

DOWNTOWN
BURBANK



DOWNTOWN BURBANK PARTNERSHIP

2024 Accomplishments & **2025** Looking Ahead



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WELCOME

DOWNTOWN BURBANK PROPERTY OWNERS,

Since its inception in 2003, the Downtown Burbank Property Based Business Improvement District (PBID) has been a strategic catalyst for the transformation of Downtown Burbank into one of Southern California’s most dynamic urban destinations. With over \$18 million invested over the past 22 years, the PBID has delivered tangible, lasting value—fueling the area’s evolution into a vibrant, mixed-use district that attracts residents, employees, and visitors.

The continued investment into Downtown Burbank has directly supported infrastructure enhancements, beautification projects, placemaking initiatives, and consistent promotional efforts—all of which have strengthened property values, increased foot traffic, and made Downtown Burbank a more competitive and appealing environment for tenants and customers. In 2024, the PBID built on this momentum with key enhancements including:

- Expanded holiday décor and district-wide landscaping upgrades to elevate the customer experience year-round
- New outdoor dining furniture in communal dining areas to support our growing restaurant sector
- Ongoing special events such as the weekly Farmers Market and Cultural Market, which drive local spending and visitation
- Two new large-scale murals adding to the district’s visual identity and sense of place
- Continuation of the Downtown Ambassador Program, which supports a safe, welcoming environment
- The successful opening of new retail and dining businesses, including Aikan Sushi, Kalaveras, Palma Ristorante, and Teaspoon Boba

These efforts are only possible through strong collaboration with the City of Burbank’s Economic Development Team and Visit Burbank. Together, we work to attract new investment, promote business retention and expansion, and keep Downtown Burbank clean, safe, and resilient.

Looking ahead to 2025, we’re poised for even greater impact—with new mixed-use developments on the horizon and exciting new retailers entering the market. These advancements will continue to strengthen the district’s appeal and long-term value for property and business owners alike.

On behalf of the Downtown Burbank Partnership Board, thank you for your continued support and commitment to our downtown. We look forward to partnering with you in the year ahead to drive even more growth, opportunity, and success for Downtown Burbank!

Sincerely,



Michael Cusumano, Board Chair

ABOUT

The 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 businesses 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

The PBID continues to pursue a set of strategic goals designed to enhance Downtown's vitality, safety, and appeal. These objectives guide all initiatives and serve as the foundation for our projects and programs:

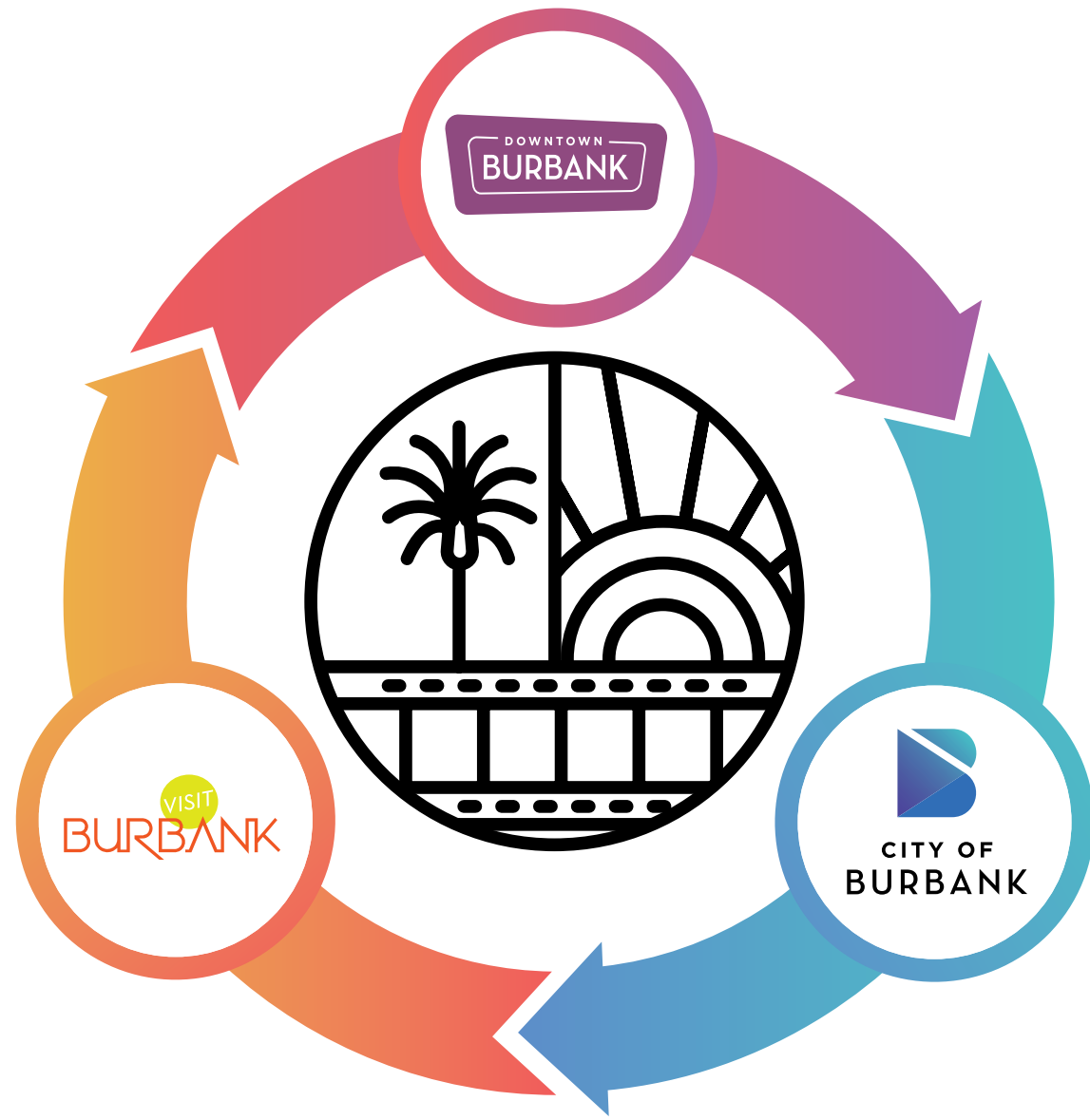
- » **Enhancing Downtown's Appearance and Infrastructure**
PBID invests in the ongoing maintenance and improvement of public spaces and capital infrastructure to ensure Downtown remains clean, attractive, and welcoming.
- » **Promoting Downtown as a Destination**
Through targeted marketing campaigns, event support, and promotional efforts, the PBID works to increase visitation, encourage consumer spending, and position Downtown as a vibrant cultural and economic hub.
- » **Improving Safety and Outreach Services**
The Downtown Ambassador Program plays a central role in creating a safe and hospitable environment by providing safety patrols, wayfinding assistance, and social outreach to individuals in need.
- » **Supporting Economic Development**
The PBID actively supports efforts to reduce commercial vacancy by facilitating leasing, engaging the broker community, and advocating for property activation and investment.
- » **Providing Business Support Services**
Through dedicated concierge services, the PBID assists businesses with navigating city processes, obtaining permits, and accessing resources. These efforts help streamline operations and encourage long-term success.
- » **Developing a Livable, Walkable Neighborhood**
PBID promotes the development of a pedestrian-friendly, mixed-use urban environment that enhances the quality of life for residents, employees, and visitors.

BENEFITS

By creating a stable funding mechanism, the Partnership has provided 22 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**



