

Welcome Back LOS ANGELES



AFTER A CHALLENGING STRETCH OF MONTHS BESIEGED BY THE UNKNOWN AND OFTEN CONFUSING “NEW NORMAL” brought on by the COVID-19 pandemic, many businesses in Los Angeles began to see light at the end of the tunnel a few months ago.

As restaurants, shops, hospitality venues and entertainment destinations started re-opening again – sometimes in resilient and creative ways – it once again became evident that Los Angeles is an incomparable place to live and work, for so many reasons.

No matter if you’re an outdoor enthusiast, a foodie or even a vintage shopper, there’s something fun to do in Los Angeles. This special “Welcome Back” section takes a look at some of those ideas...and we hope you are inspired to come back to the back yard we all know and love.

WELCOME BACK LA

Southern California’s Gorgeous Hidden Gem

For 12 years, Terranea Resort has served as Southern California’s hidden gem on the Palos Verdes Peninsula. Celebrated for its natural beauty and sweeping views of the Pacific Ocean, Terranea’s 102-acres feature a wide range of offerings to rediscover. In addition to luxury accommodations, savor a variety of dining options for every palate, find your drive with a scenic round of golf at The Links, make a splash at our four pools, and balance both body and mind at Terranea’s award-winning spa.

WELCOME BACK
SPOTLIGHT

Explore adventures on land and at sea, offering unparalleled access to visit the natural and idyllic environment. Get up close with local flora and fauna on coastal hikes, enjoy family fun with an archery experience, explore neighboring waters with guided kayaking, and discover marine life with Terranea’s tide pooling excursions.

Explore adventures on land and at sea, offering unparalleled access to visit the natural and idyllic environment.

Now with Terranea’s “Stay More, Save More” package, you can truly do it all! Using promo code SMSM, stay three nights and receive 15% off, stay four nights and receive 25% off, and stay up to five nights or more and receive 35% off.

Whatever the inspiration for your getaway, head to the Palos Verdes Peninsula for an unparalleled experience and an opportunity to rediscover yourselves, rediscover togetherness, and rediscover Terranea Resort.

Learn more at terranea.com.



TERRANEA

CALIFORNIA

Rediscover Adventure

at Southern California's hidden gem.



855.421.2147 | TERRANEA.COM | [#TERRANEA](https://www.instagram.com/TERRANEA)

DISCOVERY | COMMUNITY | SUSTAINABILITY | EPICUREAN | WELLNESS | CELEBRATION

Welcome Back Restaurants!



LITTLE LLAMA
Peruvian Tacos
213.372.5630
222 S Main St., L.A.

Little Llama Peruvian Tacos feature the exotic flavors from classic Peruvian dishes served in familiar and accessible formats: tacos, burritos, and tostadas. The lively café serves fine casual chef-crafted food with seating on their side garden patio, skyline view front patio and indoor dining room. Located in downtown's Historic Core, guests can enjoy multiple courses of food paired with traditionally flavored refrescos and a handpicked selection of California beers and wines. Summer brings back their booth at Smorgasburg where they got their start as well as picnic boxed meals available for curbside pick-up.



MAPLE BLOCK.

Maple Block Meat Co.
3973 Sepulveda Blvd.
Culver City, CA 90230
310.313.MEAT
mapleblockmeat.com

Maple Block Meat Co. is a tribute to the craftsmanship of butchering, smoking and grilling meat. Located on Sepulveda Blvd between Venice Blvd. and Washington Place in Culver City, Maple Block is a neighborhood restaurant and bar serving **LA's best barbecue** and craft beer & wine for Lunch, Dinner and weekend brunch.

Maple Block Catering offers lunch delivery for company meetings or large-scale events of 100 or more. In addition to smoked meats and classic barbecue, we offer a variety of hand-carved sandwiches, fresh salads, sides, and beverage packages. **With multiple outdoor dining spaces and the Culver City's best Happy Hour.**



Nerano
310.405.0155
9960 South Santa Monica Blvd.
instagram: @NERANO BH

Nerano is a Beverly Hills staple, a go-to spot for power lunches, business dinners, and leisurely gatherings with friends and family. Owners Andy Brandon-Gordon and Carlo Brandon-Gordon visited the charming Amalfi Coast village of Nerano many times. They were so taken by the experience that they opened a restaurant that celebrates the culture and simple, authentic foods they came to love. Executive Chef Michele Lisi sources only the freshest produce, seafood, and meats to create daily, seasonal specials in addition to diverse menu offerings. The stunning, contemporary space now features a lush, garden-inspired outdoor dining area. Nerano is available for private events and offers full catering services.



