Weekly Management Report
February 26, 2016

1. **Synopsis** - International Council of Shopping Centers Idea Exchange Expo, January 27, 2016 - Community Development Department

2. **Synopsis** - Community Development Goals Committee Meeting of February 18, 2016 - Community Development Department

3. **Minutes** - Civil Service Board Meeting of February 3, 2016 - Management Services Department

4. **Synopsis** - Planning Board Meeting of February 22, 2016 - Community Development Department

5. **Synopsis** - Burbank Cultural Arts Commission Meeting of February 11, 2016 - Parks and Recreation Department

6. **Notes** - City Notes, February 19, 2016 - City Manager

city of burbank
community development department

memorandum

DATE: February 18, 2016

TO: Ron Davis, Interim City Manager

FROM: Patrick Prescott, Interim Community Development Director
Via: Ruth Davidson-Guerra, Assistant Community Development Director
By: Mary Hamzoian, Economic Development Manager

SUBJECT: International Council of Shopping Centers Idea Exchange 2016

The International Council of Shopping Centers held its annual Idea Exchange Expo on January 27th in Downtown Los Angeles. The one-day event provided an opportunity for attendees to gain information about current industry trends, network with colleagues and make deals in the commercial real estate realm.

Economic Development staff attended the event to promote Burbank as a prime retail/restaurant destination. The highlight of the event was during the "Deal Making" portion, where staff met with various developers, tenants, brokers, and industry professionals who were interested in relocating or expanding in Burbank, such as DSW Shoes, Firehouse Subs, The Boiling Crab Restaurant, Carvana (a unique distribution facility for cars purchased online), Bar Louie (a contemporary restaurant and bar), SkyZone (an indoor trampoline park), Fantastic Sam's and ABC Little School. Dozens of other tenants, property owners and brokers that had previously worked with Burbank approached staff and were very complimentary of Burbank's business forward initiatives, marketing strategies (including the Los Angeles & San Fernando Valley Business Journal cover-wraps), and business attraction efforts.

Staff distributed an updated Retail/Restaurant Attraction Brochure highlighting Burbank's business incentives, development sites and available retail/restaurant locations, the Economic Development Fiscal Year 2014-2015 Annual Report, and the Citywide Leasing Packet.

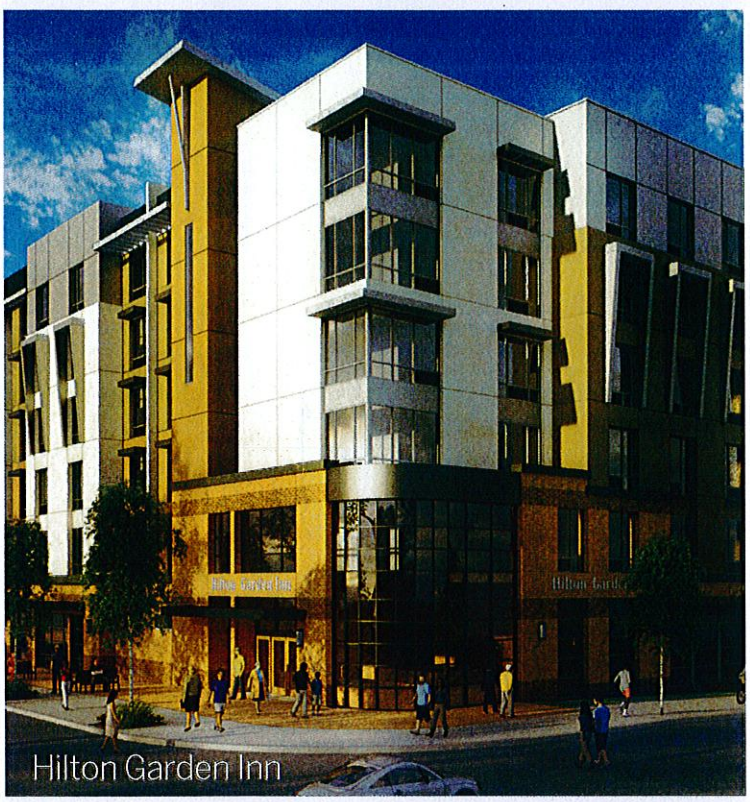
As a result of the event, Firehouse Subs and The Boiling Crab toured The Burbank Collection property in early February 2016. Staff will work with DSW Shoes, Bar Louie, Carvana, SkyZone, Fantastic Sam's, and ABC Little School to find viable locations in Burbank.

ATTACHMENTS
Retail/Restaurant Attraction Brochure 2016
Economic Development Fiscal Year 2014-2015 Annual Report
Citywide Leasing Packet

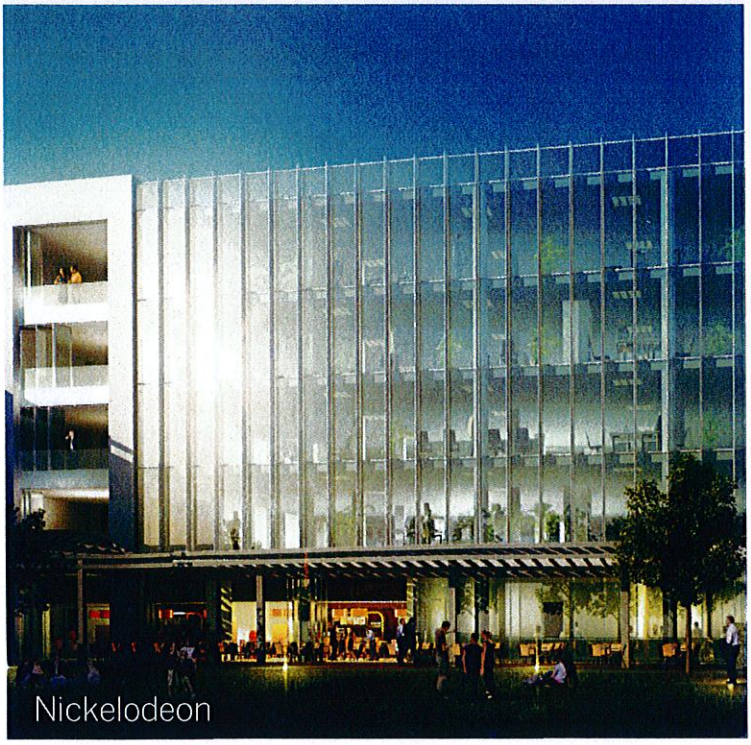
BURBANK

Your Next Retail/Restaurant Destination

To find out more call 818-238-5180 or visit us online at www.burbankusa.com


Hilton Garden Inn


Talaria at Burbank

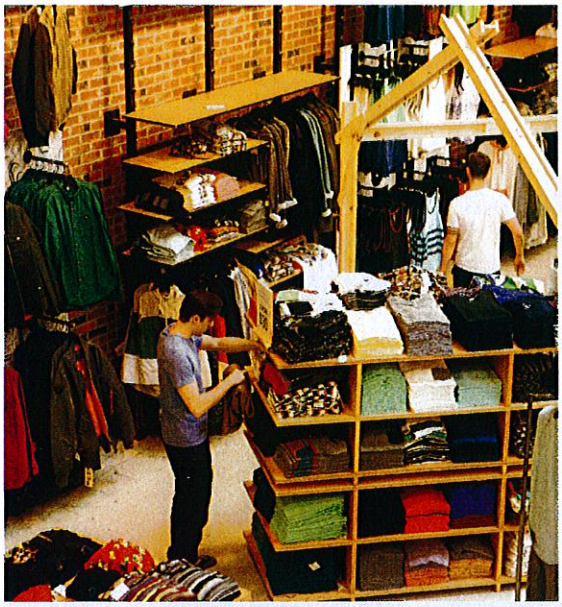

Nickelodeon

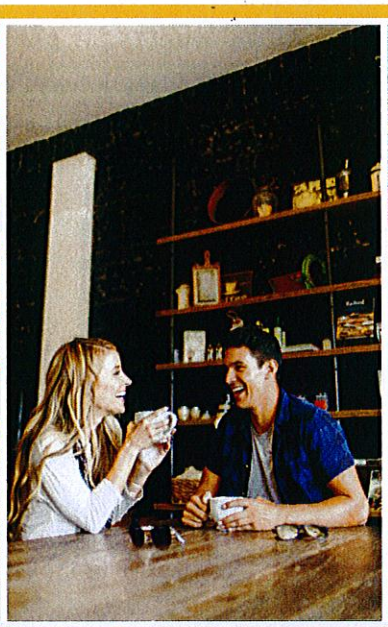
IKEA

BURBANK IS THE PLACE FOR BUSINESS

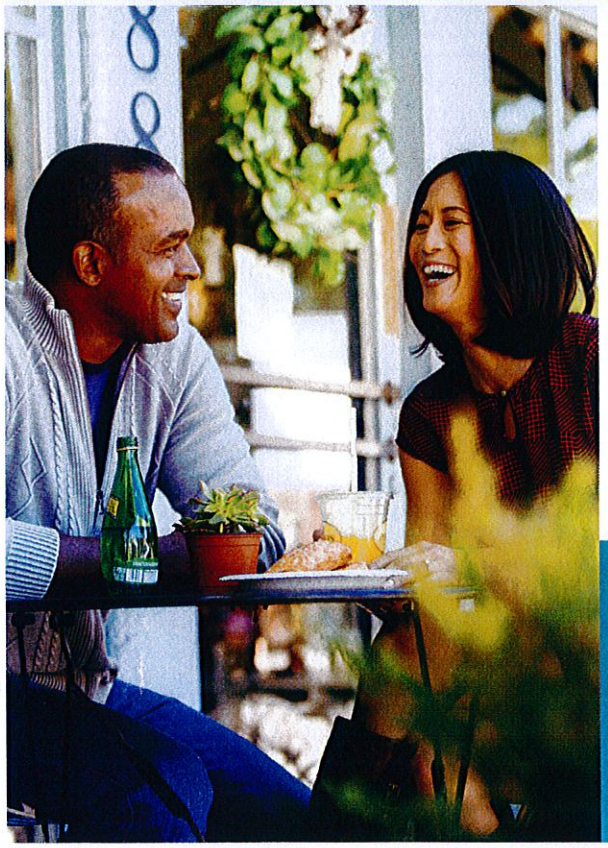
- NO CITY INCOME TAX
- NO GROSS SALES RECEIPT TAX
- ONE-STOP SHOP, STREAMLINED PERMITTING PROCESS INCREASING SPEED AND EFFICIENCY
- ONE BURBANK HIGH-SPEED FIBER OPTIC NETWORK WWW.ONEBURBANK.COM

  SOLAR POWER REBATES | LEED INCENTIVE PROGRAM | ENERGY SOLUTIONS REBATES





BURBANK: MEDIA CAPITAL OF THE WORLD



BURBANK IS AT THE EPICENTER OF THE CREATIVE ECONOMY WITH 1,000 MEDIA AND ENTERTAINMENT COMPANIES: THE WALT DISNEY COMPANY | WARNER BROS. | YAHOO | CARTOON NETWORK | NICKLEODEON | AND MANY MORE.

