

MEDIA CAPITAL. WORLD CLASS CITY.

**HOLLYWOOD
BURBANK
AIRPORT**



**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

HIGHLY SKILLED WORKFORCE



166K

WORKFORCE
POPULATION

CONNECTED TO THE REGION AND BEYOND



30+

NONSTOP
DESTINATIONS FROM
HOLLYWOOD
BURBANK AIRPORT

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

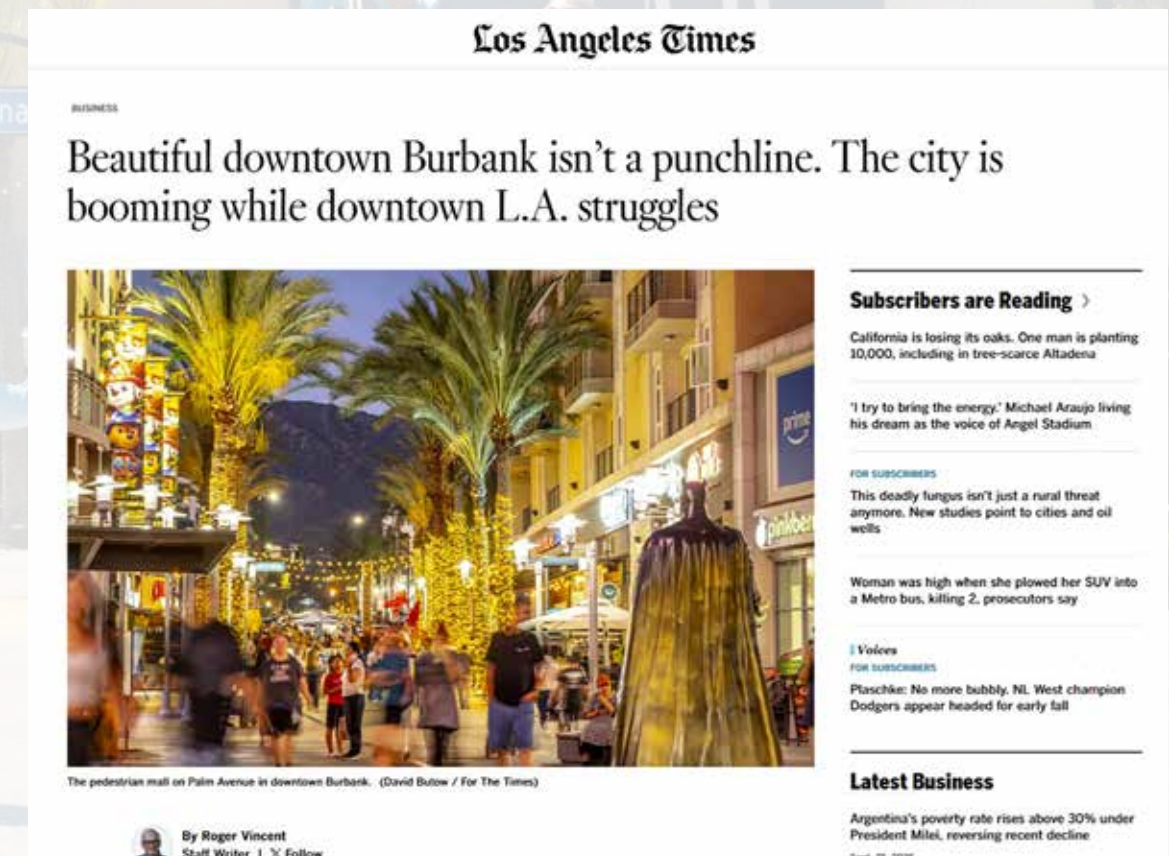


+1M

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.





THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

BUSINESS ATTRACTION

NEW BUSINESSES ATTRACTED & OPENED IN 2025-2026





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.



2026 Member



753

FILM PERMITS ISSUED



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



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





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.



