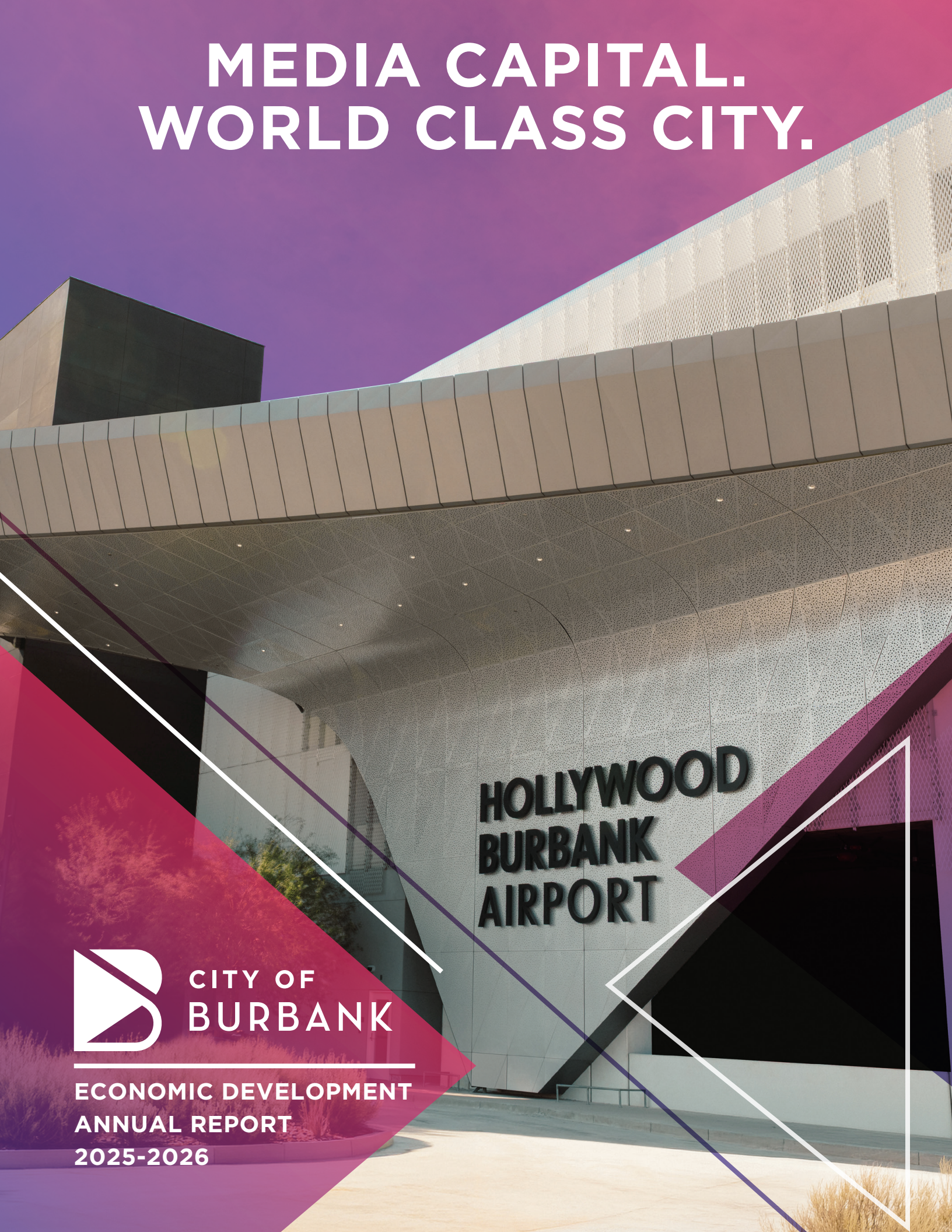
MEDIA CAPITAL.
WORLD CLASS CITY.



CITY OF
BURBANK

ECONOMIC DEVELOPMENT ANNUAL REPORT 2025-2026

WELCOME FROM MAYOR TAMALA TAKAHASHI

There has never been a more exciting time to experience Burbank.

Our city is entering an extraordinary era, with new investment, business growth and major opportunities strengthening Burbank's economy and expanding its reach.

Over the past year, Burbank welcomed new businesses, advanced significant development, strengthened its position as a center for the media and creative industries, and drew new attention to Downtown through the Los Angeles World Cup Fan Zone 26 at Downtown Burbank.