A vibrant commercial destination just 15 minutes from Downtown Los Angeles, Burbank is home to:

- 105,500 residents
- 100,000 daytime workforce including 62,800 creative industry jobs
- 470,000 population within a 5-mile radius
- Average family incomes exceeding $96,000 annually
- Per Capita Sales of over $6,500

"Burbank has a rich history with the entertainment industry, and we've been fortunate to receive lots of support from the nearby studios, businesses and creative workers in the neighborhood looking for a casual, comfortable place to get a healthy meal."

Erik Oberholtzer, Co-Owner, Tender Greens

BURBANK DEVELOPMENT OPPORTUNITY SITES

The City of Burbank has identified multiple opportunity sites to encourage innovative development. Possibilities include transit-oriented development, creative office space, mixed-use residential, hotel, and more.

INCENTIVES INCLUDE:

- ZONING ANALYSIS AND FLEXIBILITY
- HIGH QUALITY INFRASTRUCTURE SYSTEM TO MEET THE NEEDS OF GROWING AND EMERGING BUSINESSES
- ONE BURBANK HIGH-SPEED FIBER OPTIC NETWORK

BURBANK DEVELOPMENT OPPORTUNITY SITES

1 NORTH SAN FERNANDO BOULEVARD

A commercial corridor slated for new commercial, mixed-use developments and streetscape enhancements. Improvements will link the heavily trafficked Empire Center with the flourishing retail scenes in Downtown Burbank. The renewed corridor will contain a mix of commercial, hotel, and mixed-use developments targeting residents and visitors.

2 I-5 CORRIDOR

2 acre area of land that will be available for development due to the I-5 realignment project.

3 OPPORTUNITY SITE 8

8.5 acres of land available for possible transit-oriented development.

4 OPPORTUNITY SITE 5

2.5 acre site for mixed-use commercial, office, hotel or residential.

5 DOWNTOWN BURBANK (NORTH END, CENTRAL, SOUTH END)

A Magnet for shopping and dining, Downtown Burbank includes 113 Restaurants, 300 shops, a 1.2 million sq. ft. regional mall, and a dynamic retail scene. Additional attributes in Central Downtown include a 166-suite Marriott Residence Inn, 490-Room Holiday Inn, and hip outdoor streets lined with national retailers, boutiques, and the AMC-16, ranking in the top two of theatrical circuits nationwide . The North End of Downtown includes Barnes & Nobel and Macys, while the South End includes SpringHill Suites and Tesla, with a Hilton Garden Inn slated to open in Summer 2016

6 MAGNOLIA PARK

One of the region's coolest upmarket vintage and retro neighborhoods packed with eclectic boutiques, family-run eateries and entrepreneurial start-ups. The district is anchored by Porto's Bakery, voted the #1 retail bakery in the U.S.

7 AIRPORT DISTRICT

A transportation hub adjacent to Burbank Bob Hope Airport, the district boasts light industrial and office use anchored by the 488-room Burbank Airport Marriott Hotel and 50,000 sq. ft. convention center.

8 INDUSTRIAL/OFFICE PARK

The combination of transportation connections, the promise of multiple transit lines, and the existing employment base of media and technology companies has turned this district into a major destination and development hub grouped around technology, entertainment, and media. A Development Review is currently in place for a 60-acre business park site that will include six industrial buildings, 10 creative office buildings, two retail/restaurant buildings, and a 175-room hotel.

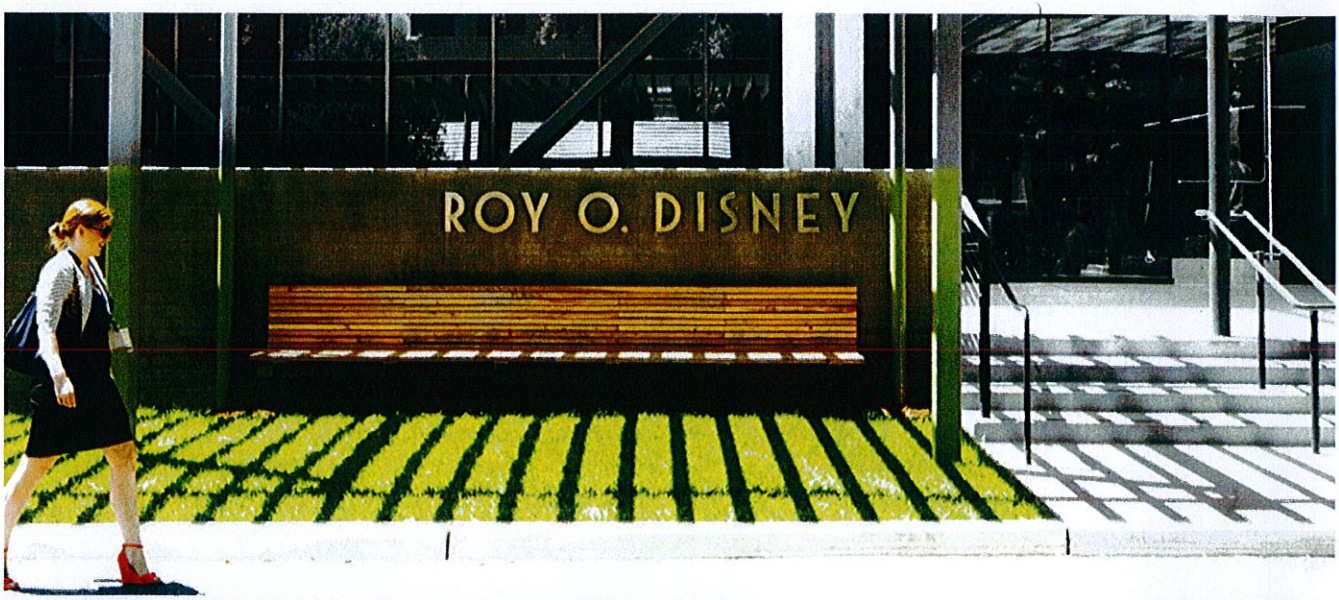
9 MEDIA DISTRICT

Burbank's high-profile media, studio and office district featuring The Walt Disney Company world headquarters, ABC Television, CW, The Ellen DeGeneres Show, Warner Bros. Studios, Clear Channel Communications, New Line Cinema, KCET, Legendary Entertainment, numerous record labels and affiliated industries.

CITY OF BURBANK

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:
MARY HAMZOIAN, ECONOMIC DEVELOPMENT MANAGER
PHONE 818-238-5180 | EMAIL MHAMZOIAN@BURBANKCA.GOV | WEBSITE ECONDEV.BURBANKCA.GOV

CREATIVE



RECENT LEASING ACTIVITY

DOWNTOWN BURBANK
Steak and Shake, Gyu-Kaku, Yard House, European Wax Center, Wood Ranch BBQ & Grill

