



Economic Development  
Study Session

June 9, 2015

A green highway sign with a white border and a white horizontal line across the middle. The sign is mounted on two metal posts. The background of the sign is a solid green color with a white border. The text is in a bold, white, sans-serif font. The sign is set against a light blue sky and a green grassy field.

**Economic Development  
Study Session**

**June 9, 2015**



# Economic Development Study Session

June 9, 2015



**ECONOMIC DEVELOPMENT**  
Mission Statement & Strategies

**Mission Statement**  
Applied's strong core commitment to economic development is to advance community and growth, enhance governmental, industry and business quality of life for all.

**Strategies**

1. Position & develop a competitive regional, statewide and national job for business and residents.
2. Attract business investment, innovation and expansion.
3. Diversify business and health and human services.
4. Support and foster of Governmental Partners.
5. Position & develop as a travel and tourism destination.

# **ECONOMIC DEVELOPMENT**

## **Mission Statement & Strategies**

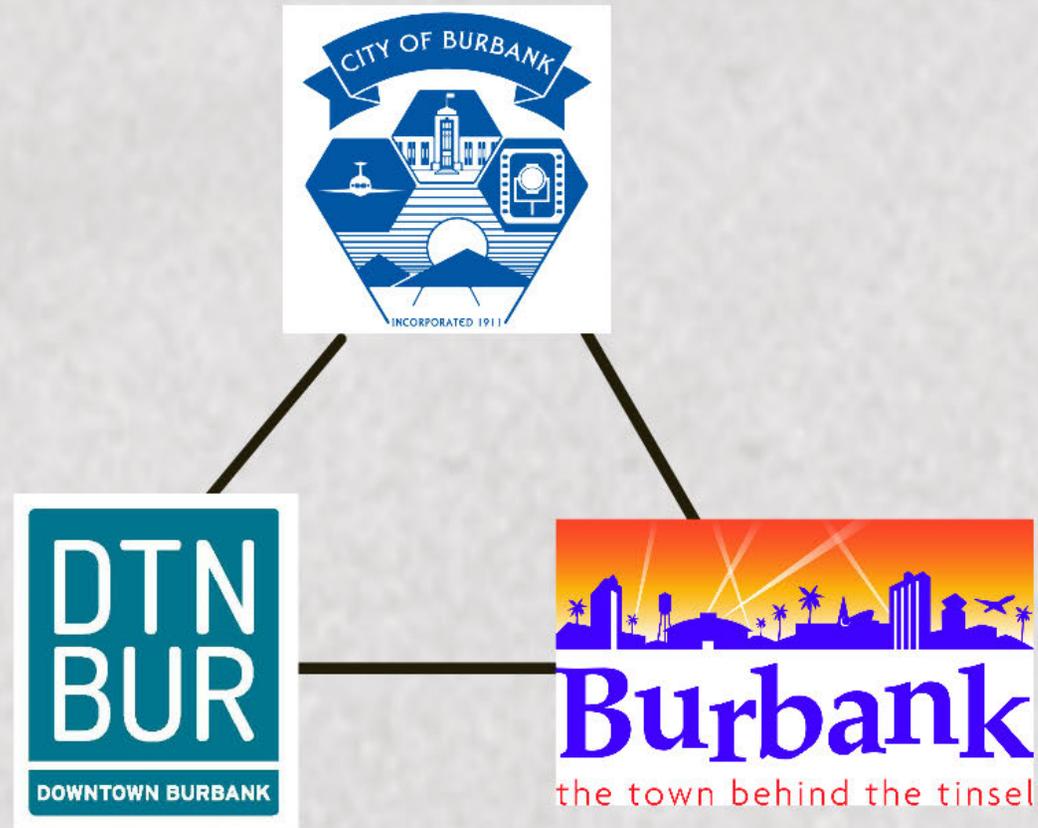
### **Mission Statement**

Uphold a strong commitment to economic development to advance sustainable job growth, enhance commercial vitality, and maintain quality of life for all.

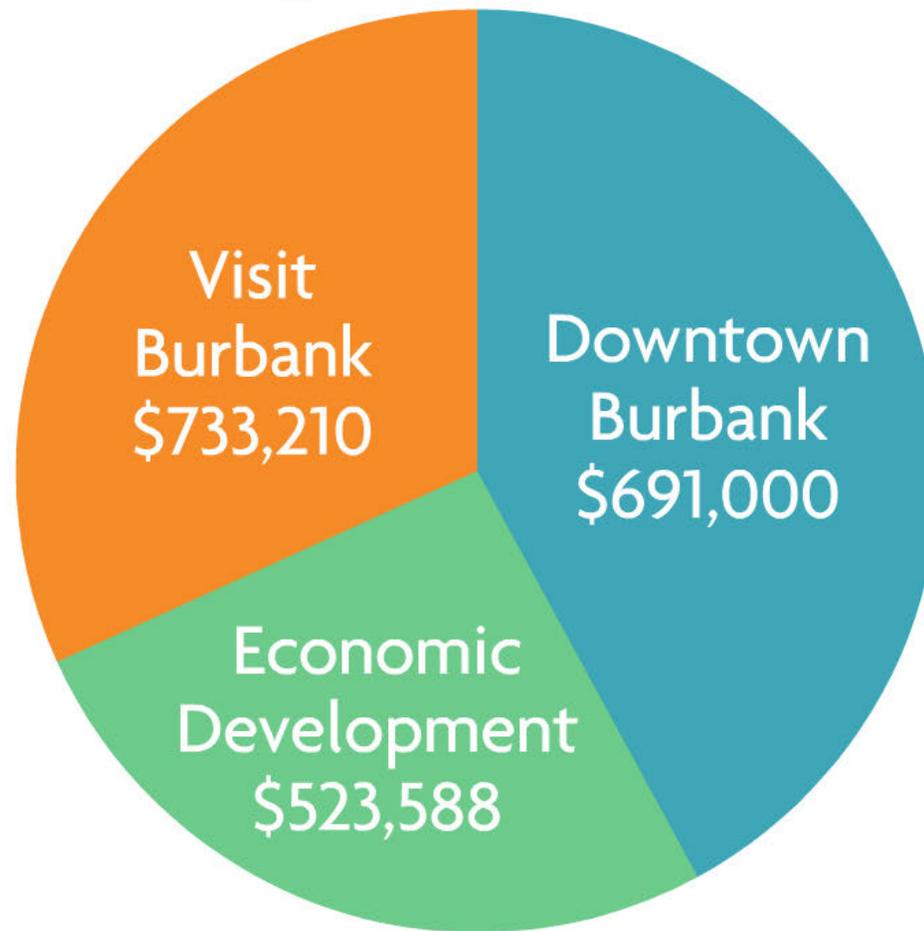
### **Strategies**

1. Position Burbank as a competitive regional, statewide and national hub for business and residence
2. Focused business attraction, retention and expansion
3. Enhanced business outreach and communications
4. Continue evolution of Downtown Burbank
5. Position Burbank as a travel and tourism destination

# A Three Prong Approach

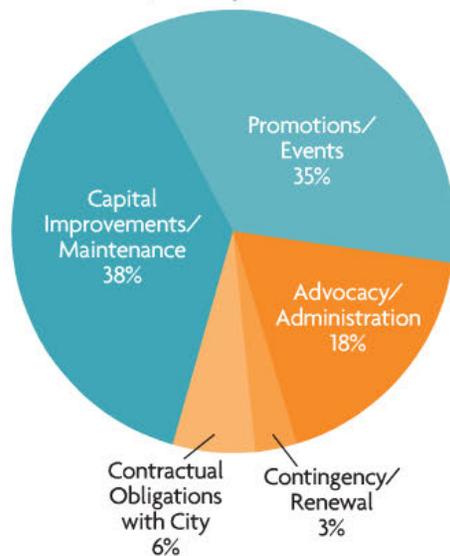


## Total Public/Private Partnership Budget is \$1,947,798

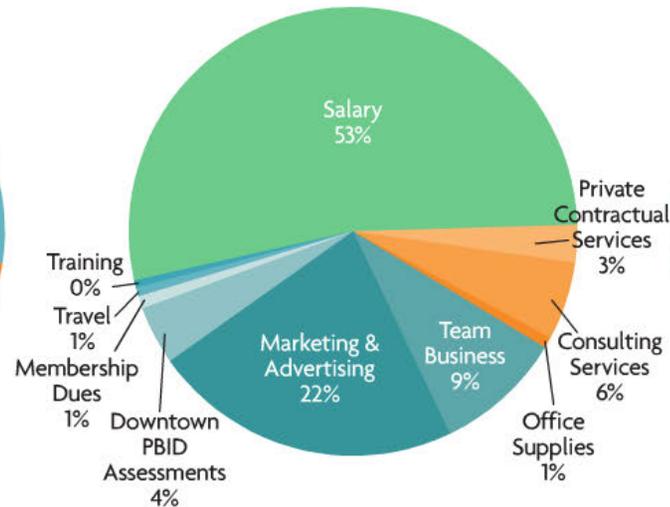


# Operating Budgets

## Downtown Burbank \$691,000

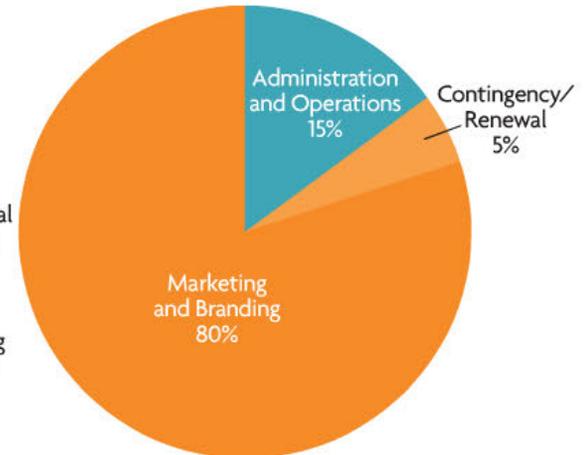


## Economic Development \$523,588



Adopted budget from Fiscal Year 14-15 includes Economic Development operating expenses, plus total offset of \$159,400 from Downtown Burbank Partnership and Visit Burbank.

## Visit Burbank \$733,210



Annual budget from FY 13-14.  
Total budget value based on 1% assessment from total room revenue.

# Economic Development Strategies

# Team Business



## TEAM BUSINESS

SPRING/SUMMER 2015 CLASS SCHEDULE

Your Ultimate Resource for Creating, Managing and Evolving Your Business



CITY OF BURBANK



## TEAM BUSINESS

SPRING/SUMMER 2015 CLASS SCHEDULE

### TEAM BUSINESS CURRICULUM

Team Business is pleased to offer classes designed to help Burbank entrepreneurs learn, grow and thrive. Enroll now for these unique opportunities to gain invaluable business insights from local college and university professors as you increase your skill set and build on new business opportunities.

#### BUSINESS DEVELOPMENT CLASSES

Provided through the Burbank Team Business program in partnership with Los Angeles Valley College, New Horizons, and Counterintuity.

Social Media Seminar	4/22	8:30am - 10:30am
Basic Microsoft Office Academy	Every Monday 4/27-5/11	9:00am - 12:00pm
Basic Microsoft Office Academy	Every Monday 4/27-5/11	1:00pm - 4:00pm
Providing Excellent Customer Service	4/29	10:00am - 12:00pm
How to Reduce Overhead	5/12	10:00am - 12:00pm
Motivating Your Employees	5/19	2:00pm - 4:00pm
Search Engine Optimization	5/21	8:30am - 10:30am
Managing Conflicts	6/3	2:00pm - 4:00pm
Advertising Excellence	6/9	8:30am - 10:30am

Business Development Classes are located in the City of Burbank Community Services Building, 150 N. Third Street, First Floor, Room 104, Downtown Burbank (Free parking is available)



Team Business is a collaboration of the City of Burbank with:



#### REDUCING BUSINESS WASTE

FREE!

Wednesday, June 10, 2015 6:30pm-9:00pm

Save time, space, money, and resources! Get motivated to roll out a waste reduction plan. Examine your purchasing, supply chain, training, and recycling habits. Burbank Green Alliance and the Burbank Recycle Center are launching this hands-on workshop that every retail, office, and manufacturing business can use! Burbank businesses are eligible for additional assistance including one-on-one help, site visits, and an implementation workshop. Due to limited resources, class is limited to first 15 registrants.

Burbank Recycle Center  
Conference Room,  
500 South Flower Street 91505



#### CONSULTING SERVICES

FREE!

Team Business provides one-on-one professional business consulting services FREE to Burbank businesses, residents and Burbank Chamber of Commerce members. Areas of interest include business planning, financing, business loans, marketing, sales, operations, starting up a new business, management or general business issues. For an appointment please call 818.238.5198. Consulting services are limited and are provided on a first come first serve basis.

#### ONE-ON-ONE TRAINING SERVICES

FREE!

Team Business is interested in helping your business grow. If your company would like free specialized training for your employees, please contact us at 818.238.5198.

Visit [www.burbankteambusiness.com](http://www.burbankteambusiness.com)  
or call 818.238.5198 for full course  
descriptions and to register.

# Team Business By The Numbers

## Fiscal Year 14-15 YTD

**Class attendance** ..... **365**

**Classes offered** ..... **22**

## Business Development

**Consultations with LAEDC** ..... **15**

## Testimonial

*I would like to thank the City of Burbank for their efforts to put together a very successful program that covers a variety of topics to help small business owners and professionals succeed in their businesses. I truly recommend these classes offered by Team Business to every professional who wants to excel and grow in business.*

– **Al Hallak**

CEO, Al Hallak Pictures

Faculty, New York Film Academy and

International Academy of Film and TV in Los Angeles

# Business Outreach & Communication

## FOCUS ON BURBANK

News brought to you by the City of Burbank Economic Development Team | Edition #126 | December 2014

### ECONOMIC BENEFITS OF TALARIA AT BURBANK



## Talaria at Burbank

On October 14th the Burbank City Council approved the development of Talaria at Burbank. Talaria at Burbank is an energy-efficient, sustainable, state-of-the-art development and is listed to be the first LEED-certified "green" residential building. This mixed-use project will re-use property 3.86 acres of property with 241 premium rental units and a 42,950 square foot Whole Foods Market.

#### Job Creation

The Talaria at Burbank will create:

- 200-275 construction jobs for two years during development.
- 25-50 jobs associated with the residential component.
- 150-200 jobs anticipated for the Whole Foods Market component.

#### Revenue

- Whole Foods Market is estimated to generate \$110,000 to \$150,000 annually in sales tax revenue for Burbank.
- The Talaria at Burbank project is estimated to generate \$337,000 annually from property taxes.
- Collectively, the estimated property tax and sales tax revenue will amount to \$447,000 to \$487,000 annually.

#### SPOTLIGHT ON . . . ONEBURBANK CUSTOMERS

**Buddys All Stars Inc.**, specializing in uniforms for college, high school, and Little League teams, has been a loyal Burbank business for 32 years. Buddys was experiencing continuous issues with their internet provider and, after several "connectivity" issues, checked out Burbank Water and Power's (BWP) ONE Burbank fiber optics service. BWP met their requirements and replaced the old copper based service with fiber optics. Since the implementation, upstream and downstream speeds have been consistent.