Ocean Prime
Beverly Hills
310.859.4818
9595 Wilshire Blvd.
Ocean-Prime.com

Ocean Prime is a modern American restaurant and lounge from the award-winning Cameron Mitchell Restaurants. The nationally-acclaimed Ocean Prime delivers an extraordinary experience with stunning settings, an impressive menu of seafood and prime cuts of steak, signature cocktails, a Wine Spectator-honored wine list and truly genuine hospitality. Ocean Prime is an ideal place to socialize, talk business, celebrate and indulge. Located on Wilshire Boulevard, Ocean Prime features a vibrant outdoor terrace and is open weekdays for lunch and nightly for dinner. Make a reservation online at Ocean-Prime.com or by calling 310.859.4818.



This Girl Walks Into a Bar
213.465.3070
ThisGirlWalksIntoABar.com
ThisGirl@ThisGirlWalksIntoABar.com

This Girl Walks Into a Bar provides highly trained, polished, and friendly bartenders for various events, ranging from intimate dinner parties to extravagant galas. Their bartenders are recognized for their outstanding mixology, exemplary customer service, and remarkable work ethic. Co-founded by sisters Jordan Catapano and Jocelyn Dunn in 2010, their elite team of bartenders provides corporate and residential services across Southern California.



WELCOME BACK LA

Studio Number One and House Industries Collaborate to Unveil a Fresh Look for LA Tourism

Rising from tourism's "lost year," L.A. has been staging its comeback, complete with a new look and feel for the Los Angeles Tourism & Convention Board, unveiled in June as Los Angeles reopened. Created through a first-time partnership between two notable design studios and longtime friends – Studio Number One (SNO), helmed by Shepard Fairey and House Industries, led by Andy Cruz – the new brand identity includes a fresh logo, iconography and colors.

Los Angeles Tourism's new logo embraces the optimistic spirit of Angelenos, while inviting visitors to discover a destination that celebrates personal freedom under a sun of infinite possibilities. The script type is bold, timeless and welcoming as it evokes an L.A. feeling of movement and self-expression.

The sun motif is a highly recognizable symbol that reinforces the equity that Los Angeles owns in breathtaking sunsets. Anything under the sun can happen in Los Angeles. The dome shape of the sun mimics L.A.'s iconic architecture such as the Hollywood Bowl, the Cinerama Dome, the Griffith Observatory, and the orchestra pit at Walt Disney Concert Hall. The artistic brush stroke under the sun abstractly represents the ocean, creativity and self-expression to underscore that everyone is welcome here.

Vibrant gradient colors ranging from sun-burst yellow to ocean-inspired teal work in



harmony, serving as both a visual representation of L.A.'s diversity and the journey of L.A.'s sunrise to sunset.

"When you say 'Los Angeles' it doesn't necessarily mean just a city. It's a whole mindset, a vibe, a culture, and as an Angeleno, it was exciting to me to take on the creative challenge of designing a mark representing all the things that Los Angeles means to people. On that creative path, I worked with my team at Studio Number One, and the inspiring cool factory that is House Industries, led by my friend Andy Cruz. We all dug deep into L.A.

culture and came up with a great answer that we feel embraces the spirit and optimism of L.A.," said Shepard Fairey.

"The history of iconic signage and inspired typography created in L.A. is as diverse and unique as its people. The chance to 'Wonder-Twin' House Industries & Studio Number One is something Shepard Fairey and I have been waiting years to activate — and it happened in the form of the new Los Angeles logo. Distilling that potion of influence into a mark that honors the past but feels new is something all the artists at House and SNO took personally,"

said Andy Cruz.

The new branding makes its debut as L.A. continues its comeback, fully reopening museums, indoor dining, theme parks and outdoor live events including spectator sports, and Los Angeles Tourism continues to invite visitors to start their comeback.

"The timing couldn't be more perfect to unveil a fresh look for L.A. as we once again roll out the red carpet for visitors. It was a privilege to work with Shepard, Andy and their teams to reimagine this creative expression of Los Angeles," stated Don Skeoch, Chief Marketing Officer for Los Angeles Tourism. "Los Angeles continues to evolve right before our eyes. As we emerge from this horrible pandemic, we continue to create those memorable experiences that visitors from around the globe cherish."

To learn more, visit @discoverla on Twitter, Instagram or Facebook. Visitors are encouraged to #TravelResponsibly and follow all guidance from Los Angeles County Public Health.