The momentum continues to build. Hollywood Burbank Airport's new passenger terminal is transforming one of the City's greatest competitive advantages, creating a modern gateway that will enhance the visitor experience and strengthen Burbank's regional connectivity. At the same time, the Warner Bros. Studio Ranch will serve as home to the International Broadcast Center for the LA28 Olympic and Paralympic Games, placing Burbank at the center of one of the world's most significant global events.

Burbank's next chapter is already unfolding, and together, we have an extraordinary opportunity to shape what comes next.

Tamala Takahashi
Mayor, City of Burbank

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BURBANK'S ECONOMIC SNAPSHOT

DEMOGRAPHICS

The following data provides a snapshot of Burbank's economic foundation, highlighting key demographics, market conditions, and the factors positioning the City for continued economic growth.

104K
TOTAL POPULATION

$151K
AVERAGE HOUSEHOLD INCOME

$106K
MEDIAN HOUSEHOLD INCOME

42.7K
HOUSEHOLDS

250K
DAYTIME POPULATION

77%
SOME COLLEGE ATTAINMENT OR HIGHER

43
MEDIAN AGE

Source: The Nielsen Company, Emsi, and Lightcast

REAL ESTATE & COMMERCIAL MARKET

$1.2M
AVERAGE SINGLE FAMILY HOME VALUE

27.1%
CLASS A&B OFFICE VACANCY

23.9%
OFFICE VACANCY

7.3%
RETAIL VACANCY

5.6%
FLEX/INDUSTRIAL VACANCY

Source: Q2 2026, HDL and Costar



BURBANK'S ECONOMIC DEVELOPMENT

BUILT-IN BUSINESS ADVANTAGES

Strengthening Burbank's economy and diversifying the City's tax base is a Citywide effort. Economic Development leads these efforts in partnership with every City department to create a business environment that supports investment, growth, and long-term economic vitality.

NO CITY INCOME TAX

NO GROSS SALES RECEIPT TAX

BUSINESS INCENTIVES & REBATES

HIGH-TOUCH BUSINESS CONCIERGE SERVICES

ONE BURBANK HIGH-SPEED FIBER

MEDIA CAPITAL OF THE WORLD

1,000+

ENTERTAINMENT, MEDIA & PRODUCTION COMPANIES

CONNECTED TO THE REGION AND BEYOND

30+

NONSTOP DESTINATIONS FROM HOLLYWOOD BURBANK AIRPORT

HIGHLY SKILLED WORKFORCE

166K

WORKFORCE POPULATION

EXCEPTIONAL BUSINESS ENVIRONMENT

12.2K

BUSINESSES

HOW WE SUPPORT BUSINESS

The Economic Development team provides dedicated, personalized support to help businesses navigate City resources, connect with the right partners, and succeed in Burbank.

SITE SELECTION & ATTRACTION | BUSINESS CONCIERGE SERVICES | MARKETING SUPPORT
SPECIAL EVENT SERVICES | FILM BURBANK | ENTREPRENEURSHIP PROGRAMMING



THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

Four core areas of focus guide Burbank Economic Development's efforts to attract investment, support businesses, foster entrepreneurship, and grow the visitor economy.

BUSINESS ATTRACTION EFFORTS

Grow Burbank's economic base by attracting new businesses, investment, and development, while promoting the City's opportunities, competitive advantages, and incentives to businesses, brokers, and developers.

TACTICS

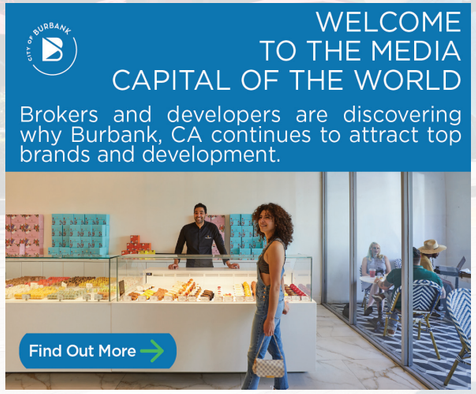
- *Attend Annual Trade Shows Marketing and Promoting Burbank to Real Estate Professionals and Businesses.*
- *Strategize on attracting transformative tenants that attract more visitors to our commercial corridors.*
- *Market and promote Burbank through various print and digital media platforms.*

