



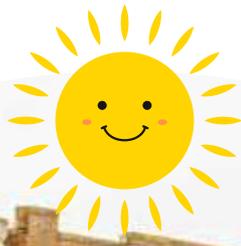
2021

MOST
LOVED



santa monica





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ABOUT THIS PUBLICATION

When the 2020 edition of Most Loved hit the streets, we were wistfully remembering a time of in person movies, indoor dining and guiltfree hugs. Now, just one year later, that time has returned.

While the Covid era still lingers for us all, there's no doubt that we've made it through the worst of times and the horizon is bright. Visitors are returning, businesses are reopening and despite the appeal of pants-free workdays, offices are starting to refill. There's never been a better, or more important, time to recognize our local business community because while the trendlines are positive, businesses can't pay rent with a trend or pay employees in hope.

It's up to all of us to turn the theoretical into the actual by taking our cash into our local stores because supporting local business isn't about commerce, it's about community and the Most Loved event is really about the love of place we all share.

Most Loved is a recognition of the businesses that keep the community thriving but it's about more than shopping. It's about the barista who remembers your order after more than a year of home confinement, the basket of chips you'd feel guilty about eating alone but is perfect for sharing, connecting

with another human over a glass of wine or just knowing the professional you've hired did great work for your neighbor. Ultimately, it's about all of us because as this past year has forcefully highlighted, it's hard to be a community without any place to go.

This edition has a bittersweet edge as we're acknowledging the businesses that couldn't hold on and the appreciation for our medical industry has never been more deserved but while we can and should remember the lost year, we shouldn't stay lost in it.

Our community is ready to emerge, we're ready to thrive and we're ready to spread the love.

This publication is an expression of that commitment to community. It's been produced in partnership with City of Santa Monica, Buy Local, Downtown Santa Monica, Santa Monica Travel & Tourism, Santa Monica Daily Press, Montana Avenue Merchants Association, Pico Improvement Organization, Main Street Business Improvement Association, the Santa Monica Pier and the Santa Monica Chamber of Commerce.





IT'S BEEN A WEIRD TIME TO OWN A BUSINESS.

We all know why and we all know how difficult the past year has been but locally and nationally, businesses are poised for a comeback.

Weekend visitors are flooding back to Santa Monica. Memorial Day 2021 saw hotel occupancy rates hit the 90 percent range and reached their highest levels since March 14, 2020. During the holiday weekend parking lots were packed and visitor levels were back to pre-pandemic highs.

Nationally consumer spending has been on the increase and for many industries the job supply is outpacing the number of workers available.

The easing of pandemic restrictions has some industries eyeing a long-term bounce. For example, as more children go back to the physical classroom and families look to restart their lives, back-to-school spending this year could surpass pre-pandemic levels.

For some businesses, the past year has been a time of innovation and those new ideas will retain value.

Locally, many restaurants were able to expand into broader outdoor spaces and local officials are working to keep those opportunities in place.

“Santa Monica’s small, local businesses need

continued support from all of us, and your City is here to expedite our economic recovery in all the ways we can,” said Mayor Sue Himmelrich. “Our fast and flexible work during the pandemic brought businesses outdoors for safe operations and spread a new vibrancy to Santa Monica’s streets and sidewalks. These activated public spaces are vital to our recovery.”

Jennifer Taylor, Santa Monica’s Economic Development Manager, said the city is ready to recover.

“Santa Monica is a resilient community. Our small businesses have weathered through one of the most challenging years in modern history,” she said. “Thankfully, our economic recovery has started as demonstrated by the number of visitors we’re getting to our Pier and beaches as well as in our hotel occupancy rates, which have risen to pre-COVID levels on weekends. It’s apparent in our safe, vibrant outdoor dining along our business corridors and on the Promenade, and new businesses opening in our neighborhood districts. We are delighted to take this moment to celebrate our Most Loved Santa Monica businesses and it’s important we all buy local to keep them open, as our economic recovery begins in earnest. Thank you for supporting our businesses and our community.”

And thank you for buying local.



Food & Drink

Coffee Shop

In Santa Monica, the pre-work staple drink has evolved into one of the city's biggest social scenes. On virtually every street you'll find residents of all ages having a lively chat over cappuccinos, cold brews, and croissants.

CAFFE LUXXE

925 Montana Ave. | 310-394-2222

This award means so much to us because when Mark and I created Caffè Luxxe, our ambition was to create a place for friends and family to gather for socializing over a great cup of coffee. So to see and feel the love from the community is very heartwarming. Despite the operational challenges of the pandemic, we have attempted to maintain a sense of normalcy as best as we can for people to come to our caffè to get their daily cup of coffee and to see and chat with friends and family. Thanks to the City of Santa Monica, we have also been able to add extra seating in front of our caffè for people to sit and enjoy the great outdoors. We are very proud of the support from our team, who had to deal with constant changes and uncertainty throughout the pandemic. Many of them could have easily left, but they didn't and stayed with a sense of purpose for our community. The simple glimmer of daily hope and happiness for our customers from a cup of coffee and a smile behind our masks is priceless and beyond any other kind of reward we could imagine. **Mark Wain and Gary Chau, Founders**



DOGTOWN COFFEE

2003 Main St. | 310-310-3665



Dogtown Coffee pivoted fast during March 2020 and turned the shop into a cashless and contact-less operation. They changed the interior into a production line, and while some days have been tougher than others, they remain resolved to continue. Co-owner Assaf Raz said he's very proud of the staff that have chosen to come to work every day during the crisis and helped the business stay strong.

"You come for the story (caretakers of the old Zephyr shop) and stay for the quality," he said. "We're working hard to improve."



GROUNDWORK COFFEE

2908 Main St. | 310-452-8925



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(310) 394-2222 | caffeluxxe.com

925 Montana Ave, Santa Monica, CA 90403



Bakery

From cinnamon pear shortbread to crêpes suzette doughnuts, Santa Monica's many bakeries leave no room for complaints from pastry aficionados.

BROADWAY BAKER

1209 Wilshire Blvd. | 646-410-3857



We like to think of ourselves as neighbors. Our treats are based on three generations of family recipes (Jim grew up baking with his mom, dad and Grandma O). We source as many local and organic ingredients as we possibly can. We bake everything with passion, heart and art! The community of Santa Monica is the secret sauce. The community supports small businesses! AND we support the community back! Over the course of our first year at 1209 Wilshire Blvd, we've supported Santa Monica Education Foundation, SMASH, The Actors Fund, Roosevelt School, Boy Scouts Troop #2, Archer School for Girls, and Southern Smoke. We've gotten to know our customers quite well, while talking about friends, family, work and travel. The growing relationships and friendships with our customers have truly been inspiring, uplifting and life changing! The support we have received (and keep receiving) from the neighborhood, community and online has been absolutely wonderful, overwhelming, inspiring and just awesome! We are immensely thankful. **Jim Osorno and Tom Mueller, Co-Owners**

SIDECAR DOUGHNUTS & COFFEE

631 Wilshire Blvd. | 310-587-0022



SWEET LADY JANE BAKERY

1631 Montana Ave. | 310-254-9499



Natural Grocery

CO-OPPORTUNITY MARKET SANTA MONICA

1525 Broadway | 323-990-7020



BOB'S MARKET

1650 Ocean Park Blvd. | 310-452-2493



TRADER JOE'S

3212 Pico Blvd. | 310-581-0253



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2003 MAIN STREET | SANTA MONICA | 90405 | DOGTOWNCOFFEE.COM

Frozen Dessert

As a city known for its oceanfront location, it comes as no surprise that Santa Monica boasts a number of frozen dessert places for tourists and locals alike to grab a creamy scoop after a long day at the beach.

DOLCENERO GELATO

2400 Main St. | 323-540-6263



Five years in a row!! THANK YOU SANTA MONICA!!

Dolcenero is my ticket, my passport, my visa and my source of income to live here in Santa Monica, which is not the most perfect place in the world but the perfect place for me. I didn't open Dolcenero to make money. My first goal was to realize my dream of moving to California. Then, I realized something big in my life was making the best Gelato in Santa Monica! When after a transaction I say "thank you," I'm not thanking you because you gave me \$5. I'm thanking you because you like what I'm doing and you keep coming to my shop over and over. I've been to the top and I've been to the bottom more times than most people ride in an elevator. Even if you don't know what I had to go through to be here, when you say "wow" after tasting my Gelato, I feel like a guest that is welcome in this wonderful place so far away from his home. I sense the same gratitude every time like it is the first time.

Simone Acciai, Founder, Owner, Manager.



SWEET ROSE CREAMERY

2726 Main St. | 310-260-2663 x 2



We're a neighborhood ice cream shop creating delicious flavors that make you feel like a kid again. We were born out of partners' Josh Loeb, Zoe Nathan, Colby Goff and Shiho Yoshikawa's desire to create delicious ice cream in a nostalgic setting for friends and family to enjoy.

With the weather warming up and case counts going down, we're just excited to be a fun, sweet destination for locals and people visiting Santa Monica. Summer is nearly here and there's nothing better than an ice cream cone or milkshake by the beach. Also, more people are hosting private gatherings again, and we have a such a great, safe set-up with our ice cream cart and vintage cooler for sundae parties in your backyard or in the park.

Elise Freimuth, Sweet Rose Creamery

TREATS FROZEN YOGURT & ICE BAR

1700 Ocean Park Blvd. | 310-310-3328



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Outdoor Patio

After a year of the pandemic, outdoor dining has transitioned from a luxury to an absolute necessity. Thankfully, Santa Monica's gorgeous climate means that those necessary outdoor spaces still do feel luxurious.

LUNETTA ALL DAY

2420 Pico Blvd. | 310-581-4201

Lunetta is the epitome of a community business. Owner and Head Chef Raph Lunetta is a Santa Monica native, a graduate of Samohi, and says he wouldn't dream of living anywhere else.

To Lunetta having a Most Loved award comes with a responsibility and commitment to continuing to make the community a great place to live. He is tremendously grateful for the support and considers himself very fortunate to continue living and working in his hometown.

"I'm looking out my window right now on 2nd street and I can look to the left and see where I went to elementary school and I can look to the right and see right where my first job was making green juices 40 years ago. Not many people get to say that," says Lunetta. Owning a restaurant during the pandemic was a very scary process filled with a lot of unknowns, and Lunetta's team adapted to the challenges through a combination of listening, learning, and remaining committed to best practices.

As his businesses enters the recovery phase he is proud of many people who contributed to its survival. "I'm proud of how we stuck together. I'm proud of how we stayed positive and how we were able to count on each other. I'm grateful to our customers who supported us and gave us words of encouragement to say keep going. I'm proud that the government was supportive of small businesses. I'm proud and grateful to Misti at Santa Monica Travel & Tourism and Santa Monica Cares and the Daily Press and the Chamber of Commerce!"

Lunetta wants every customer who walks through the front door to have a big smile on their face. His menu will always strike a balance between featuring customer favorites and experimenting with exciting new dishes.



"As a team we always strive to stay enthusiastic and inspired to keep doing what we know works well and to also create a new experience for our regular supporters. There is always a sense that we want to do a little bit more and a little bit better. Complacency is a place we never want to go," says Lunetta.



BACK ON THE BEACH CAFE

445 Pacific Coast Highway | 310-393-8282



SANTA MONICA BREW WORKS

1920 Colorado Ave. Suite C | 310-828-7629



Burgers

Is it possible to have a bad burger? Not in Santa Monica. From classic, no-frills joints to industrial-chic hipster spots, you can't go wrong.

FATHER'S OFFICE SANTA MONICA

1018 Montana Ave. | 310-736-2224



HIHO CHEESEBURGER | SANTA MONICA

1320 2nd St. | 310-469-7250



PONO BURGER

829 Broadway | 310-584-7005



In a rustic chic setting on 9th and Broadway, Pono Burger serves chef-inspired, 100% organic, grass-fed burgers, handmade french fries, soft serve milkshakes, as well as craft beer and terrific wines. "We have been in Santa Monica for 10 years and LOVE our community! It is with the support and patronage of all of our incredible loyal fans that we've been able to adapt to the challenges posed by the pandemic," said Desiree Suarez, the restaurant's general manager. "We've spoken with our customers about how we can support each other and stay safe in these times," explains Suarez. "Over the coming months, we feel that our great food and excellent value will be our biggest strength."



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LUNETTA

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310.581.9888 | 2420 Pico Blvd. | lunettasm.com

Pizza

Some say New York has the best slice, others Chicago, but Santa Monica would like to throw their hat in the ring with these beloved spots.

DAGWOODS

820 Wilshire Blvd. | 310-899-3030

This is such an amazing and heart-warming way to wrap up such a brutal year. To know that our community showed us as much support as we have for them is amazing. We've adapted to the pandemic by staying open minded about new ideas and changes. We're most proud of our resilience; even when times seemed tough, we continued to push forward and never give up. We've got a dedicated, hard-working staff, and a community that absolutely loves us, so it definitely could have been worse! We are so happy that, even in the thick of the pandemic, we were still able to give back to the community through our provisions program, by donating leftover foods to homeless shelters/rehab facilities, and continuing to run our giveback nights for the kids at the local elementary/middle schools. One of the things that sticks out is that a lot of our conversations with regulars remained relatively unchanged. People have always come to Dagwoods for a little bit of normal, light-hearted conversation with a friendly, familiar face. It helped us get through this rough year just as much as it probably helped them!

Mark Peters, General Manager & Christina Moy, Assistant Manager.



MILO & OLIVE

2723 Wilshire Blvd. | 310-453-6776

We'll be turning 10 years old later this year, so the longtime love and support from our community means a lot. We were very lucky to have a successful takeout and delivery model prior to the pandemic, as pizza, pasta, coffee and bread just translates so well. For years, our regulars had been asking us to sell balls of our pizza dough. Since so many families were cooking from home, it was the perfect moment to start offering...DIY Cooking Kits and a whole line of fresh pasta, frozen ravioli and sauces. However, it was challenging to survive on takeout only. With allowances from the city, we were able to add a new patio in our back parking lot, which allowed us to do outdoor dining. Plus, our Bakery Director of Operations & Pastry Chef Kelsey Brito has been organizing markets... and tapped a bunch of amazing women to sell their flowers, candles, housewares and more. During the Easter Market, we also invited LA-based non-profit Black Women Lead to sell their merchandise, enlist volunteers and secure donations. It was such a fun way to build community and reconnect with so many of our regulars. Their support always lifted our spirits. Elise Freimuth, Director of Communications.



STELLA BARRA PIZZERIA & WINE BAR

2000 Main St. | 310-396-9250

We love our community. They have supported us so much over the last 10 years. As a venue we have adjusted to more of a go format when the community wanted more to go. We also strive for the Covid safety with our sanitation practices. We are excited soon to be launching a charity aspect to the venue. Our team has had a lot of conversations with guests about checking in to see how everyone is doing and catching up on all of the milestones we missed not seeing each other. As a local restaurant, our strength is being there for our guests.

Leanne Murakami, Manager.



Sandwich

The sandwich: a source of both immense enjoyment and controversy. Whether you're a traditionalist or like to go the more inventive route, Santa Monica's delis and bakeries are sure to satisfy.

BAY CITIES ITALIAN DELI & BAKERY

1517 Lincoln Blvd. | 310-395-8279



THE CURIOUS PALATE

395 Santa Monica Place, Ste. 321 | 310-395-2901



The Curious Palate has a large menu with diverse influences and the restaurant can be many things to many people with a feel of comfort food meets international street food. "We put a lot of work and passion into our product. It is rewarding, and literally sustaining, to have the support and recognition," said owner Mark J Cannon. "Like many other restaurants we have pivoted to, at first, curbside and more recently to expanded outdoors dining. As Elton John says, 'We're still standing.' In uncertain times like these, we all gain communal strength and hope by sharing our experiences."