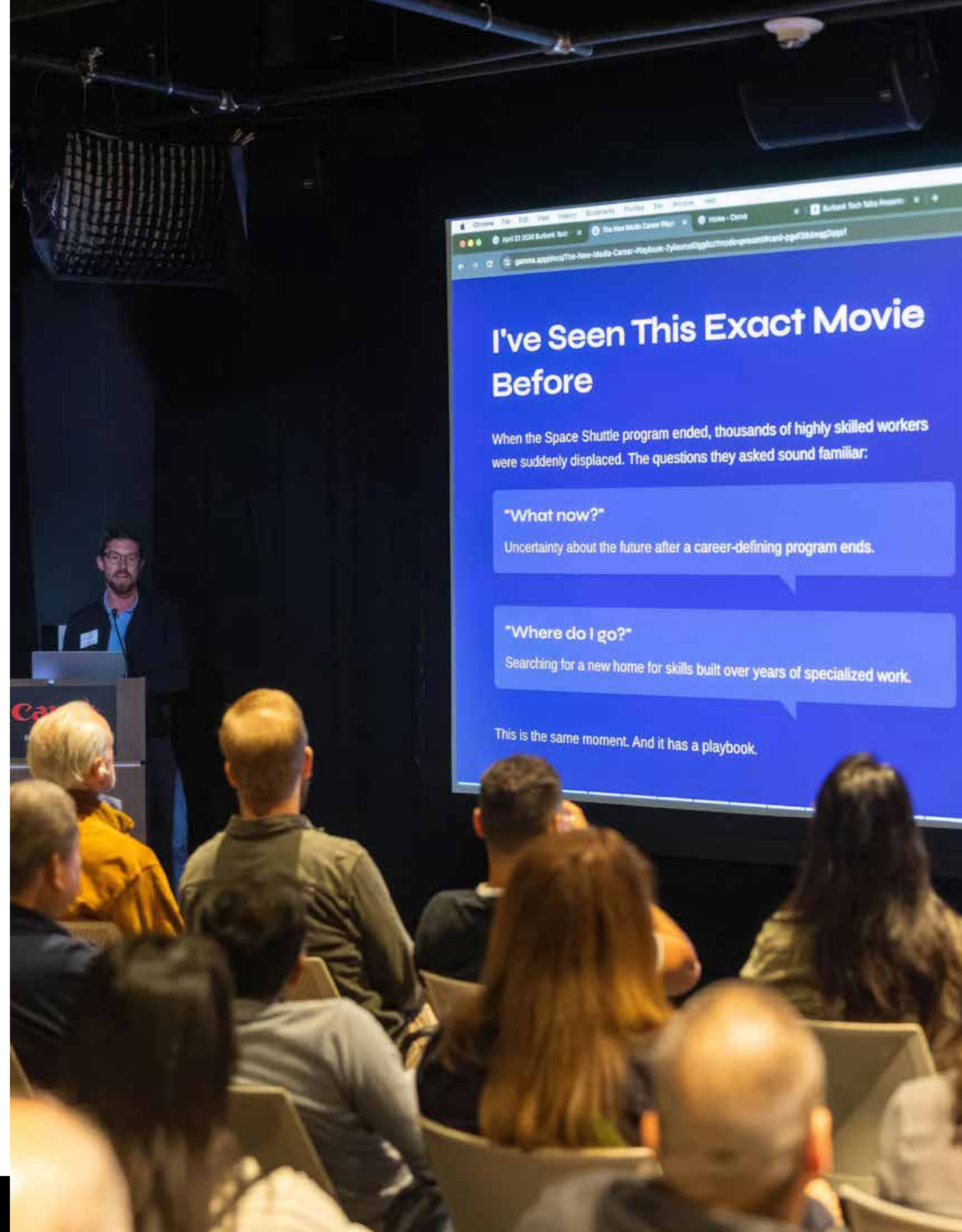
667

ENTREPRENEURS
SERVED



7

ENTREPRENEURIAL
EVENTS



I've Seen This Exact Movie Before

When the Space Shuttle program ended, thousands of highly skilled workers were suddenly displaced. The questions they asked sound familiar:

"What now?"

Uncertainty about the future after a career-defining program ends.

"Where do I go?"

Searching for a new home for skills built over years of specialized work.

This is the same moment. And it has a playbook.



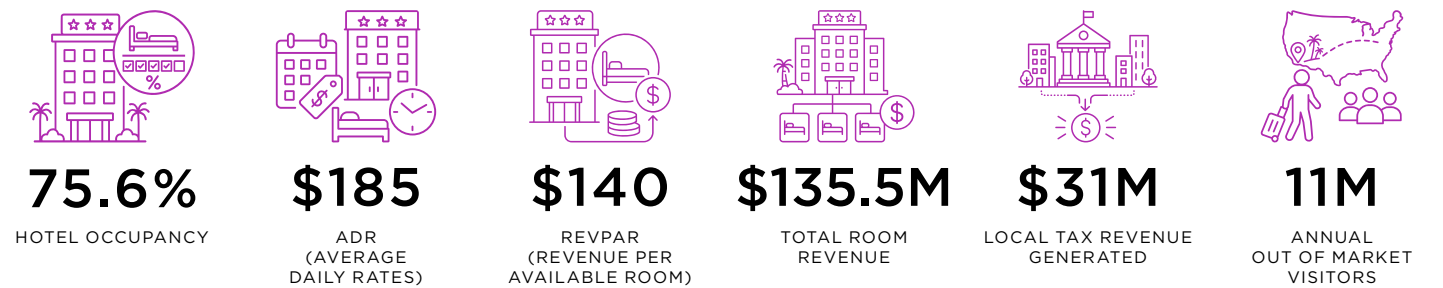
THE FOUR PILLARS OF ECONOMIC DEVELOPMENT

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



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 x 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.