FEATURE BURBANK IN TARGETED MEDIA PUBLICATIONS INCLUDING:

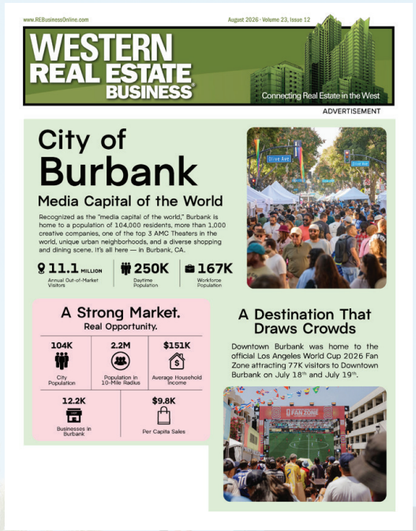
- *Western Real Estate*
- *Shopping Center Business*
- *Los Angeles Business Journal*
- *Arrived Magazine*
- *Globest*
- *Bisnow*

+1M

TOTAL AUDIENCE REACH









In 2026, the Los Angeles Times spotlighted Downtown Burbank as a regional success story, recognition backed by strong visitation, investment and business activity.

Los Angeles Times

BUSINESS

Beautiful downtown Burbank isn't a punchline. The city is booming while downtown L.A. struggles



The pedestrian mall on Palm Avenue in downtown Burbank. (David Butow / For The Times)

By Roger Vincent
Staff Writer | Follow

Subscribers are Reading

California is losing its oaks. One man is planting 10,000, including in tree-scarce Altadena

'I try to bring the energy.' Michael Araujo living his dream as the voice of Angel Stadium

FOR SUBSCRIBERS

This deadly fungus isn't just a rural threat anymore. New studies point to cities and oil wells

Woman was high when she plowed her SUV into a Metro bus, killing 2, prosecutors say

Voices

FOR SUBSCRIBERS

Plaschke: No more bubbly. NL West champion Dodgers appear headed for early fall

Latest Business

Argentina's poverty rate rises above 30% under President Milei, reversing recent decline

Sept. 25, 2026

THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

BUSINESS ATTRACTION

NEW BUSINESSES ATTRACTED & OPENED IN 2025-2026

Belle Bébé
BREWS & BITES
Che Mangi
Color Me Mine – The Art Of Having Fun
CONCORDE EQUINOX
FIREHOUSE SUBS
Flour Pizzeria & Café
FLOW WINE & COFFEE
Hallmark MEDIA
H.I.P – High Intensity Pilates
INDUSTRIOUS
iSMASH
jasmine house
カラオケ まねきねこ MANEKINEKO
KARSI LAVASH & BAKERY
Last Sip Café
Lee's Coffee HOUSE
MAD ENGINE GLOBAL
MINISO
NICK THE GREEK SOUVLAKI & GYRO HOUSE
RÊVE
SAINT HONORÉ Margarita Gabriel Pâtisserie
SANDBOX VR
SCUM & VILLAINY CANTINA
SKY ZONE TRAMPOLINE PARK
SUPER WYLD
SUPREME CRAB CAJUN SEAFOOD & BAR BUFFET
SWING FACTORY
THE DISTRICT TAVERN
THE MELT
the bar method
Thee Gonzalez Girl
TOKYO Japanese Lifestyle
VanLeeuwen
VITOS TACOS BIRRIERIA
whata peach



THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

BUSINESS ATTRACTION

FILM BURBANK: DRIVING PRODUCTION GROWTH

Launched in 2026, Film Burbank strengthens Burbank's competitiveness as a premier destination for film, television, and commercial production while supporting local businesses and continued investment in the City's creative economy.

CALIFORNIA Film Commission

2026 Member

753

FILM PERMITS ISSUED

FLICS
FILM LIAISONS IN CALIFORNIA STATEWIDE

2026 Member



MEDIA CAPITAL OF THE WORLD

FILM BURBANK

STREAMLINED

COMPETITIVE PERMITTING FEES
FAST APPROVALS
NO RED TAPE

CREATIVE INDUSTRY

FROM FILM & ANIMATION
TO PODCASTS
& DIGITAL MEDIA

LEGACY

CENTURY-LONG
HISTORY IN FILMMAKING
& ENTERTAINMENT

FILMBURBANK

818.238.3105
www.burbankca.gov/filmburbank
follow us on @film.burbank
#filmburbank

LEARN MORE

THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

RETENTION & EXPANSION

Strengthen Burbank's business community by helping existing businesses succeed, connecting businesses and investors with opportunities and resources, and supporting investment and activity throughout the City's commercial districts.

