



**CITY OF
BURBANK**

**CITY OF BURBANK - ECONOMIC DEVELOPMENT
2020 ANNUAL REPORT**





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WHAT IS ECONOMIC DEVELOPMENT?

Economic Development focuses on improving the standard of living through the creation of jobs, the support of innovation and new ideas, and the attraction of investment to enhance quality of life for residents, businesses, and visitors.

-  **CREATE JOBS**
-  **ENCOURAGE INNOVATION AND NEW IDEAS**
-  **ATTRACT NEW INVESTMENT**
-  **INCREASE SALES TAX REVENUE**
-  **CREATE VIBRANT NEIGHBORHOODS**
-  **IMPROVE THE QUALITY OF LIFE FOR ALL**

ECONOMIC DEVELOPMENT IS MULTIDISCIPLINARY

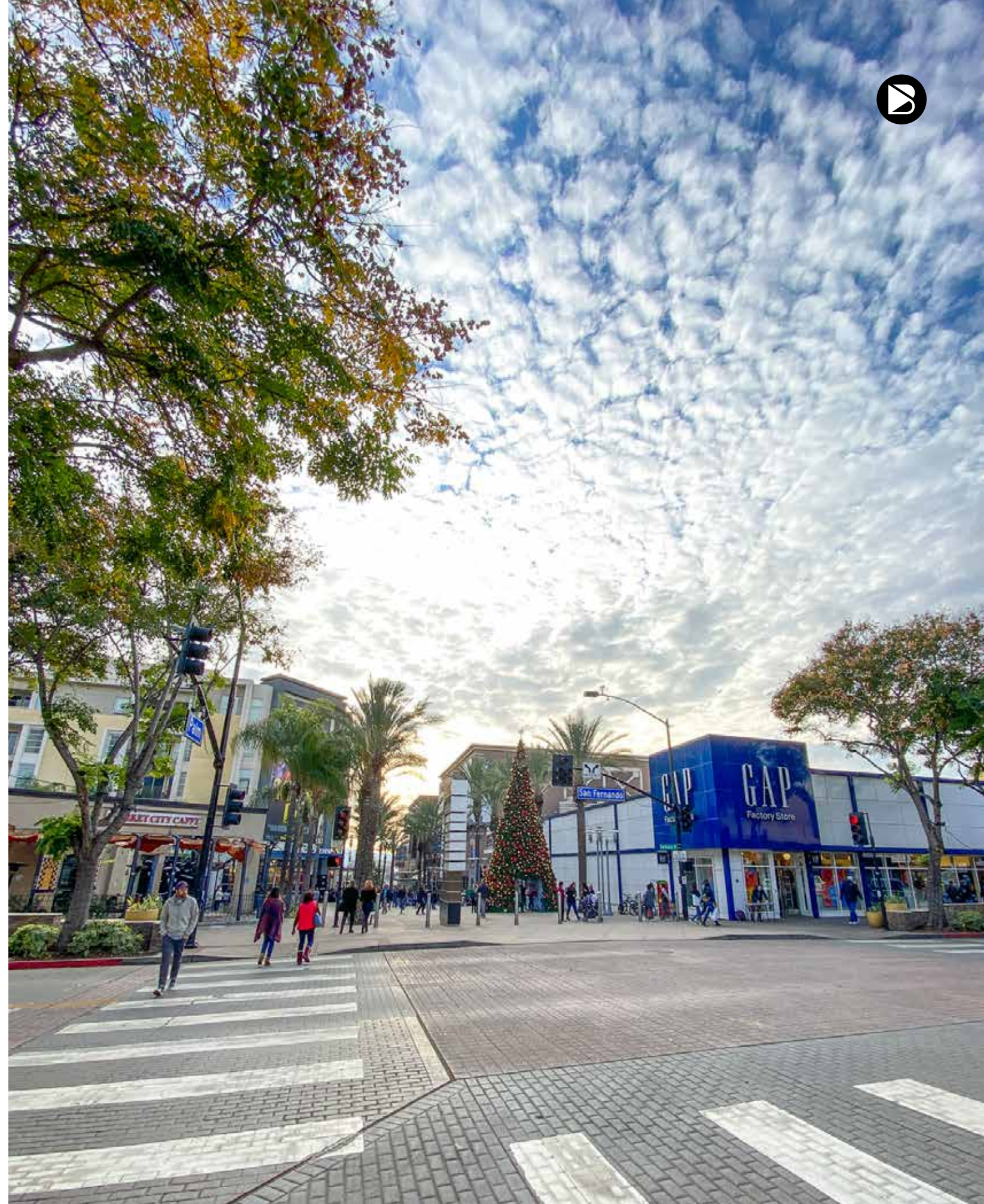
Staff coordinates with numerous fields of expertise including:

- » Leasing
- » Zoning
- » Special Events
- » Land-Use
- » Marketing
- » Entrepreneurial Training
- » Housing
- » Place-Making
- » Commercial Development
- » Planning
- » Tourism Development

RESULTS

- ▶ **INVESTMENT** through business attraction, entrepreneurship, commercial development, and neighborhood revitalization.
- ▶ **ENGAGEMENT** of local government with businesses, residents, and visitors to promote commercial districts.
- ▶ **CREATION** of vibrant neighborhoods where residents, employees and visitors can work, shop, dine, and be entertained without leaving Burbank.
- ▶ **ACTIVATION** of a wide range of housing types and job opportunities to help attract and retain companies.
- ▶ **PROMOTION** of Burbank as a leading leisure and tourist destination to grow the hospitality industry.
- ▶ **MANAGEMENT** of strong public-private partnerships to ensure a stable funding mechanism for economic development.