MAGNOLIA PARK
Northend Pizzeria on Magnolia, Morphe Brushes, The Hangar Grille

MEDIA DISTRICT
Dog Haus, Kings Deli, Jinya Ramen Bar

SOUTH SAN FERNANDO
Tesla Motors, SpringHill Suites

VIBRANT

NEW DEVELOPMENTS

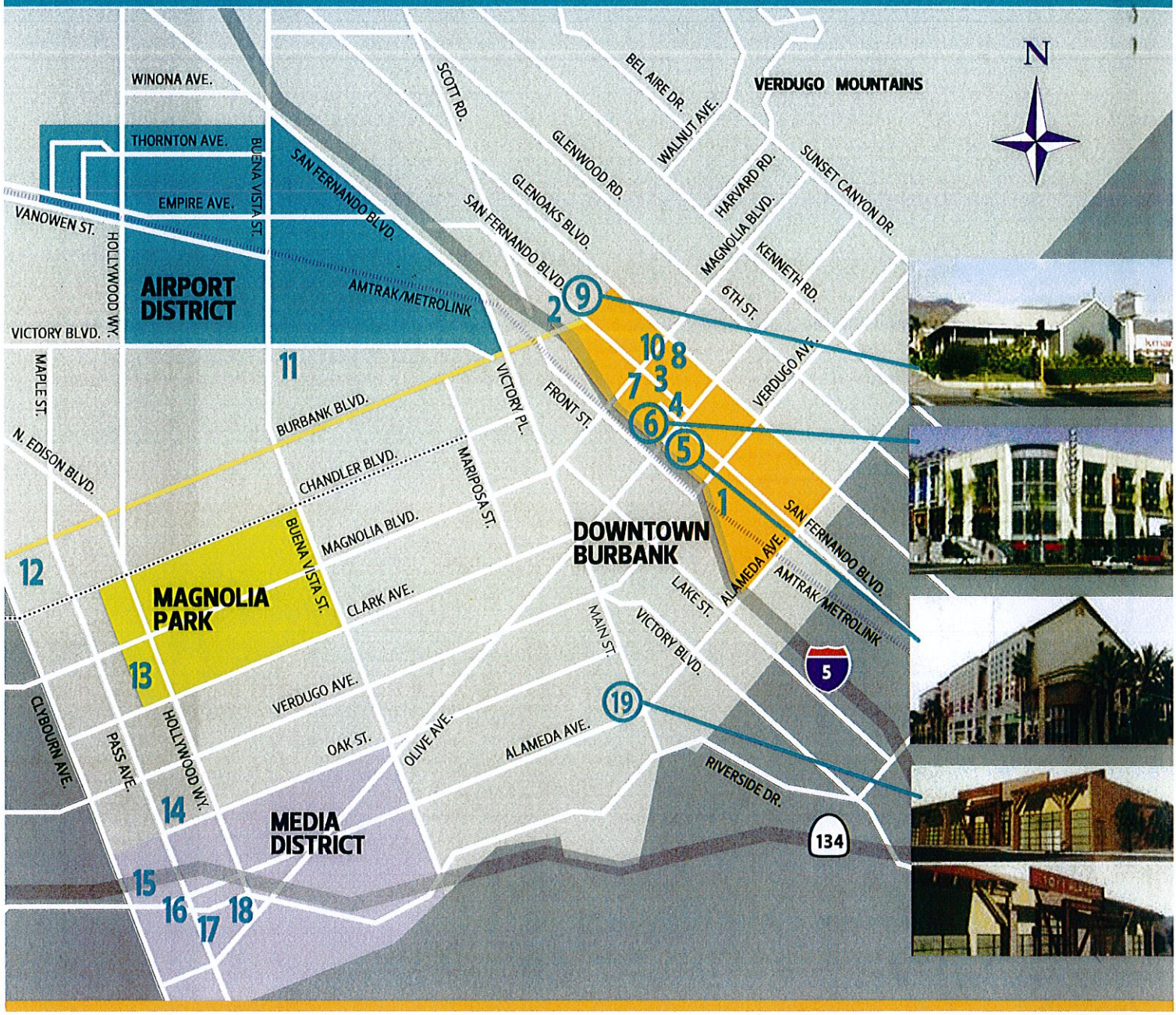
- NICKELODEON EXPANSION – Expanding their presence in Burbank and doubling employment (Summer 2017)
- HILTON GARDEN INN – Hotel will include a restaurant, pool, and Fitness Center (Summer 2016)
- IKEA set to expand to 456,000 sq. ft., its largest US store. (Spring 2017)
- TALARIA AT BURBANK mixed-use project to include Whole Foods Market (Opening Spring 2018)

DYNAMIC

BURBANK

For more information:
818-238-5180 | econdev@burbankca.gov | www.econdev.burbankca.gov

AVAILABLE RETAIL/RESTAURANT SPACE IN BURBANK



1 633 S San Fernando Blvd. 14,400 sq. ft.
Corey Spound (310) 595-3812

2 903 N San Fernando Blvd. 7,100 sq. ft
Corey Spound (310) 595-3812

3 302 N San Fernando Blvd. 1,400 sq. ft.
Cody Chiarella (818) 502-6730

4 139 N San Fernando Blvd. 3,500 sq.ft.
Christine Deschaine (310) 887-6440

5 125-135 E Palm Ave. 4,367 sq.ft.
Geoffrey Martin (818) 502-6739

6 250 N 1st St. 20,679 sq.ft.
Leslie Mayer (310) 595-2223

7 201 E Magnolia Blvd. 10,217 sq.ft.
Ryan Burnett (818) 502-6791

8 539 N Glenoaks Blvd. 933 sq.ft.
Brad Howard (818) 843-7850x107

9 1090 N San Fernando Blvd. 3,000 sq.ft.
Steve Weiss (818) 905-2400

10 312 N San Fernando Blvd. 2,400 sq.ft.
Brett Warner (818) 933-0302

11 2400-2484 W Victory Blvd. 1,200 sq.ft.
Kirk Cartozian (562) 923-7900

12 4200 W Burbank Blvd. 2,500 sq.ft.
Roger Beck (818) 445-8200

13 833 N Hollywood Way 2,375 sq.ft.
Sorin Matara (818) 266-5353

14 551 N Hollywood Way 2,558 sq.ft.
Carrie Ventrella (818) 715-0965

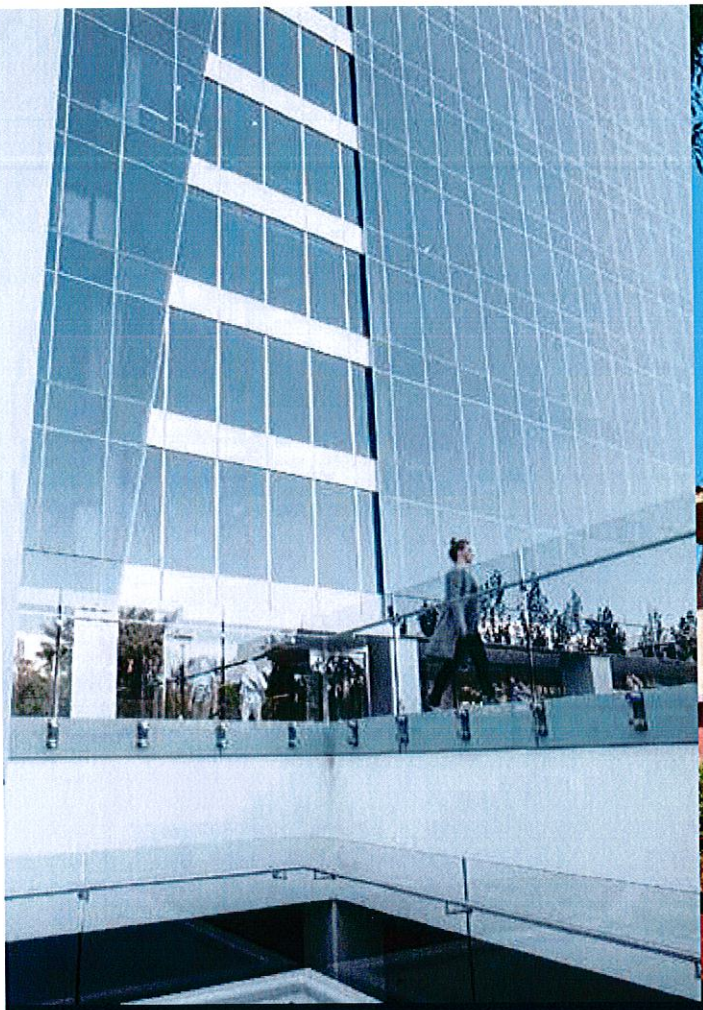
15 4301 W Riverside Dr. 6,869 sq.ft.
Brandon Mason (323) 851-6666
FOR SALE ONLY

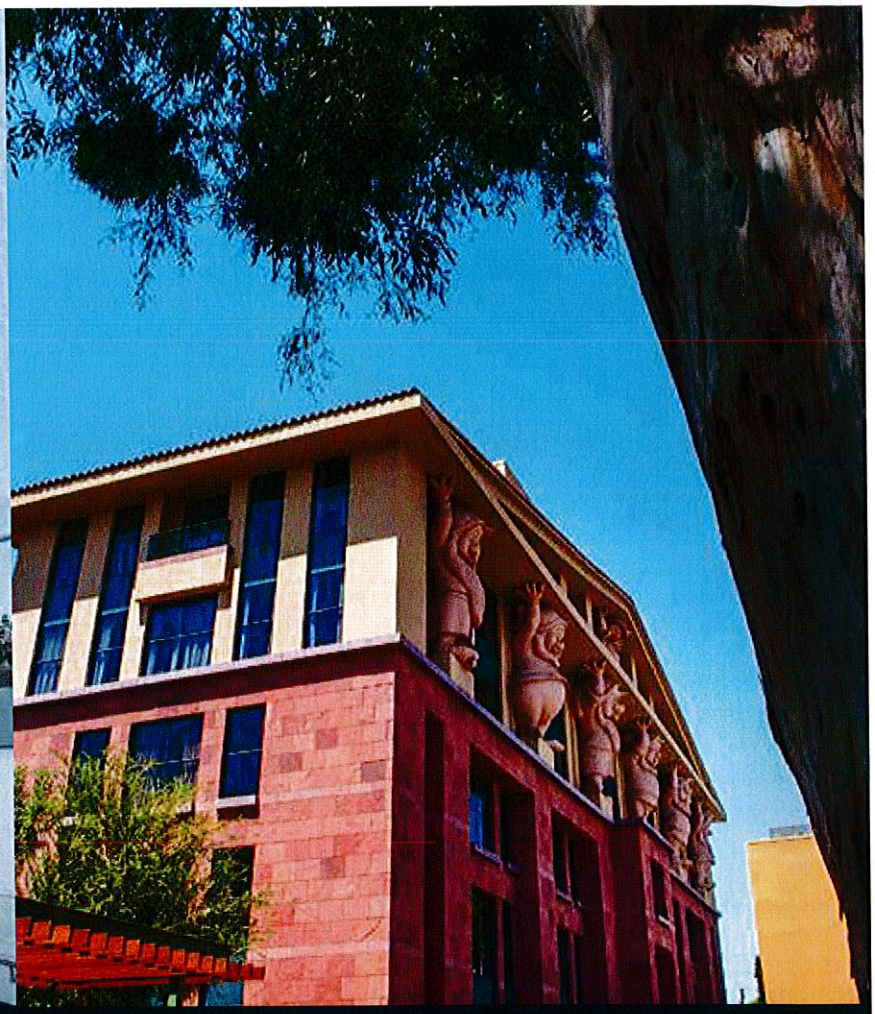
16 4101 W Alameda Ave. 5,355 sq.ft.
Joseph Khoshsima (213) 675-9775

