



Pico 2023 Annual Merchant Meeting

This year the Pico Improvement District installed **4 new works of public art**, adopted the Pico Centinela Off Ramp, **planted a garden** at the Pico Boulevard entrance to Santa Monica, picked up **180+ bags of trash**, **renovated another empty storefront**, supported **100+ indie businesses**, welcomed **nearly A DOZEN new businesses** – from coffee houses to massage therapy, to skate shop – as well as **HUNDREDS of new residents**, and was awarded a **\$35k grant from Cultural Affairs** to capture **12 Pico merchants** and hang an art gallery exhibition.



New Pico Merchants - Post Pandemic

1. Still Life Studios
2. Prime Pizza
3. Intuition Skate
4. Creative Crossroads
5. Adriana's Hair Studio
6. Lady & Larder
7. Wingstop
8. Nostalgia Lounge
9. Pico Culture House
10. Vela Massage Studio
11. In2 Deep Diving
12. Reform Furniture
13. Indo-Asian Market
14. Magical Atelier Art
15. Go Get Em Tiger
16. Kim Chi Avocado
17. Allan's Pet Center
18. Winston Pies
19. The Daily Pint

Pico Off Ramp Beautification



SPREADING THE WORD

picosantamonica ▾



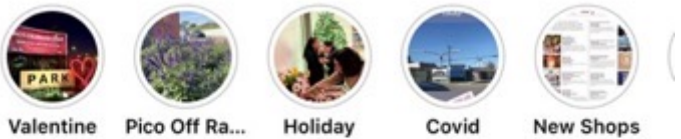
1,376 Posts
2,198 Followers
672 Following

PICO, Santa Monica
Community Organization
An eclectic collection of restaurants, shops & services, lining artsy Pico Blvd ☕
Pico Blvd, Santa Monica, California

www.picopassport.com

Professional dashboard
1.3K accounts reached in the last 30 days.

Edit profile **Share profile** **Email**



@picosantamonica

- On [Instagram](#), [Facebook](#), and our frequent eblasts to merchants and community members, we mix real-time news and information with insider tips, shopping & dining suggestions, small business behind-the-scenes profiles, Pico event updates, beautification projects and scenic Pico views. With thousands of fans and followers translating into tens of thousands of impressions, our content serves both to support our small businesses, and connect and inspire our community.

2023 PICO Marketing & Beautification

New Pico Pop Up - Pico Culture House

- ✓ Transformed a third empty storefront into an an artistic space for poetry, art installation, storytelling.

Adopted the Pico Centinela Off Ramp

- ✓ Vibrant, colorful drought garden planted in August 2022

Pico Volunteer Litter Crew – Street Clean Up

- ✓ Litter Clean Up 3-4x per week in garden and along Off Ramp

New Mural and Electrical Box

- ✓ ‘Pico Whale’ enhances the Off Ramp entrance to Pico Blvd & the Electrical Box has a new theme

Pico Most Loved Businesses Promotion 2023

- ✓ *Leverage contest winners beginning in June with a full page ad in SMDP and start a multi-platform campaign through summer*

Pico Cultural Arts Photography Grant

- ✓ *Pico Culture House art gallery - 12 Pico merchants featured in portraits by award-winning photographer Sam Comen*

SMTT Digital Takeover

- ✓ *Pico week-long advertising package on SantaMonica.com and social channels*

Holiday Promotion

- ✓ *We plan a Lighted Holiday Tree and Christmas Market at VAP*

Pico Podcast

- ✓ *Coming Summer 2023 from the Pico Farmer’s Market – rotating guests & merchants from Pico share advice and tips*

Our Pico Board Outlook

2022-23 was another year of major change coming to Pico Boulevard from many directions – a new normal with the workforce returned to their storefronts and offices, new residents, and visitors to the neighborhood achieving pre-pandemic levels.

Our work took on such importance once again – **helping small businesses thrive, supporting artists**, demonstrating Pico’s **artistic vibe, adding beauty** to the boulevard, and creating opportunities for **community engagement**.

We know that Pico is well positioned to thrive in the new environment. We have a sense of community apart from the larger Santa Monica city, and our many ‘working street’ merchants bring residents from next door, throughout the city, and all across Los Angeles for our services, college, restaurants and farmer’s market. Pico Boulevard is a **gateway for visitors to Santa Monica**, and a **major source of employment**.

Once again, the BID has to grow and adapt along with the growth and popularity of the neighborhood. As such, the BID will be working on our increasingly complicated **parking challenges** with a Pico Parking Committee, considering synergies with **Bergamot Station**, and **protecting the small businesses and architecture** that drive Pico’s success.

Pico & Bergamot Station

‘Street Art Meets Contemporary Art’ Synergy

- ✓ Inclusion in Pico Business District offers wider footprint for Bergamot Station awareness
 - Engaging juxtaposition of street art on Pico & contemporary art at Bergamot Station
 - Every day connection to the larger Santa Monica City business and residential community thru PIO
 - Streetlight banner messaging
 - Pico Culture House window display opportunity
 - Inclusion in PIO marketing collateral, social channels and promotional events
 - Eblasts to 300+ Pico Merchants
 - Partnerships at fine dining and trendy dining environments, and more
- ✓ Representation to City staff, resources and at Committee meetings along with Pico Boulevard
- ✓ Long leads on planned City-wide events and festivals and time to draft off the publicity or be part of the event
- ✓ Partnership with other Santa Monica BIDS and ability to leverage marketing touchpoints
- ✓ Consideration in PIO artistic beautification projects

Thank you for loving Pico!