 Main Street
(310) 314-7300
buffaloexchange.com

Buffalo Exchange is a family-owned, sustainable and community-driven business. Our goal is to be the best place for our customers to buy, sell and trade new and recycled clothing, giving fashion a second life and reducing clothing pollution. We strive to act with integrity, be self-righting, function in a socially

responsible manner, all while promoting fun and enjoyment for our shoppers and employees! Our customers make each of our stores unique and we wouldn't be here without them. It's important for us to return this love to the community, so that's why we offer programs like Tokens for Bags® which empowers our customers to support local charities. Trust us, Santa Monica, the feeling is mutual!

GOODWILL INDUSTRIES OF SOUTHERN CA



524 Santa Monica Boulevard
(310) 393-1400
goodwillsofocal.org

Goodwill Southern California operates 85 thrift stores and 46 donation centers in L.A. (N. of Rosecrans), Riverside and San Bernardino counties. Proceeds are used to help fund employment programs for individuals with disabilities, veterans, at-risk youth, ex-offenders, and community members. When people shop and donate to

Goodwill SoCal, they help fund employment programs where people in their community with the greatest barriers to employment find jobs. Goodwill SoCal is also good for the Earth and keeps over 100 million pounds of usable items out of landfills each year. We appreciate the generosity of our donors and shoppers. Without them we could not fulfill our mission to Transform Lives Through the Power of Work.

LOCALLY-OWNED INDEPENDENT BUSINESS



SEWING ARTS CENTER

3330 Pico Boulevard
(310) 450-4300
sewingarts.com

Julie Harvey Marquez may be the new owner of Sewing Arts center but she's already made a strong impact on the loyal customers who have chosen the store as their favorite locally owned business in Santa Monica.

"My favorite local store is Sewing Arts Center," said one Most Loved voter. "I love to sew & the staff is awesome! The owner is lovely and so helpful!"

Marquez said their new motto says "Sewing is an Art. Be an Artist" and she wants to encourage, enrich and bring out the artist in everyone.

"There is no one way to be creative, and we are here to help each and everyone find their way," she said.

One voter said they travel a significant distance to visit Sewing Arts Center because of the totally wonderful and unique way they serve the sewing community both near and far: "The owner of Sewing Arts Center

makes me want to visit the store more often. She is always ready to help out with the projects I bring in," said one voter. "What a sweet woman."

The store sells a variety of sewing supplies but they also provide education and experience to customers who have questions about their particular projects.

"Sewing Arts Center has a knowledgeable staff and large selection of unique fabrics," said a voter. "Classes are a fun and relaxing way to learn

something new."

Classes include free sessions to learn the basics of a sewing machine, introductory classes for all ages, pattern making, hand stitching and advanced classes with specialized fabrics.

"To be a most loved business means the world to us," said Marquez. "This means that we are doing our job correctly. We are a service based business and we treat everyone as a member of our community."

RUNNERS - UP

ATELIER BY EDWARD AVEDIS



101 Wilshire Boulevard
(310) 899-4189
fairmont.com/santa-monica/activities-services/atelier-by-edward-avedis/

Born and raised in Santa Monica, this is my community. My father, Eddie Guerboian, operated his business Readers Fine Jewelers for 40 years in Santa Monica. When he decided to "semi-retire" I wanted to continue the legacy. Fortunately, the

Fairmont Miramar believed in my vision and provided me the perfect place to continue the family business. I am the truest definition of a jewelry designer. With the latest in 3d design software, I create all my jewelry pieces in house. I also specialize in custom engagement rings. In my "Atelier" at the Fairmont Miramar, I showcase my designs for sale, as well as meet clients to discuss their custom made pieces.

OCHO SALON



211 Broadway
(310) 899-9041
ochosalon.com

OCHO Salon is not like any other hair salon or day spa in Santa Monica. Lucia and her team of expert and highly trained stylists leave no stone unturned when working with clients to achieve their perfect look. We offer hair, makeup, event styling, wax-

ing, skin services, and more. When you're traveling and in need of salon services, you can trust the specialists at OCHO Salon. We believe that there are infinite possibilities when it comes to style. True to our word, we listen to our clients to customize their vision to their lifestyle.

ICE CREAM/ FROZEN YOGURT/ CONFECTIONARY SHOP



DOLCENERO GELATERIA

2400 Main Street, Ste A3
(310) 540-6263
dolcenerogelato.com

At Dolcenero Gelato, their business model is simple: they sell happiness scoop by scoop.

That happiness comes in the form of frozen Gelato, an Italian counterpart to ice-cream that elevates the standard summer-time treat to an exceptional dessert experience.

"We try to bring together the history and heritage of Italy with the

beachy, fun, So Cal vibes of Santa Monica," said General Manager Simone Acciai. It's so important to not adulterate hundreds of years of practice but we really want our customers to have a taste of both worlds."

The store does not use any industrial bases when producing their gelato, just natural ingredients. They combine water, milk and cream, sugar, fiber, eggs, top notch fruit, ICP certified Piedmont hazelnuts, and chocolate into what has become the city's favorite

frozen treat. 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.

The successful store is an American Dream for Acciai who left his country, family and friends to start his business life here. He said their gelato is a cultural experience that he is proud to produce in the City every day.

"It is humbling to be honored two years in a row! This isn't just an award

that says your product is great, it's our customers really appreciating the experience we bring to them," he said. "Many of them know us by name and we're glad to see each other at the shop! This award is not for me, it's for my whole team that works day in and day out to make this happen. We hope we can continue serving our beloved community for many years to come, understanding the great responsibility of maintaining the best standards that placed us here."

RUNNERS - UP

SWEET ROSE CREAMERY



826 Pico Boulevard
2726 Main Street
(310) 260-2663
sweetrosecreamery.com

We make everything from scratch, even down to our dairy base, which is pretty rare for a small-batch ice cream shop. As mentioned above, we care deeply about where we source ingredients from. Even though it's dessert, you can feel good about eating

our ice cream because our dairy and eggs are organic and the produce is fresh and comes from local farmers. While we're known for some of our more whimsical, seasonal flavors like April's Ginger with Caramel Ripple, we also make really classic flavors like Strawberry or Fresh Mint with housemade chocolate chips.

TREATS



1700 Ocean Park Boulevard
(310) 310-3328
treatsfrozenyogurt.com

TREATS has been fortunate to have been singled out for our devotion to excellence, dedication to our local community/schools and has received numerous awards, honors and recognitions in the short 5 1/2 years we've been in business. Being nominated for Santa Monica Daily

Press' MOST LOVED BUSINESSES IN SANTA MONICA is the ICING on our Frozen Dessert Cake!!! We couldn't be more excited and honored to be among those chosen for this high distinction. It feels like we're achieving what we had hoped when we conceived of and created TREATS specifically for our Santa Monica neighborhood.



2018



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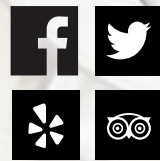
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2018



TREATS

Frozen Yogurt and Dessert Bar

1700 Ocean Park Blvd. Santa Monica, 90405 | treatsfrozenyogurt.com | 310-310-3328

GYM/ HEALTH/ FITNESS STUDIO



ORANGETHEORY FITNESS

1431 2nd Street
(310) 730-1399

orangetheoryfitness.com

At Orangetheory Fitness, their goal is to be nothing less than the trusted global leader of innovative heart rate based interval training and in the City By the Sea, they've succeeded in becoming the Most Loved Gym/Health/Fitness Studio.

Orangetheory provides 60-minute, five-zone, heart-rate monitored interval training led by skilled personal trainers. Participants use a variety of equipment including treadmills, rowing machines,

TRX® suspension training and free weights, burning an average of 500 to 800 calories when combining the workout to create the "after burn" effect – an increased metabolic rate for 24 to 36 hours after the workout. The Orangetheory workouts create "Excess Post-Exercise Oxygen Consumption," or EPOC, which is what burns calories after the workout and gives noticeable, lasting results. The result is the Orange Effect – increased muscle endurance, strength and power, and if desired, tremendous weight loss.

