

DOWNTOWN BURBANK

DOWNTOWN BURBANK PARTNERSHIP

2023 Accomplishments
& **2024** Looking Ahead



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WELCOME

DOWNTOWN BURBANK PROPERTY OWNERS,

Since 2003, the PBID has been a driving force in supporting the evolution of Downtown into a vibrant, mixed-use urban neighborhood adding housing, entertainment, shopping, and dining establishments for residents, visitors, and employees. With an investment of more than \$17 million over the past 21 years, the PBID has helped transform Downtown from a small urban center into a regional powerhouse, and many of the improvements and programs seen today would not have been possible without the investment and the hard work of the PBID.

Looking back, 2023 was another year of progress for Downtown Burbank with expanded holiday décor, the extension of outdoor dining, installation of decking and new K-rail wraps for our in-street dining parklets, increased special events programming including a weekly Farmer’s Market and weekly Downtown Burbank Cultural Market, continuation of the Hospitality and Social Outreach Program, the installation of a new district ‘postcard’ mural, and the addition of new businesses such as Republik Coffee, PokiTomik, bb.q Chicken, and Café Grano.

The successes of Downtown Burbank would not be possible 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, these 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 the new opportunities that 2024 will bring, including new mixed-use developments and exciting retailers. On behalf of the Downtown Burbank Partnership Board, I want to extend our gratitude to everyone for their continued support. We look forward to continuing to work together to support our dynamic Downtown!

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. The PBID is managed by the City of Burbank Economic Development Team.



