

City of Burbank Employee of the Year Nomination – Mary Hamzoian

Dear Employee of the Year Selection Committee:

It is with great enthusiasm that we nominate **Mary Hamzoian**, Economic Development Manager, for City of Burbank Employee of the Year. For more than 20 years, Mary has demonstrated exceptional dedication, innovation, teamwork, and leadership, helping transform Burbank into a thriving destination for businesses, residents, and visitors.

Dedication to Duty & Customer Service:

Mary's commitment to serving Burbank is reflected in the success of the development of the City's Business Concierge Program. She takes a proactive, personalized approach to helping businesses navigate zoning, permitting, site selection, and development. Rather than simply identifying obstacles, Mary works collaboratively to find solutions. Her efforts were recently highlighted in the *Los Angeles Times*, which showcased Burbank as a downtown success story and recognized the City's proactive approach to attracting and supporting businesses.

Innovation:

Mary consistently finds creative ways to strengthen Burbank's economy and community identity. She spearheaded the 2024–2028 Economic Development Strategic Plan, creating a forward-thinking roadmap for business growth, tourism, and revitalization. She has championed innovative placemaking through the Richard Orlenski murals, Downtown Art & Mural Program, outdoor dining, tourism campaigns, and major events. Her work on the Burbank FIFA Fan Zone brought international attention and economic opportunities to the community. She also played a key role in bringing the annual MUSEXPO to Burbank, attracting music and media executives from more than 30 countries.

Teamwork:

Mary's success is rooted in her ability to bring people together. As Economic Development Manager and Executive Director of the Burbank Hospitality Association and Downtown Burbank Partnership, she collaborates with City departments, businesses, property owners, community organizations, tourism partners, and regional agencies. Whether coordinating the FIFA Fan Zone, recruiting new businesses, or creating downtown public art, Mary builds partnerships that turn ambitious ideas into successful community projects.

Other Achievements & Accomplishments:

Mary has helped attract major businesses including Van Leeuwen Ice Cream, Rivian Motors, Capital Grille, Equinox, Philz Coffee, H&M, and Sephora. Her Downtown Burbank initiatives have generated more than \$18 million in long-term investment, while tourism

efforts have contributed to more than 3.1 million annual overnight visitors and \$31 million in local tax revenue.

Mary embodies the very best of public service. Her vision, professionalism, collaborative spirit, and tireless dedication have created lasting economic and community benefits for Burbank. For her exceptional customer service, innovative leadership, teamwork, and extraordinary accomplishments, Mary Hamzoian is unquestionably deserving of the City of Burbank Employee of the Year Award.

Sincerely,

Community Development Department