



# BURBANK

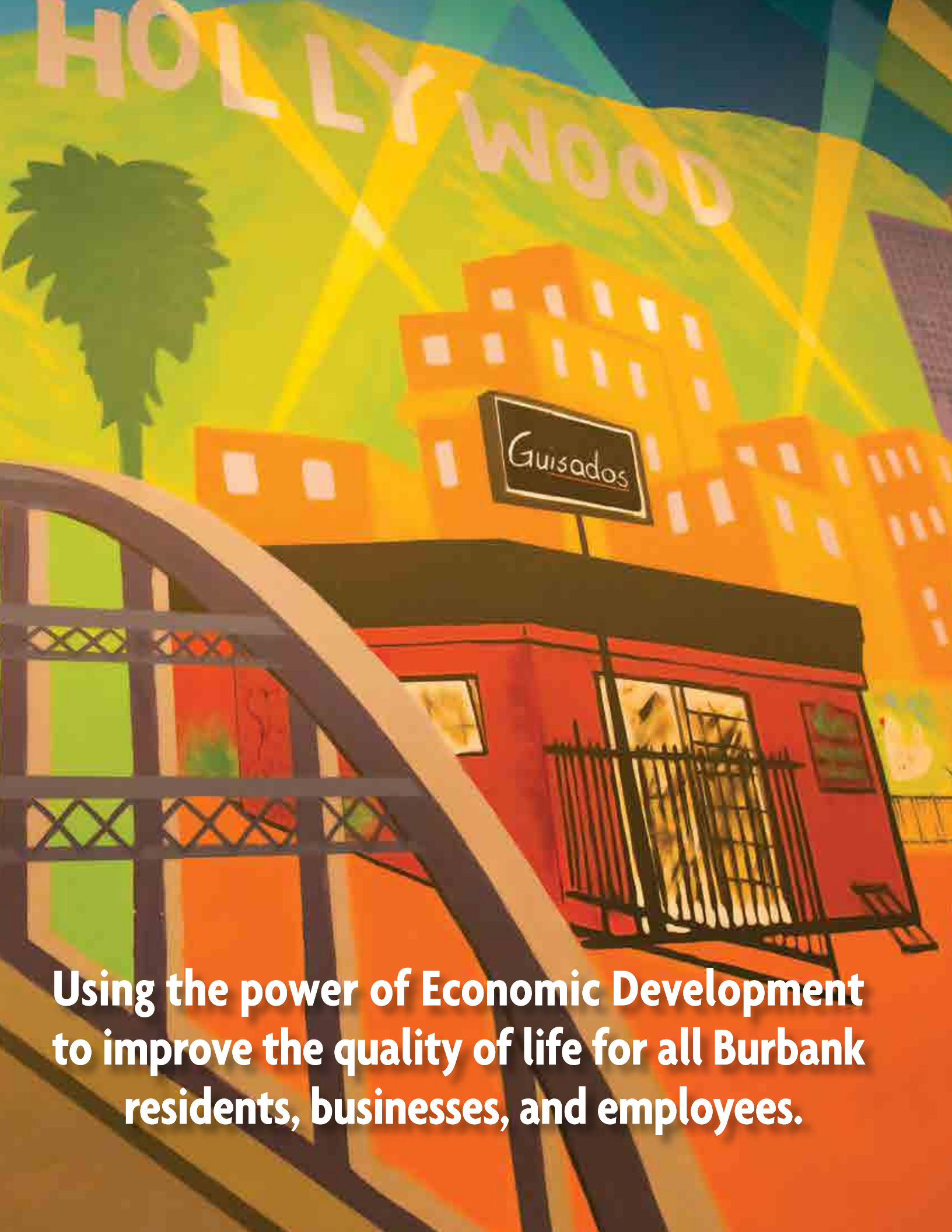
## BUSINESS AND ECONOMIC DEVELOPMENT

ANNUAL REPORT 2016-2017

Community Development Department







**Using the power of Economic Development  
to improve the quality of life for all Burbank  
residents, businesses, and employees.**



**Legacy** Building on our heritage as Media Capital of the World and aerospace giant.



**Imagination** Paving the way for groundbreaking partnerships that attract the next generation of businesses and residents.



