

# WORLD CLASS CITY

## CITY OF BURBANK ECONOMIC DEVELOPMENT 2018-2019 ANNUAL REPORT

WARNER BROS.  
SECOND CENTURY PROJECT  
Image courtesy of Gehry Partners, LLP  
Rendering by Sora





# BURBANK ECONOMIC DEVELOPMENT SUPPORTS A WORLD CLASS CITY WITH:

## BUSINESS INCENTIVES



No City Income Tax | No Gross Sales Receipt Tax

Business Concierge Services



ONE Burbank High-Speed Fiber Optic Network



LEED Incentive Program | Energy Solutions Rebates

Solar Power Rebate | California Competes Tax Credit

**GOAL = BUILD A BETTER BURBANK**  
By working together for a safe, beautiful,  
and thriving community.

## HERE'S HOW:

- Protecting existing single-family neighborhoods while building responsibly
- Supporting financially sound investments in infrastructure
- Embracing change while shaping the future through planning, setting goals, and following through
- Beautifying the Burbank community through the arts, culture, and entertainment

## CORE ELEMENTS:

- ATTRACTION
- RETENTION
- ENTREPRENEURSHIP
- TOURISM





# ATTRACTION

## MARKETING A WORLD CLASS CITY

Attract new business, increase/maintain job growth, and diversify business sectors.

### 1. Website

Key opportunity sites and demographic data are shared on the Burbank Economic Development website. This informs commercial real estate developers, prospective businesses and decision makers about Burbank's strong economy.

Visit [EconDevBurbank.com](http://EconDevBurbank.com) for more information.

### 2. National Deal-Making Conferences

Burbank Economic Development creates long-term partnerships with retail executives at conventions such as the International Council of Shopping Centers (ICSC) RECon, and the Southern California Idea Exchange to attract new development, retail, and housing to Burbank.

> Efforts resulted in the following deals in 2018-2019

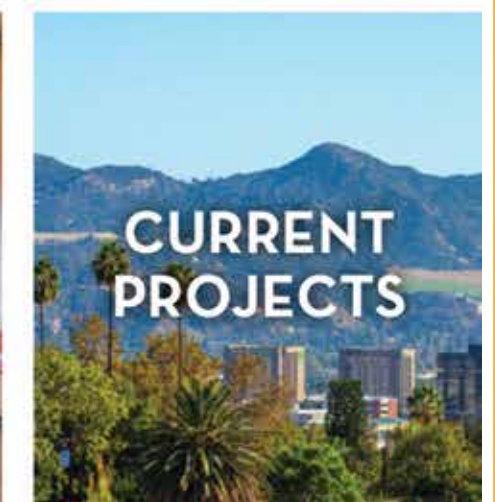


Once Businesses/Developers are attracted, the Economic Development Team provides the following:

- > Business Concierge Services to streamline the permitting process
- > Site visits > One-on-one meetings > Market data



## BUSINESS ASSETS





# RETENTION

## MAINTAINING A WORLD CLASS CITY

Support existing businesses in Burbank to enhance retention and expansion.

### Business Retention Program

With more than 12.6K businesses, Burbank Economic Development proactively meets with businesses regularly to:

- Build relationships
- Address challenges
- Anticipate future needs
- Maximize growth opportunities
- Ensure retention

Visitations in 2018-2019 include:



### Small Business Development

Economic Development helps to instill vitality into commercial districts such as Magnolia Park, the Media District, Downtown Burbank, and the Airport District with marketing, social media, and ongoing business assistance support.