17 4005 W Riverside Dr. 2,182 sq.ft.
David J. Ickovics (310) 275-8222

18 4001 W Riverside Dr. 1,063 sq.ft.
David J. Ickovics (310) 275-8222

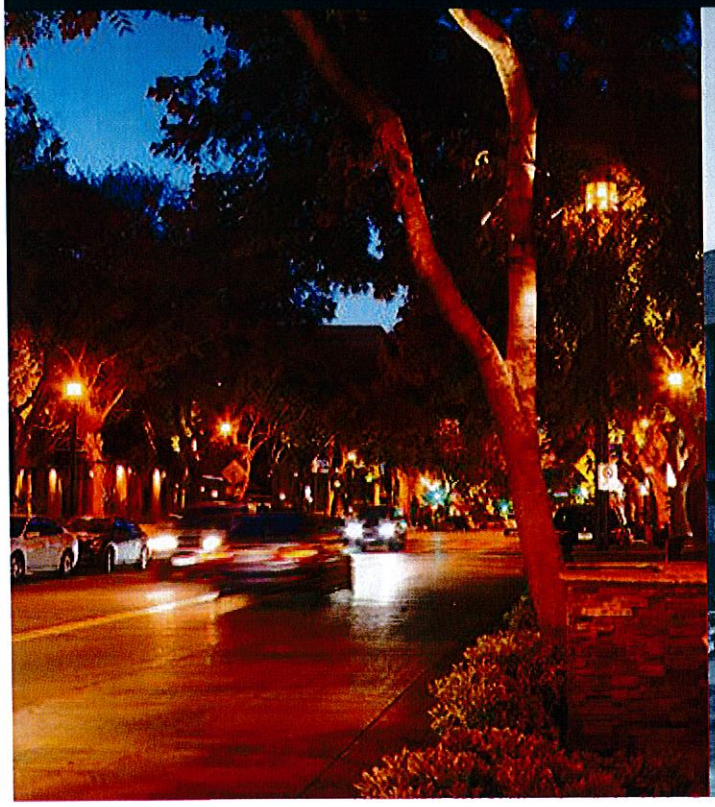
19 1011 W Alameda Ave. 33,285 sq.ft.
$9,985,500
Christopher Baer (213) 627-1214
FOR SALE OR LEASE





City of Burbank
ECONOMIC DEVELOPMENT

2014-2015
ANNUAL
REPORT



From the City Manager

Economic development in Burbank is a collaborative effort encompassing every City department. Working from a shared commitment of customer service, proactive initiatives, and super efficiency, economic development takes center stage in citywide communications and outreach.

The mission of the City's Economic Development program is to advance sustainable job growth, enhance commercial activity, and maintain quality of life for all.

In Fiscal Year 2014-2015, Economic Development made tremendous strides in advancing Burbank as a major economic hub.

Key perspectives include:

1. Positioning Burbank as a competitive regional, statewide, and national hub for business and residents.
2. Focusing on business attraction, retention, and expansion.
3. Enhancing business outreach and communications.
4. Continuing the evolution of Downtown Burbank.
5. Positioning Burbank as a travel and tourism destination.

An important part of the City's economic development program is the collaboration with Visit Burbank and Downtown Burbank Partnership. By uniting strategies and coordinating action, the City reaps rewards for everyone: Increased sales tax, room revenue, hotel occupancy, and Transit Occupancy Tax. With perfectly aligned objectives, the City, Visit Burbank, and the Downtown Burbank Partnership have made promoting Burbank and attracting new businesses a highly productive alliance.

These are exciting times. By combining marketing efforts, business recruitment, workforce training, business district enhancements, and proactive growth opportunities, the City leads the way for Burbank's future growth in a highly competitive landscape.

Mark Scott
Burbank City Manager

CITY INCENTIVES

- No City income tax
- No gross sales receipt tax
- Energy Solutions Rebates
- Solar Power Rebates
- One-stop shop, streamlined permitting process
- ONEBurbank High-Speed Fiber Optic Network
- LEED Incentive Program

UNITY OF PURPOSE

The City of Burbank's economic development strategy manages public - private partnerships with Downtown Burbank Partnership and Visit Burbank. The combined benefit of three organizations united by vision and coordinated in action gives Burbank a competitive edge in promoting retail, entertainment, dining, office and residential amenities, while creating a compelling brand identity for the city.

Citywide Economic Development Efforts

LEASING PACKET

To communicate Burbank's assets and encourage business attraction, the City of Burbank produced a new leasing packet with up-to-date demographics, incentives, quality of life, market profile, and commercial district information. The leasing packet is distributed to developers, brokers, and tenants interested in locating to Burbank.

CITYWIDE MARKETING CAMPAIGN - July 2014-June 2015

GOAL: Brand Burbank as a premier location for innovative businesses seeking to relocate or expand.

PRINT MEDIA	TARGET	RUN DATES	TOTAL REACH
Western Real Estate	Commercial Real Estate Brokers	May 2014-November 2015	135,000
Los Angeles Business Journal	Los Angeles Business Executives	Cover wraps 4x per year	394,000
San Fernando Valley Business Journal	San Fernando Valley Business Executives	Cover wraps 4x per year	122,000
Shopping Centers Today	36,000 attendees at RECon Convention	May 2014	70,000
Where LA	Residents and Tourists	July 2014-June 2015	3.6 million

Total Annual Reach: 4.3 million

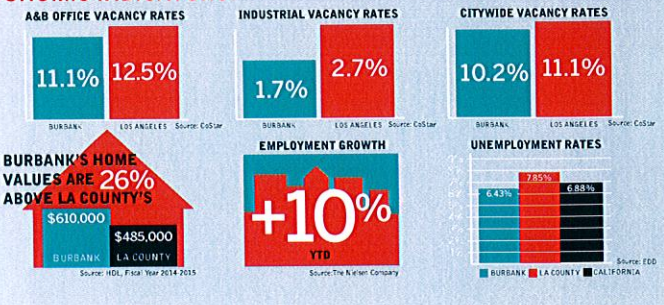
LOOKING AHEAD:

The City is investing in digital media with targeted ads in Loopnet and Variety.com to supplement 2015-2016 marketing efforts. The new internet focus is expected to add an extra **1 million** impressions per year.

TEAM BUSINESS

- The program unites the teaching expertise of business and education institutions to train and inspire the Burbank workforce. Organizations include Los Angeles Valley College, Burbank Chamber of Commerce, Counterintuity, Burbank Green Alliance, Burbank Recycle Center, LAEDC, The Valley Economic Alliance, and New Horizons.
- Nearly 400 entrepreneurs were served in 2014-2015
- The 2014-2015 curriculum included Social Media, Microsoft Academy, Providing Excellent Customer Service, How to Reduce Overhead, Search Engine Optimization, and more. www.teambusinessburbank.com

ECONOMIC INDICATORS



New Developments

SPRINGHILL SUITES LOS ANGELES BURBANK/DOWNTOWN

549 S San Fernando Boulevard

This boutique-style hotel features amenities such as free high speed internet, pool, spa, fitness center, fire pit, and 500 sq. ft. of meeting space to accommodate functions of up to 40 people.

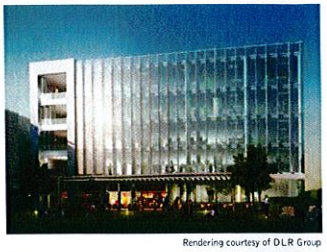
NUMBER OF ROOMS: 170
CONSTRUCTION COST: $45 million
OCCUPANCY SINCE OPENING: Exceeding targets at 81% occupancy and average daily rates of $179
JOBS GENERATED: 45 positions
DATE OPENED: July 28, 2015

NICKELODEON EXPANSION

203 W Olive Avenue

- Nickelodeon Animation is expanding its presence in Burbank and more than doubling their employment.
- The expanded 113,760 sq. ft. facility will provide for all animation production needs and administrative personnel.
- The company has also leased 116,380 sq. ft. of space at The Burbank Studios at 3000 W Alameda Avenue, uniting staff currently spread over several off-site locations both in and outside of Burbank.

JOBS GENERATED: 150% increase, from 300 to approximately 750
SCHEDULED TO OPEN: Summer 2017



Rendering courtesy of DLR Group

TESLA MOTORS BURBANK

811 S San Fernando Boulevard

A new 27,600 sq. ft. facility for the sale, delivery, repair, and maintenance of Tesla's new and used electric vehicles. The center will include a 2,400 sq. ft. showroom for up to three vehicles, plus space for branded merchandise. Includes 6 supercharging stations with a 24-hour lounge.

JOBS GENERATED: 25
DATE OPENED: October 22, 2015

HILTON GARDEN INN

401 S San Fernando Boulevard

The Hilton Garden Inn is anticipated to include a restaurant / lounge, pool, and fitness center.

NUMBER OF ROOMS: 209
CONSTRUCTION COST: $53 million
JOBS GENERATED: 45 positions
SCHEDULED TO OPEN: Summer 2016

Rendering courtesy of Talaria at Burbank

TALARIA AT BURBANK

3401 W Olive Avenue

Whole Foods Market is slated to be the anchor (approximately 43,000 sq. ft.) of the 241-unit luxury complex Talaria at Burbank, one of the first LEED-certified green residential communities in the city.

CONSTRUCTION JOBS GENERATED: 200-275
WHOLE FOODS MARKET JOBS GENERATED: 150-200
SCHEDULED TO OPEN: Spring 2018

IKEA BURBANK

805 S San Fernando Boulevard

September 2015 marked the groundbreaking ceremony of the largest IKEA in North America. Once completed, Burbank's retail giant, currently located at 600 N San Fernando Boulevard, will relocate and expand.

