

Priority Action Plan 2025-26



ECONOMIC DEVELOPMENT

1) Diversify economic base, 2) Create incentives to attract, retain, and support media and studio industries and enhance relationships with existing companies, 3) Complete outstanding specific plans, 4) Expand concierge services, 5) Improve business retention and encourage the addition of high quality retail and restaurants, 6) Increase visitor serving amenities to attract tourism associated with Elevate BUR, 2028 Olympics, World Cup, and Super Bowl.

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| A | Engage in support efforts for the entertainment industry by considering establishment of an Entertainment Industry Task Force and/or Local Film Commission, and providing space for job connections, workshops, and networking via the Media Industry Job Fair. |
| B | Continue to support businesses via the Business Visitation Program and by providing ultra-reliable, high-speed fiber optic and internet services through the ONE Burbank enterprise. |
| C | Complete Specific Plans and Environmental Impact Reports for Downtown Burbank, Golden State District, Media District, and the Rancho Neighborhood, including a detailed analysis and design of utility systems needed to support the specific plans (utility technical studies). |
| D | Complete the Inclusionary Housing and Density Bonus Ordinances, and initiate analysis of Development Impact Fees, which fund infrastructure and public services needed to support new developments. |
| E | Prioritize the City's Business Concierge service and enhance efforts to ensure business owners are able to effectively navigate the permitting process when establishing and developing their businesses. Develop and enhance the City's internal Business Assistance Cabinet, which will consist of a team of staff from various departments tasked with ensuring efficiency in permitting for businesses. |
| F | Convene Tourism Business Improvement District (TBID) Steering Committee for the 2026 World Cup and the 2028 Olympics (LA28). |
| G | Facilitate the development of entitled and proposed hotels to increase local amenities and options for future visitors. |