



DOWNTOWN
BURBANK

**DOWNTOWN
BURBANK
PARTNERSHIP**

2020 Accomplishments
& **2021** Looking Ahead

DOWNTOWN
BURBANK



TABLE OF CONTENTS

WELCOME	04
ABOUT	05
GOALS & BENEFITS	06
ANNUAL BUDGET	08
2020 ACCOMPLISHMENTS	
▶ CAPITAL IMPROVEMENTS & MAINTENANCE	10
▶ MARKETING & EVENTS	14
▶ ECONOMIC ENHANCEMENTS	19
▶ LEASING SUPPORT & ADVOCACY	21
▶ ECONOMIC INDICATORS	23
WHAT'S IN STORE FOR 2021	
▶ CAPITAL IMPROVEMENTS & MAINTENANCE	26
▶ MARKETING & EVENTS	27
▶ ECONOMIC ENHANCEMENTS	28
▶ LEASING SUPPORT & ADVOCACY	28
▶ FUTURE INVESTMENTS IN DOWNTOWN BURBANK	30
▶ DIRECTORS, BOARD & STAFF	32

WELCOME

DOWNTOWN BURBANK PROPERTY OWNERS,

The COVID-19 pandemic created extraordinary impacts and trying times for cities across the globe, and Downtown Burbank was no exception.

Despite the challenges that 2020 brought, the Downtown Burbank Partnership Board remained successful, attracting numerous new tenants and supporting exciting development projects. There's a lot to be grateful for this year, and the PBID was proud to accomplish many great things for Downtown Burbank in 2020 including:

- » The addition of communal dining parklets to provide expanded outdoor dining areas for use by guests
- » Enhanced weekly maintenance including cleaning of high-traffic touch points and additional parklet clean-up services
- » The addition of a 7.5-foot-tall bronze Batman statue
- » New wayfinding signage and marketing campaigns to promote shopping local, restaurant support via to-go and outdoor dining, and safe visits to murals and the newly installed Batman statue
- » The launch of a new comprehensive website with SEO enhancements and directory listings
- » New holiday décor installed throughout the expanded district including: Our 36' walk-thru tree refreshed with new ornaments, four medians in Zone 3 decorated with 4' and 6' gold stars, and an LED star canopy on the AMC Walkway
- » The attraction of several new exciting retailers and restaurants such as Cheebo Express, Sushi Stop, Artelice Patisserie, Finney's and Silverlake Ramen, to name a few

Looking ahead, 2021 will be focused on business recovery efforts and opportunities to build resiliency. Priorities for 2021 in Downtown Burbank include:

- » Leasing and business advocacy efforts to streamline permitting processes and attract new tenants
- » Providing enhanced hospitality and social outreach services via StreetPlus to encompass dining parklet management, homelessness assistance, and street performer management
- » Working with the City to better manage and regulate parking in Downtown
- » Maintenance and capital improvement programs including the installation of new, semi-permanent dining parklets for expanded outdoor dining
- » Marketing Downtown to brokers/developers to attract new neighborhood serving retail concepts while working with current Downtown tenants and property owners to reinvent/repurpose their business
- » The implementation of a new wayfinding program to create a sense of place and incorporate Downtown Burbank's new brand identity

As vaccinations increase and consumer sentiment improves, Downtown Burbank is ready to move forward into 2021 with renewed energy and optimism. On behalf of the Downtown Burbank Partnership Board, I want to extend our gratitude to everyone for their support and resiliency during this challenging year. We look forward to working together in 2021!

Sincerely,
Michael Cusumano, Board Chair



ABOUT

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. The PBID was renewed in 2018 for a new 10-year term beginning January 1, 2019. The goal is to fund and manage projects and programs that enhance the economic well-being of Downtown Burbank working in collaboration with property owners and merchants in the area to increase property values, consumer visitation and spending.



GOALS AND BENEFITS

NOTE: The Downtown Burbank PBID operates on an annual fiscal year. With the emergence of the Covid-19 Pandemic in March 2020, the Partnership made many essential changes to annual programming in an effort to assist businesses through the pandemic. Plans were developed to reallocate resources, and provide additional marketing, added safety services, and informative programming for business and property owners. Throughout the report, these recovery and response programs are noted as ‘Covid Resiliency Goals’.