"This area has a tremendous invento-

ry of quality fitness options," said Owner Jim Cahlin. "A critical component of Orangetheory Fitness is to build community. We are much more than a one hour workout. We are a family where members engage with one another through monthly community events both in and outside of the studio. During our three years in Santa Monica, we have witnessed so many great relationships that have developed within our community."

Clients rave about the nearly addictive workouts.

"Orangetheory fitness is more than a gym," said one voter. "It's a fun little

community where I've made tons of friends and enjoy going plus I'm getting in better shape! I quit all of my other gyms and turned into a die-hard OTF member. Love it!"

Others are drawn to the community.

"Orangetheory is not just a gym it's a family," said one Most Loved voter. "It's like cheers with dumbbells. Everybody knows your name, is happy to see you and pushes loves to hang out and talk in a healthy environment. I also love the outside socials. It's a great motivator to be healthy stay healthy and be around great people and meet new ones everyday."

RUNNERS - UP

PURE BARRE



201 Wilshire Boulevard
(310) 395-3927
purebarre.com

There are a lot of local businesses in the fitness space that are corporately owned. While we are part of a national franchise, we are really a small mom and pop owned business. Operating in downtown Santa Monica as a small business owner has its challenges so we

really try to know each client and make them feel at home, not just because we love to create personal connection but because in a sea of big box gyms, it creates a sense of community for them and for us. Kayla and I care deeply about each client and their experience. If you have a comment or feedback, we always take the time to respond to each individual personally because we take all opinions to heart.

TRIFITLA CLUB AND STUDIO



2425 Colorado Avenue, Ste 120
(310) 829-2227
trifitla.com

We would not be where we are today without the supportive loyal members we have had since 2005, most of them from the Santa Monica community. We have a saying here at TriFit called the boomerang effect; people leave TriFit, but somehow,

they always find their way back. We have had members here since the day we opened, and some that have left and found their way back; all of our members are part of the fabric that makes us who we are. To be recognized by our community is a testament that we are doing something right.



**CELEBRATING OUR
THREE-YEAR ANNIVERSARY
AND THIRD 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

WED. - Downtown Farmer's Market

SAT. - Pico Farmer's Market

More than 130 miles apart, there is a special connection between the orchards and fields of Murray Family Farms in Bakersfield and farmers market shoppers in Santa Monica.

"It's wonderful," said third generation farmer Steven Allan Murray Jr upon learning his farm is once again one of the city's most loved businesses. "I'm proud that the people of Santa Monica think so highly of our produce and we

work really hard to give the best customer service. We love being a part of this community."

Local families, foodies and restaurant chefs know they can turn to the Murray's for new and unique fruits and vegetables week after week. Steven's family farm and their employees sell an impressive variety of produce at the Wednesday Downtown and Saturday Virginia Avenue Park farmers markets, including over 58 varieties of citrus, 50 different kinds of cherries, and 18 kinds of blueberries. Every season brings new items to Arizona Avenue on Wednesdays and

Virginia Avenue Park on Saturdays.

In fact, Steven himself has a collection of over 500 rare and exotic plants he's collected from around the world. It's believed to be one of the largest collections of rare fruit in North America. Down in Santa Monica, he's found clients who appreciate his finds.

"I like having products that have a story behind them," Murray said. "I think it makes us unique."

All those products are cultivated sustainably using methods that assure continued productivity in the soil and a balanced ecosystem. The family uses drip

lines to reduce their water usage and prevent erosion.

If you want to see for yourself, Murray's Family Farm welcome visitors during the week and on weekends for tractor tours, wagon rides, berry picking and a giant "bounce pillow" for kids young and old. Every year, the farmers teach more than 25,000 children on educational field trips about where their fruits and vegetables are grown.

Fortunately for Santa Monicans, they don't have to drive all the way to Bakersfield to reap the rewards of the Murray family's harvest.

RUNNERS - UP

GARCIA ORGANIC FARMS



Arizona Ave & 2nd Street
(951) 757-0762

WED. & SAT. - DTSM Farmer's Market

SAT. - Pico Farmer's Market

SUN. - Main St. Farmer's Market

For more than 20 years, the Garcia family has been growing the fruits and vegetables Santa Monicans love: avocados, figs, mangos, peaches, pomegranates and more.

The 22 acres of farmland is maintained organically, using weed wackers and hoes for weed management and snails and ladybugs for pest control. Garcia Organic Farm is located in Fallbrook, California, about 110 miles southeast of Santa Monica.

HARRY'S BERRIES



Arizona Ave & 2nd Street
(805) 659-4568

WED. & SAT. - DTSM Farmer's Market

SUN. - Main St. Farmer's Market

Established in 1967, Harry's Berries grows premium quality strawberries and vegetables using sustainable methods free of synthetic chemicals. You can find their

ripe berries three days a week at the Downtown and Main Street farmers markets (Wednesday, Saturday and Sunday). The strawberries that made them famous are at their peak in April, May and June. If their fresh produce doesn't sell out at the market, the fruits and vegetables get a new life as preserves, salsa, pickles or juice.



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MURAL LOCATED ON A BUSINESS/ COMMERCIAL PROPERTY



BY KRISTEN LERMAN

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.

Beautify Earth has created over 50 murals in Santa Monica alone with the mission of turning all walls that need some love globally, into something artful and inspiring. If you'd like a mural to drive awareness to your business or building and give back to the community, please contact them at info@beautifyearth.org

RUNNERS - UP

ANYTHING CAN HAPPEN



BY RUBEN ROJAS

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.

BEACH DAY



BY BUMBLEBEE LOVES YOU

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.



NON-PROFIT/ CHARITY/ COMMUNITY SERVICE ORGANIZATION



HEAL THE BAY

1600 Ocean Front Walk
1444 9th Street
(310) 451-1500
healthebay.org

Heal the Bay is an environmental nonprofit organization dedicated to making the coastal waters and watersheds of Greater Los Angeles safe, healthy, and clean. To fulfill their mission, they use science, education, community action and advocacy.

Founded in 1985, Heal the Bay was started by a small group of active individuals, including the fearless Dorothy Green, who were concerned about the

health of the Santa Monica Bay.

Heal the Bay responded to this growing environmental concern by spearheading one of the most successful grassroots public education campaigns in Los Angeles County which led to improved sewage and stormwater treatment and subsequent improvements to water quality that reversed the "dead zone" in Santa Monica Bay.

Since Heal the Bay acquired the Aquarium in 2003, more than one million visitors have been welcomed during public visiting hours, including 200,000 Los Angeles County-based stu-

dents who have participated in our science education and environmental civics programs. For many students, participation in the programs marks their first experience seeing the ocean, witnessing marine life in person and exploring the sandy beach environment.

At the Santa Monica Pier Aquarium, you can see what Heal the Bay's work is all about: Protecting the animals that call the Bay home. With over 100 local species on exhibit, hands-on activities for kids, and daily educational programs, the Santa Monica Pier Aquarium is the perfect place to immerse yourself in marine science

without getting your feet wet.

By providing a hands-on, interactive experience, with exhibits focusing on pollution prevention, environmental stewardship, and marine conservation, the Aquarium is a place to learn about the plants and animals that live in Santa Monica Bay, and to provide inspiration for preservation of the unique habitats of all Southern California waters. Friendly, knowledgeable staff and volunteers enrich the experience at the Santa Monica Pier Aquarium, where the wonder of discovery of the marine environment inspires conservation and stewardship.