THE PLACE TO BE

2510B Main St. | 310-430-6161



The Place To Be is grateful to the community for responding during this hard time and supporting The Place To Be. The cafe's ability to go forward is thanks to all the love they give. "We have been very lucky not to have to close, we were doing curbside, pre-order, tablets, pick up, with the set up of all guidance lines for Covid rules being respected," said owner Sandra Thouvard. "We also developed a dry and fresh grocery with a lot of French products." The store employees had many deep conversations with customers. "Which is weird because we could even not be physically close! We talked about life, love, dreams, doubts, we shared memories, emotional feelings, part of life, we laughed a lot, we cried...a lot too," she said.



Vegetarian Food

There is no better place to be vegetarian or vegan than in Santa Monica, where you can find plant-based options for nearly every cuisine and where meeting someone without dietary restrictions is a shock.

KYE'S

1518 Montana Ave. | 310-395-5937

The folks at Kye's are passionate about evolving the food industry to prioritize the health and well-being of consumers with food that tastes good.

"It feels really good and makes us happy to know that the community appreciates what we do and that they love us," said Owner Jeanne Cheng. "We pride ourselves on our inclusive menu and being a bridge for the meat eating community to try vegan options and incorporate more plant based food into their lives, so really it's nice to be acknowledged for this."

The store implemented rigorous safety measures and pivoted to mainly take out and delivery, dismantling their dining room in lieu of a parklet.

"We love all the outdoor dining and hope it is here to stay," said Cheng. She said she was proud they were able to stay open through it all and contribute to the community by feeding hospitals, food insecure students, and seniors through donations from their amazing customers and various nonprofit programs.

"Our food is clean and healthy, individually packaged and sealed, can be eaten handheld without ever having to touch the food, satisfies all dietary considerations, and travels really well. As we emerge from the pandemic and group orders and catering returns, I think we will be the best option out there," she said.



TRUE FOOD KITCHEN

395 Santa Monica Place Ste. 172 | 310-593-8300

We are honored to receive this support from our community. We work incredibly hard every day to bring the freshest and most innovative seasonal vegetarian and vegan dishes to our guests from our scratch kitchens and bars. We are most proud of our teams – this year has required an incredible amount of change and sacrifice from our teams. We are very appreciative of the thanks that our guests have shared with our teams!

Christine Barone, CEO.



VEGGIE GRILL

2025 Wilshire Blvd. | 310-829-1155



Italian Food

Who doesn't love a good plate of fettuccine bolognese? Or a scrumptious pizza margherita? In Santa Monica, the Italian options are endless.

FRITTO MISTO

620 Santa Monica Blvd. | 310-458-2829



FORMA RESTAURANT & CHEESE BAR

1610 Montana Ave. | 424-231-2868



MILO & OLIVE

2723 Wilshire Blvd. | 310-453-6776



Mexican Food

Southern California's proximity to the Mexican border comes through in just one fresh, authentic bite from any of Santa Monica's delicious Mexican restaurants.

GILBERT'S EL INDIO RESTAURANT

2526 Pico Blvd. | 310-450-8057



Gilbert's is a beloved Mexican Family owned restaurant that is operated by its dedicated employees serving home cooked style food in a casual ambience. "It's been an honor serving the community for the past 47 years. Open 7 days a week serving breakfast, lunch and dinner."

"It's great to be acknowledged by the community, which has rallied around us to continue to serve our familia and amigos. We have gone from an indoor dining to a to go and outdoor patio business," said Manager Elizabeth Chavela Safron. "I am most proud of our staff who has been the backbone of our business and our loyal customers who continue to support us."

The restaurant has endured the hardships of staying open, following safety protocols, hoping to continue with outdoor patio dining and they've taken some significant steps to evolve their business (such as now accepting credit cards). They continue to follow safety protocols and to serve fresh and delicious food along with a refreshing drink with a smile.



BENNY'S TACOS & CHICKEN ROTISSERIE

915 Wilshire Blvd. | 310-451-0200



Many a flu-suffering Santa Monica has given thanks for the magical healing powers associated with the chicken soup at Benny's Tacos. The store's owners said they are thrilled their customers supported them and expressed their love of the food and service. They said their success has been a partnership between the staff, managers and dedicated customers. They were able to keep all of their employees working during the pandemic and they look forward to continuing their success.

EL CHOLO

1025 Wilshire Blvd. | 310-899-1106



Wine List

Peaceful, golden evenings by the beach are best accompanied by a good wine, so grab a glass (or a bottle, no shame) at any of these well-loved establishments.

WALLY'S

214 Wilshire Blvd. | 424-293-5500



ESTERS WINE SHOP & BAR

1314 7th St. | 310-899-6900



As a member of the Rustic Canyon Family, we're a partnership between co-owners Josh Loeb & Zoe Nathan and the group's Wine Director Kathryn Coker and her husband Tug. Tucked inside a beautifully refurbished 1937 Art Deco building next to our sister restaurant Cassia, our retail area features a library of wines focused on smaller, planet-friendly producers whose stories we know and love, along with specialty products from friends and suppliers whose work inspires us. Our knowledgeable team will help you pick a perfect bottle for your wine collection or craft a gorgeous gift box for any occasion.

Elise Freimuth, Director of Communications



CAPO

1810 Ocean Ave. | (310) 394-5550



"We're honored," said Chef Bruce Marder. "I think we did a great job working through this and maintaining our highest standards. We appreciate [our customers]. We have a great appreciative clientele and we work so hard to maintain our great food, service and wine list. Capo is about product and great service and our product is not available in the retail market. Making our food so simple bares out how really difficult it is to prepare because nothing is hidden."



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LOVE IS ALE WE NEED.



Thank you for the love and support. We're grateful to celebrate our seventh anniversary as Santa Monica's craft brewery. Visit our Tasting Room & Beer Garden at 1920 Colorado Ave. Free parking. Or ride the Metro, first stop from the beach.



santamonicabrewworks.com

Bar/Lounge

With vaccination rates increasing and pandemic restrictions easing, everyone is dying for a good, old-fashioned night out. Scratch that convivial itch with Santa Monica's favorite bars and lounges.

THE MISFIT RESTAURANT + BAR

225 Santa Monica Blvd. | 310-656-9800



BODEGA WINE BAR

814 Broadway | 310-310-3665



Bodega is a coffee bar by day and wine bar by night with a fun casual environment where you could come in to get work done during the day and end up staying for a date later that night. "We love our community and we've stayed open through the pandemic for our community and employees as most restaurants were losing money on a daily basis," said General Manager Zak Levine. "We offer phenomenal quality food and drinks with a great atmosphere for a fair price, which people have responded well to since 2006."



SONNY MCLEAN'S IRISH PUB

2615 Wilshire Blvd. | 310-449-1811



Sushi

Not all sushi is good sushi. Thankfully, Santa Monica has got you covered with fresh rolls and sashimi from both celebrity chef establishments and neighborhood favorites.

SUGARFISH BY SUSHI NOZAWA

1345 2nd St. | 310-393-3338



NOMA

2031 Wilshire Blvd. | (310) 453-4848



SUSHI KING

1330 Wilshire Blvd. | (310) 395-0120



MIYAKO RESTAURANT

2829 Ocean Park Blvd. | (310) 396-5588



Ramen

If the word "ramen" evokes for you cramped college dorms and instant packets of questionable flavor, you clearly haven't visited any of these crowd favorites. Stop by to completely change your perception of one of Japan's most popular dishes.

JINYA RAMEN BAR SANTA MONICA

2400 Main St. | (310) 392-4466



SILVERLAKE RAMEN

1319 3rd Street Promenade | (424) 330-0125



VIET NOODLE BAR PICO BLVD.

3221 Pico Blvd. | (424) 299-6360



Cheap Eats

You don't have to be Jeff Bezos to get a good bite in Santa Monica. Visit any of these delectable spots for a wallet-friendly meal that doesn't skimp on the quality.

BAY CITIES ITALIAN DELI & BAKERY

1517 Lincoln Blvd. | 310-395-8279



TACOS POR FAVOR

1408 Olympic Blvd. | (310) 392-5768



SUNNY BLUE

2728 Main St. | 310-399-9030



I only do the business for the community and the people who enjoy and appreciate our food. Luckily I have great customers who come and support us. They all ask if we are doing ok! I'm so lucky I have customers who actually care. I'm proud of my employees who had to endure so many changes during this pandemic. They constantly had to change as protocols were changing every week, sometimes daily. But they really pushed through and learned to adjust to everything. We have endured a lot but we still have been fortunate to be doing good business.

Keiko Nakashima, Owner

Farmers Market

While many Santa Monica restaurants boast farm to table ingredients, it truly doesn't get more fresh than buying right from the source. Support local farmers and get the best-tasting ingredients from these beloved vendors.

HARRY'S BERRIES

5777 E Vineyard Ave. Oxnard | (805) 659-4568



BEZIAN BAKERY

4725 Santa Monica Blvd. | 323-663-8608



Besides implementing all the Covid-19 operational guidelines at the Bakery, Bezian's resilience to change and our sheer core strength is our absolutely unique knowledge and the elaborate development of true sourdough foods with correct fermentation. We found opportunities in the Covid shut downs to develop greater varieties of amazing sourdough foods to nourish the soul and hone the details of our numerous preparation methods. This requires immense lengths of research time and labor to grow all our own cultures from scratch. Sourdough is not the simple mixing of flour and water as a lot of recipes and other farming bakers would have us believe. It is a living process that cannot be automated and turned into an adjunct branch of other big specialties. Jack Bezian, Founder Owner Baker.

MURRAY FAMILY FARMS

6700 General Beale Rd., Bakersfield | 661-330-0100



Murray Family Farms is an organic fruit farm which prides itself on connecting people with where their food comes from. With two retail locations in Bakersfield, CA and a presence at the Santa Monica Wednesday Downtown Farmers Market year round, they are proud to have the continued support of their customers through these difficult times. They have been sharing the struggles they are overcoming and are now seeing a brighter future with bountiful harvests and sharing the fruits of our labors. "Having our life's work appreciated and acknowledged is so rewarding," said manager Ryan Ramirez. "We've focused on our fruit and finding new ways to get it to our customers."

SATURDAY PICO FARMERS MARKET

2200 VIRGINIA AVE | 8 A.M. - 1 P.M.

SATURDAY DOWNTOWN FARMERS MARKET

ARIZONA AVENUE AND 3RD STREET | 8 A.M. - 1 P.M.

WEDNESDAY DOWNTOWN FARMERS MARKET

ARIZONA AVENUE AND 2ND STREET

8 A.M. - 1 P.M.

SUNDAY MAIN STREET FARMERS MARKET

2640 MAIN STREET | 8:30 A.M. - 1:30 P.M.

Thank you Santa Monica! Voted Best Baker!

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**Thanks to our loyal customers for voting us
Santa Monica's Most Loved Farmer's Market Vendor!**



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Specializing in delicious sourdough breads

We can't wait to be back at the Santa Monica Farmers Market soon!

Bezian Bakery

www.bezianbakery.com

*Our products are very low in gluten and are suitable for almost everyone with gluten intolerance except those with celiac disease.

*Gluten Friendly • No Fat, Sugar, Dairy or Yeast added



Serving this community for over 30 years

Gourmet/Wine Shop

Your foodie friend is coming into town? Don't fret, Santa Monica has plenty of gourmet shops that are bound to impress even the pickiest of gourmands.

ANDREW'S CHEESE SHOP

728 Montana Ave. | (310) 393-3308



WALLY'S SANTA MONICA

214 Wilshire Blvd. | 424-293-5500



ESTERS WINE SHOP & BAR

1314 7th St. | 310-899-6900



Breakfast/Brunch

Good morning Santa Monica! There is truly no better way to wake up than by grabbing a bite (or two, or five) at one of the city's teeming brunch spots, where good food and stories of the night before are abundant.

HUCKLEBERRY CAFE

1014 Wilshire Blvd. | 310-451-2311



We're so honored to continue receiving the support and attention from our community as a Most Loved Business, so thank you from the bottom of our hearts! When restaurants had to close for dining in mid-March... we essentially turned into a little corner market and cafe, offering pantry essentials. For our holiday catering, we've started doing more take & bake options, themed cookie decorating kits or DIY cooking kits, as people have been looking for fun activities in the kitchen. Trying to adapt to the countless and swift operational changes from the city and county was a real challenge, and we're so proud of our team for all their hard work and strength. Despite all the changes we had to make... we continued supporting local farmers during a time when they needed it the most, and even offered market boxes during the beginning of the pandemic when their restaurant sales were down. We're crossing fingers that we'll be allowed to continue offering outdoor dining in the back parking lot, as dining al fresco is such a quintessential Southern California experience. Also, now that people are safely gathering and hosting celebrations again, we're looking forward to catering those special moments!

Elise Freimuth, Director of Communications.

Happy Hour

This year, everyone has an excuse for Happy Hour. If a literal global pandemic didn't make you reach for a drink, have one to celebrate the end in sight.

FIG

101 Wilshire Blvd. | (310) 319-3111



We are thrilled to be honored as the city's most loved hotel restaurant! Our community is very important to all of us, as they supported us over the last year. The hospitality industry was hit hard, and it was challenging to have to close our restaurant during the peak of the pandemic. Our guests have become family, as have the local farmers at the Santa Monica Farmers Market just a few blocks away from our hotel restaurant. We listened and adapted together based on the changing restrictions, and always kept our guest's safety and health top of mind as we navigated and pivoted over the last year. Our resiliency, our team, and our farm-to-table cuisine are absolutely our biggest strengths. As we celebrate our deep-rooted history as a hotel standing for 100 years, FIG restaurant will play a part in the celebration of this momentous achievement with new culinary programming that seeks to shine a light on what we served many years ago. While we usher in the next chapter for the hotel and restaurant, we are dedicated to preserving our relationships with the community and local farmers for the next 100 years and beyond.

Amy Funke, Director of Marketing.

THE UPPER WEST

3321 Pico Blvd. | (310) 586-1111



SOCALO

1920 Santa Monica Blvd. | (310) 451-1655



1212

1212 3rd St. Promenade | (310) 576-9996



BAGEL NOSH DELI

1629 Wilshire Blvd. | (310) 451-8771



BREAD & PORRIDGE

2315 Wilshire Blvd. | (310) 453-4941





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& AMIGOS...**

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*Take photo to present to cashier. Not Valid with any other discounts or promotions.



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915 Wilshire Blvd.
Santa Monica, CA 90401
310.451.0200
- VENICE**
10401 Venice Blvd,
Culver City, CA 90034
310.298.8327
- MANCHESTER**
7101 W. Manchester Ave.
Los Angeles, CA 90045
310.670.8226

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f bennystacos @ BennysTacos bennystacos.com

To Order Call Benny:

(818) 612-3875

Fine Dining

Santa Monica boasts not one, not two, but eight restaurants in the Michelin guide. So grab a fork and dig into a beautiful plate that you'll be sad to destroy at one of these delicious spots.

