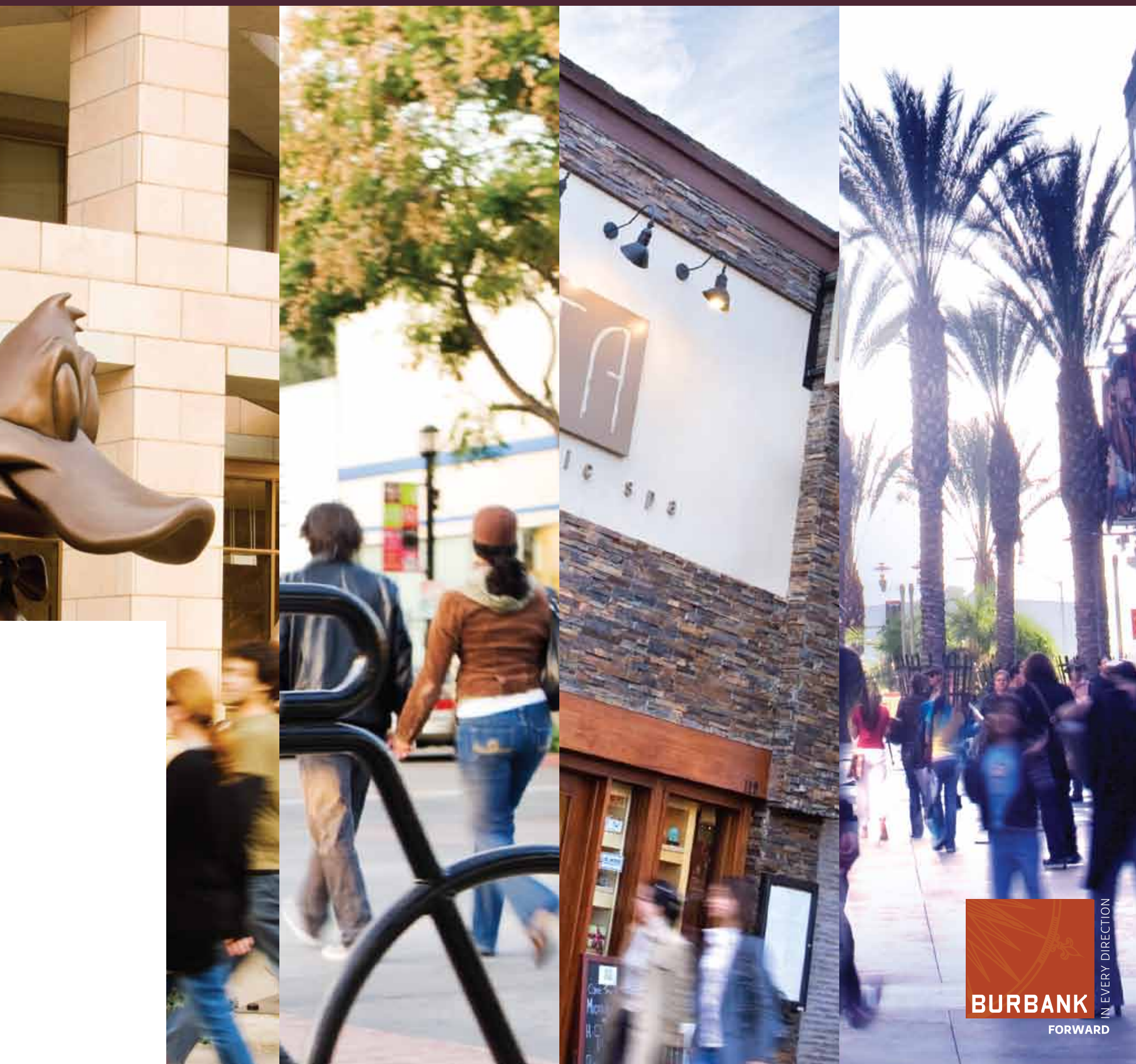
CITY OF BURBANK
ECONOMIC DEVELOPMENT ANNUAL REPORT
FISCAL YEAR 2010–2011



EXECUTIVE STATEMENT

As a media capital buzzing with entertainment companies such as Warner Bros., Walt Disney Company and ABC, Burbank has positioned itself as the premiere Southern California destination for businesses, residents and visitors for years to come.