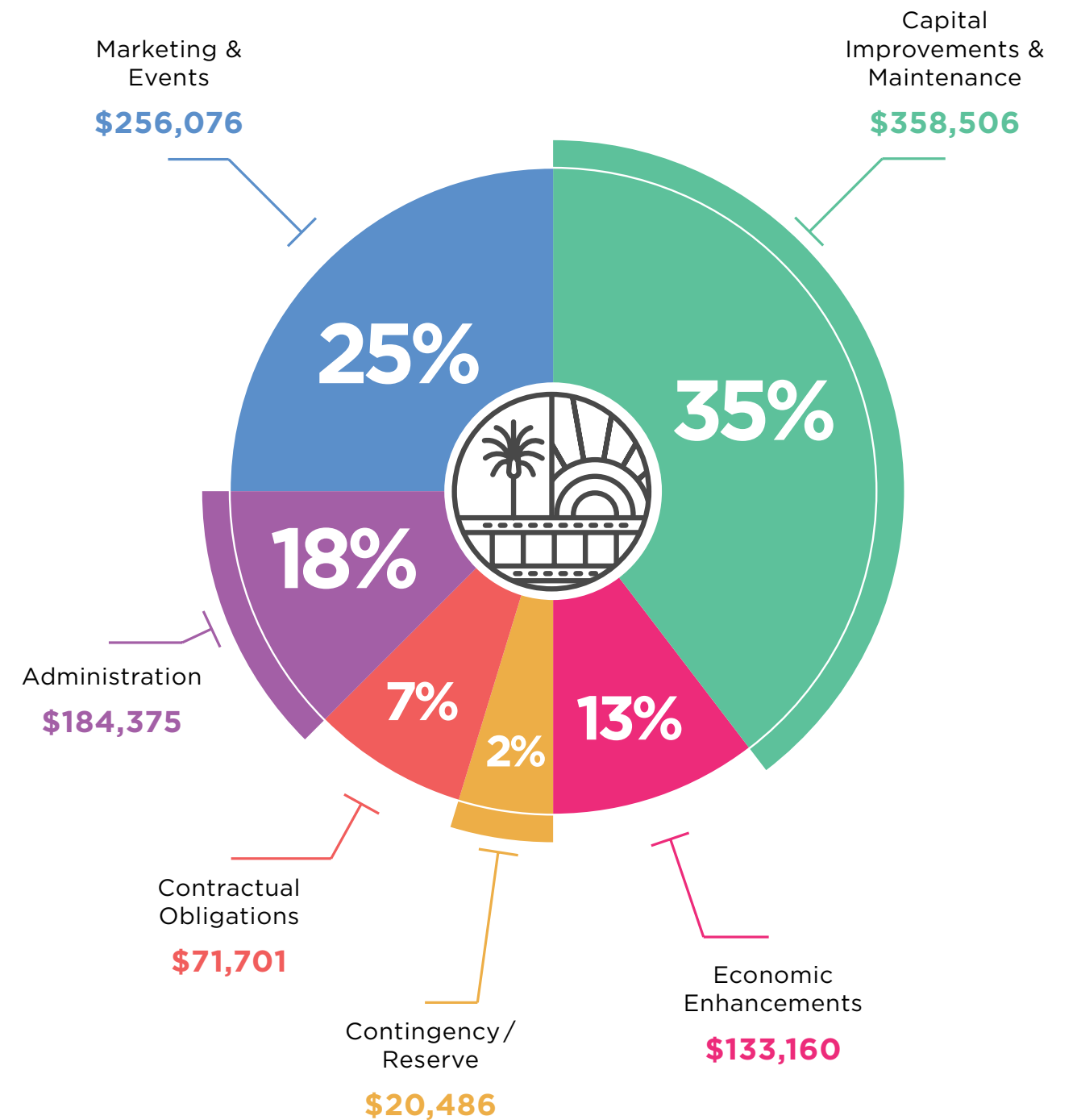


PUBLIC/PRIVATE PARTNERSHIP

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

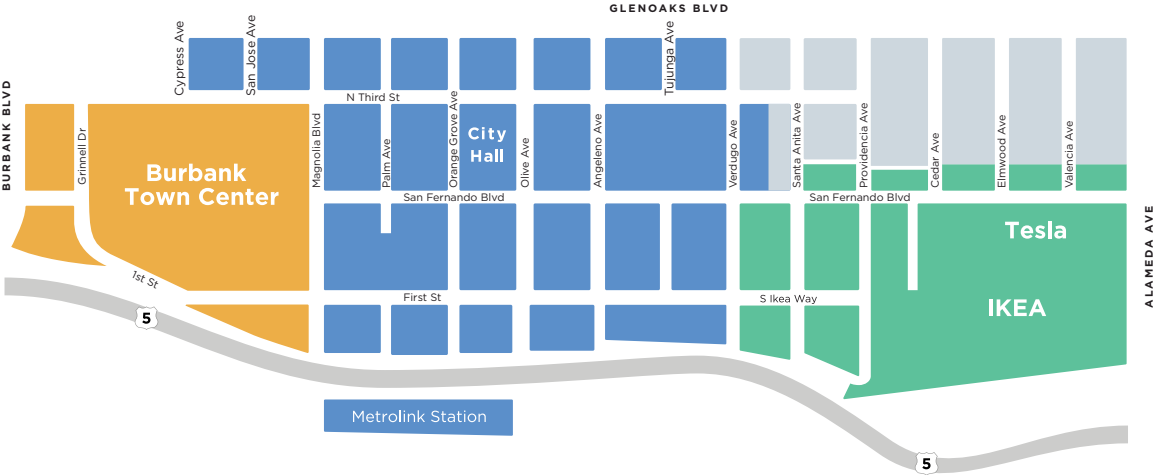
Downtown Burbank PBID operated in 2024 with a \$1,024,304 annual budget allocated as follows:



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 2024 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	Ⓢ	Ⓢ	Ⓢ



2024

ACCOMPLISHMENTS

CAPITAL IMPROVEMENTS & MAINTENANCE

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

REPLANTING AND IRRIGATION OF POTS AND PASEOS

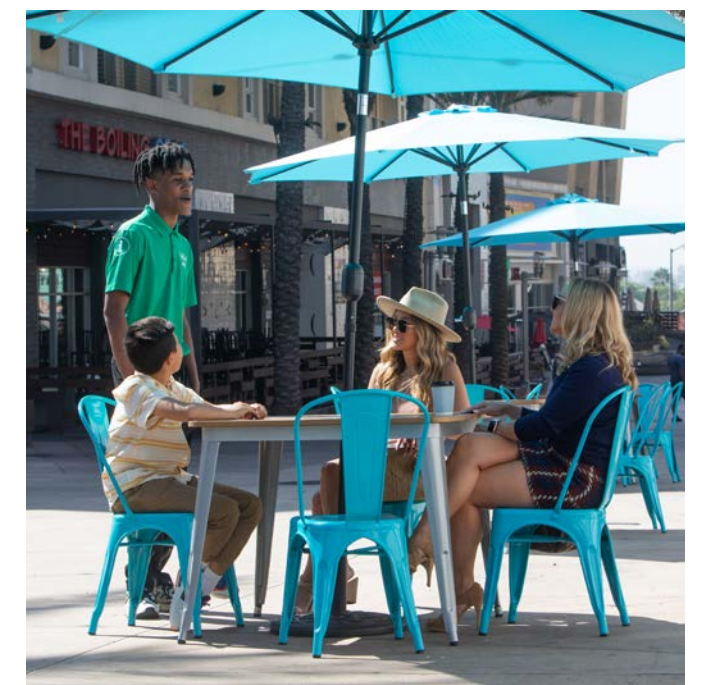
In 2024, the Downtown Burbank replanting effort brought refreshed greenery to the area. Irrigation systems in the decorative pots were repaired, and all yellow and gray pots along San Fernando Blvd. (from Magnolia Blvd. to Alameda Ave.) were replanted with new, climate appropriate plants. The paseos also received updated landscaping to enhance the pedestrian experience. The replanting phase was completed in early June, marking a major step in beautifying Downtown Burbank for residents, visitors, and businesses alike.



OUTDOOR DINING PROGRAM

To continue supporting a welcoming environment for guests, in 2024, the PBID installed new communal dining tables accented by teal chairs and umbrellas. The modern furniture creates a cohesive look for Downtown Burbank while providing additional opportunities for visitors to enjoy take-out and quick service food.

Also in 2024, the PBID advocated for the extension of in-street and sidewalk dining through the life of The Downtown San Fernando Boulevard Reconfiguration Project, reinforcing its support of local businesses and enhancing the guest experience.





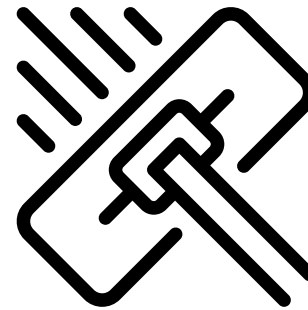
MURAL PROGRAM

In 2024, the PBID unveiled two new murals to improve the aesthetics of Downtown and attract more visitors to the area. Created by Muralé & Co., the “It All Starts Here” mural is located behind Republik Coffee, the “Women in Flowers” mural is located on the side wall of Kalaveras restaurant.