WORKING TOGETHER TO BUILD A SAFE, BEAUTIFUL, AND THRIVING COMMUNITY





BUSINESS INCENTIVES OFFERED

No City Income Tax

No Gross Sales Receipt Tax

Business Concierge Services

One Burbank High-Speed Fiber Optic Network

LEED Incentive Program

Business Rebates and Retrofitting Program

California Competes Tax Credit

RESULTS

- ▶ INCREASING JOB DIVERSITY
- ▶ ATTRACTING NEW BUSINESSES
- ▶ RETAINING EXISTING BUSINESSES
- ▶ FOSTERING ENTREPRENEURSHIP
- ▶ ENHANCING TOURISM

PUBLIC-PRIVATE PARTNERSHIP

Burbank Economic Development leverages public-private partnerships with Downtown Burbank Partnership and Visit Burbank to secure funding and coordinate branding the city as a creative, appealing, and rewarding place to visit and do business.





ECONOMIC RECOVERY PLAN

GOAL: REVIVE BURBANK'S ROBUST ECONOMY BY ENCOURAGING DEVELOPMENT, JOBS, AND BUSINESS RECOVERY, ALONG WITH FINANCIAL STABILITY FOR RESIDENTS.

The Burbank Economic Recovery Plan, adopted on May 19, 2020, provides a framework for short-term and long-term goals for recovery. The main goal of the Plan is to revive Burbank's robust economy by securing financial stability for our residents, encouraging development and business recovery, preventing homelessness, and thereby continuing to build a safe, beautiful, and thriving community. The Plan was developed in a manner that seeks to address the three cycles of the pandemic:

▶ MITIGATION

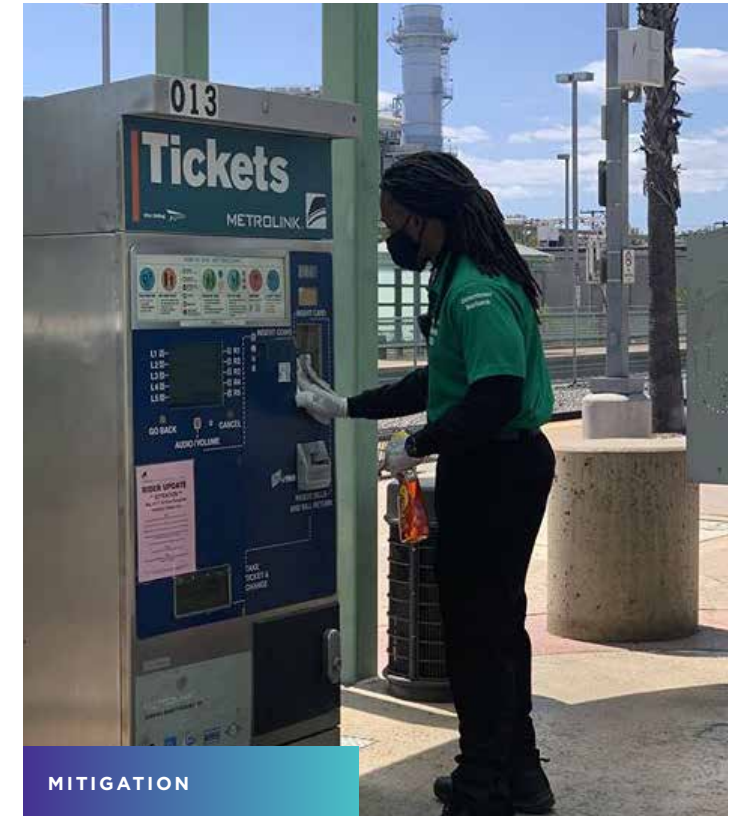
- » Enhanced cleaning and safety services in Downtown Burbank
- » Worked with developers to ensure projects continued on track
- » Implemented Commercial and Residential Eviction and Rent Repayment moratorium

▶ RESPONSE

- » Created #BurbankTogetherAtHome Campaign to promote local shopping and dining
- » Hosted free Burbank Tech Talks webinars geared toward COVID-19 response
- » Conducted Business Surveys
- » Executed San Fernando Blvd. Street closures and communal dining areas
- » Implemented a Small Business Loan Program
- » Implemented a Residential Rental Assistance Program

▶ RECOVERY

- » Assisted commercial corridors with vacancies
- » Streamlined City processes to allow businesses to open and operate efficiently
- » Implemented a Tourism Campaign to promote "staycations," local travelers, and rediscovering Burbank
- » Hosted Economic Recovery Task Force Meetings with various business industries



MITIGATION



RESPONSE



RECOVERY



CORE ELEMENTS

HOW ECONOMIC DEVELOPMENT BUILDS A BETTER BURBANK

ATTRACTION

MARKETING A CITY TOGETHER

Attracted more than 30 new businesses in 2020

Signed 2020's largest lease in LA County in Burbank - Netflix and Titmouse

Developed new citywide brand identity and marketing campaign

Marketed Burbank to developers, decision makers, and tenants nationwide

RETENTION

PRESERVING A CITY TOGETHER

Launched Small Business Assistance Loan Program

Business Concierge Program assisted 16 businesses through the entitlement process

Created #BurbankTogether campaign to encourage local shopping and dining

Expanded outdoor dining opportunities for restaurants citywide

ENTREPRENEURSHIP

GROWING A CITY TOGETHER

Revamped Tech Talks to virtual webinars

Implemented the Future of Work Accelerator Program

Received Awards for Burbank's Startup.Burbank Pitch Festival

Initiated marketing contract between Burbank/Glendale/Pasadena to create entrepreneurship hub

TOURISM

VISITING A CITY TOGETHER

Installed Batman Statue on AMC Walkway

Created AI Fresco dining parklets in Downtown Burbank

Updated Holiday Decor in Downtown Burbank and Magnolia Park

Launched staycation and drive-time market campaign



ATTRACTION

MARKETING AND BRANDING A CITY TOGETHER

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

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. See the list of new businesses attracted in 2020 on page 11.