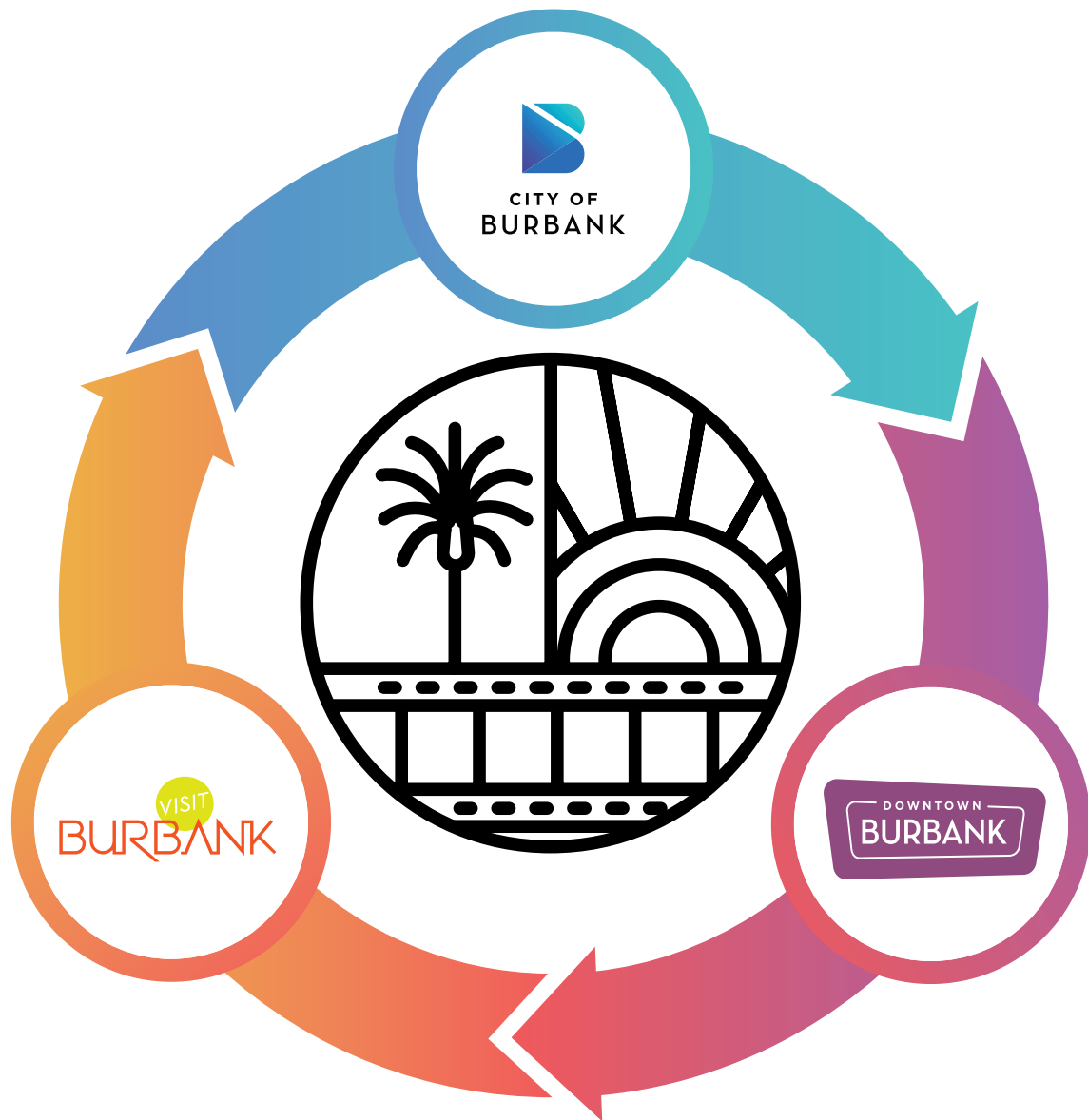
GOALS

- » Preserve and improve the aesthetics of Downtown through enhancements to capital infrastructure
- » Increase the frequency of power washing and maintenance
- » Create promotional opportunities to increase sales revenues for merchants through marketing
- » Provide Hospitality and Social Outreach services through StreetPlus including homeless outreach and street performer management
- » Work to maintain a low vacancy rate through leasing support and advocacy
- » Implement the strategies in the City’s Economic Recovery Plan to support business recovery and resiliency post pandemic
- » Support the continued formation of a livable and walkable neighborhood

BENEFITS

By creating a stable funding mechanism, the Partnership has provided 18 years of continuous investment in:

- » Marketing and event management
- » Attracting new tenants
- » Supporting and advocating for businesses
- » Investing in capital improvements
- » Enhanced maintenance and safety