RUNNERS - UP

DANCE FOR A DIFFERENCE



1438 9th Street, Unit B
(310) 394-1438
thepretendersstudio.com/
dancefordifference

Dance For A Difference Inc. is proud to be a part of Santa Monica's movement to take care of those less fortunate and ensure equal access to resources to everyone in our community. Building relationships with other non-profits in our city strengthens our com-

munity bonds and furthers our goal in making a positive difference in our community. Additionally, Santa Monica warmly opens its arms to the youth and for this we are grateful. We are honored to introduce the young people in our community to the power of charity work and increase their gratitude along the way. We work to bring dance to all who want it and the joys and profits of dance to our greater community.

OCEAN PARK COMMUNITY CENTER



1453 16th Street
(310) 450-4050
opcc.net

The People Concern is a merger between two organizations – OPCC in Santa Monica and Lamp Community in Skid Row. Our OPCC roots began over 50 years ago with Santa Monica community members assisting their neighbors in need. We were built upon

the idea of neighbors helping neighbors, a philosophy we hold to this day. Our core philosophy is that everyone should be housed, healthy and safe. It is our mission to make this a reality. We are truly grateful and honored to be a Most Loved Nonprofit. As an agency, we would not be where we are today without the trust, belief in our mission, and continued support of the Santa Monica community.

GROCERY STORE/FOOD RETAILER

FEATURING ORGANIC
+ HEALTHY FOOD



CO+OPPORTUNITY MARKET & DELI

1525 Broadway
(310) 451-8902
coopportunity.com

It's hard to imagine a store more rooted in Santa Monica than Co+opportunity Market & Deli. The founding members were so inspired by the laid back, accepting culture of community and inclusiveness over 40 years ago, that they wanted to share that with others and open a business that reflected that attitude.

Co+opportunity Market & Deli strives to be more than just a store,

their calling is to be a reflection of the community and they said receiving a repeated Most Loved Award shows their approach is connecting with local shoppers.

"It would mean the Co+opportunity is indeed a reflection of the community that it is serving," said Rebecca Torpie. "That we are getting it right. And it would be high praise from our community! To be given an award such as this would bolster us to dig even deeper into discovering how we can serve our neighbors, vendors, partners, and staff

even better. We are always looking for ways to excel in leadership and service."

Co+opportunity has become a beloved cooperative food market owned by the members of the Santa Monica community. It is a business designed to support the community from both social and values standpoints, and it just happens to sell grocery stores in order to do just that.

When you buy something at Co+opportunity, you're buying a reflection of its members' values: a love of local, fresh, organic and deli-

cious—and keeping dollars local, too.

"Other grocery stores are designed in order to make a profit for shareholders from who-knows-where. Cooperative businesses are designed to keep value for the co-op members high—by making sure the co-op carries products that reflect their needs and desires, by putting money back into the community through outreach and by providing a great place to work for its staff. These are all things that important to co-op members," said Torpie.

RUNNERS - UP

WHOLE FOODS



1425 Montana Avenue
2201 Wilshire Boulevard
2121 Cloverfield
(310) 576-4707
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.

TRADER JOE'S



3212 Pico Boulevard
(310) 581-0253
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."



Co+opportunity Market & Deli Thanks Santa Monica for Almost 50 Years of Peace, Love, and Veggies!

Co+opportunity market and deli
1525 Broadway, Santa Monica, CA 90404
7AM - 10PM Every Day!

Co+opportunity market and deli
8770 Washington Blvd, Culver City, CA 90232
7AM - 10PM Every Day!

↪ *Psst! Check out our new location in Culver City,
right off of the Expo Line!*

SALON/SPA



SALON TRU

614 Santa Monica Boulevard
(310) 394-0878
salontru.com/santamonica

Salon Tru prides itself on being the 'Premier Casually Elegant Salon in Santa Monica' and their reputation now extends to the Most Loved salon in the city.

Their mission is simple, to make the world a more beautiful place one client at a time, without damaging the planet and the business includes extensive environmental measures.

Excess hair from their cuts is used to create recyclable plastics and envi-

ronmental products to clean up oil spills. They also use environmentally friendly products.

"We are a certified Green Circle Salon and proud to exclusively carry Comfort Zone Skincare, created by the same Italian laboratories as Davines," said owner Michael Schoenfeld. "Comfort Zone's mission is to promote a 'soulful, healthy and sustainable lifestyle' – the true essence of Salon Tru Santa Monica."

Schoenfeld said everyone is family and everyone is welcome in his salon.

"We have vastly diverse stylists from all over the world, that can do any texture of hair," he said. "We have stylists from Mexico, Japan, Colombia, Italy, Russia, El Salvador; and from Philly to Hawaii and everywhere in between. We are a true microcosm of California (and America for that matter)."

The salon can typically accommodate a walk-in for haircuts and blowouts before a night on the town or after a day at the beach. They also carry a vast array of travel-sized Aveda and Davines hair and skincare products that tourists love.

Schoenfeld said he's proud of being a repeat finalist for several years.

"To be honored as Most Loved Hair Salon and Downtown Business every year since we've opened is a true testament to our staff and the experience that we strive to deliver," he said. "As we celebrate our 4th year anniversary, we kvell over the fact that residents and employees of Santa Monica continue to embrace us. We feel that anyone that comes through our door is part of our truest Tru family. We are grateful beyond words."

RUNNERS - UP

BOMBSHELL SALON



2431 Main Street
(310) 450-0440
bombsHELLsantamonica.com

Being by the ocean in Santa Monica is a big inspiration for the work we do. We love the look of natural sun kissed highlights, effortless undone hair or smooth silky waves. It's a reflection in the work we do every day. We love being in the center of

the community in Santa Monica. Bombshell is an atmosphere that is kind and welcoming to anyone. We have a small intimate salon that is perfect for anyone visiting that wants a new look or even a quick blowdry! We not only highly value our craft with the work we do but our Kevin Murphy and R+Co products that we use ensure the best quality hair service.

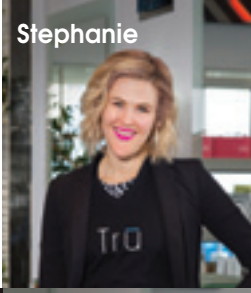
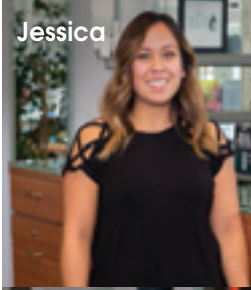
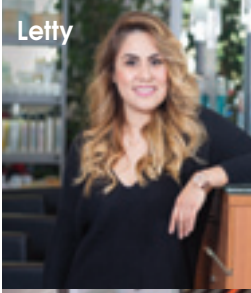
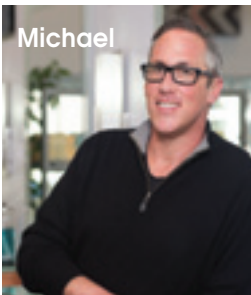
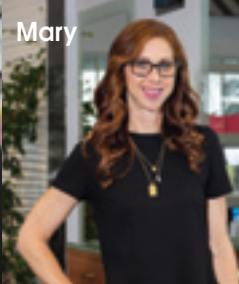
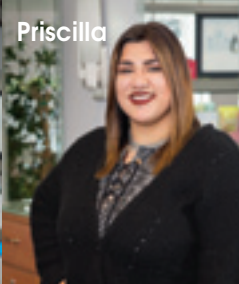
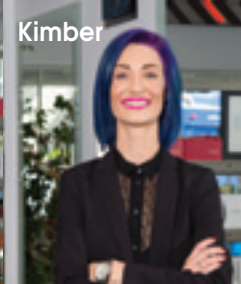
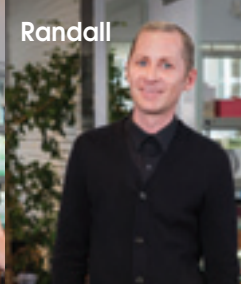
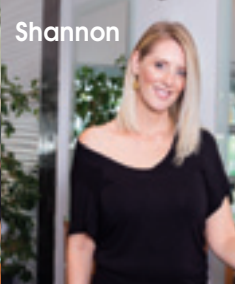
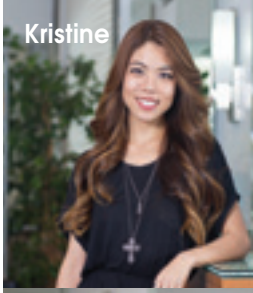
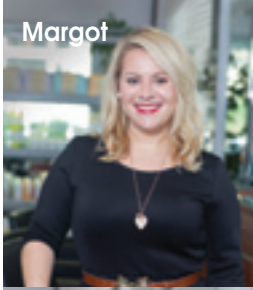
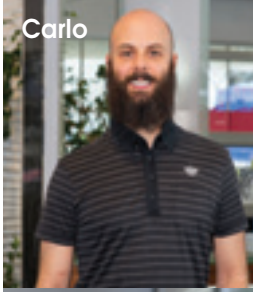
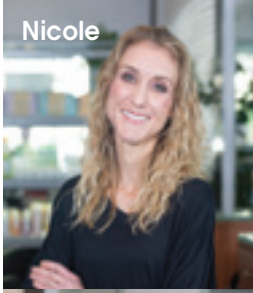
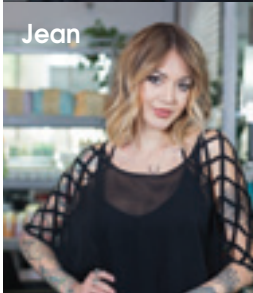
CORRECTIVE SKINCARE