RUSTIC CANYON

1119 Wilshire Blvd. | 310-393-7050



This is our first time being nominated for a Most Loved business, let alone winning! After such a challenging year and where we had to be closed for a few months, it feels incredible to be recognized. Towards the beginning of the pandemic, we closed for a couple of months because the style of our cuisine is a little more artfully plated with a lot of time-intensive components - it didn't necessarily translate to takeout and delivery. When we realized this pandemic was going to last for many more months, we re-opened for takeout and delivery and re-worked our menu. We began doing "Snack Time" (our version of Happy Hour) during the summer... and we launched a "pandemic pop-up" called "Grin & Bear It" that celebrated simple, Southern comfort food for takeout and delivery. Looking back, it's wild to see how much we've accomplished over the past year and how our team has weathered the ups and downs. Our team is just bursting with creativity now... we had time to dream up ideas and experiment during any downtime, and now guests have all these incredible and innovative dishes to try when they visit us.

Elise Freimuth, Director of Communications.



FIG

101 Wilshire Blvd. | 310-319-3111



We are thrilled to be honored as the city's most loved hotel restaurant! Our community is very important to all of us, as they supported us over the last year. The hospitality industry was hit hard, and it was challenging to have to close our restaurant during the peak of the pandemic. Our guests have become family, as have the local farmers at the Santa Monica Farmers Market just a few blocks away from our hotel restaurant. We listened and adapted together based on the changing restrictions, and always kept our guest's safety and health top of mind as we navigated and pivoted over the last year. Our resiliency, our team, and our farm-to-table cuisine are absolutely our biggest strengths. As we celebrate our deep-rooted history as a hotel standing for 100 years, FIG restaurant will play a part in the celebration of this momentous achievement with new culinary programming that seeks to shine a light on what we served many years ago. While we usher in the next chapter for the hotel and restaurant, we are dedicated to preserving our relationships with the community and local farmers for the next 100 years and beyond.

Amy Funke, Director of Marketing.

LUNETTA AT NIGHT

2424 Pico Blvd. | 310-581-9888



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OFFERING CHEF-DRIVEN DISHES +
HANDCRAFTED BEVERAGES

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LIVETRUEFOOD TRUEFOODKITCHEN

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KITCHEN





Automotive

Auto Dealership

Whether you're looking for a car to impress your date or to take you across the country, you can find it at one of these dealerships.

LEXUS SANTA MONICA

1501 Santa Monica Blvd. | 424-231-6601



SUBARU SANTA MONICA

1229 Santa Monica Blvd. | 310-393-9881



SANTA MONICA BMW

1127 Santa Monica Blvd. | (310) 829-3535



Auto Tire Service

If you need new tires or some obscure car part you can't remember the name of, Santa Monica's auto shops have got you covered.

STOKES TIRE SERVICE

1117 Santa Monica Blvd. | 310-393-0767



BYRON WOODLEY TIRE

1330 Pico Blvd. | 310-452-3896



PACIFIC COAST TIRE & SERVICE

2445 Santa Monica Blvd. | 310-828-2555



Auto Repair

In an automotive pickle? These businesses will take care of the problem much more efficiently than you and your freshly opened owner's manual.

JOY AUTOMOTIVE SERVICE & REPAIR

1325 Pico Blvd. | 310-450-1712



FIRESTONE COMPLETE AUTO CARE

1817 Lincoln Blvd. | 310-526-0025



GERMAN MOTORS

2660 Lincoln Blvd. | 310-396-8440



Car Wash

There's no need to drive through Santa Monica looking like your car was an extra in Mad Max with these car wash options around.

LINCOLN CAR WASH & DETAIL

1624 Lincoln Blvd. | 310-450-6915



SANTA MONICA CAR WASH

2510 Pico Blvd. | 310-450-5112



BONUS HAND WASH & AUTO SPA

2800 Lincoln Blvd. | 310-399-5773

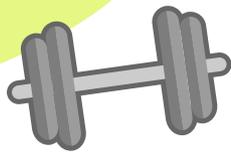


“Having the support of the community truly means a lot as we challenge ourselves to be the best motel in the Santa Monica area. It's about being a part of the community vs just being a business in the community”

General Manager Cheri Perez

(310) 392-6806
Santa Monica Motel 2102 Lincoln Blvd,
Santa Monica, CA 90405





Fitness

Physical Therapy

Whether your injury comes from a surfing tumble or a you-should-see-the-other-guy situation (we won't ask), Santa Monica's dedicated physical therapy practices will have you on the mend in no time.

PHYSICAL THERAPYWORKS



719 Santa Monica Blvd. | 310-260-9039

Have you ever noticed how Santa Monicans seem to just effortlessly glow? We'll let you in on their little secret: a world-class collection of healthcare professionals to choose from. John Dravillas, the founder and owner of Physical Therapyworks, is one of them. He started the business more than two decades ago with a single client and since then it has grown largely by word of mouth. That first patient told a few friends and family members, and they told more friends and family, and eventually passed the word onto their MDs and other clinicians, including team physicians for the Dodgers, Lakers and Clippers and elite MD's from Cedars-Sinai, Kerlan-Jobe, UCLA and Keck USC. Everyone at Physical Therapyworks, John says, is committed to understanding "exactly who our patients are and accurately diagnosing their individual problems so that a comprehensive, bespoke treatment plan can be designed for each of them—and great outcomes can be achieved."

For Dravillas, winning this category for the second year in a row "means a ton." Physical Therapyworks will celebrate its 25th anniversary in September, and it's John Dravillas's fondest hope that with the continued support of clients and community, the clinic will continue to thrive for the next 25 years.



VERT SPORTS THERAPY

3011 Wilshire Blvd | 310-264-8385



SUNDANCE PHYSICAL THERAPY

2212 Pico Blvd | 310-393-9292



Fitness Studio

The streets of Santa Monica in the summertime are a place to see and be seen. It's a good thing the city has so many fitness studios to get you looking and feeling your best for those strolls on Montana or the Promenade.

BLUE REPUBLIC CROSSFIT GYM

3328 Pico Blvd | 310-399-1546



"The entire reason for our existence is to improve the health and well-being of the human (and doggie!) beings around us. We're humbled, grateful, and so excited to continue our mission," said owner Jamie Alexander. "Blue Republic's strength lies completely in the amazing humans coming through these doors. They bring life, love, courage and friendship into our house. In the coming months, as we recover to full-capacity, we're driving our community to a full return to their Peak Condition, not only physically, but mentally and emotionally as well. It's the reminder that we're all a family, and we're committed to their pursuit of health and happiness."

AMP ASSOCIATION

1708 19th St. | 424-402-7091



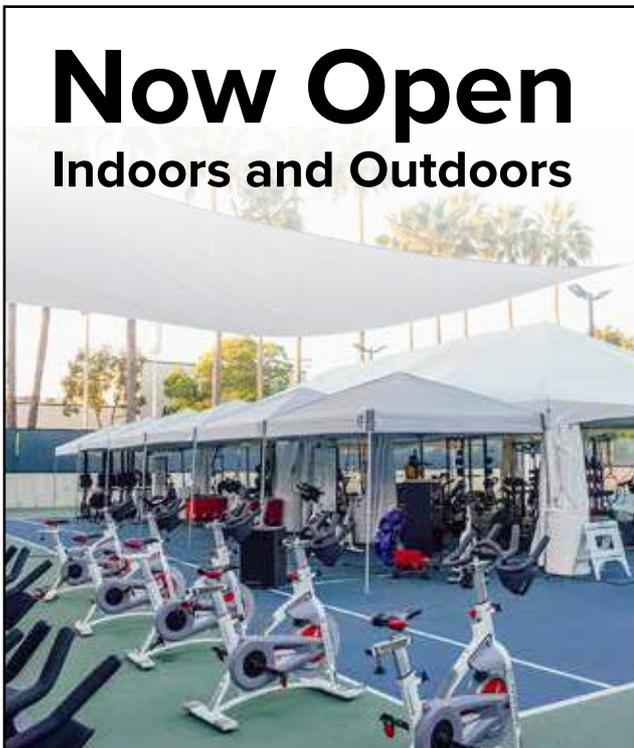
TRIFIT CLUB & STUDIOS

2425 Colorado Ave. B100 | 310-829-2227



We would not be where we are today without the loyalty we've had from members for the past 17 years. We do a lot of outdoor community workouts that are free and open to the public, we have always felt reciprocity from the community. Out of all of the choices people have for fitness, we are grateful that our members continue to choose TRIFIT. We had to adapt to survive, initially we moved all of our fitness classes outdoors, and then we opened a fully equipped outdoor gym in November 2020. Our members have conveyed that it "saved" them during some of their darkest times. Managing Partner Gina Baski

Now Open Indoors and Outdoors



TRIFIT

EQUIPMENT:

Free Weights, Kettle Bells, Resistance Bands, Jump Ropes, Tire Flip, Benches, Squat Rack, Chest Press, Leg Press, Strength Selectorized Equipment.

CARDIO:

Rowers, Assault Bikes, Stationary Bikes, Treadmills, Ellipticals.

CLASSES:

TRX, HIIT, Yoga, Spin. Sports Performance, Rowing, Outdoor Run Group.

FACILITIES & AMENITIES:

Tennis, Squash, Swimming Pool, Sauna, Steam, Valet Parking, Towel Service.

Join Online

trifitla.com/join-us/



VOTED BEST GYM 2021!



A premier training facility dedicated to supporting you in achieving your fitness goals.

Come find out why our members **LOVE Blue Republic.**

Thank you, Santa Monica for your votes!

(310) 399-1546

www.blurepublic.blue

3328 Pico Blvd, Santa Monica, 90405

Voga/Pilates Studio

In Santa Monica, it's rare to see a street devoid of pedestrians carrying yoga mats. With the chaos of the last year, it's no surprise that people keep flocking to a workout that strengthens the body and also eases the mind.

SANTA MONICA YOGA

1640 Ocean Park Blvd. | 310-396-4040



Santa Monica Yoga is your friendly neighborhood yoga studio where they love welcoming new customers, especially people who think they can't do yoga, or wouldn't fit in at a yoga studio. "The support of our community is what has kept us going for many years, and especially this last year," said owner Bruce Bair. "We continued offering classes online and outdoors at the park. I'm proud that when we had to shut down, we immediately began offering classes online, not missing even one day of classes. At first, there were many conversations about how to join classes via Zoom so we added tech support to our job description.



ANDREA WHITE PILATES

1101 Montana Ave. Suite D | 323-384-8987



"It is a huge honor to be considered for the Most Loved Pilates/Yoga studio in Santa Monica," said owner Andrea White Marinas. "I am really proud of the community we have built, and especially during the pandemic, we have supported one another to get through the challenging times and maintained a healthy body and mindset. Honestly, I feel very fortunate to have made it through the pandemic and come out the other side with a studio and community, not just intact but tighter than before. We have a lovely group of clients that are committed to the practice and caring towards one another."

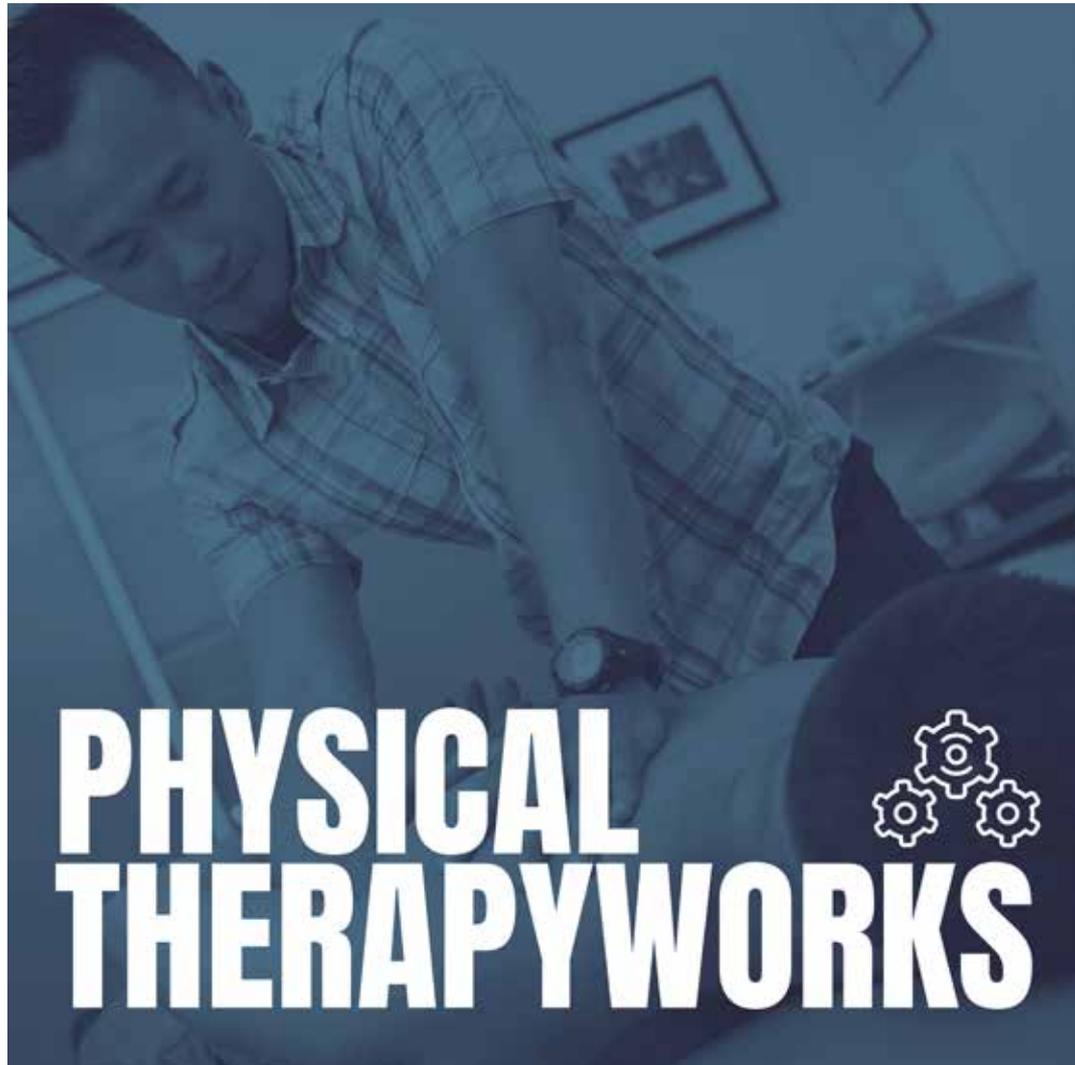


TRIBE PILATES

911 Pico Blvd. | 310-405-6394



"We're so grateful to have the community we have that continues to support us as well as lift each other up during such difficult times for everyone," said founder Emily Young. "We were able to quickly move our operations outdoors to allow a safe, comfortable environment for our clients to continue to enjoy Pilates to keep their mental and physical health a top priority despite the challenges we all were facing. Our biggest strength is our team of experienced, friendly and helpful instructors that do an amazing job of training our clients and creating a welcoming, encouraging environment to workout in."



MOST LOVED WINNER TWO YEARS IN A ROW

Categories:

2020 Doctor/Dentist/Health

2021 Fitness



📞 310-260-9039

✉ info@physicaltherapyworks.com

🌐 physicaltherapyworks.com



Shopping

Kid-Friendly Store

It's no secret that Santa Monica is an excellent place to raise a family. Entertain the kids and adults alike at these well-loved businesses.

PUZZLE ZOO TOY STORE



1411 Third St. Promenade | 310-393-9201

It's an entertainment paradise for kids (and the young-at-heart) inside the Puzzle Zoo on the Promenade. Self-described as an "admission-free museum" with all kinds of toys, collectibles and gifts, the store boasts not only an impressive collection but an enjoyable time for those who wander in. But even paradise can't escape change. Founder and co-owner Jay Demircift says Puzzle Zoo is still trying to adapt to the turbulence of the pandemic. "We are trying to be here for our customers. It's mostly about kids staying home." Despite the difficulty and uncertainty, Demircift is thankful for his staff's resilience. "It makes me proud!"