GOALS AND BENEFITS



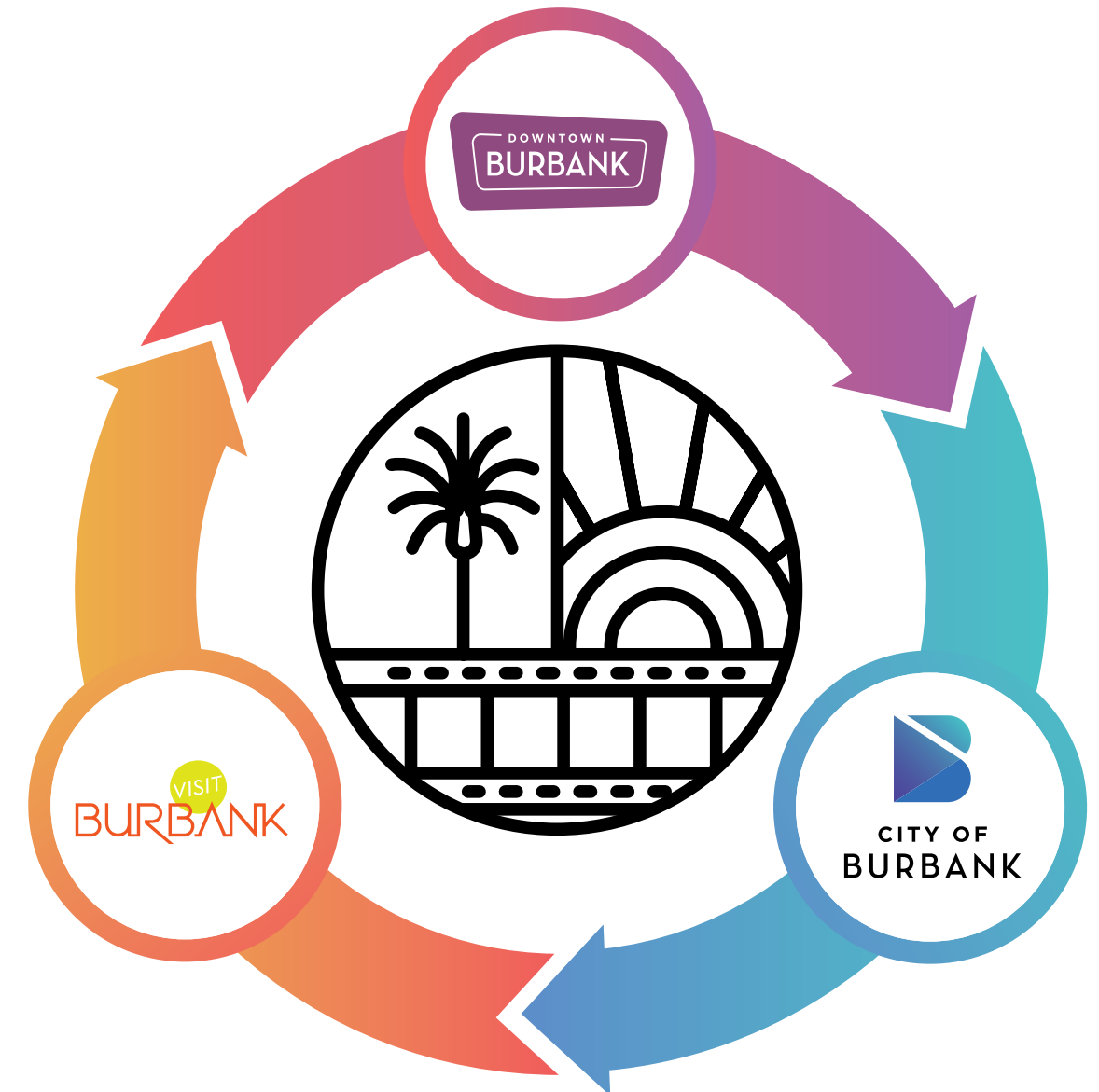
GOALS

- » Preserve and improve the aesthetics of Downtown through enhancements to capital infrastructure and increased maintenance
- » Market Downtown as a destination to increase visitation, consumer spending and events
- » 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 provide business concierge services to support businesses
- » Support the formation of a livable and walkable neighborhood

BENEFITS

By creating a stable funding mechanism, the Partnership has provided 21 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