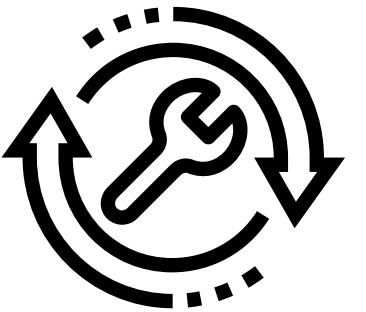
MAINTENANCE

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 pickup 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. In addition to ongoing district-wide maintenance, the PBID also manages the general cleaning and upkeep of the Downtown including cleaning of outdoor communal dining parklets, repairs to decking and furniture, and coordination of graffiti removal and reporting.

40
POWER WASHES
PER YEAR



52
WEEKS
MAINTENANCE



HOLIDAY DÉCOR PROGRAM

The 2024 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 2024 HOLIDAY DÉCOR 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 musical nutcrackers
- » 188 light poles wrapped with garlands and ornaments
- » Four medians in Zone 3 decorated with shimmering holiday trees, 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



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, and LinkedIn Ads.

Paid Search Ads:

- » Total Impressions: 613,129
- » Total Website Visits: 31,344

Facebook Ads:

- » Total Impressions: 4,643,149
- » Total Clicks: 103,219

LinkedIn Ads:

- » Total Impressions: 822,776
- » Total Clicks: 2,176

Bus Shelters:

- » Impressions: 10 Million

Newsletters:

- » Total Impressions: 7,103
- » Open Rate: 50%
- » Click Rate: 4.9%

Print Ads:

- » Shopping Center Business - Readership: 75,000
- » CA Centers Magazine - Readership: 30,000

TOTAL IMPRESSIONS: 12.4 MILLION

DOWNTOWN
BURBANK

ARTS
FEST
IVAL

JUNE 8 & 9, 2024
11AM TO 6PM
FREE ADMISSION

MORE INFORMATION:

WWW.DTNBUR.COM

PRESENTED IN
PARTNERSHIP WITH

SPONSORED BY DOWNTOWN BURBANK

40 Wine Tasting Stations

Wines from Urban Press Winery
Are Sourced and Crafted from
Premium Sonoma Grapes

Downtown Burbank
261 followers
Promoted

Build your brand even bigger. With over 600 shops and restaurants in this highly walkable and bustling 18-hour environment, there is never a dull moment in Downtown Burbank. Make the most of our exciting incentives, including business concierge services, zero city income tax, and gross sales receipt tax.

Downtown Burbank is Your Next Great Business Move
dtbur.com

CITY OF
BURBANK

YOUR NEXT RETAIL
DESTINATION!

TOP REASONS WHY YOU SHOULD
CHOOSE BURBANK:

4.1 M VISITORS
TO DOWNTOWN
BURBANK ANNUALLY

DAYTIME
POPULATION
OF 250K

AVERAGE HH OF
\$126,000+

WORKFORCE
OF 165K

LARGEST IKEA
IN THE U.S.

6M ANNUAL
PASSENGERS AT
HOLLYWOOD BURBANK
AIRPORT

NO CITY INCOME TAX
NO GROSS SALES RECEIPTS TAX
DEDICATED BUSINESS CONCERGE SERVICES

AMC THEATERS
RANKED TOP 5
GLOBALLY

TOP LOCAL EMPLOYERS
Disney NETFLIX DARRIN BROS. DISCOVERY nicoledoeon

RECENT ATTRACTION EFFORTS:

CAVA MAGNETRESS RIVIAN

Downtown Burbank

Sponsored

Downtown Burbank was made for dining out – from al fresco seating to culinary treats and great bars, there's something for everyone!

Enjoy everything
from local coffeeshops
and breakfast spots
to late night eats

dtbur.com

SoCal dining at its
best.