**Responsibility** Balancing development with quality of life for all.





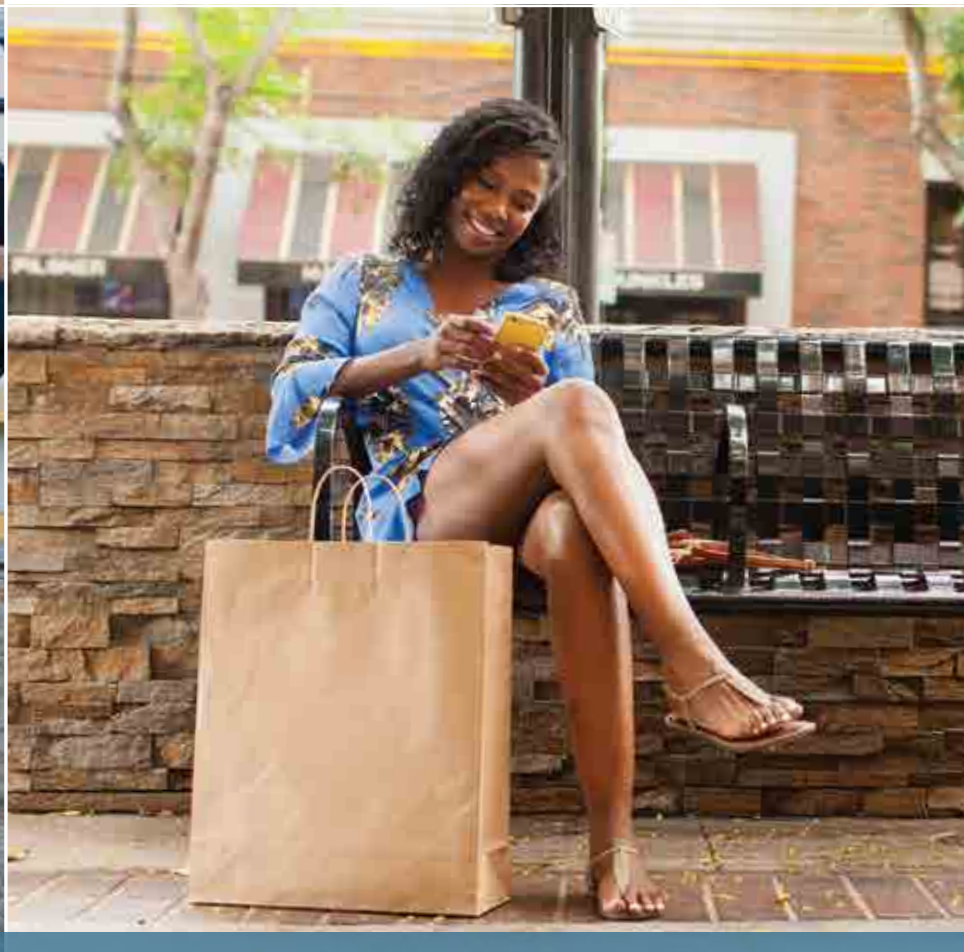
# WHAT IS ECONOMIC DEVELOPMENT?

Economic Development focuses on improving the standard of living through the creation of jobs, the support of innovation and new ideas, the attraction of investment, and the enhancement of overall quality of life.

Economic Development is multi-disciplinary and involves coordination and knowledge across numerous fields of expertise.

## These include:

- Leasing
- Commercial Development
- Housing
- Planning
- Zoning
- Architectural Design
- Place-Making
- Tourism Development
- Special Events
- Entrepreneurial Training
- Land-Use
- Marketing, and more



# WHAT IS ECONOMIC DEVELOPMENT IN BURBANK?

With the goal of building a better Burbank, Economic Development staff:

- Acts as ombudsman responsible for generating investment through business attraction, entrepreneurship, commercial development, and neighborhood revitalization.
- Engages all members of the community including local government, businesses, residents, and visitors to help promote commercial districts, and create vibrant neighborhoods.
- Encourages liveable neighborhoods where residents, employees and visitors can work, shop, dine, and enjoy entertainment without leaving Burbank.
- Facilitates a range of housing types and job opportunities that help attract and retain companies.
- Promotes Burbank as one of Los Angeles' leading leisure tourist destinations.
- Maintains and grows strong public-private partnerships to ensure a stable funding mechanism for future development.