MARKETING BUSINESS ATTRACTION

One of Economic Development's focus is to attract new investment by coordinating with brokers and developers, attending conventions, and promoting Burbank's benefits for new business opportunities utilizing Western Real Estate magazine and Los Angeles and San Fernando Valley Business Journals.

WESTERN REAL ESTATE MAGAZINE

WESTERN REAL ESTATE BUSINESS
Connecting Real Estate in the West

BURBANK
YOUR NEXT COMMERCIAL REAL ESTATE DESTINATION

WARNER BROS. SECOND CENTURY PROJECT, ESTIMATED COMPLETION 2023

BURBANK IS THE PLACE FOR BUSINESS

- 1.4M POPULATION IN 20-MINUTE DRIVE TIME
- 200,000 DAYTIME POPULATION
- \$106K AVERAGE HOUSEHOLD INCOME
- \$218M OVER ANNUALLY ON RETAIL
- 12,660 BUSINESSES
- 154,000 METROPOLITAN POPULATION
- 43,552 HOUSEHOLDS

FEATURED DEVELOPMENTS WITH COMMERCIAL RETAIL SPACE

APPROVED FIRST STREET VILLAGE MIXED-USE PROJECT First Street and Magnolia Boulevard ESTIMATED COMPLETION 2023 275 Apartments with 30,075 sq. ft. of retail space	APPROVED AC HOTEL GRAND AVENUE, Summer 2020 900 North Third Street - 36 Hotel Rooms
APPROVED AVION BURBANK 3001 North Hollywood Way ESTIMATED COMPLETION 2023 One million sq. ft. of retail/warehouse space, 142,200 sq. ft. of creative office space, 10,000 sq. ft. of retail/restaurant space, 300 hotel rooms	APPROVED LATERRA SELECT BURBANK 777 North First Street 572 residential units, 12,471 sq. ft. of retail space, 207 hotel rooms
PROPOSED PREMIER ON FIRST MIXED-USE PROJECT 102 East Venice Avenue 100 residential units, up to 1,800 sq. ft. of retail/restaurant, 2nd hotel tower	APPROVED WARNER BROS. TOUR CENTER 300 Warner Boulevard 75,000 sq. ft. Studio Tour Center (Opening 2020)

STRONG DEMOGRAPHICS | HIGH VISIBILITY | PRIME LOCATIONS

CITY OF BURBANK

LOS ANGELES BUSINESS JOURNAL

LOS ANGELES BUSINESS JOURNAL

10th ANNUAL BURBANK ACCOMPLISHMENTS 2018-2019

ABOUT The Burbank Hospitality Association, doing business as Visit Burbank, is the official destination marketing organization for the City of Burbank. The goal of Visit Burbank is to increase overnight stays. The goal of Visit Burbank is to increase overnight stays.

Tourism Investment is on the Rise

- Five New and Proposed Hotels Representing Nearly 1,400 Rooms
- 50K Square Foot Conference Center
- Hollywood Burbank Airport Replacement Terminal
- New Warner Bros. Tour Center in 2020

Burbank is a World Class Tourist Destination

LOS ANGELES BUSINESS JOURNAL

DOWNTOWN BURBANK PARTNERSHIP

ABOUT The Downtown Burbank Partnership is a coalition of business, industry, and community leaders committed to the economic development, revitalization, and growth of downtown Burbank. The goal is to create a vibrant, walkable, and bikeable downtown that attracts new businesses and residents.

GOALS

- Attract and increase the number of Downtown Burbank businesses and residents.
- Improve the frequency of public transit and pedestrian/bicyclist access to downtown Burbank.
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2019 ACCOMPLISHMENTS

LEASING SUPPORT AND ADVOCACY

NEW BUSINESSES IN 2019:

LOS ANGELES BUSINESS JOURNAL

NEW BUSINESS SALES IN 2019

H.M. carter's, Dunkin', Shake Shack, World Market, etc.

NEW BUSINESSES ATTRACTED IN 2020

ALDI, FAS, FINNEY'S CRAFTHOUSE, BLVD TACO, Sweetfin Poke, WINGZ, Peti Parisien, Blazin' BURGERS, yakumi, HomeGoods, Fusion Kitchen, Artelice Pâtisserie CALIFORNIA, Sushi Stop, UBATUBA AÇAÍ, HAN KOREAN BBQ, TACOS 1986, CHEEBO express, sweetgreen



ATTRACTION continued

MARKETING AND BRANDING A CITY TOGETHER

DURING COVID: Attract new businesses, increase/maintain job growth, and diversify business sectors.

NEW CITYWIDE BRANDING

Burbank Economic Development led the process of redesigning a fresh brand identity, including a unified logo package for all City departments. The goal was to develop an instantly recognizable look that would unite City functions while communicating each department's own personality. The creation of the new brand helped influence the new City of Burbank website design implemented in 2021.



DISTRICT LOGOS

Taking the theme a step further, Burbank Economic Development developed new commercial district logos with the goal of highlighting neighborhood diversity while communicating Burbank's shared brand identity. Logos evoke each district's distinguishing mark:

- » Film reel for the Media District, home to Burbank's media giants
- » Aircraft fin for the Airport District, showcasing travel and transportation at America's #1 airport
- » Mid-century modern rectangle conjuring Downtown Burbank eclectic signage, patios, and storefronts
- » Petal for Magnolia Park, referencing the magnolia flower and conjuring the neighborhood's attractive treelined streets



WHAT'S NEW IN BURBANK

MAGNIFYING BURBANK'S REPUTATION AS ANIMATION CAPITAL OF THE WORLD

NETFLIX ANIMATION TAKES 171K SQUARE-FEET
 Streaming giant Netflix selected Burbank's Airport District for its worldwide animation headquarters in what was 2020's largest new LA county office lease. Taking 171,000 sq ft on seven stories at 2300 W Empire Avenue in September 2020, the deal boosts Netflix's already substantial Burbank presence at 2350 Empire Avenue, 2400 Empire Avenue, and at The Burbank Studios, 3000 W Alameda Avenue.