With major initiatives and strategies in place to increase economic vitality, Burbank has weathered through the storm and navigated its way to the top. Major vacancies that were once an eyesore are thriving destinations such as Flappers Comedy Club (former Macaroni Grill), Burlington Coat Factory (former Mervyns), Nordstrom Rack (former Linens 'N' Things) and Ashley Furniture (former Circuit City).

Through an enhanced marketing and branding campaign and the City's commitment to sustainability, infrastructure and competitive business incentives, Burbank is on the map as a leading global center catering to the needs of the media industry while diversifying its portfolio to include green technology, medical technology and grass roots entrepreneurial businesses.

Most recently e-Solar, a company that designs and develops cost-effective commercial-scale solar panels, moved its headquarters with 90 employees to Burbank.

Burbank has taken charge of forecasting the needs of businesses by providing them with the resources they need to expand and grow. With the launch of ONE Burbank (Optical Network Enterprise Burbank), a new high speed service and quality data communication provided by Burbank Water and Power (BWP), Burbank delivers high-quality and high-reliability as well as a secure infrastructure for the Burbank business community, which is another key component in attracting and retaining business here.

BWP is also launching a comprehensive Smart Grid infrastructure, which will improve energy efficiency and allow commercial and residential customers to take advantage of demand-response pricing.

Unemployment rates for Burbank remain lower than the rates for Los Angeles County and the State of California, and office occupancy is the highest in the tri-city region of Burbank, Glendale and Pasadena.

With small business as the driving force for economic recovery and the key to lowering the unemployment rate, Burbank continues to provide the tools and resources necessary to keep start-up and owner-operated companies thriving. With programs like Team Business and Shop Burbank, the business community can take advantage of free or minimal cost resources to take their business to the next level.

The City of Burbank is poised for growth, and is excited to be a collaborating partner for economic growth and vitality. Please join us as we look forward to creating groundbreaking partnerships with you!

Sincerely,

Mike Flad, Burbank City Manager

EXCELLENCE IN ECONOMIC DEVELOPMENT

The Burbank Economic Development Team (l to r):
Mary Hamzoian, Economic Development Manager; **Mike Flad**, City Manager;
Greg Herrmann, Community Development Director;
Ruth Davidson-Guerra, Asst. Community Development Director;
Joy Forbes, Deputy City Manager

With the directive to keep Burbank at the forefront of business retention and expansion efforts and to create new opportunities by attracting new businesses to the area, the Economic Development Team has focused its efforts on moving "forward in every direction." Spearheaded by City Manager Mike Flad, the Economic Development Team was launched in August 2009 to pursue strategic and aggressive approaches to economic vitality and growth for Burbank. At the same time, the Team reinforces long term City Council goals for a robust economy.

In the current nationwide downturn, economic development is more essential than ever to bolster City services such as police, fire, parks and recreation facilities, youth and senior centers, libraries and schools. Without support, needed services would require substantial cuts, resulting in a diminished standard of living for everyone. To that end, the mission of the Economic Development Team has been steadfast in its commitment to job growth, encouraging a dynamic business culture and boosting the high quality of life that characterizes Burbank.

PROVIDING THE RIGHT TOOLS AND RESOURCES FOR THE BUSINESS COMMUNITY WITH:
No City income tax • No gross sales receipt tax • Clean and safe city • One-stop streamlined permitting process

Burbank has put itself on the map as a "business forward" city. Continuing to expand upon its strengths and partnering with a network of public/private organizations, the Economic Development Team strives to achieve excellence in the business of attraction, expansion, retention, marketing, training and collaboration. This theme comes alive in such City sponsored initiatives as Team Business, Shop Burbank, Visitor and Dining Guide, targeted marketing and media campaigns, grand openings and encouraging sustained commercial activity citywide.

In one of the most competitive markets in the country, Burbank continues to remain on top by providing excellent levels of service and commitment that residents, businesses and visitors have come to expect.

