

FOCUSED ATTRACTION, RETENTION & EXPANSION

BURBANK IN THE NEWS

The Economic Development Team keeps Burbank on the forefront of business and lifestyle news. This includes frequent articles and advertisements in consumer, lifestyle, business, in-flight and social media, keeping Burbank on the vanguard in consumers' minds.

BUSINESS OUTREACH & SUPPORT (continued)

ONE BURBANK

ONE Burbank (Optical Network Enterprises) provides carrier-class, high-speed bandwidth services for local Burbank businesses. Since its debut in 2010, several businesses have benefited from the networks superior, reliable and secure data transfer, connecting them nationally and globally to the world. For more information visit www.oneburbank.com.

International Council of Shopping Centers

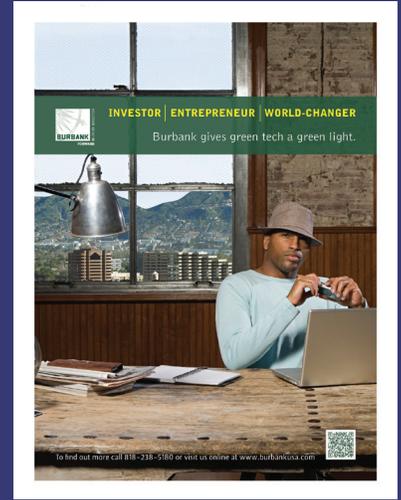
Business attraction includes enhancing Burbank's visibility within the real estate, development and retail industries. At the annual International Council of Shopping Centers (ICSC) convention in May, with more than 1,000 exhibitors and 34,000 retail professionals in attendance, Burbank was active in representing key vacancies and pursuing top retail concepts for locations in the city.

Prudential Broker Presentation

The City of Burbank was invited to attend the monthly Prudential Commercial Networking Meeting for local Burbank/Glendale commercial real estate brokers. At the meeting, Burbank highlighted the ongoing success of the commercial real estate market in Burbank providing an overview of the targeted industries for expansion including, healthcare, green technology and entertainment.

Encouraging an Entrepreneurial Environment

Despite sluggish national trends, Burbank opened 100 new retailers, restaurants, office and industrial uses in the period of July 2011 through June 2012.



Targets of the Economic Development Team's media campaigns include businesses seeking to expand, travelers visiting the area and homebuyers seeking the best place to buy a home.

NEW TO BURBANK

Retail

Crunch Fitness
Anthony Randall Salon
Pin-Up Girl Boutique

Food

Mama Hong's Vietnamese Kitchen
Story Tavern
Wild Carvery
My Big Fat Greek Restaurant
Hokkaido Seafood Buffet
Fresh and Easy Express
Hollywood Pasta Company

Commercial/Industrial

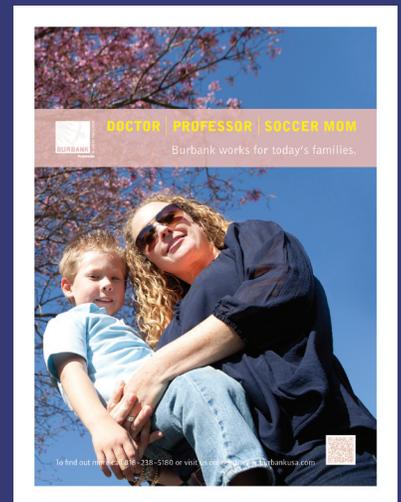
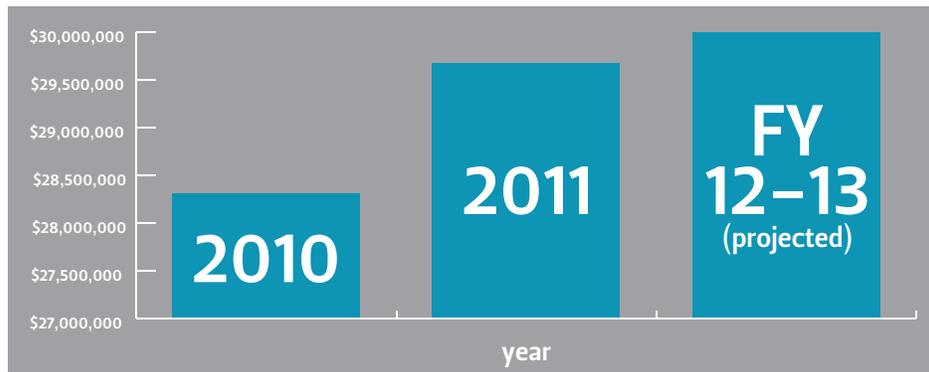
KCET
DC Comics
International Academy of Film & Television
Playboy Plus Entertainment

OPENING IN LATE 2012

Gap Factory Outlet • Romancing the Bean • Fleet Feet Sports • Lycee International School

BURBANK CITY SALES TAX

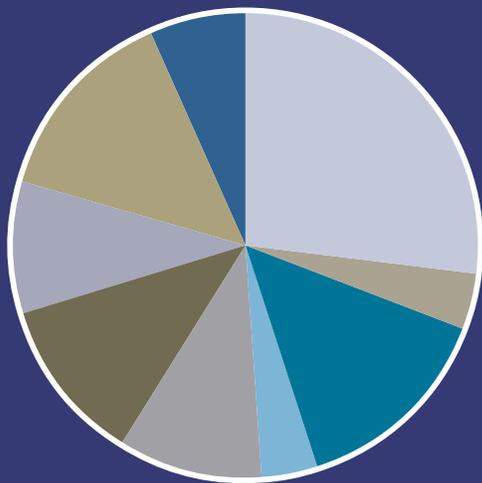
Sales tax revenue for Burbank has consistently increased year over year annually since 2010 and it is anticipated that 2012 revenues will show an increase as well.