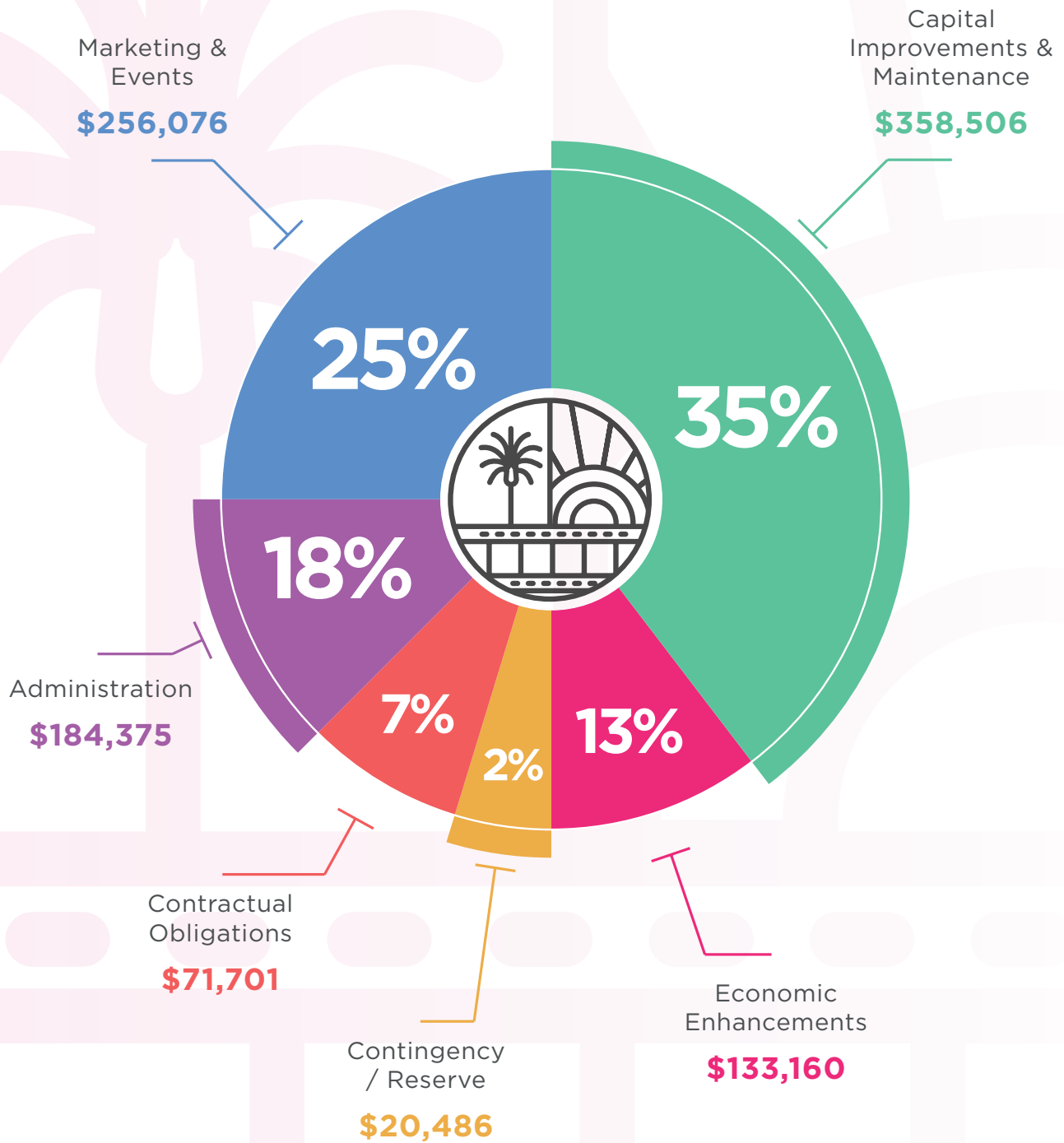


PUBLIC PRIVATE PARTNERSHIP

The Downtown Burbank Partnership collaborates closely with Visit Burbank—the City’s destination marketing organization—and the City of Burbank’s Economic Development Division. Combined, the three organizations work to brand the City of Burbank and Downtown Burbank as a vibrant, dynamic urban neighborhood and a prime destination to visit and do business. This public/private partnership gives Burbank a competitive edge in increasing job diversity, attracting new businesses, and safeguarding existing ones.

ANNUAL BUDGET

Downtown Burbank PBID operated in 2020 with a \$1,024,304 annual budget allocated as follows:



10-YEAR MANAGEMENT DISTRICT PLAN SERVICES

The PBID continues its investment in capital improvements, maintenance and infrastructure, event programming, marketing, advocacy, and leasing support. Services provided to the district in 2020 are notated on the chart below.