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.



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.



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.



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.





INVESTING IN OUR CITY

2814 W. EMPIRE AVENUE

NEAR COMPLETION

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



PICKWICK LANE

921 W. Riverside Drive

UNDER CONSTRUCTION

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



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.



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.



3201 W. OLIVE AVENUE

APPROVED

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





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.



AC HOTEL

550 N. Third Street
DEMOLITION COMPLETE

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



HOME 2 SUITES BY HILTON

129 E. Providencia Avenue
ENTITLEMENT PHASE

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



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.





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

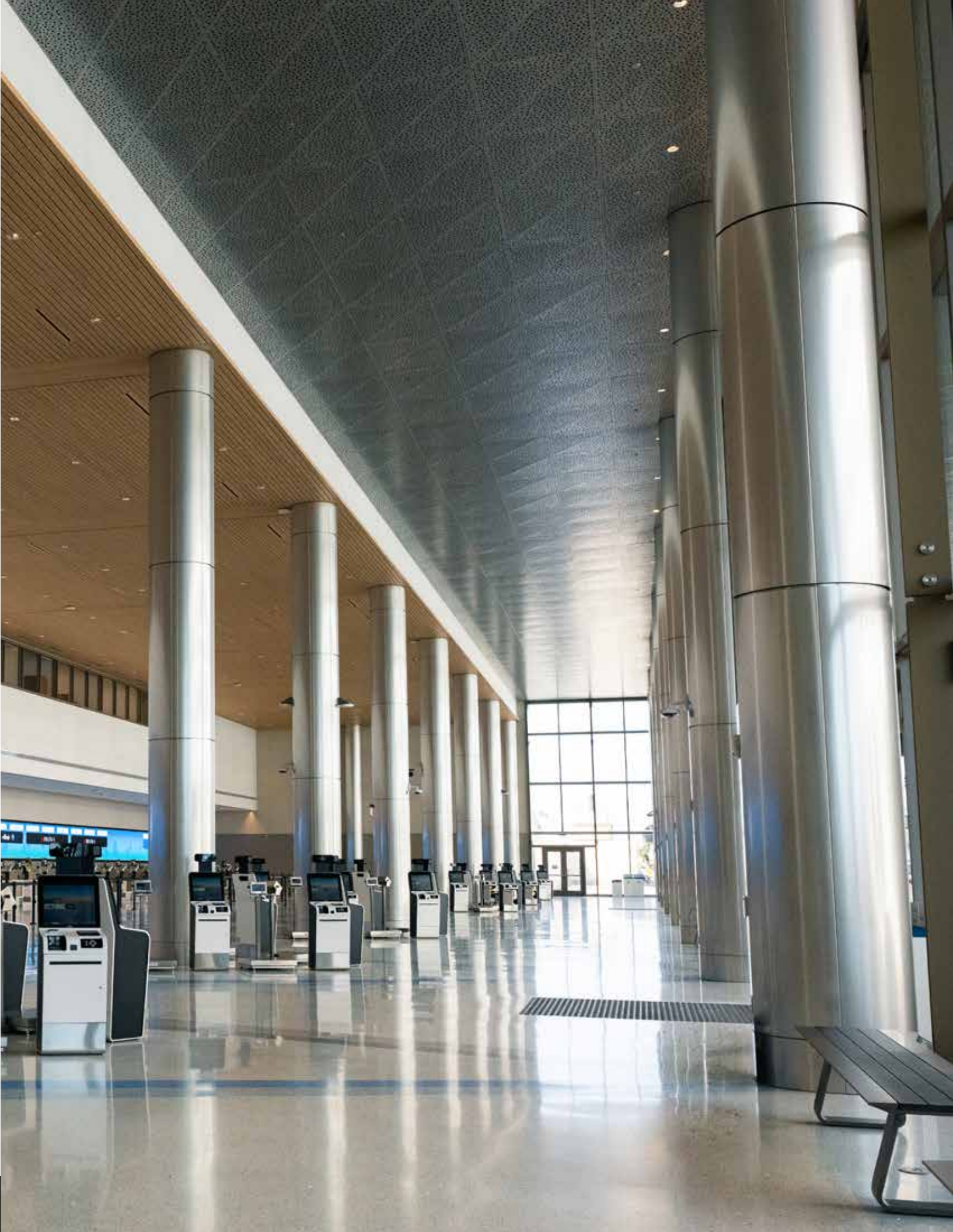
GATES



5.4M

PASSENGERS
(FY 2025-2026)