HIGH RETURNS FOR EVERYBODY

COMPETITIVE REGIONAL, STATEWIDE AND NATIONAL HUB

The Economic Development Team has developed a wide spectrum of marketing tactics that appeal to diverse audiences, from consumers, to decision makers, to travelers/visitors and new homeowners. The main focus of these efforts is to strategically position Burbank as a competitive regional, statewide and national hub for business and residence. Here are a few key events that have placed Burbank on the map as a business forward city:

- **Special Events**
  The Economic Development Team partnered with three world-class events in 2010, attracting 65,000 visitors. Events are the perfect foundation for generating free media coverage, increasing the ongoing branding and awareness efforts of Burbank as it appears in print, on television and on the Internet.

  2010 events include: **The Creative Talent Network Expo (CTNx)** returning in 2011 for its third year to the Burbank Airport Marriott Convention Center, is the only dedicated expo for animation talent in the USA. CTNx connects thousands of animation artists, studio executives and industry leaders both locally and internationally here in Burbank.

  The **Burbank International Film Festival** returning for its third year to Downtown Burbank highlight's Burbank's outstanding contributions to filmmaking by showcasing talented filmmakers from around the world. Last year's festival attracted 6,000 attendees with seminars, panels, tributes, after parties and celebrity events.

  Cavalia: A Magical Encounter Between Human and Horse sold out their 28-day run with over 55,000 attendees during the course of six weeks. Cavalia's poetic tribute to horses with riders, acrobats, aerialists, dancers and live musicians delivered exceptional media coverage, record-breaking crowds, and celebrities such as Larry King.

- Citywide Shopping Incentives
  The Shop Burbank program encourages Burbank's 104,000 residents and 100,000 employees to spend their dollars in Burbank. Shop Burbank delves deep into business and residential communities by offering discounts and specials from as many as 200 Burbank-based shops and restaurants. **www.shopburbank.org**

- **Citywide Dining Promotion**
  A restaurant guide and website was developed to increase visitor dwell time in Burbank as well as to attract new customers to the city's budding restaurant scene. **www.yumyumburbank.com**

- Launching the Brand Identity and Marketing Campaign
  The Economic Development Team focused on enhancing the marketing and branding efforts for Burbank by promoting the city's retail, entertainment, dining, office and residential amenities and by establishing a clear identity for Burbank. The campaign, now in its second phase, embodies a fresh approach to brand the city as a sophisticated and hip urban destination.

BUSINESS OUTREACH COMMUNICATIONS & SUPPORT

The Economic Development Team has established a proactive and hospitable environment for business attraction and retention including:

- **Leasing Packet and Broker Relations**
  Reflecting the new branding campaign, the Economic Development Team produced a sleek and refined leasing packet aimed at attracting the next generation of companies to Burbank. The packet condenses critical facts and figures intended to catch the eye of entrepreneurs on the go. For in depth information, there is an accompanying USB key with full demographic and other details.

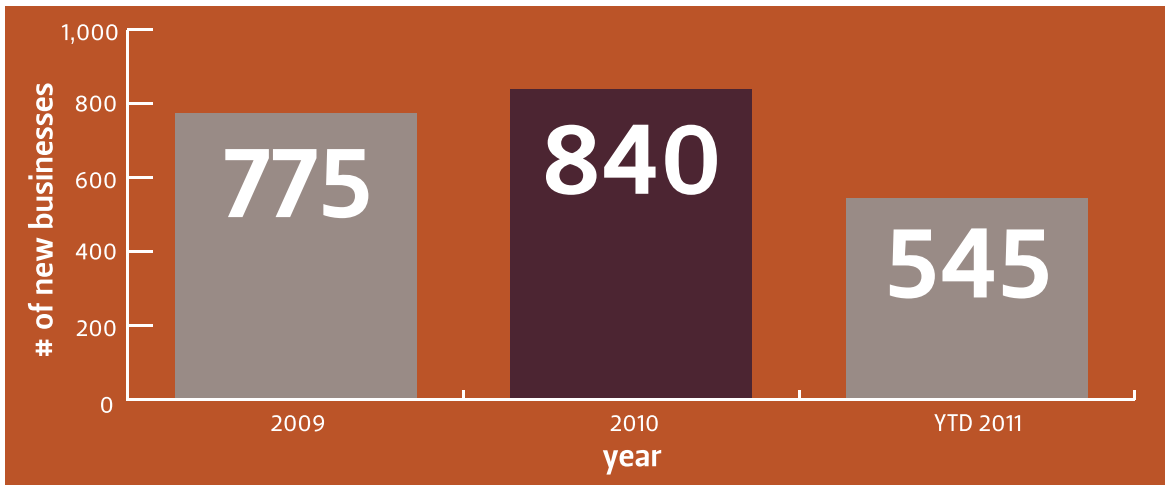
  The leasing packet was launched in style with full page cover wraps on special editions of the **Los Angeles Business Journal** and **San Fernando Valley Business Journal** aimed at commercial leasing brokers.

