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City of Burbank Receives Excellence in Economic Development Award from the International Economic Development Council

WASHINGTON, DC (Sept. 27, 2016) – The City of Burbank, CA, received a Silver Excellence in Economic Development Award for its 2016 project in the category of General Purpose Print Promotion from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, Sept. 27, during the IEDC Annual Conference, which was held Sept. 25-28, in Cleveland, OH.

“On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to the City of Burbank. Not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark.” - Barry Matherly, CECD, FM, IEDC 2016 Board Chair, President & CEO of the Greater Richmond Partnership.

The City of Burbank leasing packet and accompanying advertising campaign were developed in 2015 as part of a project highlighting city attributes for real estate professionals. Showcasing Burbank with contemporary design, high-quality photography and concise copy, the packet has served as a prime selling tool to brokers, property owners and developers.

At the same time, a supporting advertising campaign reflecting the same message has appeared in business journals, shopping center publications and online. Together, they emphasize Burbank’s entertainment culture, City incentives, demographics, creative environment, co-tenancy, access and the four major commercial neighborhoods offering distinct business profiles.

The design quality and creative caliber of the leasing packet and the accompanying advertising campaign are unlike marketing materials normally produced by government agencies. They reflect how Burbank has emerged as a major media and entertainment center embracing more than 1,000 media-related companies.

Home to The Walt Disney Company and Warner Bros. Studio, the leasing packet and advertising materials reflect Burbank’s status as Media Capital of the World with a desirable creative workforce and an exceptional business destination.

IEDC's Excellence in Economic Development Awards recognize the world’s best economic development programs and partnerships, marketing materials, and the year’s most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities.

“The awards process is a thorough, non-biased and multi-layered process. These are extraordinary accomplishments for all winners, and an overall great effort by all participants. We look forward to next year’s awards competition,” Matherly said.

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,700 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating,

retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. IEDC's members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. www.iedcONLINE.org.

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