TITMOUSE TAKES 95K SQUARE-FEET
 Titmouse, an independent award-winning animation production company known for cult shows, signed a 95,000 sq. ft. deal at 2835 N Naomi Street in Burbank's Airport District.

TITMOUSE LEASES IN BURBANK



RETENTION

MAINTAINING A CITY TOGETHER

Supporting existing businesses in Burbank to enhance retention and expansion.

SMALL BUSINESS DEVELOPMENT

Burbank Economic Development supports individual business vitality with ongoing assistance and year-round visibility on the Economic Development website, social media, and in such publications as WHERE Traveler magazine and Business Life, as well as with grand openings and such training programs as Burbank Tech Talks.

MAGNOLIA PARK ASSISTANCE

Burbank Economic Development works closely with the Magnolia Park Merchants Association to promote the district to visitors, and to develop opportunities for a stable funding mechanism. Since 2016, the City of Burbank has invested approximately \$150,000 in small business assistance funds for the district, including trash collection and porter services for monthly Ladies & Gents Night Out events and street closures for the annual Holiday in the Park event. In 2020, funds were reallocated to purchase and install a new holiday décor program. Future use of funds include installation of new sidewalk benches, additional trash receptacles, and district banners.

BUSINESS RETENTION AND VISITATION PROGRAM

In order to build a lasting relationship with existing businesses and anticipate needs and future growth opportunities, Burbank Economic Development staff implemented the Business Retention and Visitation Program in 2017, with the goal of maintaining an open dialogue. Visits in 2020 included the Hollywood Burbank Airport, The Walt Disney Company, Warner Bros. Studios, Providence St. Joseph Medical Center, Cafe De Olla Restaurant, Tansy, Naimie's, Porto's, and Nickelodeon.

CHAMBER OF COMMERCE COLLABORATION

Burbank Economic Development works in collaboration with the Burbank Chamber of Commerce to promote the Burbank Tech Talk entrepreneurial series, the development of the Welcome to Burbank business packet, ribbon-cutting events, collaborative marketing campaigns, and the business visitation program. Such efforts ensure a combination of forces geared towards maximizing opportunities for a thriving business community.

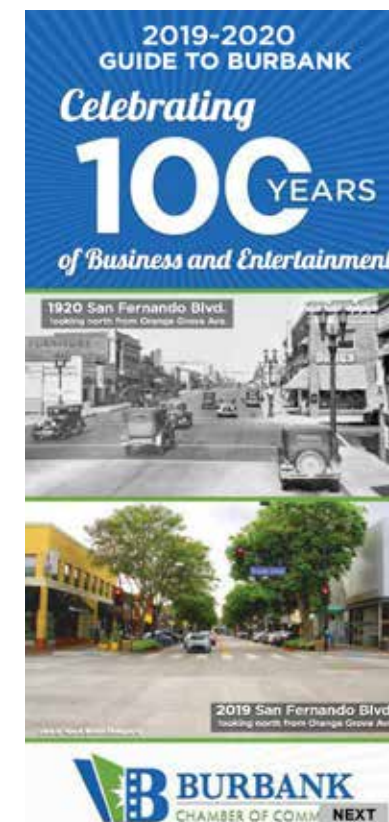
BUSINESS CONCIERGE SERVICES

The Business Concierge Program provides assistance to businesses, brokers, and developers to streamline the City's permitting process while providing relocation assistance as needed. The following were supported for smooth openings, simplified development procedures, and relocations in 2020: Finney's Crafthouse, Raising Canes, Sweet Green, Mendocino Farms, Milano Café & Deli, Brews Brothers, Cider Works, Artelice Patisserie, Home Goods, Aldi, Café De Olla, Porto's Bakery, Coast Anabelle Hotel, WB Second Century, AC Hotel, and AVION Burbank.



Showcasing the best of LA's foodie scene, Burbank is an ever-changing mosaic of new restaurants, cafes, and nightlife. Whatever you're craving, Burbank satisfies.

It's all here - in Burbank, CA
For more information, please go to VisitBurbank.com





RETENTION continued

MAINTAINING A CITY TOGETHER

DURING COVID: Supporting existing businesses in Burbank to enhance retention and expansion.

BUSINESS SURVEY RESULTS

In May 2020, surveys were distributed to the business community to gauge the economic impacts of the COVID-19 pandemic and better plan for recovery (i.e. layoffs, occupancy rates, business closures). The May 2020 survey results can be found on page 17.

DEVELOPER OUTREACH

To encourage developers and businesses during the challenges presented by the pandemic, staff initiated contact to maintain steady progress with plan checks and inspections. This included creating a new online project submission system to streamline the permitting and construction process while adhering to existing safety measures.

Key projects included: AVION, First Street Village, Warner Bros. Studio Tour Hollywood Tour Center, Warner Bros. Second Century Project, the Providence St. Joseph Medical Center ER renovation, and LaTerra Select Burbank.

