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## WELCOME

### DOWNTOWN BURBANK PROPERTY OWNERS,

The Downtown Burbank Property Based Business Improvement District (PBID) was formed in 2003, and 2023 marks the 20th anniversary of the District and its governing Board, the Downtown Burbank Partnership. During the past two-decades, the PBID has helped transform Downtown from a small urban center into a regional powerhouse attracting millions of visitors each year.

Since 2003, the evolution of Downtown has been transformative, welcoming three new hotels, the AMC Burbank 16 theaters (which currently ranks among the top three theaters in the world!), and a countless, mixed-use housing developments, new retailers, restaurants, and entertainment venues. But the real story is what you see on the ground: a dynamic 18-hour environment with bustling restaurants, enticing storefronts, and visitors from all over enjoying a safe and welcoming environment.

Looking back, 2022 was another year of progress for Downtown Burbank with expanded holiday décor extending into Zone 3 (along San Fernando Boulevard, from Verdugo Avenue to Alameda Avenue), increased opportunities for in-street dining parklets, modified permits for expanded sidewalk dining, the revival of our robust special events program, continuation of the Hospitality and Social Outreach Program, and the addition of new businesses such as Boba Time, Smashed Burger, Cider Works at Story Tavern, and Silverlake Ramen.

Downtown Burbank wouldn't be where it is today without the support and collaboration with the City of Burbank's Economic Development Team and the Burbank Hospitality Association, doing business as Visit Burbank. Together, our three organizations work to attract new businesses and development, enhance consumer spending and visitation, facilitate jobs, and maintain a vibrant urban neighborhood, that is safe and thriving.

Looking ahead, Downtown Burbank is ready to grow and embrace new opportunities in 2023. On behalf of the Downtown Burbank Partnership Board, I want to extend our gratitude to everyone for their support in building a better Downtown. We look forward to working together in 2023, and to the next 20 years!

Sincerely, Michael Cusumano, Board Chair

Melle

## **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 capital 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
- » Streamline processes and support businesses with advocacy and outreach
- » Support the formation of a livable and walkable neighborhood

### **BENEFITS**

By creating a stable funding mechanism, the Partnership has provided 20 years of continuous investment in:

- » Capital improvements and maintenance
- » Marketing and events
- » Leasing and business attraction support
- » Support and advocacy for Downtown businesses and property owners
- » Enhanced maintenance and safety