**BWP also provided them with a migration path for additional bandwidth on an as needed basis to support their future growth. The ONE Burbank fiber service has proven essential to the growth of Buddys All Stars California and Arizona operations and will no doubt play an even more vital role for the company as they continue to grow.**




ECONOMIC INDICATORS		ECONOMIC INDICATORS	
INDICATOR	2014	INDICATOR	2014
PER CAPITA INCOME	\$18,100	PER CAPITA INCOME	\$18,100
UNEMPLOYMENT RATE	8.5%	UNEMPLOYMENT RATE	8.5%
POPULATION	103,000	POPULATION	103,000
HOUSEHOLDS	42,000	HOUSEHOLDS	42,000
RETAIL SALES	\$1.2B	RETAIL SALES	\$1.2B
INDUSTRIAL SALES	\$1.5B	INDUSTRIAL SALES	\$1.5B
OFFICE SALES	\$1.8B	OFFICE SALES	\$1.8B
RESEARCH & DEVELOPMENT	\$2.1B	RESEARCH & DEVELOPMENT	\$2.1B
VENTURE CAPITAL	\$3.5B	VENTURE CAPITAL	\$3.5B
STARTUPS	150	STARTUPS	150
TECH COMPANIES	50	TECH COMPANIES	50
BIOTECH COMPANIES	10	BIOTECH COMPANIES	10
PHARMACEUTICALS	5	PHARMACEUTICALS	5
AVIATION	2	AVIATION	2
DEFENSE	1	DEFENSE	1
SPACE	1	SPACE	1
ARTS & CULTURE	1	ARTS & CULTURE	1
ENTERTAINMENT	1	ENTERTAINMENT	1
SPORTS	1	SPORTS	1
HEALTHCARE	1	HEALTHCARE	1
EDUCATION	1	EDUCATION	1
FINANCIAL SERVICES	1	FINANCIAL SERVICES	1
REAL ESTATE	1	REAL ESTATE	1
TRANSPORTATION	1	TRANSPORTATION	1
UTILITIES	1	UTILITIES	1
MANUFACTURING	1	MANUFACTURING	1
AGRICULTURE	1	AGRICULTURE	1
FOOD & BEVERAGE	1	FOOD & BEVERAGE	1
RETAIL	1	RETAIL	1
PROFESSIONAL SERVICES	1	PROFESSIONAL SERVICES	1
INFORMATION TECHNOLOGY	1	INFORMATION TECHNOLOGY	1
HEALTHCARE	1	HEALTHCARE	1
EDUCATION	1	EDUCATION	1
FINANCIAL SERVICES	1	FINANCIAL SERVICES	1
REAL ESTATE	1	REAL ESTATE	1
TRANSPORTATION	1	TRANSPORTATION	1
UTILITIES	1	UTILITIES	1
MANUFACTURING	1	MANUFACTURING	1
AGRICULTURE	1	AGRICULTURE	1
FOOD & BEVERAGE	1	FOOD & BEVERAGE	1
RETAIL	1	RETAIL	1
PROFESSIONAL SERVICES	1	PROFESSIONAL SERVICES	1
INFORMATION TECHNOLOGY	1	INFORMATION TECHNOLOGY	1

## FOCUS ON BURBANK

News brought to you by the City of Burbank Economic Development Team | Edition #126 | January 2015

### WEST COAST CUSTOMS BURBANK HEADQUARTERS OPENED



The City of Burbank is pleased to welcome West Coast Customs Burbank, Burbank's headquarters, to our downtown. West Coast Customs Burbank is a leading custom car and truck restoration and detailing company. The new Burbank headquarters is located at 2100 W. Empire Avenue. West Coast Customs offers a wide variety of services including custom paint, chrome, and more. The new Burbank headquarters is a state-of-the-art facility with a 10,000 square foot showroom and a 20,000 square foot restoration shop. The new Burbank headquarters is a state-of-the-art facility with a 10,000 square foot showroom and a 20,000 square foot restoration shop. The new Burbank headquarters is a state-of-the-art facility with a 10,000 square foot showroom and a 20,000 square foot restoration shop.




#### ECONOMIC INDICATORS

INDICATOR	2014
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SPORTS	1
HEALTHCARE	1
EDUCATION	1
FINANCIAL SERVICES	1
REAL ESTATE	1
TRANSPORTATION	1
UTILITIES	1
MANUFACTURING	1
AGRICULTURE	1
FOOD & BEVERAGE	1
RETAIL	1
PROFESSIONAL SERVICES	1
INFORMATION TECHNOLOGY	1

## FOCUS ON BURBANK

News brought to you by the City of Burbank Economic Development Team | Edition #127 | February 2015

### THE BURBANK COLLECTION IS READY FOR ITS CLOSE-UP!



The Burbank Collection is a popular urban specialty retail center with exciting retailers and restaurants like Williams Park, Bread, Bakers, Juice Bar, and Barney's Bakery. The development is located in the heart of Downtown Burbank and is a one-of-a-kind retail center. The 28,000 square foot urban retail center complements the vibrant commercial district that features 300 shops, 100 restaurants, Flapper Comedy Club and The Colony Theater. The Burbank Collection was recently acquired by Golden Plate Investments (GPI), a private equity firm, to upgrade the aesthetics of the retail center to increase leasing activity and to pursue existing tenants. The new lease agreements complement the dynamic retail restaurant scene in Downtown Burbank and increase the appeal of the destination attracting more visitors to the area. Improvements include:

- Renovation of outdoor walkways
- Wood paneling seating
- LED lighting
- New water fountain feature
- New ramp and landscaping to the anchor space
- Renovation of all existing storefronts
- Sixteen new lighting and way finding signs



New major tenants will come next adding to the already attractive mix of merchants in Downtown Burbank. Several opportunities are available for restaurants and retail tenants to join the refreshed new project, including a 4,000 square foot retail space on First Street. For more space leasing information regarding what's available, please contact us at 818-238-5180.

#### SPOTLIGHT ON . . . ONEBURBANK CUSTOMERS

**TechMDI, Inc.**, founded in 2002 and located in Burbank since 2012, is a quality medical audio and video design consulting for some of the best sites in the entertainment industry such as Walt Disney Imagineering. They design world-class audio, video, and control systems for theme parks, museums and other large-scale entertainment venues. When the company first moved to Burbank, they utilized the two major internet service providers for the area but experienced frequent outages. Their service troubles were compromising their ability to do business and grow as a company. Operations




#### ECONOMIC INDICATORS

INDICATOR	2014
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AGRICULTURE	1
FOOD & BEVERAGE	1
RETAIL	1
PROFESSIONAL SERVICES	1
INFORMATION TECHNOLOGY	1



# FOCUS ON BURBANK



News brought to you by the City of Burbank Economic Development Team Edition #135 • December 2014

## ECONOMIC BENEFITS OF TALARIA AT BURBANK



Renderings courtesy of Talaria at Burbank, <http://talariaatburbank.com>

# TALARIA at Burbank

On October 14th the Burbank City Council approved the development of Talaria at Burbank. Talaria at Burbank is an energy-efficient, sustainable, state-of-the-art development, and is slated to be the first LEED-certified "green" residential building. This mixed-use project will re-purpose 3.86 acres of property with 241 premium rental units and a 42,950 square foot Whole Foods Market.

### Job Creation

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## SPOTLIGHT ON . . . ONEBurbank Customers

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BWP also provided them with a migration path for additional bandwidth on an as needed basis to support their future growth. The ONE Burbank fiber service has proven essential to the growth of Buddy's All Stars' California and Arizona operations and will no doubt play an even more vital role for the company as they continue to grow.



### ECONOMIC INDICATORS

#### BURBANK HOME SALE ACTIVITY\*

HOME TYPE	2013	2014	%
ALL HOME TYPES	71	38	
Median Price Home	\$409,200	\$409,000	100%
<b>CONDOS</b>			
ALL CONDOS	24	13	
Median Price Home	\$429,000	\$429,000	100%

\*Reporting made by the City of Burbank, and based on Bureau of Economic Analysis data.

© Change in Market Conditions

#### NUMBER OF OFFICE VACANCY RATES CITYWIDE\*

2013 Quarter	2013	2014
Q1	0.2%	0.1%
Q2	0.2%	0.1%
Q3	0.2%	0.1%
Q4	0.2%	0.1%

\*Reporting made by the City of Burbank, and based on Bureau of Economic Analysis data.

© Change in Market Conditions

#### CLASS A & B OFFICE VACANCY RATES:

Class A	2013	2014
Class A	1.2%	1.1%
Class B	1.2%	1.1%

\*Reporting made by the City of Burbank, and based on Bureau of Economic Analysis data.

© Change in Market Conditions

#### OFFICE VACANCY AS OF DECEMBER 31, 2014:

Class A	Class B
1.1%	1.1%

\*Reporting made by the City of Burbank, and based on Bureau of Economic Analysis data.

© Change in Market Conditions

#### NET LABOR FORCE INFORMATION:

2013	2014
1,200	1,200

\*Reporting made by the City of Burbank, and based on Bureau of Economic Analysis data.

© Change in Market Conditions

For more information, contact: Housing & Economic Development Division, 818.238.5181 - [www.burbankca.gov](http://www.burbankca.gov) • Focus on Burbank is a publication of the City of Burbank's Community Development Department



## WEST COAST



The City of Burbank is proud to host Burbank Headquarters. Owner and his team transformed the former site of the art modification body shop West Coast Customs officially opened on December 7, 2014 as Mayor welcomed the new business.

West Coast Customs has 40 employees renovate their 40,000 square foot facility help with flooring, roofing, glazing, and much more. On January 9th, the company such as paint & body, vinyl wraps, and programming. West Coast Customs 2014 Downtown Burbank Car Show looks forward to more collaborations.

West Coast Customs is widely recognized as a high-end modification shop. Their many reality shows such as:

- MTV's Pimp My Ride;
- TLC's Street Customs and Street Outlaws;
- and now on their new show, West Coast Customs can be viewed on Sports 2. For more information



### ECONOMIC INDICATORS

#### BURBANK HOME SALE ACTIVITY\*

HOME TYPE	2013	2014
ALL HOME TYPES	47	35
Median Price Home	\$575,000	\$409,000
<b>CONDOS</b>		
ALL CONDOS	14	9
Median Price Home	\$495,000	\$409,000

\*Reporting made by the City of Burbank, and based on Bureau of Economic Analysis data.

© Change in Market Conditions

**AT BURBANK**



Burbank Talaria at Burbank, <http://talariaatburbank.com>

**Burbank**

Burbank Talaria at Burbank is an  
 the first LEED-certified "green"  
 with 241 premium rental units and

estimated to generate \$110,000  
 sales tax revenue for Burbank.  
 project is estimated to generate  
 property taxes.  
 d property tax and sales tax  
 \$47,000 to \$487,000 annually.

with a migration path for additional  
 basis to support their future  
 ber service has proven essential  
 All Stars' California and Arizona  
 play an even more vital role for  
 e to grow.



**EDD LABOR FORCE INFORMATION\***

UNEMPLOYMENT RATE	2013	2014
United States	7.3%	6.8%
California	8.0%	7%
Los Angeles County	8.0%	7.8%
Burbank	7.8%	6.2%
Glendale	8.3%	6.8%
Pasadena	8.3%	6%

**BURBANK HOME SALE ACTIVITY:**

HOUSES	2013	2014	%
# Sold in November	47	35	
Median Price November	\$275,000	\$409,000	148%

CONDO	2013	2014	%
# Sold in November	14	6	
Median Price November	\$402,500	\$405,000	101%

\* Reporting on the length of business cycles and other factors.  
 \*\* Change in the case record category.

**WEST COAST CUSTOMS BURBANK HEADQUARTERS OPENED**



The City of Burbank is proud to welcome West Coast Customs to their new Burbank Headquarters. Owner and automotive legend Ryan Friedlinghaus and his team transformed the formerly vacant industrial space into a state of the art modification body shop located at 2101 W Empire Avenue. West Coast Customs officially opened with a VIP reception on Sunday, December 7, 2014 as Mayor Gordon and City Council representatives welcomed the new business.

West Coast Customs has 40 employees at their new location. To help renovate their 40,000 square foot facility, they hired local contractors to help with flooring, roofing, glazing, painting, structure fabricating, and much more. On January 9th, they also held a job fair to hire for positions such as paint & body, vinyl wrap installation, audio & video, and art & programming. West Coast Customs was also a sponsor and exhibitor of the 2014 Downtown Burbank Car Classic. The Downtown Burbank Partnership looks forward to more collaboration efforts for the 2015 show.

West Coast Customs is widely regarded by car enthusiasts as "the premiere high-end modification shop." They have years of experience on air with their many reality shows such as:

- MTV's Pimp My Ride;
  - TLC's Street Customs and Street Customs Berlin;
  - and now on their new show, West Coast Customs, being taped in Burbank.
- West Coast Customs can be viewed Sunday nights at 7pm PST on Fox Sports 2. For more information, please visit [www.WestCoastCustoms.com](http://www.WestCoastCustoms.com)



**ECONOMIC INDICATORS**

**BURBANK HOME SALE ACTIVITY:**

HOUSES	2013	2014	%
# Sold in November	47	35	
Median Price November	\$275,000	\$409,000	148%

**CONDO**

2013	2014	%	
# Sold in November	14	6	
Median Price November	\$402,500	\$405,000	101%

**QUARTERLY OFFICE VACANCY RATE CITYWIDE\***

4th Quarter	2013	2014
Citywide Office Rate	11.4%	10.3%
Total Class A & B Available Sq. Ft.	10,606,096	10,606,096
Vacant Sq. Ft. (Class A & B only)	12,763,500	1,796,317
Vacancy Rate	12.0%	11.2%
Average asking lease rate	\$2.76/sq. ft.	\$2.89/sq. ft.

**QUARTERLY INDUSTRIAL MARKET VACANCY RATE CITYWIDE\***

4th Quarter	2013	2014
Total Sq. Ft. Available for Lease	233,958	138,250
Vacancy Rate	2.3%	1.9%

\* Reporting on the length of business cycles and other factors.  
 \*\* Change in the case record category.



**CLASS A & B OFFICE VACANCY RATE:**

Market District	2013	2014
Downtown Burbank	62,039 sq. ft.	6,086
Aspen District	302,142 sq. ft.	2.3%

**OFFICE VACANCY AS OF JANUARY 15, 2015:**

Citywide Office Rate	2013	2014
Citywide Office Rate	12.0%	11.2%
Class A & B Vacancy Rate	12.0%	11.2%

**EDD LABOR FORCE INFORMATION\***

UNEMPLOYMENT RATES	2013	2014
United States	7%	6.8%
California	8.2%	7.5%
Los Angeles County	8.1%	7.8%
Burbank	7.8%	6.2%
Glendale	7.8%	6.8%
Pasadena	8.3%	6%

\* Reporting on the length of business cycles and other factors.  
 \*\* Change in the case record category.



**THE BURBANK**

The Burbank Collection is a...  
 with exciting retailers and re...  
 Sketchers, Asian Box, and B...  
 located in the heart of Down...  
 AMC 16 Theaters, one of the...  
 The 39,400 square foot ur...  
 vibrant commercial district...  
 rants, Flapper's Comedy Club...

The Burbank Collection was...  
 ing Investments (GPI). GPI in...  
 the aesthetics of the retail c...  
 re-purpose existing tenants...  
 the dynamic retail/restauran...  
 increase the appeal of the d...  
 the area. Improvements include

- Elevator corridor enhance
- Wood paneled seating
- LED lighting
- New water fountain feat
- New ramp and landscap
- Remodeling of all existin
- Enhanced lighting and v



**SPOTLIGHT C**

TechMD, Inc., founded in 2...  
 2012, is a quality-minded a...  
 for some of the best names...  
 as Walt Disney Imagineer...  
 video, and control systems f...  
 large volume entertainment...  
 When the company first mo...  
 major internet service prov...  
 frequent outages. Their se...  
 their ability to do business

**ECONOMIC INDICATORS**

**BURBANK HOME SALE ACTIVITY:**

HOUSES	2013	2014
# Sold in December	47	35
Median Price December	\$275,000	\$409,000

**CONDO**

2013	2014	
# Sold in December	20	21
Median Price December	\$420,500	\$385,000

\* Reporting on the length of business cycles and other factors.  
 \*\* Change in the case record category.



Edition #136 • January 2015

## NEW STORES OPENED



### STORE INFORMATION:

SALES RATES	2014	2013	2012
Nov	7%	5.8%	
Dec	8.2%	7.7%	
Jan	9.1%	7.9%	
Feb	7.4%	6.4%	
Mar	7.9%	6.8%	
Apr	6.9%	6%	

\* Figures are based on the latest available data.  
† Figures are based on the latest available data.



# FOCUS ON BURBANK

News brought to you by the City of Burbank Economic Development Division Edition #137 • February 2015



## THE BURBANK COLLECTION IS READY FOR ITS CLOSE-UP!

The Burbank Collection is a popular urban specialty retail center with exciting retailers and restaurants like Pinkberry, Panera Bread, Sketchers, Asian Box, and Barney's Beanery. The development is located in the heart of Downtown Burbank and is co-anchored by AMC 16 Theaters, one of the top performing theaters in the nation. The 39,400 square foot urban retail center complements the vibrant commercial district that features 300 shops, 100 restaurants, Flapper's Comedy Club and The Colony Theater.

The Burbank Collection was recently acquired by Goldstein Planting Investments (GPI). GPI invested millions of dollars to upgrade the aesthetics of the retail center to increase leasing activity and re-purpose existing tenants. The new enhancements complement the dynamic retail/restaurant scene in Downtown Burbank and increase the appeal of the destination attracting more visitors to the area. Improvements include:

- Elevator corridor enhancements
- Wood paneled seating
- LED lighting
- New water fountain feature
- New ramp and landscaping to the anchor space
- Remodeling of all existing storefronts
- Enhanced lighting and way finding signs



New major tenants will come next adding to the already attractive mix of merchants in Downtown Burbank. Several opportunities are available for restaurant and retail tenants to join the refreshed new project, including 4,100 square feet next to Barney's Beanery on First Street! For more space leasing information regarding what's available, please contact us at 818-238-5180.

