



Weekly Management Report

September 5, 2025

1. **Synopsis** Transportation Commission
Meeting on June 25 and July 23, 2025
Community Development Department
2. **Memo** Downtown Burbank Partnership (PBID)
Meeting on July 9, 2025
Community Development Department
3. **Minutes** Civil Service Board
Meeting on December 4, 2024
Management Services Department
4. **Minutes** Burbank Water and Power Board
Meeting on August 7, 2025
Water and Power
5. **Report** July 2025 Operating Results
Water and Power
6. **Memo** Business Attraction Update: ICSC Conference
Community Development Department
7. **Memo** US Travel Association IPW Conference Update
Community Development Department

MEMORANDUM



COMMUNITY DEVELOPMENT

DATE: August 27, 2025

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: David Kriske, Assistant Community Development Director –
Transportation
BY: Natalie Burns, Intermediate Clerk

COUNCIL MEMBER LIASIONS PRESENT: Chistopher Rizzotti

SUBJECT: Transportation Commission Meeting Synopsis – June 25, 2025

Electric Mobility Devices

Police Department Staff provided an overview on electric mobility devices, including scooters, bicycles, and motorized bicycles, and discussed potential regulations clarifying definitions of devices and to delineate locations where certain electric mobility devices shall be prohibited while also ensuring consistency with state laws and supporting and encouraging alternative modes of transportation.

The Commission passed the following motion:

- The Transportation Commission recommends that the City Council:
 - Explore speed limits for all bicycles, electric bicycles and electric mobility devices in public Class I bike lanes, sidewalks, and all other public paths and trails.
 - Provide public funding for registration and education/outreach of all bicycles, electric bicycles and electric mobility devices in the spirit of safety, theft deterrence, and treating them all the same.
 - Engage with the State for more clear regulations and clarity on the classifications and speed limits for bicycles, electric bicycles and electric mobility devices.
 - The motion was made my Commissioner Lewis and seconded by Commissioner Dionysian.
 - The motion passed 5-1-1, with Commissioner Facchetti abstaining, and Commissioner Ehrhardt voting no.

BurbankBus Title VI Program Triennial Update 2025

City Staff presented the draft 2025 BurbankBus Title VI Program Update and collected input on the draft plan from the Commission. The Commission was asked to make a recommendation to the City Council to adopt the plan. The City Council is scheduled to consider the plan for adoption at their July 15, 2025, meeting.

The Commission made a motion for the City Council to adopt the 2025 BurbankBus Title VI Program.

- The motion was introduced by Chair Kalauskas and seconded by Commissioner Facchetti.
 - The motion passed 7-0.

BurbankBus Ridership Variable Study

Commissioner Polon presented findings of his study to investigate variables that affect BurbankBus ridership.


MEMORANDUM



COMMUNITY DEVELOPMENT

DATE: August 27, 2025

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: David Kriske, Assistant Community Development Director –
Transportation
BY: Natalie Burns, Intermediate Clerk

COUNCIL MEMBER LIASIONS PRESENT: None

SUBJECT: Transportation Commission Meeting Synopsis – July 23, 2025

Safer Streets Burbank

Staff provided a presentation on the Safer Streets Burbank Action Plan and requested that the Commission recommend the City Council adopt the proposed plan.

The Commission passed the following motion:

- The Transportation Commission recommends that the City Council approve and adopt the Safer Streets Burbank Action Plan.
 - The motion passed 5-0, with two absences.

Parking Restrictions Near Intersections and Assembly Bill 413

Staff provided an overview of Parking Restrictions near Intersections and Assembly Bill 413 and requested that the Commission recommend the City Council introduce an Ordinance clarifying the City's parking restrictions near intersections, crosswalks, traffic control devices, and stop signs pursuant to Assembly Bill (AB) 413.

The Commission passed the following motion:

- The Transportation Commission recommends that the City Council introduce an ordinance of the City of Burbank amending Title 6, Chapter 1 of the Burbank Municipal Code to clarify the City's parking restrictions near intersections, crosswalks, traffic control devices, and stop signs pursuant to recent updates

to California Vehicle Code Section 22500.

- The motion passed 5-0, with two absences.

Downtown Burbank San Fernando Boulevard Reconfiguration Phase 1 Project 12-Month Update and Recommendation to Maintain the Improvements in Place and Advance Phase 2 of the Project.

Staff provided an update on the first 12 months of the Downtown Burbank San Fernando Boulevard Reconfiguration Phase 1 Project and requested that the Commission recommend the City Council to maintain the improvements in place while advancing Phase 2 of the project.

The Commission passed the following motion:

- The Transportation Commission recommends that the City Council:
 - Maintain the improvements in place while advancing Phase 2 of the project while also investigating designs that allow for efficient and frequent closures.
 - Investigate whether the one-way reconfiguration can be expanded past Olive Avenue to Angeleno Avenue
 - Take the lessons learned from this project to other places within the City
 - As Phase 2 conceptual moves forward, additional data related to collisions, economic activity, and foot traffic be collected and outreach to nearby businesses continue before permanent implementation.
 - Reconsider the Commission's original recommendation to evaluate a full closure in the future.
 - The motion passed 4-1-2, with Commissioner Facchetti voting no, and two absences.

**DOWNTOWN BURBANK P-BID BOARD MEETING
MINUTES FOR SPECIAL MEETING OF JULY 9, 2025**

9:00 A.M. - 10:00 A.M.

150 N. Third Street, Room 202, Burbank, CA 91502

Members Present: Michael Cusumano, Cusumano Real Estate Group, **Chair**
Jim O'Neil, Crown Realty Group, **Vice Chair**
Dominick Scarola, Burbank Community Member, **Treasurer**
Brett Warner, Lee and Associates
Christine Deschaine, Kennedy - Wilson Properties
Erik Maenner, Burbank Town Center
Mary Ann Barroso-Castanon, IKEA
Parham Yedidsion, Evolution Strategic Partners LLC
Brad Bucklin, Property Owner, ***non-voting member***
Jamie Keyser, Burbank Chamber of Commerce, ***non-voting member***

Members Absent: Ted Slaughter, The Village Walk, **Secretary**
Courtney Padgett, Assistant City Manager
Patrick Prescott, Community Development Director
Mark Gangi, Gangi Architects, ***non-voting member***

Key Staff Members: Simone McFarland, Community Development Dept.
Mary Hamzoian, Community Development Dept.
Marissa Cardwell, Community Development Dept.
Aida Ofsepan, Community Development Dept

The Board meeting was called to order at 9:06 A.M., on Wednesday, July 9, 2025. There were eight (8) voting members of the Board present at the start of the meeting.

A. Roll Call

B. Announcements

- **Summary and Update of the Labbad Case:**
 - Plaintiff Abraham Labbad sued the City of Burbank in 2021 over injuries sustained by a minor while ice skating.
 - Plaintiff amended his complaint in 2024 to name Downtown Burbank as an additional defendant, but did not serve Downtown Burbank until 2025.
 - Downtown Burbank moved to dismiss the case against it for lack of timely service (the general rule is you must serve a defendant within three years of filing the case). The trial court agreed and dismissed the case.
 - Plaintiff has until August 2025 to file an appeal.
- **Burbank Comedy Festival:** The festival at Flappers Comedy Club will take place on August 9 -16, 2025. The Board provided a sponsorship of \$5,000 in

May. Flapper's Comedy Club has already secured Kalaveras, Hilton Garden Inn, and Barney's Beanery as locations for after parties. As a sponsor, Downtown Burbank will also receive:

- Promotion of Downtown Burbank Businesses and Hotels in three e-blasts
- Inclusion as a 'collaborator' on three social media posts
- An 'events video' played during the festival
- An after-action event report presented to the Board at the end of the year
- **Now Open:** Staff announced that Candeeland, Tigawok and Chubby Dumppling are now open.
- **Coming Soon:** Staff announced that Supreme Crab, Scum & Villainy Cantina, Jam Jam Tea Studio, The Melt, iSmash, and Flow Wine Bar would be coming to Downtown Burbank.

C. Board Member Comments

Board member Brad Bucklin announced that he is now overseeing the classifieds section for MyBurbank and suggested that anyone offering classes, workshops, sales, or similar activities should reach out to him or consider posting them on the MyBurbank.com website.

D. Approval of Minutes

ACTION ITEM

The minutes of the May 15, 2025, meeting were presented for approval. Dominick Scarola made a motion to approve the minutes as presented, seconded by Michael Cusumano; motion carried 8-0.

E. Treasurer's Report

The Treasurer's report as of May 31, 2025, was presented to the Board by Treasurer, Dominick Scarola. Mr. Scarola highlighted that the PBID's current assets amount to \$647,310.17. Christine Deschaine made a motion to approve the Treasurer's report as presented, seconded by Brett Warner; motion carried 8-0.

F. Summer Arts Festival Wrap-Up

The Downtown Burbank Arts Festival held on Saturday and Sunday May 31 and June 1, was a great success with more than 17,000 attendees estimated over the weekend, an increase from the previous year's event. This year's event featured more than 170 artisans curated by Jackalope Arts with event hours from 11:00am to 6:00pm. The event spanned San Fernando Blvd. from Magnolia Blvd. to Olive Ave. The next Arts Festival is scheduled for December 13th & 14th.

Following the event, staff sent out a survey to businesses requesting feedback on the festival. Seventeen replies were received, and the survey results were as follows:

- 18% reported an increase of 10%-20% in sales during the event.
- 18% reported an increase of 10%-20% in customers during the event.
- 76% agree The Arts Festival helps attract more customers to Downtown.
- 53% agree The Arts Festival helps attract more customers to their store.

- 41% agree The Arts Festival benefits their business and Downtown.
- 53% agree The Arts Festival positively affects their business.
- 65% would like The Arts Festival to return next year.

Survey responses following this year's event were minimal, and did not match the feedback levels seen in previous years. This prompted staff to begin evaluating the festival's overall benefit for future years, especially in light of the ongoing San Fernando Boulevard Reconfiguration Project. The Board asked staff to consider reassessing the booth layout as a potential way to enhance the overall event experience. Due to the required 17' fire lane, there are not many layout changes that can be implemented. For the upcoming Winter Arts Festival, staff plans to collaborate more closely with the business community to boost their engagement through enhanced marketing and promotional efforts.

G. ICSC Update

Staff reported on their attendance at the annual ICSC Las Vegas Conference in May. The City of Burbank is represented at the 'Team CA' booth, providing a showcase for promotional items and marketing materials. During the conference, staff met with several companies that expressed interest in Burbank including: Picklr, Woof Gang Bakery, Smoothie King, Hmart, Sourdough and Co. and several hotel developers.

Also, as a part of the City's annual marketing campaign geared toward attracting new business and developments, a cover wrap and two full page ads in commercial retail focused publications were distributed to coincide with the conference.

Prior to the conference, staff sent out more than 75 emails to desired tenants and businesses currently expanding in California, providing them detailed information about available commercial spaces in Downtown Burbank. As part of this broader outreach effort, staff also began integrating the list of available spaces into the Downtown Burbank website under the "Broker" section. This step was taken to ensure that prospective tenants and brokers have easy access to updated listings, improving visibility and streamlining the process for those interested in locating their business in the area. The goal is to make Downtown Burbank's leasing opportunities as accessible and attractive as possible to potential businesses.

H. Update On Downtown Burbank Ambassador Program Transition

As of July 1, 2025, Ambassador services have transitioned to Allied Universal. With the City's approval of \$100,000 in one-time funding for FY 2025-26, the new contract hours have increased from 116.5 to 144 hours. Three staff members from the previous program transitioned to the new account including Jeff Guzman who will continue as the Team Lead.

There are a total of four ambassadors assigned to the Downtown with extended hours which are Monday-Wednesday 8am-9pm and Thursday-Sunday 8am-11pm.

The Ambassadors also have a new phone number and can be reached at: 323-659-7408.

New program information has been shared with businesses via the monthly business and property owner newsletter and via flyers distributed to businesses.

I. Update On 2025 Holiday Decor

Staff provided a brief update on plans for 2025 holiday décor and the renewal of the four-year agreement with Christmas Light Guy Co. Details presented included revised costs and refreshed décor including:

- Upgraded ticker, fuller garland on 188 poles, plus larger 24" bows
- A refreshed and more impactful ornament package for the 36' tree
- The addition of snowflakes on the Christmas tree, LED light canopy, and on wreaths along the paseos.
- Updated year-round ambient tree lighting for the AMC palms and San Fernando Road.