## Four Pillars of Development

Burbank Economic Development focuses on the four pillars of:

- **Attraction** • **Retention** • **Entrepreneurship** • **Tourism**

With more than 150,000 jobs already in place, Retention will be emphasized - retaining and growing existing businesses by encouraging interaction between industries, such as the convergence of tech and entertainment, or medicine and biotechnology. Efforts toward Attraction, Entrepreneurship, and Tourism will also be maintained.





## ATTRACTION

In order to attract new business, increase and maintain job growth, and diversify business sectors, Burbank Economic Development works closely with brokers, property owners, developers, and prospective tenants to bring a sustainable and appealing mix of businesses to the city.

This is accomplished as follows:



Resulting in New Business Openings:



Opening Soon:



## Attraction efforts are supported by:

- Maintaining productive relationships with commercial brokers
- Streamlining the permitting process
- Meeting with retail executives at conventions such as the International Council of Shopping Centers (ICSC) RECon, and the Southern California Idea Exchange
- Working with Buxton, a retail analysis company, to help attract quality tenants  
Buxton provides analytic insights to recruit tenants that the market can support

## Marketing

Burbank Economic Development markets Burbank as a leading business destination by showcasing commercial neighborhoods, development opportunities, amenities, demographics, incentives, and economic metrics.



The Burbank Economic Development website unites all resources into one dedicated location. It represents a portal for demographics, economic indicators, industry profiles, permit and license guidance, zoning information, leasing opportunities, incentives, and business assistance. [EconDevBurbank.com](http://EconDevBurbank.com)



## RETENTION

**The Business Visitation Program** in partnership with the Burbank Chamber of Commerce was initiated in early 2017, and is intended to act as a catalyst in building the Burbank business community.

Together, City staff and Chamber representatives met with 20 Burbank-based businesses representing a variety of industries in 2017. The program allows staff to learn more about the local business community, gauge the interests and concerns of businesses, and anticipate issues in advance to ensure satisfaction and growth.

### Representative visits include:

#### MEDIA/TECH

- Nickelodeon
- Warner Bros.
- Moviola
- ARRI
- New York Film Academy
- Cartoon Network
- Electrosonic, Inc.

- Cannon
- NGE

#### AUTOMOTIVE/RETAIL

- Carmax
- Vons

#### AEROSPACE AND DEFENSE

- Applied Minds
- Senior Aerospace
- GKN Aerospace Bandy Machining
- Avjet Co.
- Hutchinson Aerospace

#### SERVICES

- Accountemps
- Coloredge
- WET Design
- Tyco Integrated Security



## ENTREPRENEURSHIP

Led by an all-star line-up of professionals in media, information technology, and venture capital, the Burbank Tech Talks series shares knowledge and provides networking opportunities reaching more than 500 entrepreneurs.

Burbank Tech Talks are held in partnership with the recently opened We Work co-working space at 3900 W Alameda Avenue in the Media District.



# Burbank tech talks

### Speakers and Topics:

- **How to Raise Seed & Angel Funding for Your Startup**  
Asher Leids, Angel Investor & Arteen Arabshahi, Vice President, Fika Ventures
- **The Future of Digital Media & Entertainment**  
Thomas Gewecke, Chief Digital Officer and Executive Vice President, Strategy and Business Development, Warner Bros. Entertainment
- **PR Advice for Startups**  
Rachael King, Co-Founder of EllephantMedia
- **Funding, Building & Growing Entertainment, Media, and Video Game Startups**  
Juan Bruce, Founding Partner at Downey Ventures, Laurent Grill, Venture Lead at Luma Pictures & Jason Wishnov Founder & CEO of Iridium Studios

For more information please visit [EconDevBurbank.com/entrepreneurs](http://EconDevBurbank.com/entrepreneurs)



# Small Business Consulting

To nurture the next generation of business talent, Burbank Economic Development’s entrepreneurial programs are designed to inspire and empower companies and startups to:

- Maximize growth potential
- Innovate new partnerships

## These include:

**Consulting Services:** One-on-one professional business consulting services offered free to Burbank businesses, and led by experts themed around subjects such as How to Start or Grow Your Business, Financing Opportunities, and Operational Management.