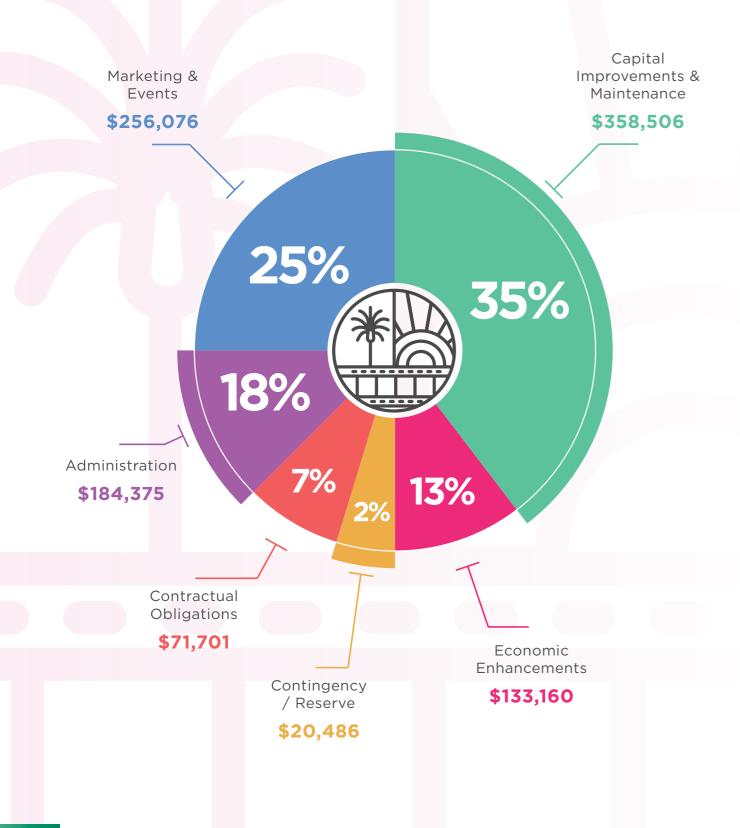


## **PUBLIC/PRIVATE PARTNERSHIP**

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 who manages the efforts of the Downtown PBID by developing strategies and initiatives that enhance visitation and increase consumer spending. Combined, these three organizations work to attract new businesses and developments, enhance consumer spending and visitation, facilitate new jobs, and maintain a vibrant, dynamic urban neighborhood. This public/private partnership gives Burbank a competitive edge in increasing job diversity, attracting new businesses, and safeguarding existing ones.

## **ANNUAL BUDGET**

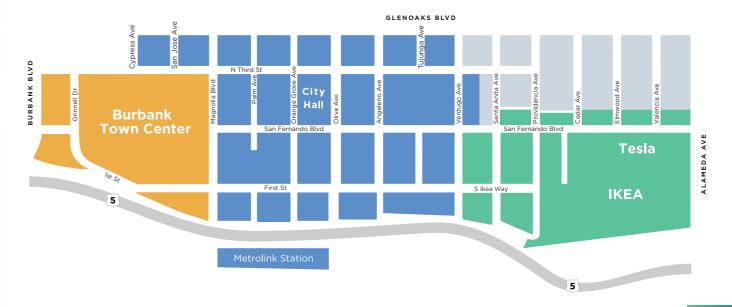
Downtown Burbank PBID operated in 2022 with a \$1,024,304 annual budget allocated as follows:



## 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 2022 are notated on the chart below.

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



## **2022 ACCOMPLISHMENTS**

### **CAPITAL IMPROVEMENTS & MAINTENANCE**

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





### **NEW AND EXPANDED HOLIDAY DÉCOR**

The 2022 holiday season added 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 our 36' walk-thru tree refreshed with new ornaments and lights, new custom photo-op holiday displays with festive holiday characters, two giant LED walk-thru ornaments, and four medians in Zone 3 decorated with shimmering holiday wishes.





### **UPDATED OUTDOOR DINING**

To assist businesses in providing expanded dining options for guests, the PBID continued 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 maintaining three communal dining areas for general public use. The communal areas contain dining furniture and umbrellas providing guests opportunities to enjoy take-out of quick service food and beverages from anywhere in Downtown. In December 2022, in-street and sidewalk outdoor dining in Downtown Burbank was extended through December 31, 2023.



## DISTRICT MURAL PROGRAM

In 2022 the PBID instated a partnership for the districts 12th mural. Installed on Orange Grove Avenue by famed French artist Thierry Lefort, the mural features the artists interpretation of the Downtown Burbank skyline. The mural was funded by the PBID to generate additional visitation and exposure for Downtown Burbank.



## **GOAL:** INCREASE FREQUENCY OF POWER WASHING AND MAINTENANCE.

### **MAINTENANCE**

The City of Burbank provides baseline maintenance services to Downtown Burbank which includes once a month power washing of the sidewalks and alleys and morning sidewalk sweeping and trash pick up services. The PBID supplements the existing maintenance services provided by the City by investing in extra power washing of sidewalks and alleys three times a month, and an evening service for sidewalk sweeping and trash pickup Wednesday through Sunday. These enhanced services would not be possible without the PBID.



52
WEEKS
MAINTENANCE

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### MARKETING AND EVENTS

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

### **PAID MEDIA**

Paid-Media represents advertising campaigns that are purchased by the PBID via media outlets. Media included: Outfront Media, Social Ads, Google Ads, LinkedIn Ads, Shopping Center Business Magazine, and CA Centers Magazine.