The agreement will remain in effect for the duration of the PBID's four-year term, with a total budget of \$136,892.50 annually. This reflects a slight increase from previous years, primarily due to rising material costs, which the PBID can absorb.

J. On-Going Operations Issues

ACTION ITEM

Staff asked the Board to consider transferring \$48,000 in funds from the PBID holding account to cover the following pre-approved expenses: \$3,000 in public relations expenses, \$15,000 in marketing expenses, \$20,000 in ambassador services, \$5,000 in legal expenses, and \$5,000 in administrative expenses. Jim O'Neil made a motion to approve, seconded by Brett Warner; motion carried 8-0.

K. Future Agenda Items

L. Next Scheduled Meeting: September 4, 2025

M. Adjournment: The meeting adjourned at 9:40 A.M.

August 6, 2025
4:30 p.m.

The regular meeting of the Civil Service Board was held in the Council Chambers of City Hall.

Roll Call

Members present: Jacqueline Waltman, Vice-Chairperson
Iveta Ovsepyan, Secretary
Matthew Doyle
Brady Griffin

Members not present: Linda Barnes, Chairperson

Also present: Daniel Amaya, Administrative Analyst II
Jennifer Becker, Financial Services Director
Kevin Harback, Senior Video Production Associate
Daniel Lippert, Manager Technology
Betsy McClinton, Management Services Director
Katie Picha, Administrative Officer
Alex Prestia, Ast Gen Mgr-Utility Administrative Services
April Rios, Human Resources Manager
Rene Sanchez, Acting Human Resources Manager
Jessica Sandoval, Executive Assistant
Arineh Sarkissian, Manager Customer Service Operations
Fabio Serafini, Manager Customer Service Operations
Kane Thuyen, Senior Assistant City Attorney
Julianne Venturo, Ast Management Services Director
Angela Zhamkochian, Acting Administrative Analyst II

Open Public Comment Period of Oral Communications

None

Future Agenda Items

None

Approval of Minutes

MOTION CARRIED: It was moved by Ms. Barnes, seconded by Mr. Griffin and carried 5-0 to approve the minutes of the regular meeting of June 4, 2025.

Election of Officers

MOTION CARRIED: It was moved by Ms. Waltman, seconded by Ms. Ovsepyan and carried 4-0 to appoint Ms. Barnes as Chair. It was moved by Mr. Griffin, seconded by

Ms. Ovsepyan and carried 4-0 to appoint Ms. Waltman as Vice-Chairperson. It was moved by Mr. Doyle, seconded by Ms. Waltman and carried 4-0 to appoint Ms. Ovsepyan as Secretary.

Annual Review of City Council Goals and Expectations of Board Members

Noted and filed

Proposed Amendments to Classification Plan

None

Recruitment and Selection Report – July 2025

Noted and filed

Appointments and Assignments

For the month of August 2025, there were three temporary appointment extensions, and six temporary assignment extensions needed. The extensions were being sought on behalf of the Burbank Water & Power Department, Public Works Department, Financial Services Department, and the Community Development Department.

MOTION CARRIED: It was moved by Ms. Ovsepyan, seconded by Mr. Griffin and carried 4-0 to approve the Appointments and Assignments for the month of August 2025.

Adjournment

The regular meeting of the Civil Service Board was adjourned at 5:17 p.m.

Julianne Venturo
Assistant Management Services Director

APPROVED:

Linda Barnes, Chairperson

DATE _____

Iveta Ovsepyan, Secretary

DATE _____

**BURBANK WATER AND POWER BOARD
MINUTES OF MEETING
AUGUST 07, 2025**

UNAPPROVED

Mr. Luddy called the meeting of the Burbank Water and Power Board to order at 5:00 p.m. in the third-floor board room of the BWP Ron E. Davis Administration Building, 164 West Magnolia Boulevard, Burbank, California.

Mr. Luddy called for the Pledge of Allegiance to the Flag.

ROLL CALL

BOARD PRESENT: Mr. Cherry; Mr. Eskandar; Mr. LeMasters; Mr. Luddy; Mr. Malotte; Mr. Smith; Ms. Tenenbaum

BOARD ABSENT: None.

STAFF PRESENT: Ms. Samra, General Manager – BWP; Mr. Olsen, acting Assistant General Manager – Power Supply; Mr. Sleiman, Chief Assistant General Manager – BWP; Mr. Wilson, Assistant General Manager – Water Systems; Mr. Lippert, acting Assistant General Manager – Chief Technology Officer; Mr. Aquino, Assistant General Manager – Customer Services Operations; Ms. Edwards, Assistant General Manager – Strategy, Communication & Outreach; Mr. Casillas, acting Administrative Officer – BWP; Mr. Chwang, Senior Assistant City Attorney; Ms. Covarrubias, Administrative Analyst II; Ms. Kalomian, acting Chief Financial Officer; Mr. Kidd, acting Sustainability Officer; Mr. Beckett, Water Construction and Maintenance Superintendent

ORAL COMMUNICATIONS

Mr. Donahue began his comment by expressing his appreciation for BWP's attention to a matter regarding reimbursement of water line relocation costs. Mr. Donahue continued to express his appreciation for BWP's participation in this year's National Night Out event.

BOARD AND STAFF RESPONSE TO ORAL COMMUNICATIONS

Ms. Samra thanked Mr. Donahue for showing his appreciation for the BWP Team.

Mr. Luddy thanked Mr. Donahue for his time and effort in attending the monthly BWP Board meetings and participating in public comment.

SELECTION OF BWP BOARD CHAIR AND VICE-CHAIR

It was moved by Mr. Luddy, seconded by Mr. Eskandar, and carried 6 – 0 (Mr. Cherry abstained) to appoint Mr. Cherry for BWP Chair.

It was moved by Mr. Luddy, seconded by Mr. Eskandar, and carried 4 – 0 (Mr. LeMasters, Mr. Smith, and Ms. Tenenbaum abstained) to appoint Mr. Smith for BWP Vice Chair.

GENERAL MANAGER REPORT

Ms. Samra began her report by presenting Mr. Luddy with a token of BWP's appreciation for his time serving as the BWP Board Chair. Ms. Samra proceeded with her report by informing the board on an ordinance that was introduced at the July 29, 2025 City Council meeting that would affect the BWP Board, and other City boards, commissions, and committees.

Ms. Samra continued by sharing with the board an update on Project Share, highlighting the increase in financial assistance given through BWP's Program Share program. Ms. Samra also shared with the board information regarding the Southern California Public Power Authority's bond issuance for the third tranche of the Southern Transmission System Renew project.

Ms. Samra then informed the board on the recently updated and relaunched rebate programs that went into effect July 1, 2025, highlighting the Business Rebates, Business Bucks program, Residential Energy Efficiency and Electrification rebates, rebate for commercial electric vehicle charging stations for municipal, educational, and non-profit customers, low-income rebate for used EVs, and rebates for extra batteries for electric landscape equipment.

Ms. Samra informed the board on the revised operating permit for the Burbank Operable Unit, stating that the existing treatment process removes PFAS. Ms. Samra also provided the board with a brief recap on her recent travel to Washington, DC, with Mr. Maruca to attend the American Public Power Association's 2025 Policy Makers' Council Summer meetings.

Ms. Samra highlighted two recent BWP events held at BWP's Centennial Courtyard and the Hollywood Burbank Airport's RITC. The July 29th Business Accounts event welcomed 52 business customers and 12 partners and featured updates on rates, infrastructure, legislation, and incentive programs. The July 31st groundbreaking event at the RITC was attended by city officials, airport authority members, and BWP teams.

RESCHEDULING OF THE OCTOBER BWP BOARD MEETING

Staff decided to no longer recommend rescheduling the October 2025 regular meeting, and the BWP Board was in agreement.

CONSENT CALENDAR

MINUTES

It was moved by Mr. Smith, seconded by Mr. Eskandar, and carried 6 – 0 (Mr. Luddy abstained) to approve the meeting minutes of the regular meeting of June 05, 2025.

END OF CONSENT CALENDAR

PRESENTATIONS

OVERVIEW OF THE RALPH M. BROWN ACT, CONFLICTS OF INTEREST LAW, AND THE CALIFORNIA PUBLIC RECORDS ACT

Mr. Chwang presented an overview of the Ralph M. Brown Act (California Open Meeting Law), Conflicts of Interest Law, and the California Public Records Act.

REPORTS TO THE BOARD

BWP OPERATIONS AND FINANCIAL REPORTS

Ms. Kalomian presented BWP's financial update for the month of May 2025.

Ms. Kalomian and Ms. Samra responded to board member questions.

This was an information item only. No action was taken.

INFORMATION FROM STAFF

POWER SUPPLY UPDATE

Mr. Olsen provided an update on the Intermountain Power Project, noting a brief overview of the project, delays in commissioning, the status of the IPP natural gas plant, and costs.

Mr. Olsen and Ms. Samra responded to board member questions.

COMMENTS AND REQUESTS FROM BOARD MEMBERS

Mr. Luddy announced that he would not be in attendance for the September 04, 2025 BWP Board meeting.

Mr. Smith requested that an item be agendize at an upcoming board meeting to discuss the continuity of the operation plan, and how we would protect against a cybersecurity attack. Mr. Smith also asked if it would be possible for the board to hold a closed session before the board meeting and report out on the closed session during the regular board meeting.

Mr. Eskandar thanked Mr. Luddy for his leadership while serving as the BWP Board Chair.

Mr. Cherry requested that an item be agendize at an upcoming board meeting to discuss the utility's strategy around its RPS requirement—where we are, how we are going to meet the requirement, etc.

ADJOURNMENT

The regular meeting was adjourned at 6:19 p.m.

The next regular board meeting is scheduled for August 07, 2025, and will be held in the third-floor board room at Burbank Water and Power Ron E. Davis Administration Building.

Armando Casillas
Acting Administrative Officer – BWP
Recording Secretary

Mandip Kaur Samra
General Manager – BWP
Secretary to the Board

Tim Cherry, BWP Board Chair

STAFF REPORT

10A.



WATER AND POWER

DATE: September 4, 2025

TO: Burbank Water and Power Board

FROM: Mandip Kaur Samra, General Manager – Burbank Water and Power *MK Samra*

SUBJECT: July 2025 Operating Results

GENERAL MANAGER'S OFFICE

City Council Agenda Items – Future Agenda Items

Meeting Date	Agenda Item
September 30, 2025	Adoption of Resolutions Ratifying and Approving Grant Applications with the California Energy Commission for the Bulk Grid Asset Enhancements for the Grid Reliability Program, and Authorizing the BWP General Manager, as the City Manager's Designee, to Negotiate and Execute All Related Agreements and Forms
September 30, 2025	Approval to Authorize the General Manager of Burbank Water and Power to Execute the Electrical Services Agreement with the Burbank-Glendale-Pasadena Airport Authority Regarding a Community Substation
September 30, 2025	Adoption of the Cross Connection Control Plan for Burbank Water and Power
September 30, 2025	Approval of an Electrical Services Agreement with 777 Front Street for Temporary Energization
November 18, 2025	Adoption of a Resolution (I) Approving and Authorizing the Execution and Delivery of (A) a Clean Energy Purchase Contract for Prepaid Renewable Energy and (B) Supporting Agreements, Consisting of Two Limited Assignments of Existing Renewable Power Purchase Agreements, a Custodial Agreement, and a Letter Agreement; and (II) Authorizing the City of Burbank's Participation in the Transaction Contemplating by the Foregoing Agreements
November 18, 2025	Approval of the Updates to the Public Electric Vehicle Charging Rates in the City's Fee Schedule
November 18, 2025	Adoption of a Resolution Approving the Mid-Year Updates to the Rules and Regulations Governing Utility Service

