



FOR IMMEDIATE RELEASE

Simone McFarland
Public Information Officer
(818) 238-5202

SMcFarland@burbankca.gov

City of Burbank / Business and Economic Development Receives Excellence in Economic Development Awards

Honors presented by the International Economic Development Council

BURBANK, CA (September 19, 2017) – The City of Burbank / Business & Economic Development Division won a Silver Excellence in Economic Development Award for its *Annual Creative Talent Network Animation eXpo Partnership campaign*, a project in the category of Business Retention and Expansion (BRE) Program of three years or more of the International Economic Development Council (IEDC).

The City of Burbank Business and Economic Development's partnership with the Burbank-based Creative Talent Network (CTN), in more than a six-year period, has helped CTN grow its annual convention, the CTN eXpo, into an event of international importance. Founded as an online community in 2004, CTN evolved in response to the lack of opportunities for Burbank animators to showcase their work, market their talent, pursue common goals, and connect with other professionals worldwide.

“On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to the City of Burbank Business and Economic Development Division. 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.” - Michael Langley, the 2017 IEDC Board Chair.

The City of Burbank / Business & Economic Development Division also received a Bronze Excellence in Economic Development Award for its *Southwest: The Magazine 14-page Burbank Feature Story*, in the category of General Purpose Print Brochure from the IEDC.

To promote Burbank as a tourism destination, Burbank Economic Development leveraged their public-private partnership with the Burbank Hospitality Association, doing business as Visit Burbank, to create a 14-page feature story titled “Your Adventure in Burbank” in the February 2017 edition of Southwest Airlines' inflight magazine. Featuring custom content showcasing the best that Burbank has to offer -- hotels, restaurants, shops, attractions, and activities — the article reached 5.5 million active, affluent readers.

The honors were presented at an awards ceremony on Tuesday, Sept. 19, during the IEDC Annual Conference, which was held Sept. 17 - 20, in Toronto, Ontario, Canada.

“We're so excited our Economic Development programs have been recognized for the second year in a row with these prestigious awards,” said Mary Hamzoian, Burbank's Economic Development Manager. “The City's Economic Development team constantly strives to be the best in the nation.”

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. To learn more, please visit: www.iedcONLINE.org.

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