ANNUAL REPORT 2013-2014

City of Burbank
Economic Development

Letter from the City Manager

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

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

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

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

Mark Scott
Burbank City Manager