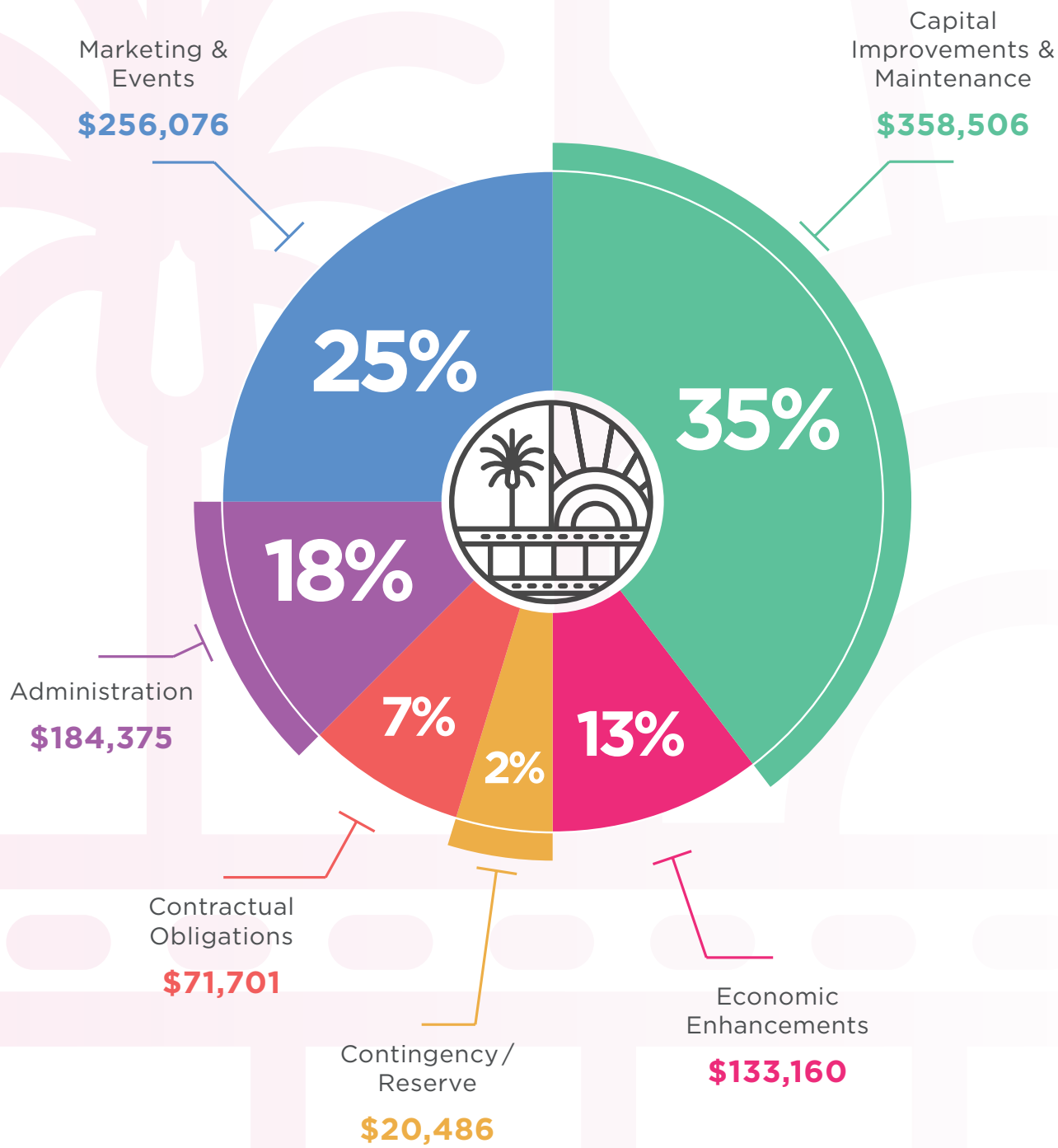


PUBLIC/PRIVATE PARTNERSHIP

Burbank Economic Development manages the efforts of the Downtown Burbank PBID by developing strategies and initiatives that enhance visitation and increase consumer spending. The PBID also collaborates closely with Visit Burbank - the City's destination marketing organization. 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 2023 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 2023 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	✓	✓	✓



2023 ACCOMPLISHMENTS

CAPITAL IMPROVEMENTS & MAINTENANCE

GOAL: PRESERVE AND IMPROVE THE AESTHETICS OF DOWNTOWN THROUGH ENHANCEMENTS TO CAPITAL INFRASTRUCTURE, AND INCREASED MAINTENANCE

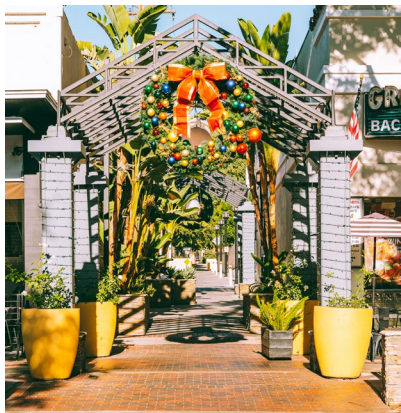


HOLIDAY DECOR PROGRAM

The 2023 holiday season included enhanced and new décor extended throughout the District from Zone 1 to Zone 3 (along San Fernando Blvd. from Verdugo Ave. to Alameda Ave.).

THE 2023 HOLIDAY DECOR PROGRAM INCLUDED:

- » 67 street trees along San Fernando Blvd. wrapped with warm LED lights and decorated with starburst ornaments
- » The 36' walk-thru tree refreshed with new ornaments and lights
- » 188 light poles wrapped with garlands and ornaments
- » Four medians in Zone 3 decorated with shimmering holiday wishes, 4' and 6' gold stars, and Nutcracker Statues
- » A LED star canopy on the AMC Walkway
- » Six pergolas wrapped in warm LED lights and embellished with wreaths
- » Ten bollards on Palm Ave. wrapped with garland and bows
- » Two custom photo-op holiday arches each adorned with garlands, and festive holiday characters
- » Two giant LED walk through Holiday Ornaments



OUTDOOR DINING PROGRAM

In 2023, 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: the installation of semi permanent outdoor decking for parklets and expanded sidewalk dining. The communal parklet 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 2023, in-street and sidewalk outdoor dining in Downtown Burbank was extended through December 31, 2024.