1828 Broadway, Unit A
(424) 280-4591
correctiveskincarela.com

Corrective Skincare works with acne, scarring, and discoloration in all skin types, with clients of all ethnic backgrounds. We believe that success comes from understanding what caused the condition, how to improve the condition, and how to prevent it from coming back. From a personal struggle with acne turned life mission, I personal-

ly know how important it is to provide the education behind what we do. It is with education and clinical care we offer compassionate relief for those struggling to clear their skin. Between our acne-clearing, discoloration fading, anti-aging facial treatments, custom-formulated home care product and chemical peels, and our virtual consultations (we believe everyone deserves clear skin, even if they don't live in LA)- we can help anyone, anywhere.



Trū gratitūde

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614 Santa Monica Boulevard Santa Monica, CA 90401

310.394.0878 SalonTru.com



LIVE MUSIC/ ENTERTAINMENT



BAREBURGER ORGANIC

2732 Main Street
(310) 392-2122
bareburger.com

Bareburger is more than just a place to get a great burger, fries and shake. The popular restaurant has become a fixture on the local entertainment scene offering all kinds of activity alongside one of the City's best burgers.

"Main street and the rest of Santa Monica are loaded with incredible food, so hopefully we live up to that same standard," said co-owner Mark

Turner. "I would say the adorable bear heads that adorn our walls and upside down lamps above the bar are definitely one of a kind. And in addition to satisfying the cravings of your stomach, we hope we satisfy the soul as well with the constant parade of inspired events and artistic expressions. Local painters on the wall, weekly comedy show, weekly trivia night, weekly open mic, weekly movie nights, bi-weekly collaborative art and music shows, burlesque, body painting and more."

Most Loved voters recognize the

restaurant's approach to entertainment and eating.

"I love Bareburger not only because the food is delicious, the bar is great, the space is hip but casual, but especially because the owners, Mark and Chris, really care," said one voter. "They care about their customers and work to provide a wonderful experience with great food and service. They care about the community by offering various forms of entertainment and opportunities to meet neighbors like open mic night, family movies, and

support to lots of non-profits and community organizations. They are 'social' in the best sense of the word, people coming together, having fun and doing good. What community is all about. Santa Monica needs more businesses like this!"

Turner said the recognition is a reflection of their existing values.

"It means the world to all of us," he said. "Feels nice to have a little of the love we have for the community returned. Cause we sure do love this place and its people."

RUNNERS - UP

HARVELLE'S



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

We are one of the oldest live music venues in Los Angeles, let alone Santa Monica. We opened in 1931 and been in business as Harvelle's ever since. Jason and I dedicated ourselves to keeping the vibe alive. The history alone is rich and deep. On top

of that, we have some of the best local, national and internationally known artist on our stage every night. Harvelle's is the only live music venue of its kind on the west side. On top of that we work with the local recording studios to bring you some of the most amazing cutting edge bands in the country. Specializing in Blues, we run the gambit from Rock to Reggae.

MI'S WESTSIDE COMEDY THEATRE



1323-A 3rd Street Promenade
(310) 451-0850
westsidecomedy.com

"We have found that Santa Monica is made up of positive people who care deeply about their community. Because of that we have been gifted wonderful audiences that are supportive and ready to laugh and performers that have formed a tight bond that is

equally supportive and fun. We're a comedy club run by comedians. We're a fun spot with great comedy every night of the week. You'll see hilarious comics, meet awesome people and find your new favorite beer. We know what makes a fun club to hang out at and we work hard to make sure comics and audience both have an equally great time at our place."

Serving Live Music, Entertainment & Comedy *with Delicious Food and Drinks*

ORGANIC

Bareburger

2732 Main Street
(310) 392-2122
bareburger.com

FREE EVENTS

MON 7PM Mixtape Open Mic

hosted by Ashley Casanova
Sign up starts at 7. All acts are welcome.
Happy Hour drink specials for all performers
and extra time with proof of burger.

TUES 7:30PM Movie Night

Packed with fresh popped organic popcorn and trivia.

WED 7PM Trivia Night

Hosted by Geeks Who Drink.
Let the games and drinking begin!

THURS 8:30PM Grass Fed Comedy

hosted by Justin Wood
Featuring comics from Conan to Comedy Central,
every show promises a night of stellar entertainment.

SAT 12PM Pancakes & Pajama Jam

Live Music Jam featuring \$14 unlimited mimosas.

SAT 7:30PM Local Live Music

Enjoy locally grown live music talent.
Acoustic, jazz, soul and more.

SUN 6PM Truth or Bare

hosted by Christopher Korbel
Storytelling the first Sunday of every month
with acclaimed storytellers from all over the world.



2018

TICKETED EVENTS

MON 6PM Mystic Mondays

Palm & Tarot by intuitive Heather Dawn.
Happy Hour drink specials with purchase of reading.

FRI 9PM Frisky Friday

An immersive Burlesque bash hosted
by the Dollface Dames (First & third Fridays)

FRI 8PM Channel the Sun

hosted by Zachary Murdock
Music by resident artist, with poetry,
love, film and dreams. (Second Fridays)

FRI 9PM BioRhythm Spring Fling

An immersive art experience with live music,
body painting and light box murals.
You can get painted too! (Fourth Fridays)

SAT 10AM Books & Cookies

Crafts, music and facepainting.
Kids and parents of all ages welcome.
(First & third Saturdays)

SAT and SUN 9AM Detox Retox Yoga

hosted by True Path
Morning Yoga hosted by Jenny Pagliaro

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4175 Admiralty Way, Marina Del Rey, CA

RESTAURANT



EL CHOLO

1025 Wilshire Boulevard
(310) 899-1106
elcholo.com

To understand why the famed El Cholo is Santa Monica's Most Loved Restaurant, you just have to ask the voters.

"El Cholo is just a couple of blocks from our home and it reminds me and my husband of Cabo San Lucas where we fell in love and honeymooned many years ago. Over the years, we've become friends with many of the

servers and bar tenders," said one voter. "They always treat us extra special. We go at least twice a month."

Marketing Manager Violette Daou said the restaurant wants to make everyone feel like they are part of the family and have each location feel like a home to all in the community.

"I've been going to El Cholo for 20 years — BEST Mexican food and FANTASTIC service. With all of the changes happening around Santa Monica, I hope El Cholo is here forever," said

another voter.