### Paid Search Ads:

Total Impressions: 357,460Total Website Visits: 24,142

### Facebook Ads:

» Total Impressions: 1,699,164

» Total Clicks: 39,543

### LinkedIn Ads:

» Total Impressions: 206,015

» Total Clicks: 1,638

### **Print Ads:**

» Shopping Center Business - Readership: 75,000

» CA Centers Magazine - Readership: 30,000

### **Bus Shelters**

» Impressions: 10 Million

### **Newsletters:**

» Total Impressions: 12,348

» Open Rate: 49%» Click Rate: 4.1%









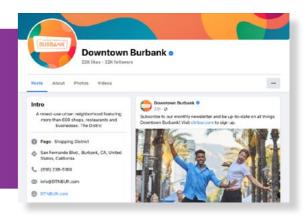


### **2022 SOCIAL MEDIA METRICS**



### FACEBOOK Followers: 22,141

- Fan growth from 2021: +1.8%
- Total Impressions: 3,043,163
- Total Engagements: 104,285





## **INSTAGRAM** Followers: 8,574

- Follower growth from 2021: +9.9%
- Total Impressions: 803,272
- Total Engagements: 17,412





## TWITTER Followers: 3,534

- Follower growth from 2021: -0.8%Total Impressions: 66,208
- Total Engagements: 1,966





### **DTNBUR.COM METRICS**

• Total Sessions: 64,232

• New Users: 57,312

• Average Time on Site: 0:56 seconds



## 2022 ACCOMPLISHMENTS (CONT'D)

### MARKETING AND EVENTS (CONT'D)

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

### STRATEGIC EVENT PARTNERSHIPS



### MUSIC ON THE BLVD

- » A series of acoustic and semi-acoustic outdoor performances
- » 24 performances held in 2022



## DOWNTOWN BURBANK ARTS FESTIVAL

(May 14-15, 2022)

- » 150 Artisans
- » Live Entertainment
- » Chalk-Artist Exhibition
- » 15,000 Attendees



## BURBANK WINTER WINE WALK (November 12, 2022)

- » 1,500 Tasting Tickets Sold
- » 18 Business Tasting Locations
- » Three In-Street Wine Gardens
- » Live Entertainment
- » 15,000 Attendees



### **JACKALOPE INDIE ARTISAN FAIR**

(December 10-11, 2022)

- » 180 Artisans
- » Live Entertainment
- » Holiday Activities and Photos with Santa
- » 10,000 Attendees



## DOWNTOWN BURBANK CULTURAL MARKET

(Weekly, Friday Evenings)

» Featuring more than 25 local, rotating vendors selling jewelry, toys, soaps, candles, hot sauces, and more



## DOWNTOWN BURBANK CERTIFIED FARMERS MARKET

(Weekly, Saturday Mornings)

» Featuring certified California produce, flowers, organic cheeses, and specialty breads

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## 2022 ACCOMPLISHMENTS (CONT'D)

### **ECONOMIC ENHANCEMENTS**

**GOAL:** FOCUS ON IMPROVING THE DESIRABILITY OF THE DOWNTOWN AS A DESTINATION, INCREASING SALES AND BOOSTING OCCUPANCY AND RENTAL RATES.





### **HOSPITALITY AND SOCIAL SERVICE OUTREACH PROGRAM:**

In March 2019, the PBID hired StreetPlus to create a Hospitality and Social Service Outreach Program for Downtown Burbank. Street Plus 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
- » Daily reporting of maintenance and landscaping issues including burned out lights, abandoned items in the right of way, trash/debris, and damaged public infrastructure

### **ENHANCED CLEANING**

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

The goal of the Hospitality and Social Outreach Program is 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 2022\*, The Hospitality and Social Outreach Program has:



Provided 44 Wellness
Checks with Homeless
Community Members



Resolved 4 Trespassing
Issues, and Assisted with
38 Instances of Public
Intoxication



Assisted with 3 Homeless Individuals Blocking Public Sidewalks



Provided 29 Mental Health
Checks to Homeless Individuals
Requiring Special Assistance



Handled 22 Noise
Complaints and Verbal
Disturbances



Made 621 Social Service Contacts for Homeless Community Members



Dealt with 16 Instances of Panhandling and Assisted with 54 Street Performers

Figures above total reporting that took place from January 1, 2022 - December 31, 2022

Since the program's inception in March 2019, 145 individuals have received housing, housing support, or transportation back to their families.

### LEASING SUPPORT AND ADVOCACY

**GOALS:** WORK TO MAINTAIN A LOW VACANCY RATE VIA LEASING SUPPORT AND ADVOCACY.

WORK TO SUPPORT BUSINESS RETENTION AND ATTRACTION ADVOCATING FOR CHANGES TO CITY ORDINANCES AND STREAMLINED PERMIT PROCEDURES.