MURAL PROGRAM

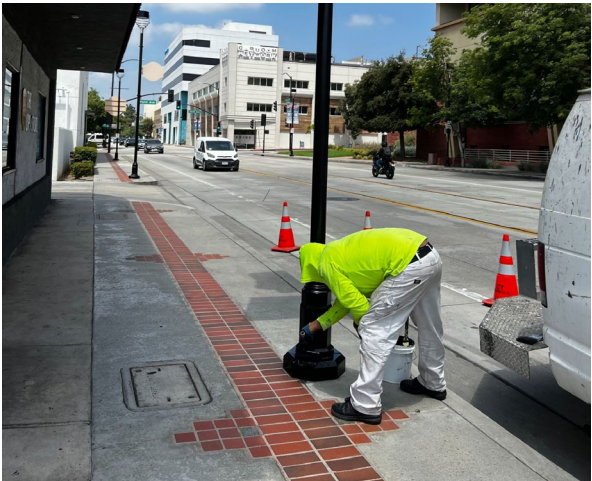
In 2023 the PBID installed the district's 13th mural. Created by local muralist Cailey Elliott, the mural features a welcoming postcard highlighting local Burbank tourism icons. The mural was funded by the PBID to generate additional social media awareness and increase visitation to Downtown Burbank.

CAPITAL IMPROVEMENTS & MAINTENANCE (CONT'D)

GOAL: PRESERVE AND IMPROVE THE AESTHETICS OF DOWNTOWN THROUGH ENHANCEMENTS TO CAPITAL INFRASTRUCTURE, AND INCREASED MAINTENANCE (CONT'D)

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.



K-RAILS/LIGHT POLES

The City Council approved a one-time mid-year funding of \$1.05 million for capital improvements and maintenance for Downtown Burbank. Some of the projects that were recently completed include the re-wrapping of the K-rails, repainting of streetlights, and irrigation repairs to the potted plants and landscaping. Additional projects like new outdoor dining furniture and replanting are currently underway.



WAYFINDING SIGNS

To complete the rebranding efforts for Downtown Burbank, new wayfinding signage was installed throughout the district replacing existing outdated signage as well as expanding with four new signs into Zone 3.

MARKETING & EVENTS

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

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: 357,460
- » Total 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

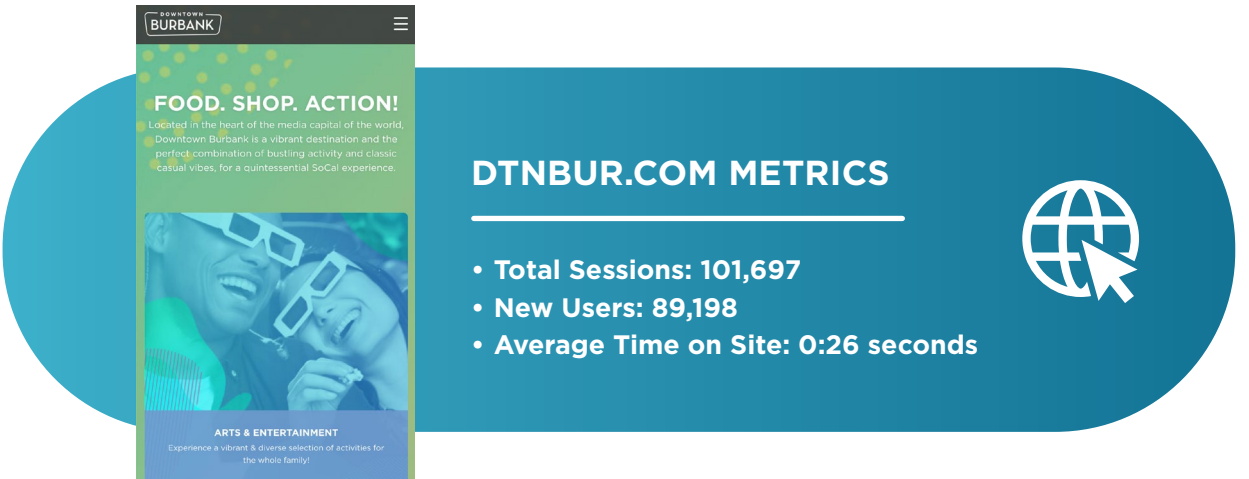
Bus Shelters:

- » Impressions: 10 Million

Newsletters:

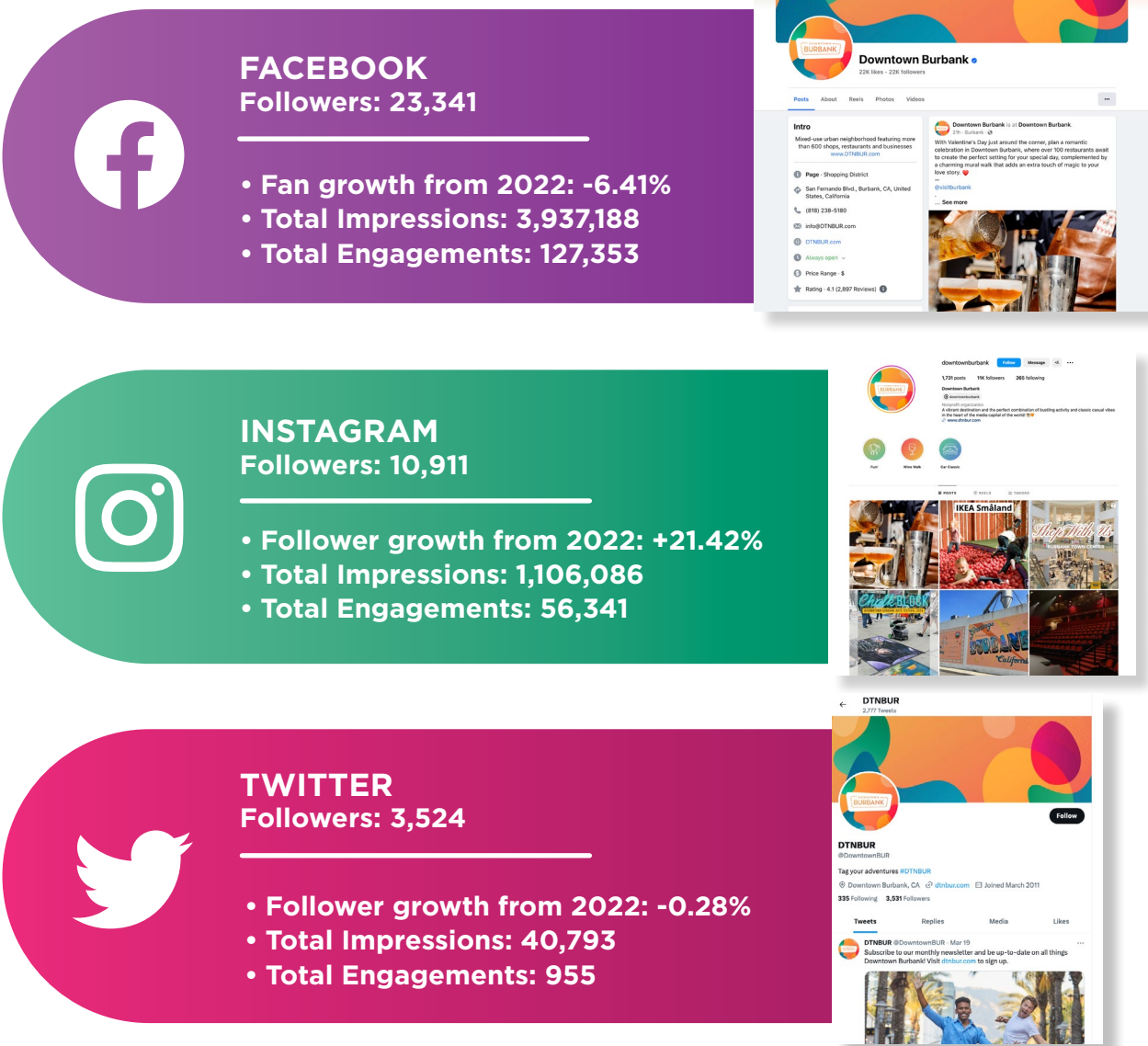
- » Total Impressions: 12,348
- » Open Rate: 49%
- » Click Rate: 4.1%