Learn more

1.9K

277 comments

233 shares

Like Comment Share

WEBSITE METRICS



DTNBUR.COM METRICS

- Total Sessions: 112,266
- New Users: 97,747
- Average Time on Site: 0:26 seconds



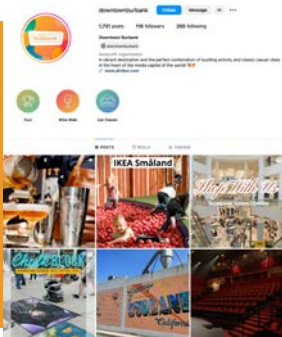
SOCIAL MEDIA METRICS

TOTAL IMPRESSIONS: 5,084,067



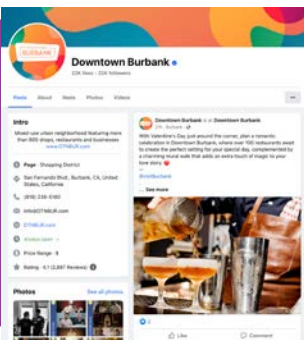
INSTAGRAM
Followers: 12,014

- Follower Growth from 2023: +10.1%
- Total Impressions: 1,106,086
- Total Engagements: 56,341



FACEBOOK
Followers: 23,287

- Fan Growth from 2023: -0.23%
- Total Impressions: 3,606,339
- Total Engagements: 76,863



LINKEDIN
Followers: 262

- Follower Growth from 2023: +2.8%
- Total Impressions: 588
- Total Engagements: 30



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



\$75,000

INVESTED BY PBID ANNUALLY TO SUPPORT
EVENTS IN DOWNTOWN BURBANK



179,400

EVENT VISITORS GENERATED
ANNUALLY TO DOWNTOWN BURBANK

STRATEGIC EVENT PARTNERSHIPS



DOWNTOWN BURBANK SUMMER ARTS FESTIVAL

*June 8-9, 2024
(15,200 attendees)*

A festival featuring more than 170 artisans, live entertainment, a chalk-artist exhibition, and live mural painting.



BURBANK WINTER WINE WALK

*November 23, 2024
(10,100 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.



DOWNTOWN BURBANK WINTER ARTS FESTIVAL

*December 7-8, 2024
(11,800 attendees)*

A holiday artisan festival featuring more than 170 trend-setting indie creators, thousands of art lovers, photos with Santa, and live entertainment.



DOWNTOWN BURBANK CULTURAL MARKET

*Weekly, Friday-Sunday Evenings
(118,000 attendees year-round)*

A unique and exciting outdoor market featuring local, rotating vendors selling artisanal snacks and handmade goods.



DOWNTOWN BURBANK CERTIFIED FARMERS MARKET

*Weekly, Saturday Mornings
(20,000 attendees year-round)*

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



ELEPHANT PARADE

*July 10 - August 31, 2024
(In partnership with Visit Burbank)*

Visit Burbank hosted the Elephant Parade, featuring 25 painted statues—11 in Downtown Burbank. The event drew global attention, with 16 million digital impressions, and introduced two local elephants: “Ms. Davis,” now touring, and “Cinephant,” permanently at City Hall.



BURBANK COMEDY FESTIVAL

*August 10-17, 2024
(2,300 attendees)*

An annual festival featuring performances from top celebrity headliners and more than 300 of the hottest new talents.



