

# DOWNTOWN BURBANK PARTNERSHIP

**2021** Accomplishments  
& **2022** Looking Ahead







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# WELCOME

## DOWNTOWN BURBANK PROPERTY OWNERS,

The past two years have brought many challenges and opportunities to Downtown Burbank. Despite the ongoing impacts of the Pandemic, we are proud to report that Downtown Burbank has continued to grow and thrive welcoming several new businesses, the construction of mixed-use developments, and the return of event programming.

During the Pandemic, and now on the road to recovery, The Downtown Burbank Partnership Board worked tirelessly to advocate and support property owners and business with resources, information, and marketing efforts. The Downtown Burbank Partnership 2021 Year In Review and 2022 Looking ahead Marketing Report highlights the accomplishments for 2021 and plans for 2022. Highlights include:

- The addition of new dining furniture and umbrellas in the communal in-street dining parklets to continue to support restaurants during the recovery phase of the Pandemic by providing expanded outdoor dining areas;
- Continued weekly maintenance including cleaning of high-traffic touch points and additional parklet clean-up services;
- Weekly 'Music on the Boulevard' performances to attract more visitors and enhance the ambiance in Downtown;
- Continued marketing campaigns promoting new restaurants/retailers, existing shopping and dining establishments, al-fresco dining, events, entertainment and hospitality options in Downtown; Continued dedicated social media campaign and newsletter campaign for visitors and businesses;
- Maintaining holiday décor throughout the district including: a 36' walk-thru tree, four medians in Zone 3 decorated with 4' and 6' gold stars, and LED star canopy on the AMC Walkway.
- Maintaining hospitality and social service outreach program through StreetPlus; and
- Attracting of new retailers and restaurants and maintaining a low vacancy rate with new businesses including Milano Café & Deli, Cheebo Express, Sushi Stop, Artelice Patisserie, Papa's Meat and Seafood, Finney's Crafthouse, and the relocation of Unique Vintage, with additional tenants opening in 2022.
- The vacancy rate for Downtown Burbank in Fourth Quarter 2021 was 12.4%

For the past 19 years, the PBID has invested more than \$13.24 million into Downtown through capital improvements, maintenance, infrastructure, events, social services, marketing, advocacy, and leasing support. This funding mechanism and the benefits created would not be possible without the commitment and investment from the PBID.

Looking ahead, Downtown Burbank is excited to take on the challenges and opportunities of 2022 with renewed energy and advocacy efforts. 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 2022!