**Customized Business Training:** Free, specialized, on-site training covering Emotional Intelligence, Social Media Marketing, Customer Service, and Conflict Resolution.

# Small Business Development

Advertising promotes Burbank neighborhoods, incentives, and new businesses to decision-makers in commercial real estate and development.

## Welcome to the Neighborhood



Magnolia Park Stores (left to right): Blvd Cafe, The New Deal, Marche Wine Bar, Morphe Brushes, All About Poke. This hip, retro neighborhood is truly in a world all its own. Filled with one-of-a-kind boutiques, vintage antiques, chic eateries, and something new around every corner, Magnolia Park also hosts Ladies and Gents Night Out the last Friday of every month for late night music, fun, and retail therapy.

Visit Magnolia Park Burbank  
To find out more visit us online at [www.visitmagnoliapark.com](http://www.visitmagnoliapark.com)



## Prepare for Takeoff



There's a whole world to explore in Burbank's Airport District. From the new REI, to behind-the-scenes tours of the World Famous West Coast Customs, and shopping and dining options at the mega power-house Empire Center, you'll know you've arrived in style.

Visit Burbank's Airport District  
To find out more visit us online at [www.EconDevBurbank.com](http://www.EconDevBurbank.com)

## Welcome to the Neighborhood



(Clockwise from top left): Grillant, Red Maple Cafe, Juice Bar, Lou The French On The Block, Drybar, Cascabel. Burbank's famed Media District combines world-class production studios with exciting dining options. Whether you're looking to get a quick bite or the classic Hollywood blowout between auditions and studio tours, Riverside Dr. will make you feel like a star.

Visit Burbank's Media District  
To find out more visit us online at [www.EconDevBurbank.com](http://www.EconDevBurbank.com)

# TOURISM

Tourism in Burbank is a powerful engine of economic growth impacting hotels, attractions, and commercial neighborhoods, and accounting for more than 8,000 jobs.

Burbank Economic Development partners with the Burbank Hospitality Association, doing business as Visit Burbank, and the Downtown Burbank Partnership, accounting for nearly 20% of citywide retail sales, to boost this dynamic market generating \$11.7 million in Transient Occupancy Tax (TOT).

The Burbank Hospitality Association, founded in 2011, consists of **18 hotels with 2,568 rooms**, and has the mission to boost hotel occupancy while positioning Burbank as a national tourism destination.

	2011	2017 (running 12 months thru August)	Increase
Hotel Occupancy Rates	74%	82%	+11%
Average Daily Rates	\$114	\$161	+41%
RevPAR	\$67	\$131	+96%
Revenue	\$84 million	\$124 million	+48%

Source: STR

## Economic Impact:

- 3.1 million visitors in 2015
- \$724.8 million spent by visitors
- \$191 million spent on shopping
- \$124 million spent on food and beverage