THE ACORN STORE



1220 5th St. | 310-451-5845

There is a space devoted to make-believe and stocks princess gowns, pirate outfits, crowns and magic wands for would-be wizards. "In the coming months, we hope to bring much joy to families and children as they reemerge in the world. Our greatest strength is that we offer children and adults alike, a tactile magical world where they can connect with things that speak to their hearts and minds. We are committed to offering children safe toys that support development and inspire the imagination. We have a jam-packed shop that offers nothing requiring batteries or plugging in. We offer a comprehensive assortment of colorful eco-friendly wood toys from the world's greatest toy makers," said owner Heather Hamilton.



HI DE HO COMICS & BOOKS



412 Broadway | 310-394-2820

Clothing Boutique

Fashion is more than an industry in LA, it's an essential component of daily life. In Santa Monica, you'll have plenty of options to stay effortlessly chic and keep up with the ever-changing look of the moment.

ASSISTANCE LEAGUE THRIFT SHOP



1453 15th St. | 310-395-2338

TEXTURE THE SWEATER STORE



716 Montana Ave. | 310-393-0707

JANE



1607 Montana Ave. | 310-395-5002

We continue to be amazed at our customer loyalty and support of Jane, especially during these unprecedented times we've all been going through. It shows us we are important to the community and that they want us here! I am most proud of our resilient team! No matter what the challenge has been they have stepped up and pivoted to the needs of the business and clients. Everyone remained safe and kept our clients safe. I greatly appreciate everything the City of Santa Monica has provided to our business during the past 15 months!
Peggy Sella, Owner.



Bike Shop

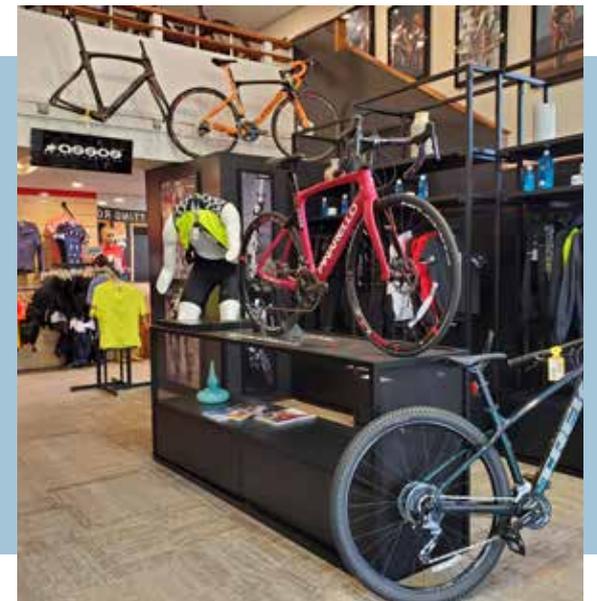
In the midst of Los Angeles, ranked the worst bike city in America, is Santa Monica, the perfect haven for cyclists. Get your bike tuned up at one of these spots and hit the beach path for a leisurely ride with stunning views.

HELEN'S CYCLES



2501 Broadway | 310-829-1836

We are proud that we have been able to play a part in our community moving forward positively through this pandemic. Bikes offer transportation, recreation, and a means to cope with challenging situations – they simply help people to enjoy and enrich their lives. The smiling faces of kids and adults as they roll their new or newly serviced bikes out of our parking lot is the greatest reward we could ask for, especially in this past year when everyone has been separated and isolated. Demand for bikes and service was off the charts, so the conversations were often about when more bikes or parts were coming in, and how long it would take for service work to be completed. Fortunately, we have often been able to provide good news on these fronts, because our suppliers give us priority for deliveries and our mechanic team is highly experienced, with decades of service to Helen's Cycles. As we move away from the most restrictive distancing measures and enter into the summer months, there's going to be more and more bike riding and demand for bikes, parts and service. We are prepared for the demand – our staff is energized and excited for the summer season, and we have lots of new bikes, parts, and accessory shipments slated for the next several months.
Jay Wolff, Owner and CEO.



THE BIKE SHOP SANTA MONICA



2400 Main Street | 310-581.8014

BICYCLE WORKSHOP



1638 Ocean Park Blvd. | 310-450-3180

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yardage, thread, accessories and more.**

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Santa Monica 1525 Broadway

Culver City 8770 Washington Blvd

Pet Store

Santa Monica residents love their furry friends like babies. With these amazing treatments and products, it's all too easy to pamper your pet more than yourself.

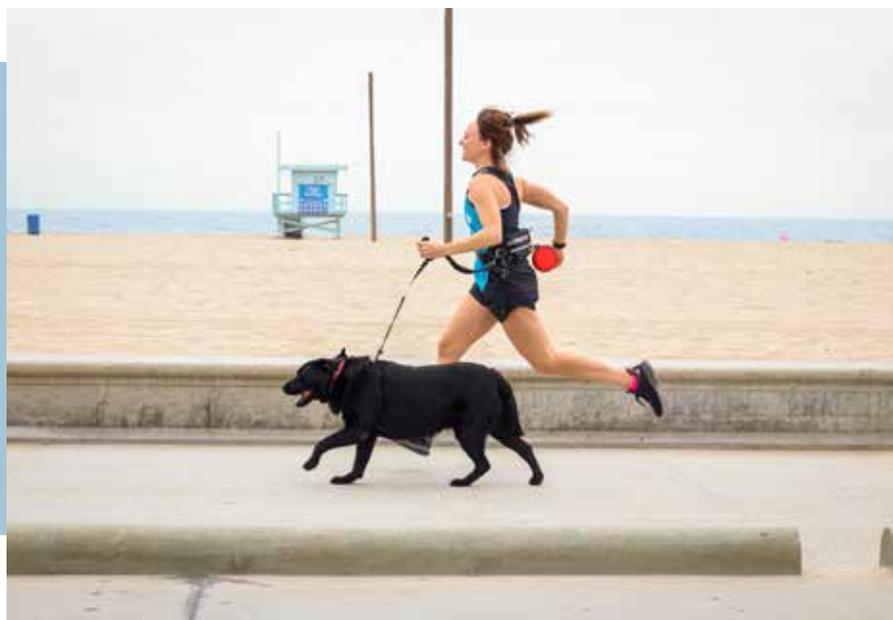
LOVE AT FIRST SIT



310-310-8086

It is a privilege to have earned the support of our community. With the Safer at Home Order, and as an in-home pet care and dog training company, experienced a significant decline in demand for our pet services. However, keeping pets home created its own challenges to pet behavior which affected their quality of life. We had a unique opportunity to expand our services on a virtual platform through virtual dog training and social media engagement that offered resources and pet tips so that we could continue to be a resource to our clients at home. The pandemic showed us that we truly are “in it together.” Being in business for over a decade, to us, our clients are family. And like family, in addition to conversations related to our pet services, they also became about checking in with each other, even just to say “I hope you're safe and well. Times are rough, but we are here for you.” We look forward to strengthening the bond we have with our community as we return to connecting in-person. The intimacy of in-person connection creates authenticity and is essential for us in providing effective, productive, and loving services.

Carmen Molinari, Founder & CEO



Pharmacy

Santa Monica has both homeopathic options and traditional pharmacies to cure whatever ails you, or to provide the essentials of an at-home self-care kit.

SANTA MONICA HOMEOPATHIC PHARMACY

629 Broadway | 310-395-1131



Santa Monica Homeopathic Pharmacy was opened in 1944 by Mary and Norman Litvak. The “small family business with a big heart” has been “specializing in Homeopathic Formulas, Pharmacology, Herbal medicines, Nutritional Supplements, Aromatherapist, Bach Flowers, Western philosophies, Natural Skin Care, and Non-Toxic household products for over 75 years,” says Kimberly Litvak, one of the store's owners. The store includes a pharmacist, homeopaths, nutritionists, and Chinese herbalists who also practice acupuncture with “knowledge in ALL the health sciences available today”. Kimberly says that the business has not yet adapted to the economic challenges that 2020 has brought. However, they have a dedicated customer base with regulars (and even some celebrity customers) who have been coming in for decades, and Kimberly says that her recent conversations with customers have been very encouraging. She highlights the fact that the pharmacy's staff will be their greatest asset in the coming months, describing them as “dedicated and professional staff who offer their knowledge, with care and integrity who have servant's hearts!” The business (and Litvak family) has been an iconic staple of the Santa Monica community since 1944 and continues to be to this day.

CENTINELA FEED & PET SUPPLIES

1448 Lincoln Blvd. | 310-451-7140



GREEN DOG DENTAL

2116 Main St. | 888-753-2829



We are a local, small, family owned business, here to serve the people and pets of Santa Monica. We believe caring for our communities' pets is a privilege and a responsibility we take personally and seriously. Being recognized as Most Loved affirms our efforts, and uplifts our entire team. Being actively involved in the local community, we have forged many close friendships with other small businesses to ensure we have supported each other on this journey. Those of us that survived did so by supporting our local community. With the worst now behind us, we are optimistic and encouraged by the recent surge of business starting to flow back into Ocean Park's historic Main Street neighborhood.

Dr. Ren Garcia, Founder



OCEAN PARK PHARMACY

2731 Ocean Park Blvd. | 310-452-5705



PHARMACA INTEGRATIVE PHARMACY

734 Montana Ave. | 310-451-1414



It means the world to us to have a successful showing in the Most Loved voting. SMDP is the paper of record in this city and everything we do here is geared toward providing a unique and pleasurable experience for the customer and to stand out from the crowd. Affirmation of our efforts on such a big stage would be worth its weight in gold to us.

We have increased service options during the pandemic, like offering curbside pickup and Same Day delivery. Pharmaca added a second weekly Senior discount day and now that vaccines have arrived we are giving a goody bag to all recipients with an in store coupon added.

As we approach economic recovery, I am proud that throughout the year we continued to grow our customer base and that we found a way for our customers to get the service and the products they needed no matter what their mobility restrictions were.

Our biggest strength in the coming months will be to absorb the increase in customers from pharmacies now closed and to increase positive word of mouth throughout the community through exemplary customer service and our diverse and growing selection of products.

Our employees are anxious to help and always offer a heartfelt smile and positive demeanor.

Jay Wadsworth, Retail Store Manager.

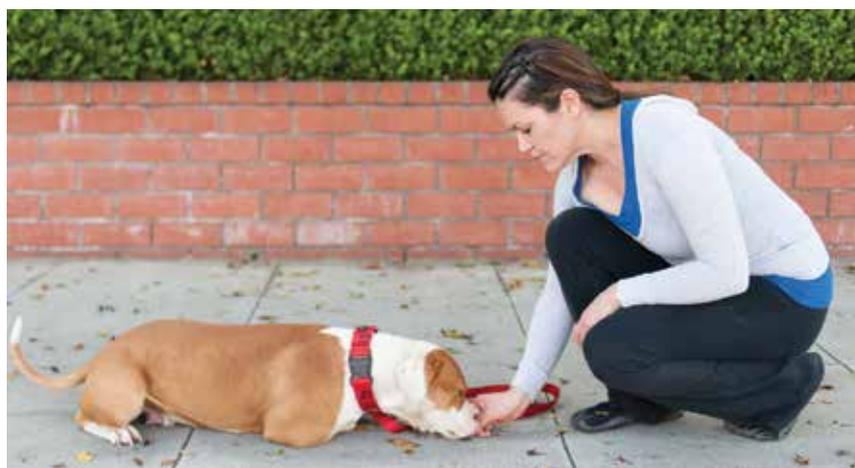


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For Voting Us Your

#1 Most Loved Pet Business!

Proudly providing exceptional, trusted, and loving pet services to the Santa Monica community since 2011!



Our Services

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@loveatfirstsit



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SANTA MONICA, CA

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ACCENTS JEWELRY



2900 Main St. | 310-396-2284

Steven Hanna opened Accents on Main Street in 1987, bringing together many of the designers he met at trade shows and craft fairs as there were very few jewelry galleries at that time. It was essential that their work be on a highly creative and fashion savvy level and also conscientious about their prices to fit the Accents target market. Today we have 30 lines that are carefully selected to fit with the vision of Accents, and are not available in chain stores. Steven loves to discover new talent through the weekly workshop at Accents where we recruit our apprentice employee designers and carry many of their lines as they grow into accomplished designers before they are discovered. This means at Accents you will get a unique piece that you wouldn't find elsewhere. Of course Steven's custom wedding rings with their soft lines have been embraced by the community for three decades, "I love the bond that is formed with a couple as we collaborate on their meaningful rings". Accents has become a favorite shopping spot for locals and visitors alike with its constantly changing, unique of the moment styles. "To be a finalist for the Most Loved Jewelry Store in Santa Monica, especially after making it though the last 15 months has filled me with gratitude for the support of our loyal clientele and excitement for the future".



HEIST JEWELRY

1230 Montana Ave. Ste. 104 | 310-395-3205



"Having the support of the community through a Most Loved vote reminds me why I love what I do. I am so grateful for the support that I received this year and every year from Santa Monica. This community has been so supportive since I opened my doors and I am forever grateful. I have tried to find the good in the challenges of 2020-21 by learning to slow down and enjoy the simple things in life. We are grateful for the continued support of our community even through extremely challenging times. I am most proud of the lessons that we have learned during the pandemic. I am hopeful that the next few years will be a time of extreme economic recovery."

Owner Sean Yazdani

ATELIER EDWARD AVEDIS AT FAIRMONT MIRAMAR HOTEL



101 Wilshire Blvd. | 310-899-4189

It starts with a story. With an instinct for creating effortless, luxurious pieces that has been fine tuned over six generations of jewelers. "Edward Avedis Fine Jewelry" is the culmination of that lineage, a brand that joins designer Avedis Guerboian's bespoke artistry with the technical excellence of his father, master jeweler Edward "Eddie" Guerboian. For over forty years, Edward has been passionate about serving the Santa Monica community and beyond, notably within his legendary stewardship of Readers Fine Jewelers.

Thank you for voting

accents jewelry design

Most Loved Jewelry Store

Jewelry Store & Team
of in-house jewelry designers
led by owner, designer & mentor,
Steven Hanna since 1987

310.396.2284
@accentsjewelry

Monday - Saturday 11am - 6pm
Sunday 11am - 5pm

2900 Main Street
Santa Monica, CA 90405



Gift Store

Forgot it was your boss's birthday? Santa Monica's plethora of gift shops make it easy to run out and find the perfect gift--and be back before they know you were gone.

TEN WOMEN GALLERY

2719 Main St. | 424-433-8116



ARTS & LETTERS

2665 Main St. Suite C | 310-392-9076



Arts and Letters is a high end stationery store offering a wide variety of products such as greeting cards, journals, candles, custom and boxed stationery, picture frames and a variety of other unique gift items. "Not a day goes by without a customer complementing us on our store. This validates we are doing something right," said Owner Linda Oppenheim. "We placed a sign in front of our store informing customers we are open and asking them to support small businesses. Many of our customers stop by just to offer their encouragement and tell us how pleased they are we survived this last year."

JANE

1607 Montana Ave. | 310 395-5002



Gallery/Art Store

Need an escape, but Netflix isn't cutting it anymore? Check out some contemporary art or learn how to paint at these galleries and art stores.

