

# Gateway View

Gateway Los Angeles PBID Quarterly Newsletter Second Quarter 2021



**NEW METRO STATION ARTWORK INSTALLED**  
Egyptian-born artist Sherin Guirguis installs first of 10 art components at new Aviation/Century Station.



**GATEWAY'S SHREDDING EVENT IS HERE**  
Once again, Gateway will host a shredding event for its members. Check inside for dates, times and details.



## Studio 12 Now Open!

Whether seeking a drink or meal before leaving LA or just arriving; or a local looking for a great place to relax, dine and unwind, you'll find it at Studio 12. Conveniently located inside the Renaissance Los Angeles Airport Hotel, the restaurant offers a warm, cosmopolitan dining experience featuring 12 beer taps with craft local brews and authentic California cuisine. The restaurant serves breakfast, lunch and dinner and has a new promotion with Marriott Bonvoy and Uber. Guests can earn points on qualifying Uber Eats orders and Uber rides. Just link your account and earn: [Marriottbonvoy.com/uber](https://www.marriott.com/bonvoy/uber)



## Three Gateway Hotels Unveil Porter Digital System

A web-based technology called Porter is powering up a new digital era of food service at hotels, starting in Los Angeles but with its sights set on growth across the United States. Porter, an award-winning business transformation platform that fundamentally changes hospitality, is now operational at the H Hotel Los Angeles from the Curio Collection by Hilton, Homewood Suites by Hilton LAX and the Courtyard by Marriott Los Angeles LAX/Century Boulevard. With a name inspired by the vital role that hotel porters play in making guest experiences better, the Porter technology platform similarly makes life easier for travelers by handling food ordering, delivery, payment and tipping in a single smartphone transaction. Users simply scan an in-room QR code to launch a web interface that allows them to browse restaurant menus, select food and beverage orders and handle all the monetary details - all without having to use the hotel room phone, interact with a hotel employee or download a special app. "Consumers today are accustomed to using their smart devices for all kinds of transactions wherever they go, and we want to provide them with the same level of sophistication when it comes to the dining experience at our properties," said Annie Saville, Complex Director of Operations, H Hotel/Homewood Suites LAX. "This type of technology helps please our guests and streamlines our back-of-house operations. It's a win-win."

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## DWP Project Moves Ahead

### 98th STREET EAST OF AIRPORT REOPENS TO TWO-WAY TRAFFIC

Construction has been completed on a portion of LADWP's Century Trunk Line Unit 1 project on 98th Street between Airport and Bellanca. The project is an important water system infrastructure investment that will provide additional capacity, system flexibility and greater reliability to customers at LAX and across the City of Los Angeles. LADWP has replaced an existing water pipeline originally installed in 1937 on Century Boulevard that is operating past its useful service life. Approximately 10,880 feet of 24- and 48-inch diameter new earthquake resistant ductile iron pipe (ERDIP) will ultimately be in place under 98th Street, increasing resiliency during seismic events.



GATEWAY LOS ANGELES  
5901 W. Century Boulevard, Suite #100  
Los Angeles, CA 90045



## New Artwork Installed at Aviation/Century Metro Station

THE FIRST COMPONENT OF EGYPTIAN ARTIST SHERIN GUIRGUIS' WORK "RISE" IS NOW IN PLACE

A new artwork was recently installed at Aviation/Century Station, which is currently under construction. The artwork is the first component of Rise by Sherin Guirguis. It will be followed by 10 additional full color artworks comprised of porcelain enamel steel on station structures. The intent is to create the effect of walking through a three-dimensional painting.



Alluding to architectural ironworks adorning nearby homes, two parallel painted steel artworks mirror each other along either side of the elevated rail platform. The geometric patterns blend western minimalism with eastern ornamentation, referencing the artist's birthplace (Egypt) and her journey to Los Angeles, and incorporating themes of migration and the intersection of cultural histories.

As a regular Metro rider, Guirguis

wanted to connect the experiences of people from many different backgrounds as they converge in the public space of transit. A prominent visual feature of the station, the artwork will connect Metro transit to LAX airport and welcome the international community.