TOTAL IMPRESSIONS: 12.3 MILLION



2023 SOCIAL MEDIA METRICS

TOTAL IMPRESSIONS: 5,084,067



2023 ACCOMPLISHMENTS (CONT'D)

MARKETING & EVENTS (CONT'D)

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

STRATEGIC EVENT PARTNERSHIPS



DOWNTOWN BURBANK ARTS FESTIVAL

*June 3-4, 2023
(15,000 attendees)*

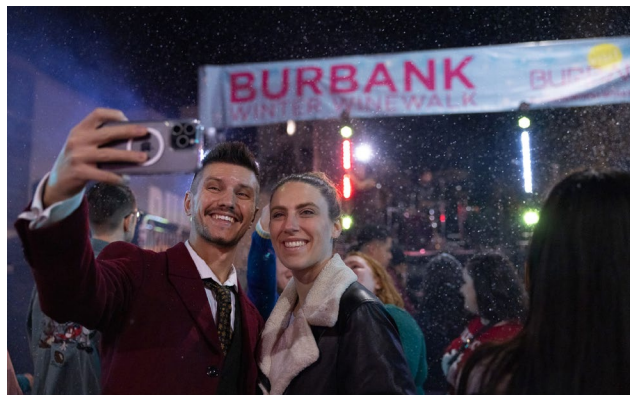
A festival featuring more than 150 artisans, live entertainment, a chalk-artist exhibition, and live mural painting.



DOWNTOWN BURBANK CULTURAL MARKET

*(Friday-Sunday Evenings)
(80,000 attendees year-round)*

A unique and exciting outdoor market featuring more than 25 local, rotating vendors selling jewelry, toys, soaps, bath bombs, candles, cakes, hot sauces, and more.



BURBANK WINTER WINE WALK

*November 12, 2023
(15,000 attendees)*

The wine tasting social event of the season, showcasing world class wineries and breweries with tasting stations inside your favorite Downtown businesses, and a holiday street fair along San Fernando Blvd.



DOWNTOWN BURBANK CERTIFIED FARMERS MARKET

*(Weekly, Saturday Mornings)
(13,500 attendees year-round)*

A weekly market featuring certified California produce, flowers, organic cheeses and specialty breads.



BURBANK WINTER ARTS FESTIVAL

*December 9-10, 2023
(10,000 attendees)*

A holiday artisan festival featuring more than 180 trend-setting indie creators, thousands of art lovers, photos with Santa, and live entertainment.

ECONOMIC ENHANCEMENTS

GOAL: ENHANCE SAFETY AND PROVIDE HOSPITALITY AND SOCIAL OUTREACH SERVICES THROUGH STREETPLUS.



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. StreetPlus Ambassadors provide the following services to Downtown Burbank seven days a week:

- » 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, and
- » 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 2023*, The Hospitality and Social Outreach Program metrics included:



Provided 62 Wellness Checks with Homeless Community Members



Resolved 25 Trespassing Issues



Assisted with 7 Homeless Individuals Blocking Public Sidewalks



Provided 43 Mental Health Checks to Homeless Individuals Requiring Special Assistance



Handled 32 Noise Complaints and Verbal Disturbances



Made 472 Social Service Contacts for Homeless Community Members



Dealt with 15 Instances of Panhandling and Assisted with 82 Street Performers

In total, 156 individuals have received housing, housing support, or transportation back to their families from Downtown Burbank since our Program's inception.

► **Figures above reflect total reporting that took place from January 1, 2023 - December 31, 2023*

LEASING SUPPORT & ADVOCACY

GOALS: WORK TO MAINTAIN A LOW VACANCY RATE THROUGH LEASING SUPPORT, BROKER OUTREACH AND BUSINESS CONCIERGE SERVICES.