TEN WOMEN GALLERY

2719 Main St. | 424-433-8116



BLICK ART MATERIALS

2602 Lincoln Blvd. | 310-450-7015



WILLIAM TURNER GALLERY

2525 Michigan Ave. | 310-453-0909



Surf/Skate Shop

Skate and surf culture play an integral role in the history of Santa Monica. Whether you're experienced or just curious about the famous SoCal pastime, you can find what you need at these cult favorite shops.

ZJ'S BOARDING HOUSE

2619 Main St. | 310-392-5646



IN2DEEP DIVING

3103 Pico Blvd. | 424-744-8384



RIP CITY SKATES

2709 Santa Monica Blvd. #A | 310-828-0388



SANTA MONICA'S FAVORITE LOCAL BIKE SHOP



310.581.8014

BikeShopSantaMonica.com

10am-5pm

2400 Main Street. Santa Monica, CA 90405 - Across from Urth Caffe

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Home Store

Thanks to Zoom, your coworkers can now see exactly where and how you live. Spruce up your home with decor from any of these excellent stores.

GOODS

1748 Ocean Park Blvd. | 310-392-3922



Goods is a neighborhood gift shop that strives to give customers the best personalized shopping experience possible. Owned by two moms that met at their daughters local elementary school, they decided to open Goods 11 years ago.

Ivana Suvak, Co-founder of Goods, said the pandemic forced her business to adapt to a better online presence that helped keep the store alive.

“During the lockdown we delivered goods all over Los Angeles free of charge and when we were allowed to reopen we realized how much people need a local store like ours to have a sense of community. What is a city without a community? During the lockdown, for example we had customers buy online with notes - ‘I want to support your store so you can be here after this is over!’ In the last year we realized how much the lockdown and isolation has affected so many, so we made an extra effort to be there for everyone.”



BETTY'S PLACE

2314 Lincoln Blvd. | 310-392-7632



Furniture/Interior Designs

Perhaps you've spent a lot of time at home recently and maybe during that time you realized you needed a home desk or a better couch or a pillow large enough to fill the hole created by a lack of human contact. Whatever your needs, these stores have you covered.

BETTY'S PLACE

2314 Lincoln Blvd. | 310-392-7632



The support from the community means so much to me. I appreciate each and every customer and I make sure they know that. The first thing I did was open the store as we carry “essential products” like medical lift chairs and office chairs. I also offered customers the option of scheduling a private appointment before or after hours so only that household and I were in the store. I ensured we adhered to strict safety guidelines as well as cleaning the store all the time. I am so proud of our community and how everyone supported Betty's Place and came together to get through this pandemic.

Laura Lahr, Owner



VAN GALDER DESIGN

1034 Montana Ave | 310-994-5747



REFORM

2630 Pico Blvd | 718-427-0365



AVOCADO GREEN MATTRESS

1120 Montana Ave. | 603-273-2492



From the very start, we designed our Santa Monica Experience Center to be a community hub. We wanted to cultivate a place where people met or made friends, recharged with a yoga class or a cold kombucha, or simply enjoyed a respite from their busy lives or visited for a source of inspiration. To receive “most loved” votes would be incredibly validating feedback for us. We're so grateful for the support of our Santa Monica community. We truly feel that together we can be a vehicle for good, supporting wellness and social and environmental awareness, both locally and globally.

Jessica Hann, VP, Brand Marketing



Vintage/Resale Store

Find a one-of-a-kind vintage piece and feel good about shopping sustainably at one of Santa Monica's well-stocked resale stores.

ASSISTANCE LEAGUE THRIFT SHOP

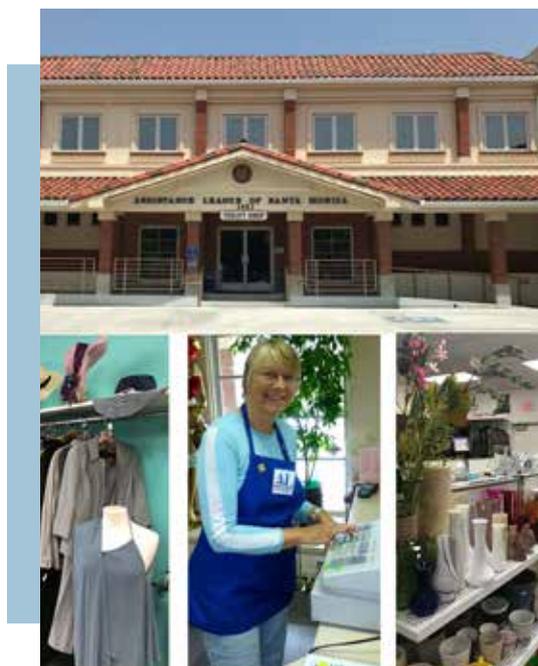


1453 15th St. | 310-395-2338

As we have been unable to open during COVID, we almost skipped this year of the Most Loved contest. We did participate, and were overwhelmed with the support from our wonderful customers! Our member volunteers have very much missed working in the shop and are looking forward to seeing all of our friends soon. The Thrift Shop is the primary support for our philanthropies, and because the shop has been closed we have had to limit many of our usual charitable activities. We have relied on monetary reserves to fund over \$90,000 in college and university scholarships and almost 500 backpacks for elementary through high school students. In addition, we have been able to donate Thrift Shop clothing and other supplies on a one-time basis to Safe Place for Youth, Upward Bound House, Foster Nation, the Hospitality Training Academy, the Youth Services Team of the Saint Joseph Center, and clients of the Eisner Health Clinic.

We are proud that our members and other volunteers have supported and stayed in touch with each other and with our customers through these difficult times. We have sent frequent emails to our customers, who have often responded with emails telling us how much they miss us. Maintaining those close ties, along with continuing many of our charitable contributions, has sustained the spirit of ALSM.

Board Member Gloria Fowler



BUFFALO EXCHANGE

2449 Main St. | 310-314-7300



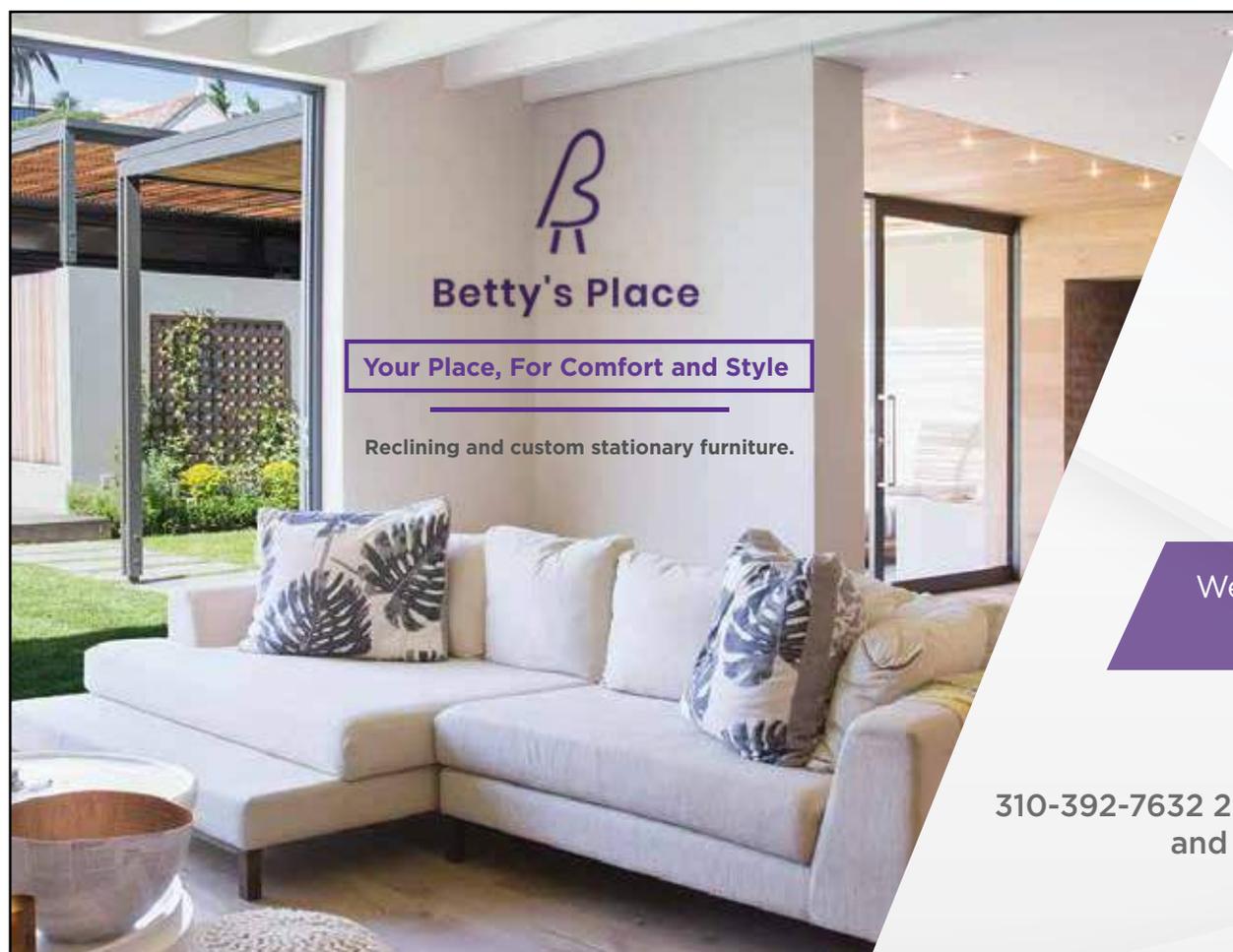
GOODWILL SOUTHERN CALIFORNIA STORE & DONATION CENTER

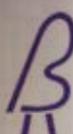
524 Santa Monica Blvd. | 310-393-1400



Goodwill is very grateful for our goods donors and shoppers, whose support helps fund our employment programs for people with disabilities and disadvantages in our community. Goodwill So Cal stores and donation centers were closed for a short time but through the support of the community we are open and are able to provide services once again. We are thankful for the resilience of our team and the ability of the team to pivot during this trying time. We are grateful for our donors and shoppers whose support has helped our community during this period.

Pauline Starr, District Manager




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310-392-7632 2314 | Lincoln Blvd. Santa Monica, CA 90405
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www.bettysplace.la



Neighborhood Favorites

Business on Main St.

As the home of SoCal skate culture, Main Street continues to embody SoCal cool offering everything locals could want from gourmet meals to eclectic retail to quick bites perfect for the short walk to the ocean.

DOLCENERO GELATO

2400 Main St. | 323-540-6263



ASHLAND HILL

2807 Main St. | 310-392-3300



THE PLACE TO BE

2510B Main St. | 310-430-6161



Business on Montana Ave

Montana Ave is a lifestyle as much as it's a street serving as an oasis of self-care and eateries just steps from the bustle of the city proper. The cadre of small merchants are ready to rebound this year with a return to their beloved events including the annual art walk.

AERO THEATRE

1328 Montana Ave. | 310-260-1528



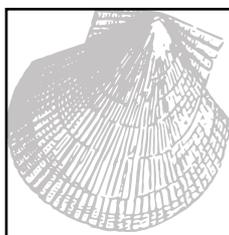
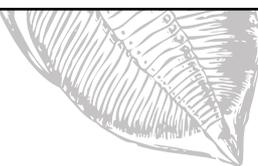
SWEET LADY JANE BAKERY

1631 Montana Ave. | 310-254-9499



JANE

1607 Montana Ave. | 310 395-5002

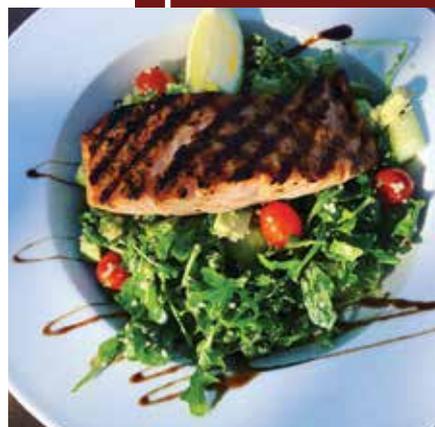




Chez Jay

CHEZ JAY & THE BACKYARD



Chez Jay on Ocean Avenue is a historical landmark that has been serving locals, celebrities, and visitors since **1959!**

Business in Downtown Santa Monica

For many, Downtown is Santa Monica. From the iconic topiary on the Promenade to the beloved performers on the Pier and hidden gems on neighboring streets, nowhere embodies the essence of Santa Monica quite like Downtown.

YE OLDE KING'S HEAD

116 Santa Monica Blvd. | 310-451-1402



THE GOURMANDISE SCHOOL

395 Santa Monica Place Ste. 323 | 310-656-8800



It's amazing to be loved by a community we love so much! We are a hands-on recreational cooking and baking school open to beginners or more advanced cooks. We focus on teaching classic techniques and use locally sourced ingredients. Through the economic/pandemic challenges of 2020-21, we have transitioned those classes to be virtual, while also opening up an expanded retail and cookware shop on the first floor of the Santa Monica Place shopping center. We've loved connecting with our students while we teach them to cook delicious dishes right in their own kitchens. While we love to talk food, we also love to hear how our customers and students have been doing this past year and we're always happy to simply touch base and say hi. We have such an incredible team here at Gourmandise that has persevered through one of the toughest years with grace and tremendously positive attitudes. We can't wait to reopen for in person classes starting in June. We're open 7 days a week and are always available to say hi, talk food, or encourage a budding chef to explore their culinary curiosity!

HI DE HO COMICS & BOOKS

412 Broadway Ave. | 310-394-2820



Business on Ocean Park Blvd.

Ocean Park Blvd spans from the hip, beachside neighborhood near Main St, by the always busy Urth Cafe, all the way up to the classic, old Santa Monica neighborhood known as Sunset Park. Among the charming craftsmans and bungalows are beloved businesses like Bob's Market as well as Clover Park, a community hub for dog-owners, local sports teams, and anyone craving a moment of fresh air and sunshine.

THYME CAFE AND MARKET

1630 Ocean Park Blvd. | 310-399-8800



"We are so grateful to have been on Ocean Park for 12 years and to continue to shine as your most loved! This past year was tough but we worked really hard and got creative. It was a year that we will never forget and became stronger because of it! We retained most of our staff and were able to keep them working! There have been talks about fear, stress, and gratitude. We have tried our best to listen and shower people with love and good food," said Maire L Byrne. "We are a community driven cafe and marketplace as well as a full-service catering company. We love Santa Monica and are grateful to be a part of your community!"

MERRIHEW'S SUNSET GARDENS

1526 Ocean Park Blvd. | 310-452-1051



Peter & Frank, owners of Merrihew's Nursery said they are thankful to be able to work with their passion for plants and they are proud that their nursery has become a Santa Monica institution. "Merrihew's has been in operation for nearly 75 years because of the Santa Monica and the surrounding area. It means everything to be supported by the people we live and work around. We've put in distancing and mask requirements as well as asking people to respect that everyone has their own health concerns. We are extremely proud that we continued through the difficult year and we look forward to growing and thriving as part of the community for another 75 years."

CRIMSON

2901 Ocean Park Blvd. | 310-396-2400



Business on Pico Blvd.

Pico is for art lovers and food lovers and exercise buffs and people good with their hands or people terrible at fixing stuff. It's the city's swiss-army knife of a neighborhood with enough goods and services along it's stretch to function as a city unto itself.