- Since 1990, IKEA has consistently ranked amongst the top five sales tax producing entities in Burbank.
- IKEA's new location will have even greater freeway visibility and a larger footprint, attracting more visitors to Burbank.

NEW RETAIL SPACE: 456,000 sq. ft.
PARKING SPACES: 1,700
JOBS GENERATED: ~23%, from 365 to 450
SCHEDULED TO OPEN: Spring 2017

September 1, 2015 groundbreaking ceremony. Photo courtesy of IKEA.

PROPOSED: FIRST STREET VILLAGE

A proposed project at First Street between Magnolia Boulevard and the alley southeast of Palm Avenue includes three 5-story structures with a total of 283 apartments, 13,765 sq. ft. of retail space and 662 parking spaces. The project will offer a fitness center, a swimming pool, meeting room, outdoor courtyards, roof terraces, and a dog park. Currently at the environmental impact stage, the project goes to City Council for consideration in Summer 2016.

Commercial Neighborhoods

MEDIA DISTRICT

With one of the highest concentrations of entertainment companies in the world, the famed Media District combines world-class production studios with exciting dining options.

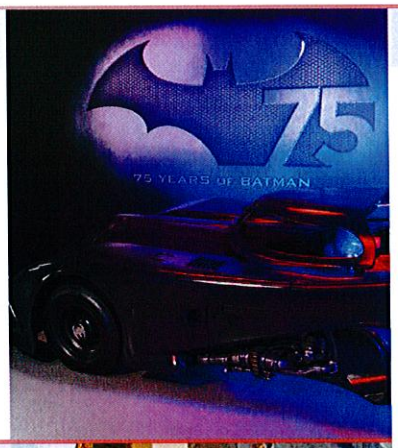
WARNER BROS. STUDIO TOUR HOLLYWOOD

July 2015 tour expansion and launch of new interactive sound stage *Stage 48: Script to Screen.*

DC COMICS

April 2015 relocation from New York to Burbank for a total of 240 jobs.

NEW BUSINESSES:
Dog Haus
King's Deli
Lemonade
Olive & Thyme (expansion)
Simmzy's Pub
Simplethings Sandwich and Pie Shop



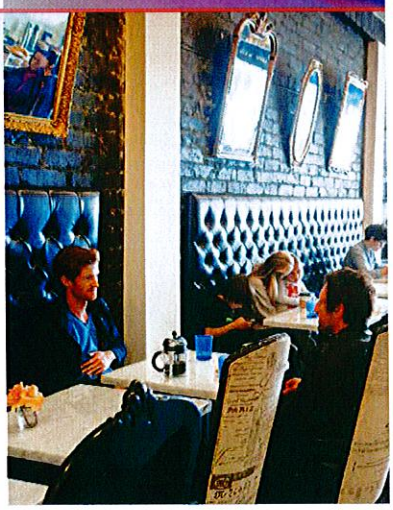
MAGNOLIA PARK

One of the region's hottest neighborhood destinations, Magnolia Park is also one of L.A.'s coolest up-market vintage and retro shopping districts. Anchored by Porto's Bakery, Magnolia Park is packed with independent boutiques and restaurants such as Audrey K, Pinup Girl Boutique, Mindfulnest, and Luna Vine Wine Bar.

The district is also home to Ladies & Gents Night Out, the famous shopping extravaganza held on the last Friday of every month. **visitmagnoliapark.com**

NEW BUSINESSES:
Morphe Brushes
The Hangar Grille
Unique Vintage (expansion)

WELCOME TO Magnolia PARK



AIRPORT DISTRICT

Hi-tech companies, conference hotels, and dynamic retail surround the Burbank Bob Hope Airport. Home to 40 retailers, the Empire Center is one of the highest grossing retail power centers in California.

THE WORLD FAMOUS WEST COAST CUSTOMS

The world's premiere vehicle modification shop, internationally recognized for its original designs, opened its 60,000 sq. ft. Burbank shop in December 2014. Recognized as the game-changing car customization genius that was MTV's Pimp My Ride, West Coast Customs' pop culture status and appeal catapulted the company worldwide.

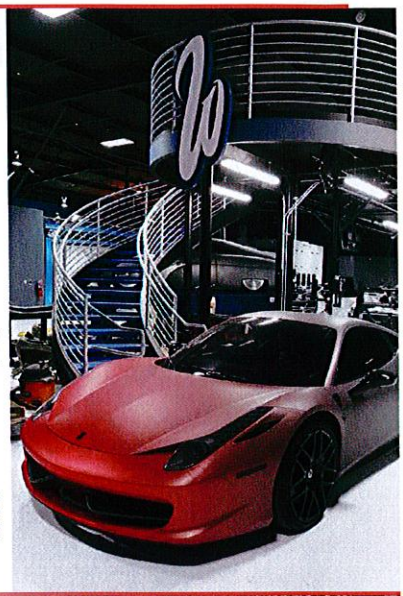
WALMART SUPERSTORE

The new 143,000 sq. ft. store will provide residents with a wide range of goods, from household items, to electronics, and produce. Located in the Empire Center, the new Walmart will maintain the overall footprint and height of the existing structure.

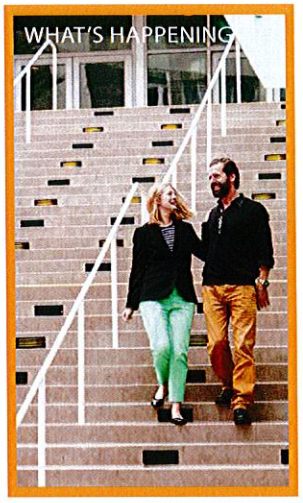
JOBS GENERATED: 300
SCHEDULED TO OPEN: Summer 2016

AIRPORT ADJACENT OPPORTUNITY PARCEL

One of the largest opportunities for transit-oriented development in Southern California, this opportunity site totals approximately 58 acres of land adjacent to Burbank Bob Hope Airport. The site offers tremendous development opportunities for a variety of land uses.



DOWNTOWN BURBANK



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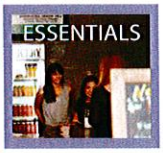
DOWNTOWN BURBANK

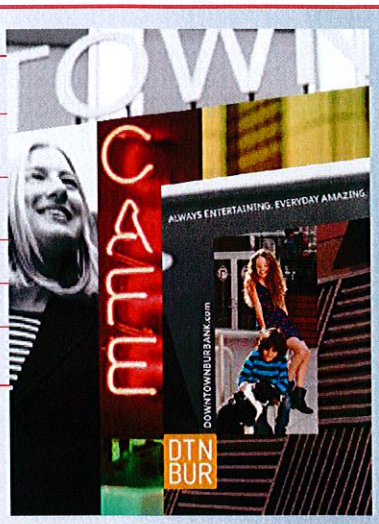


SPECIAL EVENTS

SPECIAL EVENTS	ATTENDANCE
DOWNTOWN BURBANK CAR CLASSIC	2014: 11,000
BURBANK COMEDY FESTIVAL	2014: 2,000
BURBANK INTERNATIONAL FILM FESTIVAL	2014: 3,500
OKTOBURFEST	2014: 600
THE RINK	2014: 18,000
DOWNTOWN BURBANK ART FESTIVAL	2015: 11,000

ANNUAL EVENT ATTENDANCE: 46,100

2015 saw the addition of the Burbank Beer Festival attracting more than 3,000, as well as the return of The Rink in Downtown Burbank for the holidays. The 2015 Downtown Burbank Car Classic saw a 36% increase in attendance to 15,000 people.



Downtown Burbank Partnership was formed in 2003 to fund and manage improvements, events/marketing, and advocacy for property owners and merchants in Downtown Burbank.

A top entertainment destination with a bustling street scene and world-class events, Downtown Burbank delivers the ultimate urban experience. The AMC Theaters rank in the top three movie circuits nationwide.

GOALS: • Boost sales and property values • Improve Downtown Burbank's physical appearance
• Brand Downtown Burbank as a visitor destination

CAPITAL IMPROVEMENTS:

Leverage public/private funding to enhance aesthetics and infrastructure, including increased street and sidewalk cleaning, maintenance, and paseo renovations.

NEW BRANDING:

Downtown Burbank's new brand identity launched in 2014 includes:

- User-friendly website
- New advertising graphics and campaign
- Logo
- Street banners
- Retooled special events

BY THE NUMBERS:

2.2% VACANCY RATE THROUGH 3RD QUARTER 2015

20% OF BURBANK'S SALES TAX REVENUE

480+ BUSINESSES IN DOWNTOWN BURBANK

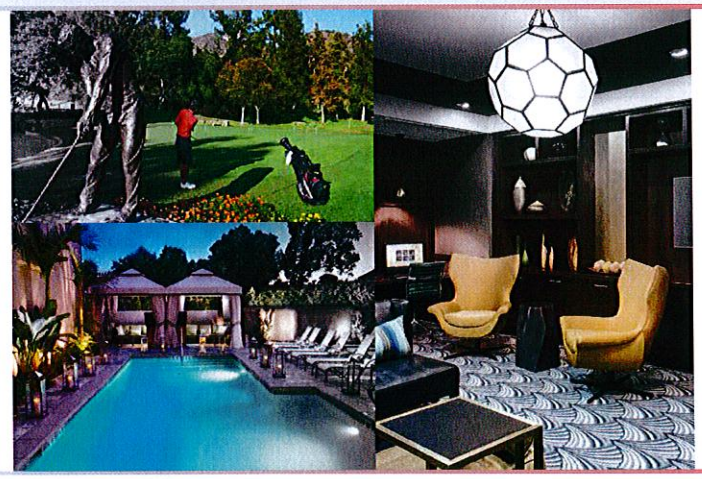
OPEN FOR BUSINESS:

Color Me Mine
Five Guys Burgers and Fries
Gaucho Grill

OPENING SOON:

European Wax Center
Gyu-Kaku Japanese BBQ
Steak 'n Shake
Wood Ranch BBQ and Grill

VISIT BURBANK



The Burbank Hospitality Association, operating as Visit Burbank, was formed in 2011 and is funded by a 1% assessment on overnight stays in Burbank hotels with more than 25 rooms.