BUSINESS ACCESS | VISITOR ACCESS | MOBILITY | REGIONAL CONNECTIVITY





THE WORLD WILL BE WATCHING LA28 FROM BURBANK

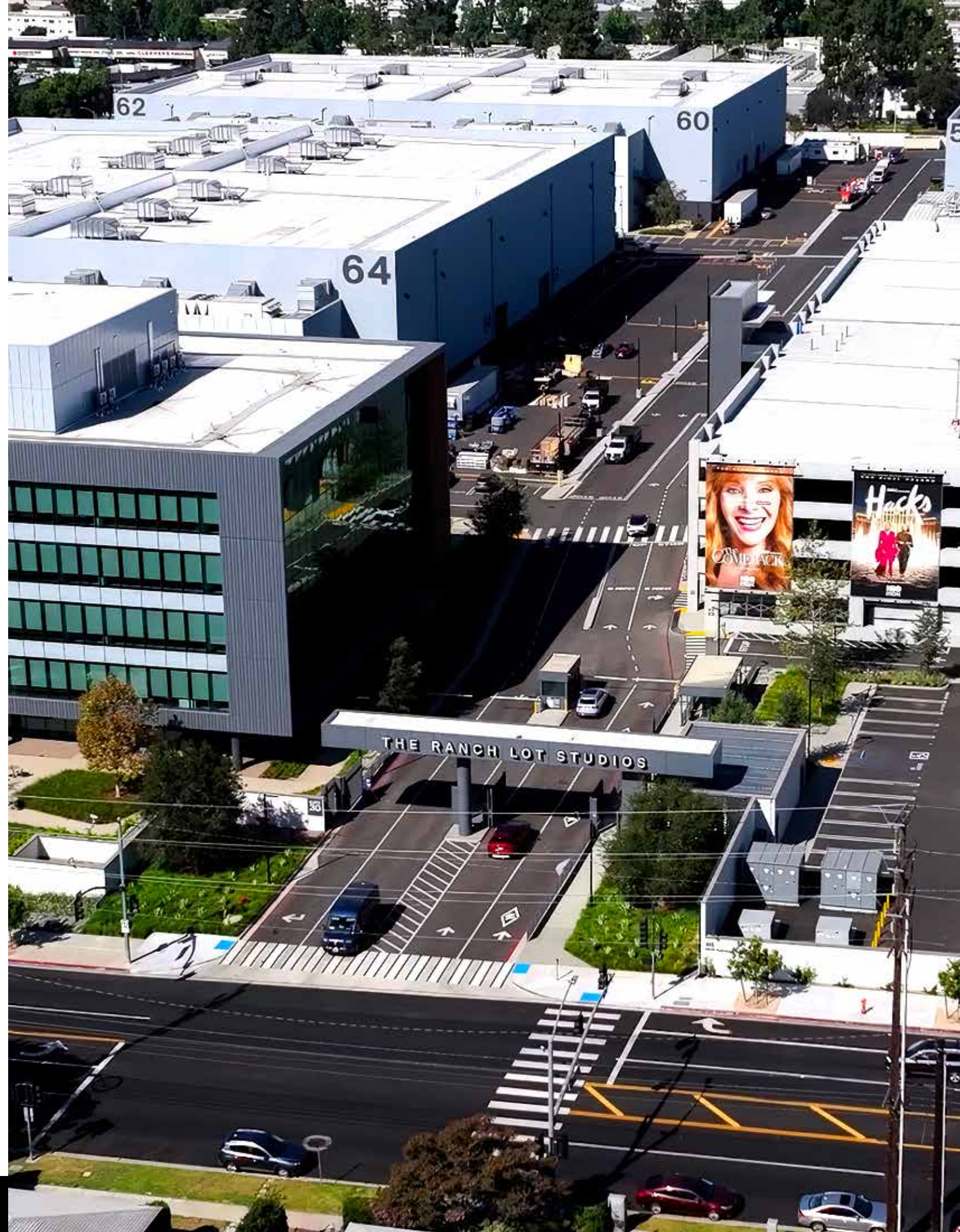
LA28 INTERNATIONAL BROADCAST CENTER

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)



**ECONOMIC
DEVELOPMENT**



THE CITY OF BURBANK
ECONOMIC DEVELOPMENT
2025-2026 ANNUAL REPORT



City of Burbank
Economic Development
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818-238-5180
[ChooseBurbank.com](https://www.chooseburbank.com)