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

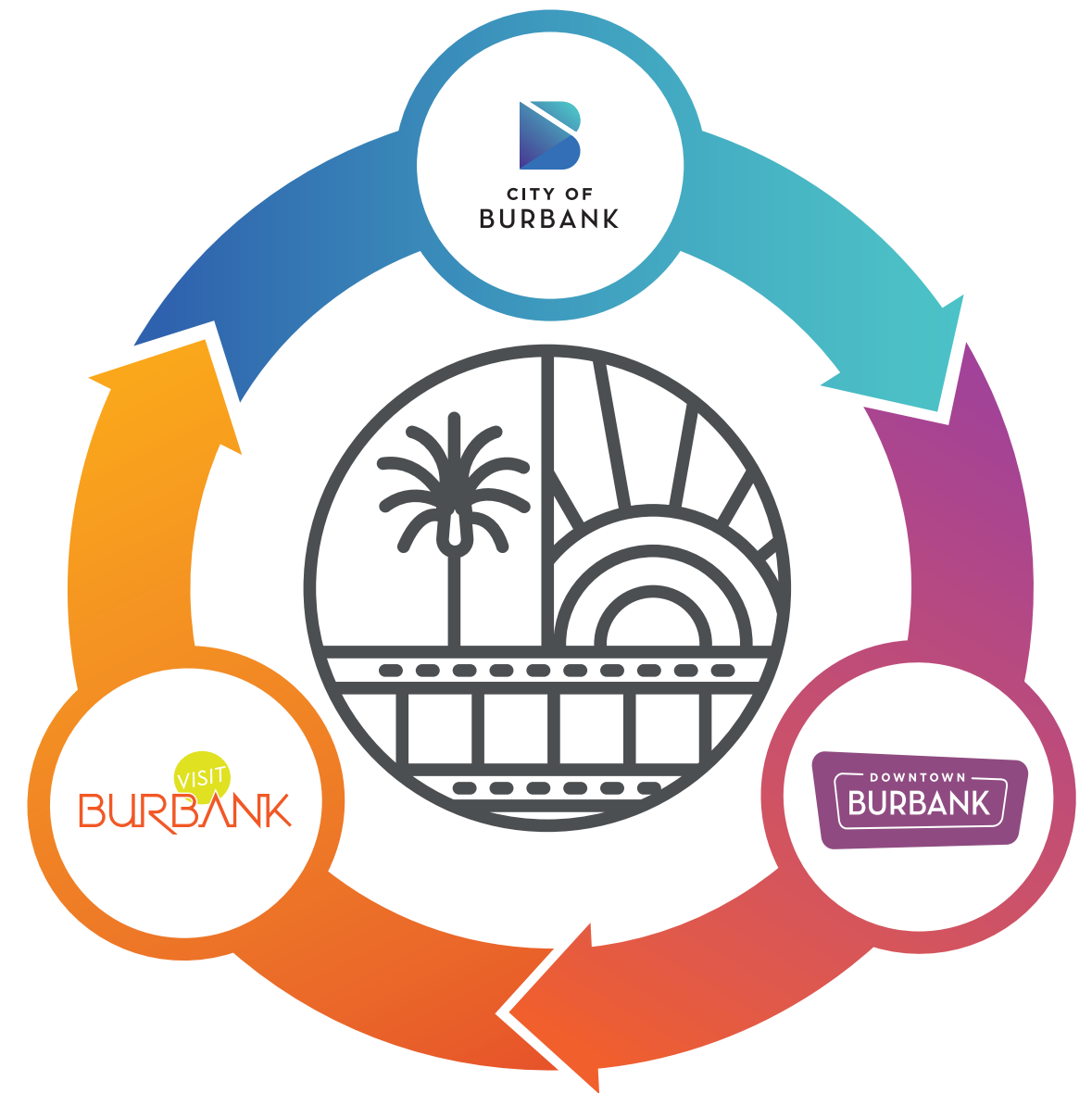
## » GOALS

- » Preserve and improve the aesthetics of Downtown through enhancements to infrastructure
- » Increase the frequency of power washing and maintenance
- » Market Downtown as a destination and attract events to increase visitation and consumer spending
- » Enhance safety and provide hospitality and social outreach services through StreetPlus
- » Maintain a low vacancy rate through leasing support, broker outreach, and advocacy
- » Support businesses and streamline processes to help them recover from the pandemic
- » Support the formation of a livable and walkable neighborhood

## » BENEFITS

By creating a stable funding mechanism, the Partnership has provided 19 years of continuous investment in:

- » Marketing and managing the PBID
- » Attracting new tenants
- » Supporting and advocating for businesses
- » Investing in capital improvements
- » Enhanced maintenance and safety