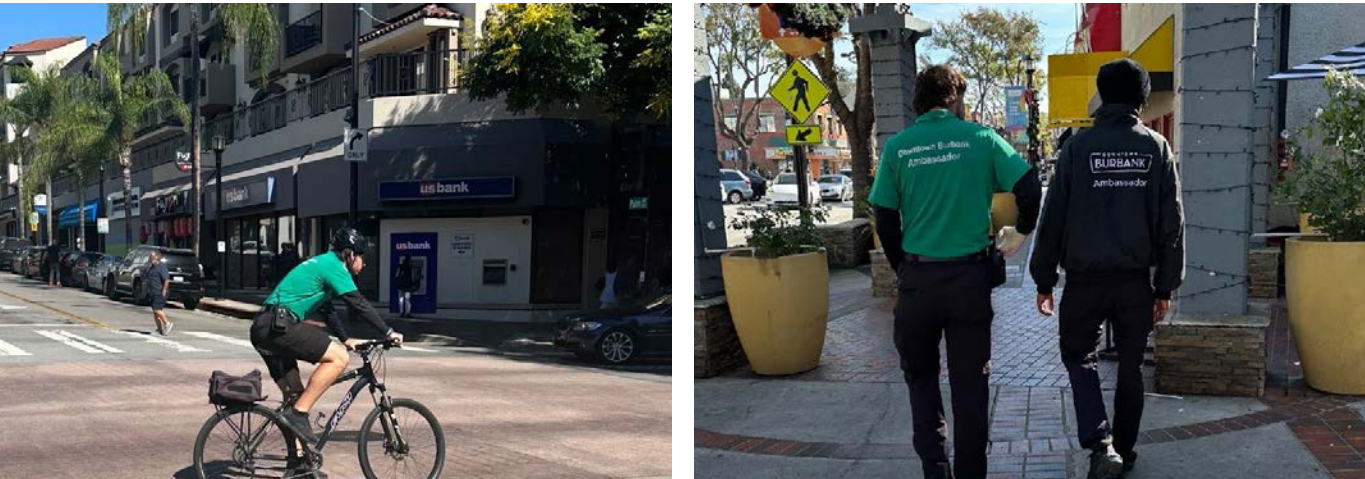
BURBANK INTERNATIONAL FILM FESTIVAL

*September 25-29, 2024
(2,000 attendees)*

An annual festival that celebrates independent filmmaking by showcasing a diverse range of films from around the world.

ECONOMIC ENHANCEMENTS

GOAL: ENHANCE SAFETY AND PROVIDE HOSPITALITY AND SOCIAL OUTREACH SERVICES THROUGH AN AMBASSADOR PROGRAM.



DOWNTOWN BURBANK AMBASSADOR PROGRAM:

The goal of the Downtown Burbank Ambassador Program is to create a safe environment in Downtown, supporting increased visitation, consumer spending, and property values while also addressing concerns from visitors, residents, and businesses.

- » 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, Ambassadors provide additional cleaning services and wipe downs of high touchpoint areas including traffic signals, street furniture, and communal dining areas.

Results for 2024 Downtown Burbank Ambassador Program:



*Figures above reflect total reporting that took place from January 1, 2024 - December 31, 2024

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 social media content and supporting networking events for the broker community.
 - 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)

TOP 10 REASONS TO CHOOSE DOWNTOWN BURBANK

12.2 MILLION POPULATION IN 20 MIN. DRIVE-TIME

2MORE THAN 600 SHOPS & RESTAURANTS

3PRIME LOCATION RIGHT OFF THE I-5 FREEWAY

4AVERAGE HHI OF \$132K+

5AMC THEATER RANKED TOP 3 GLOBALLY

6TOP LOCAL EMPLOYERS

nickelodeon

Disney

TESLA

RIVIAN

7LARGEST IKEA IN THE U.S.

89,000 PARKING SPACES

9DEDICATED ALFRESCO DINING

104.1 MILLION VISITORS ANNUALLY

DOWNTOWN BURBANK

ANNUAL SURVEY RESULTS

The PBID frequently surveys businesses and property owners to gain feedback and insight on activities and programs. In 2024, the PBID conducted five surveys throughout the year and received 187 total responses from businesses and property owners.

A final year-end survey was distributed in December 2024 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 22 survey responses were received.

Survey respondents were comprised of:

- 59% Restaurants
- 23% Retailers
- 18% Service Providers

THE 2024 YEAR-END RESULTS WERE AS FOLLOWS:

86%

Are satisfied with the overall cleanliness and maintenance in Downtown Burbank

82%

Are aware of the events and happenings in Downtown Burbank

91%

Are satisfied with the holiday decorations in Downtown Burbank

91%

Are satisfied with the Downtown Burbank Ambassador Program

91%

Feel that Downtown Burbank is a safe place

PG.26 Downtown Burbank Partnership / Annual Report

Downtown Burbank Partnership / Annual Report PG.27

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: Nickelodeon, The City of Burbank, Tesla, Hollywood Production Center, and ICON Collective

848

Brand New
Housing Units

600

New
Hotel Rooms

4.1 MILLION

Visitors to Downtown
in 2024

LARGEST IKEA
IN THE US

Located in
Downtown Burbank

AMC THEATERS

Ranked Top 3
Globally

15.3%

Retail Vacancy
Rate Q4 2024



\$3.84

Retail Rent Per
Sq. Ft. Q4 2024



29.6%

Office Vacancy
Rate Q4 2024



\$3.36

Office Rent
Per Square Foot
Q4 2024



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

CITYWIDE INDICATORS:

2.2M

Population in a
10 miles radius

\$132K

Annual household
income

165K

Workforce
population

78%

Average annual
hotel occupancy

250K

Daytime population

6.5M

Annual passengers at
Hollywood Burbank Airport

NEW BUSINESSES IN 2024

DOWNTOWN BURBANK WAS HAPPY TO WELCOME THE FOLLOWING BUSINESSES IN 2024:



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, Intro by La Terra, and Home2 Suites with more projects in the pipeline.