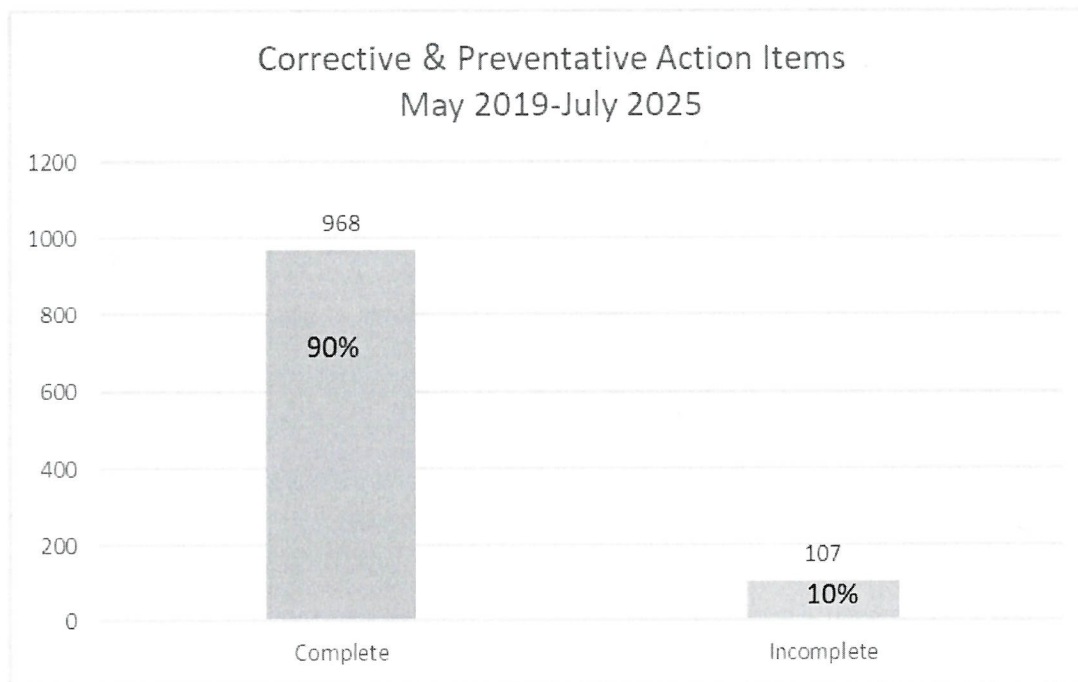
<i>To Be Determined</i>	Discussion on Burbank Water and Power's Renewable Portfolio Standard
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City Council Agenda Items – Past Agenda Items

Meeting Date	Agenda Item	Vote	Action
August 12, 2025	Adoption of a Resolution Approving a Professional Services Agreement with Pacific Advanced Civil Engineering, Inc. for Phase 1 Design Services for the Seismic Retrofit of Water Pipelines Project	4 – 0 – 1 (Mayor Perez, absent)	APPROVED

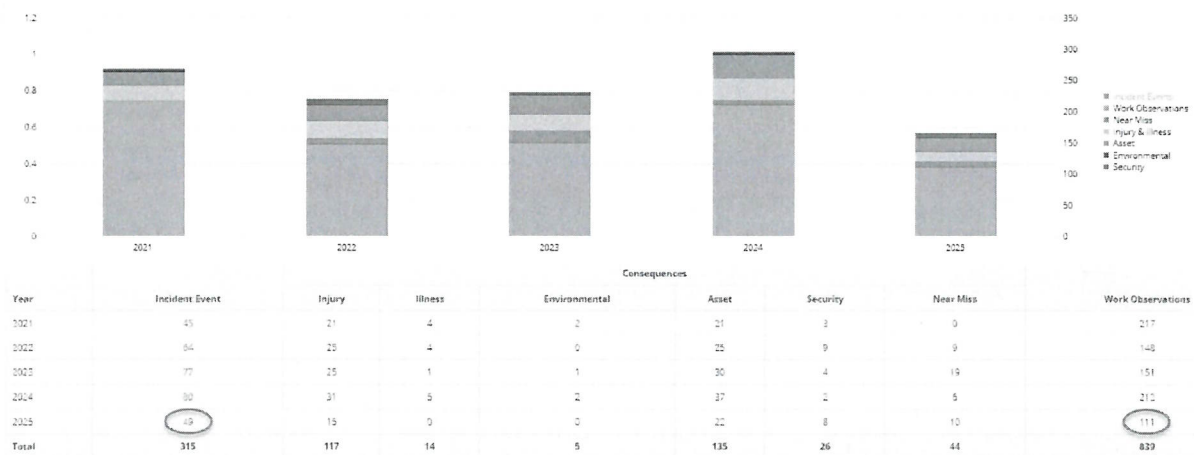
SAFETY

Corrective & Preventative Action Items (May 2019 – Present) (90% goal as of 2025): Staff tracks action items for Environmental Health and Safety (EHS) events from the start to closure to prevent the recurrence of injury or damage to the City or public property; BWP has closed 89.5% of corrective and preventative action items since capturing and tracking in May 2019.



Employee Engagement - Incidents, Near Misses, and Observations:

BWP continues to improve employee engagement, as measured by the number of incidents, near misses, and observation reports received from employees. By reporting these events, we create opportunities to learn and prevent harm to people, the environment, and property. From January 1, 2025, to December 31, 2025, BWP has received 160 EHS-related reports to count towards the 2025 annual goal of 275.



OSHA Total Recordable Incident Rate (January 2014 – Present):

BWP received one recordable injury in this reporting period. BWP's 12-month rolling average OSHA total recordable incident rate is **3.7**, as seen in the graph below.

Injury:

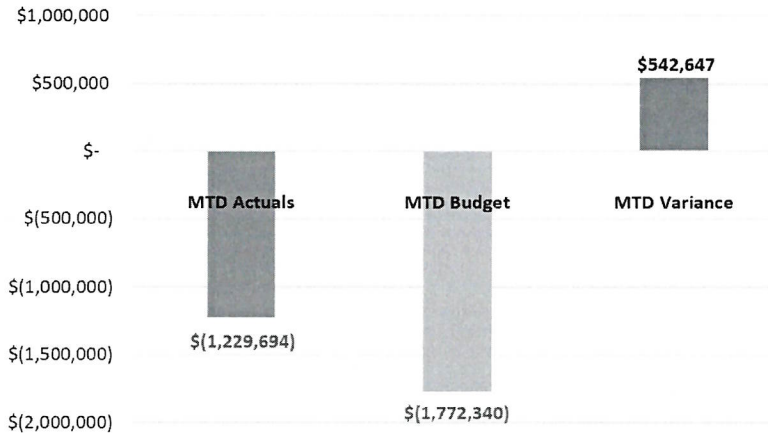
A Line Mechanic reported experiencing back pain related to a previous injury sustained at BWP. The employee was placed on restricted duty for less than one month and was released to full duty effective 8/4/2025. He is currently undergoing physical therapy.



Electric Financial Results

Electric Fund - Net Income (Preliminary)

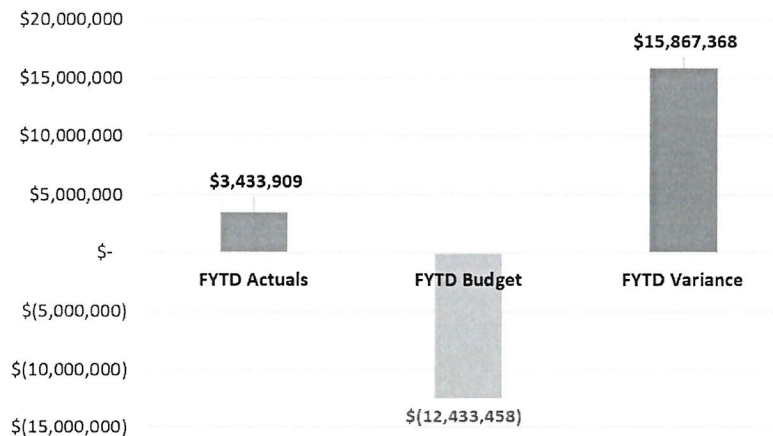
Period to Date Ending - June 30, 2025



In June 2025, the Electric Fund's favorable variance was primarily attributable to lower-than-planned operating expenses as well as higher-than-planned non-operating income; insurance claim proceeds this month were significant. These favorable performance metrics were offset by lower-than-planned operating revenues and an unfavorable wholesale margin. As a result, the actual month-to-date net loss stands at -\$1,229,694, significantly exceeding the budgeted net loss by \$542,647.

Electric Fund - Net Income (Preliminary)

Fiscal Year to Date Ending - June 30, 2025

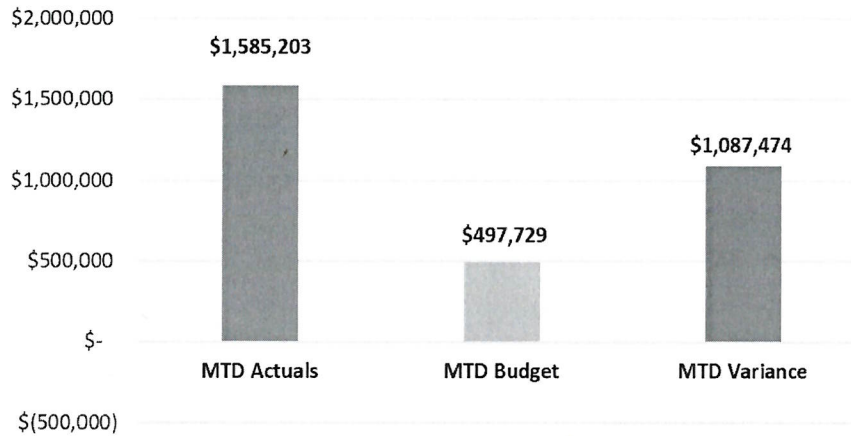


As of June 2025, the year-to-date favorable variance for the Electric Fund was primarily driven by lower-than-expected operating costs, including reduced retail power supply and transmission expenses and lower operating expenses. Additionally, higher other operating income resulting from emissions credits and insurance proceeds further contributed to the positive results. These gains were partially offset by interest expenses related to refunding the 2010B revenue bonds, as well as lower-than-forecasted retail sales revenues. As a result, actual net income stands at \$3,433,909, significantly exceeding the budgeted net loss by \$15,867,368.

Water Financial Results

Water Fund - Net Income (Preliminary)

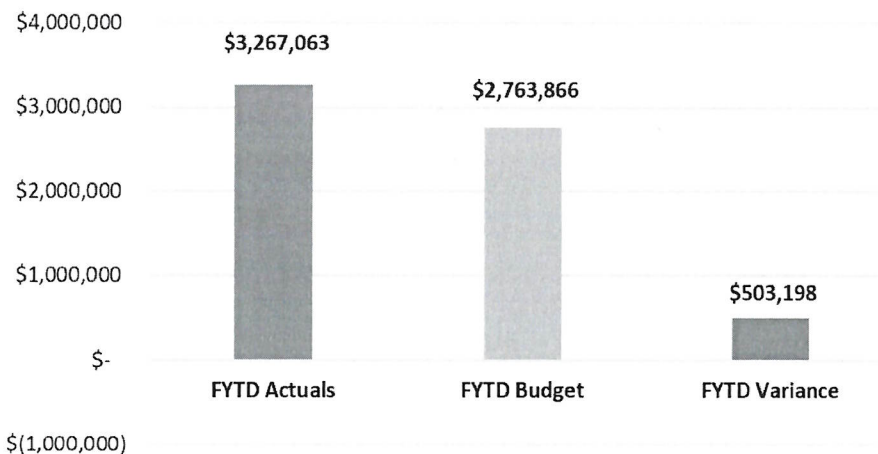
Period to Date Ending - June 30, 2025



For June 2025, the Water Fund's month-to-date favorable variance was primarily driven by higher-than-planned non-operating income; litigation settlements this month were significant. This positive performance metric was offset by lower-than-planned potable and recycled water revenues. As a result, the actual net income for the month was \$1,585,203, exceeding the budgeted net income by \$1,087,474.

Water Fund - Net Income (Preliminary)

Fiscal Year to Date Ending - June 30, 2025



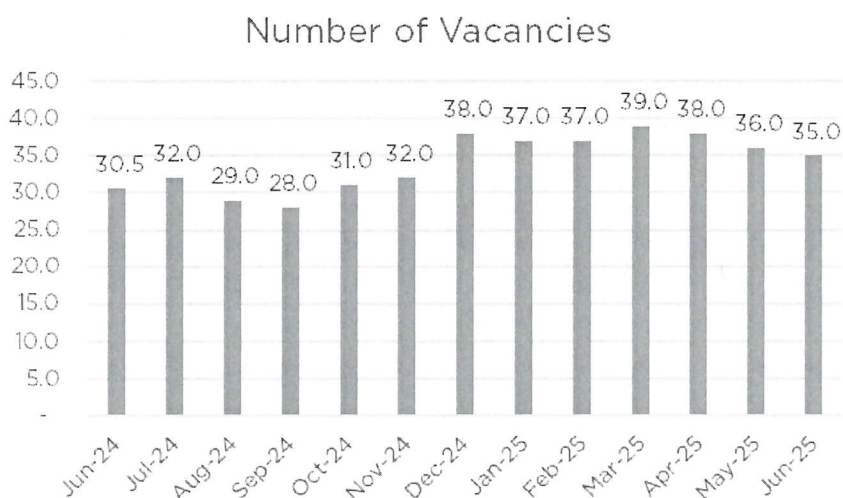
As of June 2025, the year-to-date favorable variance for the Water Department was primarily driven by lower-than-planned operating expenses and water supply expenses, as well as higher-than-planned non-operating income. These positive performance metrics were offset by lower-than-planned potable and recycled sales. As a result, actual net income was \$3,267,063, exceeding projected net income by \$503,198.