GOAL: Boost hotel occupancy while positioning Burbank as a domestic, national and international tourist destination.

BURBANK TOURISM STATISTICS:

(through July 2015)

HOTEL OCCUPANCY

85%
+1% YTD

AVERAGE DAILY ROOM RATE

+10% YTD
$

REVENUE PER AVAILABLE ROOM (REVPAR)

+11% YTD

Source: Smith Travel Research

HIGHLIGHTS:

The Burbank hospitality industry has invested more than **$138 million** in renovations and new construction since 2013.

Hotel room occupancy, average daily rates and RevPAR are all on a consistent increase.

NEW MEDIA CAMPAIGN: "SEE THE BIGGER PICTURE"

Visit Burbank launched a new branding campaign complete with logo, website, and advertising strategy in October 2015.

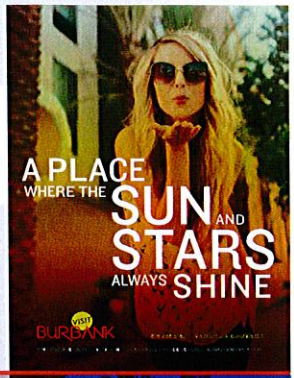
75% OF BUDGET: Devoted to digital and social media.

KEY MESSAGE: The ultimate Southern California destination, close to many of Los Angeles' attractions, in the heart of the entertainment industry.

GOAL: Drive hotel occupancy during off-peak periods.

The 2015-2016 plan will reach **77 million** consumers, up from **31 million** in 2014.

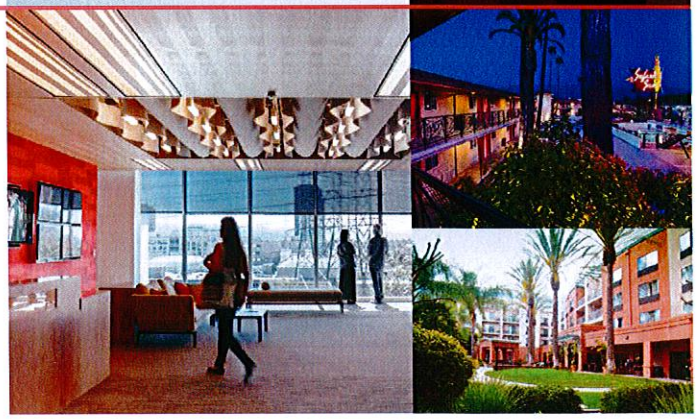
VISIT BURBANK



OUTLOOK:

Burbank is poised to attract an increasing number of tourists led by:

- Expanded Warner Bros. Studio Tour Hollywood
- The Wizarding World of Harry Potter opening at Universal in Spring 2016
- Greatly enhanced marketing/branding campaign with targeted market outreach



High Tech Innovation

www.ONEBurbank.com

ONEBurbank offers local Burbank businesses ultra-high-speed bandwidth services with industry-leading customer service and value.

"ONEBurbank has given us exceptional and trouble-free service, allowing us to perform efficiently and provide our customers with superior service that exceeds expectations." – Nick Mairose, President and CEO, Elite Media Technologies, LLC.

Future Economic Development Initiatives

INFRASTRUCTURE

- Encourage alternate modes of transportation, such as High Speed Rail, ride-share, bicycles, pedestrian, and other options.
- Increase number of electric vehicle charging stations.

HOUSING

- Create workforce housing for all income levels.
- Facilitate walkable neighborhoods with mixed-use housing.

WORKSPACE

- Encourage flexible office space/virtual offices.
- Facilitate opportunities for entrepreneurship/incubators.

DOWNTOWN BURBANK

- Relaunch special events plan with new events and retooled existing events.
- Focus on infrastructure improvements.
- Concentrate on attracting innovative retail.

VISIT BURBANK

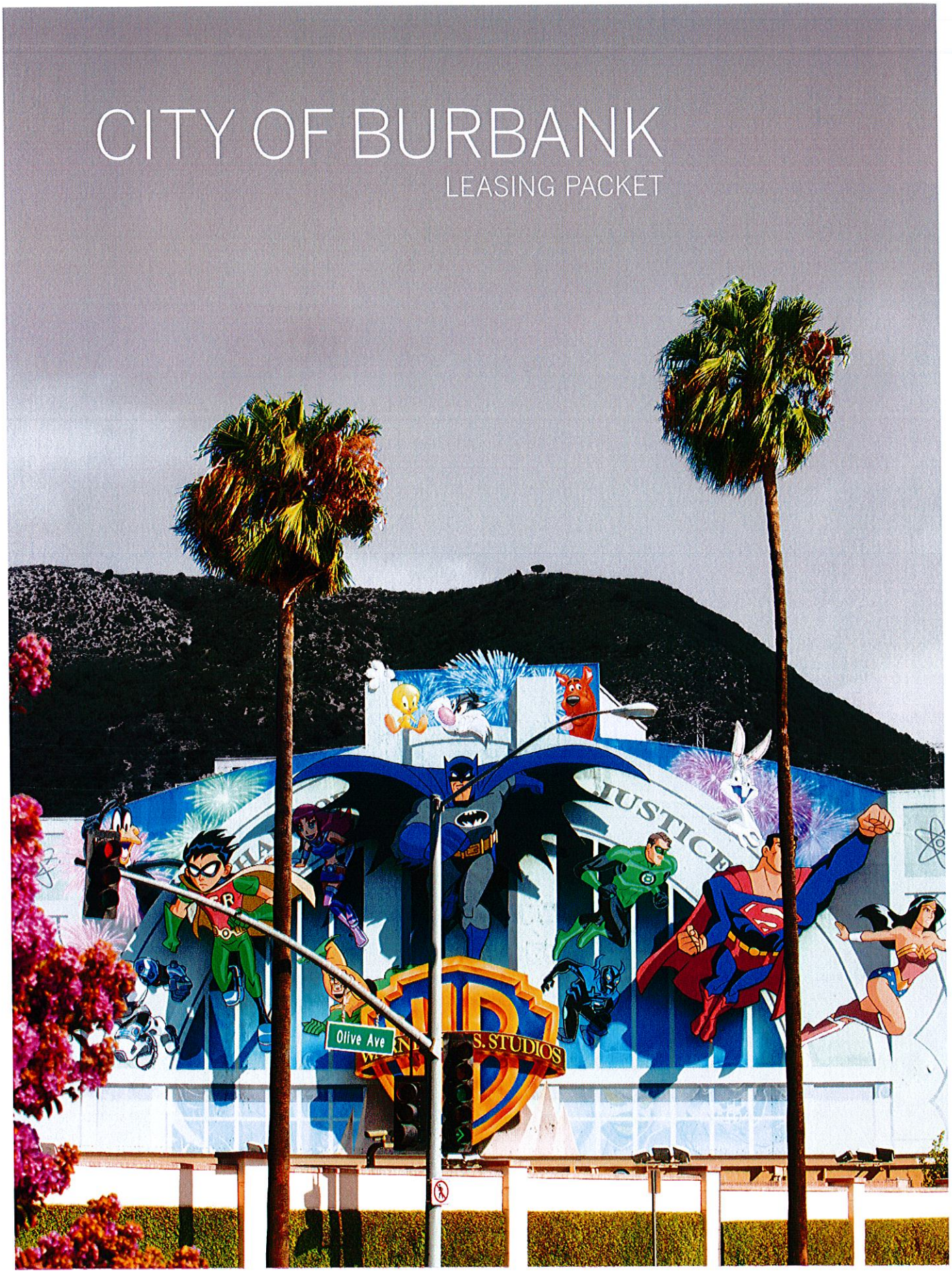
- Collaborate with Universal Studios.
- Launch new branding campaign.
- Start renewal process.

City of Burbank
ECONOMIC DEVELOPMENT

Mary Hamzoian, Economic Development Manager | econdev@burbankca.gov | www.econdev.burbankca.gov

CITY OF BURBANK

LEASING PACKET



THE PLACE FOR BUSINESS

- **NO CITY INCOME TAX**
- **NO GROSS SALES RECEIPT TAX**
- **ONE-STOP SHOP**, streamlined permitting process increases efficiency of patrons' time by 30%
- **ONE BURBANK** High-Speed Fiber Optic Network

  Solar Power Rebates

  LEED Incentive Program

  Energy Solutions Rebates

  www.OneBurbank.com

WHO WE ARE

- 105,543 residents
  (Source: CA Department of Finance, 2014)
- 100,000 daytime workforce
  (Source: CoStar)
- Mean Family Income: $96,239
  (Source: CA Department of Finance, 2013)
- 470,000 population within a 5-mile radius
  (Source: CoStar)
- Per capita sales of more than $6,500
  (Source: HdL)
- Employment is concentrated in the creative industry, with 1,000 media and entertainment companies based in the city.

HIGH-QUALITY LIVING

- **BURBANK POLICE RESPONSE** 3 minutes, 36 seconds.
- **BURBANK FIRE RESPONSE** 4 minutes, 13 seconds.
- Committed to the next generation of talent, Burbank boasts an excellent school district with over 15,000 students on 17 campuses, 10 private and parochial schools, and Woodbury University.
- 41 City Parks and Recreation Facilities.
- 18-hole public DeBell Golf Course.