Daou said the company's mission is to serve the best quality food available at reasonable prices with warm and friendly hospitality. She said they use those principles for an even greater purpose because El Cholo is dedicated to working with local charities and helping with fundraising efforts in order to improve our community.

"We appreciate El Cholo because it's an easily accessible location and you feel like you're eating good food and

enjoying beer and margaritas while savoring the down-home vibe in the bar area and the dining room," said a third voter. "This is a very relaxing place to enjoy food, drink and atmosphere with friends and family, at reasonable prices."

Daou said the historic restaurant is designed to radiate warmth and relaxation, both inside under their huge skylight and on the large open patio.

"Being a most loved business means that we are accomplishing our goal as a family company," she said.

RUNNERS - UP

BAREBURGER ORGANIC



2732 Main Street
(310) 392-2122
bareburger.com

We believe that love, service, and organic & all-natural food should fill our restaurants. We believe in foods we can pronounce, no funny business here. We know that fresh, vibrant, clean food served in a fun place can make the world smile. We came together to make food that we can

proudly serve to our communities, our friends and our families.

"Bareburger is super friendly, welcoming, and offers delicious and healthy food! Plus the BEST HAPPY HOUR in Santa Monica!!"

"Bareburger strives to be as local and organic as possible-right down to the Artists they feature! Events everyday including Comedy, Music, Trivia, Movie Night and even Palm Reading!"

FIG



101 Wilshire Boulevard
(310) 319-3111
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 potato 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 them to create experiences that reflect the diverse beach culture of Santa Monica.



EL CHOLO
Est. 1923

Thank You Santa Monica!
For Your Love and
20+ Memorable Years

NEW! TAMALE TUESDAYS
All Day & All Restaurant

**OUR FAMOUS
GREEN CORN TAMALE** **\$3.95**
one tamal with rice & beans - until sold out

**OUR ORIGINAL
EL CHOLO MARGARITA** **\$5.00**
*with purchase of any food pairing

www.elcholo.com
1025 Wilshire Blvd., Santa Monica, CA 90401 • (310)899-1106
Corner of Wilshire + 11th St.

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AUTO-RELATED BUSINESS



STOKES TIRE SERVICE

1117 Santa Monica Boulevard
(310) 393-0767
stokes-tireservice.com

Stokes Tires is itself a Santa Monica native that has served its friends and neighbors for decades.

Jon Stokes was born in Santa Monica 59 years ago and saw his father operating the business until Jon took over the family business in 1988. In the past 30 years he has nurtured the community's passion for quality automotive service.

"We have a veteran staff that knows tires and the Auto Repair business," said Stokes. "We spend more time on training our youthful future all-star employees. This is so important to us to insure excellent repairs and to promote an outstanding work ethic translating into the best customer service possible. We are more likely to have you're OE Tires because we stock much more than our competitors. We have the best equipment you can own for tires period. And a veteran

mechanical staff for auto repairs. We do not fix all mechanical issues but what we do-do gets done right for a reasonable and fair price."

They stock the best tires by the brands customers have trusted the most for their vehicles. They also carry outstanding midlevel tires for value customers as well and are the store for ultra-high end sports tires.

Stokes said he strives to provide consistent quality products and services for the value of the dollar that

meets and exceeds his customers' expectations. The business wants to grow based on repeat loyal and referral customers. He said their goal is to deliver the very best in customer service and to be known by their words, actions and honesty.

"It's an honor to know our customers get what we do here," said Stokes. "They come in with problems and leave happy with confidence problems are behind them. Very nice to be recognized for our efforts."

RUNNERS - UP

JOY AUTOMOTIVE



1325 Pico Boulevard
(424) 371-6849
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.

TOYOTA SANTA MONICA



801 Santa Monica Boulevard
(424) 336-9177
toyotasantamonica.com

Santa Monica is a wonderful and welcoming city. I feel privileged to be able to call Santa Monica my work place and I want to be as welcoming and kind as Santa Monica has been to me and is to all her visitors. We provide automotive help in all

aspects, sales, service and parts. We are also able to lease short term for out of town or international visitors. We are competitive in pricing and we also carry many affordable options for anybody who has automotive needs. It feels great to know we are a staple in the community.

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FOR YOUR CONTINUED SUPPORT!



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Santa Monica 90401

424-268-3684

HEALTH CARE PRACTICE



UCLA HEALTH MEDICAL GROUP SANTA MONICA

1250 16th Street
(800) 825-2631
uclahealth.org

UCLA Health strives to provide the best patient experience to each person who visits UCLA Medical Center, Santa Monica, Ronald Reagan UCLA Medical Center, UCLA Health medical offices and other facilities serving Santa Monica and nearby communities on Los Angeles' Westside.

UCLA Health is Santa Monica's largest employer, with more than 2,500 employees on staff at UCLA Medical

Center, Santa Monica, which serves as the cornerstone of UCLA Health's Santa Monica campus, and hundreds more at outpatient medical offices and facilities within the city. As a result, Santa Monica is a vital part of UCLA Health's primary service area.

UCLA Medical Center, Santa Monica is where thousands of expectant parents from Santa Monica and surrounding communities choose to welcome their new arrivals. Each year, more than 1,500 babies are born at the medical center and a similar number are born at

its sister hospital in Westwood.

Additionally, Santa Monica's Nethercutt Emergency Center treats more than 50,000 patients each year and serves as the entryway to medical care for thousands of community residents. The center is certified as a primary stroke center and the city's only Emergency Department Approved for Pediatrics.

UCLA Health is among the most comprehensive and advanced health care systems in the world. Its integrated mission is to:

Provide state-of-the-art patient care,

train the top doctors and other medical professionals of tomorrow and support pioneering research and discovery that leads to breakthroughs at the bedside.

Our physicians are world leaders in the diagnosis and treatment of complex illnesses, and our hospitals are consistently ranked among the best in the nation by U.S. News & World Report.

UCLA Health is honored to be a finalist in Santa Monica's "Most Loved" competition. After all, Santa Monica is a great place to live, work and receive UCLA Healthcare.

RUNNERS - UP

THE INSTITUTE OF CLASSICAL FIVE-ELEMENT ACUPUNCTURE



2926 Santa Monica Boulevard
(310) 453-2235
5elements.com

My business is the practice and teaching of Classical Five-Element Acupuncture, a medicine with thousands of years of history and proven validity. This medicine aims to reach the cause of disease rather than palliating symptoms, and addresses the needs of

the body, emotions, mind, and spirit of each patient. As no two people are the same, every patient is treated as a unique individual. We recognize that what may be an effective treatment for one person may well be entirely different for the needs of another - even with similar symptoms. Thus, we treat the whole person, not just their labeled diseases.

SANTA MONICA HOMEOPATHIC PHARMACY



629 Broadway
(310) 395-1131
smhomeopathic.com/store

What is unique about our pharmacy is the number of and quality of our staff. Customers can come in and consult with a pharmacist, a naturopathic doctor, an herbalist, a nutritionist, or a homeopath at no cost. We stock about 6,000 products,

most not found in other pharmacies; many only sold in practitioners' offices. We have been told by Boiron, a major homeopathic manufacturer, that we have more remedies in our pharmacy than anyone in the world. We exist to help people regain and retain good health.



525 Santa Monica Boulevard, Ste 100
(310) 451-9500
philzcoffee.com

Philz coffee spent decades building a bustling business in Northern California but after opening their first Los Angeles area store in Santa Monica, they have quickly

converted So Cal's coffee addicts to their customized caffeine approach.

Santa Monica Store Leader Alison Race said it's all about catering to the customer.

"We believe the best cup of coffee is the one that comes to your taste. We let you choose which blend you would like to

try, grind beans fresh, and make each cup one at a time. We will add cream and sugar to your liking and double check that you love it before you leave," she said.

