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**For Immediate Release:**

## **City of Burbank Receives Three Economic Development Awards**

**BURBANK, Calif.** -- The City of Burbank is the recipient of three Merit Awards for excellence in Economic Development partnerships, programs, and promotions. The awards were given by the California Association of Local Economic Development (CALED) at the 38th Annual Training Conference from March 14 to 16, 2018, in Monterey, California.

CALED is the premier statewide professional economic development organization dedicated to excellence in economic development services in California communities. CALED consists of 800 members representing cities, counties, state and federal agencies, economic development corporations, and the private sector dedicated to the business of creating and retaining jobs.

The three awards are:

1) **Award of Merit Winner in the category of Economic Development Partnerships**, honoring development projects between public and private sector that exemplify the spirit of partnership for the **Creative Talent Network Animation eXpo Multiyear Retention and Expansion Project**.

### **AWARD DESCRIPTION:**

The City of Burbank Business and Economic Development's partnership with the Burbank-based Creative Talent Network (CTN) over a seven-year period has helped CTN grow its annual convention, the CTN Animation eXpo, into an event of international importance. Key to the success of the eXpo was Burbank Economic Development's role in introducing CTN to Visit Burbank, the city's destination management organization. Economic Development was the intermediary that connected the organization to CTN. Understanding the value that CTN brings to Burbank and the hospitality industry, Visit Burbank became an important sponsor allowing for the introduction of free hotel shuttles to and from the event site, boosting hotel stays, and marketing the event on an international level.

2) **Award of Merit Winner in the category of Economic Development Programs**, honoring development projects between public and private sectors that exemplify the spirit of partnership during 2017 for the **Downtown Burbank Art And Mural Capital Improvement Program**:

### **AWARD DESCRIPTION:**

The Downtown Burbank Art and Mural Program is an ongoing collaboration between the City of Burbank Business and Economic Development division and Downtown Burbank Partnership to

aesthetically improve Downtown Burbank, enhance the visitor shopping and dining experience, encourage place-making, capitalize on social media as a promotional tool, and bolster the district's 18-hour environment. The murals form an important part of the multi-year structural upgrades to Downtown paseos and alleys, notably with the addition of overhead café string lights, drought-tolerant plant beds, benches, and trash receptacles. All improvements are funded by the Downtown Burbank Partnership.

**3) Award of Merit Winner in the category of Economic Development Promotions**, recognizing outstanding efforts and achievements in economic development advertising, marketing and promotion during 2017 for the **City of Burbank Economic Development Marketing Video**:

**AWARD DESCRIPTION:**

In 2017, Burbank Economic Development launched a 90-second marketing video to highlight Burbank's robust and job-rich business environment. As "Media Capital of the World," and home to more than 1,000 entertainment companies and 33,400 creative industry jobs, Burbank is where Hollywood happens. Communicating Burbank's exceptional business profile needed a visual approach, resulting in the promotional video. Taking the viewer through key economic indicators accompanied by powerful visuals emphasizing the entertainment industry, commercial neighborhoods, quality of life, economic development information, and incentives, the video finishes with a call-to-action and contact information for decision makers to "Work with Us."

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