## SPOTLIGHT ON . . . ONEBURBANK CUSTOMERS

TechMD, Inc., founded in 2002 and located in Burbank since 2012, is a quality-minded audio and video design consultancy for some of the best names in the entertainment industry such as Walt Disney Imagineering. They design world-class audio, video, and control systems for theme parks, museums and other large volume entertainment venues.

When the company first moved to Burbank, they utilized the two major internet service providers for the area but experienced frequent outages. Their service troubles were compromising their ability to do business and grow as a company. Operations

Manager, Amy La Force picked up a copy of Currents (Burbank Water and Power's monthly newsletter) and learned about this one-of-a-kind fiber optics service. The installation went smoothly and the customer service was quick and pleasant. Since their switch to ONEBurbank a year and a half ago, they have not had so much as a second of downtime!



### ECONOMIC INDICATORS

BURBANK HOUSING SALES ACTIVITY:			
MONTH	2014	2013	CP
# Sold in December	42	57	73%
Median Price December	\$423,500	\$562,000	75%
TRENDS:			
# Sold in December	20	21	95.2%
Median Price November	\$420,500	\$388,000	108.5%

QUARTERLY OFFICE VACANCY RATE CITYWIDE*			
4th Quarter	2014	2013	CP
Overall Vacancy Rate	10.3%	11.5%	89.5%
Banking Vacancy Rate	15.0%	15.0%	100%
Non-Banking Vacancy Rate	10.3%	11.5%	89.5%
Average Asking Lease Rate	\$5.85/sq. ft.	\$5.75/sq. ft.	101.4%

QUARTERLY INDUSTRIAL MARKET VACANCY RATE CITYWIDE			
4th Quarter	2014	2013	CP
Total Sq. Ft. Available for Lease	1,982,330	2,153,938	91.9%
Vacancy Rate	1.4%	2.5%	55.1%

EMPLOYMENT INFORMATION:			
MONTH	2014	2013	CP
Unemployment Rate	5.8%	7%	83.2%
California	6.7%	7.9%	84.8%
Los Angeles County	7.5%	8.8%	84.1%
Burbank	6%	7.1%	84.5%
Glendale	8.5%	7.6%	110.5%
Pasadena	5.0%	6.8%	73.5%

\* Reporting made on a quarterly basis. Includes and excludes.  
† Change in rate of the month-over-month.

\* Bureau of Economic Analysis  
† Data from the Bureau of Economic Analysis  
‡ Colliers Group

\* Bureau of Economic Analysis  
† Data from the Bureau of Economic Analysis  
‡ Colliers Group

\* Bureau of Economic Analysis  
† Data from the Bureau of Economic Analysis  
‡ Colliers Group

Burbank economic indicators include the most recent data available at time of printing.

# Business Outreach/Marketing

AIRPORT DISTRICT

MEDIA DISTRICT

MAGNOLIA PARK

DOWNTOWN

CITY OF BURBANK



VIBRANT



DYNAMIC



CREATIVE

BURBANK | LEED CERTIFIED CLASS A OFFICE | FLEX/TECH | TRANSIT-ORIENTED  
ONE BURBANK HIGH-SPEED FIBER OPTIC NETWORK

For more information 918-328-1188 | [scordev@burbank.ca.gov](mailto:scordev@burbank.ca.gov) | [www.scordev.burbank.ca.gov](http://www.scordev.burbank.ca.gov)



DISTINCT



ANIMATED



CONNECTED

BURBANK | LEED CERTIFIED CLASS A OFFICE | FLEX/TECH | TRANSIT-ORIENTED  
ONE BURBANK HIGH-SPEED FIBER OPTIC NETWORK

For more information 918-328-1188 | [scordev@burbank.ca.gov](mailto:scordev@burbank.ca.gov) | [www.scordev.burbank.ca.gov](http://www.scordev.burbank.ca.gov)

AIRPORT DISTRICT

MEDIA DISTRICT

MAGNOLIA PARK

DOWNTOWN

CITY OF BURBANK





VIBRANT



DYNAMIC



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For more information: 818-238-5180 | econdev@burbankca.gov | www.econdev.burbankca.gov



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BURBANK

LEED CERTIFIED CLASS A OFFICE | FLEX/TECH | TRANSIT-ORIENTED  
ONE BURBANK HIGH-SPEED FIBER OPTIC NETWORK

For more information: 818-238-5180 | econdev@burbankca.gov | www.econdev.burbankca.gov

# Marketing

## City of Burbank Economic Development

**Letter from the City Manager**

Dear Citizens: I am pleased to announce that the City of Burbank has been named one of the most innovative cities in the world by Entrepreneur magazine. This recognition is a testament to the hard work and dedication of our city employees and the support of our citizens. We are committed to creating a vibrant, thriving community for all.

**ANNUAL REPORT 2013-2014**



## Economic Development

The Economic Development Team works to promote the growth of Burbank's economy, attract and retain businesses, and create jobs. Through various programs and initiatives, we are committed to making Burbank a desirable place to live, work, and invest.

**Business Incentives**

The Business Incentive Program (BIP) provides financial incentives to businesses that invest in Burbank. Incentives include property tax abatements, sales tax abatements, and grants. For more information, visit [www.burbank.gov/bip](http://www.burbank.gov/bip).

**Downtown Burbank Partnership**

The Downtown Burbank Partnership (DBP) is a coalition of businesses and organizations that work together to improve the downtown area. We focus on marketing, public safety, and community events.

**Events**

APR: The Downtown Burbank Film Festival  
 JUL: The Burbank Film Festival  
 OCT: Burbank Film Festival  
 NOV-JAN: The Burbank Film Festival

Events attract over 37,000 visitors to Downtown Burbank.

## CITY OF BURBANK LEASING PACKET



## THE PLACE FOR BUSINESS

Burbank is a vibrant, thriving community with a diverse economy and a high quality of life. We offer a variety of business opportunities and incentives to attract and retain businesses.

**WHO WE ARE**

- City of Burbank, California
- City of Burbank, California
- City of Burbank, California

**HIGH-QUALITY LIVING**

- World-class schools
- World-class parks and recreation
- World-class arts and culture

**EXCITING**

**VIBRANT**

## Legislation

All 107 signed Assembly bills

**Business Incentives**

The City of Burbank offers a variety of business incentives to attract and retain businesses. These include property tax abatements, sales tax abatements, and grants.

**Median Home Values**

UP 10%  
 2013: \$414,000  
 2012: \$376,000

**OUT BURBANK effort through Burbank Water and Power**

The City of Burbank is committed to providing high-quality water and power services to our citizens. We are working to improve our infrastructure and reduce our environmental footprint.

**New IKEA**

The new IKEA in Burbank is a vibrant, thriving community. It offers a wide variety of products and services, including furniture, home decor, and kitchenware.

## Nickelodeon Expansion

The Nickelodeon expansion project in Burbank is a major development for the city. It will create thousands of jobs and generate significant revenue for the local economy.

**TEAM BUSINESS**

The City of Burbank is committed to working with businesses and organizations to create a vibrant, thriving community. We offer a variety of resources and services to help businesses succeed.

**City of Burbank Economic Development**

100 N. Hollywood Blvd., Suite 100  
 Burbank, CA 91502  
 Phone: (818) 338-3333  
 Fax: (818) 338-3334  
 Email: [info@burbank.gov](mailto:info@burbank.gov)

## A CREATIVE DESTINATION

Burbank is a vibrant, thriving community with a diverse economy and a high quality of life. We offer a variety of business opportunities and incentives to attract and retain businesses.

**WORLD-CLASS COMPANIES**

Disney, Warner Bros., and other world-class companies are located in Burbank. This makes Burbank a desirable place to live, work, and invest.

**RIGHT WHERE YOU WANT TO BE**

Burbank is a vibrant, thriving community with a diverse economy and a high quality of life. We offer a variety of business opportunities and incentives to attract and retain businesses.

## DOWNTOWN BURBANK

Downtown Burbank is a vibrant, thriving community with a diverse economy and a high quality of life. We offer a variety of business opportunities and incentives to attract and retain businesses.

**MAGNOLIA PARK**

Magnolia Park is a vibrant, thriving community with a diverse economy and a high quality of life. We offer a variety of business opportunities and incentives to attract and retain businesses.

**MEDIA DISTRICT**

The Media District is a vibrant, thriving community with a diverse economy and a high quality of life. We offer a variety of business opportunities and incentives to attract and retain businesses.

**AIRPORT DISTRICT**

The Airport District is a vibrant, thriving community with a diverse economy and a high quality of life. We offer a variety of business opportunities and incentives to attract and retain businesses.

## Magnolia Park

Indulge | Splurge | Unwind

At Magnolia Park, you can indulge in delicious food, splurge on high-end fashion, and unwind in a relaxing atmosphere. We offer a variety of shops and services to meet your needs.

**INDULGE | SPLURGE | UNWIND**

Discover Magnolia Park

To find out more call 818-238-5380 or visit us online at [www.burbank.gov](http://www.burbank.gov)

## Magnolia Park

Urban Explorer | Movie Lover | Food Connoisseur

At Magnolia Park, you can explore the latest in urban fashion, enjoy the latest in movie releases, and indulge in delicious food. We offer a variety of shops and services to meet your needs.

**URBAN EXPLORER | MOVIE LOVER | FOOD CONNOISSEUR**

Discover Magnolia Park

To find out more call 818-238-5380 or visit us online at [www.burbank.gov](http://www.burbank.gov)

## Magnolia Park

Flashback Fashion | Glamorous Finds | Delicious Eats

At Magnolia Park, you can relive the glory days of fashion, find glamorous finds, and indulge in delicious eats. We offer a variety of shops and services to meet your needs.

**FLASHBACK FASHION | GLAMOROUS FINDS | DELICIOUS EATS**

Discover Magnolia Park

To find out more call 818-238-5380 or visit us online at [www.burbank.gov](http://www.burbank.gov)

## COMMISSARY Burbank destination

Recent Leasing Activity

- DOWNTOWN BURBANK** - Asian Box, Pizzeria, Tender Greens, Opening soon: Five Guys Burger and Fries, Gyo Kaffa, European Wax Center
- MAGNOLIA PARK** - Luma View Wine Bar, Pizza Studio, Pinkberry On, Opening soon: Northern Pizzeria of Magnolia
- THE MEDIA DISTRICT** - Cedar Commissary, Deano Burger, Lemonaire, Dog Man, Opening soon: Kings Deli

**NEXT UP**

- Spring Hill Suites (opening in 2015) and Hilton Garden Inn (opening in 2016)
- WEA Burbank is set to expand into its largest U.S. store (opening in 2016)
- Talenti at Burbank moved into residential with Whole Foods Market (2016)

**THE PROFESSIONAL, BIRMINGHAM-PLAZED CONCRETE**

Quality Materials, Concrete Structures, and More  
 1000 N. Hollywood Blvd., Suite 100  
 Burbank, CA 91502  
 Phone: (818) 338-3333  
 Fax: (818) 338-3334  
 Email: [info@burbank.gov](mailto:info@burbank.gov)



# 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.



## 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.

### 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.



### JUL

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



### OCT

**OktoBURfest** promoted Downtown Burbank's dynamic craft beer scene.



### NOV-JAN

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



Events added over 37,000 visitors to Downtown Burbank.



## Legislation

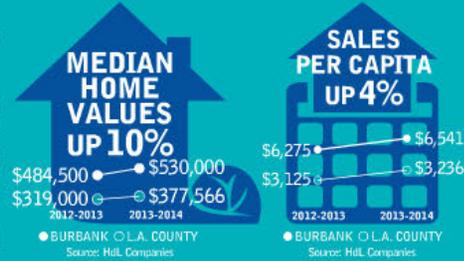
### AB 1839 signed by Governor Jerry Brown

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



## 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>



## 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](http://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.



### City of Burbank Economic Development

**CONTACT** Mary Hamzolan, Economic Development Manager  
**ADDRESS** 150 N Third Street, 2nd Floor, Burbank, California 91502  
**PHONE** 818.238.5180  
**EMAIL** [mhamzolan@burbankca.gov](mailto:mhamzolan@burbankca.gov)  
**WEBSITE** [econdev.burbankca.gov](http://econdev.burbankca.gov)

# CITY OF BURBANK

## LEASING PACKET



### A CREATIVE DESTINATION

- Burbank offers the ideal environment for media, entertainment, and creative companies with a high concentration of Class A office space, LEED Certified buildings, and striking architecture by



### THE PLACE FOR BUSINESS

- No City Income Tax
- No Gross Sales Receipt Tax
- One-Stop Shop, streamlined permitting process increases efficiency of patrons' time by 30%
- ONE Burbank High-Speed Fiber Optic Network  
Solar Power Rebates LEED Incentive Program Energy Solutions Rebates [www.OneBurbank.com](http://www.OneBurbank.com)



### WHO WE ARE

- 105,543 residents (Source: CA Department of Finance, 2014)
- 100,000 daytime workforce (Source: CoStar)
- Mean Family Income: **\$96,239**  
(Source: CA Department of Finance, 2013)
- 470,000 population within a 5-mile radius (Source: CoStar)
- Per capita sales of more than **\$6,500** (Source: HdL)
- Employment is concentrated in the creative industry, with **1,000** media and entertainment companies based in the city.



### HIGH-QUALITY LIVING

- Burbank Police Response 3 minutes, 36 seconds.
- Burbank Fire Response 4 minutes, 13 seconds.
- Committed to the next generation of talent, Burbank boasts an excellent school district with over 15,000 students on 17 campuses, 10 private and parochial schools, and Woodbury University.
- 41 City Parks and Recreation Facilities.
- 18-hole public DeBell Golf Course.



## DOWNTOWN BURBANK



on 17 campuses, 10 private and parochial schools, and Woodbury University.

- 41 City Parks and Recreation Facilities.
- 18-hole public DeBell Golf Course.



## A CREATIVE DESTINATION

- Burbank offers the ideal environment for media, entertainment, and creative companies with a high concentration of Class A office space, LEED Certified buildings, and striking architecture by leading architects.
- The Burbank Hospitality Association, operating as Visit Burbank, markets the city's wealth of entertainment attractions to visitors seeking the true show business experience with the catchphrase "The Town Behind the Tinsel."



## WORLD-CLASS COMPANIES

With the highest concentration of studios and media-related companies in L.A. County, Burbank is where entertainment happens. Top household names include ABC Television, Bravo, Cartoon Network, Clear Channel, CW Network, DC Comics, FremantleMedia, iHeart Radio Theater Los Angeles, Insomniac, Legendary Pictures, New Line Cinema, New York Film Academy, Nickelodeon, Technicolor, Warner Bros. Studios, Warner Music Group, The Walt Disney Company, and Yahoo.



## RIGHT WHERE YOU WANT TO BE

Burbank Bob Hope Airport is the closest airport to the majority of Los Angeles' popular attractions. It offers flights to numerous destinations, including Seattle, Silicon Valley, and New York City. At the intersection of the Golden State (I-5) and Ventura (134) freeways, Burbank operates its own commuter bus service, and is also served by Metrolink and Amtrak with stops in Downtown Burbank and Burbank Bob Hope Airport. The city offers more than 2,300 hotel rooms and 50,000 square feet of meeting space.



## CREATIVE



## DYNAMIC



## DOWNTOWN BURBANK

A top entertainment destination with a bustling street scene and worldclass events, Downtown Burbank delivers the ultimate urban experience. The AMC Theaters rank in the top three movie circuits nationwide.

## MAGNOLIA PARK

One of the region's hottest neighborhood destinations, Magnolia Park is also one of L.A.'s coolest up-market vintage and retro shopping districts. Anchored by Porto's Bakery, Magnolia Park is packed with independent boutiques and restaurants.

## MEDIA DISTRICT

With one of the highest concentrations of entertainment companies in the world, the famed district is home to several world-class production studios.

## AIRPORT DISTRICT

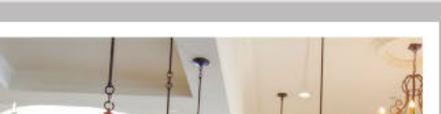
Hi-tech companies, conference hotels, and retail surround the Burbank Bob Hope Airport. Home to 40 retailers, the Empire Center is one of the highest grossing retail power centers in California.