SEWING ARTS CENTER

3330 Pico Blvd. | 310-450-4300



We are so grateful to to our community! Every year we are just floored at the show of support. This year it was especially meaningful to know we are still on people's minds, considering how long it's been since we've been able to see customers in person. We were so fortunate to have already had a website up and running (courtesy of my daughter and co-owner Rachel) to make the transition easier. She and I turned into a two-person fulfillment center this year as we filled orders daily. We really can't thank our customers enough for their patience and continued support. It was incredible to see how the crafting community answered the call this past year. People absolutely hit the ground running with making masks and other supplies to donate to those in need. Most recently, we've had dozens of customers sign up to make stuffed animals for disadvantaged children. We are so glad to have our staff fully vaccinated and safely back in person with us! They have come back with fresh energy and ideas - and together we are ready to sally forth and tally ho into this summer and beyond.

Julie Marquez, Owner

MCCABE'S GUITAR SHOP

3101 Pico Blvd. | 310-828-4497



GILBERT'S EL INDIO RESTAURANT

2526 Pico Blvd. | 310-450-8057



Business in Mid-City

Home to some of Santa Monica's more practical enterprises, such as the DMV and St. John's Hospital, the Mid-City area plays an indispensable role in the community. But that doesn't mean you can't have a good time there, in fact, quite the contrary. Munch on a delectable pastry from Tartine or enjoy a hearty breakfast taken from any of Wilshire's hot spots (Bru's Waffle, Milo & Olive, Bagel Nosh, the list goes on) for the full local experience.

BROADWAY BAKER

1209 Wilshire Blvd. | 646-410-3857



Legacy Business

Everyone loves walking into a familiar store where the owner knows your name, or a restaurant where its history is printed up on the wall. These are the definitive favorites from a long list of wonderful Santa Monica legacies.

BOB'S MARKET

1650 Ocean Park Blvd. | 310-452-2493



GILBERT'S EL INDIO RESTAURANT

2526 Pico Blvd. | 310-450-8057



SANTA MONICA MUSIC CENTER

1901 Santa Monica Blvd. | 310-453-1928



SANTA MONICA MUSIC CENTER

1901 Santa Monica Blvd. | 310-453-1928



We have pivoted, we are continuing to adapt and we are grateful to live in a community that has been receptive, forgiving, supportive and patient through all of it. We are proud that we never skipped a beat! We quickly moved to an online platform for lessons, delivered instruments and created curbside and mobile opportunities for all the functions of our business. We have grown leaps and bounds in the past year. We have engaged in conversations with our customers regarding how people are finding time to learn how to play an instrument and create music. We are looking at new ways to engage our community here and creating a larger community through the online platform which has allowed us to reach past state lines and time zones.

Vice President / Co-Owner Lana Negrete



BAGEL NOSH DELI

1629 Wilshire Blvd. | 310-451-8771



Sustainable/ Green Business

Santa Monica has always prided itself on its eco-friendly efforts, and these sustainable businesses are case in point.

CO-OPPORTUNITY MARKET

1525 Broadway | 310-990-7020



Co-opportunity Market, known and loved to many as "the Co-Op" has been specializing in locally made, natural and organic food and wellness products since 1974. The unique ownership structure gives more than 14,000 neighbors and friends a vested stake in the operation of the store but both locations are a warm and welcoming environment to anyone that wants high quality products at great prices, no membership needed.

While everyone is always welcome, joining as a member helps ensure the survival of the institution and connects customers to a thriving community of food enthusiasts.

Like everyone else, the store has had to adapt to the past year. Ever evolving health rules have created challenges for customers and the much-valued employees who came in every day to keep the doors open. However, gratitude is abundant at the Co-Op, for those essential workers to keep it running and the customers to keep it in business.

HEAL THE BAY AQUARIUM

1600 Ocean Front Walk | 310-393-6149



"Our local communities power Heal the Bay's mission to protect clean water through science, advocacy, action, and education. From donors to volunteers, we are a grassroots nonprofit organization that relies on the support of our local communities. We are so grateful to be voted on as the Most Loved by our communities," said Senior Director of Communications Talia Walsh. "We are a resilient and creative group — and we are finding new solutions every day to engage local businesses and individuals to make a difference locally."

BACK ON THE BEACH CAFE

445 Pacific Coast Highway | 310-393-8282



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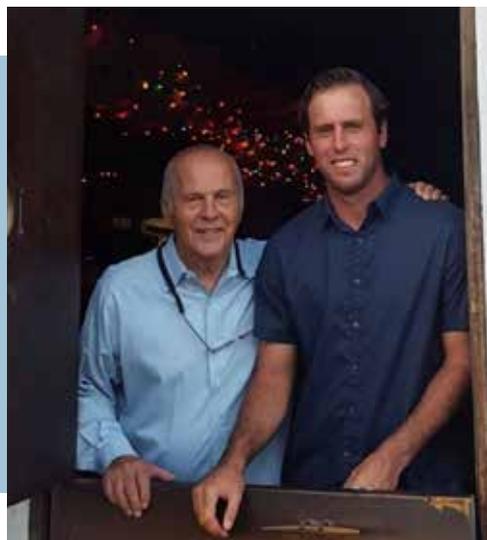
Business on/near Santa Monica Pier

Perched atop the glimmering ocean water, colorful lights ablaze, everyone recognizes Santa Monica's famous landmark. The rides, games, and stunning ocean view have always attracted tourists and locals alike, particularly in summer's long, sunny days. But the pier is more than just entertainment, although good entertainment it is. The pier is a beacon of community, whether for the musicians and crowds that gather at summer concerts, for the Bubba Gump Shrimp fans, or for the elementary schools that reserve an entire evening to themselves for the much-anticipated "Pier Pleasure" event. The Santa Monica Pier's recent reopening, albeit with limited capacity and safety measures in place, is a gift to the whole city.

CHEZ JAY RESTAURANT

1657 Ocean Ave. | 310-395-1741

This recognition from the community means the world to myself and everyone who works here. We are a community restaurants that focuses on building relationships with the patrons who dine at Chez Jay. We want to get to know the people who walk through our dutch doors and enjoy a steak at one of our booths. Chris Anderson



THE ALBRIGHT

258 Santa Monica Pier | 310-394-9683



BIG DEAN'S OCEAN FRONT CAFE

1615 Ocean Front Walk | 310-393-2666



New Business

Anyone who lives in Santa Monica knows that real estate here is expensive and opening a new business can be incredibly challenging, but these ones seem to have a promising future ahead of them.

LE PETIT CHEZ MIMI

2842 Colorado Ave. | 310-264-4464



For Le Petit Chez Mimi, being a Most Loved Business is the natural reward for love and devotion to customers. They feel immense gratitude for the support of the community. "There are thousands of restaurants in this town," says owner Micheline "Mimi" Hebert. "If you are here, you are special." Navigating the pandemic was challenging, but the key to surviving for the French restaurant has been keeping high standards, getting joy from the work, and of course, engaging with the regulars for whom Le Petit Chez Mimi feels so grateful. "We are proud of having survived and believed in us. We are working harder, keeping the same quality," explains Hebert. "I am blessed for returning to Santa Monica and doing what I am passionate about: feeding the people."

10 SPEED COFFEE

1919 Santa Monica Blvd. | 310-264-3881



CLOVERFIELD RESTAURANT

3300 Airport Ave. | 424-500-2075



The Cloverfield opened mid-pandemic and despite the challenge, General Manager Mary Thompson says they have been amazed by their guests. "They gave us, a new business, a shot during a very scary and trying time and have continued to support us through this roller coaster of a year," she said. "We have only been open during the pandemic so we are excited for things to get back to 'normal' and be able to use our indoor spaces safely. We are most proud of our team's resilience, hard work, dedication and flexibility during this very trying time."



British Pub, Restaurant,
Gift Shoppe and Bakery



- Live Soccer • Patio Dining • Full Bar •
- Happy Hour • Afternoon Tea •

116-132 Santa Monica Blvd. | (310)451.1402 | Open daily for Breakfast, Lunch and Dinner

Cultural Venue

Even during the stay-at-home order, these dedicated cultural venues found ways to bring performance and the arts to your home. Be sure to continue to support them as they open back up.

MCCABE'S GUITAR SHOP

3101 Pico Blvd. | 310-828-4497



It feels so wonderful that even in a year without concerts, people still treasure their experiences at the shop! McCabe's has been in Santa Monica and serving the music community for over 60 years. During the pandemic, we remained open almost the whole time, but we added a ton of inventory to our store online, our classes went virtual, and we've hosted and promoted a ton of virtual shows over the past year. I think our team really stepped up to make things work during the pandemic. They put in the hours, learned new skills, and worked hard when we lost staff. We also have such a loyal customer base. People have been showing us support this whole time by buying t-shirts or sending emails telling us that they miss us. A wonderful customer told me that she missed concerts so much, she even missed waiting in line. I think a lot of people learned instruments to help fill that void. I took up the banjo! We are gearing up and looking forward to being able to open our doors for concerts soon. It's really going to be great!

Kora Peterson, Concert Director



SANTA MONICA HISTORY MUSEUM

1350 7th St. | 310-395-2290



Our biggest strength is our capacity to be accessible for free through our virtual programs. This content highlights our permanent collections, revisits recent special exhibitions, and illuminates the scholarship and cultural leadership of local historians, academics, artists, and change-makers. SMHM intentionally creates programming and targets outreach for all age groups, which includes showcasing the range of our permanent collections, creating depth and breadth of special exhibitions, lecture series, and workshops, youth and family hands-on programming, guided school tours, internships, and volunteer opportunities.

Susan Gabriel Potter, President

THE BRAID (FORMERLY JEWISH WOMEN'S THEATRE)

2912 Colorado Ave. | 310-315-1400



Hotel

The in-laws are coming to town, and the "mi casa es tu casa" idea doesn't seem so ideal anymore. Thankfully, Santa Monica's hotels have beautiful coastal views and delicious fare that will keep them well-occupied and raving about the wonderful place you live.

FAIRMONT MIRAMAR - HOTEL & BUNGALOWS

101 Wilshire Blvd. | 310-576-7777



It means so much to be honored as the city's most loved hotel, and we are incredibly grateful to have the support of the community, especially after a very challenging year for the hospitality and hotel industry at large. Our community means everything to us and we were proud to support and give back to our first responders and firefighters during the peak of the pandemic. We were all collectively in it together, and now we are marching forward together. As we enter into our 100th year this summer...centennial celebrations will be planned, alongside the debut of our redesigned Lobby Lounge and Library. It is a true accomplishment to uphold the legacy of the hotel: situated on five expansive acres on the bluff north of the Santa Monica pier overlooking the Pacific Ocean, the Fairmont Miramar sits on what was originally the private estate of the founder of Santa Monica, Senator John P. Jones, dating back to 1921, originally named 'Miramar'—Spanish for 'view of the sea'. As we usher in our 100th anniversary this summer, we will honor our historic roots in the Santa Monica community as we celebrate this momentous achievement.

Amy Funke, Director of Marketing



SHUTTERS ON THE BEACH

1 Pico Blvd. | 310-458-0030



SANTA MONICA MOTEL

2102 Lincoln Blvd. | 310-392-6806



"Having the support of the community truly means a lot as we challenge ourselves to be the best Motel in the Santa Monica area. It's about feeling a part of the community versus just being a business in the community," said General Manager Cheri Perez. "We had to reimagine the customer experience during the pandemic, we needed to ensure that not only our staff was safe, but also our valued guests. Due to this, we have taken enormous measures to ensure we did just that. I am proud of the Santa Monica Motel team who have adapted to all the new changes and protocols and continue to strive through all the added challenges that the pandemic has brought."



Independent Business

There are so many unique, independent businesses in Santa Monica that residents adore, so the competition for this award was fierce.

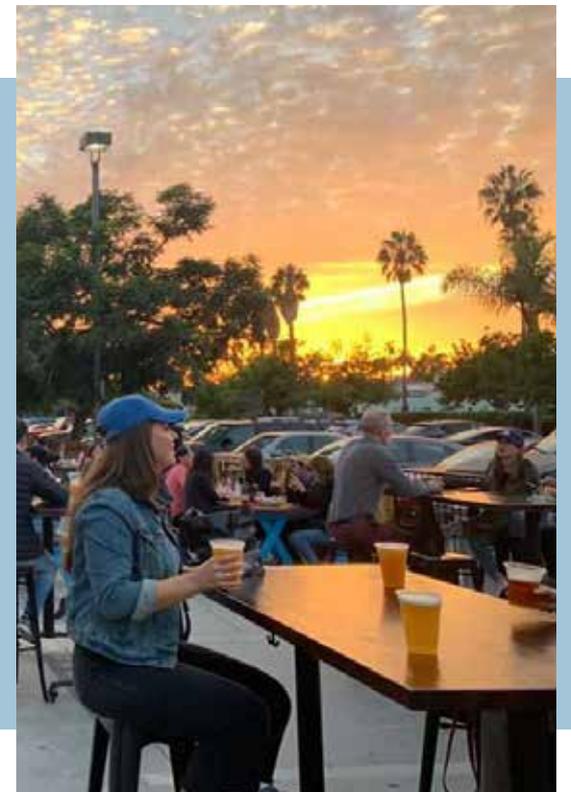
SANTA MONICA BREW WORKS

1920 Colorado Ave. Suite C | 310-828-7629



The spirit of craft beer is rooted in community. We think of ourselves as more than just a manufacturer – we're part of the fabric of our hometown. Being nimble while focusing on the needs of our customers and community has been the key to navigating our business through the pandemic. That included opening our outdoor beer garden – which is now here to stay permanently. Additionally, ...we launched a webstore that allowed shoppers to safely order items for brewery pickup and local delivery. During the pandemic, we implemented a series of limited batch can releases. Several of those were tied to charitable causes. With the help of our amazing customers, we were able to keep our doors open while raising thousands of dollars that supported frontline healthcare workers, helped to feed our homebound neighbors, and combated racial injustice. Soon, ...we will be bringing in a proven restaurant management team and food component that will serve...elevated pub fare as well as vegan and gluten-free options. We admire all the small businesses who've found ways to adapt – especially those featured in this program. It's our belief that local and independent businesses shape the character of this city.