20K
BUSINESS CONCIERGE INQUIRIES SUPPORTED

76
BUSINESSES CONSULTING SERVICES PROVIDED

7
BUSINESS RETENTION VISITS

416
NEW BUSINESS WELCOME PACKETS DISTRIBUTED

1.4K
SPECIAL EVENT SERVICES PROVIDED

ENTREPRENEURSHIP

Cultivate Burbank's entrepreneurial ecosystem by connecting startups and emerging businesses with the resources, networks, and opportunities needed to launch, grow, and succeed.

667
ENTREPRENEURS SERVED

7
ENTREPRENEURIAL EVENTS



THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

TOURISM DEVELOPMENT | VISIT BURBANK

Grow Burbank's visitor economy by positioning the City as a compelling domestic and international destination, connecting visitors with hotels, dining, entertainment, and attractions. Visit Burbank leads destination marketing efforts that promote Burbank as a visitor destination attracting more than 11 million visitors annually that support local businesses.

Visit BURBANK

VISITOR MARKET PERFORMANCE

75.6%
HOTEL OCCUPANCY

$185
ADR (AVERAGE DAILY RATES)

$140
REVPAR (REVENUE PER AVAILABLE ROOM)

$135.5M
TOTAL ROOM REVENUE

$31M
LOCAL TAX REVENUE GENERATED

11M
ANNUAL OUT OF MARKET VISITORS

Source: Visit Burbank and STR Report FY 2025-2026





THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

TOURISM DEVELOPMENT | DOWNTOWN BURBANK

With more than 600 shops, restaurants, and local businesses, Downtown Burbank offers a vibrant, walkable destination for visitors and the community. The Downtown Burbank Partnership supports the district's economic wellbeing by promoting visitation, encouraging consumer spending, supporting local businesses, and enhancing Downtown Burbank as a destination to shop, dine, work, and explore.

4.9M
ANNUAL VISITORS

134K
EVENT ATTENDANCE

22
NEW BUSINESSES ATTRACTED

$19M
INVESTED IN DOWNTOWN BURBANK SINCE INCEPTION

ROBUST MARKETING CAMPAIGN

247K
VISITS TO DTNBUR.COM

42K
SOCIAL MEDIA FOLLOWERS

15.4M
MARKETING IMPRESSIONS

Source: Placer ai, Downtown Burbank



DOWNTOWN BURBANK

A MONUMENTAL DRAW FOR DOWNTOWN BURBANK

Funded by Visit Burbank, the Downtown Burbank × Richard Orlinski Art Exhibit brought seven monumental sculptures by internationally renowned artist Richard Orlinski to Downtown Burbank, creating a distinctive destination experience that attracted attention from visitors and media. Media exposure included:

7
MONUMENTAL SCULPTURES

396K
DIGITAL ADVERTISING IMPRESSIONS

7.1K
MEDIA CLICK-THROUGHS

1M
SOCIAL MEDIA IMPRESSIONS

156K
SOCIAL MEDIA ENGAGEMENTS

Source: Visit Burbank





THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

TOURISM DEVELOPMENT | DOWNTOWN BURBANK

A WORLD CUP WIN FOR BURBANK

The Official Los Angeles World Cup 26 Fan Zone at Downtown Burbank brought two days of international soccer, live entertainment and fan experiences to Burbank, showcasing the City on a global stage. Event metrics included:

12.1K
TICKETED FAN ZONE ATTENDEES

77.3K
DOWNTOWN VISITORS DURING THE FAN ZONE

58M
DIGITAL MEDIA IMPRESSIONS

12M+
ORGANIC SOCIAL MEDIA VIEWS





INVESTING IN OUR CITY

THE BURBANK DEVELOPMENT PIPELINE

Total projects approved or under review.

13
MAJOR PROJECTS

2,200
NEW RESIDENTIAL UNITS

700
NEW HOTEL ROOMS

1.5M+ SF
UNDER DEVELOPMENT

16
NEW SOUND STAGES



INVESTING IN OUR CITY

CURRENT PROJECTS RECENTLY COMPLETED, UNDER CONSTRUCTION OR IN THE PIPELINE

WARNER BROS. RANCH LOT STUDIOS

411 N. Hollywood Way

COMPLETED

30-acre, 926,180-SF studio campus with 16 sound stages, a five-story LEED-certified office building and associated production space.



