



CITY OF BURBANK ECONOMIC DEVELOPMENT ANNUAL REPORT FISCAL YEAR 2012-2013

BURBANK

ECONOMIC INDICATORS

AEROTROPOLIS

TEAM BUSINESS

DOWNTOWN BURBANK

VISIT BURBANK



"Partnering with Burbank Economic Development is one of the best business moves we've made at Creative Talent Network. It has helped us grow the eXpo into one of the leading animation and visual EFX events worldwide."

- Tina Price, Creative Talent Network

"The renewal of the Downtown Burbank Partnership is a vote of confidence for Downtown Burbank's continued momentum. It allows us to solidify the District as a nationally recognized, best-in-class retail and entertainment destination."

- Michael Cusumano,
Cusumano Real Estate Group

As new City Manager, I'm impressed by the partnerships in place in the City of Burbank such as those with the Burbank Hospitality Association, the Downtown Burbank Partnership, and the brokerage community. These collaborations promote growth and revitalization, and go beyond what is expected in retaining existing businesses, promoting the City's assets, and developing new entrepreneurs.

By emphasizing the City's competitive tax structure, streamlined permits, and ultra-high speed fiber optics, the City of Burbank opens doors for exciting information technology and hi-tech firms. Burbank is deservedly recognized as a premier business and leisure destination.

The work done so far is exemplary. By uniting the City's unique resources like the Burbank Bob Hope Airport, the large concentration of entertainment and media companies, the hospitality industry, and our vibrant commercial districts, Burbank's high quality of life is reflected in exceptional neighborhoods, outstanding schools, and a reputation as being clean and safe. Burbank stands out as a remarkable model of civic leadership and community pride.

I look forward to enhancing the strong partnerships already formed and continuing to develop a progressive vision for economic prosperity in this community.

Mark Scott
Mark Scott, Burbank City Manager



CITY OF BURBANK ECONOMIC DEVELOPMENT

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ECONOMIC INDICATORS

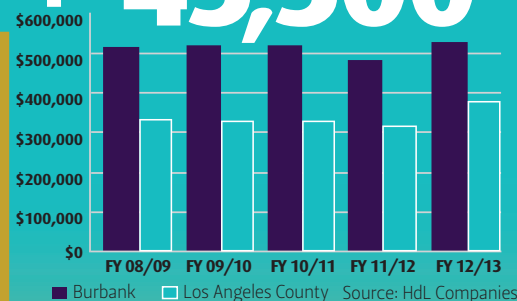
The Economic Development Team leads by promoting Burbank as a premier business destination.

Concentrating on office, entertainment, retail, shopping and green technology, ads targeted readerships in a variety of consumer and business-to-business media. These included San Fernando Valley Business Journal, Los Angeles Business Journal, Western Real Estate, Shopping Center Business, Burbank Leader, Produced By from The Producers Guild of America and DGA Quarterly, a publication of The Directors Guild of America.

60 years of originating broadcasts, including *The Tonight Show*, *The Ellen DeGeneres Show* and *Friends*



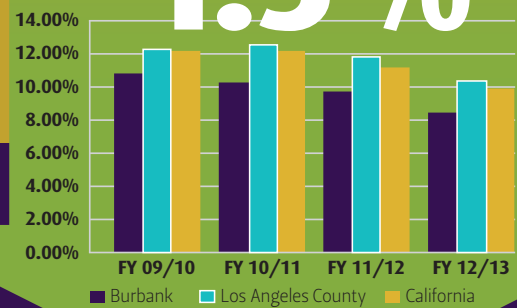
+\$45,500



MEDIAN SINGLE FAMILY HOME VALUES

UNEMPLOYMENT RATE

-1.3%



BURBANK

To maximize branding efforts, Economic Development partnered with three major events to capitalize on Burbank's leadership in film production, digital animation, and extraordinary international productions.

1,430 room nights
270 local jobs
Cavalia ODYSSEO
February 27 through April 21, 2013

A blockbuster show that dazzled the critics. Drawing audiences of nearly **100,000** during a **47**-performance run, and generating national media coverage reaching **11** million over four months.



September 5-9, 2012

- More than **30** competitive award categories
- Featuring **70** independent films

Attracted **record breaking crowds**, to sold-out screenings, red carpet events, celebrities, awards, parties and seminars **throughout Downtown Burbank**.

The Burbank International Film Festival helps emerging talent become the celebrated actors of tomorrow.

CTN X
Now in its fifth year of showcasing animation talent, the **CTN eXpo** is the sole event of its kind uniting the traditional and digital worlds of animation
6,000 animators (over 4,000 in 2011)
The **eXpo** boosted hotel occupancy for local Burbank hotels while solidifying Burbank's reputation as the Animation Capital of the World.
November 16-18, 2012
Creative Talent Network Animation eXpo
Burbank Airport Marriott Hotel and Convention Center

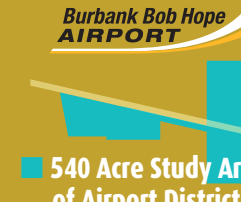
AEROTROPOLIS

The Airport District is evolving into the Southern California satellite for established clusters of innovation on the West Coast. At play for Burbank is the establishment of a major destination, known as **Aerotropolis** grouped around technology, entertainment and media.

The combination of transportation connections, the promise of multiple transit lines, and the existing employment base of media and technology companies has resulted in the **emergence of 62,800 information related jobs in Burbank**. An unprecedented number of jobs in comparison to a total of 7,600 information technology jobs in Santa Monica. This growth is most evident in the Airport District with an increase **from 482 jobs in 2002 to 2,635 jobs in 2010**.

The area is occupied by a fertile mix of hi-tech and media companies such as *Yahoo Search Marketing*, *Insomniac Games*, *eSolar*, *Technicolor Digital Cinema*, *Evolution Media*, *Thinkwell Group* and others.

entrepreneurial, creative and tech talent employed by more than 900 post-production houses, hi-tech companies and startups



TEAM BUSINESS

As a city of entrepreneurs, the Economic Development Team devoted considerable energy to deliver the tools and resources needed to help start-ups soar to new heights. Educational programs included grass roots entrepreneurial business classes held in collaboration with Woodbury University, and healthcare advancement programs held in collaboration with University of Redlands to educate and train the emerging and existing workforce.

	SPRING 2013	FALL 2013
ATTENDANCE	210	270
CLASSES	10	13

- COLLABORATING PARTNERS**
- Burbank Chamber of Commerce
 - Burbank Green Alliance
 - Counterintuity
 - Los Angeles Valley College
 - Providence Saint Joseph Medical Center
 - University of Redlands
 - The Valley Economic Alliance
 - Valley Economic Development Center
 - Woodbury University

VISIT BURBANK

Burbank Hospitality Association's first year of operations resulted in

+10% in overnight stays

Combining forces with hotels, the Burbank Bob Hope Airport, the entertainment industry, shopping districts, and restaurants, Visit Burbank continues to promote the city as a first rate travel destination themed by the tagline *"The Town Behind the Tinsel."*

- Launched a visitor website **www.visitburbank.com** with **"Book Your Trip"** function
- Visit Burbank** partnered with Travelzoo.com, reaching **13 million** U. S. and **26 million** worldwide subscribers as a **"Featured Destination"** from July through September 2013
- Visitor Brochure Map** with an estimated **250,000** copies distributed throughout California.

DOWNTOWN BURBANK

With Downtown Burbank Partnership's successful renewal for a third consecutive five-year term, the District is charting its next steps to:

- Boost sales and revenue
- Increase property values
- Improve Downtown's physical appearance
- Continue Downtown's evolution as a destination