Source: Tourism Economics

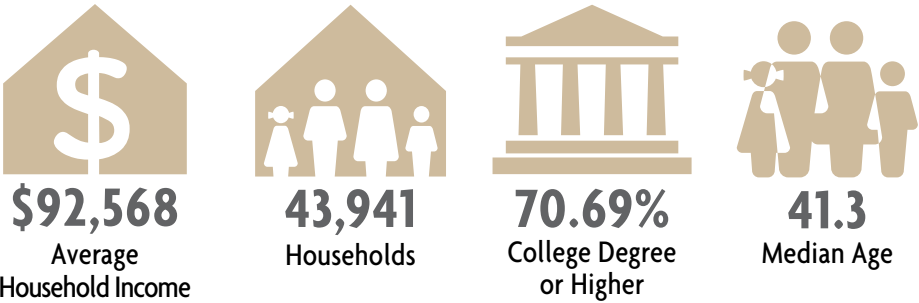




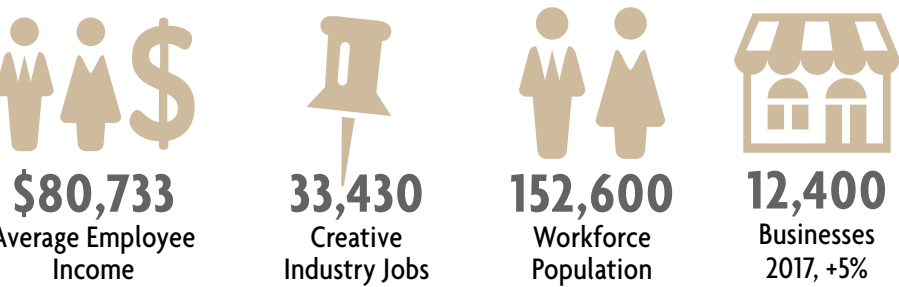
# ECONOMIC SNAPSHOT

The Burbank economy is healthy and packed with creative companies that are household names across the world. The marketplace is diverse, resilient, and filled with opportunity. With strong fundamentals, the city is poised to further develop its economy to meet the needs of residents, businesses, employees and visitors.

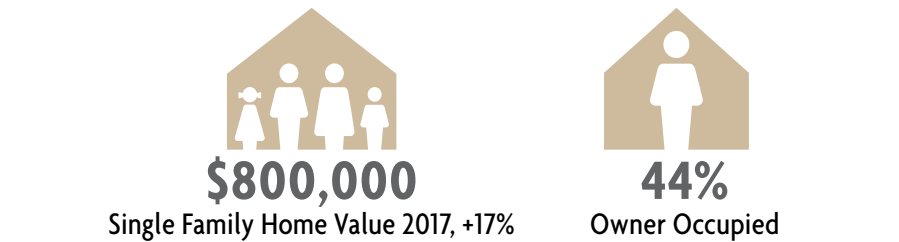
## Demographics



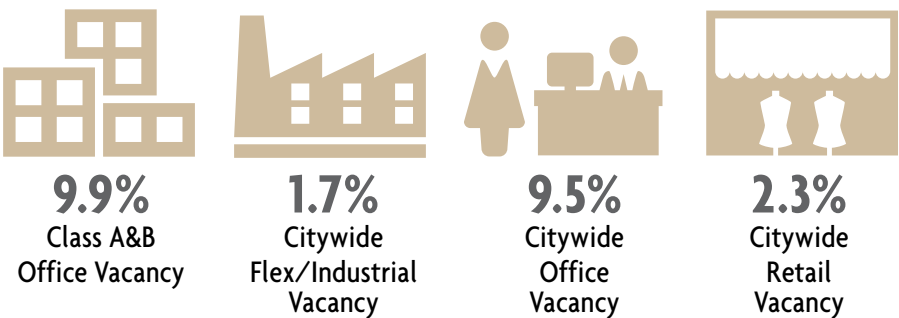
## Workforce



## Housing



## Occupancy FY 2016-2017



Source: The Nielsen Company, EMSI, ESRI



# Burbank Top Ten Employers

	Number of Jobs
Warner Bros. ....	4,900
The Walt Disney Company .....	3,945
Providence St. Joseph Medical Center .	2,850
Hollywood Burbank Airport .....	2,200
Burbank Unified School District ....	1,800
City of Burbank .....	1,600
Deluxe Entertainment .....	1,500
ABC Television .....	1,170
Entertainment Partners .....	875
Nickelodeon Animation .....	602