**CITY OF BURBANK  
ECONOMIC DEVELOPMENT**  
150 N. Third Street, 2nd Floor  
Burbank, California 91510

**MARY HAMZOIAN**  
Economic Development Manager  
phone: 818-238-5180  
e-mail: econdev@burbankca.gov

For more information and to view the entire leasing packet, please visit [www.econdev.burbankca.gov](http://www.econdev.burbankca.gov)





**Welcome to Burbank**  
 Explore the best one-of-a-kind boutiques and full service salons Burbank has to offer for the perfect girls night out. Clockwise from left: Free Bird Boutique, Dylan Keith Salon, Mia and the Dragonfly, An Open Invitation



**INDULGE | SPLURGE | UNWIND**  
 Discover Magnolia Park

To find out more call 818-238-5180 or visit us online at [www.visitmagnoliapark.com](http://www.visitmagnoliapark.com)   



**Welcome to Burbank**  
 You are invited to mix between takes, and made. Check out Priscilla's Coffee House, gourmet Olive & Thyme style eatery Lemonade Gindi That, or legend the complete Hollywood

Clockwise from top: Priscilla's Coffee House, Olive & Thyme

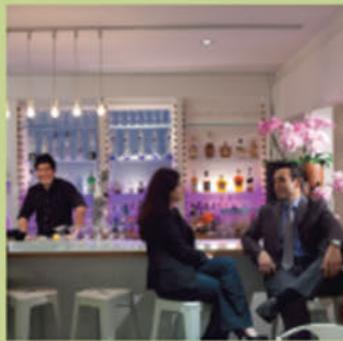
**BURBANK**  
 FORWARD

To find out more



UNWIND  
at Magnolia Park

visitpark.com



### Welcome to Burbank

You are invited to mingle where stars relax between takes, and where movie history is made. Check out the celebrity-baden Priscilla's Coffee House, newly expanded gourmet Olive & Thyme, trendy cafeteria-style eatery Lemonade, chic and minimalist Gindi Thai, or legendary Bob's Big Boy for the complete Hollywood experience.

Clockwise from top: Bob's Big Boy, Priscilla's Coffee House, Gindi Thai, Olive & Thyme, Lemonade.



URBAN EXPLORER | MOVIE LOVER | FOOD CONNOISSEUR

Visit Burbank

To find out more call 818-238-5180 or visit us online at [www.visitburbank.com](http://www.visitburbank.com)



We

You'll fall in love with the amazing  
with more than 40 unique boutiques  
this neighborhood

Clockwise from top:  
Tony's Darts & Bar



FLASH

To find out more call 818-238-5180



### Welcome to Burbank

You'll fall in love with the amazing boutiques and eateries in Magnolia Park. Packed with more than 40 unique boutiques, gift shops, galleries, and 20 distinctive eateries, this neighborhood is an explorer's paradise.

Clockwise from top left: Romancing the Bean, Porto's Bakery, Tony's Darts Away, Rocket Fizz, Luna Vine Wine Bar



## CONNOISSEUR

### Visit Burbank

com



## FLASHBACK FASHION | GLAMOROUS FINDS | DELICIOUS EATS

### Discover Magnolia Park Burbank.

To find out more call 818-238-5180 or visit us online at [www.visitmagnoliapark.com](http://www.visitmagnoliapark.com)   

## RECI

- ◆ DOWN
- ◆ OPEN
- ◆ MAG
- ◆ OPEN
- ◆ THE
- ◆ EXPA
- ◆ OPEN

## NEX

- ◆ Spring
- ◆ IKEA
- ◆ Talar

"Downto  
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and tak  
traffic.  
- Leslie





DELICIOUS EATS

Magnolia Park Burbank.

magnoliapark.com



# COMMISSARY Burbank destination

## RECENT LEASING ACTIVITY

- ♦ DOWNTOWN BURBANK – Asian Box, PizzaRev, Tender Greens  
Opening soon: Five Guys Burger and Fries, Gyu KaKu, European Wax Center
- ♦ MAGNOLIA PARK – Luna Vine Wine Bar, Pizza Studio, Previously On  
Opening soon: Northend Pizzeria of Magnolia
- ♦ THE MEDIA DISTRICT – Coffee Commissary, Umami Burger, Lemonade, Dog Haus  
Expanded Olive & Thyme  
Opening soon: Kings Deli

## NEXT UP

- ♦ Springhill Suites (opening in 2015) and Hilton Garden Inn (opening in 2016)
- ♦ IKEA Burbank is set to expand into its largest U.S. store (opening in 2016)
- ♦ Talaria at Burbank mixed use residential with Whole Foods Market (2018)

“Downtown Burbank rivals Downtown L.A. in its evolution as the hip ‘go-to’ spot for dining, shopping and entertainment. There is an excitement and buzz in the air as iconic restaurants and shops are opening and taking advantage of the great weather, pedestrian-friendly streets and seven-day-a-week traffic. This is the beginning of something big!”

– Leslie J. Mayer, Executive Director, Retail Services, Cushman & Wakefield



FOR ADDITIONAL INFORMATION, PLEASE CONTACT:  
MARY HAMZOIAN, ECONOMIC DEVELOPMENT MANAGER  
PHONE 818-238-5180 | EMAIL [MHAMZOIAN@BURBANKCA.GOV](mailto:mhamzoian@burbankca.gov)  
WEBSITE [ECONDEV.BURBANKCA.GOV](http://ECONDEV.BURBANKCA.GOV)



# Marketing Reach



## Publication

Los Angeles Business Journal  
San Fernando Valley Business Journal  
Shopping Center Business  
Western Real Estate Business  
Where Los Angeles Magazine

## Circulation

392,000 people county-wide  
120,000 people locally  
34,000 people national  
15,000 people regional  
3,600,000 people locally

## Audience

Business Executives  
Business Executives  
Business Deal Makers  
Business Deal Makers  
Residents and Tourists

Total Advertising Reach = 4,161,000

# Trade Shows/Conventions

## BURBANK

Your Next Retail/Restaurant Destination

1-800-441-8188 • 626-255-1180 • www.burbank.ca.gov

### BURBANK IS THE PLACE FOR BUSINESS

- NO CITY INCOME TAX
- NO GROSS SALES RECEIPT TAX
- ONE-STOP SHOP, STREAMLINED PERMITTING PROCESS INCREASING SPEED AND EFFICIENCY
- ONE BURBANK HIGH-SPEED FIBER OPTIC NETWORK WWW.OREBURBANK.COM
- SOLAR POWER REBATES | LEED INCENTIVE PROGRAM | ENERGY SOLUTIONS REBATES

### BURBANK: MEDIA CAPITAL OF THE WORLD

BURBANK IS AT THE CENTER OF THE CREATIVE ECONOMY WITH 1,000 MEDIA AND ENTERTAINMENT COMPANIES, THE WALL TO WALL COMPANY (WANNER BROS.), [WALDO] CARTOON NETWORK (NICKELODEON), AND MANY MORE. A vibrant commercial destination just 15 minutes from Downtown Los Angeles, Burbank is home to:

- 300,000+ daytime workforce including \$2,200+ median weekly wage
- 400,000 population within a 5-mile radius
- Average family income exceeding \$76,000
- Per capita income of over \$60,000

"Burbank has a rich history with the entertainment industry, and we are proud to continue to attract top talent from the nearby studios, businesses, and creative workers in the neighborhood looking for a casual, convenient place to get a healthy meal."

Rob Chelton, CA, District Director

## Burbank destination

Burbank's per capita sales tax is 50% higher than Los Angeles County

### RECENT LEASING ACTIVITY

- **DISCOUNT FURNITURE** - Casual Grill, Tender Diner, Qip-Qip, Cider Mill Cafe, European Wine Center, Wood Ranch BBQ & Grill, Five Guys Burger and Fries
- **MARQUEE PARK** - Loro Wine White Bar, Plaza Sola, Pinkberry On-Demand, New York Pizzeria di Magnolia, Pizzeria Al'Forno
- **THE MEDIA DISTRICT** - Dog House, Village Book, Grocery's Shop, Google Things, Sandalsh and Pie Shop

### NEXT UP

- Loda Motor Sports showroom and service center (opening in 2015)
- Springside Suites (opening in 2015)
- NECA Burbank is set to expand into its largest U.S. store (opening in 2014)
- Talari at Burbank instead-use residential with Whole Foods Market (2017)

"We're at virtually 100% occupancy for properties totaling 2.5 million square feet in Burbank. That speaks to how strong the market is, coupled with great demographics and a large regional base."

Geoff Moran, First Vice President, CRE

CRE COMMERCIAL REAL ESTATE CONSULTANTS  
 MARRIOTT/STANLEY REYNOLDS COMMERCIAL REAL ESTATE  
 4000 W. WILSON AVENUE, SUITE 1000  
 BURBANK, CA 91505  
 WWW.CRECOMMERCIALREALSTATE.COM

©2014 CBRE  
 Downtown Burbank

### AVAILABLE RETAIL/RESTAURANT SPACE IN BURBANK

1 1212 Alameda Ave. 2,477 sq. ft. Alex Paredes (916) 441-9020	7 1519 Geneva Blvd. 933 sq. ft. Branco Tower (916) 843-7950/107	13 4020 W Phoenicia Dr. 4,043 sq. ft. Brandon Mason (310) 651-5666
2 4701 W C Geneva Blvd. 3,400 sq. ft. Scott Hough (916) 854-1484	8 10616 San Fernando Blvd. 1,200 sq. ft. Steve White (916) 495-3400	14 4031 W Geneva Ave. 4,949 sq. ft. Joseph P. Smith (916) 429-9776
3 191 San Fernando Blvd. 4,700 sq. ft. Christian Decker (916) 807-9443	9 2805 24th W Victory Blvd. 4,800 sq. ft. GSA California (916) 225-7900	15 4025 Providence Dr. 2,282 sq. ft. David J. Skowron (916) 275-8222
4 101-102 F Palm Ave. 5,200 sq. ft. Roger Best (916) 445-4210	10 4330 W Burbank Blvd. 2,500 sq. ft. Ridge West (916) 445-4210	16 4001 W Phoenicia Dr. 1,024 sq. ft. David J. Skowron (916) 275-8222
5 1914 W C St. 10,100 sq. ft. Linda Wagner (916) 545-2228	11 8110 Hollywood Way. 2,075 sq. ft. Lark Plaza (916) 346-5163	17 9111 W Phoenicia Ave. 30,833 sq. ft. DANIELSON Christopher Breen (714) 827-1264
6 2211 Magnolia Blvd. 7,248 sq. ft. Open to Lease (916) 522-0071	12 1519 Hollywood Way. 2,528 sq. ft. Carve Studios (916) 775-4002	

### BURBANK DEVELOPMENT OPPORTUNITY SITES

The City of Burbank has identified multiple opportunity sites to encourage innovative development. Possibilities include transit-oriented development, creative office space, mixed-use residential, hotel, and more.

**INCENTIVES INCLUDE:**

- 20% INCREASED PERMITTED DENSITY
- 10% INCREASED PERMITTED HEIGHT
- 10% INCREASED PERMITTED FLOOR AREA
- 10% INCREASED PERMITTED SIGNAGE
- 10% INCREASED PERMITTED SIGNAGE
- 10% INCREASED PERMITTED SIGNAGE

### BURBANK DEVELOPMENT OPPORTUNITY SITES

- 1 NORTH SAN FERNANDO BOULEVARD**  
A commercial corridor for new creative, mixed-use developments and development opportunities. The corridor will be the primary link between the main corridor and the existing retail centers in Downtown Burbank. This corridor can be used to create a mix of commercial, retail, and mixed-use development opportunities.
- 2 I-5 CORRIDOR**  
This area offers a great deal of potential for development along the I-5 corridor.
- 3 OPPORTUNITY SITE B**  
A mix of land available for possible transit-oriented development.
- 4 OPPORTUNITY SITE 4B**  
Opportunity for mixed-use commercial, office or residential, creative space, and more.
- 5 OPPORTUNITY SITE 5**  
A mix of land available for possible transit-oriented development.
- 6 SOUTH SAN FERNANDO BOULEVARD**  
Mixed-use commercial, office, residential, creative space, and more. NECA Burbank is set to expand into its largest U.S. store with a store opening in 2014, and a new Whole Foods store to be built.
- 7 DOWNTOWN BURBANK**  
A great deal of existing and planned development in Downtown Burbank includes 100+ shops, 1.5 million sq. ft. of retail space, and a dynamic retail scene. Additional potential includes a 100+ sq. ft. of retail space, and a 100+ sq. ft. of retail space. Additional potential includes a 100+ sq. ft. of retail space, and a 100+ sq. ft. of retail space.
- 8 MARQUEE PARK**  
This area offers a great deal of potential for development along the I-5 corridor.
- 9 AIRPORT DISTRICT**  
A mix of land available for possible transit-oriented development.
- 10 AGROTECH/BIOTECH**  
The combination of transportation corridors, the presence of multiple universities, and the existing employment base of media and technology companies has led to the development of a major and growing development hub centered around technology, entertainment and media. The area is expected to be the hub of high-tech companies such as Intel, Google, Microsoft, and others.
- 11 MEDIA DISTRICT**  
This area offers a great deal of potential for development along the I-5 corridor.

626-447-1000 • 626-255-1180 • www.burbank.ca.gov

- ICSC
  - Southern California IDEA Exchange
  - RECON Convention in May 2015
- Valley Economic Alliance
- Valley Business Expo

# BURBANK

Your Next Retail/Restaurant Destination

To find out more call 818-238-5180 or visit us online at [www.burbankusa.com](http://www.burbankusa.com)



## BURBANK IS

- NO CITY INCOME TAX
- NO GROSS SALES RECEIPTS TAX
- ONE-STOP SHOP, STREET VENDOR PERMITS
- ONE BURBANK HIGH-SPEED RAIL STATION
- SOLAR POWER REBATES



## BURBANK: M



## BURBANK IS THE PLACE FOR BUSINESS

- NO CITY INCOME TAX
- NO GROSS SALES RECEIPT TAX
- ONE-STOP SHOP, STREAMLINED PERMITTING PROCESS INCREASING SPEED AND EFFICIENCY
- ONE BURBANK HIGH-SPEED FIBER OPTIC NETWORK [WWW.ONEBURBANK.COM](http://WWW.ONEBURBANK.COM)
- SOLAR POWER REBATES | LEED INCENTIVE PROGRAM | ENERGY SOLUTIONS REBATES



## BURBANK: MEDIA CAPITAL OF THE WORLD



BURBANK IS AT THE EPICENTER OF THE CREATIVE ECONOMY WITH 1,000 MEDIA AND ENTERTAINMENT COMPANIES: THE WALT DISNEY COMPANY | WARNER BROS. | YAHOO | CARTOON NETWORK | NICKLEODEON | AND MANY MORE.

A vibrant commercial destination just 15 minutes from Downtown Los Angeles, Burbank is home to:

- 105,500 residents
- 100,000 daytime workforce including 62,800 creative industry jobs
- 470,000 population within a 5-mile radius
- Average family incomes exceeding \$96,000
- Per Capita Sales of over \$6,500

*"Burbank has a rich history with the entertainment industry, and we've been fortunate to receive lots of support from the nearby studios, businesses and creative workers in the neighborhood looking for a casual, comfortable place to get a healthy meal."*

*Erik Oberholtzer, Co-Owner, Tender Greens*

## Burbank destination

Burbank's per capita sales tax is 50% higher than Los Angeles County

### RECENT LEASING ACTIVITY

- ◆ DOWNTOWN BURBANK – Gaucho Grill, Tender Greens, Gyu-Kaku, Color Me Mine, European Wax Center, Wood Ranch BBQ & Grill, Five Guys Burger and Fries
- ◆ MAGNOLIA PARK – Luna Vine Wine Bar, Pizza Studio, Previously On, Northend Pizzeria of Magnolia, Pizza Alchemy
- ◆ THE MEDIA DISTRICT – Dog Haus, King's Deli, Simmzy's Pub, Simple Things Sandwich and Pie Shop

### NEXT UP

- ◆ Tesla Motor Sports showroom and service center (opening in 2015)
- ◆ Springhill Suites (opening in 2015) & Hilton Garden Inn (opening in 2016)
- ◆ IKEA Burbank is set to expand into its largest U.S. store (opening in 2016)
- ◆ Talaria at Burbank mixed-use residential with Whole Foods Market (2017)

"We're at virtually 100% occupancy for properties totaling 2.5 million square feet in Burbank. That speaks to how strong the market is, coupled with great demographics and a huge regional draw."