For additional details, please see the attached financial statements.

Vacancies

The table below shows the number of vacant positions throughout the utility. As of June 2025, 9.7% of the budgeted positions were vacant, compared to 8.9% at the beginning of the fiscal year. These vacancies result from employees leaving for other jobs that offer a more competitive salary and benefits package, retirements, personnel actions, and ongoing recruitment challenges.

Total Budgeted Positions	360
Total Positions Filled	325
Total Positions Vacant	35



WATER DIVISION

Burbank's Water Use

The table below shows water use in Burbank during July 2025 compared to July 2020, measured in gallons per capita per day (gpcd).

	Average Monthly Use
July 2020	157 gpcd
July 2025	139 gpcd

Burbank Operating Unit (BOU) Water Production

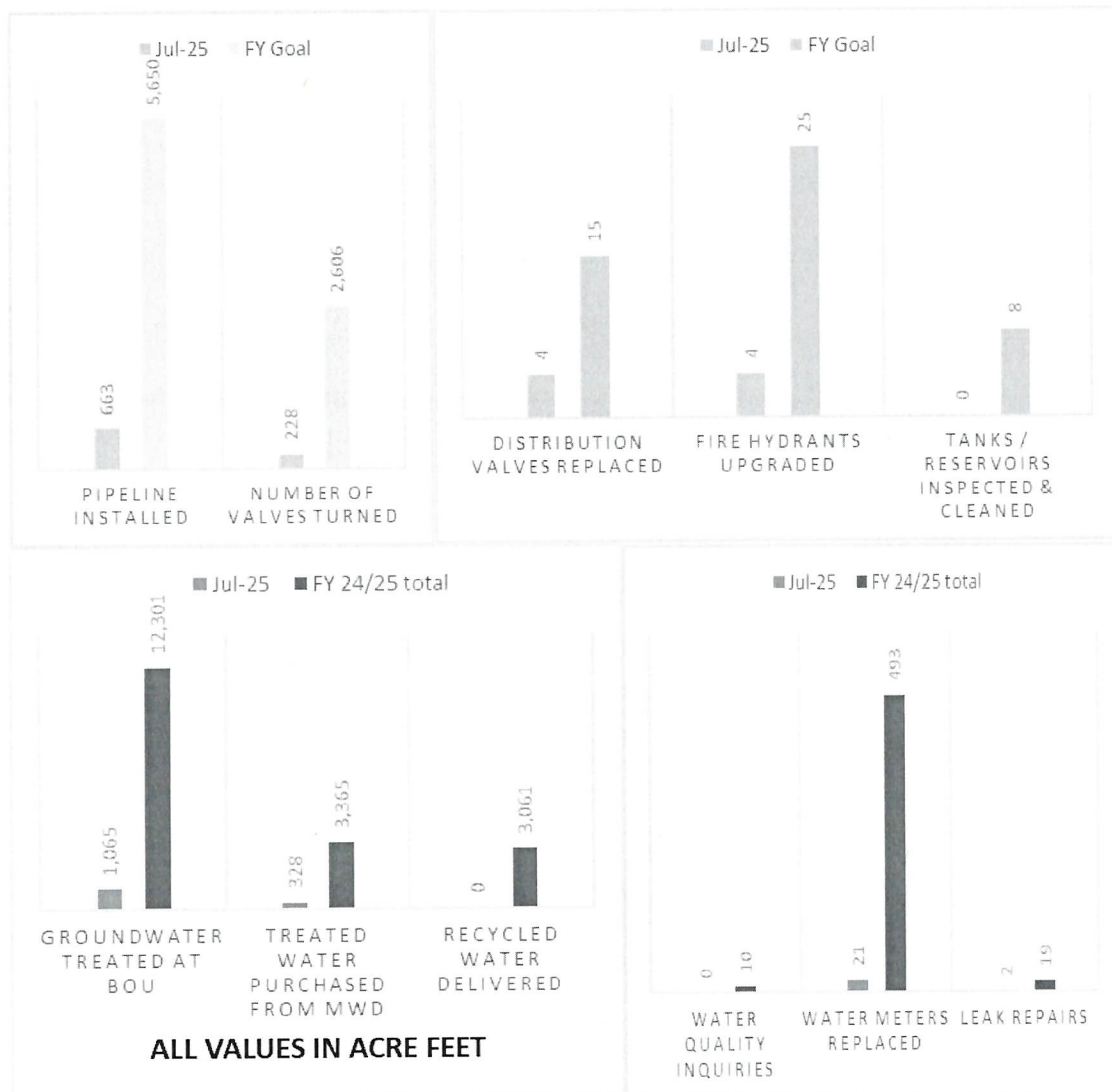
The table below provides the BOU's operational data for July 2025.

Month	BOU Capacity Factor	BOU Ave. Flow Rate gpm	Total System Blend % MWD/BOU
25-Jul	86.39%	7,775	22%/78%
12 Month Average	84.23%	7,581	21%/79%

The total system blend percentage represents the total amount of water purchased from the Metropolitan Water District (MWD) vs. the amount treated by the BOU. This, along with the capacity factor, is an important efficiency measure. The capacity factor may fluctuate based on demand and plant production. The amount of MWD water needed is determined by demand, availability of BOU water, and O&M outages.

Key Performance Indicators

The graphs below illustrate the water division's progress on key performance indicators through July.



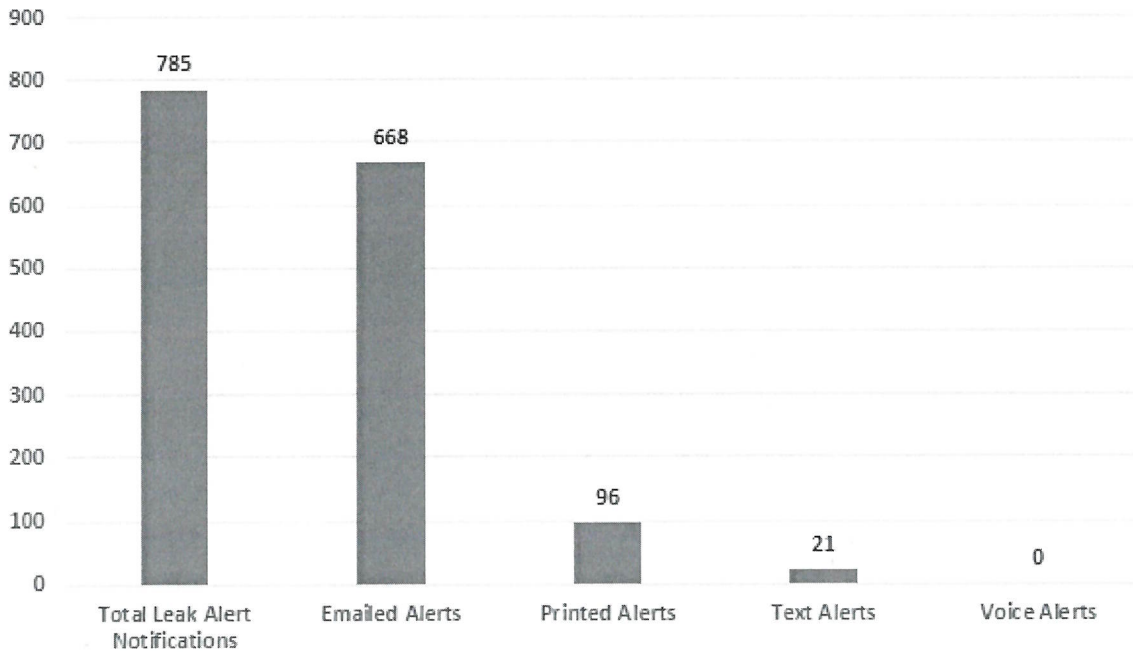
Project Updates

Click [here](#) for a link to the project updates.

Leak Alert Notifications

BWP provides leak alert services to residents who registered to receive notifications. This service, called WaterSmart, works by receiving hourly water usage from the meter and analyzing this data to determine if a leak might be present based on continuous usage.

Leak Alert Notifications - July 2025



Water Meters Communication Module Endpoints

At last count, 12,323 water meters were not communicating due to the failure of communication module endpoints on the meters. The number of endpoints that do not read data is no longer available due to work on the AMI/CSS system. However, staff reads these meters manually to ensure accurate billing.

ELECTRIC DISTRIBUTION

Electric Reliability

In July 2025, BWP experienced **one** sustained feeder outage. In the past 12 months, automatic reclosing has reduced customer outage time by approximately **1,378,559** customer minutes.

Reliability Measurement	August 2023 – July 2024	*August 2024 – July 2025
Average Outages Per Customer Per Year (SAIFI)	0.3394	0.2418
Average Outage Time Experienced Per Year (SAIDI)	23.49 minutes	10.97 minutes
Average Restoration Time (CAIDI)	69.2 minutes	45.35 minutes
Average Service Availability	99.996%	99.998%

Average Momentary Outages Per Customer Per Year (MAIFI)	0.3536	0.3293
No. of Sustained Feeder Outages	33	19
No. of Sustained Outages by Mylar Balloons	4	1
No. of Sustained Outages by Animals	3	6
No. of Sustained Outages by Palm Fronds	6	2

*The reliability metrics do not include the outages due to the January 2025 wind event because they are classified as major outage events.

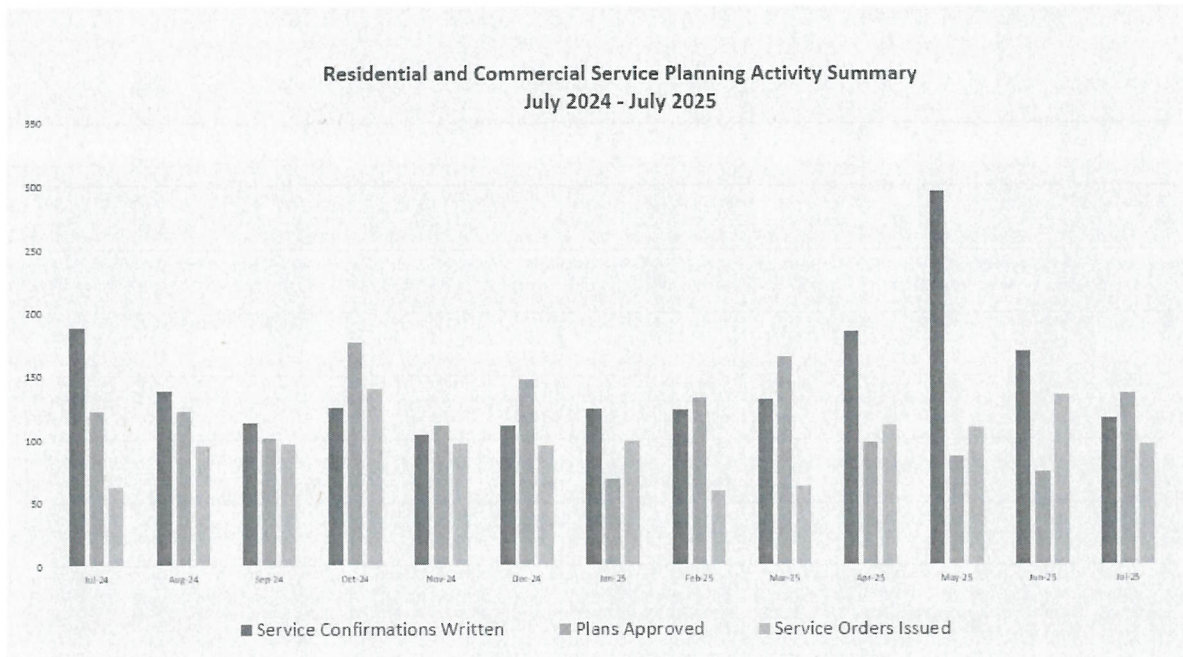
Supply Chain

The pandemic has heavily impacted the electric utility industry over the last several years. Pricing and lead times for equipment have increased at an accelerated pace. Below is a list of lead times for the most common distribution equipment:

Equipment	Typical Lead Time	Current Lead Time
Transformers	12-16 weeks	20-158 weeks
Meters	4-6 weeks	38+ weeks
Cable	12-16 weeks	52+ weeks
Poles	6-8 weeks	30+ weeks
Substation Transformers	48 – 52 weeks	182-208 weeks

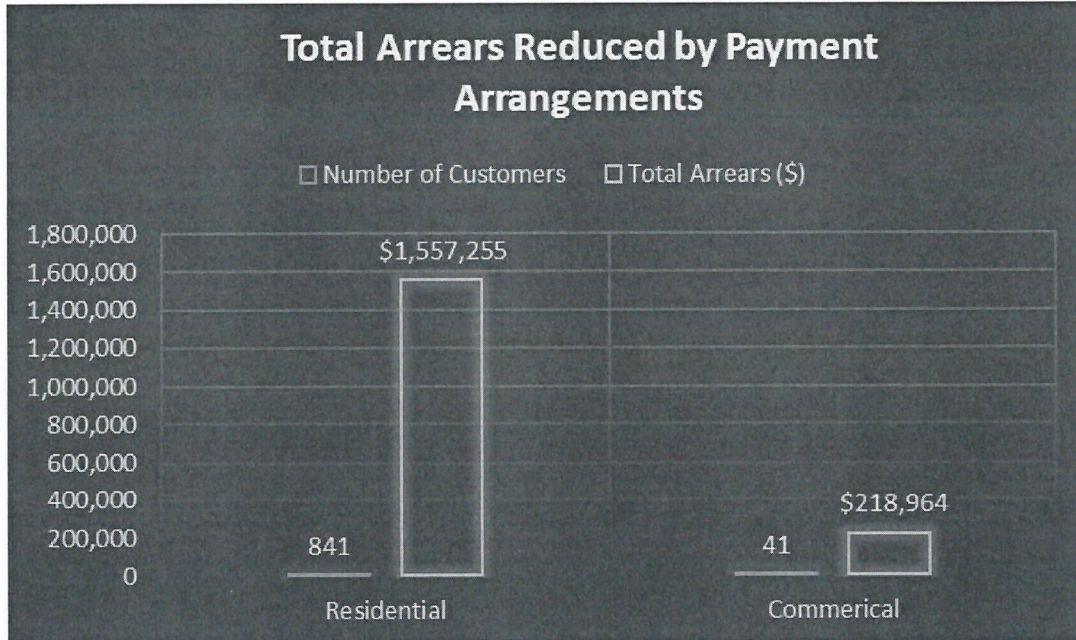
Residential and Commercial Service Planning Activities

Due to the high volume of service requests, Electrical Service Planning has added some self-service options for its customers to enhance the customer experience and to help manage the Service Planning team's availability for field visits. This includes launching a new portal so customers can self-schedule field visits for meter spots, solar, plan reviews, and counter visits. The scheduling system checks the employee calendars for availability, collects required information from customers and sends automatic reminders and follow-up emails. The scheduling portal is available on the BWP website: www.burbankwaterandpower.com/electric/electricplanning.

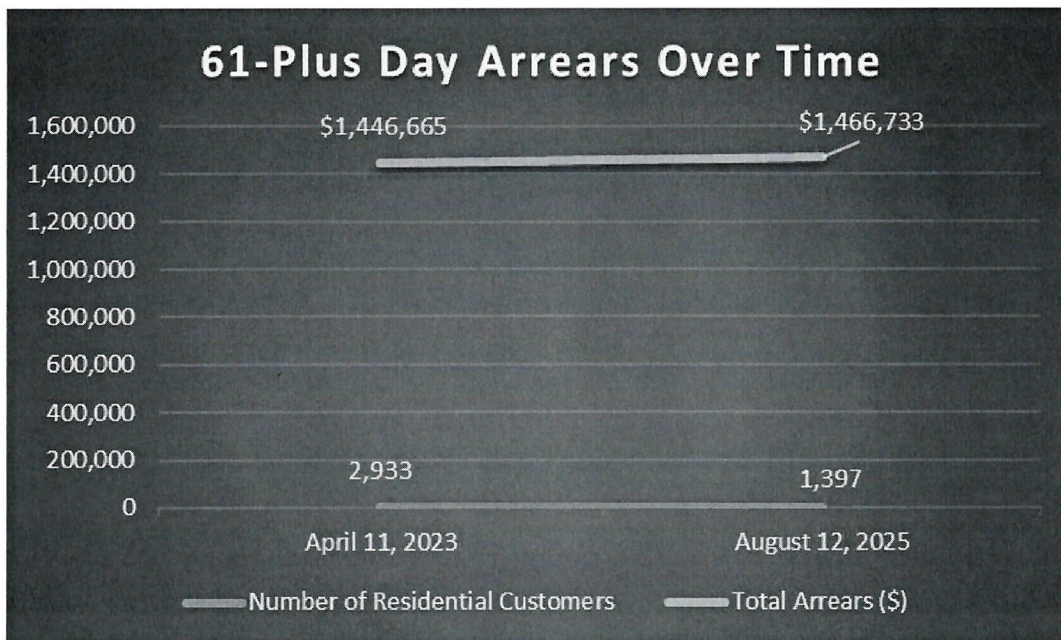


CUSTOMER SERVICE OPERATIONS

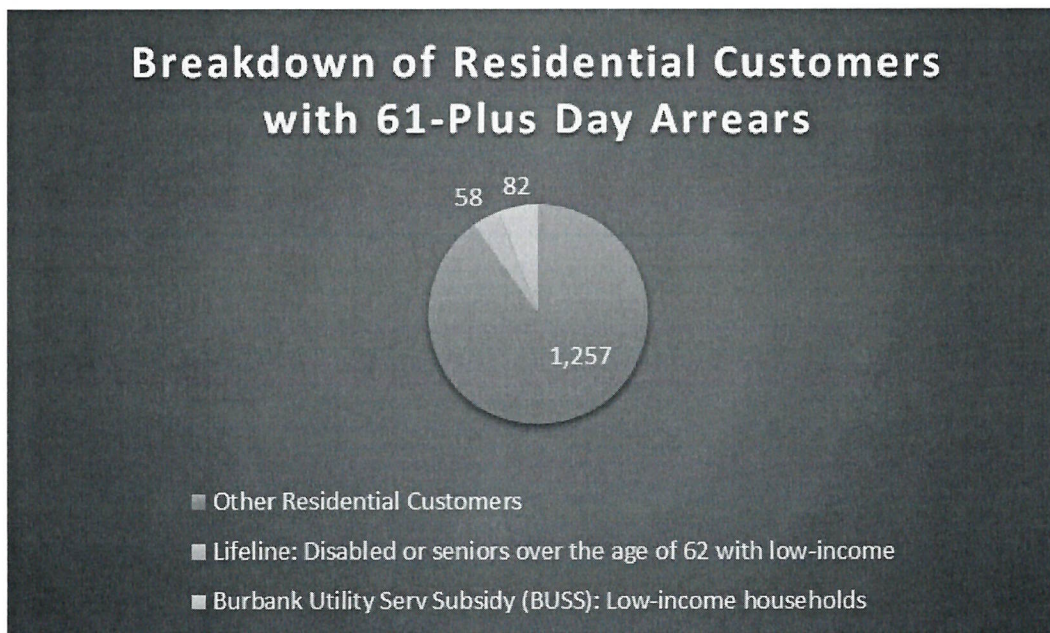
The chart below reflects the total arrears data as of August 18, 2025.



The chart below reflects the total for arrears for residential customers with arrears over 60 days as of August 12, 2025. Please note that the amount reported in the August report was incorrect. It was reported as \$940,066, and the correct amount should have been \$1,570,963.



As of August 18, 2025, 1,397 residential customers had at least 60-plus days of arrears. Of these 1,397 residential customers, 58 receive the Lifeline rate for low-income seniors over the age of 62 or disabled customers, and 82 receive the Burbank Utility Service Subsidy (BUSS) rate. The chart below reflects the breakdown of residential customers with 61-plus-day arrears.



As of August 18, 2025, no Lifeline or BUSS customers have been disconnected for non-payment.

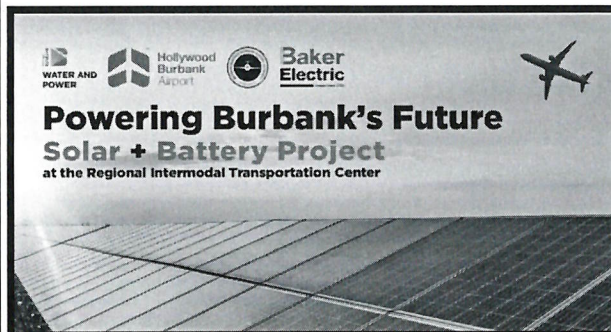
BWP Call Center Call Volume

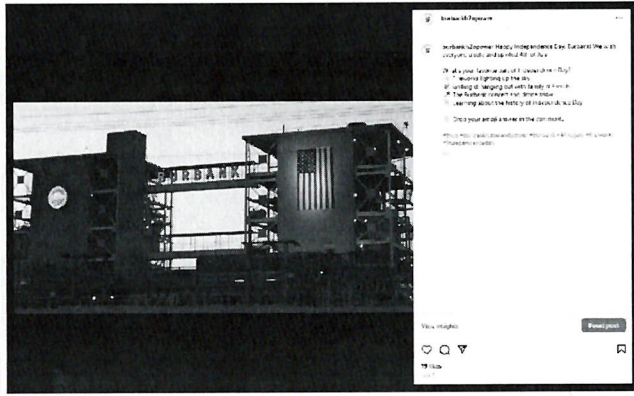
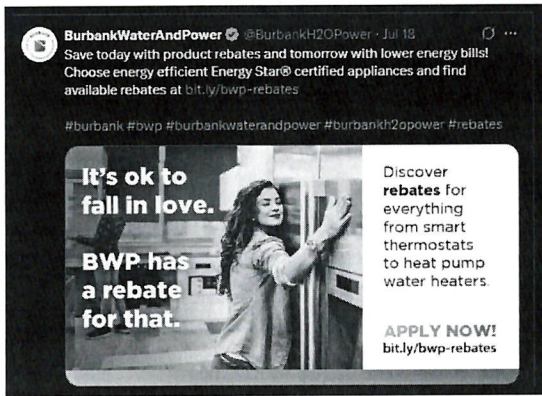
Month	Call Volume
June-24	3,524
July-24	4,132
Aug - 24	3,594
Sep - 24	2,911
Oct - 24	3,451
Nov- 24	3,489
Dec-24	3,935
Jan-25	4,682
Feb - 25	3,462
Mar-25	3,383
Apr - 25	3790
May-25	3254
June-25	3451
Change from previous month (%)	6%

SUSTAINABILITY, MARKETING, AND STRATEGY

Social Media and Web Engagement

In July, we strategically shifted into planning our campaigns for the new fiscal year. While overall social media volume was lighter than in prior months, our outreach was purposeful—spotlighting customer rebate opportunities, driving attendance sign-ups for our July Business Event at the BWP campus, amplifying awareness through targeted LinkedIn posts, and dedicating intense planning efforts to the July 31, RITC Groundbreaking Event. This focus ensured we met immediate event goals, advanced preparations for a major milestone, and built momentum for a strong, coordinated marketing push in the months ahead.





Key Account Activity

The Key Account Manager (KAM) completed 28 in-person meetings, and 125 maintenance/discovery calls in July.

	Customer in-person meetings	Customer maintenance calls/discovery calls
July 2025	28	125
FY to date	28	125

BWP's Customer Sustainability Programs

BWP continues to manage a comprehensive portfolio of resource efficiency programs for residential and commercial customers, focusing on energy efficiency, peak load reduction, water conservation, greenhouse gas savings, and building & transportation electrification.

Business Rebates

There was 1 business rebate application processed in July. Worthe Real Estate (Media Studios 2255 Ontario) submitted a Building Automation System Upgrade rebate application. The total rebate was \$27,000.

	Customers (#)	Energy Savings (annual kWh)	Demand Savings (kW)
July 2025	1	540,000	850
FY to date	1	540,000	850

Business Bucks

July's promotion of the Business Bucks (BB) program for small businesses included: advertisement in the Chamber ENewsletters, eblast to the Non-Profit Coalition members, a Council announcement before the July 15 meeting and RHA's attendance at the Business Resource Fair event at the Eco Campus.