	Zone 1	Zone 2	Zone 3
Capital Improvements and Maintenance			
District Wide Maintenance		✓	✓
Holiday Décor	✓	✓	✓
Wayfinding Signage		✓	
Façade Improvement Program			
Expanded WiFi			
Marketing & Events			
Comprehensive Marketing Program	✓	✓	✓
Special Events			
Economic Enhancements			
Business Assistance Program		✓	
Homeless Assistance Program		✓	✓
Street Performer Management		✓	
Leasing Support	✓	✓	✓
Administration			
Administrative Costs	✓	✓	✓
Contingency/Reserve	✓	✓	✓
Contractual Obligations with City	✓	✓	✓



2020 ACCOMPLISHMENTS

CAPITAL IMPROVEMENTS & MAINTENANCE

GOAL: PRESERVE AND IMPROVE THE AESTHETICS OF DOWNTOWN THROUGH ENHANCEMENTS TO CAPITAL INFRASTRUCTURE.



NEW HOLIDAY DÉCOR

The 2020 holiday season welcomed new décor extended throughout the district and into Zone 3 (along San Fernando Blvd. from Verdugo Ave. to Alameda Ave.). This year's holiday décor display included:

- » 67 street trees along San Fernando Blvd. wrapped with warm LED lights and decorated with starburst ornaments
- » Our 36' walk-thru tree refreshed with new ornaments and lights
- » 188 light poles wrapped with garland and ornaments
- » Four medians in Zone 3 decorated with 4' and 6' gold stars
- » An LED star canopy on the AMC Walkway
- » Six pergolas wrapped in warm LED lights and embellished with wreaths
- » Four custom photo-op holiday gift boxes each adorned with stars, a festive mini tree, and a family of LED Deer.

The new décor added ambience to Downtown Burbank providing holiday cheer for guests and businesses alike.

COVID RESILIENCY GOAL: CREATE NEW OPPORTUNITIES FOR ENHANCED OUTDOOR DINING.



IN STREET OUTDOOR DINING PARKLETS

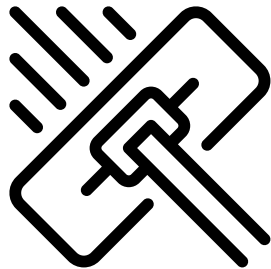
To help facilitate the LA County Public Health Department’s physical distancing recommendations, the PBID worked with the City of Burbank to implement changes to outdoor dining in Downtown Burbank. These changes allowed businesses to apply for modified permits for expanded sidewalk dining and in street parklet dining along San Fernando Blvd. In addition to working with businesses to implement these additional outdoor dining spaces, the PBID installed communal dining areas throughout Downtown Burbank. These communal areas provided guests an opportunity to enjoy take-out of quick service food and beverages in the district.

CAPITAL IMPROVEMENTS & MAINTENANCE

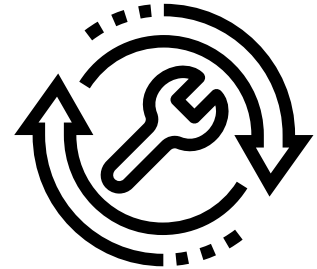
GOAL: INCREASED FREQUENCY OF POWER WASHING AND MAINTENANCE DISTRICT WIDE.

The PBID invests in extra cleaning and maintenance programs including power washing of sidewalks and alleys three times a week, and daily sidewalk sweeping and trash pickup. The services provided go above and beyond the City's baseline maintenance services to Downtown Burbank, and would not be possible without the investment from the PBID.

40
POWER WASHES
PER YEAR



52
WEEKS
MAINTENANCE





COVID RESILIENCY GOAL: INCREASED CLEANING OF HIGH-TOUCHPOINT AREAS.

ENHANCED CLEANING

To help keep Downtown Burbank clean and safe for visitors, StreetPlus Ambassadors provided additional cleaning services and wipe downs for high touchpoint areas including traffic signals, street furniture, and communal dining areas.

MARKETING & EVENTS

Though Los Angeles County Stay-At-Home-Order prohibited the production of events in Downtown Burbank in 2020, the PBID was able to pivot event funding and plans to create new strategies and opportunities to market and promote Downtown Burbank beyond the COVID-19 Pandemic.

GOAL: CREATE PROMOTIONAL OPPORTUNITIES TO INCREASE CONSUMER VISITATION AND SPENDING FOR MERCHANTS THROUGH MARKETING AND EVENTS.