The PBID works nonstop to re-energize the shopping and dining experience by anticipating vacancies and maintaining an 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
- Providing more than 165 businesses concierge services to help streamline permitting processes for tenants and property owners
- Meeting with local brokers and retail executives at webinars and online conventions like the Southern California Idea Exchange

- Created and held an open-house event to connect with local brokers and share information and opportunities on Downtown Burbank
- Creating dedicated broker focused marketing materials and content on social media sites including LinkedIn marketing
- Marketing available properties in national publications such as Shopping Center Business (Readership of 75,000) and CA Centers Magazine (Readership of 30,000)



### **ANNUAL SURVEY RESULTS**

The Downtown Burbank Partnership frequently surveys businesses and property owners to gain feedback and insight on PBID activities and programs. In 2022, the PBID distributed a total of five surveys and received 270 responses from businesses and property owners.

The year-end survey was distributed in December 2022 to more than 280 businesses and property owners with 53 responding to the survey. The year-end survey requests feedback on programs and accomplishments from the past year, and gives an insight into the impact of the PBID on Downtown Burbank.

### Survey respondents were comprised of:

- 55% Restaurants
- 23% Retailers
- 15% Service Providers
- 7% Other Businesses and Hotels

### THE 2022 YEAR-END RESULTS WERE AS FOLLOWS:

87%

Are satisfied with the overall cleanliness and maintenance in Downtown Burbank

84%

Are aware of the events and happenings in Downtown

Burbank

98%

Are satisfied with the Holiday Decorations in Downtown Burbank 87%

Are satisfied with Hospitality and Social Outreach Services (provided by StreetPlus)

**79%** 

Feel there is enough communication from Downtown Burbank and the PBID 92%

Feel that Downtown Burbank is a safe place

## **ECONOMIC INDICATORS**

Downtown Burbank is a mixed-use urban neighborhood known as the core of the City of Burbank. Featuring more than 600 shops, restaurants and businesses, Downtown Burbank is situated in the heart of the entertainment industry, and the area is renowned for its dynamic street scene, outdoor dining, and pedestrian orientation. Below are the economic indicators representing Burbank\*

### **CITYWIDE INDICATORS:**

2.2M

Population in a 10 miles radius \$125K+

Annual household income

200K

**Daytime population** 

142K

Workforce population

2.8M

**Visitors annually** 

## **NEW BUSINESSES IN 2022**

DOWNTOWN BURBANK WAS HAPPY TO WELCOME THE FOLLOWING BUSINESSES IN 2022:











### **DOWNTOWN INDICATORS:**

### **HOME TO TOP EMPLOYERS**

including: Cartoon Network, Nickelodeon, The City of Burbank, and Tesla 1,150

Brand new housing units

Total hotel rooms in 4 major hotels

73.3%

Average annual

hotel occupancy

11.9%

Retail Vacancy Rate Q4 2022



\$3.93

Retail Rent Per Sq. Ft. Q4 2022



Office Vacancy Rate Q4 2022

14.2%



Office Rent Per Square Foot



Sources: HDL, CoStar, STR, and Tourism Economics.

<sup>\*</sup> The figures reflected here are higher than average due to large vacancies at the Burbank Town Center.

## 20 YEARS OF INVESTMENT IN DOWNTOWN BURBANK

For the past 20 years, the PBID has been the only constant funding mechanism in place to dedicate more than \$15.8 million in funding back 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.

### **TOTAL INVESTMENT: \$15.8M**

#### 2003

- » PBID founded with 82% of property owners in favor and a \$720,000 annual operating budget
- » Launched annual event programming featuring: the Downtown Burbank Arts Festival, Taste of Downtown Burbank, and Come Out and Dance

#### 2004

- » Initiated additional maintenance services, created a dedicated website, visitor brochure, installed identity street pole banners, launched an event program, and installed holiday décor.
- » Opened in Downtown AMC 16
- » Opened in Downtown Urban Outfitters

### 2005

- » Launched free WiFi service
- » Installed new directional wayfinding and I-5 exit signs for Downtown Burbank

### 2007

» Renewed PBID for new five-year term with 93% of property owners in favor and a \$720,000 annual operating budget

