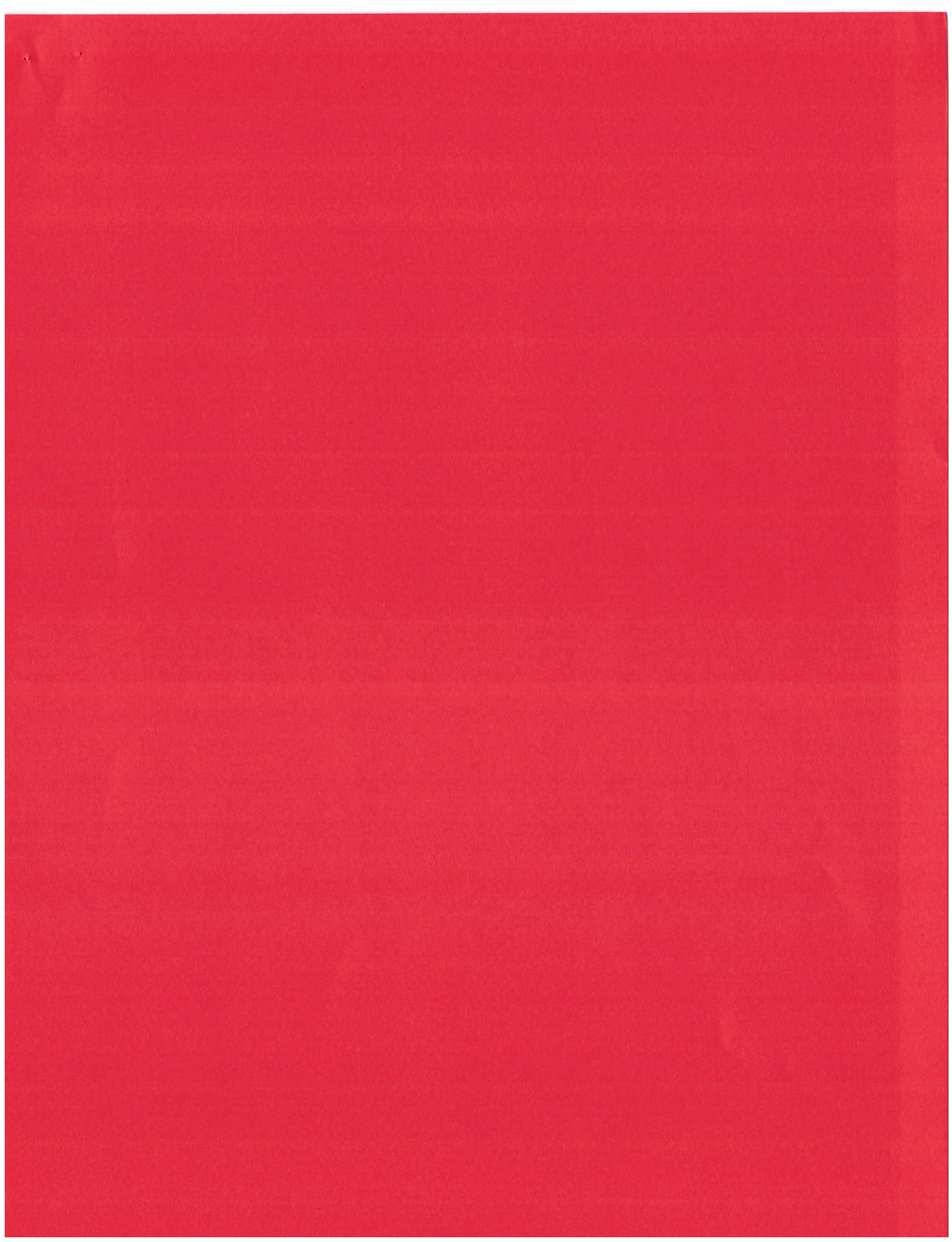




Weekly Management Report

December 19, 2025

- 1. Synopsis** Burbank Hospitality Association (BHA) Meeting on
November 19, 2025
Community Development Department



MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: December 10, 2025

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager
BY: Odette Zakarian, Administrative Analyst II

SUBJECT: Burbank Hospitality Association (BHA) Meeting – November 19, 2025

- Universal Parks & Resorts Vacations (UPRV) presented a recap for 2025 Hotel Partnership Program. The January fires, political protests, and a soft economy led to a decrease in theme park attendance. Despite the decline, UPRV's monthly rotation of Burbank hotels into their top five booking engine positions added \$35,000 in revenue for Visit Burbank this fiscal year. UPRV is working on specific marketing campaigns to boost attendance for next year. The Board made a motion to renew its partnership with UPRV for 2026.
- Verdin, Visit Burbank's new marketing agency, presented two new campaign concepts for Visit Burbank. The Board had difficulty choosing between the two strong campaigns but decided to move forward with "Go Off Script" as they felt it aligned better with Burbank's identity as the Media Capital of the World. Once production kicks off, the marketing team is committed to using local production resources to support the City's economy.
- Tourism Economics presented key findings from the 2024 Tourism Impact Study, TOT and Funding Analysis, Custom Lodging Report, and World Cup & Olympics Report. In 2024, Burbank welcomed 3.2 million visitors who spent \$843 million, supporting 7,900 jobs and \$32.1 million local taxes.