NEW WEBSITE

A new Downtown Burbank website was conceptualized from the ground up, with redefined structure, design, user interface and graphic style. This resulted in a more dynamic web experience, incorporating the new personality of the brand while optimizing ways that end users would interact with the pages and page elements.

- » A digital home where visitors can quickly learn about the area as one of the foremost destinations in Southern California to shop, dine and be entertained
- » Built to educate, inform, and entertain web audiences of the Downtown Burbank experience and the partnership's mission
- » Designed to nurture more visitor engagement, extend time spent on the site, and make content more accessible to users
- » Intuitive interface where retailers and restaurants could be placed front-and-center in an easily-consumed format
- » Listings for local happenings, annual event information, merchants, area itineraries and creative campaign content that serve to position the brand with web audiences
- » Integrated social media feeds, newsletter opt-ins and blog system that inform visitors of new projects and happenings



GOAL: PROMOTE DOWNTOWN BURBANK AS A VIBRANT COMMERCIAL DESTINATION IN AN EFFORT TO INCREASE CONSUMER VISITATION AND SPENDING.

2020 SOCIAL MEDIA METRICS

FACEBOOK
Followers: 22,423

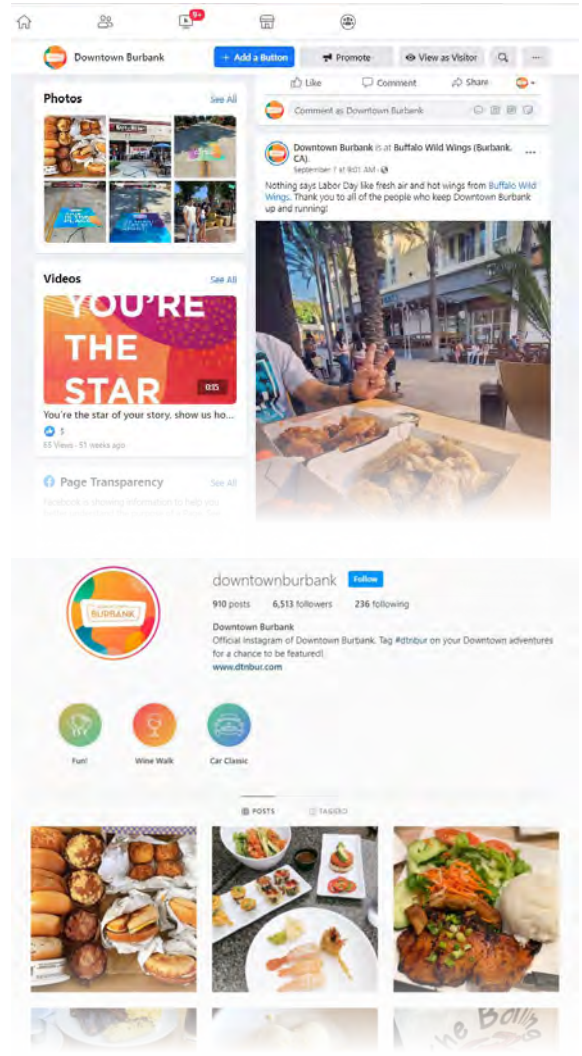
- Fan growth from 2019: +1.3%
- Total Impressions: 2,070,861
- Total Engagements: 59,836

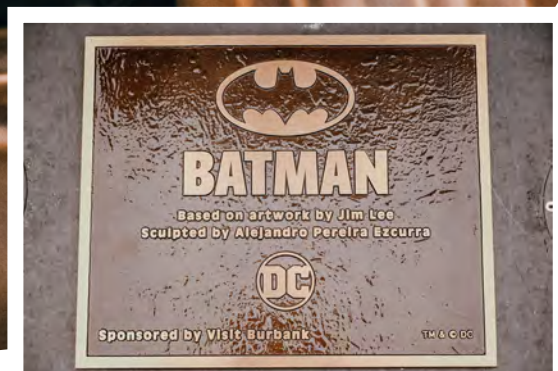
INSTAGRAM
Followers: 6,907

- Follower growth from 2019: +19.7%
- Total Impressions: 660,191
- Total Engagements: 18,273

TWITTER
Followers: 3,533

- Follower growth from 2019: +5.8%
- Total Impressions: 200,195
- Total Engagements: 7,065





BATMAN STATUE

Thanks to a partnership with sister organization Visit Burbank, a new 7.5 ft. tall bronze Batman statue was installed on the AMC walkway. The statue was sponsored by Visit Burbank and designed in partnership with DC Comics and American Fine Arts Foundry. Unveiled on November 20, 2020, to great fanfare, the new Batman statue has maximized social media engagement and generated great exposure for Downtown Burbank. Figures to the right tally Batman social media campaign results from November 19, 2020 - January 4, 2021.