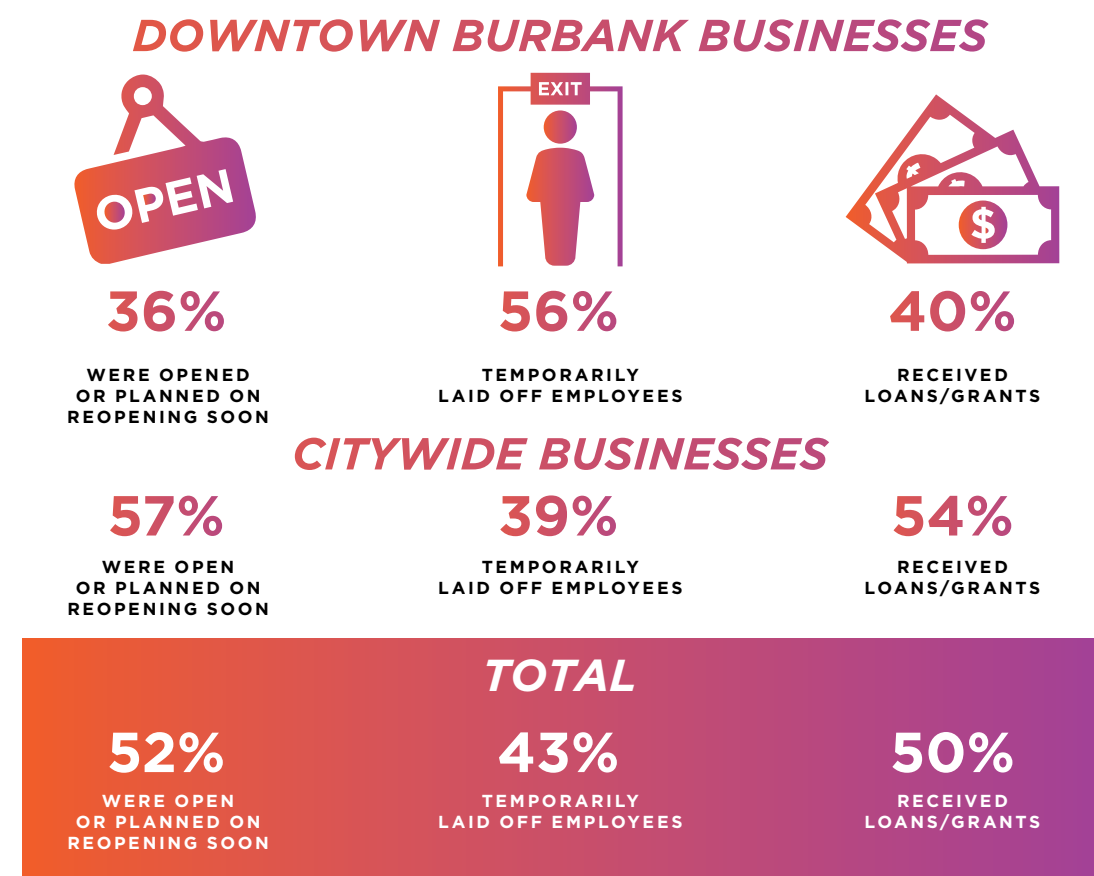
BURBANK TOGETHER AT HOME CAMPAIGN

The Burbank Together-at-Home Campaign was a citywide pandemic “shop local” response led by the City of Burbank to encourage the support of Burbank businesses, programs, and wellness activities while boosting consumer morale. Economic Development along with the Public Information Office provided daily content for the #BurbankTogetheratHome campaign including social media posts for Be Supportive, Be Informed, Be Local, Be Smart, Be Kind, Be Active campaigns.

SMALL BUSINESS LOAN PROGRAM

The City of Burbank, in partnership with the California Community Economic Development Association (CCEDA), launched the Burbank Small Business Assistance Program for companies impacted by the pandemic with loans in the range of \$10,000 and \$20,000. Eligible businesses include self-employed contractors, entrepreneurs, gig workers, or businesses with less than 200 employees.

MAY 2020 BUSINESS SURVEY RESULTS





ENTREPRENEURSHIP

GROWING A CITY TOGETHER

Supporting and accelerating innovation and entrepreneurship in Burbank.

BURBANK TECH TALKS

Fostering entrepreneurship and growing the ecosystem of next-generation entrepreneurs is a key Economic Development pillar. In an effort to attract, engage and provide a forum for like-minded innovators, Burbank Economic Development launched Burbank Tech Talks in 2017 as a series of networking events and pitch-fests exposing tech pioneers, potential investors, and emerging talent to leading venture capitalists and successful entrepreneurs sharing advice on starting and growing a startup business. Tech Talks has grown significantly over the succeeding years and has revealed a previously unmet demand by answering the needs of this vital and creative community.

During the 2020 pandemic, in-person Tech Talk events quickly shifted to an online format to help the small business community navigate through the resources and tools available for resiliency and recovery. Topics included:

- » Advice for Accessing the Paycheck Protection Program
- » Taking Main Street Online: E commerce Strategies for Small Businesses
- » The Impact of COVID-19 on Burbank's Entertainment Industry
- » Positioning your Business for Survival and Recovery: Adapting to the New Reality, Changing Your Marketing, & Pivoting Your Business
- » Small Business Guidance & Loan Resources
- » Small Business Resiliency & The Future of Retail
- » Driving Holiday Trends, Retail Sales, & E-Commerce



DURING COVID: Adjusted entrepreneurship plans to virtually assist and accelerate innovation in Burbank with new Accelerator Program and Tech Talk Webinars.

FUTURE OF WORK STUDIO ACCELERATOR



In partnership with Untapped Ventures, Burbank Economic Development launched the Future of Work Studio Accelerator, spurring innovation and collaboration in Burbank and beyond. The program is designed for entrepreneurs who are innovating within the Future of Work space, giving them exposure with the Untapped Startup Studio team to meet co-founders, validate business models, accelerate traction in the market, launch products, and grow sales.

