



# Think Santa Monica First

Juan Viramontes, general manager of the Georgian Hotel, fell in love with Santa Monica the minute he arrived here more than 20 years ago. The recently renovated Art Deco hotel he oversees has long been a world-class destination for anyone looking to experience Santa Monica's unique mix of casual beach culture and sophisticated elegance. Viramonte enjoys sharing his love of the city with visitors and local residents alike.

Buy in **Downtown Santa Monica** and get a good night's sleep.



**"Santa Monica is a very welcoming city that opens its doors to everyone."**

-Juan Viramontes, The Georgian Hotel



  
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Revenue from Santa Monica's growing tourism trade helps fund your schools, parks, libraries and public safety. Buying locally supports a sustainable Santa Monica.



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Brothers Mark and Bob Hennessy are co-owners of Hi De Ho Comics, a mecca for lovers of graphic novels, posters, toys, trading cars, fantasy items and of course, comic books. The Hennessys love Santa Monica's unique combination of cosmopolitan sophistication and small-town friendliness. Spending money at businesses like theirs means supporting Santa Monica's more than 6,600 businesses, many of which are owned or managed by your friends and neighbors.

Buy in **Downtown Santa Monica** and be a superhero to your neighborhood.



"Everywhere you turn you run into friends; it's the perfect community."

-Mark Hennessy, Hi De Ho Comics & Books with Pictures



  
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Drive less. Reduce your carbon footprint.  
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Michael "Mikey" Stern was named executive chef of Michael's Santa Monica in 2007. A pioneering culinary landmark that remains a cutting-edge dining experience and celebrity hot-spot, Michael's has been a fixture on the Santa Monica scene for 30 years. With its legendarily fresh ingredients and enchanting garden patio, Michael's takes full advantage of Santa Monica's unbeatable climate and access to spectacular produce.

Buy in **Downtown Santa Monica** and show what great taste you have.



"Being so close to one of the world's best farmer's markets is an incredible asset for our restaurant and for the entire city."

-Mikey Stern, Michael's Santa Monica



  
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Meet your neighbors and make new friends. Shop and dine in Santa Monica.  
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Adamm Gritlefeld, owner of Adamm's Stained Glass & Gallery, finds inspiration in both the natural tranquility of the ocean and the bustling energy of downtown Santa Monica. He started the studio, which produces stained, leaded, etched and beveled glass windows as well as Tiffany lamp reproductions, in 1972. Since then he's seen Santa Monica blossom into a community with a dazzling array of shops and other businesses catering to visitors and locals.

Buy in **Downtown Santa Monica** and add color to your neighborhood.



"It's an ideal place to do business because people are excited about being here."

- Adamm Gritlefeld,  
Adamm's Stained Glass & Gallery



  
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Supporting Santa Monica's renowned artists and craftspeople helps maintain the city's unique spirit. Buying locally supports a sustainable Santa Monica.



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Bill Randle and Teresa Olmeda, Member Service Director and Membership Director of the Santa Monica Family YMCA, are proud to be part of an organization that has served the community for more than a century. With programs geared to all ages that promote healthy lifestyles and positive values, the “Y” fits right into Santa Monica, whose emphasis on inclusiveness, fitness and sustainability are world-renowned.

Buy in **Downtown Santa Monica** and keep your neighborhood healthy.



“Our motto is ‘We build strong kids, strong families and strong communities.’”

- Teresa Olmeda, Santa Monica Family YMCA



  
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Help your city stay fiscally fit by purchasing local products and services.  
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Former racing legend Fulton Haight co-owns Royalty Auto Body with his wife Sonia. These days Haight likes to combine his passion for cars and Santa Monica's spectacular ocean vistas with a leisurely drive down Pacific Coast Highway. Patronizing local Santa Monica businesses like the Haight's helps fuel the city's vibrant economy.

Buy in **Downtown Santa Monica** and rev up your community.



"After the high-speed pace of the race track, I enjoy the easy small-town feel of Santa Monica."

- Fulton Haight, Royalty Auto Body



  
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For every \$100 you spend in Santa Monica, \$45 stays in the local economy.  
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