– Geoff Martin, First Vice President, CBRE



FOR ADDITIONAL INFORMATION, PLEASE CONTACT:  
**MARY HAMZOIAN, ECONOMIC DEVELOPMENT MANAGER**  
 PHONE 818-238-5180  
[ECONDEV@BURBANKCA.GOV](mailto:ECONDEV@BURBANKCA.GOV)  
[WEBSITE ECONDEV.BURBANKCA.GOV](http://WEBSITE.ECONDEV.BURBANKCA.GOV)



Gaucho Grill,  
Downtown Burbank

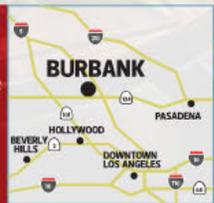
50% higher

Kaku, Color Me Mine,  
Burger and Fries  
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g in 2015)  
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5 million square  
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Gacho Grill,  
Downtown Burbank

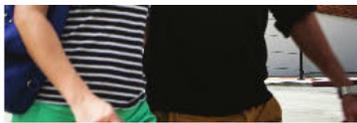
## AVAILABLE RETAIL/RESTAURANT SPACE IN BURBANK



- |  |  |   |
|--|--|---|
| <p><b>1</b> 321 E Alameda Ave. 2,477 sq.ft.<br/>Alex Paredes (626) 441-9620</p> <p><b>2</b> 912-914 S Glenoaks Blvd. 2,400 sq.ft.<br/>Sevak Hovagimyan (818) 934-1436</p> <p><b>3</b> 139 San Fernando Blvd. 4,700 sq.ft.<br/>Christine Deschaine (310) 887-6440</p> <p><b>4</b> 125-135 E Palm Ave. 5,231 sq.ft.<br/>Geoffrey Martin (818) 502-6739</p> <p><b>5</b> 250 N 1st St. 23,112 sq.ft.<br/>Leslie Mayer (310) 595-2223</p> <p><b>6</b> 201 E Magnolia Blvd. 7,343 sq.ft.<br/>Ryan Burnett (818) 502-6791</p> | <p><b>7</b> 539 N Glenoaks Blvd. 933 sq.ft.<br/>Brad Howard (818) 843-7850x107</p> <p><b>8</b> 1090 N San Fernando Rd. 3,000 sq.ft.<br/>Steve Weiss (818) 905-2400</p> <p><b>9</b> 2400-2484 W Victory Blvd. 4,600 sq.ft.<br/>Kirk Cartozian (562) 923-7900</p> <p><b>10</b> 4200 W Burbank Blvd. 2,500 sq.ft.<br/>Roger Beck (818) 445-8200</p> <p><b>11</b> 833 N Hollywood Way 2,375 sq.ft.<br/>Sorin Matara (818) 266-5353</p> <p><b>12</b> 551 N Hollywood Way 2,558 sq.ft.<br/>Carrie Ventrella (818) 715-0965</p> | <p><b>13</b> 4301 W Riverside Dr. 4,040 sq.ft.<br/>Brandon Mason (323) 851-6666</p> <p><b>14</b> 4101 W Alameda Ave. 4,949 sq.ft.<br/>Joseph Khoshima (213) 675-9775</p> <p><b>15</b> 4005 Riverside Dr. 2,182 sq.ft.<br/>David J. Ickovics (310) 275-8222</p> <p><b>16</b> 4001 W Riverside Dr. 1,063 sq.ft.<br/>David J. Ickovics (310) 275-8222</p> <p><b>17</b> 1011 W Alameda Ave. 30,000 sq.ft.<br/>\$9,985,500<br/>Christopher Baer (213) 627-1214</p> |
|--|--|---|

**FOR SALE ONLY**

**FOR SALE OR LEASE**



the nearby studios, businesses and creative workers in the neighborhood looking for a casual, comfortable place to get a healthy meal.”  
Erik Oberholzer, Co-Owner, Tender Greens



Gaucha Grill,  
Downtown Burbank

## BURBANK DEVELOPMENT OPPORTUNITY SITES

The City of Burbank has identified multiple opportunity sites to encourage innovative development. Possibilities include transit-oriented development, creative office space, mixed-use residential, hotel, and more.



## BURBANK DEVELOPMENT OPPORTUNITY SITES

- 1 NORTH SAN FERNANDO BOULEVARD**  
A commercial corridor slated for new commercial, mixed-use developments and streetscape enhancements. Improvements will link the heavily trafficked Empire Center with the flourishing retail scenes in Downtown Burbank. The renewed corridor will contain a mix of commercial, hotel, and mixed-use developments targeting residents and visitors.
- 2 I-5 CORRIDOR**  
Two-acre area of land that will be available for development due to the I-5 realignment project.
- 3 OPPORTUNITY SITE 8**  
8.5 acres of land available for possible transit-oriented development.
- 4 OPPORTUNITY SITE 6B**  
Opportunity for mixed-use commercial, office or residential, creative space, and more.
- 5 OPPORTUNITY SITE 5**  
2.5 acre site for mixed-use commercial, office, hotel or residential.
- 6 SOUTH SAN FERNANDO BOULEVARD**  
Mixed-use commercial, office, residential, transit-oriented development, creative space, and more. IKEA Burbank is set to expand into its largest U.S. store with a 2016 opening. Springhill Suites is opening in 2015, and a new Hilton Garden Inn is slated for 2016.
- 7 DOWNTOWN BURBANK**  
A magnet for shopping and dining, Downtown Burbank includes 113 restaurants, 300 shops, a 1.2 million sq. ft. regional mall, and a dynamic retail scene. Additional attributes include a 166-suite Marriott Residence Inn, 490-room Holiday Inn, and hip outdoor streets lined with national retailers, boutiques and the AMC-16, ranking in the top two of theatrical circuits nationwide.
- 8 MAGNOLIA PARK**  
One of the region's coolest upmarket vintage and retro neighborhoods packed with eclectic boutiques, family-run eateries and entrepreneurial start-ups. The district is anchored by Porto's Bakery, voted the #1 retail bakery in the U.S.
- 9 AIRPORT DISTRICT**  
A transportation hub adjacent to Burbank Bob Hope Airport, the district boasts light industrial and office use anchored by the 488-room Burbank Airport Marriott Hotel and 50,000 square foot convention center.
- 10 AEROTROPOLIS**  
The combination of transportation connections, the promise of multiple transit lines, and the existing employment base of media and technology companies has turned this district into a major destination and development hub grouped around technology, entertainment and media. The area is occupied by a fertile mix of hi tech and media companies such as Yahoo Search Marketing, Insomniac Games, eSolar, and Technicolor Digital Cinema.
- 11 MEDIA DISTRICT**  
Burbank's high-profile media, studio and office district featuring The Walt Disney Company world headquarters, ABC Television, CW, The Ellen DeGeneres Show, Warner Bros. Studios, Clear Channel Communications, New Line Cinema, KCET, Legendary Entertainment, numerous record labels and affiliated industries.



FOR ADDITIONAL INFORMATION, PLEASE CONTACT:  
MARY HAMZOIAN, ECONOMIC DEVELOPMENT MANAGER  
PHONE 818-238-5180 | EMAIL [ECONDEV@BURBANKCA.GOV](mailto:ECONDEV@BURBANKCA.GOV) | WEBSITE [ECONDEV.BURBANKCA.GOV](http://ECONDEV.BURBANKCA.GOV)

• ICSC

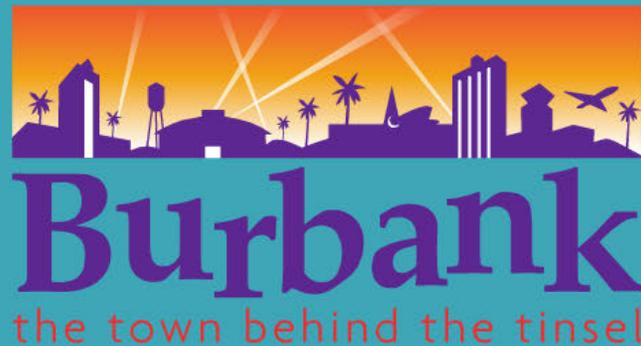
# Business Attraction, Retention, & Expansion



## THE BURBANK HOSPITALITY ASSOCIATION

The Burbank Hospitality Association, operating as Visit Burbank was formed in 2011 and is funded by a 1% assessment on over night stays in Burbank Hotels with over 25 rooms.

The goal of the association is to boost hotel occupancy while positioning Burbank as a national tourism destination.



# Marketing



**CITY OF BURBANK**

*The Media Capital of the World*

## BURBANK

By Josh Jenisch

**S**urrounded by Los Angeles, tucked in the foothills of the Verdugo Mountains, you'll find the star of *The Big Bang Theory*, *2 Broke Girls*, and *Casablanca*. She's looking better than ever these days, with a sunny disposition and all-American charm that have persuaded generations of filmmakers to commit her contours to celluloid.

**An Industry Town**  
When most people think of Hollywood, they think of swaying palm trees, studio backlots, and unreasonably good-looking men and women.

This is Burbank, whose broad thoroughfares and scenic landscapes have appeared in countless summer blockbusters. This is the beating heart of the entertainment industry, home to some of the world's biggest movie studios and the world's biggest stars. This is a city that manufactures magic as efficiently as other cities manufacture textiles. This is where Hollywood comes to work. This is the media capital of the world.

**Pinup Girl Boutique**

**Starlight Bowl**

**Magnolia Park**

Clockwise from left: The Ellen DeGeneres Show, Starlight Bowl, and Pinup Girl Boutique in Magnolia Park

Right idea, wrong city.

In spite of some wonderfully bold redevelopment initiatives, Hollywood today has very little to do with the entertainment industry. To find the real Hollywood — the place where movies get made — you must venture north a few exits on the 101 to Burbank, where palm trees do indeed sway in the breeze and beautiful people are disconcertingly numerous.

"Hollywood is home to one major studio: Paramount," says Jeff Worthe, whose company, Worthe Real Estate Group, controls about 70 percent of the creative office space in Burbank. "Burbank is home to the largest concentration of movie studios in the world."

Warner Bros. Studios, where shows like *The Big Bang Theory*, *Two and a Half Men*, and *The Ellen DeGeneres Show* are filmed, has called Burbank home since 1929. The Walt Disney Company has been here since 1938. iHeartRadio Theater Los Angeles is here.



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US Airways Magazine June 2014 Edition  
3.2 million readers

# Marketing

Your Adventure In  
**Burbank**

WHEEL DEAL  
The annual  
Burbank  
Car Classic

Where does the *real* magic happen in the entertainment industry? That's easy: Just beyond the Hollywood Sign in Burbank, a capital of creativity. Before we reveal the hottest spots in this action-packed city, we'd like to know you better. So, *are you an...*

- Arts Enthusiast  
PAGE 102
- Outdoor Adventurer  
PAGE 104
- Entertainment Buff  
PAGE 106
- Shopaholic  
PAGE 108
- Urban Explorer  
PAGE 110
- Business Traveler  
PAGE 112

Get There  
Essential info for  
planning your trip

Fly Here Burbank Bob Hope Airport (BUR) burbankairport.com  
Get Ahead burbankbus offers shuttle services to scoot you around the city. For more transportation options, check out the Burbank Hospitality Association's website at yourburbank.com

SOUTHWEST NOVEMBER 2014

NOVEMBER 2014 SOUTHWEST 101

Southwest Airlines Magazine November 2014 Edition  
3.45 million readers

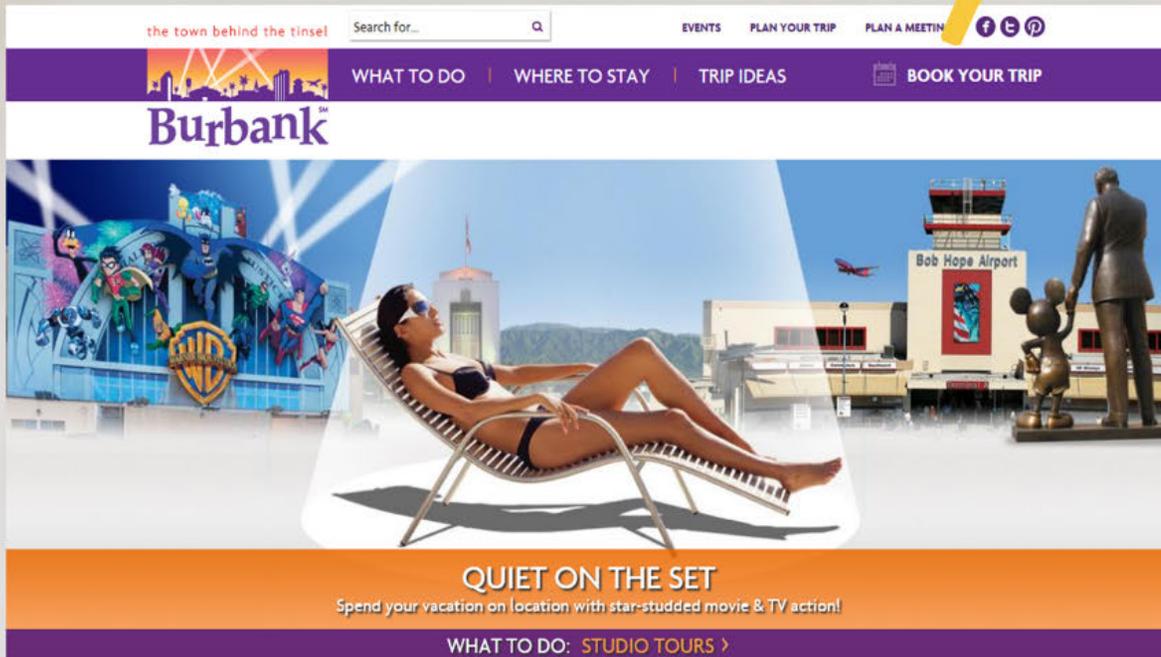
# Global Marketing Reach



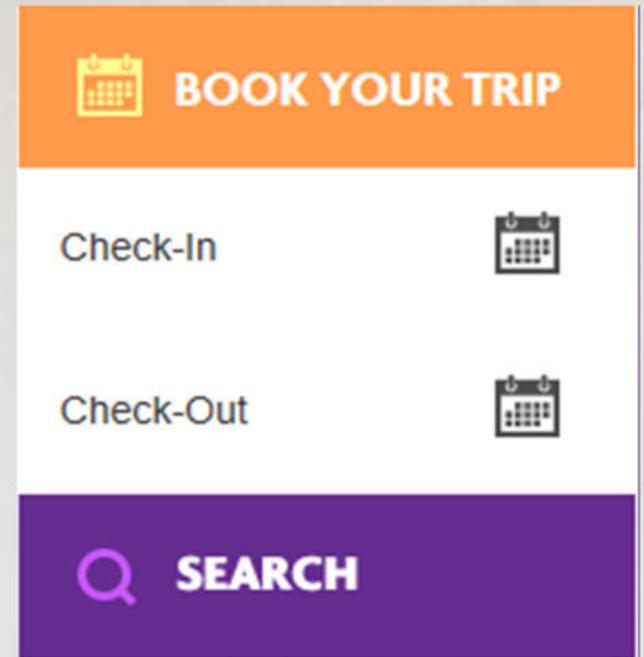
Publication	Circulation	Frequency	Target
US Airways Magazine	3.2 million	1x	Inflight
Southwest Airlines: The Magazine	3.45 million	1x	Inflight
Sunset Magazine	3.35 million	6x	CA, NV, WA
Westways (AAA)	12.6 million	3x	Southern CA
Via Magazine (AAA)	5.2 million	2x	Northern CA, NV, UT
Highroads Magazine (AAA)	490,000	1x	AZ
California Road Trips	2.7 million	Annual	Travelers to CA
California Visitors Guide	500,000	Annual	Travelers to CA
Los Angeles Visitors Guide	225,000	Annual	Travelers to Los Angeles
LA Meeting Travel Guide	25,000	Annual	Meeting Planners
China Travel Guide	100,000	Annual	China Travel Market

TOTAL **31.84 million**

# Digital Media



Over 168,000 unique visitors  
to date



Over 5,000 hotel  
booking referrals  
to date

# Travel Indicators

## Burbank by the numbers

Trends are up as Burbank solidifies its lead as a branded destination.

Burbank occupancy  
**achieves 80%**  
(Fiscal year 2013-2014)



revenue per available room (revpar)

**up 10%**  
(Fiscal year 2013-2014)

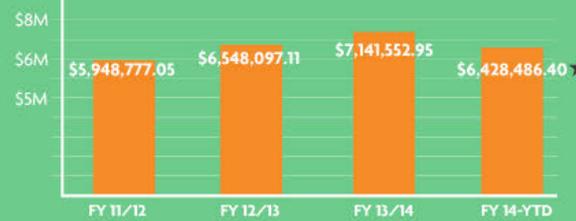


average daily rates

**up 7%**  
(Fiscal year 2013-2014)



## TOT Revenue



Revenue as of April 2015.