BUSINESS CONSULTATIONS

Burbank Economic Development provided 13 free one-on-one professional business consulting services for Burbank entrepreneurs and businesses in 2020. Led by experts from SCORE, a nonprofit organization and resource partner with the U.S. Small Business Administration (SBA), coaching topics included:

- » HOW TO START OR GROW YOUR BUSINESS
- » FINANCING OPPORTUNITIES FOR YOUR BUSINESS
- » OPERATIONAL MANAGEMENT





TOURISM DEVELOPMENT

VISITING A CITY TOGETHER

GOAL: TO BOOST HOTEL OCCUPANCY BY POSITIONING BURBANK AS A DOMESTIC, NATIONAL, AND INTERNATIONAL TOURIST DESTINATION.

ABOUT VISIT BURBANK

Visit Burbank, the official destination marketing organization for the City of Burbank and governed by the Burbank Hospitality Association, has a mission to boost hotel occupancy by positioning Burbank as a domestic, national and international tourist destination.

In order to increase hotel occupancy and position Burbank as a desirable tourist destination, Burbank Economic Development spearheads the marketing efforts of Visit Burbank by:

- » Creating digital advertising campaigns targeting leisure travelers in drive-time and feeder markets
- » Generating opportunities for hotels to attract individual traveler and group business and Visit Burbank Sponsored events such as MUSExpo, CTN Animation eXpo, and Winter Wine Walk
- » Developing social media and influencer campaigns to communicate Burbank's appeal to a national audience
- » Partnering with Universal Studios Hollywood Partner Hotel program featuring 10 Burbank properties on Universal Parks Vacation and Resorts website to keep Burbank hotels top of mind
- » Building destination development and place-making through art, culture, and technology

2019 RESULTS



DURING COVID

During the pandemic, Burbank Economic Development collaborated with Visit Burbank to create an awareness campaign to continue keeping Burbank top-of-mind for future travel while also encouraging locals to rediscover their City.

AWARENESS TRAVEL CAMPAIGN INCLUDES:

- » A focus on locals rediscovering their city
- » Road trips targeting drive-time markets in a 300-mile radius
- » Expanding nationwide when Warner Bros. Studio Tour Hollywood and Universal Studios Hollywood reopen
- » Social Media: Promoting hotel hygiene measures, local take-out, online shopping, and new businesses citywide, as well as outdoor hiking and biking, self-guided street mural tours, and Burbank's appeal as Media Capital of the World
- » Conducting outreach with hotels via surveys and director of sales calls to keep hoteliers updated on travel updates
- » Creating walking mural and filmed in Burbank campaign



MONUMENTAL BRONZE BATMAN STATUE INSTALLED NOVEMBER 2020

Burbank Economic Development led an unprecedented public-private partnership with Visit Burbank and entertainment giant DC Comics to create a 600-pound, 7 1/2-foot-tall bronze statue of Batman as part of a multi-year project establishing a series of awe-inspiring "selfie spots" featuring iconic Burbank-created characters. The inaugural statue was unveiled in November 2020 in Downtown Burbank to immediate social media acclaim valued at \$2.67 million. The project's goal is to build awareness of Burbank as a visitor destination while integrating the "Media Capital of the World" concept into the fabric of Burbank's commercial districts, establishing one-of-a-kind experiences that are not possible to replicate elsewhere.

BATMAN UNVEILING SOCIAL MEDIA RESULTS FROM NOVEMBER 20, 2020 TO JANUARY 4, 2021





TOURISM DEVELOPMENT continued

VISITING A CITY TOGETHER

GOAL: TO ENHANCE THE ECONOMIC WELLBEING OF DOWNTOWN BURBANK, BY WORKING IN COLLABORATION WITH PROPERTY OWNERS AND MERCHANTS TO INCREASE PROPERTY VALUES, CONSUMER VISITATION, AND SPENDING.

ABOUT DOWNTOWN BURBANK PARTNERSHIP

The Downtown Burbank Property Based Business Improvement District (PBID), governed by the non-profit organization known as the Downtown Burbank Partnership, was formed in 2003 as part of the City of Burbank's efforts to revitalize Downtown Burbank. Downtown Burbank is the City's largest commercial district consisting of more than 600 shops and restaurants.

The Downtown Burbank Partnership works to:

- » Preserve and improve the aesthetics of Downtown through enhancements to capital infrastructure.
- » Increase the frequency of power washing and district maintenance.
- » Create promotional opportunities to increase sales revenues for merchants through marketing and events.
- » Work to maintain a low vacancy rate via leasing support and advocacy.
- » Support the continued formation of a livable and walkable neighborhood.



DURING COVID

Burbank Economic Development collaborated with Downtown Burbank Partnership to develop the following COVID coordinated response strategy:

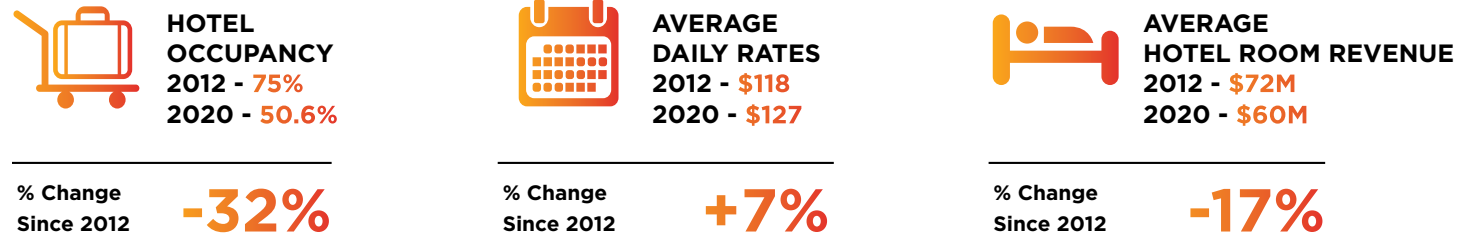
- » **CLOSURE OF SAN FERNANDO BOULEVARD IN DOWNTOWN BURBANK:**
San Fernando Boulevard was closed to traffic from Magnolia Boulevard to Angeleno Avenue to allow for expanded outdoor dining on sidewalks and parking stalls.
- » **ALFRESCO DINING:**
Creation of pedestrian-oriented blocks on San Fernando Boulevard for in-street takeout dining, and restaurants expanding dining areas fronting their businesses.
- » **SOCIAL MEDIA:**
Promoting local take-out and online shopping businesses in Downtown Burbank.
- » **STREETPLUS AMBASSADOR PROGRAM:**
Heighten awareness of safety services and additional cleaning and sanitizing in Downtown on high-touch surfaces.
- » **HOLIDAY DECOR:**
The district's new holiday décor includes an overhead star canopy, wrapped palm trees on the AMC walkway, and banner poles wrapped with garland and ornaments.