### 2008

» Developed a new look for Downtown's landscaping with stone cladding on planters, potted plants, low-flow watering system, and updated street furniture including benches, trash bins, and bike racks

### 2010

- » Launched social media program
- » Added new tenants: Flappers Comedy Club, Granville, RA Organic Spa, and Don Cuco

### 2011

- » Launched holiday decor program
- » Awarded "Best Downtown" by Los Angeles Daily News
- » Added new tenant Another Broken Egg









### 2012

- » Launched Downtown Burbank Car Classic
- » Special events program attracted 100,000+ patrons
- » Added new tenants: Crunch Fitness, GAP Factory Store, Mama Hong's Vietnamese Kitchen, Story Tavern, and Wild Carvery

### 2013

» Launched Downtown Burbank Beer Festival event

#### 2015

- » Initiated capital improvement project with upgrades to MUD Designory Paseo
- » Added new tenants Five Guys Burgers and Fries and Wood Ranch
- » Added new hotel SpringHill Suites Burbank Downtown

### 2016

- » Launched Art and Mural Program with four new Downtown murals
- » Attracted and launched the inaugural Burbank Winter Wine Walk event
- » Added new hotel Hilton Garden Inn Burbank Downtown
- » Added new tenants: Guisados, Urban Press Winery, and The Carving Board

### 2017

- » New location of largest IKEA in North America opens
- » Burbank Town Center undergoes \$65M renovation
- » Added new tenants: Tesla, Yard House, and Boiling Crab

### 2018

- » Renewed PBID for a 10-year term expanding into Zone 3 with \$1.02M annual operating budget
- » Launched comprehensive marketing campaign achieving a reach of 25M
- » Added new tenants: H&M, Shake Shack, Cookie Dough Dreams, and Cost Plus World Market
- » Initiated capital improvements to district paseos and pergolas

### 2019

- » Launched new StreetPlus Hospitality and Social Service Outreach Program
- » Added new tenants: Over/Under Public House, Orange Theory Fitness, Panini Kabob Grill, and Verdigo Boulders

### 2020

- » Developed in-street outdoor dining parklets
- » Unveiled Batman Statue on AMC Walkway
- » Rebranded the brand identity for Downtown with new graphics, website, banners, and holiday décor
- » Added new tenants Round 1 and Cheebo Express

### 2021

- » Launched Music on the Boulevard Program
- » Added new tenants: Artelice Patisserie, Finney's Crafthouse, and Sushi Stop

### 2022

- » Launched pilot Valet Parking Program
- » Added new tenants: Silverlake Ramen, Han Korean BBQ, It's Boba Time, Smash Burger, Unique Vintage, and Lusanet Collective
- » Attracted weekly Downtown Burbank Cultural Market





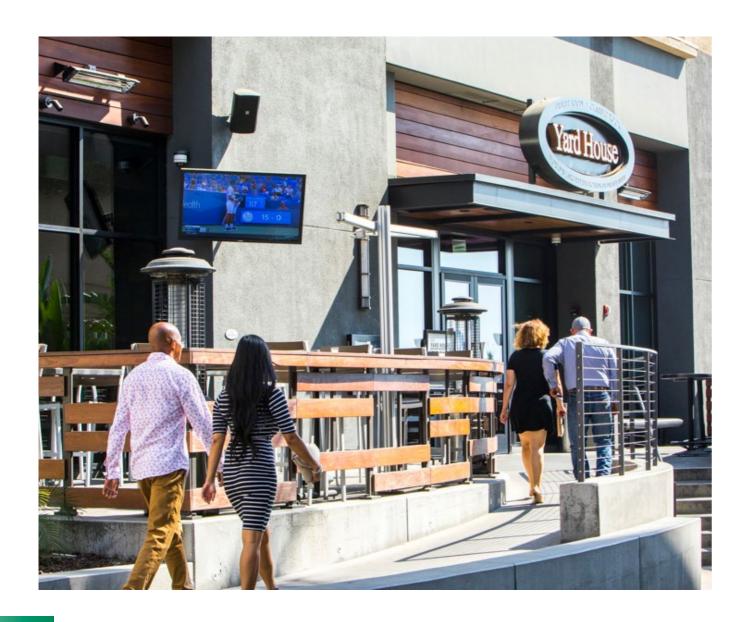




## FUTURE INVESTMENTS IN DOWNTOWN BURBANK

**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 has spurred an increase in private investment with projects such as The First Street Village, LaTerra Select Mixed-Use Development, and The Y Magnolia Village. In addition to these projects, several new and exciting mixed-use projects are in the pipeline, all working to create a livable and walkable neighborhood for residents, visitors, and employees.



