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For Immediate Release:

The City of Burbank Business and Economic Development Division Receives Three CALED Awards of Excellence

BURBANK, Calif. — The City of Burbank’s Business and Economic Development Division in the Community Development Department recently won three California Association for Local Economic Development (CALED) Awards of Merit for their MUD Paseo Project, Burbank Tech Talks, and the Burbank Economic Development Annual Report for 2016. This year’s awards were presented at the CALED Annual Conference on March 23, 2017, celebrating excellence in economic development in the following categories: Partnerships, Programs, and Promotions.

Details of the three awards are as follows:

MERIT AWARD FOR ECONOMIC DEVELOPMENT PARTNERSHIPS:

The MUD Paseo Enhancement Project in Downtown Burbank

This category honors development projects between public and private sectors, exemplifying the spirit of partnership.

The MUD Paseo located at 129 South San Fernando Boulevard provides public access from parking lots for students attending the Make Up Designory (MUD) and for patrons visiting local businesses in Downtown Burbank. The Downtown Burbank Partnership worked to enliven the visitor experience in Downtown by creating an inviting environment for patrons and employees to utilize during their lunch breaks or when visiting Downtown Burbank. Funding for the project was provided by the Partnership while construction was managed by the City of Burbank.

Completed on September 30, 2016, improvements included new scored pavement, decorative bollards, 12 irrigated potted planters and plants, benches, and trash receptacles. This Paseo will serve as a prototype for improvement of other Paseos in Downtown. By working with Downtown Burbank Partnership, the Business and Economic Development Division provided expertise and championed the project through other city department approvals.

MERIT AWARD FOR ECONOMIC DEVELOPMENT PROGRAMS:

Burbank Tech Talks

This category recognizes outstanding projects making a significant contribution to the field of economic development, including managing resources to influence or carry out economic development policy in a progressive and cost-effective manner.

In September 2016, the City of Burbank launched its first series of entrepreneurial events known as Burbank Tech Talks. The Burbank Tech Talks stemmed from the Burbank Tech Summit held in November 2015, with over 180 business owners, entrepreneurs, and technology enthusiasts in attendance. Feedback from attendees suggested that Burbank should create more frequent opportunities for entrepreneurs to network and collaborate. As a result, Burbank Tech Talks was launched as a four-part speaker series to create

opportunities for the entrepreneurial industry to meet in Burbank, while promoting and growing various start-up sectors such as tech, media, biotech, and clean-tech industries.

By establishing a welcoming and productive networking environment for aspiring tech entrepreneurs, Business and Economic Development has laid the foundation for attracting and nurturing the next generation of tech innovation. The result of Business and Economic Development's participation with Tech Talks is to diversify the Burbank economy with new and cutting-edge companies.

MERIT AWARD FOR ECONOMIC DEVELOPMENT PROMOTIONS:

City of Burbank Business and Economic Development Annual Report

This category recognizes outstanding efforts and achievements in economic development marketing.

To communicate city accomplishments, and to distribute new citywide economic data, the City of Burbank Business and Economic Development Division compiled an Annual Report for release at the State of the City meeting in November 2016. Presented by the Burbank Chamber of Commerce and featuring the Burbank Mayor as key speaker, the event was attended by more than 300 community, business, civic, and governmental leaders for a review of the year's accomplishments, and to gain insight into major city priorities for the coming year.

The Economic Development Annual Report played a central role in this important civic event, as well as on a year-round basis with new and prospective businesses, commercial real estate professionals, developers, and presentations to local and regional leadership. The Annual Report is available on the Economic Development website year-round and includes incentives, demographics, economic indicators, research, employment data, economic development initiatives, neighborhood profiles, retail recruitment efforts and results, impacts of the visitor market, and commercial development updates. The Annual Report is also used as a recruitment tool for new businesses considering Burbank as a place to relocate or expand.

ABOUT THE CITY OF BURBANK BUSINESS AND ECONOMIC DEVELOPMENT DIVISION

The mission of the City of Burbank Business and Economic Development Division is to advance sustainable job growth, enhance commercial activity, and maintain the quality of life for residents, businesses, and visitors to Burbank. Economic Development in Burbank is a collaborative effort encompassing every City department. Working from a shared commitment of customer service, proactive initiatives, and super efficiency, economic development takes center stage in citywide communications and outreach.

<https://econdevburbank.com>

ABOUT CALED

The California Association for Local Economic Development (CALED) is the premier statewide professional economic development organization dedicated to advancing its members' ability to achieve excellence in delivering economic development services to their communities and business clients. CALED's membership consists of public and private organizations and individuals involved in economic development: the business of creating and retaining jobs. <http://www.caled.org>

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