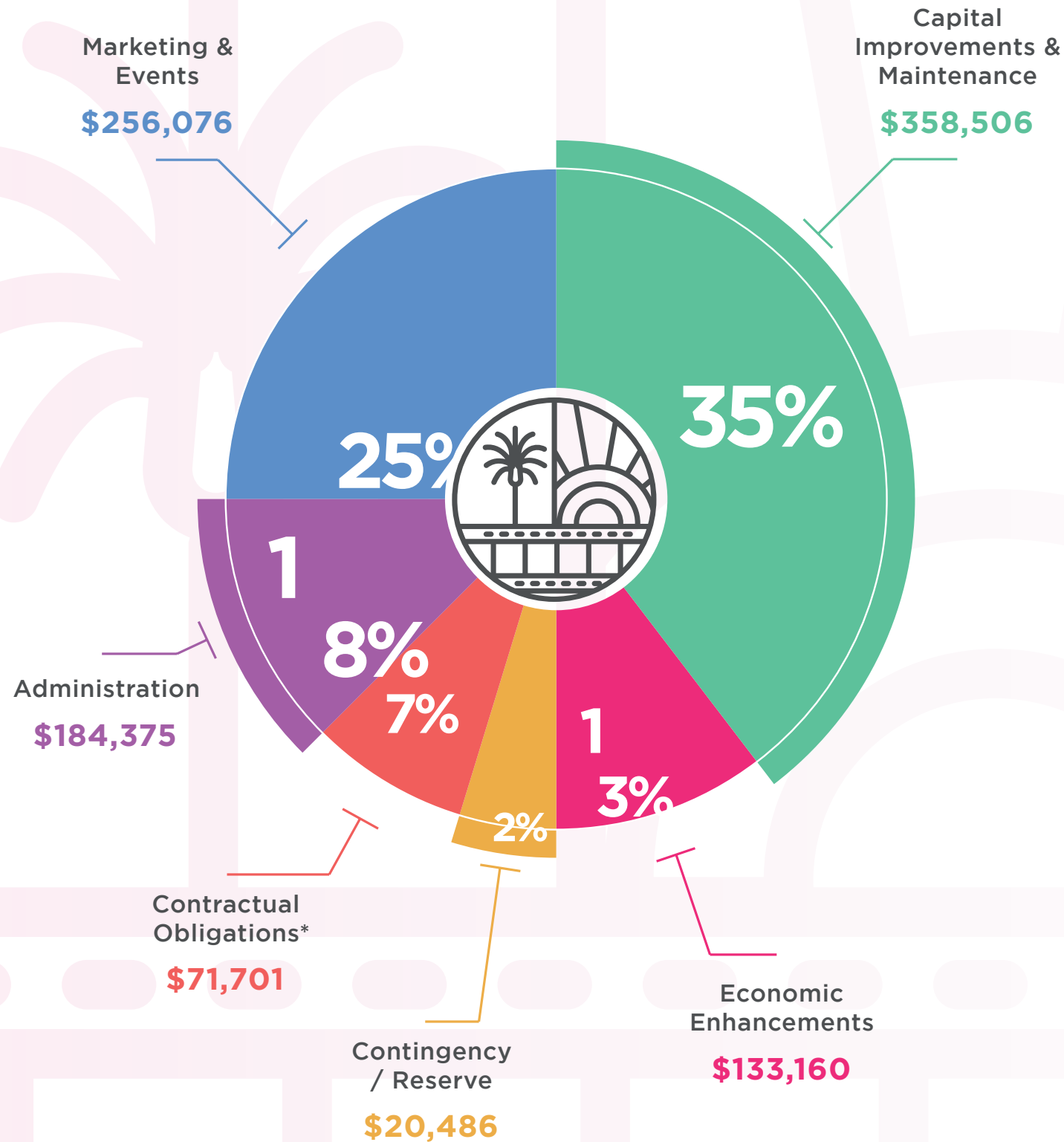


## PUBLIC PRIVATE PARTNERSHIP

The PBID is governed by a non-profit organization known as the Downtown Burbank Partnership with Board members comprised of brokers and property and business owners in Downtown Burbank. 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’s annual operating budget for 2021 was \$1,024,304.