Scott Francis, Co-Founder, President & CEO



SEWING ARTS CENTER

3330 Pico Blvd. | 310-450-4300



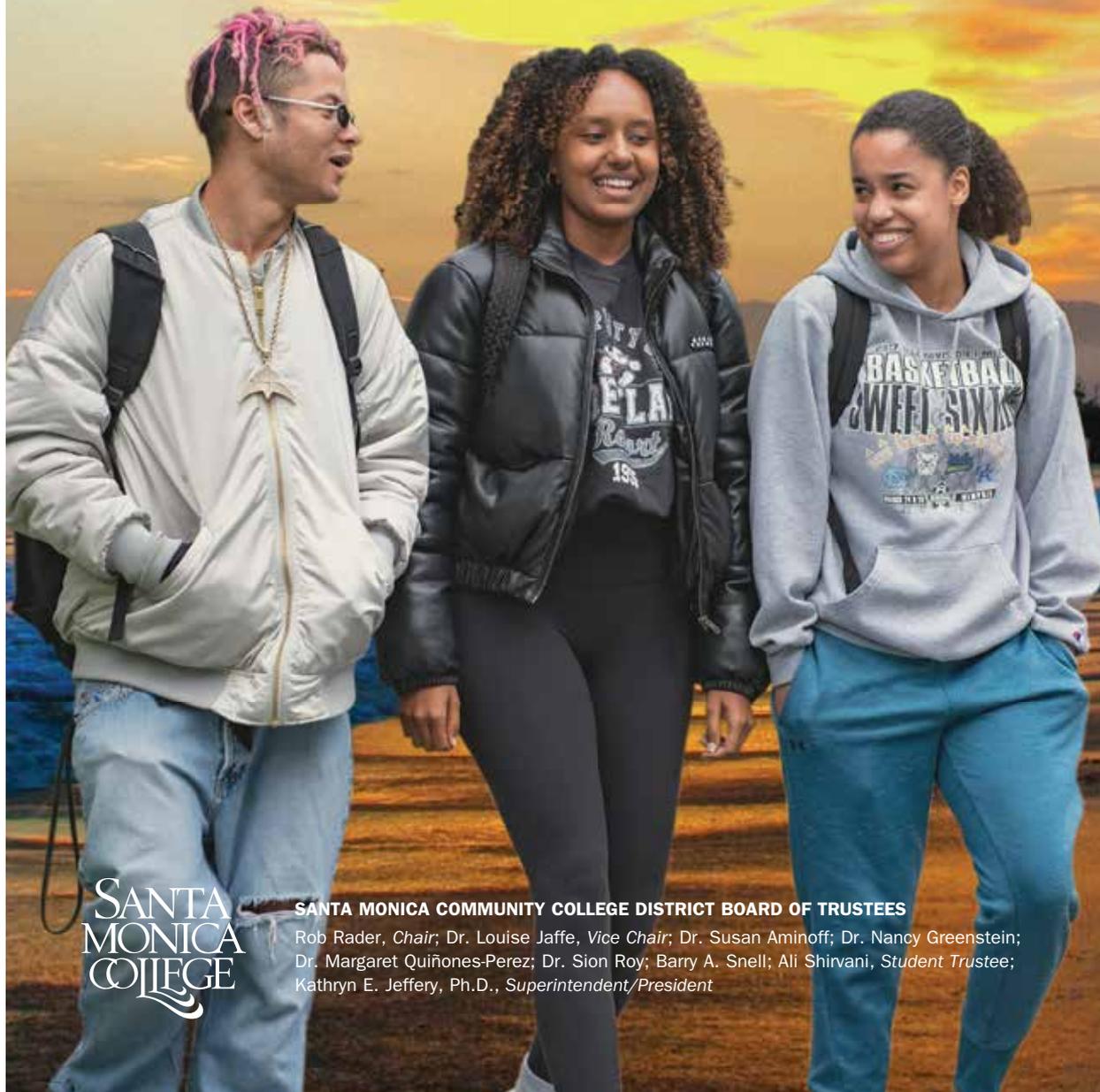
DAGWOODS

820 Wilshire Blvd. | 310-899-3030



SANTA MONICA COLLEGE

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SANTA
MONICA
COLLEGE

SANTA MONICA COMMUNITY COLLEGE DISTRICT BOARD OF TRUSTEES

Rob Rader, *Chair*; Dr. Louise Jaffe, *Vice Chair*; Dr. Susan Aminoff; Dr. Nancy Greenstein;
Dr. Margaret Quiñones-Perez; Dr. Sion Roy; Barry A. Snell; Ali Shirvani, *Student Trustee*;
Kathryn E. Jeffery, Ph.D., *Superintendent/President*

30 **YEARS**

#1 IN TRANSFERS



Personal Care

Hair Salon

Ever wonder why Santa Monica residents always look so perfectly coiffed despite the humidity of the nearby ocean? It's all thanks to these salons.

BOMBSHELL

2431 Main Street St. | 310-450-0440



Bombshell salon wants to welcome customers back after a year without the benefits of professional self-care. Their team is made up of some of the most professional and caring stylists working in a positive and welcoming non toxic hair salon for anyone to come to. The support through our community is the only way we have gotten through this last year," said co-owners Sara Hallajian and Eric Torres. "Winning Most Loved Hair Salon has made us feel so proud of the community we are so lucky to be a part of. The challenges that we have been faced with through this last year has only brought our team closer and stronger. Since we were closed for most of 2020 we were able to spend time making bombshell a Green Certified Business and becoming certified with Santa Monica Shines Covid-19 Assurance Program."

Massage

If you need some serious relaxation from the stressors of the last year, you're not alone. Book a luxurious massage at one of these spas and let someone work all that tension out.

BURKE WILLIAMS

1358 4th St. | 310-587-3366



THE MASSAGE PLACE

625 Montana Ave. | (310) 393-7007



ALCHEMIE SPA

2021 Main St. suite B | 310-310-8880



Nail Salon

Whether you're looking for cheerful patterns or an elegant monochromatic look, these local nail salons will have you waving the wrong direction all summer long just to show off your new mani.

MODERN NAIL

1211 Wilshire Blvd. | 310-395-8304



MAIN ATTRACTION NAIL & SPA

2654 Main St. | 310-450-1688



PRINT ON ME PRETTY

395 Santa Monica Place Ste. 239 | 818-516-8971



"We at Print on Me Pretty value our support and love from our community. Our small business is individualistic in terms of personal care, allowing us to be flexible with our customers and therefore with the pandemic. Since reopening, we have received a tremendous outpouring of support and encouragement from the community. Without such generosity, our salon would never have achieved the lengths we have as of today! Our ability to grow the business with personalized customer service embracing the artistic community and assembling a team of experienced nail artisans." Lidija Nikchevich & Andrea Burke

Skin Care

Santa Monica residents do have a certain glow. Maybe it's the easy SoCal lifestyle- or maybe it's just these amazing skin care businesses.

CORRECTIVE SKINCARE

1828 Broadway Unit A | 310-656-2455



NUMBER ONE BEAUTY

1426 Montana Ave.. | 310-656-2455



SUGARED + BRONZED

929 Montana Ave. | 424-259-1616



Fueled by spunky playlists, caffeine, and a love for helping our clients, glow getter energy is a way of life for us. S+B team members are rigorously trained and learn sugaring and airbrush tanning in-house. This ensures that every client gets smooth skin and the perfect bronze, no matter their location, Sugarista, or Sprayer. Being loved by our community is quite literally why we're in business! Our mantra is to ensure every client leaves S+B in a better mood than in which they entered :). We strive to provide clients with not only fantastic services, but also a fun, welcoming, and amazing experience! Courtney Claghorn, Founder



SHIN HAIR

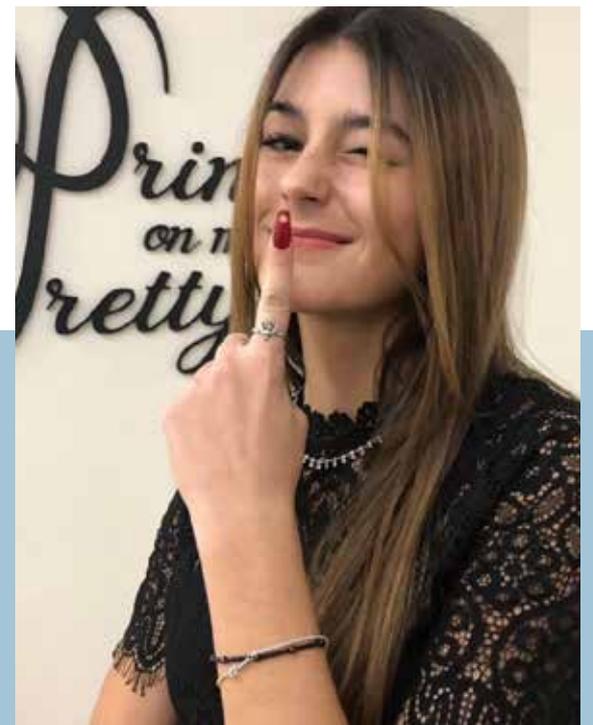
1025 Montana Ave. | 310-310-3128



"We are honored and beyond appreciative to have the support of the community, especially now. We love what we do and put our hearts and souls into our art, so to know that the community and our beloved clients are behind us means the world to us. Everything is a little different now, of course, and we've had to adjust to the capacity limitations and other various COVID protocols. Our support from our amazing clientele has been the main factor in helping us adapt to the challenges of the past year. They have continued to return to us for all of their haircare needs and work with us re: the everchanging guidelines and that has made things a bit easier."

ZAINE COLOUR SALON

1609A Montana Ave.. | 310-451-0295



Barber Shop

A trip to the barbershop is never just about the cut. It's the conversations, the community—and yes, a flattering crop—that make these favorites so special.

PICO BARBERSHOP

2905 Pico Blvd. | 310-315-2131



TEL'S BARBER SHOP

2210 Pico Blvd. | 310-450-7514



We are honored to be voted as a finalist for “Most Loved” from the community. Our business’ biggest strength is that it has been in the same location since 1955. The loyal support from our customers is what really keeps things going. Whether it be longtime locals, people new to the area or a steady stream of new students at Santa Monica College every semester. I personally have been cutting the hair of some customers, who originally started coming to the shop 30 years ago when they were students at the college or I gave them their first haircut as a little kid.....and now they are bringing their kids to the shop.

Brian Trujillo

LINCOLN BARBERS

1511 Lincoln Blvd. | 310-451-0990



Med Spa

Get your long overdue pamper in just in time for summer at one of Santa Monica’s many delightful med spas.

TAO OF WELLNESS ACUPUNCTURE CLINIC

1240 6th St. | 310-917-2200



SKIN BY LOVELY

2811 Wilshire Blvd. # 900 | 877-568-3594



NURSE JAMIE BEAUTY PARK

1511 Montana Ave. B | 310-587-3502



BEST SALON IN SANTA MONICA

bombshell

THANK YOU
FOR THE LOVE

A luxurious, five-star experience — whether you want a relaxed, beach hair look or a more polished, modern style we'll listen—



(310) 450-0440 | bombshellsantamonica.com | 2431 Main St., Santa Monica

A Nail Salon Like No Other

Providing Beauty Through Cutting Edge Technology



With every service, we only use high quality, non-toxic, and vegan products!



 @printonmepretty

 818-516-8971

 printonmepretty@outlook.com

 395 Santa Monica Place Mall #239,
Santa Monica, CA 90401

 Mon-Sat: 10am-8pm | Sunday: 11pm-7pm

THANK YOU SANTA MONICA!
WE LOVE YOU BACK!



BAY CITIES ITALIAN DELI & BAKERY

When you dine at our Italian deli and bakery in Santa Monica, California, you can expect the highest quality food made with the freshest ingredients, along with friendly, personal customer service.

Since 1925!



Thanks for the love
& support Santa Monica.



the acorn store
MAGICAL TOYS & TREASURES

Services

Dentist

The masks are coming off! Make sure your smile is looking its best at any of these beloved community dental practices.



ALI MOGHAREI DDS, SANTA MONICA TOOTH DOCTOR



2222 Santa Monica Blvd | 310-829-2224

I have been an active member of Santa Monica Community for years and it means so much to me that the Community supports my business and we have the most amazing loyal patients who either reside or work in this beautiful City. It was a challenging year for all of us. We were so lucky to have been in the middle of construction for our brand new office during the pandemic, we made the office very spacious which allowed proper social distancing for our staff as well as our patients. We further purchased brand new state of the art equipment for our office, updated our AC vents and made our office a very safe and at the same time modern place.
Ali Mogharei DDS.

LIVWELL DENTISTRY



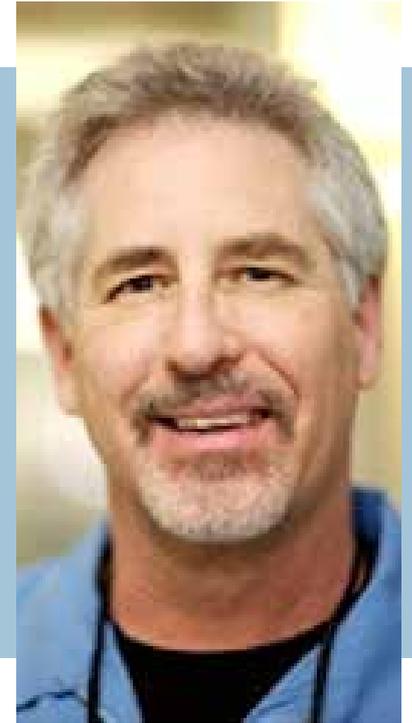
2730 Wilshire Blvd | 310-828-2440

ALAN RUBENSTEIN DDS, SANTA MONICA FAMILY DENTISTRY



1260 15th St. #703 | 310-393-8284

It is very flattering and fulfilling that so many people have high regard and appreciation for our dental office, especially during the very complex issues we have been dealing with to deliver dental care in a safe environment throughout the pandemic. Many patients have expressed that their trip to our office was their first venture out of their homes. It was important to make that a positive experience for their overall confidence. I think my staff has done an excellent job of showing them the lengths we have gone to for their security. I am also proud of our patient's support and appreciation for what the staff has done.
Alan Rubenstein, Founder.



Lessons,
Instrument Purchases,
Repairs, Rentals &
Much More!



1901 Santa Monica Blvd Santa Monica, CA 90404

(310) 453-1928

santamoniamusic.com

Nonprofit

Between environmental causes, humanitarian funds, and educational programs, the list of charitable organizations in Santa Monica is remarkably long. You truly can't go wrong with any of these heart-warming options.

SANTA MONICA EDUCATION FOUNDATION 
1645 16th St. | 310-396-4557

HEAL THE BAY 
1444 9th St. | 310-451-1500

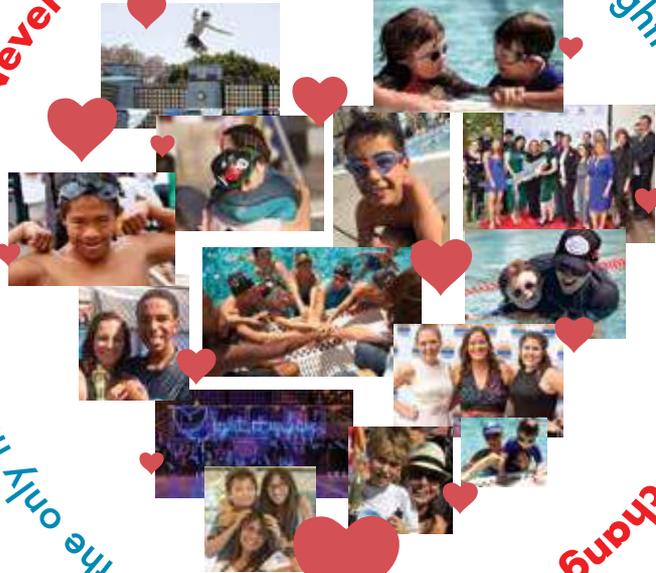
Our local communities power Heal the Bay's mission to protect clean water through science, advocacy, action, and education. From donors to volunteers, we are a grassroots nonprofit organization that relies on the support of our local communities. We are so grateful to be voted on as the Most Loved by our communities," said Senior Director of Communications Talia Walsh. We are a resilient and creative group — and we are finding new solutions every day to engage local businesses and individuals to make a difference locally. Talia Walsh.



SWIM WITH HEART 
3231 Ocean Park Blvd. Ste. 111 | 310-625-294

The support of the Santa Monica Community continues to be strong. Special thanks goes out to the Kiwanis Club of Santa Monica, who sent us their grant in early April. That bit of serendipity was my first sign that things were going to be okay while the pool was closed because of Covid. For a growing nonprofit like ours, we need all the love and support we can get. As we move to economic recovery, I am tremendously proud of the support that Swim with Heart has provided to our swimmers' families. We look forward to growing and helping even more families.
Mikey Flaherty, Founder.

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.



— MARGARET MEAD

THANK YOU

Santa Monica
Families and Friends
for supporting
Swim with Heart
again this year!



swimwithheart.org
310-625-2974
Facebook Instagram @swimwithheart

In Santa Monica, good real estate is easy to come by and hard to get. These are the places to go if you want help buying a portion of paradise.