SOCIAL MEDIA RESULTS

November 19, 2020 – January 4, 2021

	IMPRESSIONS	REACH	ENGAGEMENTS
Downtown Burbank	43.9K	56K	2.1K
Visit Burbank	178.3K	161.3K	17.6K
City of Burbank	73.2K	69.5K	18.8K
DC Comics and Batman	5.1M	4M	473K
TOTAL	5.4M	4.29M	511.5K

INSTAGRAM RESULTS

November 19, 2020 – January 4, 2021

	LIKES	COMMENTS
Downtown Burbank	43.9K	25
Visit Burbank	178.3K	2.9K
City of Burbank	73.2K	101
Downtown Burbank	5.1M	2.8K
DC Comics and Batman	5.4M	5.8K
TOTAL		

OTHER NOTABLE MENTIONS

- » City of Burbank’s YouTube Channel: Unveiling Video (November 20) and PSA video (December 21) received 3.4K views and 135 likes.
- » Jim Lee—Batman artist and Chief Creative Officer of DC—visited the statue the day it was unveiled and posted an image to his 560K followers, resulting in 73.8K additional likes and more than 860 comments.

MARKETING & EVENTS

COVID RESILIENCY GOAL: IMPLEMENT NEW WAYFINDING STRATEGIES TO SAFELY SUPPORT THE CONTINUED FORMATION OF A LIVABLE AND WALKABLE NEIGHBORHOOD.



WAYFINDING

To create a more pedestrian-friendly environment, encourage social media posts, and build on the cultural momentum in Downtown Burbank, the PBID installed several new wayfinding signage displays throughout the COVID-19 Pandemic. K-Rail wraps, bus ads, parklet directional signs, curbside pick-up signs and street decals were all created with Downtown Burbank branding and cohesive messaging - inviting guests to safely explore all that Downtown Burbank has to offer.



ECONOMIC ENHANCEMENTS

GOAL: FOCUS ON IMPROVING THE DESIRABILITY OF THE PBID AND INCREASING SALES, IN AN EFFORT TO BOOST OCCUPANCY AND RENTAL RATES.

Hospitality and Social Service Outreach Program: In March 2019, The PBID hired StreetPlus to provide hospitality and social service outreach services for Downtown Burbank. StreetPlus Ambassadors services include the following:



- » Identification and outreach to homeless individuals, providing resources and assistance as needed
- » Hospitality engagement with visitors and members of the public
- » Daily check-in's and quarterly surveys with Downtown businesses
- » Visibility, circulation and monitoring of issues
- » Safety escorts for local employees
- » Weekly reports documenting all activities and interactions including those with street performers
- » Daily reporting of maintenance and landscaping issues including burned out lights, abandoned items in the right of way, trash/debris and damaged public infrastructure

The Hospitality and Social Outreach Program seeks to create a safe environment in Downtown to increase visitation, consumer spending and property values while also addressing concerns from visitors, residents and businesses.

In 2020*, The Hospitality and Social Outreach Program has:



Provided 201 wellness checks with homeless community members



Resolved 38 trespassing issues and 31 instances of public intoxication and drug use



Assisted with 3 homeless encampments and 17 homeless individuals blocking public sidewalks



Provided 19 mental health checks to homeless individuals requiring special assistance



Handled 24 noise complaints and verbal disturbances



Made 420 social service contacts for homeless community members



Dealt with 163 instances of aggressive panhandling

In total, 55 individuals have received housing, housing support, or transportation back to their families from Downtown Burbank since our program's inception.

► **Figures above total reporting that took place from January 1, 2020 - December 31, 2020*

ECONOMIC ENHANCEMENTS

COVID RESILIENCY GOAL: INCREASE CLEAN AND SAFE SERVICES TO MITIGATE THE EFFECTS OF THE COVID-19 PANDEMIC IN DOWNTOWN BURBANK.



ENHANCED HOSPITALITY & SOCIAL OUTREACH SERVICES IN 2020

To further support a clean and safe environment for businesses and guests, StreetPlus Ambassadors were equipped with antibacterial cleaning supplies and masks for distribution to members of the public. Additionally, in June 2020, a staggered schedule was implemented to allow for longer coverage by a singular Ambassador in an effort to keep extra eyes and ears on the Downtown as businesses reopen, and regulations change.