"At Philz, we specialize in hand-crafted cups of coffee made one at a time! No machines and everything to your taste!"

The store opened in Santa Monica in 2014 and heralded an expansion into the region for the company.

"Santa Monica is our first store outside the Bay Area. The people of Santa Monica welcomed us so warmly and made it possible for us to have five more stores in the LA area," said Race. "Santa Monica is an amazing community to serve."

The Philz philosophy has five pillars:

Customers First: Our customers are our top priority. If we put people first, we cannot fail.

Believe In Being Nice: Treat all with respect. We are kind hearted, positive, humble, and human.

Keep It Real: Be yourself. Be sincere. A genuine connection will outperform formality.

Deliver On Quality: Be proud of your work. Be committed to doing the very best with passion and focus.

COFFEE SHOP/ BAKERY



Make Progress: Challenge norms by questioning why. Always keep learning and improving. Action creates results.

The approach has paid off for the store.

"We are so honored to be a most loved business," said Race. "We hope that everyone enjoys their time here and tells a friend. At Philz, we exist to better days!"

PHILZ COFFEE



2908 Main Street
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."

GROUNDWORK COFFEE CO.

RUNNER-UP



DOGTOWN COFFEE

2003 Main Street
(310) 310-3665
dogtowncoffee.com

We believe that we can serve high quality food and drink without having to look fancy and slick. Our vibe is still super-casual and low maintenance. Come as you are -- even in a sandy wetsuit. We serve fun, rustic, health conscious all-day breakfast and

lunch, gluten-free and vegan fare, artisan baked treats, and our signature organic, locally micro-roasted coffee and wide selection of organic loose leaf teas. DTC Favorites include our breakfast burritos, açai bowls, salads and paninis, and of course, the DTC Salty Dog (sweet 'n sea salt caramel iced coffee).

HAPPY HOUR



ENTERPRISE FISH CO.

174 Kinney Street
(310) 392-8366
enterprisefishcosantamonica.com

Enterprise Fish Co. has been a part of the Santa Monica community for over three decades and the local, beach-community inspired restaurant has always practiced bringing in fresh whole fish daily, fabricating the fish into fillets in house and grilling them over their famous mesquite charcoal grill.

"We are very much connected with our guests and community which influence how we do business from what menu items we offer to how we train our employees," said Chief Operating Officer Frederick Serra. "Listening to our local guests allow us to grow and move in line with the city trends over the years. We are part of Santa Monica's thriving history!"

Serra said the restaurant is committed to serving the freshest fish to guests and they pride themselves for

being a scratch kitchen, making sauces, desserts, and many other items in house. The company also has a commitment to sustainability Serra said their backyard is the beach and they want to preserve it.

"We have been in business for over 37 years and have literally grown with city of Santa Monica, our customers and our staff," he said. "That also extends to our long relationships with our vendors, which allows us to offer the best quality ingredients at the best

value to our customers. We also have a lasting relationships 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 competitive environment. We take pride in converting first time guests into loyal friends."

RUNNERS - UP

FIG



101 Wilshire Boulevard
(310) 319-3111
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 potato 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 them to create experiences that reflect the diverse beach culture of Santa Monica.

THE MISFIT



225 Santa Monica Boulevard
(310) 656-9800
themisfitbar.com

Santa Monica consistently influences us as people and as a business. The vibe, the scenery, the food – the farmers market – helps us grow and become better people and a better hospitality service. Our dedication to great food, our dedication to history

as seen in our space, our work to bring an amazing experience to every single person that walks through our doors. Being a Most Loved business means that our hard work is recognized, but it's also a huge honor, and one that we always hold dear to our hearts. Our philosophy is simply to help great ingredients reach their full potential.



FIG

RESTAURANT

*Wood fired Mediterranean
inspired cuisine.*

101 WILSHIRE BLVD.
SANTA MONICA, CA 90401
310.319.3111
WWW.FIGSANTAMONICA.COM



@FIGSANTAMONICA

Congrats to all of our Most Loved Santa Monica Businesses of 2018!



2018

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*Thank you to everyone who voted + for supporting
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BUSINESS FOR PETS



HEALTHY SPOT

1110 Wilshire Boulevard
(310) 458-2004
healthyspot.com

When the founders of 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 meeting the high bar they set for them-

selves. One local said "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

ANIMAL KINGDOM OF SANTA MONICA



300 Pico Boulevard
(310) 392-4074
animalkingdomsm.com

Our family lives in Santa Monica so we truly feel the pulse of the city, what makes it tick and what frustrates it at times and we listen. We are always here for our community, seven days a week and we are that reli-

able foothold for them and source of information and resources. Our personality at Animal Kingdom of Santa Monica is vibrant and outgoing just like the beautiful community around us. It's our community that drives us and the products that we bring into our store.

CENTINELA FEED & PET SUPPLIES



8655 Lincoln Boulevard
(424) 732-3876
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.

We Have Bird Feeders Down to a Science

*Congratulations
to all of the Most
Loved Winners!*



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BUSINESS FOR KIDS



THE PRETENDERS STUDIO

1438 9th Street, Unit B
(310) 394-1438
thepretendersstudio.com

Santa Monica has been home to The Pretenders Studio since its inception in 2007 and the popular dance studio has become the City's Most Loved business for kids.

"Santa Monica is the city I have always wanted to grow with and create in," said owner Lisa Gumenick. "The Pretenders Studio is rooted in its mission to use the performing arts to positively affect 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."

The studio offers a comprehensive after school dance and fitness program for children 2-18.

"We offer jazz, tap, ballet, pointe, hip-hop, modern, contemporary, tumbling, musical theatre, fitness and yoga for all levels," said Gumenick. "The Pretenders Studio is a community service based, dance/enrichment program. Our mission is to bring together a group of technically superior, passion-

ate, positive, highly skilled, experienced teachers to guide our dancers through a meaningful and well-rounded dance education."

Gumenick said The Pretenders Studio is a place that strives to create a safe and healthy place for each unique individual who wishes to build and sustain a solid dance foundation while fostering strong interpersonal and communal skills.

"We work hard to find the right fit within our program for each individual student's needs and we respect the learning process and understand that there is much to gain from working in a

team," she said. "We welcome students of a wide age range and at all levels so that even the most novice dancer can walk into a class and not feel discouraged but rather feel supported and encouraged. Our program holds high expectations of our dancers because we believe they are capable."

She said it was humbling and rewarding to be a distinguished Most Loved Business in Santa Monica.

"We realize we are in very good company here in Santa Monica and we are truly grateful to be singled out as a Most Loved Business," she said.

RUNNERS - UP

PUZZLE ZOO



1413 Third Street Promenade
2910 Main Street
(310) 396-4331
puzzlezoo.com



SEWING ARTS CENTER



3330 Pico Boulevard
(310) 450-4300
sewingarts.com

The latest owner, Julie Harvey Marquez continues the long-standing tradition of Sewing Arts Center's Most Loved Locally-Owned/Independent Business in Santa Monica and on Pico Blvd. Here you will find not just incredibly passionate and knowl-

edgeable purveyors of all things fabric but maven, connoisseurs if you will, of needlework and yarn craft. Not simply a fabric and sewing machine store, but a delight to the craft with knowledgeable, dedicated staff and teachers. Keep your eyes out for Sewing Art Center's special events. We love you, Sewing Arts Center!



BUSINESS FOR OUTDOOR ENTHUSIASTS



RECREATIONAL EQUIPMENT INC. (REI) CO-OP

211 Broadway
(310) 899-9041
ochosalon.com

REI is a specialty outdoor retailer, headquartered near Seattle. The nation's largest consumer co-op, REI is a growing community of more than 16 million members who expect and love the best quality gear, inspiring expert classes and trips, and outstanding customer service.

REI has 151 stores in 36 states including Santa Monica, or 34° 0.984? N 118° 29.706? W NAD83 as the outdoor enthusiasts know it.