## Magnolia Park: Hip, Quirky, Fun and Retro

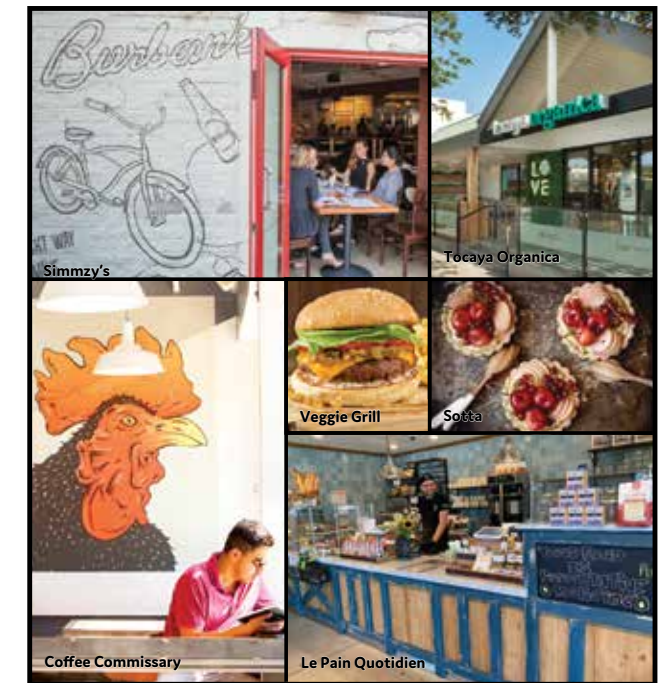


Magnolia Park is truly in a world all its own. Featuring hip shopping, quirky boutiques, one of a kind eateries, and fun antique shops - there is something new around every corner.

For more information, please go to [VisitBurbank.com](http://VisitBurbank.com)



## BURBANK MEDIA DISTRICT



Burbank's famed Media District combines world-class production studios with exciting dining options. Whatever you're craving, Burbank satisfies!

For more information, please go to [VisitBurbank.com](http://VisitBurbank.com)





# ENTREPRENEURSHIP

## GROWING A WORLD CLASS CITY

*Supporting and accelerating innovation and entrepreneurship in Burbank.*

### Burbank Tech Talks

Burbank Tech Talk entrepreneurial events share knowledge and provide networking opportunities for startups and entrepreneurs. Economic Development shares information on the benefits of opening or relocating a business to Burbank.

*2018-19 speaker series topics included:*

- Women in Entrepreneurship: Female Founders Share Their Advice
- Strategies and Tips from a Leading Venture Capitalist

**= 250 Entrepreneurs Served**

### Burbank Tech Talks Startup Pitch Fest

Economic Development developed the first-ever Burbank Pitch Fest as part of the entrepreneurial Burbank Tech Talk series. Entrepreneurs took the stage to "fast pitch" their startups and get feedback and mentoring from a star panel of judges.

**= 100 Attended**



### Co-Working

Collaborative work spaces are a hotbed for attracting and fostering new talent and reflect Burbank's entrepreneurial spirit.

- 1 **WeWork** 3900 W. Alameda Ave Suite 1200
- 2 **CommonGrounds Workplace** 40 E. Verdugo Ave
- 3 **Premier Office Centers** 2600 W Olive Ave
- 4 **Barrister Executive Suites Inc** 3500 W Olive Ave
- 5 **Regus** 4100 W Alameda Ave and 303 N. Glenoaks Blvd
- 6 **Muse Rooms** 826 S Victory Blvd
- 7 **My Other Office** 124 E Olive Ave





# TOURISM DEVELOPMENT

## VISITING A WORLD CLASS CITY

A priority of Economic Development is to increase hotel Transient Occupancy Tax (TOT) to the City's General Fund by partnering with and supporting the efforts of Visit Burbank.

### Visit Burbank

With a mission to boost hotel occupancy and position Burbank as a world class tourist destination, Burbank Economic Development spearheads the marketing efforts of Visit Burbank by:

- › Creating digital advertising campaigns reaching a global market
- › Developing social media and influencer campaigns to attract new visitors
- › Ensuring that Universal Studios Hollywood visitors keep Burbank hotels top-of-mind
- › Building destination development and place-making through art, culture, and technology
- › Generating individual traveler and group sales contracts for Burbank hotels

**RESULT** > **366K**

Website visits to visitburbank.com

**36.7K**

Social media followers

**GENERATING** > **\$2.45M**

Room revenue





# TOURISM DEVELOPMENT continued

## VISITING A WORLD CLASS CITY

### Downtown Burbank Property Based Improvement District (PBID)

The goal of the PBID is to enhance the economic wellbeing of Downtown Burbank, increase consumer spending and visitation. Burbank Economic Development manages the efforts of the PBID through:

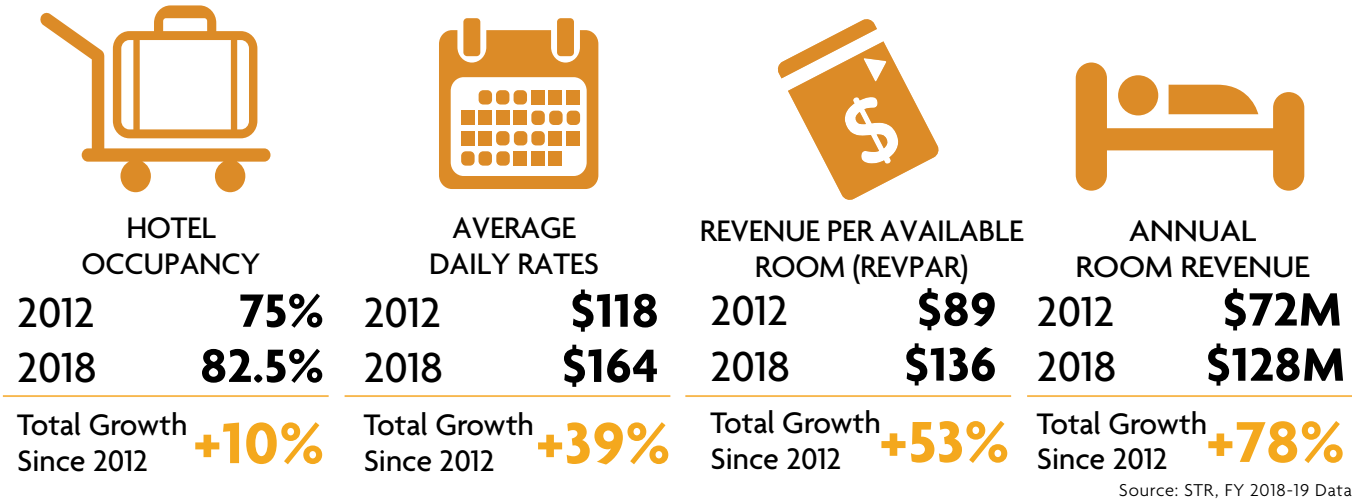
- › District-wide maintenance, including power washing and trash removal
- › Replanting and landscaping
- › Addition of art murals
- › Hospitality and social service outreach
- › Business and homeless assistance
- › Street performer management
- › New brand identity and marketing strategy
- › Wayfinding signage
- › Street banners
- › Special events