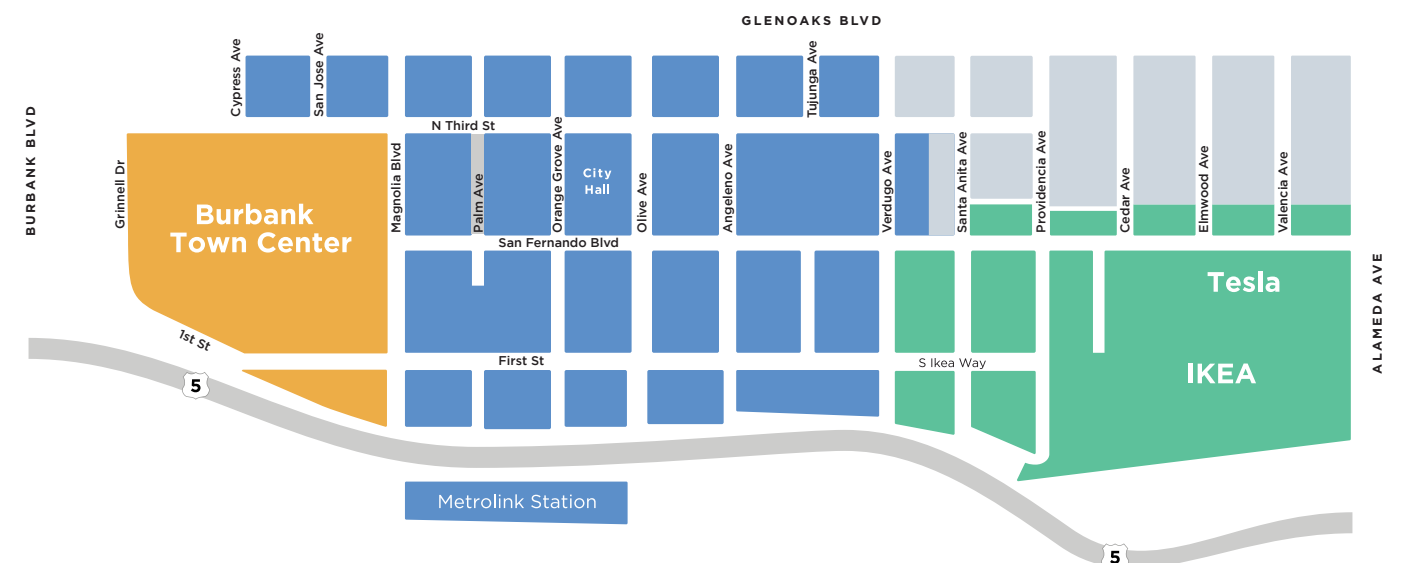


\*The City of Burbank is credited for costs related to collection and disbursement of assessments, City Attorney services, and operational costs for rent, telephone, supplies, postage, and other general office expenses.

# MANAGEMENT DISTRICT PLAN SERVICES AND MAP

The PBID continues its investment in capital improvements, maintenance and infrastructure, event programming, marketing, advocacy, and leasing support. Services provided to the district in 2022 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	✓	✓	✓





# 2021 ACCOMPLISHMENTS

## CAPITAL IMPROVEMENTS & MAINTENANCE

**GOAL:** Preserve and improve the aesthetics of Downtown through enhancements to capital infrastructure.

### MAINTENANCE

Existing City of Burbank maintenance which includes once monthly power washing, is greatly enhanced by the PBID who invests in extra cleaning and maintenance programs like power washing of sidewalks and alleys three times a month, and sidewalk sweeping and trash pickup. These enhanced services would not be possible without the PBID.



**40** Power Washes Per Year



**52** Weeks of Maintenance

### 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.

**GOAL:** Increased cleaning of high touchpoint areas.

### OUTDOOR DINING PARKLETS

To assist businesses in providing expanded dining options for guests, the PBID continues to work with the City of Burbank to implement changes for outdoor dining including: increased opportunities for in-street dining parklets, modified permits for expanded sidewalk dining, and communal dining parklet areas maintained by the PBID.

In December 2021, the PBID purchased and installed new, upgraded outdoor dining furniture and umbrellas to the communal areas providing guests opportunities to enjoy take-out of quick service food and beverages in the district.



## HOLIDAY DÉCOR

To help create ambiance and welcome guests to the area, the PBID created exciting holiday décor displays throughout the district.