If you can't visit a store, you can shop at REI.com, REI.com/rei-garage.com or the free REI shopping app. REI isn't just about gear. You can take the trip of a lifetime with REI Adventures, a global leader in active adventure travel that runs more than 170 custom-designed itineraries worldwide. The REI Outdoor School is run by professionally-trained, expert-instructors who teach beginner-to advanced-level courses about a wide range of activities. To build on the infrastructure that makes life outside possible, REI invests millions annually

in hundreds of local and national non-profits that create access to—and steward—the outdoor places that inspire us all.

To elevate sustainability across the outdoor and retail industries, REI Co-op recently debuted product sustainability standards that apply to each of the more than 1,000 brands sold at the co-op. The announcement, made as the co-op celebrates its 80th year, marks a major step forward in sustainability. REI's standards will make it easier for millions of outdoor enthusiasts to choose more sus-

tainable products.

Visitors to REI.com can now shop by sustainability attribute, by searching for terms like "organic cotton" or "fair trade."

"One of the most exciting things we've done in the past year was done completely behind the scenes," says REI CEO Jerry Stritzke. "We're collaborating with partners across industries to advance sustainable business practices, and as a result are completely changing the conversation around sustainability for the U.S. outdoor industry."

RUNNERS - UP

ZJ BOARDING HOUSE



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

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.

"The city of Santa Monica has been a great place for ZJ to call home. We are blessed to have lots of different and at the same time like-minded, neighbors to share the lovely weather and beach with. The amount of tourists from all over the globe is also a plus. Santa Monica's place in the avant-garde of conservation and conscious living are the main inspirations for our business."

HELEN'S CYCLES



2501 Broadway
(310) 829-1836
helenscycles.com

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.

FARMERS MARKET PREPARED FOOD VENDOR



BEZIAN BAKERY

WED. - DTSM Farmers Market
(310) 663-8608
bezianbakery.com

Buying a loaf of bread from Bezan Bakery isn't just an economic transaction because any interaction with owner/baker Jack Bezan is likely to be an educational experience focusing on improving the health and happiness of his customers.

"We pay close attention to every detail," he said. "We put in the hard work and we didn't cut any corners. I will personally educate customers

whether it's at the market or in an email. We'll cater to their questions and we also learn from the customers. There's a great value to the product and we're devoted to the work. People appreciate the hard work."

Bezan uses a from scratch process that includes growing their own sour-dough cultures and raising each of their 40 types of 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.

The products have a devoted following at the market.

"The Bezan Bakery prepares state of the art breads, uses quality ingredients and is very tasty," said one voter. "Everything is made with love and offered with a big smile!"

The breads are nutritious enough to be meals unto themselves.

"My son- 5 years old can't wait to tear into one of Jack's breads every Wednesday, and nothing can distract him

at that moment - we are so happy that he loves to eat something so nutritious," said a Most Loved Voter.

Jack said he is always appreciative of the reception for his bread and he likes collaborating with his farmers, suppliers and supporting charities. It's all part of his big picture mission.

"We want to support all of the agencies that are working hard to make the world a better place," he said.

RUNNERS - UP

CARBON GRILL



SUN. - Main St. Farmers Market

Santa Monicans know they will get both flavor and value when they visit the Carbon Grill's booth at the Main Street farmers market. Hot off the grill, the cooks serve up grilled chicken and grass-fed beef breakfast wraps, veggie wraps, burritos, quesadillas, fajitas and taquitos to hungry shoppers. All their items pair nicely with a fresh coconut

of agua fresca. The Carbon Grill began at the Main Street market in 1999 and has since expanded to market throughout Los Angeles and onsite catering for movies, television shows and special events. The on-the-go grill specializes in Asian Fusion, Hawaiian BBQ and Mexican food.

THE VICTORIAN



ON SUNDAY'S AT MAIN STREET

SUN. - Main St. Farmers Market

Every weekend, the Victorian serves up delicious pancakes at the Sunday Main Street Farmer Market. Locals can tour the former residence of one of Santa Monica's founding families while they enjoy Heritage Square. Full of local lore, the two-story building was moved from the Miramar Hotel's property to its current location on

Main Street in 1973. The main rooms have since been enlarged and management has added a beloved speakeasy in the basement to fit in with the area nightlife. From drinks on Saturday night to breakfast in the morning, locals count The Victorian as one of Santa Monica's quintessential businesses.



BEZIAN BAKERY



JACK BEZAN



Blue Fier 2001

www.bezianbakery.com

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REAL ESTATE
BROKERAGE FIRM



ENGEL & VOLKERS

1123 Montana Avenue
(310) 460-2525
santamonica.evusa.com/en

The relationship between a client and their realtor is incredibly important, after all, this person isn't just coming to your home, they are helping to choose it. That's why being voted as the Most Loved Realtor in the city is so meaningful to Engel & Volkers Santa Monica.

"We recognize that we are blessed to represent some of the most exceptional globally desired real estate here

in Santa Monica, but it is the close connection we have with our clients that makes our careers truly rewarding," said Sandra Miller. "Being voted Most Loved Real Estate Brokerage in Santa Monica validates that our clients love us as much as we love them. It is an honor for all of us, humbling, and a special recognition for the passion and hard work we give daily."

Miller said she chose to open her business in Santa Monica, and specifically on Montana Ave., due to her long experience with the city's sense of

community and it's something she is proud to be a part of as a business owner.

"All of our agents/staff are personally engaged in the community and we, as a local business, truly engage in the community, especially through the Montana Avenue annual events, including the Art Walk, Halloween Hop and the Holiday Walk," she said.

That sense of community extends to how they do business every day.

"The dream of home ownership and investing in real estate is universal, and

our global footprint of 800+ shops on 4 continents in over 30 countries often has visitors from across the USA and the world seek out our shops," she said. "Those that do not know us or our brand often are easily engaged by viewing our listings, both local and international, by simply walking by our shop - which hundreds of people do daily. We always welcome any visitor, local or not, into our shop for a cup of tea/coffee or cold bottle of water. No strings attached, ever."

RUNNERS - UP

MASER CONDO SALES



2525 Main Street, Ste 106
(310) 314-7700
masercondosales.com

We are all about love. We are honored and do not take it for granted! It is more important to us to have the love, trust and admiration from our community than it is to make a quick buck. To those in the community who voted for us (or not!), stop by our

office any time so that we can thank you in person! Our mission is to bring accountability back to the real estate market, be the best humans we can be and help everyone that needs us. We provide honest, trustworthy and genuine real estate guidance to the local community. And have fun while we're doing it...)

PARTNERS TRUST/PENCE HATHORN SILVER (PHS)



1333 Montana Avenue
1730 Ocean Park Boulevard
(310) 458-4024
pchsrealty.com



Thank You



To our friends, neighbors, clients and community:

We thank you from the bottom of our hearts. Being voted the Most Loved Real Estate Brokerage in Santa Monica is an honor for each one of us, humbling, and a special recognition for the passion and hard work we give daily. From the time we opened our doors on Montana Avenue nine years ago, we committed to embrace and support our local community by giving back in any way that we can. Your votes validate that we have done just that. We recognize that we are blessed to represent some of the most exceptional real estate properties here on the Westside, but it is the close connection we have with our clients that makes our careers truly rewarding. We strive daily to provide anyone who walks into our shop a bespoke level of service, unparalleled in our industry. If we haven't met you yet, please come by and say hello. Our door is always open.



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BREAKFAST/ BRUNCH SPOT



HUCKLEBERRY BAKERY AND CAFÉ

1014 Wilshire Boulevard
(310) 451-2311
huckleberrycafe.com

Santa Monica's favorite breakfast spot happens to be owned by a pair of Santa Monica natives who have built a reputation as some of the best restaurateurs in the country.