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 promoting available vacancies and opportunities in Downtown
- Providing business concierge services to help streamline permitting processes for tenants and property owners
- Meeting with local brokers and retail executives at conventions like the Southern California Idea Exchange and ICSC to attract businesses and developments
- Connecting with local brokers to highlight the benefits of locating to Downtown Burbank
- Creating dedicated broker focused marketing materials and content on social media sites including LinkedIn
- Marketing available properties in national publications such as Western Real Estate Business (Readership of 55,000), Shopping Center Business (Readership of 79,000), and CA Centers Magazine (Readership of 30,160)

Choose Burbank

Burbank is the place to be! Recognized as the "Media Capital of the World," Burbank is centrally located, and features a population of 2.2 million in a 10-mile radius. With more than 1,000 creative companies, one of the top 3 AMC Theaters in the world, unique urban neighborhoods, and a diverse shopping and dining scene, it's all here — in Burbank, CA.

TOP 10 REASONS WHY YOU SHOULD CHOOSE BURBANK:

1. 2.2 MILLION POPULATION IN 10 MI. RADIUS
2. NO CITY INCOME TAX & NO GROSS SALES RECEIPTS TAX
3. EDUCATED & SKILLED WORKFORCE OF 182K
4. AVERAGE HHI OF \$124,000+
5. AMC THEATER RANKED TOP 3 GLOBALLY
6. TOP LOCAL EMPLOYERS

7. LARGEST IKEA IN THE U.S.

8. DEDICATED BUSINESS CONCIERGE SERVICES
9. PER CAPITA SALES OF \$8,500
10. DAYTIME POPULATION OF 250K

ANNUAL SURVEY RESULTS

The Downtown Burbank Partnership frequently surveys businesses and property owners to gain feedback and insight on PBID activities and programs. In 2023, the PBID conducted five surveys and received 187 total responses from businesses and property owners.

The year-end survey was distributed in December 2023 to obtain feedback on programs and accomplishments from the past year, and provide insight into the impact of the PBID on Downtown Burbank. A total of 38 survey responses were received.

Survey respondents were comprised of:

- 58% Restaurants
- 18% Retailers
- 21% Service Providers
- 3% Other Businesses and Hotels

THE 2023 YEAR-END RESULTS WERE AS FOLLOWS:

87%

Are satisfied with the overall cleanliness and maintenance in Downtown Burbank

82%

Are aware of the events and happenings in Downtown Burbank

92%

Are satisfied with the Holiday Decorations in Downtown Burbank

82%

Feel there is enough communication from Downtown Burbank and the PBID

82%

Are satisfied with Hospitality and Social Outreach Services

87%

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.*

DOWNTOWN INDICATORS:

HOME TO TOP EMPLOYERS

Including: Cartoon Network, Nickelodeon, The City of Burbank, and Tesla

848

Brand new housing units

1,029

Total hotel rooms in 4 major hotels

4.1 MILLION

Visitors to Downtown in 2023

LARGEST IKEA IN THE US


Located in Downtown Burbank

AMC THEATERS

Ranked Top 3 Globally


15.4%

Retail Vacancy Rate Q4 2023




\$3.91

Retail Rent Per Sq. Ft. Q4 2023




13.7%

Office Vacancy Rate Q4 2023



\$3.24

Office Rent Per Square Foot



Sources: HDL, CoStar, STR, and Tourism Economics.
*The figures reflected here are higher than average due to large vacancies at the Burbank Town Center.

ECONOMIC INDICATORS (CONT'D)

CITYWIDE INDICATORS:

2.2M

Population in a 10 miles radius

\$126K

Annual household income

182K

Workforce population

75%

Average annual hotel occupancy

250K

Daytime population

6M

Annual Passengers at Hollywood Burbank Airport

NEW BUSINESSES IN 2023

DOWNTOWN BURBANK WAS HAPPY TO WELCOME THE FOLLOWING BUSINESSES IN 2023:

cafe grano

est. 2023













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 Home2 Suites with more projects in the pipeline.