Information for this article was provided by the Los Angeles Tourism & Convention Board, the non-profit destination marketing and sales organization for the Los Angeles tourism industry and the ultimate resource for where to stay and play in the L.A. area. For more information, visit discoverlosangeles.com.

WELCOME BACK to the office!

A highly talented workforce, central location and a diverse inventory of commercial space, are just a few of the perks of office life in Pasadena.

- Recognized as a foodie hub with delicious dining options and an independent City Health Department;
- A central district with a full range of business resources and an enviable walk score for those that like the fresh air;
- Location choice for a large dynamic set of entrepreneurs and anchors like ADP, Amazon, General Motors, East West Bank, CIT, and Bluebeam Software;
- Home to Caltech, Carnegie Institute of Science, Art Center College of Design, Kaiser School of Medicine, Doheny/UCLA Stein Eye Institute and more.

Your business venture is welcome in Pasadena.

Let us help find an office that suits your business needs. Visit www.cityofpasadena.net/economicdevelopment



WELCOME BACK LA

Los Angeles Tourism Partners with CLEAR to Enhance Safety for Meetings and Events

Los Angeles Tourism & Convention Board (Los Angeles Tourism) and CLEAR announced in May a new partnership to utilize CLEAR's Health Pass to more safely welcome group business back to the City of Angels. As of late May, meeting planners and event organizers booking business to Los Angeles can receive priority access to Health Pass, creating a seamless and expedited entry to events that prioritizes confidentiality.

With the launch of the partnership, Los Angeles Tourism becomes the first Destination Marketing Organization (DMO) in the country to partner with CLEAR, making the service just the latest development in L.A.'s commitment to being one of the safest destinations for meetings and events. Health Pass is a free, mobile experience on the CLEAR app that securely connects a user's verified identity to multiple layers of COVID-19-related health information to help reduce public health risk and bring meetings and events back responsibly. CLEAR works with event organizers and meeting planners to tailor a solution that meets their needs and entry requirements. Health Pass layers can include a combination of health surveys, temperature-checking kiosks, secure linking to COVID-19 test results and soon vaccination results - all integrated through the CLEAR app.

Los Angeles County hit a major milestone earlier in May, becoming the first county in Southern California to progress into the Yellow



Tier of the State's Blueprint for a Safer Economy. Under the new guidelines, the destination can now safely welcome groups of up to 400 outdoors and 200 indoors. All attendees must show proof of a negative COVID-19 test or full COVID-19 vaccination, making Health Pass a vital tool for meeting and event planners.

"While we may not have been the first destination to reopen, we remain committed to being the safest," said Darren K. Green, senior

vice president of sales and services for Los Angeles Tourism. "When meetings and groups select Los Angeles as their host destination, they can be assured that our city has done everything possible to prioritize the health and safety of their participants."

"CLEAR is excited to partner with Los Angeles Tourism to help welcome meetings and events back to LA," said Caryn Seidman-Becker, CLEAR CEO. "This partnership is not

only helping bring people safely back to one of America's great destinations for business - it is bringing people back to all of the things they love and miss. Together, travel and business events are coming back stronger than ever."

The service will be available exclusively to Los Angeles Tourism's clients with preferred pricing. Meeting planners can book with CLEAR Health Pass at clearme.com/latourism.

More than 60 organizations across the country use Health Pass to create safer environments including teams across all professional sports leagues, the state of Hawaii and many more.

CLEAR is a leader in identity and access with more than five million members and 100+ partners across the United States. CLEAR links identity with different information sets, including: credit cards, tickets to the game, reservations, frequent flyer numbers, flight manifests, health care identification, driver's licenses and passports. CLEAR's data security framework meets the highest standards for performance and for protecting sensitive information — FISMA High- and SAFETY Act-certified by the Department of Homeland Security. CLEAR's users are always in control of their data and CLEAR does not sell user information.

Information for this article was provided by the Los Angeles Tourism and Convention Board. For more information, visit discoverlosangeles.com/corporate. To learn more about CLEAR, visit clearme.com.

“Your business called:
it wants a new home where
it can breathe, is safe and
welcomed, where the traffic
is sane and the infrastructure
is new and reliable.”



www.simivalley.org

Simi Valley of business growth.

Contact Brian Gabler 805-583-6701 or simibiz@simivalley.org



COVID-19 is disrupting routines and turning care for someone with dementia into a potential nightmare for families.

Alzheimer's Los Angeles provides the critical care families need more than ever.
Contact us...we're here for you.

**INFORMATION.
SUPPORT. HELP.**

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LOS ANGELES** | **844.HELP.ALZ**
AlzheimersLA.org