Guirguis was born in Luxor, Egypt in 1974. She received her BA from the College of Creative Studies at the University of California, Santa Barbara and her MFA from the University of Nevada, Las Vegas. Raised in Cairo, she lives and

works in Los Angeles, CA. She is Associate Professor of the Practice of Fine Art at the University of Southern California. Guirguis has had solo museum exhibitions at the Crafts and Folk Art Museum of Los Angeles (2018), the American University's Tahrir Cultural Center, Cairo (2019) and the Scottsdale Museum of Contemporary Art (2013). Her work was featured in Desert X 2017 and has also been shown internationally in Dubai and Sharjah, UAE; Guadalajara, Mexico; Frankfurt, Germany and Venice, Italy.





# LAWA Relaunches We Fly As One to Support Local Businesses

Los Angeles World Airport has relaunched its We Fly As One program – a free membership program designed to provide incentives to local chamber and business improvement district merchants, LAX and VNY employees and its businesses. The goal of We Fly As One is to boost opportunities for sales and generate new customers by reaching thousands of LAX and VNY badged employees with customized offers.

LAWA recognizes that local, small businesses have been hit the hardest during this past year and

encourages LAX and VNY employees to support them. Local businesses have the flexibility to determine the type of incentive to promote such as customer discounts or special offers.

To register, please visit [www.lawa.org/weflyasone](http://www.lawa.org/weflyasone)

For additional program information, please contact the LAX Community Relations team at [lxcr@lawa.org](mailto:lxcr@lawa.org) or via phone at (424) 646-7450.

## Program Highlights

### SIMPLE

Complete online application, provide your logo and offer, and we will highlight your business.

### CUSTOMIZED

Create specials and discounts suitable to your business. Expand your business to LAX and VNY employee customers.

### TARGETED DISTRIBUTION

LAWA will showcase your business offer directly to LAX and VNY employees.

### LONG-TERM

Your offer stays intact until you decide to replace it. Employees request the offer when they visit your business for repeated impact.

### INCREASED AWARENESS

Employees view your customized offer and link to your website to expand the reach of your business.

# Crenshaw/LAX Line Delayed

## METRO'S NEW LINE WITH ACCESS TO THE GATEWAY AREA AND LAX MAY NOT OPEN UNTIL LATE 2021

Metro's 8-mile \$2 billion Crenshaw/LAX line has had more than its share of construction problems. When construction got underway in early 2014, the line was anticipated to open in fall 2019. It is getting difficult to keep track of the numerous times that Metro leaders have announced delays to that opening date, though it looks like the last projected opening date was late 2021.

In January, Metro announced that it had engaged a consultant to assess the project and come up with a more realistic schedule.



Construction is nearly complete, so much of the current work is testing

everything, then troubleshooting and fixing systems that don't work.



## GET READY TO SHRED May Gateway Shredding Events On Tap

Gateway's annual shredding event will be held in May at the following times and locations:

### Wednesday, May 26

5901 W. Century  
10 a.m. – 12 p.m.

6033 W. Century Blvd.  
1 – 3 p.m.

### Thursday, May 27

5757 W. Century Blvd.  
10 a.m. – 12 p.m.

5200 W. Century Blvd.  
1 – 3 p.m.

### WHAT YOU CAN BRING:

File folders and paper (No need to remove staples, paper clips and binder clips) CD-Roms, Data CDs, DVDs, Microfilm, Microfiche, Credit Cards, Tapes, and Disks.

### WHAT YOU CANNOT BRING:

Pendaflex files and 3-Ring Binders

Gateway has partnered with Shred-It/Stericycle, a full-service shredding company that provides a full array of shredding services. Shred-It's better-than industry standards start with their secure chain of custody protocols. The company invests in the latest technologies to ensure end-to-end tracking of your documents:

For more Info: (213) 204-7456.

