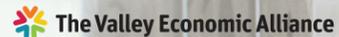


## ESSENTIAL PARTNERS

The Economic Development Team partners with a network of independent organizations charged with revitalizing Burbank's business sectors, districts and neighborhoods. By uniting in the common purpose of stimulating commercial, civic and social activity, each organization marches in-step to deliver what's best for Burbank. Specifically for Downtown Burbank Partnership, the Economic Development Team provides leasing and branding support, assists with business grand openings, works on zoning and parking issues and helps to leverage additional funds and services from the City of Burbank during major special events.



### CITY OF BURBANK ECONOMIC DEVELOPMENT

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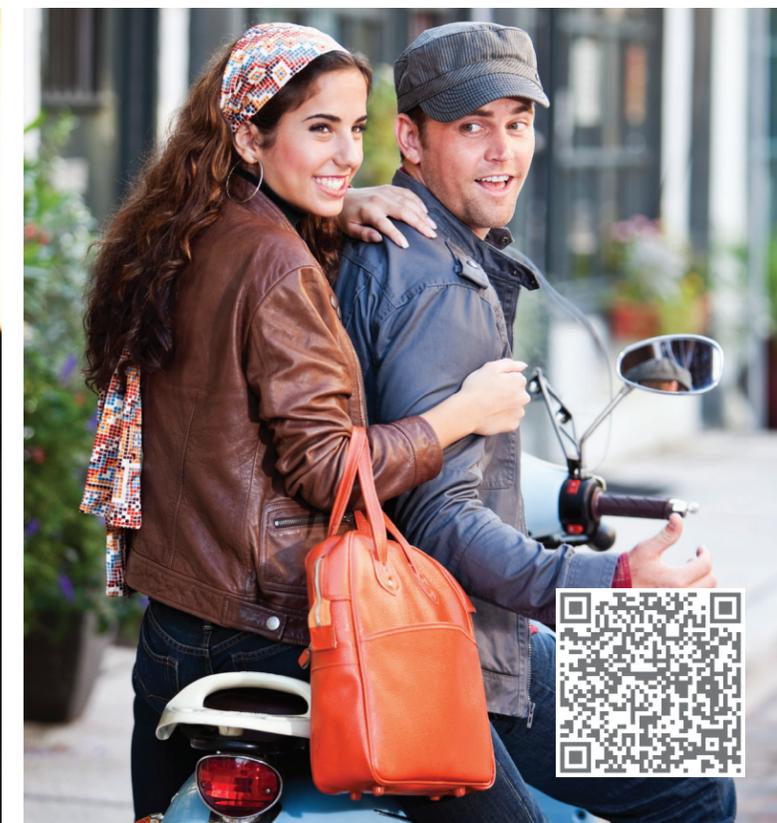
Phone: 818.238.5180

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# CITY OF BURBANK ECONOMIC DEVELOPMENT ANNUAL REPORT FISCAL YEAR 2011-2012



## EXECUTIVE STATEMENT

In the shifting economic landscape faced by companies today, Burbank has emerged as a haven of consistency, stability and growth. Progressive government policies and vigilance in economic development have paved the way for business to prosper, especially in these challenging times.

Whether we're talking about media giants such as Warner Bros., Disney and ABC, hundreds of post-production houses that dot the city, or entrepreneurial start-ups, Burbank is where Hollywood rolls up its sleeves and gets down to the serious business of entertainment.

Uniting the forces of commerce with originality, free enterprise with market cross-pollination, Burbank is forging new ways to live, work and make visions real. By merging the dynamism of media, healthcare, tourism and retail, the city is able to present a wide spectrum of prospects for companies of all sizes to engage and interact, grow and innovate, reinvent and flourish.

Economic advances are evident on all fronts in 2011 and in the first half of 2012.

- Office vacancy rates are among the lowest in Southern California, keeping pace with new construction and attracting widespread attention to the city's world class amenities.
- Burbank cemented its dominance as a leading television production center with the relocation of KCET, the nation's largest independent television station, to its new campus in the state-of-the-art LEED GOLD certified Pointe Building. The 55,000 square-foot facility boasts the latest technology, new equipment, resources for optimal broadcast transmission, and production efficiency. KCET joins fellow broadcasters ABC, NBC, HUB Television Networks, CW and The Disney Channel in calling Burbank home.
- The International Academy of Film and Television (IAFT) opened its doors to aspiring film students in January 2012, and delivers top-quality instruction via the experienced hands of film veterans. The IAFT joins ranks with the New York Film Academy, Woodbury University and Video Symphony in diversifying the educational offerings of the city.
- To attract a slice of the 21.0 million domestic and 6 million international visitors to the Los Angeles region per year, the Economic Development team partnered with a consortium of Burbank hotels to establish a Tourism Business Improvement District (T-BID). With 15 hotels, 2,200 rooms and 50,000 square feet of meeting space, the T-BID is rolling out a national campaign to market the city as a premier travel destination for business, tourism, special events and conventions.

Small business continues to be a formidable engine for economic recovery. To ramp it up, Burbank has refined the tools and resources available to help start-ups advance to new heights. Educational programs such as Team Business now include grass roots entrepreneurial business classes taught by Woodbury University professors, enhanced green technology training for entertainment companies, and medical technology advancement courses.

Capping off revitalization efforts, Downtown Burbank has been picked as the region's Best Downtown by readers of the Los Angeles Daily News for two consecutive years. Credit goes to the pioneering vision of Downtown Burbank Partnership in collaboration with the many businesses that took a chance on the District. While we're proud of accomplishments to date, it is just the start. Downtown Burbank is already poised for the next stage in its renaissance with exciting new street retail and one of the most profitable theaters in the country.

