

# STAFF REPORT



## COMMUNITY DEVELOPMENT

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**DATE:** October 14, 2025

**TO:** Justin Hess, City Manager

**FROM:** Patrick Prescott, Community Development Director  
VIA: Simone McFarland, Assistant Community Development Director  
BY: Mary Hamzoian, Economic Development Manager

**SUBJECT:** Acceptance of Public Comment on the Proposed Renewal of the Burbank Tourism Business Improvement District

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### **RECOMMENDATION**

Accept Public Comment on the Proposed Renewal of the Burbank Tourism Business Improvement District (TBID).

### **BACKGROUND**

In 2011, City Council (Council) established Burbank's TBID to market and promote Burbank and its hotels as a desirable national and international destination. The TBID has successfully operated for more than 14 years and is currently requesting to renew the district for a new 10-year term. On September 9, 2025, City Council (Council) adopted a Resolution of Intention (Resolution) to Renew the TBID. The September 9<sup>th</sup> Staff Report is included as Attachment 1. The Resolution set a time, date and place for two additional meetings, a public hearing to hear testimony on renewing the TBID for October 14, 2025, and a final public hearing for the Resolution of Formation for November 18, 2025.

### **DISCUSSION**

The purpose of this public hearing is to provide an opportunity for members of the community to submit public comment on the proposed renewal of the TBID. The only action required by Council at this time is to accept any public comment submitted.

### **TBID Renewal Process**

For the TBID renewal process to begin, a majority of Burbank hotels representing more than 50% of the total districts assessment must have signed a petition in favor of the

renewal. A total of 14 hotels, representing 91.33% of the total district assessments have signed a petition in favor of renewing the TBID (Attachment 2). Burbank's lodging business<sup>1</sup> owners have elected to pursue renewal of the TBID to continue a stable revenue source devoted to marketing Burbank as a tourist, meetings, and events destination. This overwhelming support from the hotels provides Council the opportunity to continue the district renewal process, thereafter, leading up to the renewal of a new ten-year term beginning July 1, 2026. If renewed, the TBID would generate approximately \$2,275,000<sup>2</sup> on an annual basis for promotion of travel and tourism, specific to Burbank (amount based on 1.75% of rental room revenue generated during Fiscal Year 2026-27). This is approximately \$875,000 more than is currently collected and will allow for increased marketing and destination development projects that enhance the visitor experience.

Council adopted the Resolution of Intention to Renew the TBID on September 9<sup>th</sup>. On September 12<sup>th</sup>, a written notice was sent to all hotel owners notifying them of the approval of the Resolution of Intention and providing them with the opportunity to protest the renewal of the TBID (Attachment 3).

#### Next Steps in the Renewal Process

- A Public Hearing is scheduled for October 14, 2025 for the Council to accept public comment regarding the proposed renewal of the TBID. There is no action required by Council at the October 14, 2025 meeting other than to accept any public comment submitted.
- At the October 14<sup>th</sup> meeting, if written opposition is received from hotels which represent more than 50% or more of the proposed assessments, and the written opposition is not withdrawn, the renewal process will end and no further action to renew the TBID can be taken for a period of one (1) year from the date of the final public hearing (November 18, 2025).
- A second Public Hearing is scheduled for November 18, 2025.
- If no opposition is received, or opposition representing less than 50% of the proposed assessment is received up until the close of the final hearing on November 18, 2025, Council may consider the renewal of the TBID on November 18, 2025.

#### **ENVIRONMENTAL REVIEW**

This report has no potential for resulting in a direct or reasonably foreseeable indirect physical change to the environment and falls outside the definition of a "project" under the California Environmental Quality Act (CEQA) and is therefore not subject to CEQA review pursuant to § 15378 of Title 14 of the California Code of Regulations (CEQA Guidelines).

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<sup>1</sup> Hotels are also commonly referred to as lodging businesses.

<sup>2</sup> Current assessment is 1% and generates approximately \$1,400,000 annually.

**FISCAL IMPACT**

There is no fiscal impact associated with this report.

**CONCLUSION**

The TBID has a successful track record of enhancing Burbank's presence as a business and leisure tourist destination. Since 2011, the TBID has maintained the same 1% assessment rate, utilizing approximately \$1.4 million annually to promote Burbank as a top tourist destination through marketing and destination development. With the renewal of a new 10-year term, the assessment rate increase will support marketing and destination development initiatives like monument signage and wayfinding to enhance the visitor experience in Burbank. By moving forward with the renewal of the TBID, Council is reinforcing its commitment to enhance and grow the tourism sector in Burbank.

**ATTACHMENTS**

Attachment 1 – Staff Report for Resolution of Intention from September 9, 2025

Attachment 2 – Signed Petitions

Attachment 3 – Notice of Public Meeting and Public Hearing