	Customer Audits (#)	Customer Installs (#)	Energy Savings (annual kWh)	Demand Savings (kW)
July 2025	0	0	0	0
FY to date	0	0	0	0

Home Improvement Program (HIP)

The HIP offers all Burbank residential customers energy-water surveys and efficiency measure installations. The HIP services include in-home energy and water surveys and direct installation of indoor and outdoor energy and water conservation measures. This month, there were no new audits; however, measures were installed in July for participants who received audits in June.

	New Customers (#)	Energy Savings (annual kWh)	Demand Savings (kW)	Water Savings (gallons)
July 2025	0	5,767	0	0
FY to date	0	5,767	0	0

BWP's Energy-Saving Trees Program

BWP partners with the Arbor Day Foundation, a 501(c)(3) nonprofit, to provide the Energy-Saving Trees Program to the Burbank community. Deliveries occur every other month.

	Trees Requested	Trees Delivered	Energy Savings (annual kWh)	Demand Savings (kW)
July 2025	25	0	0	0
FY to date	25	0	0	0

Home Rewards Rebates

BWP offers rebates to make customers' homes more comfortable with energy-efficient improvements and by purchasing EnergyStar-certified appliances.

	Rebates (#)	Energy Savings (annual kWh)	Demand Savings (kW)
July 2025	10	3,727	1
FY to date	10	3,727	1

Building Electrification Rebates

BWP offers rebates to residential customers who replace gas appliances with efficient electric alternatives.

	HVAC	Heat-Pump Water Heater	Cooktop/Range	Clothes Dryer	Panel Upgrade
July 2025	4	0	0	0	0
FY to date	4	0	0	0	0

Cool Rewards Program Participation

Below are the statistics for enrollment to date:

Time Period	Thermostats Enrolled	Total Estimated Capacity (kW)
Program Launch to Date	890	1,335

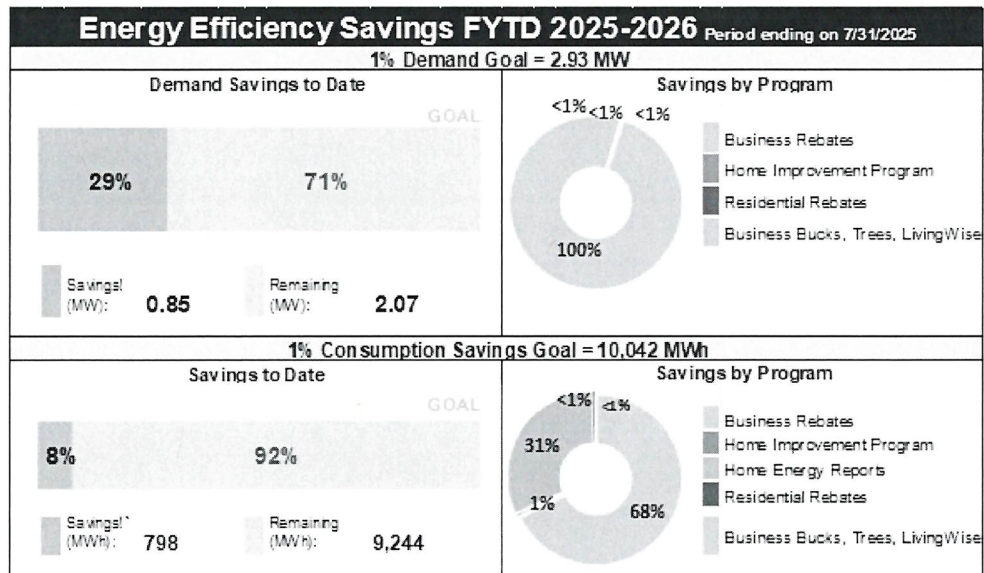
Enrollments for this program are ongoing; customers can continue to enroll at any time.

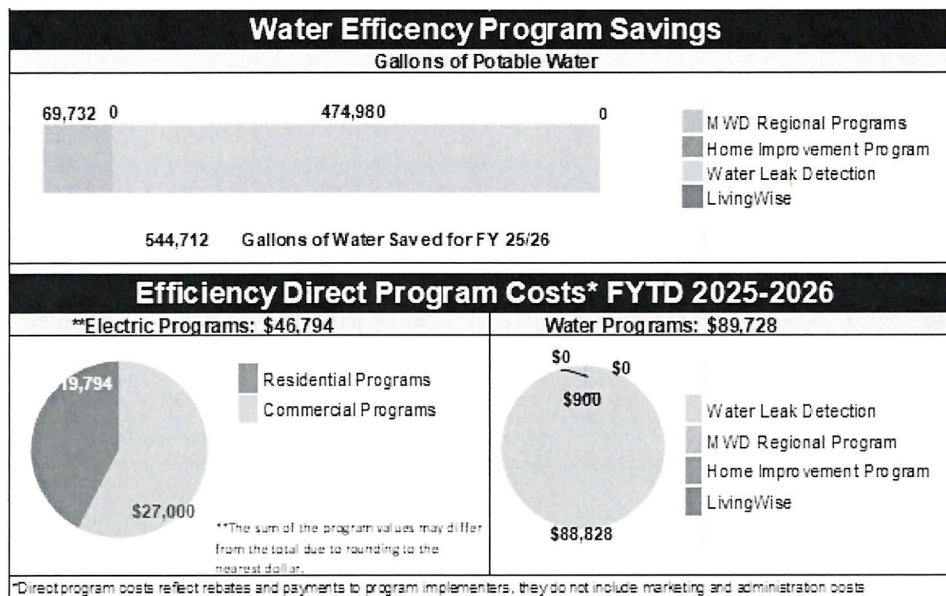
Due to a cooler than average summer, there have been no events called in the summer of 2025 to date.

Water Conservation Programs

BWP continues to offer various water conservation programs and incentives to the community. BWP gives away low-flow showerheads and aerators at no cost and, through the HIP, provides direct installation of water efficiency measures. BWP sends leak alerts to customers, which often result in quick repairs. Burbank residents and businesses are eligible for various water-saving technologies and turf replacement rebates funded and administered by the Metropolitan Water District's (MWD) Regional Incentive Program.

	Turf Replacement (#)	Device Rebates (#)	HIP Measures (#)	Leaks Detected	Water Savings (gallons)
July 2025	0	10	0	2,684	544,712
FY to date	0	10	0	2,684	544,712

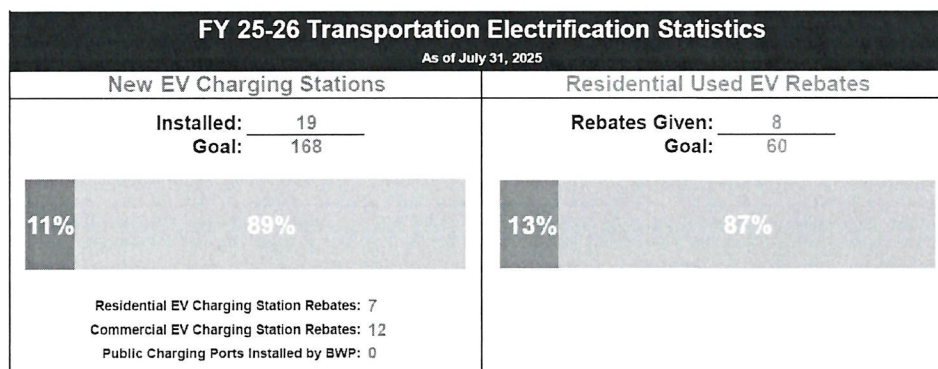





Electric Vehicle (EV) Charging Program

Public BWP-owned charging stations continue to receive consistent usage, with charging sessions, energy delivered, and revenue similar to recent months.

The Residential EV Charging Station Rebate Program (seven new approved applications) and the Used EV Program (eight new approved applications) continue to see consistent participation. One Commercial EV Charging Station Rebate application was approved in July for 12 Level 2 charging ports at a commercial property. Five additional applications with a total of 88 Level 2 ports at multi-family buildings are expected to be approved in August.

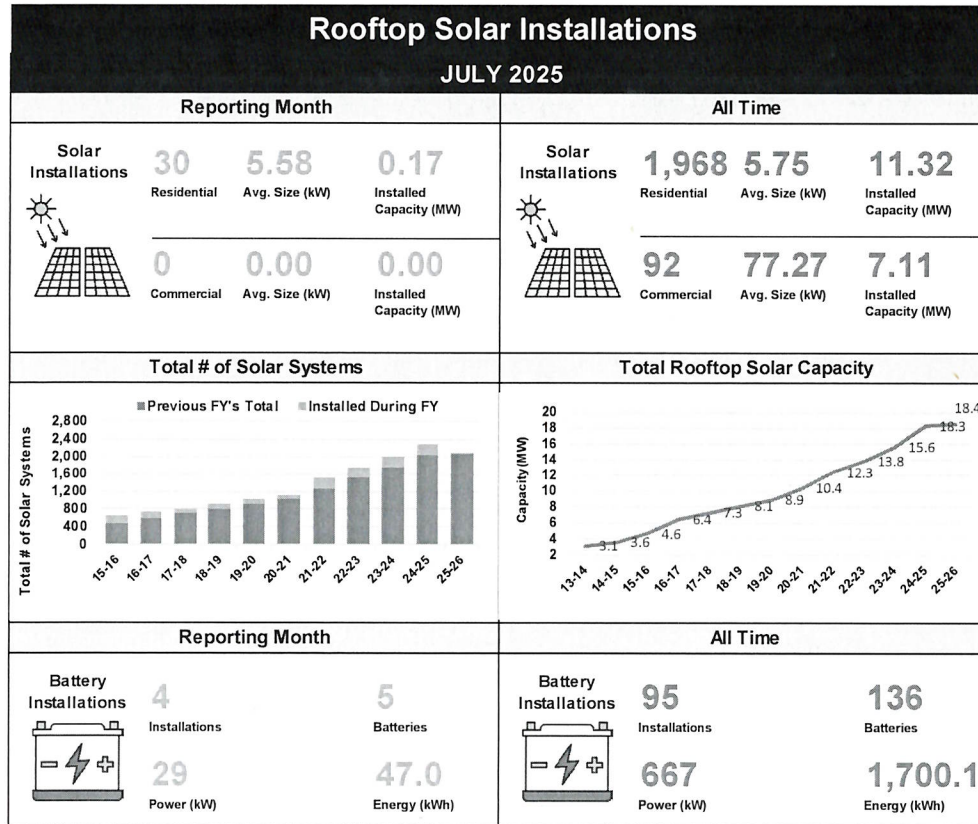


Public Charging Ports							
	Charging Ports	Total Sessions	Total Energy (kWh)	Total Revenue	Total GHG Reduced (kg) <small>1</small>	Peak Charging Sessions <small>2</small>	Charging Occupancy <small>3</small>
July	108	11,724	227,493	\$56,488.67	131,043	29%	41%
FY Average:	-	11,724	227,493	\$56,488.67	131,043	29%	41%
FY Total:	-	11,724	227,493	\$56,488.67	131,043	-	-
Totals since July, 2018:		386,948	5,463,625	\$1,248,349	3,149,377	-	-

1. U.S. Dept of Energy Alternative Fuels Data Center (AFDC) values are used to calculate GHG savings. GHG values revised using AFDC data as of 06/09/2020.
 2. The percentage of total charging sessions that deliver electricity anytime between 4pm and 7pm.
 3. The percentage of time per day on average that a charging port is actively delivering electricity to a vehicle.

Distributed Solar and Battery Installations

Customer-owned rooftop solar system installations continue to grow. As of July 2025, the City of Burbank has 18.43 MW of installed customer solar and 668 kW of installed battery capacity.