## **MIXED-USE DEVELOPMENT PROJECTS:**



### APPROVED

### LATERRA SELECT

777 Front St (Zero Site)
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.



### **UNDER CONSTRUCTION**

### FIRST STREET VILLAGE

First Street and Magnolia Boulevard 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.



### PROPOSED

### THE Y MAGNOLIA VILLAGE

321 East Magnolia Blvd. Estimated Completion Date: TBD

A proposed mixed-use development in Downtown Burbank designed with an emphasis on health, wellness, and transit-oriented living. The project is proposed to include 300 units of affordable and market-rate housing, retail, and the replacement of the nearly 100-year-old Burbank YMCA with a new, state-of-the-art Y facility and Child Development Center.



## **CAPITAL IMPROVEMENTS** & MAINTENANCE

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

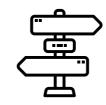
### **PROGRAMS INCLUDE:**

- Expanded maintenance services in Zone 3
- Addition of permanent outdoor parklets
- Addition of new plants and landscape design elements
- New K-Rail wrapping for outdoor parklets
- Repainting of Downtown Burbank streetlights
- Updates to the Palm Ave. Paseo and the Orange Grove Ave. Paseo
- » 12-Month One-Way Pilot Reconfiguration of San Fernando Boulevard which will include pedestrian safety enhancements
- » New district murals

## **MARKETING & EVENTS**

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

### **PROGRAMS INCLUDE:**



**UPDATED WAYFINDING SIGNAGE** 



**PAID DIGITAL ADVERTISING** 



**SOCIAL MEDIA MARKETING** 



### **PRODUCTION & CO-PRODUCTION OF EVENTS INCLUDING:**

- » The Downtown Burbank Arts Festival
- » The Burbank Winter Wine Walk
- » The Jackalope Indie Artisan Fair
- » The Weekly Farmer's Market
- » The Cultural Market

## WHAT'S IN STORE FOR 2023 (CONT'D)

### **ECONOMIC ENHANCEMENTS**

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



### **PROGRAMS INCLUDE:**



Continuation of Hospitality and Social Outreach Services via StreetPlus

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**Enhanced safety efforts, and community events** involving the Burbank Police Department

### **LEASING SUPPORT & ADVOCACY**

**GOAL:** PROACTIVE OUTREACH TO REGIONAL AND NATIONAL TENANTS BY MARKETING AVAILABLE PROPERTIES AND MAINTAINING REGULAR INTERCHANGE WITH PROPERTY OWNERS, PROSPECTIVE TENANTS, AND COMMERCIAL REAL ESTATE PROFESSIONALS.

### **PROGRAMS INCLUDE:**



Business concierge services to assist businesses with City permitting processes



Collaborating 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



Attending trade shows and conferences to attract new tenants and developments



The continuation of dedicated broker focused marketing materials, events, and LinkedIn outreach



## **DIRECTORS, BOARD & STAFF**

### **CHAIR**

Michael Cusumano, Cusumano Real Estate Group

### **VICE CHAIR**

James O'Neil, Crown Realty & Development Inc.

### **TREASURER**

**Dominick Scarola, Burbank Community Member** 

### **SECRETARY**

Ted Slaught, The Village Walk

### **BOARD**

Mary Ann Barroso-Castanon, IKEA

Christine Deschaine, Kennedy Wilson

Erik Maenner, Burbank Town Center

Patrick Prescott, Community Development Director

Brett Warner, Lee and Associates

Judie Wilke, Asst. City Manager

Parham Yedidsion, Evolution Strategic Partners LLC

**Brad Bucklin**, Professional Literary Services, non-voting member

Mark Gangi, Gangi Architects, non-voting member

Jamie Keyser, Burbank Chamber of Commerce, 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 & Senior Economic Development Analyst, City of Burbank

Aida Ofsepian, Economic Development Analyst, City of Burbank

# BURBANK