Huckleberry Bakery and Café is part of the Rustic Canyon family of restaurants and calling the company a "family" is an intentional decision by local co-owners Josh Loeb and Zoe Nathan.

"At RC Family, we take "family" to

heart, by ensuring all our customers and staff feel at home, and leave feeling satisfied, nourished and inspired," they said. "We believe food tastes better when ingredients are sourced responsibly from local farmers and vendors, and is made by hand in-house, using classic craftsmanship and technique. We create welcoming places for people to come together and gather over delicious, thoughtful food. We give back to our community through charitable outreach, and care for our natural environment by recycling and

implementing other sustainable practices. Finally, we take care of ourselves and each other, so we can feel proud about all the hard work we do."

Huckleberry is all about abundance and fun, with great comfort food dishes and freshly baked goods. They're a walk-in only spot for breakfast, brunch and lunch, making it easy for visitors to swing by that features a market-driven menu highlighting the very best of the season.

"We make so many things in-house, including breads and pastries. We're very conscientious about where

we get our ingredients from, exclusively sourcing sustainably farmed and almost exclusively organic and GMO-free dairy, meats, and poultry, as well as supporting our local farmers at the market."

The business has been catering to locals for almost a decade and the owners said it means a lot to them to be appreciated by the community they live in.

"Our goal is to make everyone feel welcome and nourished every time you come in."

RUNNERS - UP

SHOOP'S DELICATESSEN



2400 Main Street, Ste A1
(310) 452-1019
shoopdsdeli.com

We are definitely a locals' place. Our portions are generous and our food is delicious. We are frequented by Santa Monica's finest police officers, neighboring businesses and neighborhood residents as well as being a destination spot. Many of our cus-

tomers are like family. We are not pretentious or trendy but real and down-to-earth. If out of towners want to experience the heart of Santa Monica, Shoop's serves the tastiest pancakes and outstanding breakfasts and lunches. Our house-smoked salmon is an original, a taste sensation they won't want to miss.

THE OP CAFE



3117 Ocean Park Boulevard
(310) 452-5720
theopcafe.com

From the historic artwork on our walls, to the dishes on our menu (with sections of the menu named after local visionaries including Samohi basketball coach James Hecht. The OP Cafe has been greatly influenced by its Santa Monica location throughout the years. A lifelong resident of Santa

Monica, my family roots date back five generations to the Marquez Rancho days, and it has been important to me to preserve some of the Santa Monica history and community from decades past. Additionally, we aim to support the community through various events and initiatives, as well as bring in local talent, including General Manager Ronald Knoll who has been managing restaurants in Santa Monica for decades.



GREEN CERTIFIED/ SUSTAINABLE BUSINESS



BAREBURGER ORGANIC

2732 Main Street
(310) 392-2122
bareburger.com

Bareburger has earned a reputation as a favorite watering hole and a place that's as much about entertainment as it is a great burger. While customers know they will enjoy themselves at the Main Street location, they might not realize their patronizing one of Santa Monica's most sustainable businesses.

The restaurant keeps its focus on finding its ingredients from as environmentally sources as possible.

"Bareburger chefs up an organic

and all natural free range grass fed fare with an emphasis on local and sustainable sourcing," said co-owner Mark Turner. "We like to say we put the comfort back in comfort food by sourcing our ingredients responsibly. Our goal is cultivating a community through our monthly partnerships with neighboring non-profits and a beautiful array of comics, musicians, storytellers, poets, painters, photographers and artists."

Their menu has a deep vein of vegetable based options that contribute to the environmentally friendly nature of their sandwiches. They offer the meat-

alternative Beyond Burger, a quinoa chia & green pea patty, a sweet potato wild rice burger and kale, black bean roasted corn and poblano in addition to the falafel sandwich.

They also offer a selection of vegan milkshakes that further their commitment to the sustainable lifestyle.

Voters in the Most Loved contest recognized the diversity of Bareburger's appeal.

"Bareburger is especially wonderful as it is not only a green certified business with organic and local food, but it is a community center of sorts as well," said

one voter. "They are regularly involved in community events, and have nightly events like comedy, open mic, morning yoga on the patio, kids sing alongs on the weekend, spoken word shows, storytelling, live music, burlesque, and more. Something for everybody!"

Bareburger's national efforts have earned them accolades including being named one of the 10 Most Sustainable Restaurants in America by the Huffington Post and a winner of the Blended Burger Project by the James Beard Foundation.

RUNNERS - UP

CO+OPPORTUNITY MARKET & DELI



1525 Broadway
(310) 451-8902
coopportunity.com

Co-Opportunity has been serving the Westside community since 1974, providing natural products, local foods and the area's only 100 percent organic produce department.

As a Co-Op, the business is owned by the local community with the focus on serving residents, not a distant corporate board.

The focus on the local community is also reflected in the way the store sources products and conducts business.

THE ALBRIGHT



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

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 awarded the 2017 SQA Grand Prize Winner. The restaurant has created several recycling partnerships. They work with Children's Hospital to prevent used crayons from becoming landfill and the company has a system for converting depleted cooking oil into biofuel or glycerin soap.

BAR/PUB



WEST 4TH + JANE

(310) 395-6765
1432A 4th Street, Ste A
west4thjane.com

West 4th & Jane describes itself as a New York City-style beach pub in Santa Monica that is home to home-made food, craft local beer, and a warm inviting smile.

Their 24 rotating taps feature local and international craft beers, best soaked up with snacks, salads, burgers, wings and more from their tavern kitchen and the appeal has resonated

with locals who have voted them the Most Loved bar in the city.

Owner and General Manager Steven Lieberman said the laid-back beach community has really made the place a local hangout where locals and visitors can feel like it's a home away from home and the local spot you come to every night.

The vibe caters to everyone without a focus on corporate profits, chasing one-time tourist dollars or aiming for the locals-only dive bar atmosphere.

"The staff at West 4th and Jane are so friendly, knowledgeable about their beers and welcoming it is always a pleasure to visit," said one Most Loved voter.

With a menu of bar favorites including burgers, wings and tater tots, the food hits all the right notes for a classic American comfort food.

"West 4th and Jane always has a great beer selection, especially for local breweries, excellent staff and really good food," said another.

In addition to their main room, locals can reserve their upstairs area for their next private event. The space comes complete with its own dedicated 50-inch TV and sound system, the space includes large couches, tables and bar stools for ample seating and can accommodate up to 60 people.

Lieberman said the Most Loved award shows that locals love the bar. He invites anyone to come in for beer or wings and stay for the good vibes with new friends.

RUNNERS - UP

YE OLD KING'S HEAD



(310) 451-1402
116 Santa Monica Boulevard
yeoldekingshead.com



THE MISFIT



225 Santa Monica Boulevard
(310) 656-9800
themisfitbar.com

The Misfit, at home in the historic 1929 Clock Tower Building, is a high energy farm to table restaurant and bar from the makers of Ingo's Tasty Diner, as well as La Grande Orange Cafe, The Luggage Room Pizzeria and The Otis Bar in Pasadena. The iconic space is only steps away from the beach

and Third Street Promenade. The Misfit reprises a "back to the bar" ideal of casual destination dining, serving accessible comfort food intended to be enjoyed on a daily basis. Their chefs take trips twice a week to one of the country's leading farmers markets to ensure a large percentage of the menu is dedicated to the offerings of local growers and producers.

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Congratulations!

Montana Avenue would like to congratulate the following finalists for 2018 Santa Monica Most Loved Businesses:


- Engel & Völkers Santa Monica
- Father's Office
- Larkellen Santa Monica
- Partner's Trust/Pence Hathorn Silver (PHS)
- Ten Women Gallery

2018 Events:

- MAY** Sidewalk Sale
- JULY** Art Walk Festival
- SEPT** Buy Local SM
- OCT** Halloween Hop
- NOV** Small Business Saturday
- DEC** Holiday Walk Festival

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