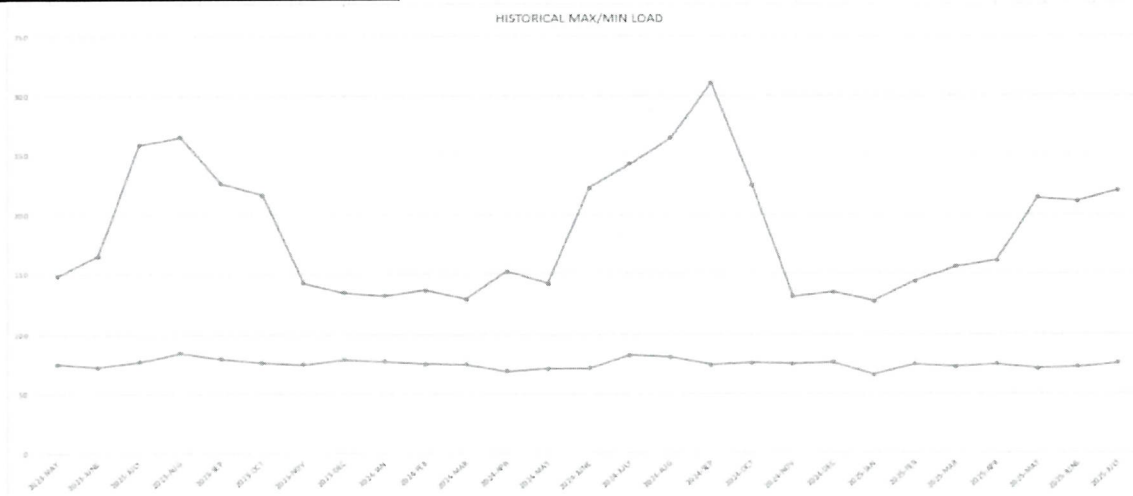
TECHNOLOGY

Broadband Services (ONEBurbank)

	July 2025 New Orders	Revenues for July 2025	FYTD 2025-26 Revenues	FYTD Budget
Lit	1	\$144,882	\$144,882	\$164,000
Dark	1	\$168,055	\$168,055	\$177,667
Total	2	\$312,937	\$312,937	\$341,667

POWER SUPPLY

BWP SYSTEM OPERATIONS



YEAR	MAX LOAD	MAX DATE
2025	219.9 MW	10-July-25 16:42
2024	310.6 MW	6-Sep-24 15:54
2023	265.2 MW	28-Aug-23 15:35
2022	292.8 MW	06-Sep-22 15:58
2021	248.5 MW	15-Jun-21 14:57
2020	292.3 MW	18-Aug-20 15:22
2019	282.66 MW	04-Sep-19 15:31

The table below shows the average spot market (delivery next day or next few days) natural gas prices for SoCal Citygate. It shows that spot natural gas prices in 2025 year-to-date are higher (1.2) than in 2020.

Average SoCal Citygate Spot Market Natural Gas Prices

Calendar Year	\$/MMBtu
2017	\$3.41
2018	\$5.14
2019	\$4.08
2020	\$3.01
2021	\$6.99
2022	\$9.27
2023	\$6.78
2024	\$2.47
2025 (YTD)	\$3.62
Change since 2020	1.2X

We procure much of our natural gas needs well before delivery. This is done to follow our risk policy and to guard against potential price spikes, which could have a major impact on the budget. This is referred to as hedging. As a result of hedging, our procurement cost is more aligned with forward (delivery in the future, typically 1-3 years out) prices. The table below provides the average annual price (\$/MMBtu) of natural gas delivered in the future, as of specific dates in time at SoCal Citygate, from FY 2025-26 through FY 2029-30.

SoCal Citygate Future Delivery Pricing
Average \$/MMBtu

As of date:	FY 25/26	FY 26/27	FY 27/28	FY 28/29	FY 29/30
5/6/2025	\$6.65	\$6.80	\$6.85	\$6.95	-
6/3/2025	\$6.10	\$6.74	\$6.45	\$6.40	-
7/1/2025	-	\$6.33	\$6.07	\$5.61	\$5.50
8/5/2025	-	\$6.13	\$6.15	\$6.31	\$6.13

*Monthly Market Quotes

ELECTRICITY GENERATION:

BWP Generating Facilities

Unit	Availability	Operating Hrs	MWH (Net)	Net Heat Rate (Btu/kWh)	Number of Starts
Lake 1	100%	1.9	40	12,414	1
MPP	91.9%	683.5	115,206	7,828	1

Lake 1 was placed online one time during the month of July.

Magnolia Power Project (MPP)

	July	FYTD	YTD
Availability	91.9%	91.9%	70.0%
Unit Capacity Factor (240 MW)	64.5%	64.5%	49.0%

The annual Heat Recovery Steam Generator safety valve test was successfully completed on July 1, 2025.

MPP was shut down on July 18, 2025, to perform an offline water wash of the combustion turbine compressor. MPP was returned to service on July 21, 2025.

Tieton Hydropower Project (Tieton)

Generation for 2025 began on April 25 with a single generator. Water flow in July increased slight and two generators were utilized. Total generation for July was 4,024 MWh.

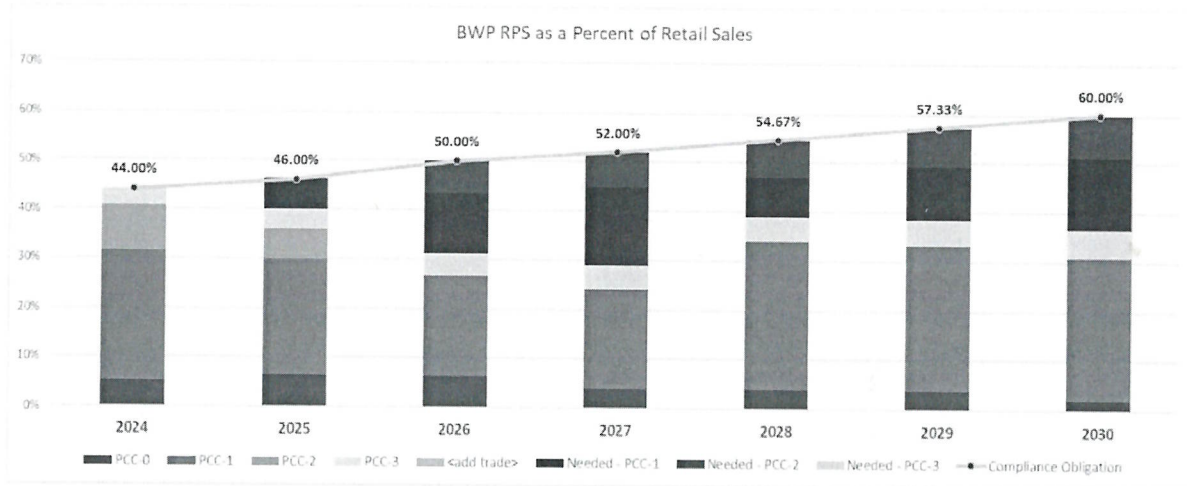
ENVIRONMENTAL

Air Quality

The landfill flare annual source test was performed on August 13, 2025. The final air quality test is pending and will be submitted to the SCAQMD once it is finalized.

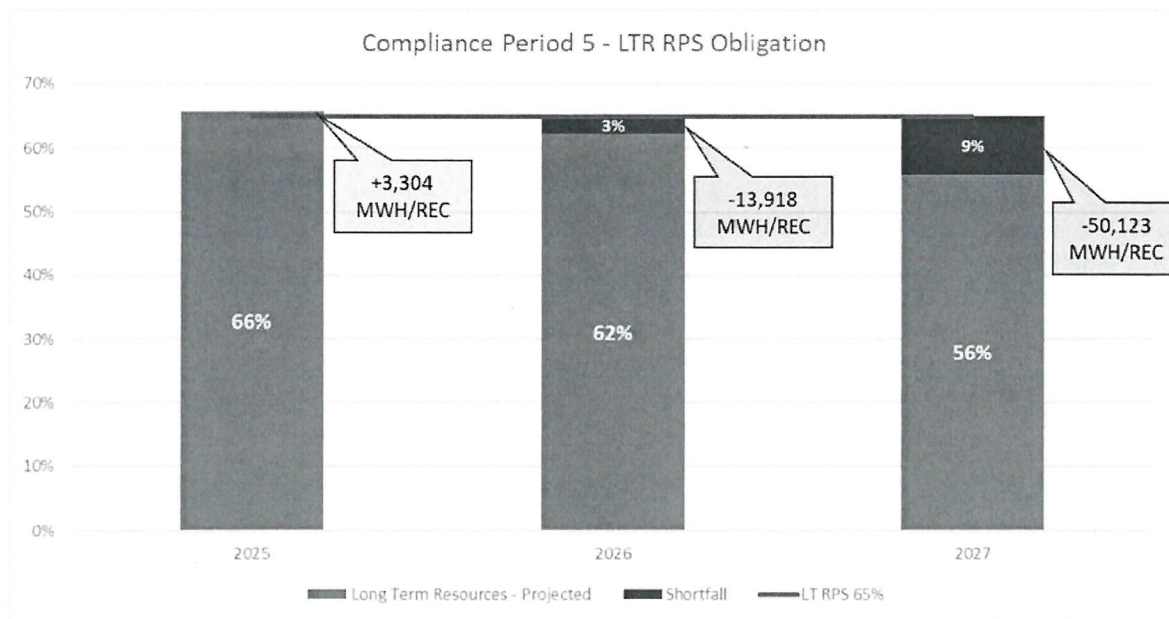
Power Resources

Renewable Portfolio Standard (RPS) Compliance



The chart above shows RPS progress to date through calendar year 2030, where we must meet 60% of our retail sales with renewable energy. We continue to experience challenges with negotiations and delivery of new long-term contracts for renewables, which will likely cause BWP to fall short of the 65% Long-Term Requirement (LTR) in RPS for calendar years 2025 through 2027.

The chart below shows the current projections of our progress to meet the 65% for calendar year 2025, 2026, and 2027. In 2025 we expect to have enough contracts with terms longer than 10 years, to meet the 65% LTR obligation, however as RPS obligations increase in 2026 and again in 2027 without additional contracts being able to deliver beginning in those years, we project a short fall of approximately each year and 3% (13,918 MWh/REC) and 9% (50,123 MWh/REC) respectively.



Staff continues to negotiate long-term renewable contracts. These projects anticipate commercial operation in calendar year 2027 or 2028. The chart has been updated to include the Milford Solar Phase II (Milford) project, which was approved by City Council on June 10, 2025. In order for the project to move forward, all other project participants have executed their separate Power Sales Agreement. A second project that has been in negotiations may be delayed 12 to 18 months due to issues with the interconnection studies, potential import tariffs, as well as a reduction in tax incentives, and may incur a price increase and other modifications to the original proposal. Staff will evaluate any changes to determine if it is still a viable project. The Milford project is expected to add about 99,000 MWh annually, and the other project is expected to add approximately 46,000 PCC1 MWh annually to our renewable energy supply and would count towards the 65% minimum LTR once they begin production. This is likely to occur after 2027.

Intermountain Power Project (Delta, UT) Renewal Progress

The IPP coal facility converts to the IPP Renewal project, composed of natural gas and hydrogen, in late 2025. Below are details of the contract and estimated costs.

Item	Existing Contract (1987-2027)	Renewable Contract (2027-2077)	Cost (BWP)
STS total share	2400 MW	2400 MW	\$2.5 billion total project cost in 2019, now \$5 billion. BWP's share was \$86.5 million in 2019 and
BWP % share of STS	4.49%	4.2%	
BWP MW of STS	107.95 MW	101.4 MW	
BWP % share of generation	4.17%	3.33%	

BWP MW of generation	89.28 MW coal, 35.028 MW of natural gas	28 MW of natural gas	now is \$183 million (without debt service, interest and hydrogen component)
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The current plan is for one of the IPP coal units to remain online through October 2025, with limited ability to increase production above minimum to minimize the impact of extreme market prices and/or to aid in ensuring reliability. Due to continued delays in reaching commercial operations on the natural gas generators, discussions continue to determine the operations of the coal plants through their end-of-life and when they will be taken out of service. IPP Natural Gas Unit 3 achieved its first fire in February 2025, and Unit 4 achieved its first fire in April 2025. IPA has procured enough additional coal to allow for one of the coal units to remain in operation through the summer to ensure that they are available to support energy demand and the Southern Transmission System through October, possibly November 2025.

MEMORANDUM




COMMUNITY DEVELOPMENT



DATE: September 4, 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: Marissa Cardwell, Senior Economic Development Analyst

SUBJECT: Business Attraction Update: ICSC Conference

Attraction is one of the core areas of focus for economic development. Staff works year-round to attract new businesses and developments to Burbank with a focus on core commercial areas like Downtown Burbank, Magnolia Park, Airport and Media Districts. Staff builds relationships and works closely with the broker community to identify existing vacancies, provide zoning clearance and attract new tenants. Once vacancies are filled, business concierge services are offered to streamline the permitting process.

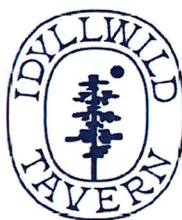
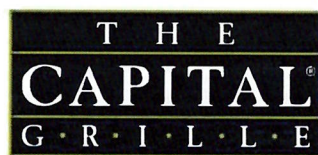
Twice a year, staff attends the International Council of Shopping Centers (ICSC) retail conference. Most recently staff attended the May conference with 24,000 real estate and development professionals in attendance. The month leading up to the conference, staff emailed more than 75 retail tenants requesting to meet at the event. The email included a broker deck with data and a list of available vacancies and opportunity sites in Burbank. In addition to the meetings staff distributes brochures and promotes Burbank to potential tenants at the event.