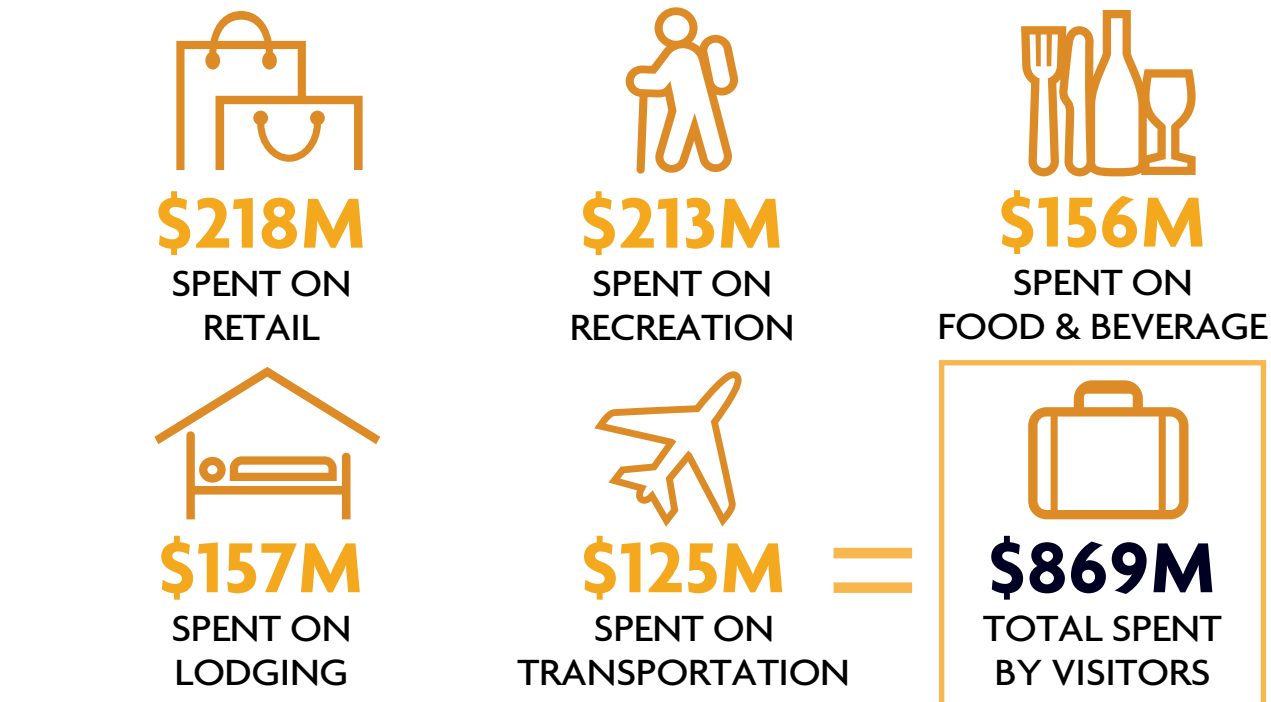


# ECONOMIC INDICATORS

## GROWTH IN VISITOR MARKET PRODUCTIVITY



## BURBANK'S TOURISM ECONOMY IN 2018

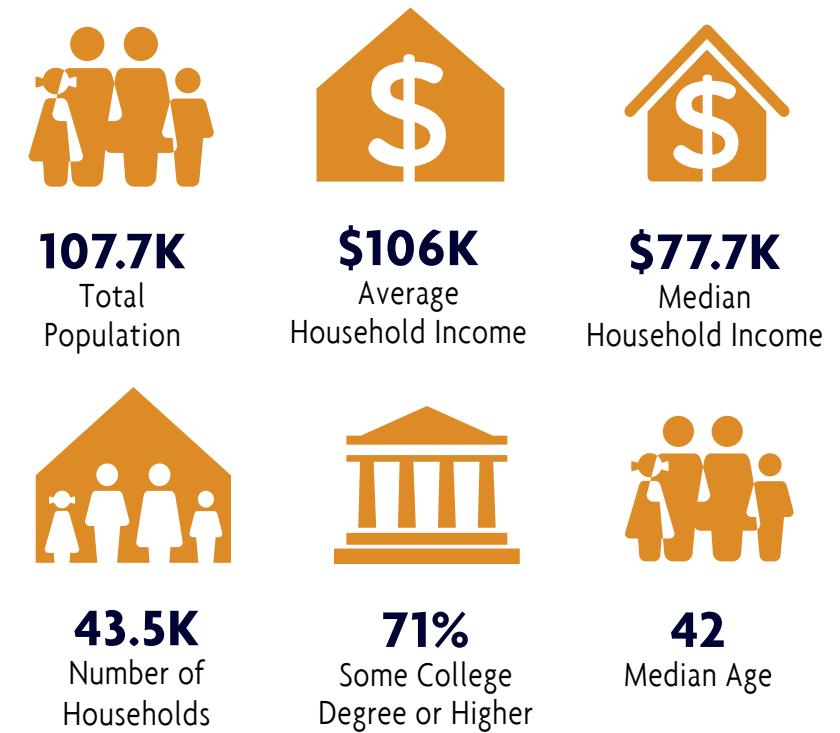


- > Tourism in Burbank generated more than **\$38M** in local tax revenues
- > **8,933** jobs were sustained by visitors