The Burbank hospitality industry invested more than **\$85.5 million** in renovations and new construction since 2013.

# Travel Indicators

## Burbank by the numbers

Trends are up as Burbank solidifies its lead as a branded destination.

Burbank occupancy  
**achieves 80%**  
(Fiscal year 2013-2014)

revenue per available room (revpar)

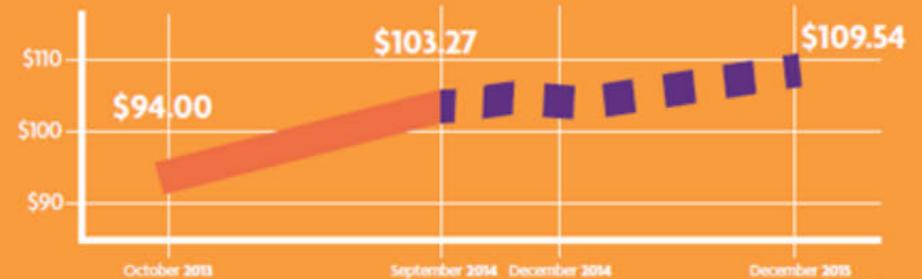
**up 10%**  
(Fiscal year 2013-2014)

average daily rates

**up 7%**  
(Fiscal year 2013-2014)



Source: STR, Inc.



Source: STR, Inc.



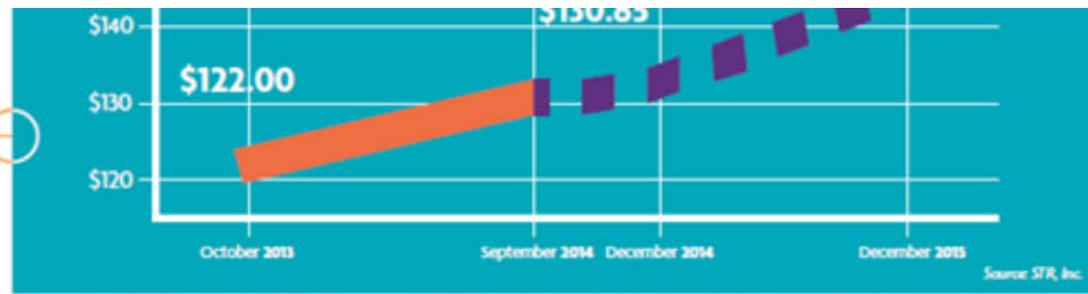
Source: STR, Inc.

TOT Revenue

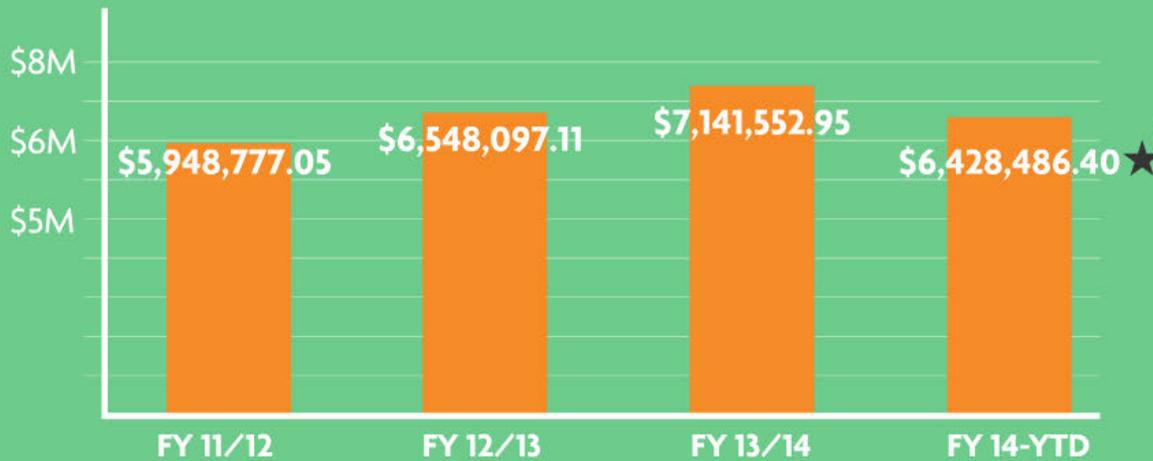
average daily rates

**up 7%**

(Fiscal year 2013-2014)



## TOT Revenue



Revenue as of April 2015.

The Burbank hospitality industry invested more than **\$85.5 million**

The Burbank hospitality industry invested more than **\$85.5 million** in renovations and new construction since 2013.

# Looking Ahead

- Wizarding World of Harry Potter
- Phase II Marketing Efforts
- International Market
- FAM (Familiarization) Tours
- Meeting and Convention Attraction



## DOWNTOWN BURBANK PARTNERSHIP

The Downtown Burbank Partnership was formed in 2003 to fund and manage improvements, events/marketing and advocacy for property owners and merchants in Downtown Burbank.



Goals of Downtown Burbank Partnership:

- Boost sales and property values.
- Improve Downtown Burbank's physical appearance.
- Brand Downtown Burbank as a visitor destination

# Special Events



11,000

DOWNTOWN  
BURBANK  
CAR CLASSIC



artfestival

11,000

DOWNTOWN  
BURBANK  
ART FESTIVAL



600

DTN  
OktoBURfest



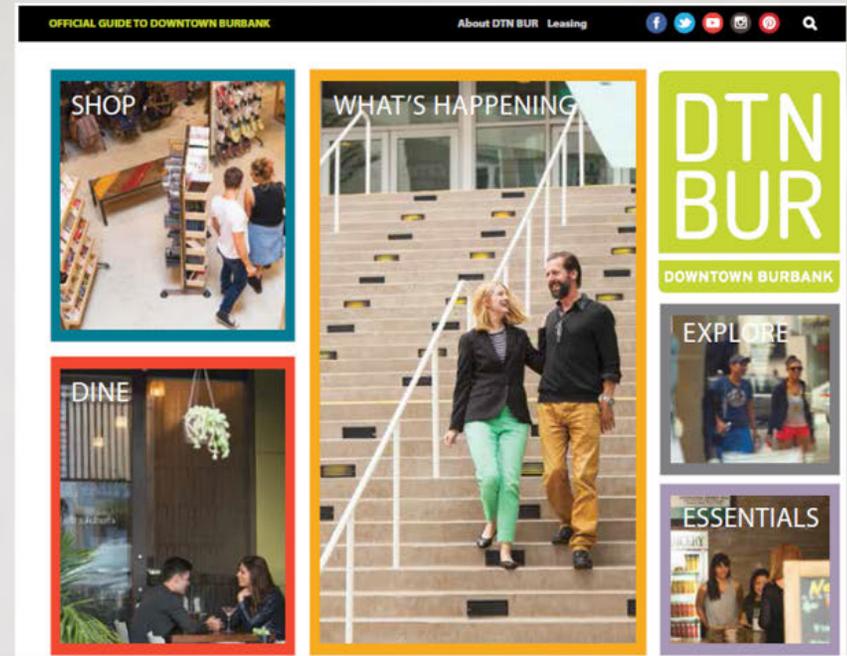
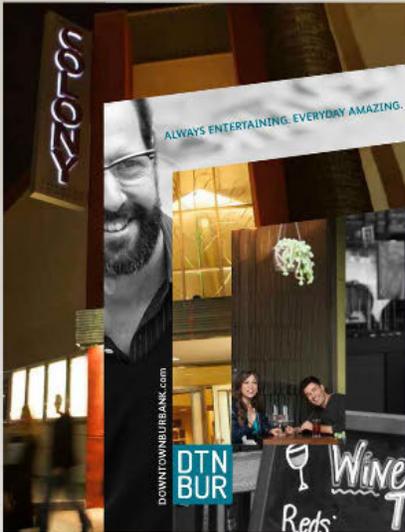
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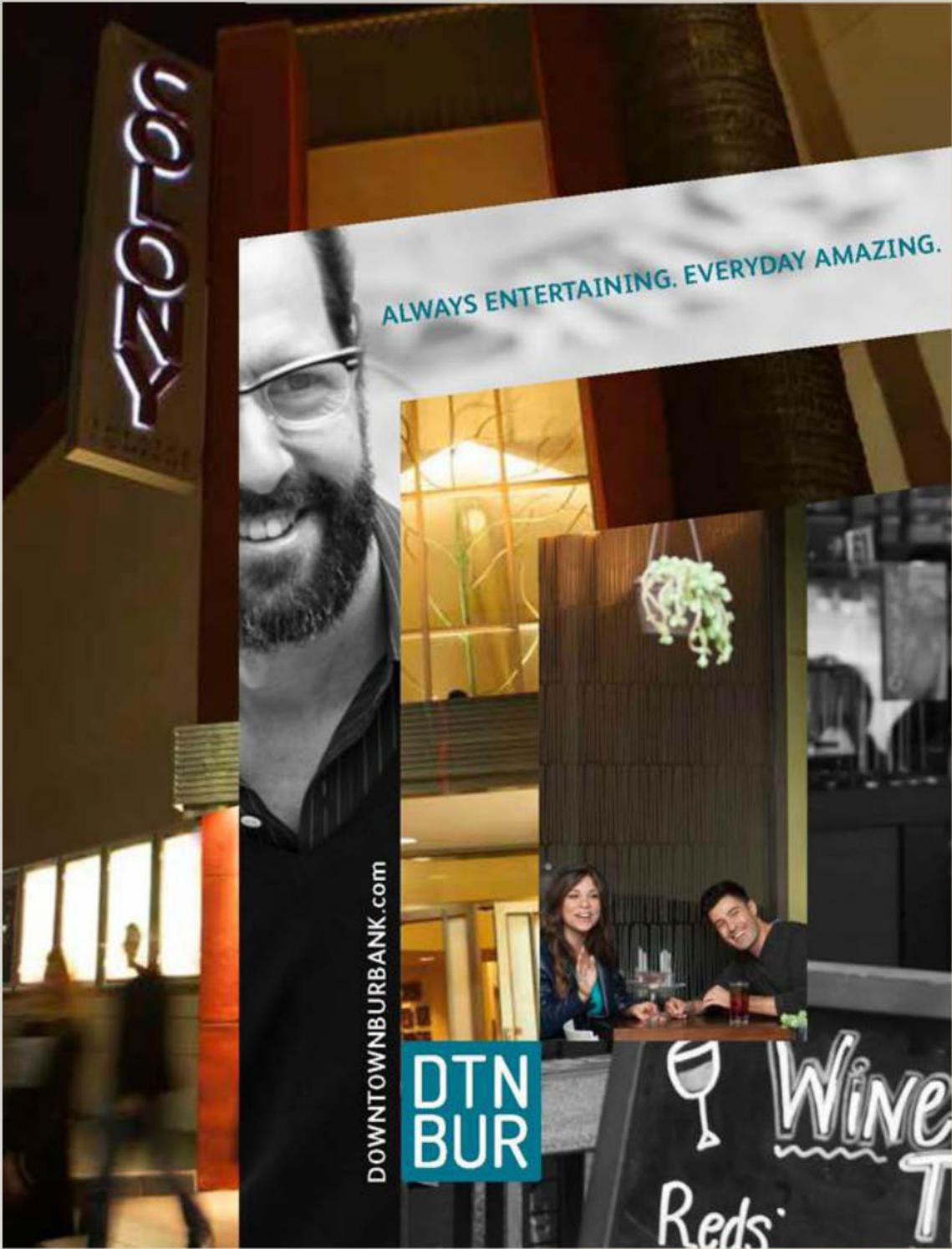
THE RINK IN  
DOWNTOWN  
BURBANK



**TOTAL DOWNTOWN BURBANK EVENT ATTENDANCE=40,600**

# Marketing/Branding Efforts





DOWNTOWNBURBANK.COM

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DOWNTOWN BURBANK

OFFICIAL



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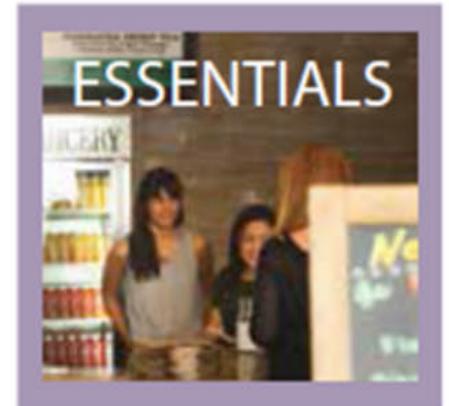
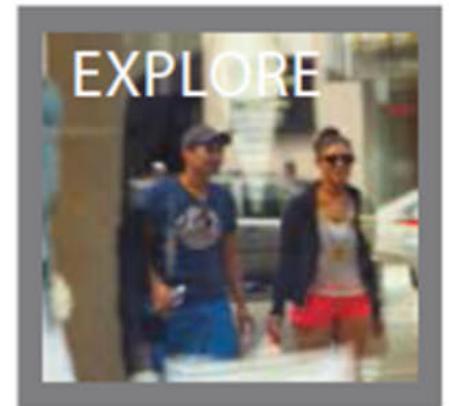
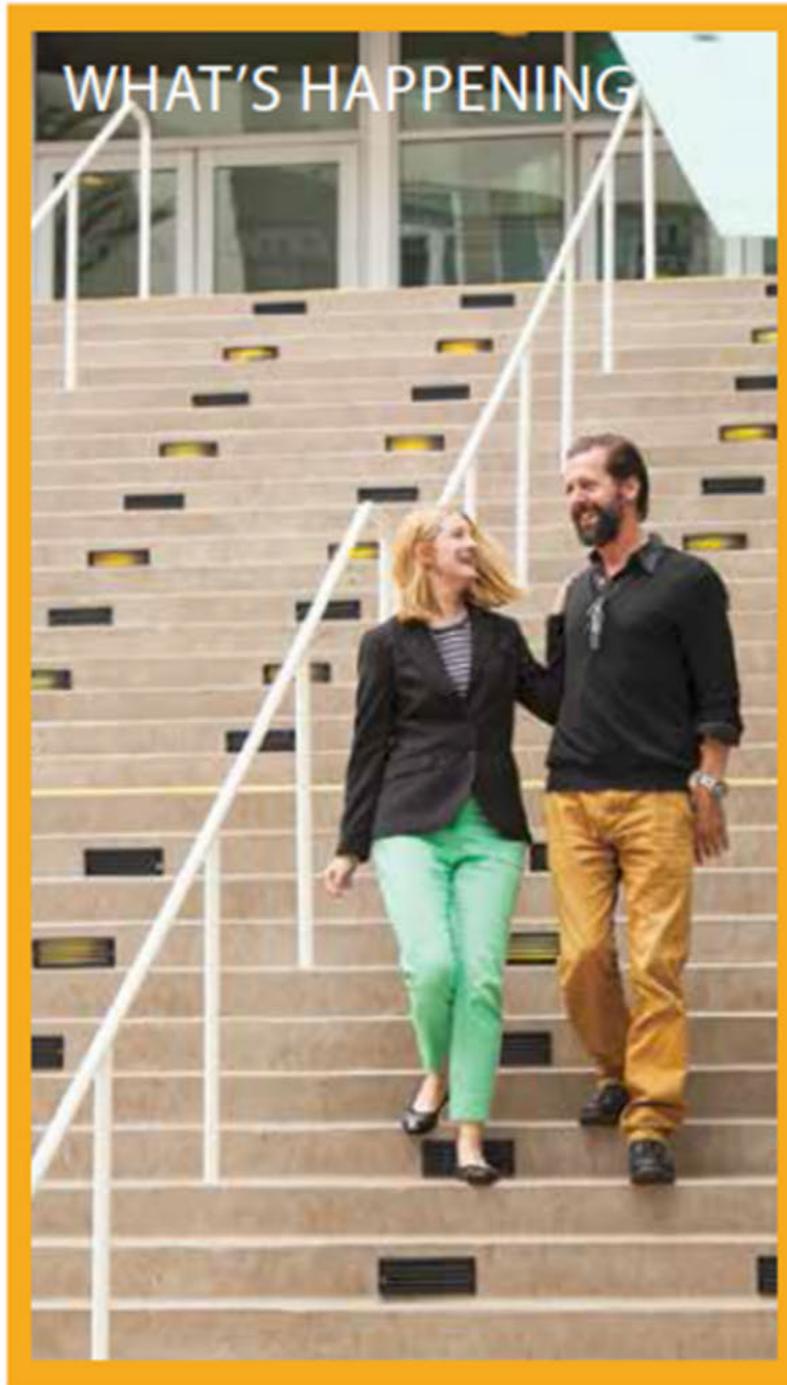
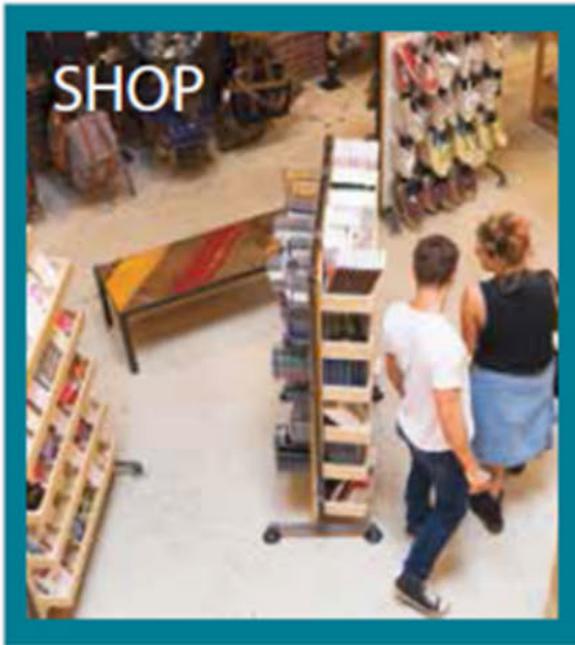
ALWAYS ENTERTAINING. EVERYDAY AMAZING.