LEASING SUPPORT AND ADVOCACY

GOAL: WORK TO MAINTAIN A LOW VACANCY RATE VIA LEASING SUPPORT AND ADVOCACY

The PBID works nonstop to re-energize the shopping and dining experience by anticipating vacancies and maintaining relationships with property owners, prospective tenants, and commercial real estate professionals.

- Proactive outreach to regional and national tenants to attract new businesses and fill vacancies.
- Business concierge services to help streamline the permitting process for businesses.
- Meeting with local brokers and retail executives at webinars and online conventions like the Southern California Idea Exchange.
- Marketing available properties in national publications such as, *Western Real Estate Business*, *Shopping Center Business*, and *Shopping Centers Today*.

COVID RESILIENCY GOAL: WORK TO SUPPORT BUSINESS RETENTION AND ATTRACTION WITH CHANGES TO CITY ORDINANCES AND ENHANCED PERMIT PROCEDURES.

TEMPORARY REMOVAL OF AUP AND CUP PROCESSES IN DOWNTOWN BURBANK

In 2020 the PBID began the process of working with City of Burbank staff to create an ordinance that would temporarily remove the Administrative Use Permit (AUP) and Conditional Use Permits (CUP) for Downtown Burbank. The PBID was successful, and in March of 2021, the Burbank City Council approved a temporary ordinance suspending the AUP process for new restaurants, and the CUP process for restaurants, breweries, distilleries, and wineries selling alcohol for off-site consumption for 24 months. This much needed ordinance will assist businesses through the recovery process by temporarily removing operational barriers and requirements for discretionary planning permits. Additionally, new businesses will be able to fill current vacancies more easily.

NEW BUSINESS IN 2020

DESPITE A CHALLENGING YEAR, DOWNTOWN BURBANK WAS FORTUNATE ENOUGH TO WELCOME NEW BUSINESSES IN 2020.

► NEW BUSINESSES IN 2020:





ECONOMIC INDICATORS

Downtown Burbank is a mixed-use urban neighborhood featuring more than 600 shops, restaurants and businesses. Situated in the heart of the entertainment industry, the area is renowned for its dynamic street scene, outdoor dining, and walkability.

Below are the economic indicators representing Downtown Burbank*

10.57%*

Retail Vacancy Rate Q4 2020



\$3.57

Retail Rent Per Sq. Ft. Q4 2020



8.7%

Office Vacancy Rate Q4 2020



\$3.07

Office Rent Per Square Foot



Source: HDL and CoStar

* The figures reflected here depict consequences of the COVID-19 Pandemic which began in March 2020.



WHAT'S IN STORE FOR 2021

RECOVERY AND BUILDING RESILIENCY

The COVID-19 Pandemic has drastically altered the retail and tourism landscape. To mitigate the impacts of the difficult recovery process, the Downtown Burbank PBID has refocused 2021 efforts to reflect the constantly changing marketplace and capitalize on opportunities for building resiliency. Strategies will include:



Continued development of district brand identity and marketing campaigns with new, comprehensive, wayfinding signage and targeted advertising efforts.



Further expanding Hospitality and Social Outreach Services through StreetPlus to encompass street performer management, parklet maintenance, and enhanced maintenance reporting.



Better promotion of downtown to brokers/developers to attract exciting retail concepts while working with current Downtown tenants and property owners to reinvent/repurpose their business.



COORDINATED ACTION

The City of Burbank Economic Recovery Plan, adopted by Burbank City Council on May 19, 2020, provides a framework for short term and long-term responses to the three cycles of disaster - mitigation, response, recovery - in order to help local businesses and residents, reinvigorate tourism, economic development and City financial stability.



Downtown Burbank supported the City's Economic Recovery Plan to revive the broader economy through coordinated action by:

- » Communicating State and LA County orders through social media, Downtown Burbank website, and monthly newsletters.
- » Promoting Downtown Burbank businesses to residents and visitors as a way to encourage Stay at Home orders by focusing on deliveries and curbside pickups.
- » Working in collaboration with the Public Works Department on an Emergency Order to close traffic on San Fernando Boulevard from Magnolia Boulevard to Angeleno Avenue to allow for expanded outdoor dining on sidewalks and parking stalls.
- » Installing six communal dining areas in July 2020 to accommodate additional outdoor seating.
- » Creating 15-minute curbside pick-up zones to assist businesses with take-out orders while restaurants were closed for indoor and outdoor dining.
- » Providing daily social media content for #BurbankTogetheratHome, including social media posts for #BeSupportive, #BeInformed, #BeLocal, #BeSmart, #BeKind, #BeActive campaigns.

