

BIZBASH

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2022

10 BRANDS SHAPING
THE FUTURE OF
EVENT MARKETING



VENUE

EVENT EXPERIENCE
AWARDS WINNERS &
FINALISTS

&

MEET THIS
YEAR'S
40 UNDER 40

SUPPLIER

350+ VENUES AND
SUPPLIERS TO
ELEVATE YOUR EVENTS



GUIDE

LOS ANGELES

FAST FACTS

Population: 4 million, according to the U.S. Census Bureau.

Airport: The Los Angeles International Airport (lawa.org) is a Tier 1, or large hub, airport located about 18 miles from downtown Los Angeles.

Weather: Average temperature is 67 degrees. Peak season for tourism is March to May and September to November.

Convention Centers: The Los Angeles Convention Center (lacclink.com) has more than 860,000 square feet of exhibition space, 147,000 square feet of meeting space and a 299-seat theater. In nearby Orange County, the Anaheim Convention Center (anaheimconventioncenter.com) is LEED-certified and has more than 1 million square feet. The Long Beach Convention and Entertainment Center (longbeachcc.com) has more than 400,000 square feet of space, including 34 meeting rooms, a grand ballroom and three exhibit halls.

Largest Hotel: The Westin Bonaventure Hotel & Suites (marriott.com) has 1,358 guest rooms as well as 40 event rooms and 166,555 square feet of event space.



Cultural Icons

These museums and performance spaces are perfect for an only-in-Los Angeles gathering.

► After a series of COVID-19-related delays, the highly anticipated **Academy Museum of Motion Pictures** (academymuseum.org) opened in September 2021. Dedicated to the art and science of movies, the seven-story, 300,000-square-foot property—located in the former Saban Building on Wilshire Boulevard—features exhibition

spaces, the 288-seat Ted Mann Theater and several studios and event spaces. Connected by glass bridges is the spherical-shaped 1,000-seat David Geffen Theater and the rooftop Dolby Family Terrace with views of the Hollywood Hills. There's also a 10,000-square-foot restaurant, Fanny's, from restaurateurs Bill Chait and Carl Schuster that has an open kitchen and a design from Commune Design. Wolfgang Puck Catering oversees catering for the rest of the museum.

In August 2021, the **Los Angeles Memorial Coliseum** (lacoliseum.com) introduced The Torch, a new outdoor concert space located within the



Where to Host an Outdoor Ceremony or Reception

► The historic **La Venta Inn** (laventa.com) in Palos Verdes Estates reopened in October 2021 with a new owner and a refreshed design. Now operated by Megan Walker, CEO and executive chef of catering company Made by Meg, the 98-year-old property features refreshed decor from Dannielle Albrecht Designs. Updates aimed to preserve the historic architecture and sweeping Pacific views while installing a new tranquil color palette of creams, gold, navy and blush. Other highlights include refinished wooden floors, modern chandeliers, textured wallpaper and handcrafted furniture pieces. La Venta Inn can host as many as 220 guests for outdoor events and ceremonies, and offers a catering menu with over 1,500 options. *-CH*



Bar Lis at Thompson Hollywood

West Coast-style modernism with old Hollywood glamour, blending industrial finishes with rich textures, bold artwork and midcentury furniture. The luxury hotel has a 4,500-square-foot restaurant on the ground floor, along with Bar Lis, a 10,000-square-foot rooftop comprising an interior lounge, a pool area and an outdoor bar with a retractable roof. The hotel has a full event staff and audiovisual specialist. It can also coordinate events and meetings at the Citizen-News Building next door, which offers 15,000 square feet of traditional event space.

Open since July 2021 is the **Downtown L.A. Proper Hotel** (properhotel.com), a new 148-room venue housed in a 1920s California Renaissance

Revival landmark, with a refreshed design from Kelly Wearstler that brings in Spanish, Portuguese, Mexican and Moroccan influences. (Fun fact: There are more than 100 different kinds of tile throughout the property, from hand-painted to vintage to custom-commissioned.) The hotel has more than 14,000 square feet of event space along with a team of on-site planners and specialists; highlights include VIP suites with unique features like a vintage basketball court and an indoor swimming pool, plus a 2,608-square-foot banquet hall, a 5,000-square-foot indoor-outdoor rooftop space, and two restaurants led by James Beard Award-winning chef Suzanne Goin and restaurateur Caroline Styne.

The new-build **Le Méridien Pasadena Arcadia Hotel** (marriott.com) opened near Santa Anita Park in June 2021. The hotel has 234 rooms and suites, as well as 14,000 square feet of event space that draws design inspiration from the race track with a sophisticated equestrian-inspired design. On-site highlights include the Asian-European restaurant *Mélange* (pictured), plus the Longitude 118 bar. Event space is divided across five rooms, including private dining rooms, more than 1,800 square feet of indoor prefunction space and an expansive outdoor lawn. Hotel guests and groups can also get behind-the-scenes tours of Santa Anita Park through Le Méridien's Unlock Art program. *-CH*