**GOAL:** Create upgraded opportunities for enhanced outdoor dining.





## MARKETING & EVENTS

# DIGITAL AND PRINT ADVERTISING

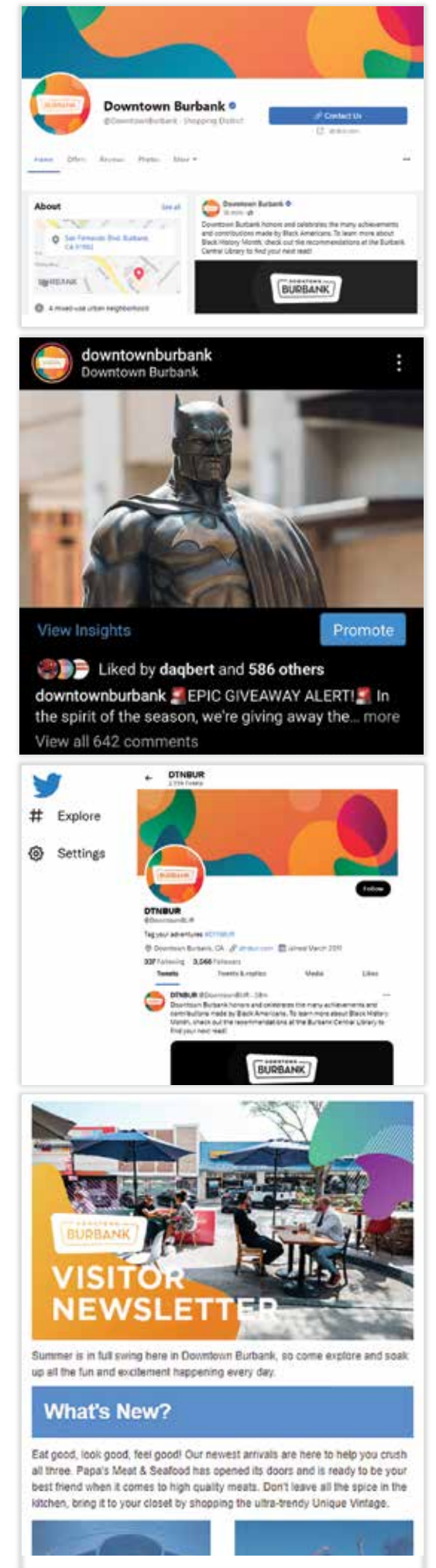
## SOCIAL MEDIA METRICS

- » Followers: 22,376
- » Total Impressions: 1,999,416
- » Total Engagements: 61,306

- » Followers: 7,804
- » Like Growth from 2021: 894
- » Total Impressions: 750,114
- » Total Engagements: 24,674

- » Followers: 3,562
- » Total Impressions: 115,527
- » Total Engagements: 3,936

- » **Subscribers: 611**
- » **Average Open Rate: 27.3%**
- » **Click-Thru Rate: 3.7%**





## 2021 Accomplishments EVENTS

» **GOAL:** Focus on improving the desirability of the PBID and increasing sales, in an effort to boost occupancy and rental rates.

### Music on the Blvd:

August 2021 - December 2021

A series of acoustic and semi-acoustic outdoor performances to attract visitors and support outdoor dining and shopping in Downtown Burbank.



### The Jackalope Indie Artisan Fair December 11-12, 2021

Featuring more than 100 trend-setting indie creators, thousands of art lovers, and live entertainment.

## 2021 Accomplishments 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 OUTREACH SERVICE PROGRAM

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

- » Identification and outreach to homeless individuals, providing resources and assistance as needed
- » Hospitality engagement with visitors and members of the public
- » Daily check-ins 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
- » Cleaning of high touch-point areas including: benches, trash bins, and communal parklet areas
- » 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 2021\*, the Hospitality and Social Outreach Program has:



Provided 135 wellness checks with homeless community members



Resolved 35 trespassing issues and 41 instances of public intoxication and drug use



Assisted with 2 homeless encampments and 5 homeless individuals blocking public sidewalks



Provided 22 mental health checks to homeless individuals requiring special assistance



Handled 25 noise complaints and verbal disturbances



Made 483 social service contacts for homeless community members



Dealt with 14 instances of aggressive panhandling

In total, 122 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, 2021 - December 31, 2021



## 2021 Accomplishments LEASING ADVOCACY

- » **GOALS**
- Work to maintain a low vacancy rate via leasing support and advocacy.
  - Work to support business retention and attraction via leasing advocacy and broker outreach.

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

- Proactive outreach to regional and national tenants to ensure that property owners have the best options available when considering new leases for their spaces.
- Meeting with local brokers and retail executives at webinars and online conventions.
- Business concierge services to help streamline the permitting process for tenants and property owners.
- Marketing available properties in national publications such Western Real Estate Business, Shopping Center Business, and Shopping Centers Today.

### NEW BUSINESSES IN 2021



## 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 pedestrian orientation. Below are the economic indicators representing Downtown Burbank.