ECONOMIC INDICATORS

GROWTH IN VISITOR MARKET PRODUCTIVITY*



Source: STR, December 2020 Data

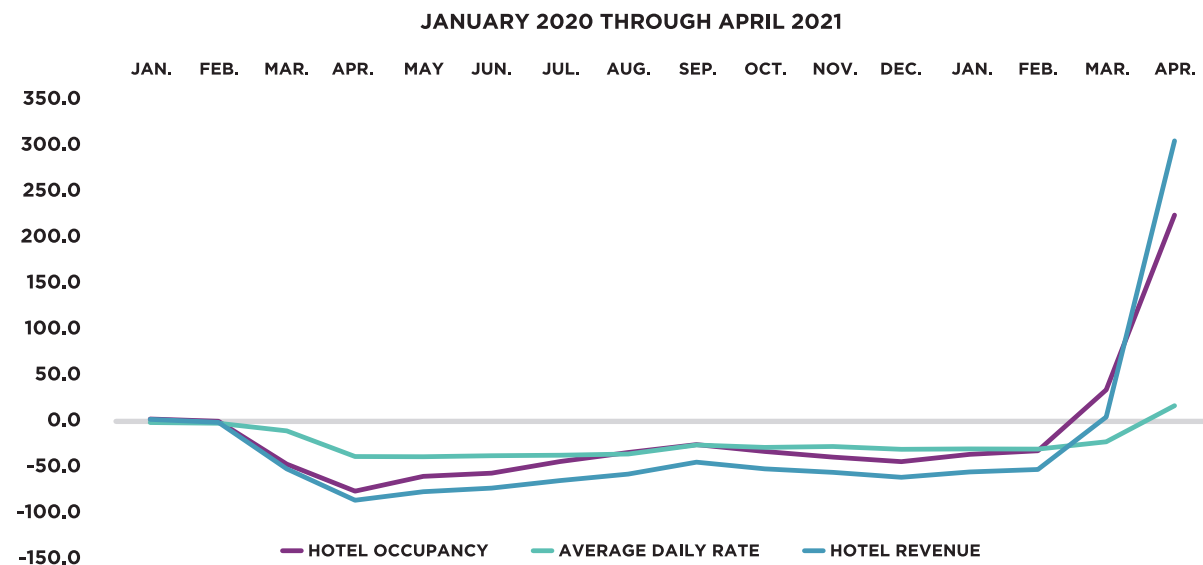
VISITOR MARKET PRODUCTIVITY PRE-COVID AND TO DATE



Source: STR, April 2021 Data

MONTHLY PERCENT CHANGE

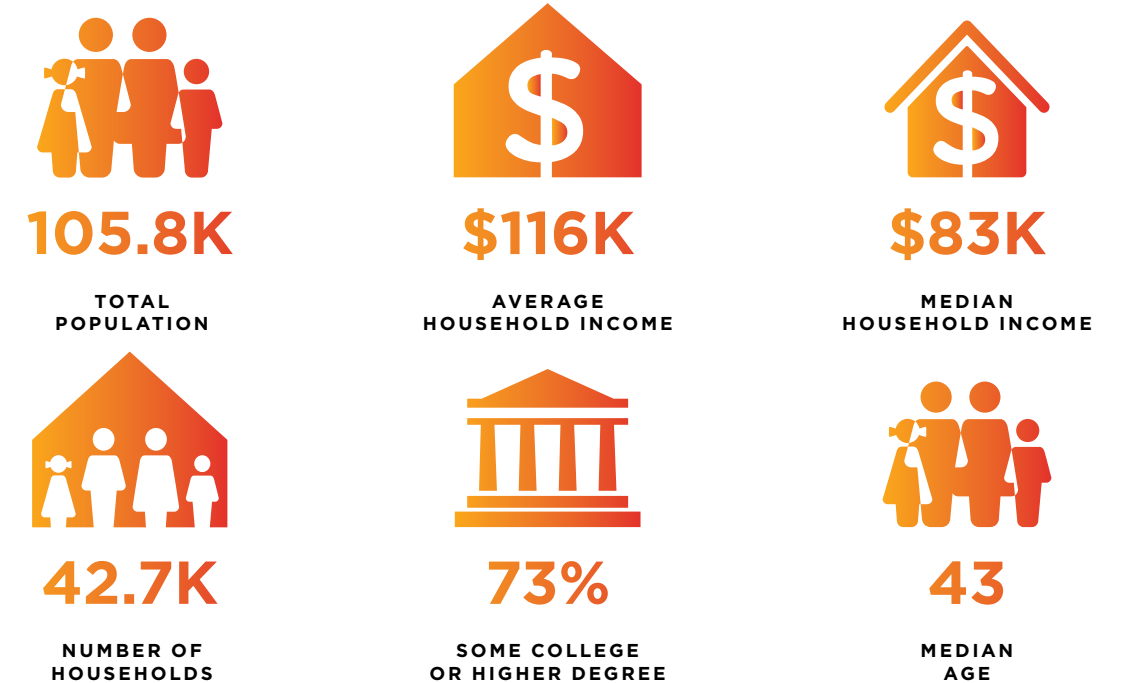
While visitor market productivity is down, this graph indicates how indicators are increasing month over month.