[DOWNTOWNBURBANK.com](http://DOWNTOWNBURBANK.com)

**DTN  
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# Leasing Support/Advocacy

- Act as liaison for potential tenants to streamline permitting process
- Work with commercial real estate professionals, property owners, developers and prospective tenants to facilitate new leases
- Attend So Cal Idea Exchange & ICSC RECon to promote leasing opportunities



# Capital Improvements/Maintenance

Leverage private/public funding to enhance aesthetics, safety, and maintenance of Downtown's infrastructure

- ✓ Intensify street cleaning
- ✓ Upgrade landscapes areas
- ✓ Upgrade paseos to meet aesthetic standards of Downtown Burbank, such as the MUD Paseo Enhancements project.

# MUD Paseo Enhancement Project



# Economic Impact

DOWNTOWN BURBANK SALES

INCREASED **4%** IN 2014 AND

GENERATED **20%** OF BURBANK'S  
SALES TAX REVENUE WITH

**480+**  
BUSINESSES IN  
DOWNTOWN BURBANK

Source: HdL, Non-Adjusted Data



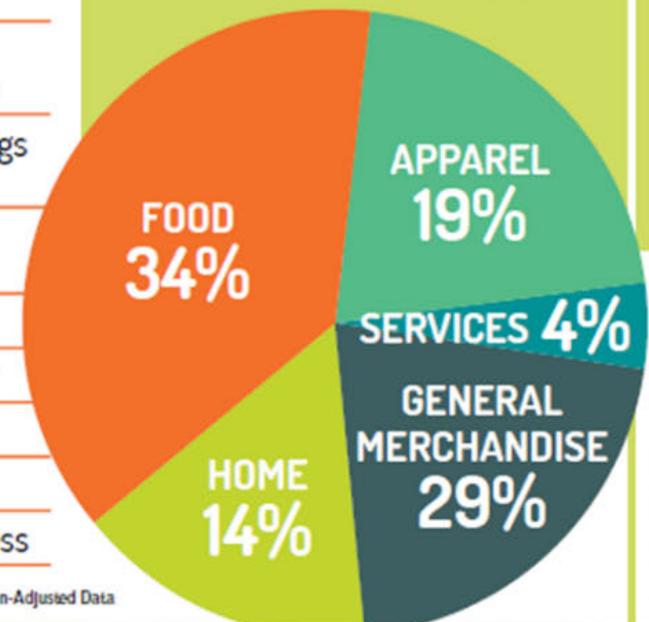
## TOP 10 SALES TAX GENERATORS

In alphabetical order

- Barnes & Noble
- BJ's Restaurant and Brewhouse
- Buffalo Wild Wings Grill & Bar
- Burlington Coat Factory
- IKEA
- In-N-Out Burger
- Macy's
- Old Navy
- Ross Dress for Less
- Sears

Source: HdL, Non-Adjusted Data

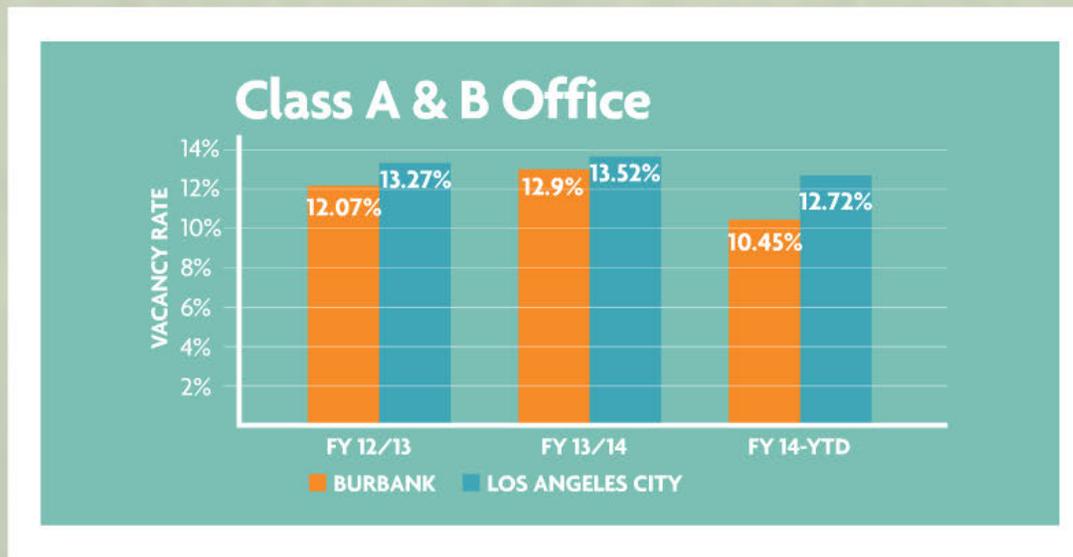
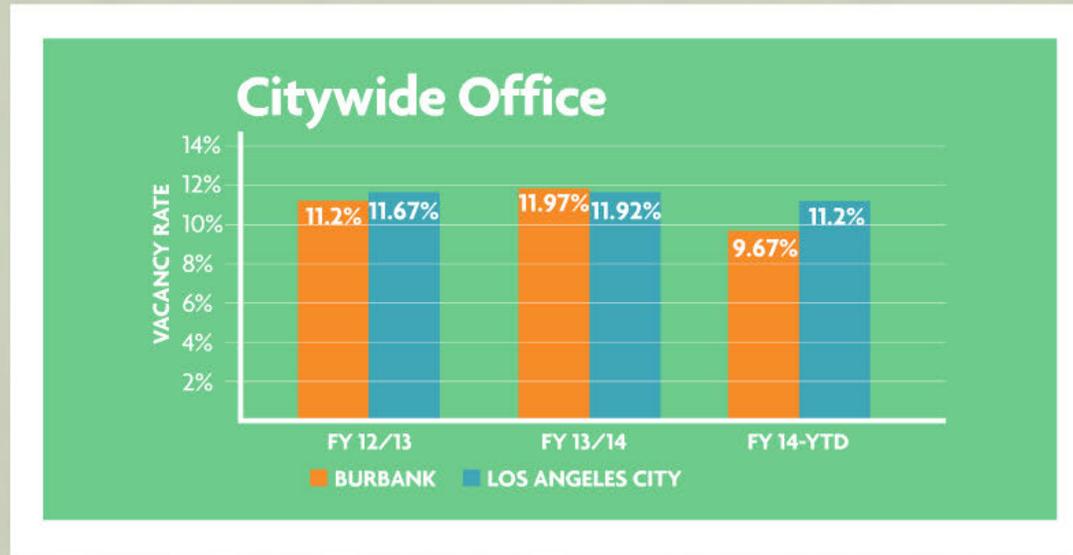
## PROFILE BY TYPES OF BUSINESS



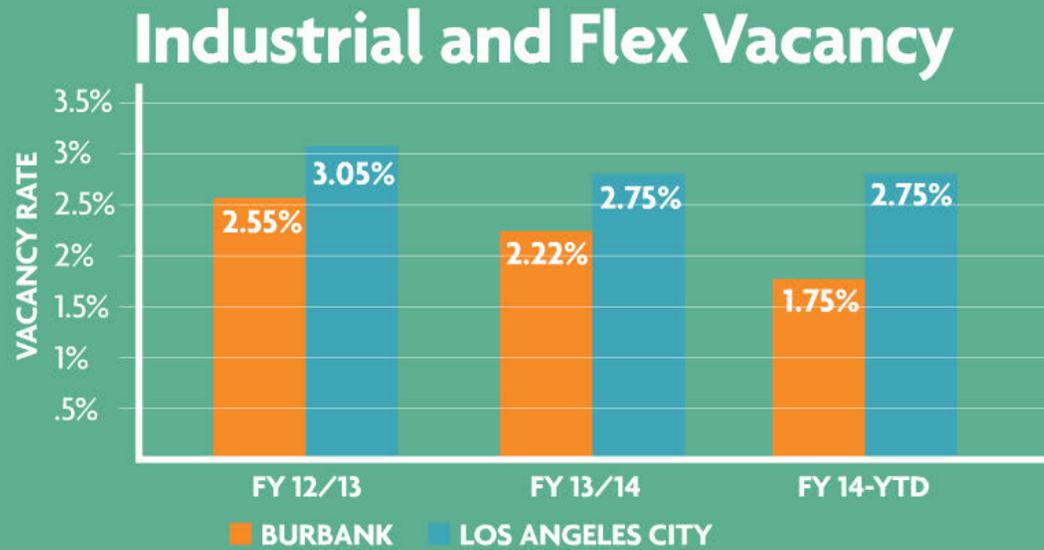
The background features a blurred image of a paved road with white dashed lines curving to the right, set against a green field and a clear blue sky. A yellow sticky note is placed over the top right corner of the image. The text 'Economic Development Indicators' is printed in white on the yellow sticky note.

# **Economic Development Indicators**

# Office Vacancy Rates



# Flex Tech & Industrial Vacancy Rates



# Commercial Districts

*Property Price Per  
Square Footage*

## **DOWNTOWN BURBANK**

Office ..... \$ 2.37/sq. ft.  
Retail/Restaurant ... \$ 3.57/sq. ft./nnn

## **MAGNOLIA PARK**

Office ..... \$2.36/sq. ft.  
Retail/Restaurant ... \$1.58/sq. ft./nnn

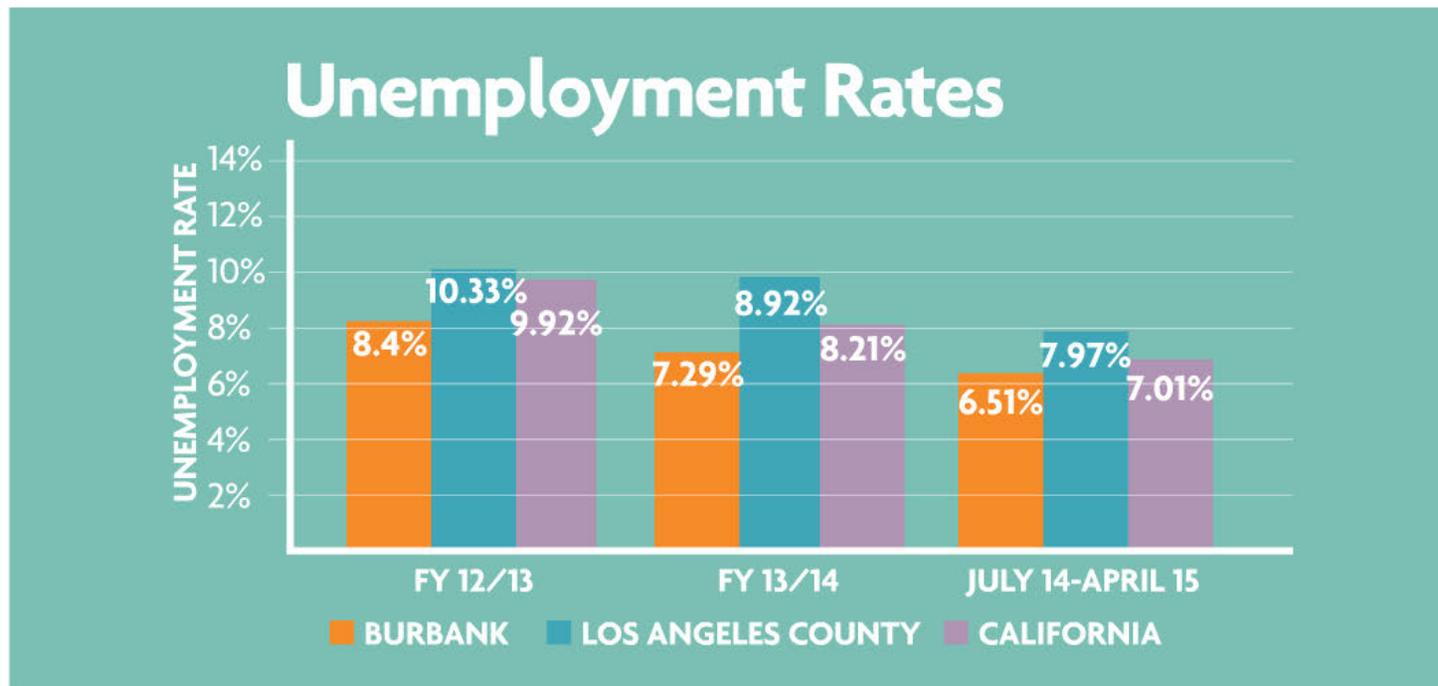
## **MEDIA DISTRICT**

Office ..... \$3.15/sq. ft.  
Retail/Restaurant ... \$3.05/sq. ft./nnn

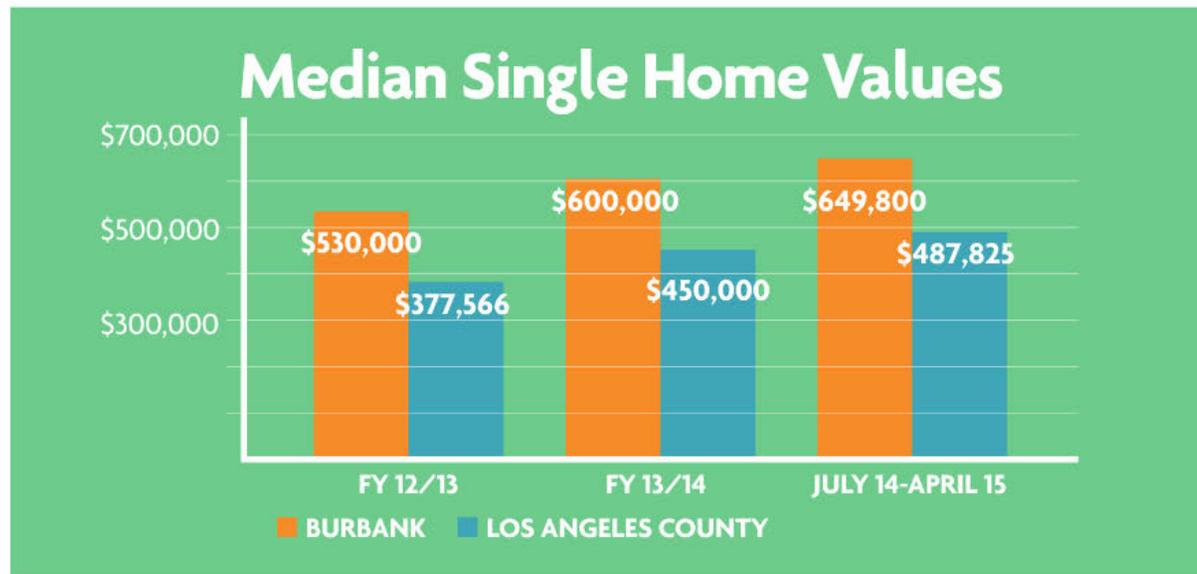
## **AIRPORT DISTRICT**

Office ..... \$2.87/sq. ft.  
Retail/Restaurant ... \$3.50/sq. ft./nnn  
Industrial ..... \$1.28/sq. ft.