### Retail Vacancy Rate Q4 2021



12.4%

### Retail Rent Per Sq. Ft. Q4 2021



\$3.67

### Office Vacancy Rate Q4 2021



7.8%

### Office Rent Per Sq. Ft. Q4 2021



\$3.17



# RECOVERY AND RESILIENCE

## COORDINATED ACTION WITH THE ECONOMIC DEVELOPMENT TEAM

To mitigate the ongoing impacts of the Pandemic and support the recovery process, the PBID in partnership with the City's Economic Development Team has focused its 2021/2022 efforts on implementing the strategies set forth in the City's Economic Recovery Plan adopted by City Council in May 2020.

In 2021, the PBID implemented several of these strategies including:

- » Removing barriers to entry and streamlining the entitlement process for businesses such as the removal of the Administrative Use Permit process for new restaurants and removing the Conditional Use Process for restaurants, breweries, distilleries and wineries wishing to sell alcohol offsite;
- » Extending urgency ordinances for outdoor dining to allow restaurants to expand on sidewalks and private parking lots through December 31, 2022;
- » Extending outdoor dining parklets in Downtown through December 31, 2022;
- » The addition of 15- minute curbside/take-out pick up parking along San Fernando Boulevard to allow for convenient take-out parking for restaurants;
- » Conducting an in-person pop-up job fair on the AMC Walkway to assist businesses with staffing and hiring needs; and
- » Encouraging restaurants in Downtown to join the City funded Chow Down Burbank marketing and promotional campaign.

As Downtown continues to recover from the Pandemic, the PBID will continue to work with the City to mitigate the negative effects of the Pandemic and ensure that Downtown remains a thriving entertainment destination with new retailers and restaurants, housing, enhanced capital improvements, hospitality and social outreach services, and a diverse mix of events and marketing.



## Looking Ahead 2022

# CAPITAL IMPROVEMENT & MAINTENANCE

- » **GOAL:** Preserve and improve the aesthetics of Downtown through enhancements to capital infrastructure including: maintenance and upkeep of outdoor parklets and new wayfinding signage.



# MARKETING AND EVENTS

- » **GOAL:** Promote Downtown Burbank as vibrant commercial destination in an effort to increase consumer visitation and spending with focused promotional marketing and dedicated broker focused marketing.





## Looking Ahead 2022

# ECONOMIC ENHANCEMENTS

» **GOAL:** Focus on improving the desirability of the PBID and increasing sales, in an effort to boost occupancy and rental rates.



# LEASING ADVOCACY AND BROKER MARKETING

» **GOAL:** The PBID strives to anticipate vacancies by proactively reaching out to regional and national tenants. This includes marketing available properties, and maintaining regular interchange with property owners, prospective tenants, and commercial real estate professionals.

Programs include:



Aggressive leasing and business advocacy efforts to streamline permitting processes and attract new tenants



The creation of dedicated broker focused marketing materials and LinkedIn outreach



Working with the City to better manage and regulate parking in Downtown



Working with the City to modify ordinances and permitting to simplify procedures and timelines for new and current businesses



Advocate to City and State organizations for grant funding and financing opportunities on behalf of Downtown Burbank Businesses





# INVESTMENTS IN DOWNTOWN BURBANK AND BEYOND

» **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 has spurred an increase in private investment with projects such as The Premiere at First, 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.



## HOTELS AND TOURISM PROJECTS:



### ▲ AC HOTEL DOWNTOWN

550 North Third Street  
Status: Under Review  
Estimated Completion Date: TBD  
A 6-story hotel with a restaurant.



### ▲ CAMBRIA HOTEL

2801 N. Hollywood Way  
Expected Construction Date: TBD  
A six-story hotel on a 69,696 square foot lot. The area of the proposed hotel is 80,183 square foot, and it will include 150 guest rooms, along with a ground level bar, fitness center, and meeting rooms. This project was approved on February 11, 2021.



### ▲ ALOFT AND RESIDENCE INN HOTEL

2500 N. Hollywood Way  
Status: TBD  
A proposed seven (7) story dual- brand hotel that would be operated by Aloft Hotels and Residence Inn. The hotel will consist of 420 hotel rooms – 219 hotel rooms operated by Aloft and 201 hotel rooms operated by Residence Inn.