# Garcetti Announces Plan to Help L.A.'s Tourism Recover

In April, Mayor Eric Garcetti's office outlined steps to help the local tourism industry recover from the COVID-19

pandemic, including a \$5 million investment in the LA Tourism and Convention Board's "Comeback Story" national marketing campaign to bring travelers back to Los Angeles.



The mayor also announced the establishment of a Los Angeles Tourism Cabinet, as well as federal advocacy efforts calling for more funding for tourism and guidelines for international visitation.

"Tourism and hospitality were decimated by the pandemic — and if we want LA's economy to speed into a lasting recovery, we need to get this industry back on its feet, workers back on the job, and visitors back in the doors of our hotels, businesses, and key attractions," Garcetti said.

The mayor hosted a roundtable discussion on the topic April 20 with hotel managers and leaders from the Hotel Association of Los Angeles, the LA Tourism and Convention Board and the LA Tourism Marketing District.

According to the mayor's office, employment in the local hospitality and leisure sector fell by 46% when public health guidelines forced hotels and other tourism-related businesses to shut down. A third of all LA County jobs lost since February 2020 were in that sector.

"Our city is a global destination, and as more people get vaccinated and more spaces reopen, we will do everything possible to revitalize this sector and welcome people from across the country and around the world to Los Angeles once again," Garcetti said.

The funding for the Tourism and Convention Board's marketing campaign will be provided through the American Rescue Plan's \$1.3 billion allocation to Los Angeles. Garcetti's office said LA will be the first U.S. city to launch a national advertising effort to attract travelers. The \$5 million investment is expected to generate more than \$12 million in hotel tax revenue for Los Angeles, according to city officials.

"As we start to see promising signs of recovery, it is now critical that the leisure and hospitality industry gets the help and push it needs to hire back staff and bring back visitors," said Heather Rozman, executive director of the Hotel Association of Los Angeles. "Hotels, restaurants and attractions have been preparing for this moment, and have taken critical steps to ensure their spaces are safe for guests from around the world."



# New Dual-Branded Hyatt Hotel Set to Open Soon at 5959 Century

## NEW HOTEL IS PART OF HYATT'S EXPANSION TO 1,000 LOCATIONS WORLDWIDE

Hyatt Place LAX and House Hotel LAX will embrace LA's historical mid-century architecture and design with a contemporary twist. The dual-branded hotel is now taking reservations for late June and is part of the brand's expansion to 1,000 locations worldwide.



next leg of their journey.

"Hyatt's thoughtful journey to 1,000 hotels has been grounded in listening, growing and innovating along the way to meet guest, member, customer and owner needs," said Jim Chu, EVP of global franchising and development for Hyatt. "Today, we remain focused on expanding our global footprint and building our business based on where we can best extend care and make a positive impact on our guests and the communities in which we operate. With a strong pipeline of new openings and developments, Hyatt continues to offer differentiated experiences that will cater to the growing demand for leisure destinations our guests are seeking as they get back to travel."

The 272-room Hyatt Place LAX will bring the brand's intuitive design, casual atmosphere, spacious guest rooms with distinct sleeping and living areas, and practical amenities, such as free Wi-Fi and 24-hour food offerings, to guests looking for a relaxing and uncomplicated place to pause before beginning the

The 129-room Hyatt House LAX will offer apartment-style suites with fully equipped kitchens, providing guests with the spaces and places that make them feel more at home. Together, the two hotels will offer an array of shared services and amenities that meet the needs of transient and extended-stay guests, which will be highlighted by a rooftop pool, restaurant and bar with unprecedented views of LAX runways, downtown Los Angeles, the Hollywood Sign, Beverly Hills, Santa Monica, and Manhattan Beach.

# Sunstone Sells Renaissance for \$91.5 Million

Sunstone Hotel Investors Inc. has sold the 502-room Renaissance Los Angeles Airport Hotel to an unnamed buyer for \$91.5 million. "We are pleased to announce the sale of the Renaissance Los Angeles Airport at an attractive valuation compared to pre-Covid levels," John Arabia, Sunstone's president and chief executive, said in a statement issued December 8.