Source: City of Burbank, License and Code

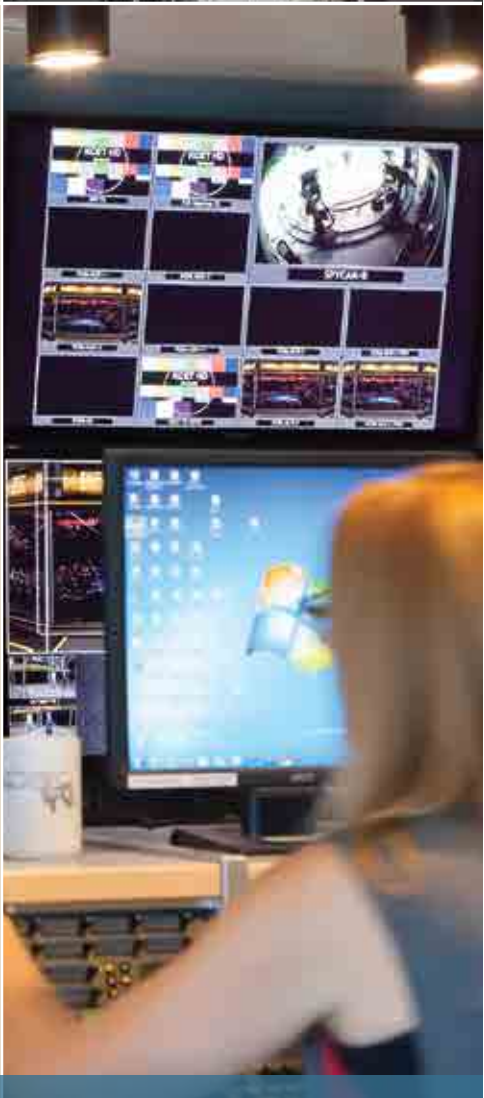


# Burbank Workforce

	Number of Jobs	Average Income
Entertainment .....	33,305	\$120,051
Administrative Support Services .....	23,069	\$40,681
Professional Scientific Technical .....	17,320	\$122,323
Food and Beverage Establishments .....	7,130	\$23,879
Education .....	6,855	\$56,557
Executive Professions ..	4,175	\$130,864
Health Care Services ..	4,204	\$63,545
Social Assistance .....	3,016	19,340
Personal Services .....	2,501	\$30,822
Merchant Wholesale, Durable Goods .....	2,498	\$78,542

**Total Number of Jobs in Burbank: 152,600\***

\*Includes self-employed and non-profit associations Source: Emsi





# SHAPING THE FUTURE

Burbank Economic Development and the Burbank City Council share common goals, and address the following priorities for the city:

- Workforce Housing Imbalance
- Affordable Housing and Homeless
- Economic Development Through Tourism
- Responsible Growth
- Protection of Neighborhoods
- Coordination of Development to Minimize Impacts





# FUTURE PROJECTS

Creating vibrant neighborhoods that balance new development with community needs, giving Burbank residents the option to live, work, shop, and be entertained without leaving the city. For more information please visit [EconDevBurbank.com/choose-burbank/current-projects](http://EconDevBurbank.com/choose-burbank/current-projects)

## Approved



**BURBANK TOWN CENTER RENOVATION**  
201 E Magnolia Boulevard  
**Approved, completion late 2017**  
40,000 sq. ft. of new retail space  
\$60 million renovation



**TALARIA AT BURBANK MIXED-USE PROJECT**  
3401 W Olive Avenue  
**Approved, completion early 2018**  
43,000 sq. ft. Whole Foods  
241 apartment units



**SCREENLAND DRIVE MIXED-USE PROJECT**  
115 N Screenland Drive  
**Approved**  
40 apartments  
3,730 sq. ft. retail/restaurant space



**FIRST STREET VILLAGE MIXED-USE PROJECT**  
First Street and Magnolia Boulevard  
**Approved**  
275 apartments  
18,967 sq. ft. of retail space



**THE AIRPORT REPLACEMENT TERMINAL**  
Hollywood Burbank Airport  
**Approved, completion 2022**  
14-gate terminal

## Proposed



**AC HOTEL**  
550 N Third Street  
**Planning Board Consideration in 2017**  
196 hotel rooms and  
3,800 sq. ft. of restaurant space



**PREMIER ON FIRST MIXED-USE PROJECT**  
103 E Verdugo Avenue  
**City Council Consideration in 2017**  
154 residential units,  
9,695 sq. ft. of retail/restaurant space  
230 hotel rooms



**AVION BURBANK**  
3001 N Hollywood Way  
**City Council Consideration in 2018**  
One million sq. ft. of industrial/warehouse space,  
142,250 sq. ft. of creative office space, 15,000 sq. ft. of retail/  
restaurant space 150 hotel rooms, mixed-use campus



**IKEA SITE REDEVELOPMENT**  
San Fernando Boulevard  
**City Council Consideration in 2018**  
1,150 residential units,  
200-room hotel, 47,420 sq. ft. of retail/restaurant space  
and outdoor mixed-use residential



**LATERRA MIXED-USE PROJECT**  
777 N Front Street  
**City Council Consideration in 2018**  
542 residential units  
700 sq. ft. of retail space and  
317 hotel rooms.