In the past year, the Economic Development campaign reached more than 20 million consumers nationwide utilizing the following marketing avenues:

- Where Magazine
- Los Angeles Magazine
- KFWB "On Your Corner" - Burbank
- LA Confidential magazine and e-newsletter
- Pasadena Magazine and e-newsletter
- Bradenton.com
- Burbank Times
- California Centers
- Articles Online Max.com
- Business Wire.com
- Business Life
- Burbank Leader
- San Fernando Valley Business Journal
- Los Angeles Business Journal
- Shopping Center Business
- Van Nuys News Press and Government Gazette
- Western Real Estate Magazine
- DrinkEatTravel.com
- Umamimart.com
- Gamasutra.com
- LA Weekly

BURBANK BUSINESSES BY INDUSTRY



Professional Services*	6.5%
Consumer Services**	27%
Beauty/Fitness	4%
Retail/Restaurants	14%
Automotive	4%
Manufacturing	10%
Entertainment/Related Services	11.5%
Medical Services	9%
Other	14%

*Includes Attorneys, Brokers, CPA's, etc.

**Includes Home Repair, Cleaning, Agents, etc.

Source: City of Burbank, Community Development Department - License & Code Division

BURBANK'S TOP TEN EMPLOYERS

1. Walt Disney Studios - 7,900
2. Warner Bros. - 7,400
3. Providence St. Joseph Hospital - 3,000
4. Bob Hope Airport - 2,400
5. ABC, Inc - 2,300
6. Burbank Unified School District - 1,900
7. City of Burbank - 1,500
8. NBC/Universal - 1,500
9. FotoKem Industries - 1,100
10. Crane/Hydro Air Company - 500

Source: Claritas Neilson

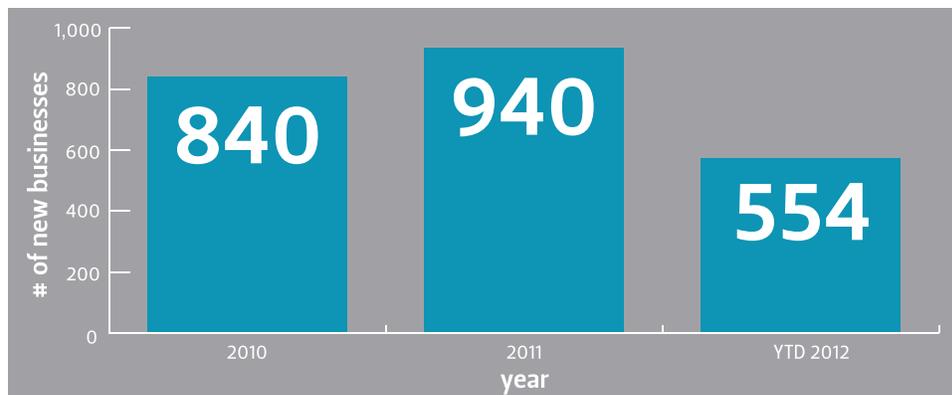


BURBANK CITY STATS

Burbank continues to experience a positive change in spending habits and tourism. This success is the result of a bustling Downtown Burbank with new developments and the beginning of a very thriving Tourism Business Improvement District. The City of Burbank strives to reach consumers on many levels and establish a relationship with all potential residents, businesses, consumers, and entrepreneurs as a part of our many proactive efforts to continued economic excellence.

	2009	2010	2011	% CHANGE 2010-2011
RETAIL ↑ RETAIL SALES	\$26,570,012	\$27,412,826	\$29,698,500	7.7%
TOURISM ↑ TRANSIENT OCCUPANCY TAX	\$5,173,414	\$5,433,724	\$5,748,173	5.5%
HOUSING ↓ HOUSING UNITS SOLD	532	560	536	-4.5%
FORECLOSURES & DEFAULTS ↑ NOTICE OF DEFAULT FORECLOSURES	921 189	544 178	644 179	15.5% .5%
VACANCY RATE ↓ CITYWIDE OFFICE VACANCY RATE IS AMONG THE LOWEST IN L.A. COUNTY				9.2%

Source: CoStar, HDL



Source: City of Burbank, Community Development Department - License & Code Division

LOOKING FORWARD

• Downtown Burbank Partnership Renewal

2013 marks the ten year anniversary of Downtown Burbank Partnership. The District will be up for renewal, where Downtown Burbank property owners will vote whether to continue services, maintenance, marketing, events and business attraction efforts. With the renewal comes a new set of directives setting the course for the next stage of development, such as improved parking, better street facades, business attraction and destination marketing.

• Visitor and Dining Guide

As a part of the Tourism Business Improvement District efforts to attract more visitors to Burbank, travelers can anticipate the launch of an annual visitor and tourist guide highlighting all events, attractions, hot spots, retailers and restaurants in Burbank. It will be distributed at local hotels, airports, shopping malls and other tourist destinations.