UNDER CONSTRUCTION

FIRST STREET VILLAGE

First Street and Magnolia Boulevard
Estimated Completion Date: 2024

Mixed-use project consisting of three six-story buildings with 275 multi-family apartments and 18,876-square-foot of ground retail and commercial space. The property is the first of its kind to include 14 affordable housing units.

MIXED-USE DEVELOPMENT PROJECTS:



APPROVED

LATERRA SELECT

777 Front Street (Zero Site)
Estimated Completion Date: 2024-2025

A mixed-use project featuring 573 rental units, a 307-room seven-story hotel, and 1,067 sq. ft. of ground retail. The residential portion consists of an eight-story building with one level of underground parking.



PROPOSED

HOME2 SUITES

129 E. Providencia Avenue
Estimated Completion Date: TBD

Five-story, 43,896-square-foot hotel with 84 rooms.



PROPOSED

AC HOTEL

550 N. Third Street
Estimated Completion Date: TBD

Six-story 196-room hotel with a 3,800 square foot ground-level restaurant and three levels of subterranean parking. Amenities to include a fitness center, lounge, pool, outdoor courtyard, and rooftop viewing deck.

WHAT'S IN STORE FOR 2024

CAPITAL IMPROVEMENTS & MAINTENANCE

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

PROGRAMS INCLUDE:

- » Addition of new plants and landscape design elements throughout the entire district
- » Updates to the AMC Walkway and the Orange Grove Ave. Paseo
- » 12-Month One-Way Pilot Reconfiguration of San Fernando Boulevard which will include pedestrian safety enhancements
- » Addition of new outdoor furniture and umbrellas in the communal dining areas

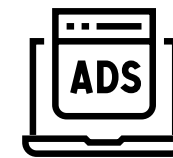
MARKETING & EVENTS

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

PROGRAMS INCLUDE:



**NEW DISTRICT
MURALS**



**DEDICATED SHOPPING AND
DINING FOCUSED SOCIAL
MEDIA CAMPAIGNS**



**FOCUSED
PROMOTIONAL,
DIGITAL MARKETING**



SPONSORSHIP OF EVENTS INCLUDING:

- » The Downtown Burbank Arts Festival
- » The Burbank Winter Wine Walk
- » The Downtown Burbank Winter Arts Festival
- » The Weekly Farmer's Market
- » The Weekly Cultural Market
- » The Burbank International Film Festival
- » The Burbank Comedy Festival

ECONOMIC ENHANCEMENTS

GOAL: ENHANCE SAFETY AND PROVIDE HOSPITALITY AND SOCIAL OUTREACH SERVICES THROUGH STREETPLUS.



PROGRAMS INCLUDE:



Continuation of Hospitality and Social Outreach Services via StreetPlus



Homeless Assistance



Coffee with a Cop events to promote safety and communication with the Burbank Police Department

LEASING SUPPORT & ADVOCACY

GOAL: MAINTAIN A LOW VACANCY RATE THROUGH LEASING SUPPORT, BROKER OUTREACH, AND BUSINESS CONCIERGE SERVICES.

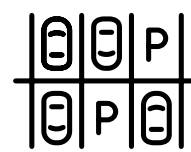
PROGRAMS INCLUDE:



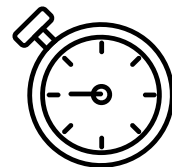
Business concierge services to assist businesses with City permitting processes



Targeted leasing and business advocacy efforts to attract new tenants and developments



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



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 Slaughter, The Village Walk

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Christine Deschaine, Kennedy Wilson

Erik Maenner, Burbank Town Center

Courtney Padgett, Assistant City Manager

Patrick Prescott, Community Development Director

Brett Warner, Lee and Associates

Judie Wilke, Assistant City Manager, Retired

Parham Yedidsion, Evolution Strategic Partners LLC

Non-Voting Members

Brad Bucklin, Professional Literary Services

Mark Gangi, Gangi Architects

Jamie Keyser, Burbank Chamber of Commerce

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