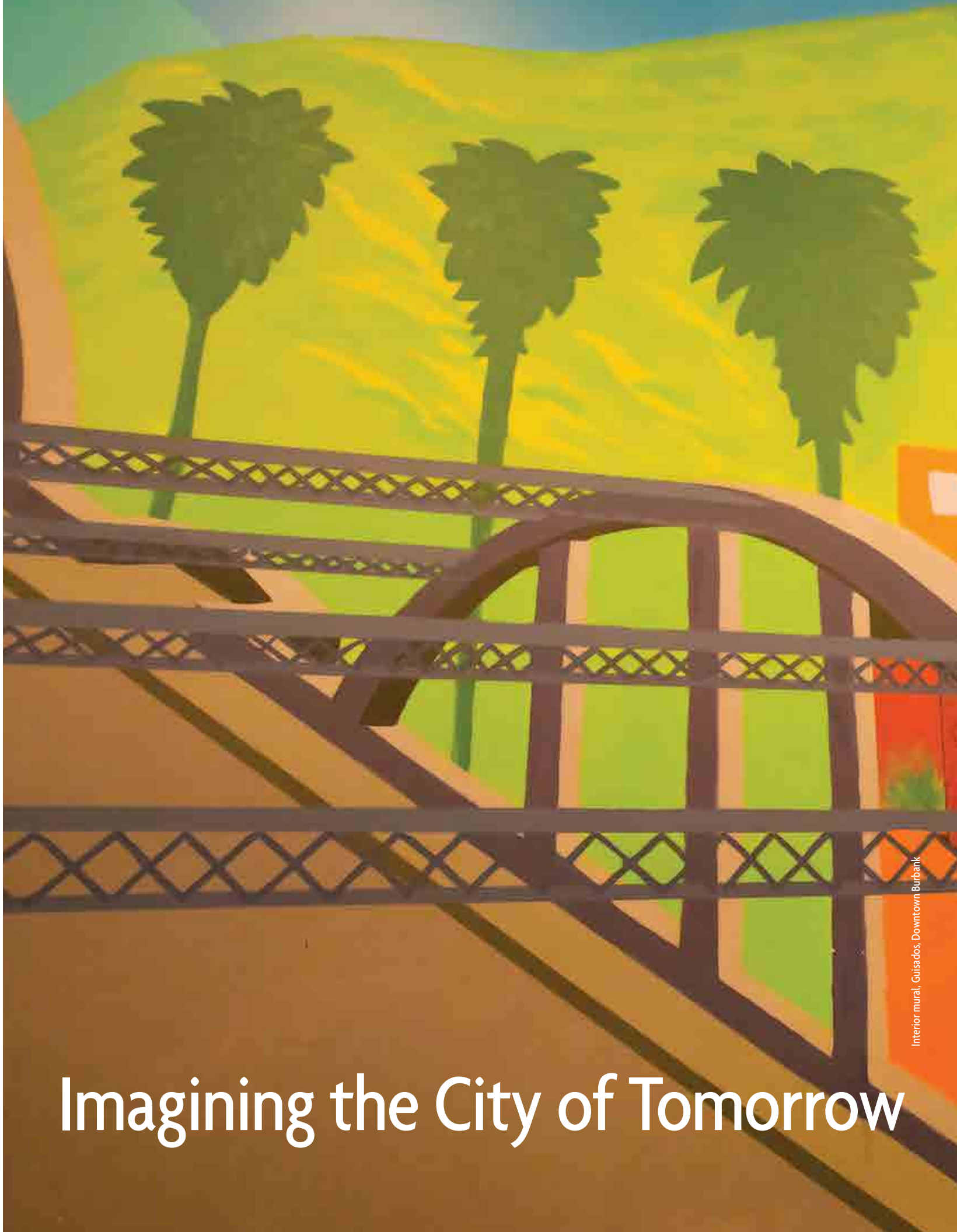
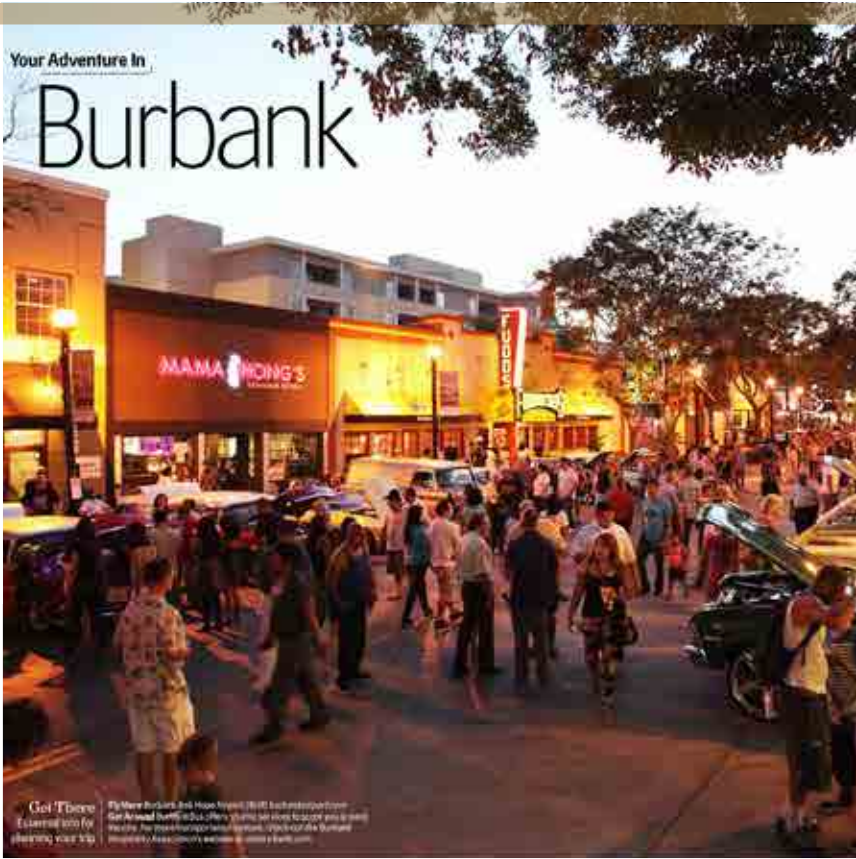