- **Streamlining Permitting**
  To encourage a prosperous commercial environment and to create a point of difference for Burbank's business forward policies, the Economic Development Team has encouraged a one-stop permitting process. This allows businesses interested in expanding or relocating to Burbank receive first class treatment from Economic Development staff, which personally assists and oversees businesses needs from start to finish. This has reduced process time by more than 35% in many cases.

- **Team Business**
  Team Business provides free networking opportunities, education and one-on-one professional consulting services to Burbank residents, businesses and Chamber members. Themes include: Starting Up a New Business; Business Planning; Business Loans; Marketing; Advertising; Customer Service; Creativity and Innovation; Website Creation and Green Business Strategies. More than 605 individual entrepreneurs are assisted annually in this city-funded program.

- **Business Assistance Program**
  The Business Assistance Program was created by the Economic Development Team to provide economic assistance to companies expanding or relocating to Burbank. It is designed to be flexible for many types of industries and encourages job creation, opportunities for synergy with existing business sectors, revenue generation, business diversification and community enhancement. Most recent beneficiaries of the program include Flappers Comedy Club.

- **Encouraging an Entrepreneurial Environment**
  Despite sluggish national trends, Burbank opened 50 new retailers, restaurants, offices and industrial uses from 2010 to 2011. New businesses represented more than 300,000 sq. ft. of leasable space including:



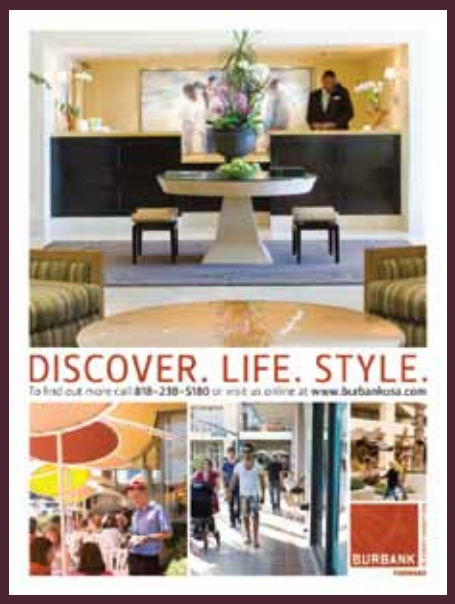
NEW BUSINESSES INCLUDE:

Retail	Food	Commercial/industrial
Nordstrom Rack	Olive and Thyme	Discovery The HUB
Dylan Keith Salon	Panera Bread	e-Solar
Racer's Edge Indoor Karting	Prizzi's	Media Max Online
24-Hour Fitness Burbank Empire Super Sport Club	Pam Mac D's	MTV
	Gluten-Free Specialty Store	Outlook Amusement

OPENING IN 2011
Casa Cabo Bar & Grill • Ardwin Freight • KCET • DC Comics • Pho Company
Lake Street Creamery • Fresh and Easy Express

FOCUSED ATTRACTION, RETENTION & EXPANSION

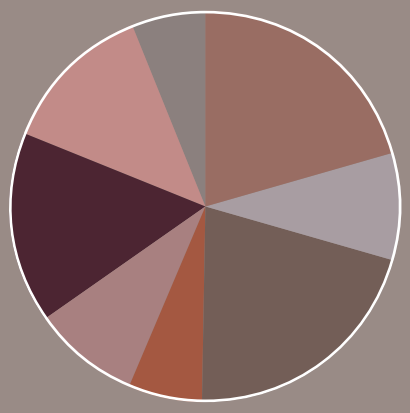
BURBANK IN THE NEWS
The Economic Development Team maintains Burbank at the forefront of business and lifestyle news. This includes frequent articles and advertisements in consumer lifestyle, business, in-flight and social media, keeping Burbank on the vanguard in consumers' minds.