DIANE DORIN - COMPASS REAL ESTATE

11999 San Vicente Blvd. | 310-466-1619

The mission at Compass is to help everyone find their place in the world, and Diane Dorin's partnership with the brokerage perfectly aligns with her passion to help Santa Monica and surrounding communities to be the most incredible place for those who call it home. "During the global pandemic home became more important than ever. Like so many others, I navigated the many challenges by staying connected. My end game always remains the same: To provide unwavering support to those who rely on me. Whether the time to buy or sell is now or later, I made my goal to stay in touch with everyone. Through virtual meetings, social calls, my monthly newsletter filled with uplifting and helpful information, I kept myself a resource, but most importantly, I kept myself available as a friend to all. In life, we're all in this together, and that is the mentality I held onto during these times. The humanity that prevailed during this difficult period of time and the resilience of people have filled me with immense pride. We've all faced so much and we all kept showing up to navigate together. The real estate market thrived during this time because no matter what is going on, a home is what people need most. I'm more passionate about what I do now than ever because of this."



RYAN OLE HASS - REALTOR BROKER

1112 Montana Ave. | 323-402-4277

We are a boutique real estate brokerage that has top notch marketing savvy, local market expertise (data nerds), but really focuses on the service to the client. We provide a bespoke full service white-glove experience in all categories of real estate, including but not limited to luxury properties, residential & commercial sale and leasing, property management, and investments properties. We are truly grateful to be part of this amazing Santa Monica community and give back every way we can through various philanthropic efforts addressing: homelessness (West Coast Cares, WeAreSM), business community (Santa Monica Chamber of Commerce Board of Directors, Buy Local Supporter), and just being friendly neighbors who love this City and are blessed to call it our home. Ryan Ole Hass, Owner-Broker.

JANET HEINZLE, KELLER WILLIAMS SANTA MONICA

2701 Ocean Park Blvd | 310-804-3499

COMPASS

Relationships & community are at the heart of my business.

Thank you to the Santa Monica community for naming me your favorite real estate agent.



DIANE DORIN

Estate Director

dianevdorin@compass.com

310.466.1619

@DIANEVDORIN | #DOORTODORIN | DRE 01320609

Compass is a real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License Number [license number to be inserted by region]. All material presented herein is intended for informational purposes only and is compiled from sources deemed reliable but has not been verified. Changes in price, condition, sale or withdrawal may be made without notice. No statement is made as to accuracy of any description. All measurements and square footage are approximate.





Santa Monica
—Tooth Doctor—

 Santamonicoothdr.com

 (310) 829-2224

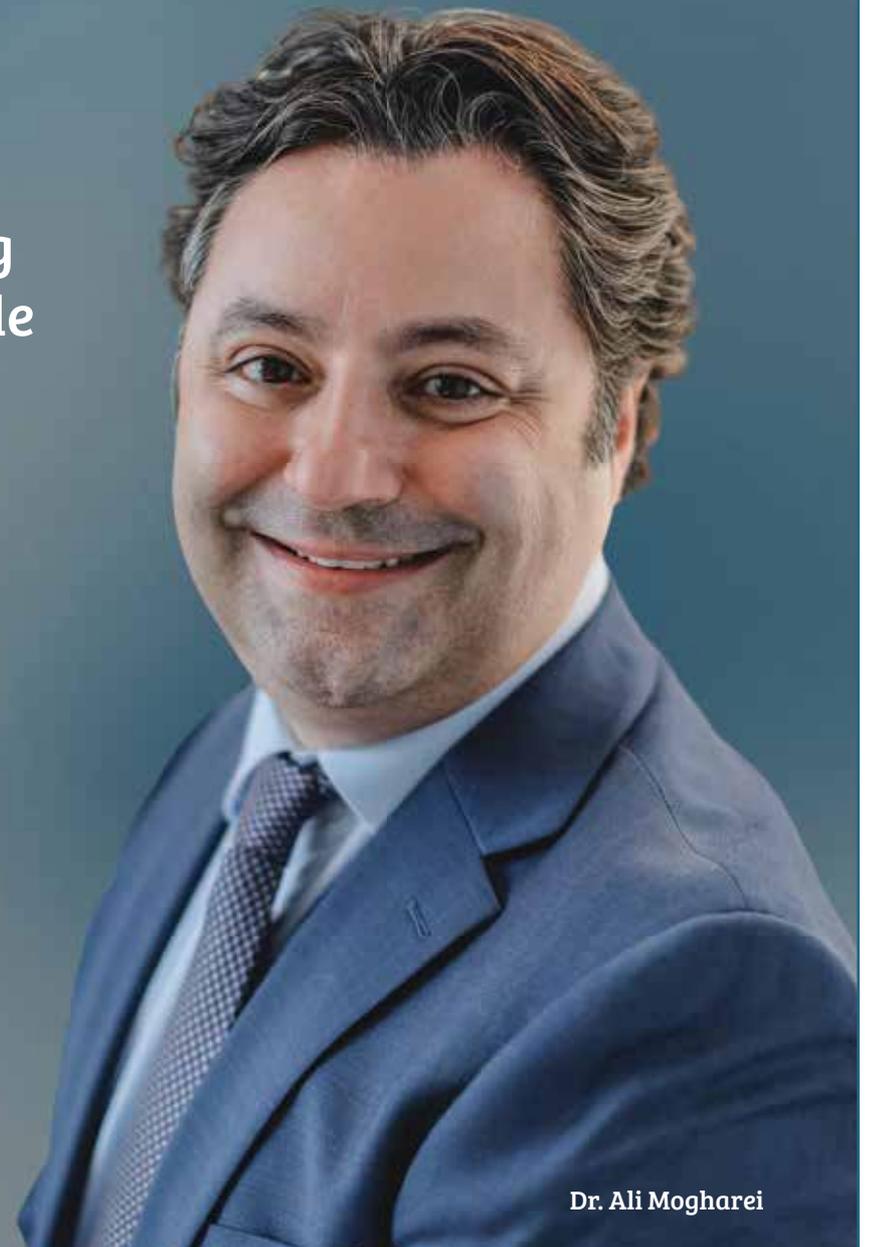
 2222 Santa Monica Blvd #400,
Santa Monica, CA 90404

YOUR BEAUTIFUL SMILE

Dental Care is most focused in helping you discover your most beautiful smile as quickly as possible. Get your best looking smile now!

OUR SERVICES

- General & Cosmetic Dentistry
- Periodontal Maintenance
- Invisalign Clear Braces
- Sedation Dentistry
- Root Canal
- Tooth Extraction
- Dental Implant
- Teeth Cleaning
- Smile Makeover
- Dentures
- TMJ Treatment
- Dental Bridge
- Teeth Whitening
- Dental Crown
- Dental Fillings
- Emergency Dentist



Dr. Ali Mogharei

Easy online booking.
We accept Insurance and open early mornings and late evenings.

Doctor

As the last year has made clearer than ever, healthcare is truly essential. Thank you to Santa Monica's dedicated healthcare providers who have always served a crucial role in the community.

UCLA SANTA MONICA MEDICAL CENTER

1250 16th St. | 310-825-9111



DR. EILEEN MCGRATH

901 Wilshire Blvd. floor 3 | 310-829-8903



GERALD A LEVINE MD

2001 Santa Monica Blvd. # 390W | 310-453-0559



CPA

Regret not taking financial algebra in high school? Flummoxed by the prospect of balancing a checkbook? Not to worry - leave your financial troubles in any of these capable hands.

BARRY SNELL CPA

5711 W Slauson Ave. #100 | 310-410-0119



FARZAN & FARZAN, AAC - CPA'S

2001 Wilshire Blvd. #270 | 310-394-0231



KAO & KAO

1818 Lincoln Blvd. #200 | 310-396-5448



Lawyer

If you thought Santa Monica's laid-back, beachy atmosphere meant no ambition or drive, these impressive law practices will make you think again.

LAW OFFICES OF JOEL KOURY

3435 Ocean Park Blvd. | 424-248-8670



HARDING LARMORE KUTCHER & KOZAL, LLP - ATTORNEYS AT LAW

1250 6th St. #200 | 310-393-1007



CONKLE KREMER & ENGEL

3130 Wilshire Blvd. #500 | 310-998-9100



Chiropractor/Acupuncturist

While those many hours hunched over your home desk on Zoom (or your phone) may have been productive, they certainly weren't good for your posture. Get that aching back checked out at these respected Santa Monica chiropractors.

TAO OF WELLNESS SANTA MONICA

1240 6th St. | 310-917-2200



CHIRO WORX

2116 Wilshire Blvd. #245 | 310-972-9456



WEINZOFF CHIROPRACTIC

2020 Broadway # A | 310-395-0260



PTAK FAMILY CHIROPRACTIC

2901 Wilshire Blvd. #230 | 310-473-7991



Owner Jeffrey Ptak said the Most Loved recognition shows the community understands the mission, vision and purpose of his business. We are here to serve your health care needs. Any questions, concerns, fears around what's happening in our community around Covid and immunity, please ask. We are here for you, he said. We continue to be a presence for our community. We have been for the past 36 years and Ptak Family Chiropractic is a safe haven for all. We take health and healthcare very seriously. We work with children and adults, you're never too young or too old to live a healthy, pain-free life. Jeffrey Ptak.

CONGRATS TO ALL OF OUR
MOST LOVED SANTA MONICA BUSINESSES OF 2021!



Buy Local
SANTA MONICA



THANK YOU TO EVERYONE WHO VOTED + FOR SUPPORTING YOUR
#MOSTLOVEDSM BUSINESSES THROUGHOUT THE YEAR.



June 25th 3pm

Ice Cream

Only at the Miramar

VOTED 2021 MOST LOVED HOTEL & HAPPY HOUR.

Fairmont
MIRAMAR HOTEL & BUNGALOWS
SANTA MONICA

FAIRMONT-MIRAMAR.COM

**PICO
BLVD**
Santa Monica

Everything You Need is On Pico!



Congrats to Pico restaurants, shops and services who are finalists in the Santa Monica Most Loved Businesses 2021 contest. As we move forward with hope and purpose, we can only say how grateful we are to have the most loyal customers in Santa Monica!

HAPPY HOUR
The Upper West

PIZZA
Grey Block Pizza

RAMEN
**Viet Noodle Bar
Pico Blvd**

FARMERS MARKET
County Line Harvest

FINE DINING
Lunetta

OUTDOOR DINING PATIO
Lunetta All Day *

MEXICAN RESTAURANT
Gilbert's El Indo *
Lares Restaurant

VEGETARIAN / VEGAN
AVO Café

TIRES & AUTO PARTS
Byron Woodley Tire Co.
Pep Boys

REPAIR / SERVICE
Joy Automotive *
**Kondo Motors
Automotive**

CAR WASH
**Santa Monica Car Wash
+ Detail**

FITNESS STUDIO / GYM
**Blue Republic
Crossfit Gym ***

PHYSICAL THERAPY
**Sundance Physical
Therapy**

BUSINESS WITH OUTDOOR FITNESS
**Blue Republic
Crossfit Gym**

YOGA / PILATES STUDIO
Tribe Pilates

PET RELATED STORE
Paws & Effect Pet Spa

SURF / SKATE SHOP
In2Deep Scuba

NATURAL GROCERY / FOOD RETAILER
Trader Joe's Pico Blvd

FURNITURE / HOME ACCESSORIES
Reform Kitchens

VINTAGE / RETAIL STORE
The Colleagues

GALLERY / ART STORE
**T Heritage Art Gallery
/ Frame Shop**

CULTURAL VENUE
**Morgan Wixson Theatre
McCabes Guitar Shop ***

INDEPENDENT BUSINESS
Sewing Arts Center

LEGACY BUSINESS
Sewing Arts Center

NEW BUSINESS
Reform Kitchens

HOTEL
Shutters on the Beach

PICO BLVD BUSINESS
Sewing Arts Center *

HAIR SALON
Framed Salon

NAIL SALON
Laura's Nail Salon

BARBER SHOP
Pico Barbershop *
Tel's Barbershop

MOST MISSED BUSINESS
Sewing Arts Center

MOST CREATIVE
ADAPTATION TO COVID
**Morgan Wixson
Theatre
Lunetta**

*** WINNERS!**



PICO POP UP!

Celebrate our vibrant street and amazing merchants at the Pico Pop Up Art Gallery at 2917 Pico Boulevard in Santa Monica, opening June 4 with hours Thurs. - Sat. from 10am-2pm, and by appointment by emailing picoblvdsm@gmail.com. Enjoy the beautiful six-artist exhibition *Un Mundo Nuevo en Pico*, pick up a Pico Mural Map and explore the 50+ murals on the boulevard, and score a free reusable metal straw in a pouch!

Find more info at: PicoPassport.com

[/picosantamonica](https://www.instagram.com/picosantamonica) [/picoblvdsm](https://www.facebook.com/picoblvdsm)



Un Mundo Nuevo en Pico
SIX ARTISTS / STORIES OF IMMIGRANT RESILIENCY
PICO POP UP GALLERY | 2917 Pico Blvd, Santa Monica
More info at PicoPassport.com
OPENING RECEPTION JUNE 4 (430-730pm)



Most Missed during covid

Most missed business during COVID

Here you have it: the special businesses Santa Monica residents tried to, but just couldn't live without.

ARCLIGHT CINEMAS

395 3rd St. Promenade #330 | 323-395-6728

ASSISTANCE LEAGUE THRIFT SHOP

1453 15th St. | 310-395-2338

SEWING ARTS CENTER

3330 Pico Blvd. | 310-450-4300



Most Creative Adaptation to COVID

These businesses not only bent over backwards to adapt to the countless and ever-shifting Covid laws, but did so with remarkable ingenuity. Bravo!

THE GOURMANDISE SCHOOL

395 Santa Monica Place Ste. 323 | 310-656-8800

LUNETTA ALL DAY

2420 Pico Blvd. | 310-581-4201

DAGWOODS

820 Wilshire Blvd. | 310-899-3030



Special Fond Farewell (business closing)

Sadly, some of Santa Monica's most loved businesses were forced to say goodbye this year. Each and every one will be sorely missed for their unique contributions to the community.

ENTERPRISE FISH CO

174 Kinney St. | 310-392-8366

VIENNA PASTRY

1215 Wilshire Blvd. | 310-395-6728

SUNNIN

525 Santa Monica Blvd. | 310-395-3602



Business with Outdoor Fitness

Get some sun while you lift at these outdoor fitness spots, which were perfectly positioned for the pandemic but which will hopefully continue to offer such a pleasant fitness experience well into the future.

ICE AT SANTA MONICA

1324 5th St. | 310-260-1199



BLUE REPUBLIC CROSSFIT GYM

3328 Pico Blvd. | 310-399-1546



SANTA MONICA YOGA

1640 Ocean Park Blvd | 310-396-4040



SANTA MONICA FAMILY DENTISTRY

ALAN RUBENSTEIN, DDS

Creating Beautiful, Healthy Smiles



BEST DENTIST

Thank you so much to everyone
who voted for us!

alanrubensteindds.com | 1260 15th St #703, Santa Monica, 90404 | 310-393-8284

SHOW YOUR LOCAL LOVE AND HELP REBUILD OUR ECONOMY

Congratulations to Fairmont Miramar Hotel & Bungalows, Santa Monica Motel and Shutters on the Beach for being voted as Santa Monica's Most Loved Hotels!

Travel Responsibly by staying local and planning a staycation at one of Santa Monica's 41 hotels.

For business specials and ideas for your next staycation, visit [SantaMonicaShines.com](https://www.santamonica.com/shines)

**SANTA
MONICA
SHINES**