As Burbank marches on armed with new ideas and commercial solutions, we eagerly anticipate the participation of enlightened companies and individuals. We seek your input, suggestions and partnership in the development of Burbank as a premier global business destination.

Mike Flad, Burbank City Manager



## EXCELLENCE IN ECONOMIC DEVELOPMENT

With the Economic Development team operating at high level of efficiency, the city is moving forward in every important direction.

Spearheaded by City Manager Mike Flad, the Economic Development Team was launched in August 2009 to pursue strategic and aggressive approaches to economic vitality and growth for Burbank. At the same time, the Team has reinforced long term City Council goals for a robust economy.



The Burbank Economic Development Team (l to r):  
Mary Hamzoian, Economic Development Manager  
Ruth Davidson-Guerra, Assistant Community Development Director  
Mike Flad, City Manager  
Greg Herrmann, Community Development Director  
Joy Forbes, Deputy City Manager

Economic development is more essential today than ever before. Without it, city services such as police, fire, parks and recreation, youth and senior centers, libraries and schools would fail or disappear. Deprived of the funding generated by economic development, services would require substantial cuts, resulting in diminished standards of living for everyone.

To that end, the Economic Development Team is steadfast in its determination to cultivate all that Burbank holds true – excellence in municipal services, employment, job growth, entrepreneurship, a dynamic economy and the high quality of life for everyone who lives, works or visits Burbank.

**SMART TAX AND PERMITTING POLICIES MAKE BURBANK  
AN OUTSTANDING PLACE TO DO BUSINESS:**  
No city income tax • No gross sales receipt tax  
One-stop streamlined permitting process • Clean and safe

In addition to city-wide incentives, Burbank is very welcoming to all production companies looking to film in Burbank. Here are the film permit rules and incentives headed above and beyond what is required by the CA Film Commission:

- No business license required for film production
- Film permits cost only \$350 per week compared to \$650 in other cities
- Permits require only two day notice, but recommended 1-2 weeks for more complex filming
- Law enforcement required on an as-needed basis only
- Only a 200 foot radius is required to notify businesses and residents of filming

Continuing to expand on its strengths and partnering with a network of public/private organizations, the Economic Development Team strives for excellence in business attraction, expansion, retention, marketing, training and collaboration. This comes alive in such city sponsored initiatives as Team Business, Business and Tourism Improvement Districts, targeted marketing and media campaigns, grand openings and sustained commercial activity citywide.

Situated in one of the most competitive markets in the country, Burbank stands out as a haven for innovation by providing excellent levels of service and by proactive measures that place the city ahead of the curve.

## MARKETING AND BRANDING BURBANK

The Economic Development Team has developed a series of marketing tactics that appeal to diverse audiences, from consumers, to decision makers, to visitors and to new homeowners. The main focus of these efforts is to strategically position Burbank as a competitive regional hub for business and residents. Examples of key strategies include:

### Special Events

The Economic Development Team partnered with two world-class events and generated substantial media attention in 2011.

#### • Burbank International Film Festival

This unique festival highlights Burbank's outstanding contributions to filmmaking by showcasing talented filmmakers from around the world. 2011 focused on science fiction, fantasy and horror genres. Films were screened at the Downtown Burbank AMC 8, and the event culminated with an awards ceremony and a celebrity filled after party. The festival returned to Downtown Burbank for its fourth season from September 5 to 8, 2012.

#### • Creative Talent Network eXpo

The Creative Talent Network put talent center stage at the 3rd Annual CTN Animation eXpo in Burbank last November. Attracting more than 4,000 of the top animation talent in the world, participants were treated to three days of showcasing their work, marketing their creativity, pursuing common goals and connecting with other professionals, clients and students worldwide.

To recognize Burbank as an important center of animation, the CTN proclaimed Burbank the "Animation Capital of the World," citing the presence of Disney Animation, Warner Bros. Animation, Cartoon Network, Nickelodeon and many other animation studios. The Creative Talent Network eXpo returns to Burbank from November 16 to 18, 2012.

### Brand Identity and Marketing

The Economic Development Team continued to focus on marketing efforts to promote retail, entertainment, dining, office and residential amenities, and to sustain the compelling brand identity garnered by the city.

The campaign, now in its third phase, has stepped up to a more personal and unique theme. After an initial drive to introduce Burbank as a business friendly city, the campaign now digs deeper into the city's amazingly diverse lifestyles, pairing professional ambition with personal passion: a businessperson who is also a scriptwriter; a successful doctor who is also a soccer mom; an entrepreneur who is a food connoisseur; shoppers and diners who are singers and songwriters – all choosing to live and work in Burbank, with many combinations not found elsewhere.

## BUSINESS OUTREACH & SUPPORT

The Economic Development Team has initiated streamlined processing, innovative programs and business forward policies aimed at establishing a proactive and hospitable environment for new companies interested in opening in Burbank or existing companies wanting to expand, including:

#### • Leasing Packet and Broker Relations

Reflecting on the new branding campaign, the Economic Development Team produced an extended online version of the quick-read leasing packet aimed at attracting the next generation of companies to Burbank.

#### • Commercial Real Estate Leadership Awards Ceremony

The City of Burbank was a Platinum Sponsor for the Commercial Real Estate Leadership Awards Ceremony hosted by the San Fernando Valley Business Journal at the Burbank Airport Marriott Hotel. The program honored top real estate brokers with 180 people in attendance. The event allowed Burbank to relay a clear message to the broker community about the importance of the commercial real estate industry.

#### • Streamlining Permitting

To encourage a prosperous commercial environment and to create a point of difference for Burbank's business forward policies, the Economic Development Team has encouraged a one-stop permitting process. This allows for businesses who are interested in locating or expanding in Burbank to receive red carpet treatment from Economic Development staff, who personally assist and oversee the process from start to finish. This has reduced process time by more than 30% in many cases.