CAPITAL IMPROVEMENTS & MAINTENANCE

GOAL: PRESERVE AND IMPROVE THE AESTHETICS OF DOWNTOWN THROUGH ENHANCEMENTS TO CAPITAL INFRASTRUCTURE.



Programs include:



Addition of permanent outdoor parklets

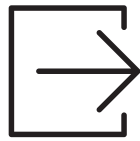


Upgrades to the Orange Grove parking structure

MARKETING & EVENTS

GOAL: PROMOTE DOWNTOWN BURBANK AS A VIBRANT COMMERCIAL DESTINATION IN AN EFFORT TO INCREASE CONSUMER VISITATION AND SPENDING. PROGRAMS INCLUDE:

Programs include:



Wayfinding Signage



Focused Promotional Marketing



Dedicated Shopping and Dining Focused Social Media Campaigns

CANCELLATION OF EVENTS FOR 2021

Due to the ongoing Coronavirus pandemic, the PBID has canceled all special events for 2021. Previously dedicated event funds will now be directed to the creation and installation of permanent outdoor dining parklets. Potential 2022 event programming will be considered at the end of the year.



ECONOMIC ENHANCEMENTS

GOAL: FOCUS ON IMPROVING THE DESIRABILITY OF THE DOWNTOWN BURBANK DISTRICT AND INCREASING SALES, IN AN EFFORT TO BOOST OCCUPANCY AND RENTAL RATES.

Programs include:



LEASING SUPPORT & ADVOCACY

GOAL: THE PBID STRIVES TO ANTICIPATE VACANCIES BY: PROACTIVELY REACHING OUT TO REGIONAL AND NATIONAL TENANTS, MARKETING AVAILABLE PROPERTIES, PROVIDING BUSINESS CONCIERGE SERVICES, AND MAINTAINING REGULAR INTERCHANGE WITH PROPERTY OWNERS, BROKERS, PROSPECTIVE TENANTS, AND COMMERCIAL REAL ESTATE PROFESSIONALS.

Programs include:



▶ NEW BUSINESSES IN 2021:



Cider Works
by Story Tavern

Milano
Café & Deli

FUTURE INVESTMENTS IN DOWNTOWN BURBANK

GOAL: SUPPORT THE CONTINUED FORMATION OF A LIVABLE AND WALKABLE NEIGHBORHOOD WITH 18-HOUR AMENITIES.

Downtown Burbank remains a top entertainment destination with new retailers and restaurants, enhanced capital improvements, and dedicated marketing and promotional efforts. The popularity of the area continues to spur investment with projects such as The First Street Village, LaTerra Select mixed-use-development, and the AC Hotel. In addition to these approved projects, several new and exciting projects are in the pipeline, all working to create a livable and walkable neighborhood for residents, visitors, and employees.



■ **48K Sq. Ft. Approved and Proposed Retail and Restaurant Space**

■ **6 Developments in Pipeline**

■ **998 Approved and Proposed Residential Units**

■ **3 New Hotels**

APPROVED



LATERRA MIXED-USE PROJECT

777 N Front Street

Groundbreaking is slated for 2021, with an anticipated opening in 2023-2025.

573 residential units

1,067 sq. ft. of retail space

307 hotel rooms



FIRST STREET VILLAGE MIXED-USE PROJECT

First Street and Magnolia Boulevard

2023 opening

275 apartments

18,867 sq. ft. of retail space



AC HOTEL

550 N Third Street

Groundbreaking slated for 2021

196 hotel rooms

3,800 sq. ft. of restaurant space

PROPOSED

BURBANK COMMON

10 W Magnolia Boulevard

City Council Consideration in Fall 2021

Mixed-use project with

19,000 sq. ft. restaurant, café, brew-pub, and retail space

33,000 sq. ft. of event space

47,000 sq. ft. of outdoor space

S. SAN FERNANDO MIXED USE PROJECT

624-628 S San Fernando Boulevard

Planning Board Consideration in 2021

Mixed-use project with

42 residential rental units

3,500 sq. ft. of retail space

8,200 sq. ft. of office space

2 levels of subterranean parking

PREMIER ON FIRST

103 E Verdugo Avenue

City Council Consideration 2021

Mixed-use project with 19-story hotel with

314 rooms and ground-floor restaurant,

108 residential units 7-story building with

1800 sq. ft. retail, and restaurant space

DIRECTORS, BOARD & STAFF

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