Source: Tourism Economics, 2018 Data

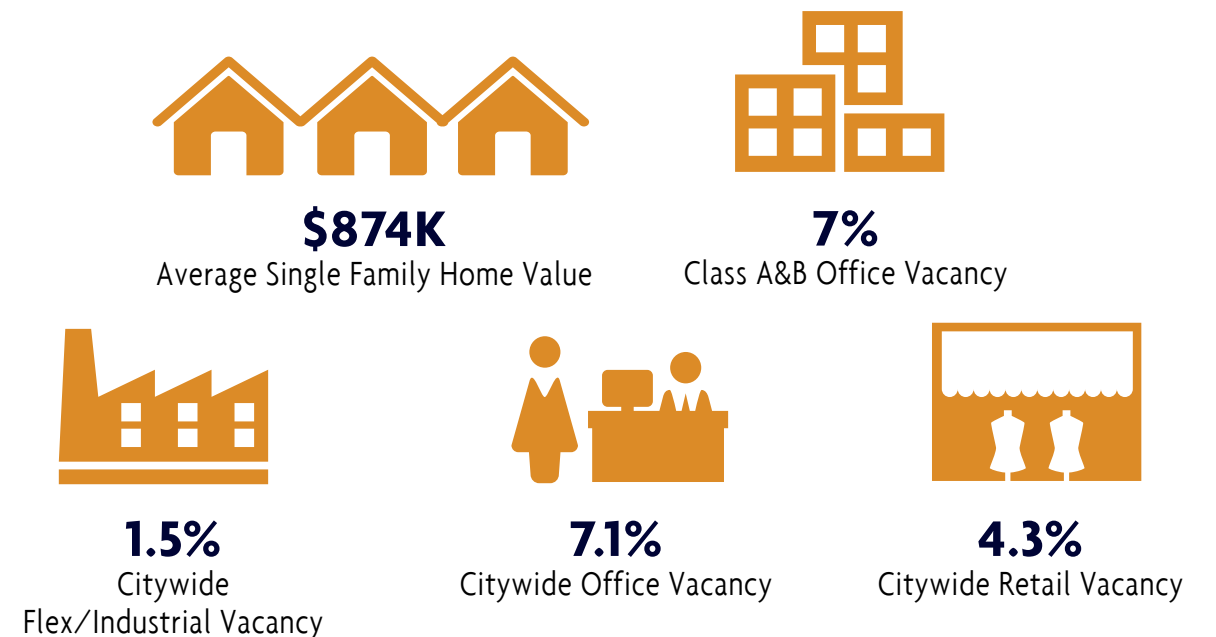
## GROWTH IN DEMOGRAPHICS

### DEMOGRAPHICS



Source: Q3 2019, The Nielsen Company, and EMSI

### HOUSING / COMMERCIAL VACANCY



Source: Q3 2019, HDL & Costar



# ECONOMIC INDICATORS continued

## BURBANK'S TOP FIVE JOBS BY SALARY

	Number of Jobs	Average Income
BROADCASTING (EXCLUDING INTERNET)	<b>4,907</b>	<b>\$157,563</b>
PROFESSIONAL, SCIENTIFIC, TECHNICAL	<b>17,257</b>	<b>\$129,350</b>
LOCAL GOVERNMENT	<b>4,270</b>	<b>\$109,129</b>
ENTERTAINMENT	<b>34,212</b>	<b>\$104,948</b>
HEALTH CARE SERVICES	<b>4,321</b>	<b>\$60,251</b>

Source: EMSI

### WORKFORCE



**\$92.3K**

Average Earnings  
per Job



**39K**

Creative  
Industry Jobs



**150K\***

Workforce  
Population



**12,660**

Businesses

\*Includes self-employed and non-profit associations.

Source: Q3 2019, The Nielsen Company, and EMSI

# A WORLD CLASS EMPLOYMENT CENTER

## BURBANK'S TOP TEN EMPLOYERS

	Number of Jobs
WARNER BROS.	<b>10,000*</b>
THE WALT DISNEY COMPANY	<b>4,008</b>
PROVIDENCE ST. JOSEPH MEDICAL CENTER	<b>2,850</b>
HOLLYWOOD BURBANK AIRPORT	<b>2,606</b>
BURBANK UNIFIED SCHOOL DISTRICT	<b>1,770</b>
DELUXE ENTERTAINMENT	<b>1,495</b>
CITY OF BURBANK	<b>1,483</b>
ABC	<b>1,180</b>
ENTERTAINMENT PARTNERS	<b>796</b>
NICKELODEON ANIMATION	<b>602</b>

\*Corporate and Full Production Staff.