# Unemployment Rate



# Single Family Median Home Values





# Future Opportunities for Burbank

MENT  
Strategies

Development to advance  
vitality, and maintain

ional, statewide  
ndence  
and expansion  
munications  
bank  
m destination

# **ECONOMIC DEVELOPMENT**

## **Mission Statement & Strategies**

### **Mission Statement**

Uphold a strong commitment to economic development to advance sustainable job growth, enhance commercial vitality, and maintain quality of life for all.

### **Strategies**

1. Position Burbank as a competitive regional, statewide and national hub for business and residence
2. Focused business attraction, retention and expansion
3. Enhanced business outreach and communications
4. Continue evolution of Downtown Burbank
5. Position Burbank as a travel and tourism destination

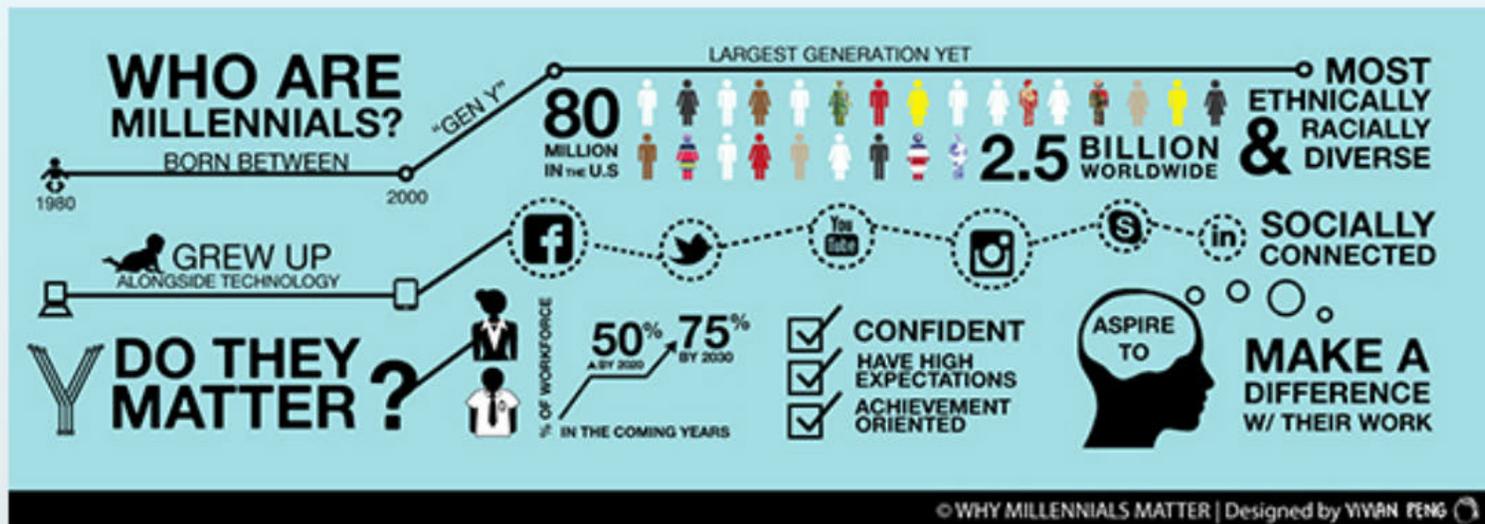
# Future Goals of A Balanced Vibrant Burbank Economy

## Understand Current/Future Residents, Consumers and Workforce by Studying Psychographic Data

### Psychographic are:

- ✓ The analysis of consumer lifestyles to create a detailed customer profile.
- ✓ Measured by market researchers asking consumers to agree or disagree with activities, interests, and opinions statements.
- ✓ Combined with the following characteristics:
  - Geographically (place of work or residence), and
  - Demographically (age, education, occupation, etc.)to develop a more 'lifelike' portrait of the targeted consumer segment.

# Who are the Millennials?



## Millennial Entrepreneurs

Age 18-35, starting the businesses of the future!



ITEM NO. 001

» 70.9% of teens say they are interested in becoming entrepreneurs

» 54% of the Millennials plan to start their own business this year



ITEM NO. 003

Statistics of Entrepreneurs Starting Their Own Businesses

More Free Time	20%
>5 Yrs Experience	25%
6-10 Yrs of Experience	28%
Age 18-35	67%

ITEM NO. 005

» Less than 1% of entrepreneurs come from extremely rich or extremely poor families



ITEM NO. 002

» Entrepreneurs create 75% of all new jobs in our economy every year



ITEM NO. 004

» Total Debt of College Students = 1 Trillion Dollars

» 88% of college students say entrepreneurship education is vital

» 74% of college students have no access to entrepreneurship resources on campus

ITEM NO. 006

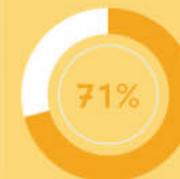
» 23% of Millennial Entrepreneurs people started a business as a result of unemployment

## MILLENNIALS VALUE INNOVATION

BORN FROM 1980 TO 2000, MILLENNIALS NOW IN THEIR 20S AND 30S ARE PARTICIPANTS IN THE WORKFORCE. THEY CONSIDER INNOVATION A KEY PURPOSE OF BUSINESS AND JUST AS IMPORTANT AS PROFIT.



of Millennials feel innovation is essential for business growth.



believe business innovation improves society.

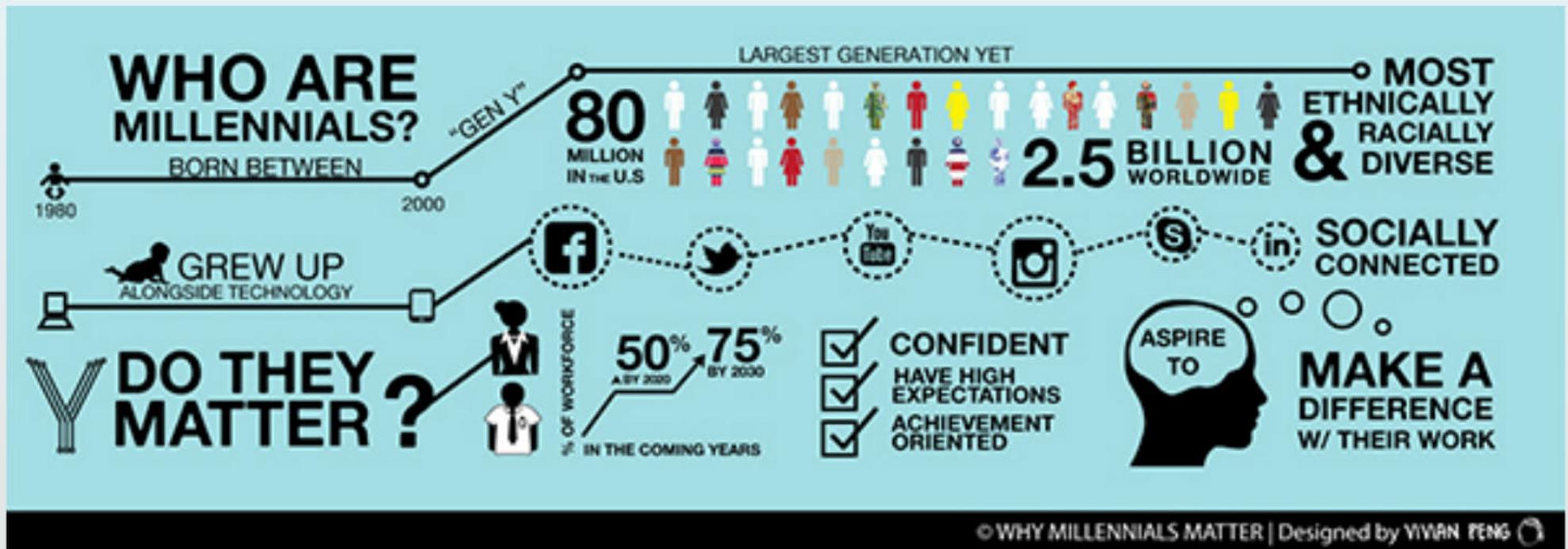


say innovation is a critical requirement in choosing a potential employer.



describe themselves as "innovative."

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Age 18-35, starting the businesses of the future!



PRESTO MARKETING GROUP

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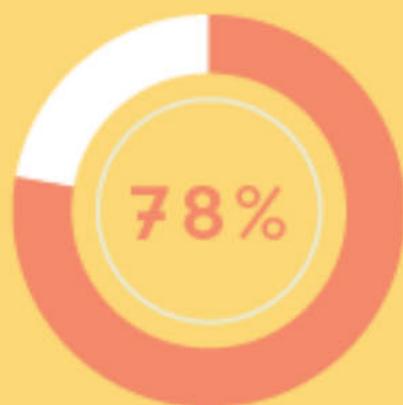
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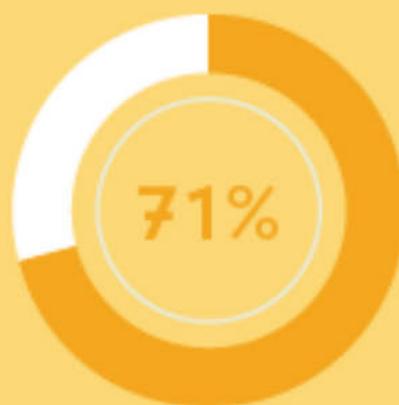


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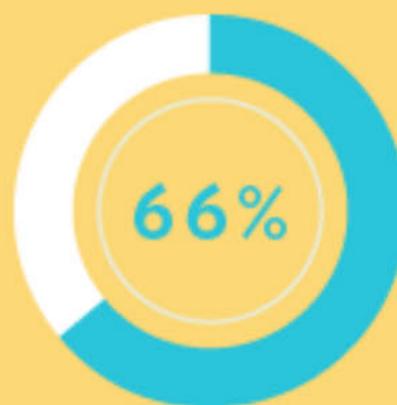
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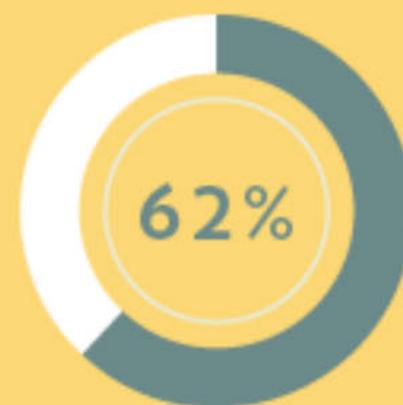
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# Burbank, CA Psychographic Data



## INTERNATIONAL MARKETPLACE- 91502

Neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas. Almost 40% of residents are foreign-born and about two-fifths of households have children. Workers are mainly employed in white collar and service occupations. One-fifth of workers commute using public transportation and more walk or bike to work than expected. Consumers are attentive to personal style; purchases reflect their youth and their children.

37%  
Median Age-38

45%  
Median Age-39



## CITY LIGHTS - 91501, 91504, 91505

A densely populated urban market, the epitome of equality. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, single family homes and town homes, midrise and high-rise apartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations.

32%  
Median Age-42



## PLEASANTVILLE - 91506

Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

# Santa Monica, CA Psychographic Data- Competitive Market Analysis



## TRENDSETTERS - 90404

These educated young singles aren't ready to settle down; they do not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out, or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

76%  
Median Age-38



## LAPTOPS AND LATTES - 90403, 90405

Residents are cosmopolitan and connected — technologically savvy consumers, predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living — and its amenities. Many residents walk, bike, or use public transportation to get to work; a number work from home. Residents are more interested in the stock market than the housing market.

76%  
Median Age-42



## METRO RENTERS - 90401

A highly mobile and educated market who live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

55%  
Median Age-38

# San Jose, CA Psycographic Data- Competitive Market Analysis



## TRENDSETTERS - 95112, 95126

These educated young singles aren't ready to settle down; they do not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out, or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

61%  
Median Age-34



## INTERNATIONAL MARKETPLACE - 95110, 95117, 95128

Neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas. Almost 40% of residents are foreign-born and about two-fifths of households have children. Workers are mainly employed in white collar and service occupations. One-fifth of workers commute using public transportation and more walk or bike to work than expected. Consumers are attentive to personal style; purchases reflect their youth and their children.

39%  
Median Age-35



## METRO RENTERS - 95134

A highly mobile and educated market who live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

29%  
Median Age-32

# How Can Burbank Attract Emerging Workforce

## Infrastructure

- Create alternate modes of transportation (i.e. high speed rail)
- Increase electric vehicle charging stations
- Promote high-speed fiber optic network (ONEBurbank)

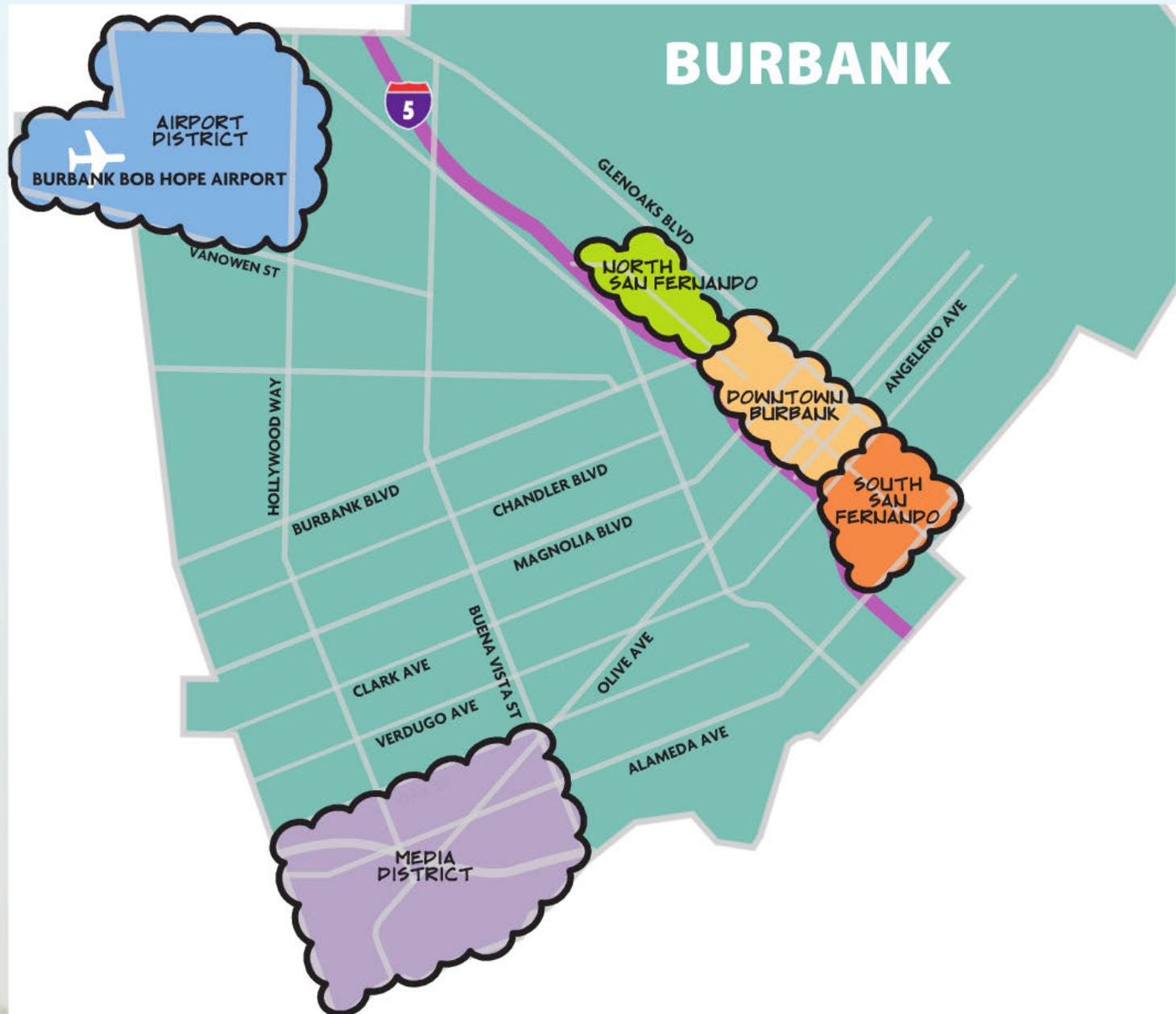
## Housing

- Create walkable neighborhoods with mixed-use housing

## Workspace

- Create flexible office spaces/virtual offices
- Facilitate areas for entrepreneurship/incubators

# Workforce Development Opportunity Sites





**Economic Development  
Study Session**

**June 9, 2015**