MEDIA DISTRICT

INTRO BY LATERRA — PHASE I

777 Front Street

PHASE I COMPLETE | PHASE II UNDER REVIEW

573 rental units and 1,067 SF of ground-floor retail. Phase II is currently proposed as housing.



DOWNTOWN BURBANK



ELEVATE BUR REPLACEMENT PASSENGER TERMINAL

2827 N. Hollywood Way

COMPLETED

355,000-SF passenger terminal with 14 gates and a 2,007-space parking garage.

AIRPORT DISTRICT



FIRST STREET VILLAGE — PHASES I & II

325 N. First Street

PHASES I & II COMPLETE | PHASE III ON HOLD

176 multifamily apartments, including 14 affordable units, and approximately 11,800 SF of retail and commercial space.

DOWNTOWN BURBANK

INVESTING IN OUR CITY

2814 W. EMPIRE AVENUE



NEAR COMPLETION

148 residential units with on-site parking and bicycle stalls.

AIRPORT DISTRICT

PICKWICK LANE



921 W. Riverside Drive

UNDER CONSTRUCTION

92 three-story residential townhomes on a 5.01-acre site.

RANCHO DISTRICT

BURBANK CENTRAL LIBRARY & CIVIC CENTER



301 E. Olive Avenue

APPROVED

Up to 119,000 SF, including a new four-story Library and Civic Center, 310-space parking structure and major public plaza and streetscape improvements.

DOWNTOWN BURBANK

1000 N. SAN FERNANDO BLVD.



PROPOSED

Tenant improvements for a 72,530 SF commercial building, including a 65,000 SF Ralph's supermarket, 4,043 SF loading dock, and 3,487 SF tenant space.

DOWNTOWN BURBANK

3201 W. OLIVE AVENUE



APPROVED

144 rental units and 1,058 SF of retail space.

MEDIA DISTRICT

INVESTING IN OUR CITY

BURBANK AERO CROSSINGS

2311 N. Hollywood Way

DEMOLITION COMPLETE

862 residential units, including 80 low-income units and 12 live-work spaces; 151,800 SF of office; 9,700 SF of retail; and 91,575 SF of open space.

AIRPORT DISTRICT



AC HOTEL

550 N. Third Street

DEMOLITION COMPLETE

196-room hotel with a 3,800-SF restaurant, pool, courtyard and rooftop viewing deck.

DOWNTOWN BURBANK





HOME 2 SUITES BY HILTON

129 E. Providencia Avenue

ENTITLEMENT PHASE

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

AIRPORT DISTRICT



ALOFT AND RESIDENCE INN HOTEL

2500 N. Hollywood Way

UNDER REVIEW

420-room dual-brand hotel, including 203 Aloft rooms and 217 Residence Inn rooms.

AIRPORT DISTRICT

A NEW GATEWAY TO THE MEDIA CAPITAL

Hollywood Burbank Airport's new passenger terminal transforms one of Burbank's greatest competitive advantages, and the arrival experience for millions of travelers.

$1.3B
INVESTMENT

355K SF
NEW TERMINAL

14
GATES

5.4M
PASSENGERS
(FY 2025-2026)

BUSINESS ACCESS | VISITOR ACCESS | MOBILITY | REGIONAL CONNECTIVITY





THE WORLD WILL BE WATCHING LA28 FROM BURBANK

LA28 INTERNATIONAL BROADCAST CENTER

Warner Bros. Studios' 30-acre Ranch Lot will serve as the International Broadcast Center for the LA28 Olympic and Paralympic Games, positioning Burbank at the heart of the global media operation. The campus includes 16 soundstages, production support facilities, workshop space, and creative offices designed to support large-scale broadcast and production operations beginning in 2027.

8,000
BROADCASTERS

GLOBAL AUDIENCE | HOSPITALITY | TOURISM | BUSINESS | MEDIA EXPOSURE







2026 Los Angeles County Economic Development Corporation (LAEDC)

FINALIST
Most Business Friendly City
(Large City)

CITY OF BURBANK
ECONOMIC DEVELOPMENT

THE CITY OF BURBANK ECONOMIC DEVELOPMENT 2025-2026 ANNUAL REPORT

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