UNDER CONSTRUCTION

FIRST STREET VILLAGE

First St. and Magnolia Blvd.
Estimated Completion Date: 2025

Mixed-use project consisting of three six-story buildings with 275 multi-family apartments and 18,876 sq. ft. 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
INTRO BY LA TERRA

777 Front St. (Zero Site)
Estimated Completion Date: 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
AC HOTEL

550 N. Third St.
Estimated Completion Date: TBD

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



PROPOSED
HOME2 SUITES

129 E. Providencia Ave.
Estimated Completion Date: TBD

Five-story, 43,896 sq. ft. hotel with 84 rooms.

WHAT'S IN STORE FOR

2025

CAPITAL IMPROVEMENTS & MAINTENANCE

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

PROGRAMS INCLUDE:

- » Maintaining weekly maintenance services including trash pickup, sidewalk sweeping, three times monthly power washing, and graffiti removal
- » Ongoing maintenance and repairs to communal outdoor dining parklets
- » Updates to the AMC Walkway and Palm Ave. Paseos to create additional public open space
- » The addition of a new mural to enhance walkability and aesthetics
- » Installation of district-wide holiday décor and year-round ambient lighting

ECONOMIC ENHANCEMENTS

GOAL: ENHANCE SAFETY AND PROVIDE HOSPITALITY AND SOCIAL OUTREACH SERVICES THROUGH AN AMBASSADOR PROGRAM.

PROGRAMS INCLUDE:



**Enhanced Downtown
Burbank Ambassador
Program**



**Daily communal dining
parklet maintenance, and
reporting of public health
and safety concerns**



**District support services
including homelessness
assistance, street
performer management,
and daily business
outreach**

MARKETING & EVENTS

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

PROGRAMS INCLUDE:

- ▶ **DEDICATED SHOPPING AND DINING FOCUSED SOCIAL MEDIA CAMPAIGNS**
- ▶ **FOCUSED PROMOTIONAL, DIGITAL MARKETING**
- ▶ **STRATEGIC EVENT PARTNERSHIPS:**
 - » The Downtown Burbank Summer Arts Festival
 - » The Burbank Winter Wine Walk
 - » The Downtown Burbank Winter Arts Festival
 - » The Weekly Farmers Market
 - » The Weekly Cultural Market



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



Dedicated public relations strategy to promote evolution of Downtown and assist with future business attraction and investment





DIRECTORS, BOARD & STAFF

CHAIR

Michael Cusumano, Cusumano Real Estate Group

VICE CHAIR

James O'Neil, Crown Realty Group

TREASURER

Dominick Scarola, Burbank Community Member

SECRETARY

Ted Slaughter, The Village Walk

BOARD

Voting Members

Mary Ann Barroso-Castanon, IKEA

Christine Deschaine, KWP Real Estate

Erik Maenner, Burbank Town Center

Courtney Padgett, Assistant City Manager

Patrick Prescott, Community Development Director

Brett Warner, Lee and Associates

Parham Yedidsion, Evolution Strategic Partners LLC

Non-Voting Members

Brad Bucklin, Professional Literary Services

Mark Gangi, Gangi Architects

Jamie Keyser, Burbank Chamber of Commerce

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 Cardwell, Operations Manager, Downtown Burbank Partnership & Senior Economic Development Analyst, City of Burbank

Aida Ofsepan, Economic Development Analyst, City of Burbank

A large, diverse crowd of people is shown in a red-tinted overlay. The people are of various ages and ethnicities, looking in different directions. In the foreground, a woman in a striped dress is smiling, and a man in a patterned shirt is looking towards her. The background is filled with many other people, some looking directly at the camera.

DOWNTOWN BURBANK

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