ANNUAL REPORT 2013-2014

City of Burbank
Economic Development

Letter from the City Manager

Burbank's Economic Development Team focuses on sustained, concerted efforts to promote a high quality of life and economic vitality. To that end, fiscal year 2013-2014 ends on a high note.

Economic Development paved the way with strong public-private partnerships. By executing the combined strategies of Visit Burbank and Downtown Burbank Partnership, the team reaped stellar results. Room revenue, hotel occupancy, and transit occupancy tax are up, and Downtown Burbank Partnership was successfully renewed for a new five year term. Synergy among the three organizations has made promoting the city and attracting new business a highly productive alliance.

Key economic indicators also stand out in 2013-2014. Burbank excels in every category, with median home values, commercial building permits, and sales per capita showing notable year-over-year increases.

Burbank is poised on the edge of a new horizon. By combining marketing efforts, business recruitment, workforce training, business district enhancements, and proactive to growth opportunities, economic development has led the way for a landmark year, and laid the foundation for the future success of our city.

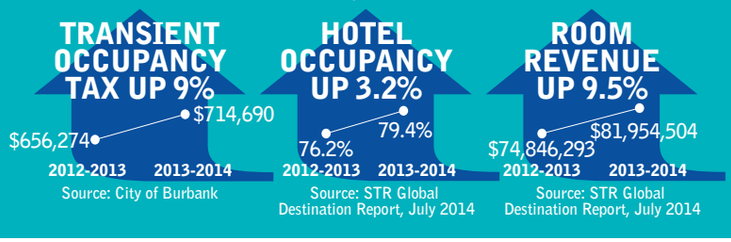
Mark Scott
Burbank City Manager

Economic Development

The **Economic Development Team** leads by promoting Burbank as a premier regional, statewide, and national hub for business. Through public-private partnerships with Downtown Burbank Partnership and Visit Burbank, the Economic Development Team focuses on promoting retail, entertainment, dining, office and residential amenities, while creating a compelling brand identity for the city. The goal is to strategically position Burbank as a competitive regional hub for business, residents, and visitors.

Burbank Hospitality Association

Visit Burbank's efforts in 2013-2014 reinforced the importance of the tourism industry while promoting Burbank as a premier tourist destination. Results are reflected by key indicators, all of which are up.



Source: City of Burbank

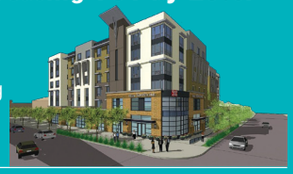
Source: STR Global Destination Report, July 2014

Source: STR Global Destination Report, July 2014

Two hotels to open in 2015, increasing TOT by 20%.

Hilton Garden Inn

- 210 rooms including 10 suites
- Six stories with subterranean parking
- Located at Verdugo Avenue and South San Fernando Blvd



SpringHill Suites by Marriott

- 170 rooms
- Five stories with subterranean parking
- Located at South San Fernando Blvd between Santa Anita and Providencia Avenues

Downtown Burbank Partnership

Renewal Downtown Burbank Partnership was renewed in 2014, ratified by an 84% vote. The renewal represents the organization's third consecutive five year term and ensures continued improvements in infrastructure, maintenance, retail attraction, marketing, and visitor attraction through 2018.

New Business Downtown Burbank Partnership and the City's Economic Development Team attracted several new retailers and restaurants to Downtown Burbank reinforcing Downtown Burbank's reputation as a top dining destination for new innovative concepts.

Special Events Downtown Burbank special events were consolidated into four major activities throughout the year.

Recently Opened

PizzaRev Craft Your Own

ASIAN BOX

Orchard Flats Cold Pressed Juicery

Tender Greens

Coming Soon

Gyu-Kaku Japanese BBQ
116 S San Fernando Blvd

FIVE GUYS BURGERS and FRIES
201 E Magnolia Blvd

EUROPEAN WAX CENTER
114 S San Fernando Blvd

APR

The Downtown Burbank ARTS Festival highlighted digital animation with the Creative Talent Network. The event attracted 8,000 attendees, including top animators and their fans.

downtown burbank arts festival

JUL

The Downtown Burbank Car Classic featured celebrity cars from film and television, attracting 12,000 people.

Downtown Burbank Car Classic

OCT

OktoBURfest promoted Downtown Burbank's dynamic craft beer scene.

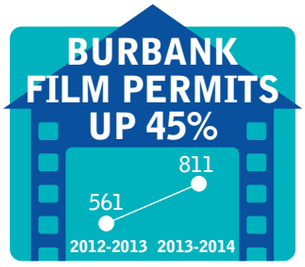
DTN OktoBURfest

NOV-JAN

The Rink in Downtown Burbank attracted more than 17,000 skaters. Kristi Yamaguchi made a special appearance, prompting international press coverage.

The Rink

Events added over 37,000 visitors to Downtown Burbank.



Source: Burbank Police Department

Legislation

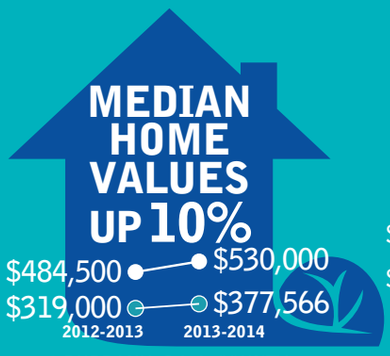
AB 1839 signed by Governor Jerry Brown

With large employment in the creative industry, Burbank will benefit by the job-creation potential of AB 1839, a bill that more than triples funding for California's film and TV tax-credit program to $330 million. The new bill helps solidify the strong filming presence in Burbank as seen with a 45% increase in film permits.