### ▲ WARNER BROS. SECOND CENTURY PROJECT

West Olive Avenue  
Status: Under Construction  
Estimated Completion Date: 2023  
The 800,000 square foot office building complex will consist of a seven-story building of approximately 355,000 square feet and a nine-story building of approximately 445,000 square feet. In recognition of Warner Bros.' 100th anniversary in 2023, the design and construction phases will be called the Second Century Project.



### ◀ AIRPORT REPLACEMENT TERMINAL

2627 N. Hollywood Way  
Status: 2024 - Replacement Terminal opens.  
Demolition of existing terminal completed within 12 months of replacement terminal operations.  
A new 14-gate, 355,000-square-foot replacement terminal to be built with up to 6,637 parking spaces.



## INVESTMENTS IN DOWNTOWN BURBANK AND BEYOND

### MIXED-USE DEVELOPMENT PROJECTS:



### MIXED-USE DEVELOPMENT PROJECTS:



#### ▲ LATERRA SELECT DOWNTOWN

777 Front St (Zero Site)

Status: Approved by City Council 2019

Estimated Completion Date: 2023-2025

A mixed-use project with 573 residential (rental) units, a hotel with 307 rooms, and 1,067 sq. ft. of ground floor retail space on a vacant 7-acre site. The residential portion is proposed to be an 8-story podium building with one level of underground parking; hotel will be a 7-story building.



#### ▲ FIRST STREET VILLAGE DOWNTOWN

First Street and Magnolia Boulevard

Status: Under Construction

Estimated Completion: 2023

A mixed residential-commercial project in Downtown Burbank at First Street between Magnolia Boulevard and the alley southeast of Palm Avenue including 275 apartments and 18,876 square-feet of retail and commercial space. The City Council approved this project June 13, 2017.



#### ▲ AERO CROSSING MIXED USE PROJECT

2311 N. Hollywood Way

Status: Under Construction

Estimated Completion Date: TBD

This Project includes the construction of housing units, commercial/retail space, as well as office space.



#### ▲ AVION BURBANK

3001 N Hollywood Way

Adjacent to Hollywood Burbank Airport.

Status: Under Construction

Estimated Completion Dates: May 2021 - Creative Industrial, Creative Office and Retail Complete. Mid 2022 - Hotel Complete. A business park on approximately 60 acres of vacant land adjacent to the Hollywood Burbank Airport. Amenities Include 15,000 SF of Retail and a 150-Room Hotel. The City Council approved this project on April 16, 2019.



#### ◀ 624-628 S. SAN FERNANDO BLVD. DOWNTOWN

PROPOSED

624-628 S. San Fernando Boulevard

A four-story multifamily development with 42 residential units, ground floor retail and office space, and two levels of subterranean parking. The project will provide affordable housing - 4 of the units with be available to Very Low-Income households and 1 of the units would be available to a Low-Income household. The project was approved by the Planning Board on August 24, 2020.



# DIRECTORS, BOARD AND STAFF

## CHAIR

Michael Cusumano, Cusumano Real Estate Group

## VICE CHAIR

James O'Neil, Crown Realty & Development Inc.

## TREASURER

Frank Gangi, Gangi Development

## SECRETARY

Ted Slaughter, The Village Walk

## BOARD

Christine Deschaine, Kennedy Wilson

Michael DeLeon, Burbank Town Center

Patrick Prescott, Community Development Director,

Dominick Scarola, North End Pizzeria

Brett Warner, Lee and Associates

Judie Wilke, Assistant City Manager, City of Burbank

Parham Yedidsion, Evolution Strategic Partners, LLC

Barbara Holliday, Flappers Comedy Club, *non-voting member*

## STAFF

Simone McFarland, Assistant Community Development Director  
for Business and Economic Development, City of Burbank

Mary Hamzoian, Executive Director, Downtown Burbank Partnership  
& Economic Development Manager, City of Burbank

Marissa Minor, Operations Coordinator, Downtown Burbank Partnership  
& Economic Development Analyst, City of Burbank

Megan Anghel, Economic Development Analyst,  
Downtown Burbank Partnership & City of Burbank







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