Source: City of Burbank Building Division





# WORLD CLASS DEVELOPMENTS

## APPROVED



### WARNER BROS. SECOND CENTURY PROJECT

West Olive Avenue  
*Media District*  
Groundbreaking is slated for 2019 with an anticipated opening in 2023.  
800,000 sq. ft. of office space. *Frank Gehry Design*



### AIRPORT REPLACEMENT TERMINAL

2627 N Hollywood Way  
*Airport District*  
Replacement Terminal to open in 2024.  
355,000 sq. ft. terminal  
14 gates, new parking structures, and taxiway extensions.

### WARNER BROS. TOUR CENTER

4000 Warner Blvd, Building 147  
*Media District*  
Anticipated opening  
Spring 2020.  
79,800 sq. ft. studio tour center,  
25,000 sq. ft. subterranean  
garage for 90 electrical  
tour carts.



### AVION BURBANK

3001 N Hollywood Way  
*Airport District*  
Anticipated opening  
Spring 2021.  
One million sq. ft.  
of industrial/warehouse  
space, 142,250 sq. ft.  
of creative office space,  
15,000 sq. ft. of retail/  
restaurant space, and  
150-room hotel.





# WORLD CLASS DEVELOPMENTS continued

## APPROVED



### PROVIDENCE SAINT JOSEPH ER AND URGENT CARE PROJECT

501 S Buena Vista Street  
*Media District*  
 Anticipated opening in 2022.  
 34,500 sq. ft. 44-bed  
 Emergency Room.  
 8,500 sq. ft. 12-bed  
 Urgent Care.



### AC HOTEL

550 N Third Street  
*Downtown Burbank*  
 Groundbreaking is slated  
 for winter 2019.  
 196 hotel rooms.

### FIRST STREET VILLAGE MIXED-USE PROJECT

First Street between Magnolia  
 Blvd  
 and Palm Ave  
*Downtown Burbank*  
 Anticipated opening in 2021.  
 275 Apartments  
 18,876 sq. ft. of retail space.



### BURBANK CHANNEL BIKEWAY

Victory Boulevard to  
 Downtown Burbank  
 Metrolink Station  
*Burbank*  
 Anticipated opening  
 Summer 2020.  
 Off-street bike and  
 pedestrian path.





# WORLD CLASS DEVELOPMENTS continued

## PROPOSED



**ALOFT AND RESIDENCE INN HOTELS**  
 2500 N Hollywood Way  
*Airport District*  
 City staff are conducting an Environmental Impact Report.  
 219-room Aloft Hotel, and 201-room Residence Inn.



**PREMIER ON FIRST**  
 103 E Verdugo Avenue  
*Downtown Burbank*  
 City Council consideration in mid-2020.  
 108 residential units, 1,800 sq. ft. of retail/restaurant space, and a 314-room hotel.

**LATERRA SELECT BURBANK**

777 Front Street  
*Downtown Burbank*  
 City Council consideration in late 2019.  
 573 residential units, 1,067 sq. ft. of retail space, 28,000 sq. ft. of public plaza space and 307 hotel rooms.



**BURBANK COMMON**

10 W Magnolia Boulevard  
*Downtown Burbank*  
 City Council consideration in 2020.  
 19,000 sq. ft. of Brewpub and restaurant space, 33,000 sq. ft. of event space, and over 47,000 sq. ft. of outdoor space.





# A WORLD CLASS CITY

CALIFORNIA ASSOCIATION FOR LOCAL ECONOMIC DEVELOPMENT (CALED) AWARDS



DOWNTOWN BURBANK PROPERTY  
BASED BUSINESS IMPROVEMENT  
DISTRICT 10-YEAR RENEWAL



UNIVERSAL STUDIOS PREFERRED  
HOTEL PARTNERSHIP PROGRAM  
WITH VISIT BURBANK



VISIT BURBANK  
TOURISM INFLUENCER  
CAMPAIGN

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