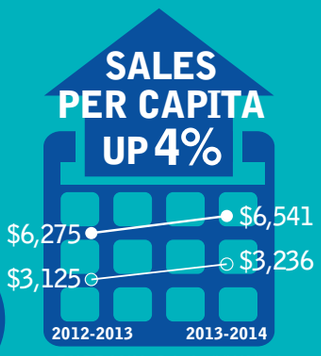
Economic Indicators

Burbank economic fundamentals are strong:

- The **Citywide Office Vacancy Rate** at 8.52% is consistently lower than L.A. County's 11.07%, reflecting high demand for Burbank properties.
  Source: CoStar Group, 2013-2014
- The **Unemployment Rate** at 7.29% for 2013-2014 is down from 8.40% in 2012-2013. Burbank's unemployment rate is nearly half L.A. County's at 13.21%, reflecting Burbank's diverse economy and growing entertainment industry presence.
  Source: State of California Economic Development Department , 2013-2014
- **Commercial Building Permits** are up 6% in 2013-2014 with 1,124 permits, reflecting economic expansion and renewed business confidence.
  Source: City of Burbank Building Division



Source: HdL Companies



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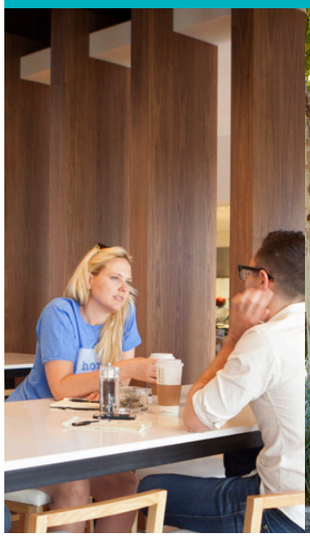

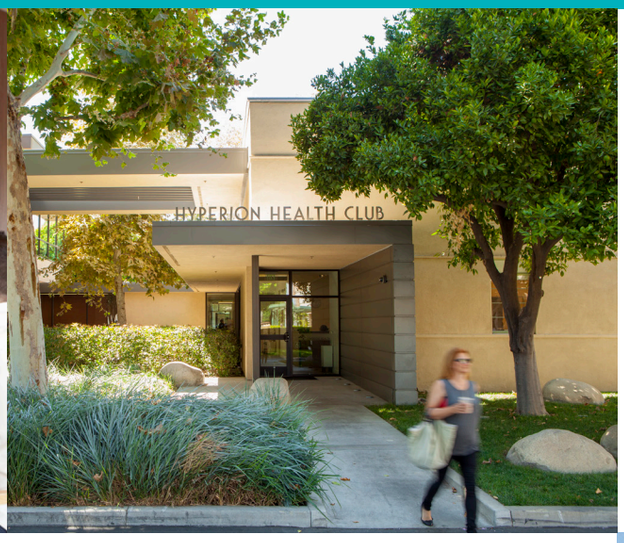

ONE BURBANK offered through Burbank Water and Power

ONE Burbank offers local Burbank businesses ultra-high-speed bandwidth services with industry-leading customer service and value. For more information visit www.OneBurbank.com

Burbank Water and Power also offers:

- Solar Power Rebates
- LEED Incentive Program
- Energy Solutions Rebates

New IKEA

The largest IKEA in North America at 470,000 square feet will open in the South San Fernando Boulevard area in 2016. Since 1990, IKEA has been among the top 5 sales tax revenue generators in Burbank.

The new store will:

- Increase employment by up to 25%, from 365 to 450 jobs.
- Carry a wider selection of products, boosting sales tax revenue.
- Enhance property values in the vicinity.

Nickelodeon Expansion

Nickelodeon Animation is expanding its presence in Burbank and increasing the number of employees from 300 to 740, more than doubling the employment base campus at 231 West Olive Avenue. The expanded 113,760 square foot facility and a 137,229 square foot parking structure will provide for all animation production needs and administrative personnel.

- The company has also leased 116,381 square feet at **The Burbank Studios** at 3000 West Alameda Avenue, uniting staff currently spread over several off-site locations both in and outside of Burbank.
- The Nickelodeon expansion will add over 400 employees with an average entertainment salary of $106,812 per year.

Source: Otis Report on the Creative Economy

TEAM BUSINESS

Team Business

- Over 400 students served in 2013-2014
- Team Business unites the teaching expertise of top educational institutions and respected businesses of Burbank to educate and train emerging and existing workforce including: **Woodbury University, Los Angeles Valley College, Los Angeles Community College District, Valley Economic Development Center and Counterintuity.**
- Class themes of the 2013-2014 curriculum include: **Entrepreneurial Advancement Academy, Business Development Classes, Healthcare Advancement and One-on-one professional consulting services.**
- New courses in 2014 include industry specific trainings targeting the needs of the business community in Burbank.

Team Business offers classes designed to help entrepreneurs learn grow, and thrive. To register for a class please visit http://www.itsmyseat.com/teambusiness.html

CITY OF BURBANK
INCORPORATED 1911

BURBANK
FORWARD
IN EVERY DIRECTION

City of Burbank Economic Development

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