AWARDS

Burbank Economic Development received two Excellence in Economic Development Awards from the International Economic Development Council (IEDC) in 2016. IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs creating positive change in their communities.

**Bronze Award** for the 14-page feature story titled “Your Adventure in Burbank” in the February 2017 edition of Southwest Airlines’ inflight magazine reaching more than 18 million Southwest travelers.

**Silver Award** recipient for the Creative Talent Network Animation Expo Partnership which has grown into an event of international importance with Burbank Economic Development support. The 2016 CTN Expo attracted a record 8,500 attendees, and generated 1,448 room nights at Burbank hotels.



Interior mural, Guisados, Downtown Burbank

Imagining the City of Tomorrow





# Dreams



# Legacy



# Imagination



**CITY OF BURBANK  
BUSINESS AND  
ECONOMIC DEVELOPMENT**

**BURBANK CITY COUNCIL**

**Will Rogers, Mayor**

**Bob Frutos, Council Member**

**Jess Talamantes, Council Member**

**Emily Gabel-Luddy, Vice Mayor**

**Sharon Springer, Council Member**

**Mary Hamzoian, Economic Development Manager | [econdev@burbankca.gov](mailto:econdev@burbankca.gov) | 818-238-5180 | [www.EconDevBurbank.com](http://www.EconDevBurbank.com)**