Targets include businesses seeking to expand, travelers visiting the area and new homebuyers. The campaign has reached more than 20 million consumers nationwide via the following media:

- Angeleno Magazine
- Burbank Leader
- Burbank Times
- Business Life
- BusinessWire.com
- California Centers
- Daily Bruin
- DrinkEatTravel.com
- KFWB News 980
- LA Confidential (print & online)
- LA Eater online
- LA Weekly
- Los Angeles Business Journal (print & online)
- Los Angeles Magazine (print & online)
- Los Angeles Times
- Pasadena Magazine (print & online)
- Performances Magazine – Hollywood Bowl
- San Fernando Valley Business Journal (print & online)
- Shopping Center Business
- Southwest Airlines – Spirit Magazine (print & online)
- The Huffington Post
- US Airways-in-flight Magazine (print & online)
- Western Real Estate Magazine (print & online)
- Where Guestbook
- Where Magazine

BURBANK BUSINESSES BY INDUSTRY



- Consumer Services* – 21%
- Beauty/Fitness – 9%
- Retail/Restaurants – 21%
- Automotive – 6%
- Manufacturing – 9%
- Entertainment/Related Services – 16%
- Medical Services – 13%
- Other – 5%

*Includes Attorneys, Brokers, Cleaning, Home Repair, etc.

BURBANK'S TOP TEN EMPLOYERS

1. The Walt Disney Co. – 7,900
2. Warner Bros. – 7,400
3. Providence St. Joseph Hospital – 2,850
4. Bob Hope Airport – 2,400
5. ABC, Inc. – 2,300
6. Burbank Unified School Dist. – 1,800
7. City of Burbank – 1,700
8. NBC/Universal – 1,300
9. FotoKem Industries – 600
10. Crane/Hydro Air Company – 600

BURBANK CITY STATS

Burbank experienced across-the-board improvement in 2010 despite a weak regional and national economy. Advances were due to the City's diverse economic base, targeted marketing and proactive business practices.

		2009	2010	% CHANGE
RETAIL	RETAIL SALES	$26,570,012	$27,412,826	3.17%
TOURISM	TRANSIENT OCCUPANCY TAX	$5,173,414	$5,433,724	5.03%
HOUSING	HOUSING UNITS SOLD	532	560	5.26%
FORECLOSURES & DEFAULTS	NOTICE OF DEFAULT	921	544	-40.93%
	FORECLOSURES	189	178	-5.82%
VACANCY RATE	CITYWIDE OFFICE VACANCY RATE IS AMONG THE LOWEST IN L.A. COUNTY			9.8%

LOOKING FORWARD

- Tourism Business Improvement District
  The proposed Burbank Tourism Business Improvement District (T-BID) is a benefit assessment district spearheaded by the Economic Development Team to market Burbank as a first rate visitor, meeting and event destination.

  Once formed, the T-BID will promote Burbank's many attractions to individual travelers, tour operators, meeting planners and destination marketing companies in a sustained media campaign targeting over night stays, day travelers, meetings and conventions.

- Shop Burbank Loyalty Program
  Shop Burbank will continue to be a pioneering shopping incentive with advances that will create strategic alliances with electronic coupon leaders such as Yelp, Groupon and Family Finds; completely integrating social media into the program, and transmitting instantaneous offers directly to patrons smart phones.

- Official City of Burbank Visitor Guide
  With tourism and continued visitor awareness of Burbank on the forefront of the Economic Development Team's efforts, the launch of an annual City of Burbank Visitor Guide highlighting all of the events, attractions, hot spots, retailers and restaurants in Burbank is on the horizon for 2012.

ESSENTIAL PARTNERS

The Economic Development Team partners with a network of independent organizations charged with revitalizing Burbank's business sectors, districts and neighborhoods. By uniting in the common purpose of stimulating commercial, civic and social activity, each organization marches in-step to deliver what's best for Burbank. Specifically for Downtown Burbank Partnership and Magnolia Park Partnership, the Economic Development Team provides leasing and branding support, assists with business grand openings, works on zoning and parking issues and helps to leverage additional funds and services from the City of Burbank during the districts' major events.

Magnolia Park CommunityAdvisory Committee

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