Source: STR, February 2021 Data

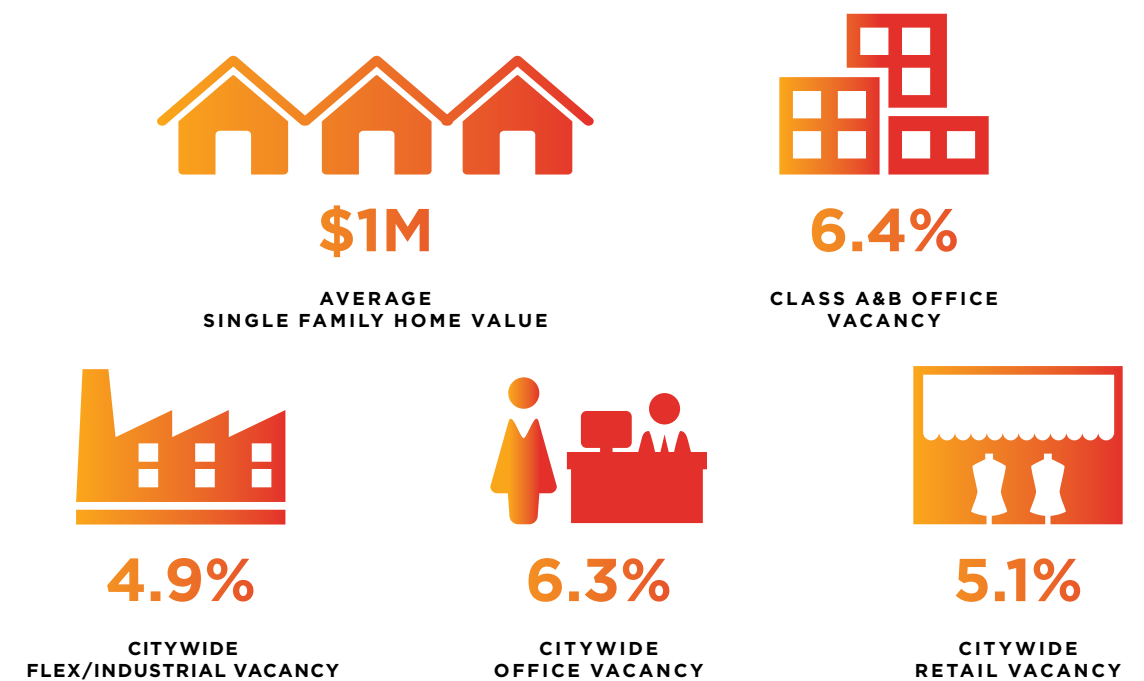
* Data accounts for COVID-19 impact

GROWTH IN DEMOGRAPHICS



Source: Claritas 2021

HOUSING / COMMERCIAL VACANCY



Source: Q4 2020, HDL & Costar



APPROVED DEVELOPMENTS

WARNER BROS. TOUR CENTER

4000 Warner Blvd.
Building 147
Media District

79,800 sq. ft. studio tour center, 25,000 sq. ft. subterranean garage for 90 electrical tour carts.

2021 OPENING



PROVIDENCE SAINT JOSEPH ER AND URGENT CARE PROJECT

501 S Buena Vista Street
Media District

34,500 sq. ft. 44-bed emergency room, 8,500 sq. ft. 12-bed urgent care.

2022 OPENING



AVION BURBANK

3001 N Hollywood Way
Airport District

One million sq. ft. of industrial/warehouse space, 142,000 sq. ft. of creative office space, 15,000 sq. ft. of retail/restaurant space, and 150-room hotel.

2021 OPENING



WARNER BROS. SECOND CENTURY PROJECT

West Olive Avenue
Media District

800,000 sq. ft. of office space.
Frank Gehry Design.

2023 OPENING



APPROVED DEVELOPMENTS

continued

FIRST STREET VILLAGE MIXED-USE PROJECT

First Street between Magnolia Boulevard and Palm Avenue
Downtown Burbank

275 apartments, 18,876 sq. ft. of retail space.

2023 OPENING

LATERRA SELECT BURBANK

777 Front Street
Downtown Burbank

573 residential units, 1,067 sq. ft. of retail space, and 307-room hotel.

2023-2025 OPENING

AIRPORT REPLACEMENT TERMINAL

2627 N Hollywood Way
Airport District

Replacement Terminal in 355,000 sq. ft., 14 gates, new parking structures, and taxiway extensions.

2025 OPENING

SOUTH SAN FERNANDO MIXED-USE

624-628 S San Fernando Boulevard
Downtown Burbank

42 residential rental units with ground floor retail/office.

PLANNING BOARD APPROVED 2020



ECONOMIC DEVELOPMENT



CALIFORNIA ASSOCIATION FOR
LOCAL ECONOMIC DEVELOPMENT (CALED)
STARTUP.BURBANK PITCH FESTIVAL



CALIFORNIA ASSOCIATION FOR
LOCAL ECONOMIC DEVELOPMENT (CALED)
CREATIVE SUMMIT AND
WORLD WIDE RADIO SUMMIT (MUSEXPO)



INTERNATIONAL
ECONOMIC DEVELOPMENT COUNCIL
STARTUP.BURBANK PITCH FESTIVAL

THE CITY OF BURBANK

ECONOMIC DEVELOPMENT - 2020 ANNUAL REPORT



City of Burbank Economic Development

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www.EconDevBurbank.com