Companies that expressed interest in Burbank include **Pickl'r (pickleball concept), Woof Gang Bakery and Grooming, Smoothie King, HMart and Co. and several hotel developers.** A print marketing campaign highlighting Burbank's attributes for retail and investment is featured on the cover of *Western Real Estate Business*, *Shopping Center Business*, and *California Centers Magazines* to align with the timing of the ICSC event. Audience for all three publications is **164,000**.

Attendance at the May ICSC Conference in Las Vegas is funded by the Downtown Burbank (PBID).

Business Attraction Results:

Recent attraction efforts have resulted in Burbank attracting a substantial list of new businesses that recently opened or will be opening this year:



ICSC Event and Marketing Results:



75+

Targeted
Outreach Emails



796

Event Exhibitors



24K

Event Attendees



164K+

Advertising Reach

2025 DESIRED TENTANT OUTREACH LIST OF RETAILERS/RESTAURANTS CURRENTLY EXPANDING

- 
- Abercrombie & Fitch
 - Ace Pickleball Club
 - Adidas
 - Amazon
 - Amorino
 - Antoine's Cookie Shop
 - Apple Stores
 - At Home
 - Athleta
 - Bacio di Latte
 - Barons Market
 - Better Buzz Coffee
 - Café Rio
 - Capriotti's Sandwich Shop
 - Chuze Fitness
 - Dick's Sporting Goods
 - Dickey's Barbecue Pit
 - Dutch Bros
 - Erewhon
 - Everytable
 - Fresh Dining Concepts
 - Grill Kitchen
 - Guitar Center
 - Hibbett Sports
 - Hilton
 - Hmart
 - HomeState Tacos
 - Hyatt
 - IHG Hotels
 - King's Fish House
 - King's Seafood
 - Kirkland's Home
 - Kura Sushi
 - Luna Grill
 - Lululemon Athletica Inc.
 - MOD Pizza
 - Philz Coffee (Second location)
 - Picklr
 - Pup Crawl Dog Park Bar & Grill
 - Qdoba
 - Sephora
 - Smoothie King
 - Stater Bros
 - Sourdough and Co
 - Total Wine & More
 - Trader Joe's
 - Van Leewun Ice Cream
 - Woofgang Bakery & Grooming

CALIFORNIA CENTERS AND SHOPPING CENTER BUSINESS 1-PAGE AD

CITY OF BURBANK


YOUR NEXT RETAIL DESTINATION!




Choose Burbank

Burbank is the place to be! Recognized as the "Media Capital of the World," Burbank is centrally located, and features a population of 2.2 million in a 10-mile radius. With more than 1,000 creative companies, one of the top 3 AMC Theaters in the world, unique urban neighborhoods, and a diverse shopping and dining scene, it's all here — in Burbank, CA.


TOP REASONS WHY YOU SHOULD CHOOSE BURBANK:




**4.1 M VISITORS
TO DOWNTOWN
BURBANK**




**DAYTIME
POPULATION
OF 250K**




**AVERAGE HHI OF
\$132,000+**




**WORKFORCE
OF 165K**




**LARGEST IKEA
IN THE U.S.**



**6.5M ANNUAL PASSENGERS AT
HOLLYWOOD BURBANK AIRPORT**



- **NO CITY INCOME TAX**
- **NO GROSS SALES RECEIPTS TAX**
- **DEDICATED BUSINESS CONCIERGE SERVICES**



**AMC THEATERS
RANKED TOP 3
GLOBALLY**

**TOP LOCAL
EMPLOYERS**

Disney **NETFLIX**

WARNER BROS. DISCOVERY

nickelodeon

RECENT ATTRACTION EFFORTS:

































CITY OF
BURBANK

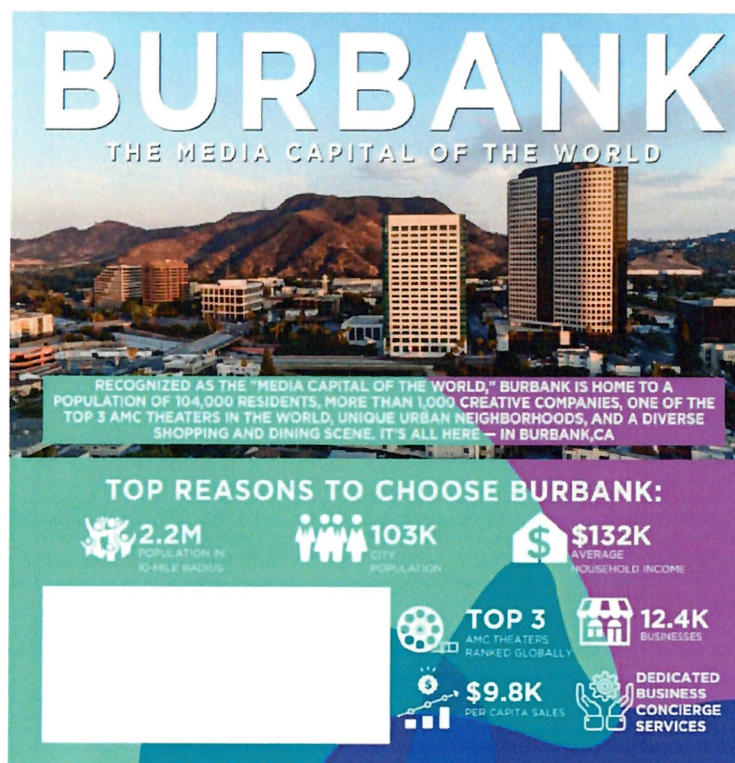
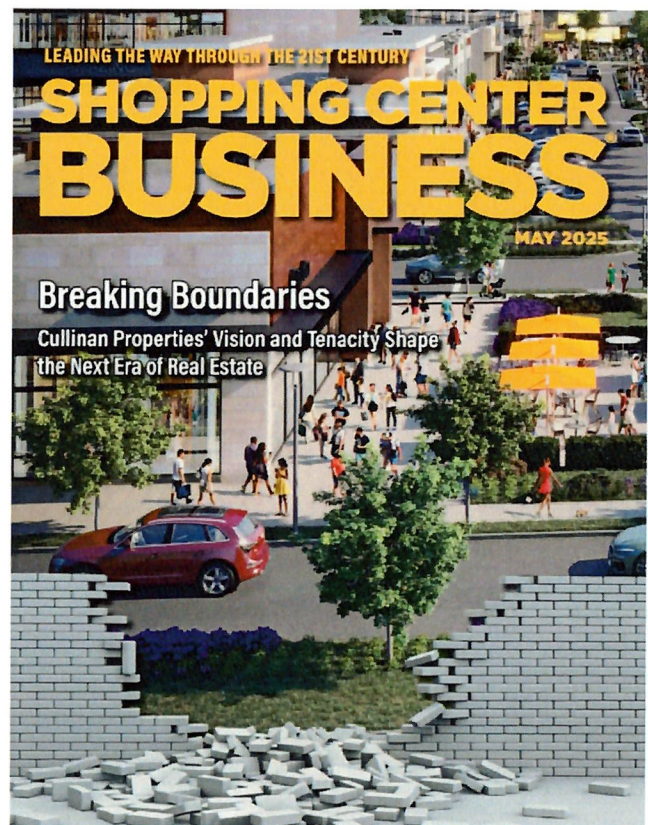
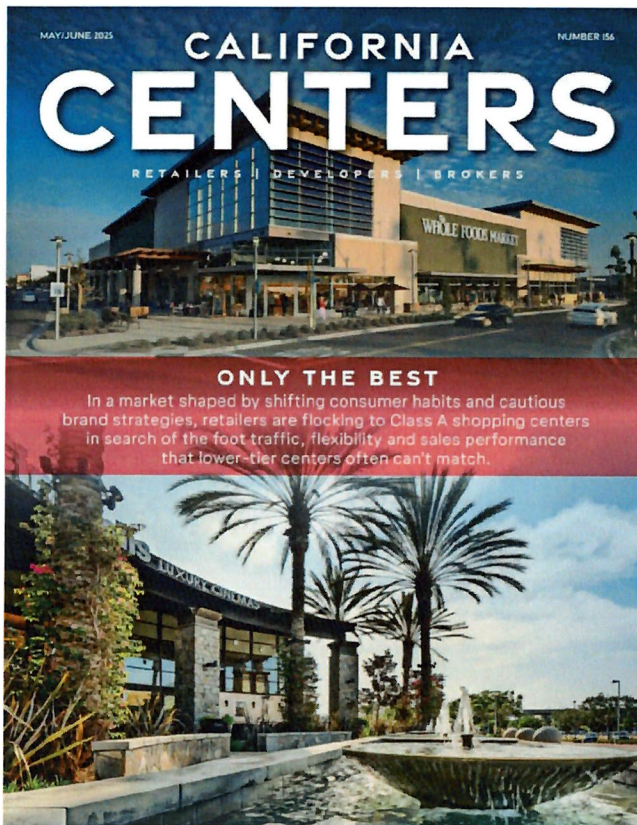


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MARKETING PUBLICATIONS



MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: September 4, 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: U.S. Travel Association IPW Conference Update

Visit Burbank, also known as the Tourism Business Improvement District (TBID), is the City of Burbank's official destination marketing organization. Visit Burbank's goal is to increase overnight visitors to Burbank by marketing and promoting the City to domestic, national and international travelers. Visit Burbank is staffed and managed by the City's Economic Development Team.

Each year staff attend's the U.S. Travel Association's IPW Conference (Conference), a premier travel trade show which drives international visitation to the United States. This year's event, held in June 2025, welcomed 6,000 tour operators and tourism professionals from more than 70 countries.

At the Conference, Visit Burbank has a large booth, designed to showcase the City's assets and provide a space to meet with attendees. Located in the Conference's California Pavilion, the booth sits alongside Warner Bros. Studio Tour Hollywood, Visit Pasadena, LA Dodgers, Visit Santa Clarita, and Visit WeHo.

In addition to staff, Visit Burbank's Board Members attended the conference partnering on more than 50 meetings with tourism industry professionals representing Delta Vacations, Flight Centre, Go West, and Hotelplanner. Staff also provides information on Burbank's thriving tourism industry and presents a brochure with a sample two-day itinerary for Burbank.

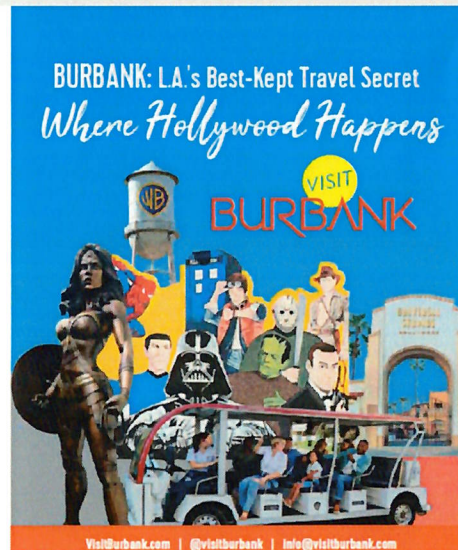
ABOUT IPW:



IPW is the premier travel trade show driving international visitation to the United States. This year's event welcomed 6,000 attendees from over 70 countries. IPW drives

new business. After attending, 60% of buyers say they plan to book destinations they hadn't considered before.

VISIT BURBANK'S BROCHURE FOR IPW:



BURBANK VISITOR Cheat Sheet

Superheroes Are Born Here
Only in Burbank will you find monumental superhero statues, studio backlots, and living Hollywood history around every corner.

SAMPLE 2-DAY ITINERARY

DAY 1
Breakfast: Bob's Big Boy - Voted Best Diner in California
Daytime: Universal Studios Hollywood
Evening: Dinner at Castaway Burbank - acclaimed views & cuisine

DAY 2
Breakfast: Artelice Patisserie - a Grammy favorite
Morning: Warner Bros. Studio Tour
• Wonder Woman statue
Afternoon: Vintage shops in Magnolia Park
Evening: Downtown Burbank for shopping, Flappers Comedy Club, and nightlife

visit BURBANK
VisitBurbank.com
@visitburbank
info@visitburbank.com

IPW Conference Metrics:



6,000

Tour Operators and Tourism Professionals in Attendance



70

Countries represented at the IPW Conference



50

Dedicated Meetings with Tourism Professionals