A CREATIVE DESTINATION

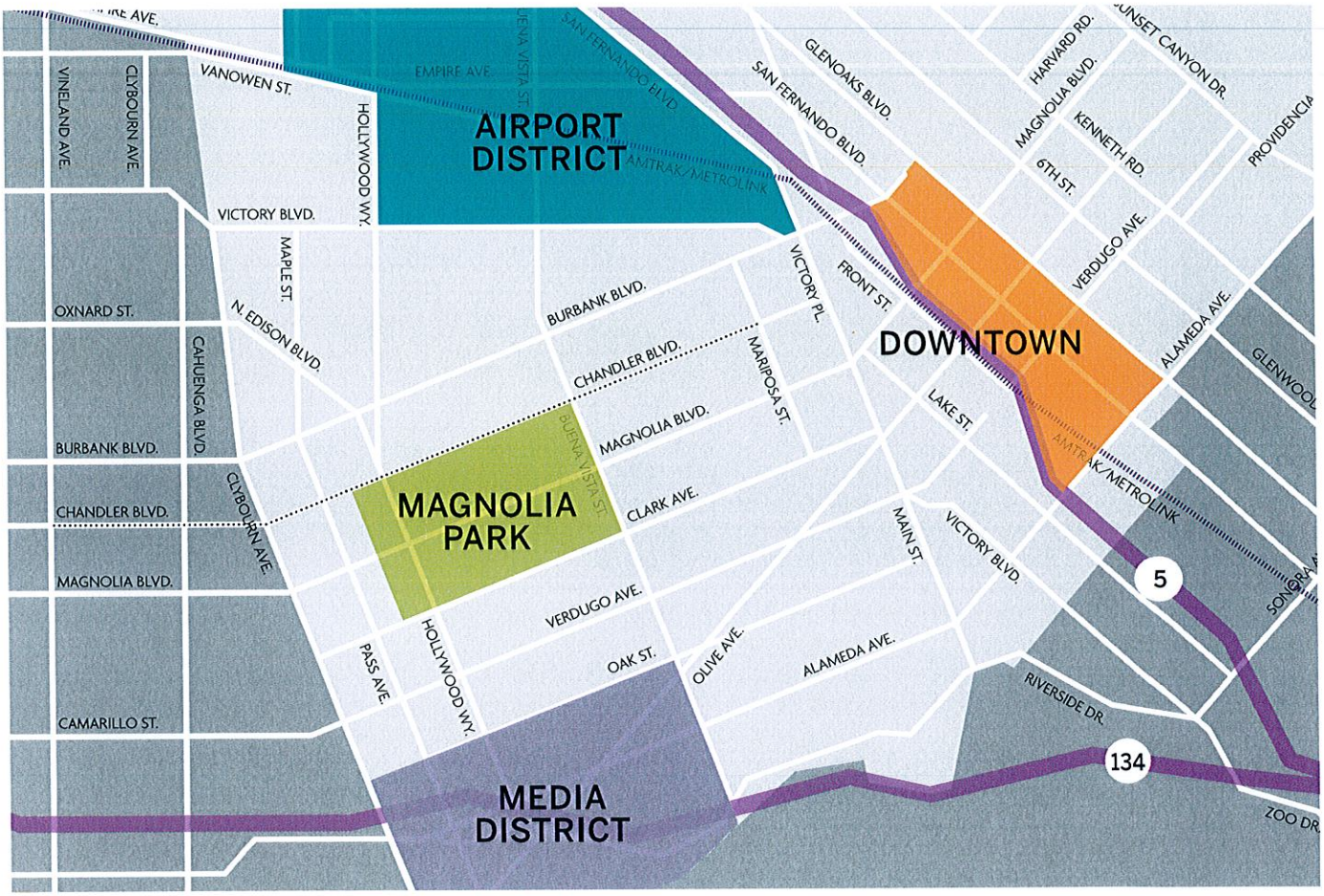
- Burbank offers the ideal environment for media, entertainment, and creative companies with a high concentration of Class A office space, LEED Certified buildings, and striking architecture by leading architects.
- The Burbank Hospitality Association, operating as Visit Burbank, markets the city's wealth of entertainment attractions to visitors seeking the true show business experience with the catchphrase "The Town Behind the Tinsel."

WORLD-CLASS COMPANIES

With the highest concentration of studios and media-related companies in L.A. County, Burbank is where entertainment happens. Top household names include ABC Television, Access Hollywood, Bravo, Cartoon Network, Clear Channel, CW Network, DC Comics, FremantleMedia, iHeart Radio Theater Los Angeles, Insomniac, Legendary Pictures, New Line Cinema, New York Film Academy, Nickelodeon, Technicolor, Warner Bros. Studios, Warner Music Group, The Walt Disney Company, and Yahoo.

RIGHT WHERE YOU WANT TO BE

Burbank Bob Hope Airport is the closest airport to the majority of Los Angeles' popular attractions. It offers flights to numerous destinations, including Seattle, Silicon Valley, and New York City. At the intersection of the Golden State (I-5) and Ventura (134) freeways, Burbank operates its own commuter bus service, and is also served by Metrolink and Amtrak with stops in Downtown Burbank and Burbank Bob Hope Airport. The city offers more than 2,300 hotel rooms and 50,000 square feet of meeting space.



DOWNTOWN BURBANK A top entertainment destination with a bustling street scene and world-class events, Downtown Burbank delivers the ultimate urban experience. The AMC Theaters rank in the top three movie circuits nationwide.

MAGNOLIA PARK One of the region's hottest neighborhood destinations, Magnolia Park is also one of L.A.'s coolest up-market vintage and retro shopping districts. Anchored by Porto's Bakery, Magnolia Park is packed with independent boutiques and restaurants.

MEDIA DISTRICT With one of the highest concentrations of entertainment companies in the world, the famed district combines world-class production studios with exciting dining options.

AIRPORT DISTRICT Hi-tech companies, conference hotels, and dynamic retail surround the Burbank Bob Hope Airport. Home to 40 retailers, the **Empire Center** is one of the highest grossing retail power centers in California.

DOWNTOWN

Voted L.A.'s best downtown by readers of the Los Angeles Daily News, Downtown Burbank boasts 113 restaurants, 300 shops, Burbank Town Center, Flappers Comedy Club, and a dynamic street scene. Additional destinations include a 166-suite Residence Inn by Marriott and 490-room Holiday Inn Burbank Media Center. The AMC Theaters rank in the top three movie circuits nationwide. Managed by the nonprofit Downtown Burbank Partnership, the district is home to numerous regional events attracting more than 40,000 visitors per year.

MAGNOLIA PARK

An eclectic neighborhood packed with one-of-a-kind boutiques and eateries, the entrepreneurial spirit rules in Magnolia Park. Independent retail represented by Mindfulnest, Pinup Girl Boutique, and Playclothes are side by side with innovative food destinations such as Luna Vine Wine Bar, Yummy Cupcakes, and Tony's Darts Away, the epicenter of L.A.'s craft beer scene. Home to Porto's Bakery, Magnolia Park delivers a vintage and retro shopping experience that is truly unique. The district is also home to Ladies Night Out, the famous shopping extravaganza held the last Friday of every month.

MEDIA DISTRICT

Burbank's high-profile media hub includes the world headquarters for The Walt Disney Company, ABC Television, Warner Bros. Studios, The Ellen DeGeneres Show, iHeart Radio, New Line Cinema, KCET, Legendary Pictures, DC Comics, Warner Music Group, Hollywood Records, Walt Disney Records, and affiliated industries. The district features the iconic Bob's Big Boy and The SmokeHouse Restaurant, Olive & Thyme, Umami Burger, Coffee Commissary, and Lemonade.

AIRPORT DISTRICT

is a major transportation hub that is rapidly emerging as a leading hi-tech hotspot on the West Coast. Convenient access to Silicon Valley has attracted internet giant Yahoo! It is also home to Insomniac Games, eSolar, Technicolor Digital Cinema, and Evolution Media. Anchored by the 488-room Los Angeles Marriott Burbank Airport Hotel with a 50,000 square foot convention center, the district is a top destination for expositions and conferences. It's also a retail powerhouse with the Empire Center. Burbank Bob Hope Airport, with 67 flights per day and 3.8 million travelers per year, is the closest airport to the majority of popular destinations in LA.

CITY OF BURBANK ECONOMIC DEVELOPMENT
150 N. Third Street, 2nd Floor, Burbank, California 91510

For more information, please contact: Mary Hamzoian, Economic Development Manager
phone: 818-238-5180 | e-mail: econdev@burbankca.gov | www.econdev.burbankca.gov

city of burbank
community development department

memorandum

DATE: February 19, 2016

TO: Ron Davis, Interim City Manager

FROM: Patrick Prescott, Interim Community Development Director

SUBJECT: **Community Development Goals Committee – February 18, 2016**

- Seven out of nine Community Development Goals Committee (Committee) members attended the one and a half-hour meeting.

- Committee Vice Chairperson, Gilbert Lopez, welcomed newly appointed Committee member John Gerro, and special guest - Patrick Prescott, Interim Community Development Director - to the meeting. Mr. Lopez called for a vote to approve the Committee meeting minutes from March 2, 2015.

- Staff provided copies of the Community Development Block Grant (CDBG) Funding Proposals for Fiscal Year 2016-2017 to each Committee member for their review and evaluation. A total of 24 CDBG proposals were received totaling $2.3 million. The CDBG Entitlement Funding allocation was also provided to the Committee ($703,474)

- On February 29th, the Committee will hold a meeting for CDBG Project and Program Presentations at 6:00 p.m. in the Community Services Building in Room 104. CDBG Funding recommendations by the Committee are scheduled on March 7th.

February 3, 2016
4:30 p.m.

The regular meeting of the Civil Service Board was held in the City Council Chambers of City Hall.

Roll Call

Members present:	Matthew Doyle, Chairperson David Nos, Vice-Chairperson Miguel Porras, Secretary Jacqueline Waltman Susan Widman
Also present:	Betsy Dolan, Management Services Director Mary Garipian, Human Resources Technician I Brady Griffin, Human Resources Manager Charmaine Jackson, Senior Assistant City Attorney Stephanie Kandt, Administrative Analyst II April Moreno, Human Resources Manager Jessica Sandoval, Executive Assistant Julianne Venturo, Asst. Management Services Director

Additional Agenda Items

None

Open Public Comment Period of Oral Communications

None

Approval of Minutes

MOTION CARRIED: It was moved by Mr. Nos, seconded by Ms. Widman and carried 5-0 to approve the minutes of the regular meeting of January 6, 2016.

Proposed Amendments to Classification Plan

None

Recruitment and Selection Report – January 2016

RECOMMENDATION: Note and file.

Appointments and Assignments – February 2016

For the month of February 2016, there was one provisional appointment extension needed. The extension was sought on behalf of the Public Works Department.

MOTION CARRIED: It was moved by Mr. Porras, seconded by Ms. Widman and carried 5-0 to approve the Appointments and Assignments for the month of February 2016.

Adjournment

The regular meeting of the Civil Service Board was adjourned at 5:40 p.m.

Julianne Venturo
Assistant Management Services Director

APPROVED:

_____DATE_____
Matthew Doyle, Chairperson

_____DATE_____
Miguel Porras, Secretary

city of burbank
community development department

memorandum

DATE: February 23, 2016

TO: Ron Davis, Interim City Manager

FROM: Patrick Prescott, Interim Community Development Director

SUBJECT: **Planning Board Actions of February 22, 2016**

At the regular meeting of February 22, 2016, the Planning Board discussed the following items:

1. Project No. 15-0008223 | Conditional Use Permit | 156 West Verdugo Avenue

The Board was presented with a request for a Conditional Use Permit (CUP) to allow a beer tasting room incidental to a new brewery business. The CUP would allow for a Type 23 alcohol license (small beer manufacturer) for the on and off-premise sale and consumption of alcohol. The Board approved the CUP with a vote of 4-0.

The Board's decision on this item is final. Modifications may not be made, nor the decision of the Board reversed, unless the Board's decision is appealed by the public or the City Council as a body decides to set the matter for a public hearing in lieu of an appeal. Any City Council Member requesting City Council review of this matter must submit a request in writing to the City Clerk by March 8, 2016.

Reports

2. Mr. Atteujenian and Ms. Eaton volunteered as the two Planning Board members to assist with the Mixed-Use Development Standards Project.

3. The Board was presented with an update on the status of construction for selected major projects: Hilton Garden Inn located at 401 S. San Fernando Blvd.; Nickelodeon located at 203 W. Olive Ave.; Talaria project located at 3401 W. Olive Ave.; IKEA store located at 805 S. San Fernando Blvd.; and WalMart located at the Empire Center.

Attendance

Present: Rizzotti, Atteukenian, Jo, Eaton.
Absent: Petrulis

CITY OF BURBANK

PARKS AND RECREATION

ANNOTATED AGENDA/MEETING SUMMARY

Meeting: Burbank Cultural Arts Commission **Date: February 11, 2016**

Members Present: Peggy Flynn, Edward Arno, Lynda Willner, Barbara Beckley, Cynthia Pease , Mary Elizabeth Michaels , Jeff Rector

Members Absent: Brian Miller, Diana Means

Staff Present: Kris Smith, Kristin Buhagiar, Vickie Cusumano, Noah Altman, Caroline Arrechea

Liaisons Present Jess Talamantes

Item Discussed		Summary	Direction or Action, if any
1	Bob Hope Airport Tower Banner Contest	The Commission viewed the three contest finalists and selected one winner.	None
4.	Art in Public Places Update	The Commission received an update that the City Council approved the public art garden project. The RFP is being finalized and a site selection committee will be established.	None
5.	2016 Burbank Cultural Arts Commission Goals Taskforces	The Cultural Arts Commission has established 5 goals to be accomplished over the next year: Goal 1: Public Relations/Marketing Goal 2: Burbank Arts Beautification Goal 3: Community Outreach Goal 4: Support Artists and Arts Organizations Goal 5: Commission Administration/Development	Goal 1:The Committee is looking into creating a phone app. They discussed possible vendors, pricing, and maintenance requirements. Once they determined a suitable group of vendor proposals had been received they would schedule presentations to the Commission. The Committee also conducted an informal survey and concluded that the Commission needs to concentrate on marketing. They are hoping to make the Commission more visible by sponsoring an event (such as Battle of the Bands, a dance competition, or Shakespeare in the Park). Goal 2: No update. Goal 3: The Committee discussed the possibility of once again participating in Burbank on Parade and/or having a booth at the Fine Arts Fair. There was a discussion regarding stepping up marketing efforts, purchasing new banners, sponsorship opportunities, and sponsoring social events. After discussion, they voted unanimously 7-0 in favor of participating in April's Fine Arts Festival. They also voted 6-1 (with Ms. Flynn opposed) to allow the subcommittee to access $500 from their funds to purchase a new banner. Goal 4: The Committee was looking at a grant opportunity for a free concert and would be

			working with staff to try to secure a location (such as a park). They continue to work on ideas for future convenings. The group is developing surveys in order to gather useful information for future convening topics and marketing strategies. Goal 5: The Committee is researching successful models in other cities and they hope to obtain valuable data they can use in future planning. They discussed partnering with a non-profit in order to qualify for certain grants, reaching out to and collaborating with Council members, reaching out to other commissions and committees, meeting with organizations to look for mutually advantageous opportunities, and using the Cultural Arts logo strategically to market the Commission and bring awareness to the public.

CITY MANAGER'S OFFICE

CITY NOTES

Important Updates for the Burbank City Council **February 19, 2016**

Recognition of Police Explorers

The Burbank Police Department recognized twelve young people recently for their participation in the department's Explorer Program. During a ceremony held Wednesday, February 10, Deputy Chief Mike Albanese and Captain Dennis Cremins presented the "Tenure Award" to the dozen Explorers for completing at least one year of service. The Burbank Police Explorer program focuses on career development for young men and women who are interested in law enforcement. The program, which is strictly volunteer, allows young people the opportunity to provide service to the Police Department and the community. Each Explorer's commitment to the program and their dedication to the Department are commendable and part of what makes the Police Department proud of these individuals.

(From left to right: Capt. Cremins, Aram Aleksanyan, Joseph Rangel, Evelyn De Anda, Luda Ulrich, Diana Agdashian, Kristian Calderon, Diana Sanchez, Samvel Ekimayan, Deputy Chief Albanese)
Not pictured: Adriana Gutierrez, Chris Lee, Tricia Valdez, Joaquin Godinez

Destruction of Records

Following City Council approval of a Resolution authorizing the destruction of records, the City Clerk's Office Records Division organized and assisted individual departments in preparing records for shredding. A total of 310 boxes of records were destroyed, including records from City Clerk's Office, Finance, BWP, Parks and Recreation, Management Services, Public Works and Administration on Thursday, January 28. The destruction of records complied with the City's records management program and City Council adopted records retention schedule. The retention schedule is a comprehensive list of city records and required retention based on city, state, and federal requirements. Annual citywide events for destruction of records are tentatively scheduled to take place every December.

Photo Exhibit

Photos from the Friends of the Burbank Public Library Amateur Photo Contest are currently on display in the Central Library auditorium. The exhibit will run through Saturday, February 27, and is open during regular library hours. Burbank resident Renee Silverman is this year's winner of "Best of Show".

Burbank PD Chaplains Step-Up to Help a Local Family in Need

Burbank Police Officers responded to a medical help call with the Fire Department last week, during which officers and fire personnel discovered a man had passed away who had endured a lengthy battle with a number of medical maladies. When the officers made that difficult "notification call" to the family, officers learned that the family had no means to provide for a funeral or service of any kind. The Police Department immediately reached out to its Chaplain cadre. The program is currently comprised of five devoted volunteer Chaplains from a variety of faiths who donate their time, energy, and faith to the Department and our Community. The Chaplains connected with the family and in short order, assured them the funeral services would be handled by community resources gathered by local faith-based groups, all facilitated by members of our Chaplain program. The Chaplain cadre quietly worked behind the scene to help a family that was already suffering the loss of their family member by relieving them of the burden of funeral services. The circumstances of this man's death were very sad, but some of the pain and stress for the family was made a bit more bearable because of the volunteers in our Community who went above and beyond the normal call of duty.

About Zika and Mosquitoes

In response to the concerns raised by the threat of Zika virus, the Greater Los Angeles County Vector Control District wants to remind L.A. County residents that, to date, the virus has *not* been identified in Los Angeles County mosquitoes. However, Aedes mosquitoes, which transmit the virus, have been detected in numerous California Communities. Residents are urged to take a few minutes each week to check their property and clean up their yards to reduce the spread of mosquitoes.

- Remove any container that is holding or has held water in the past where dormant eggs can be found. Drill holes in these containers so they cannot hold water and dispose of them securely in sealed trash bags.
- Do not keep saucers or pans under potted plants – it's a favorite place for mosquitoes to lay eggs.
- Drill drain holes in the bottom of all decorative flower pots or discard the pots if this is not possible.
- Drill drain holes in tire swings, children's toys, tubs, trash cans, and any other item that holds water.
- Tightly seal fill-holes on portable basketball hoops.
- Clean up trash and debris around the yard – look closely under bushes, behind the garage, and around stored items. Even small containers like soda cans can hold enough water to breed mosquitoes.
- Recyclable items should be stored in tightly sealed trash bags or covered trash cans, until recycled.
- Dispose of old tires – do not store these items in the yard.
- Containers that cannot be removed must be scrubbed weekly with soapy water to remove eggs
- Clean out and ensure that water flows properly through gutters and yard drains.
- Keep rain barrels tightly sealed and prevent ALL access by mosquitoes. Screening must be 1/8th inch mesh and should include downspouts, inlets, and overflows.