DOWNTOWN
BURBANK

DOWNTOWN BURBANK PARTNERSHIP

2019 Accomplishments
& **2020** Looking Ahead

DOWNTOWN BURBANK

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WELCOME

DOWNTOWN BURBANK PROPERTY OWNERS,

Congratulations to all of our property owners and merchants on the renewal and expansion of the Downtown Burbank Property Based Business Improvement District (PBID)! The PBID's renewal through 2028 extends current programming and provides new resources and opportunities to enhance this already vibrant commercial corridor. With the expansion of the PBID south to Alameda Avenue, the PBID currently promotes more than 600 restaurants, retailers, hotels, and entertainment venues in Downtown Burbank. IKEA and Tesla were also welcomed to this retail mix, further solidifying Downtown Burbank as a premier retail hot spot. With the continued efforts of the PBID, Downtown has developed into a top entertainment destination with new retailers and restaurants, enhanced capital improvements, and a diverse mix of special events. And the success continues with 2019 as an exceptional year for Downtown Burbank. Here are some of the highlights:

- The addition of a Hospitality and Social Service Outreach Program through StreetPlus;
- Enhanced weekly maintenance, including pressure washing and sweeping in high-traffic public areas, and additional evening clean-up services Thursday through Sunday;
- Capital Improvements and Maintenance projects in Zone 3, including the addition of new potted plants and upgrades to four medians;
- New brand identity and marketing campaign to expand Downtown's reach to the broader Los Angeles market with a new comprehensive marketing strategy and new social media campaign;
- The addition of four new murals in paseos and on building facades through the Art and Mural Program;
- The addition of 440 new brand identity banners placed throughout the entire PBID boundaries;
- Events attracting more than 83,000 attendees, such as the Downtown Burbank Car Classic, the Burbank Winter Wine Walk, and The Rink in Downtown Burbank; and
- The attraction of several new exciting retailers and restaurants, such as Orange Theory Fitness, Panini Kabob Grill, Salon Republic, TAP The Asian Project, Bob's Discount Furniture, and Spectrum, to name a few.

Looking ahead, the renewal and expansion of Downtown Burbank opens the door for new exciting projects in 2020.

- Leasing and business advocacy efforts to streamline permitting processes and attract new tenants.
- Expand the hours of the Hospitality and Social Outreach Services via StreetPlus to encompass more homelessness assistance and street performer management, business outreach support, and maintenance reporting.
- Working with the City to better manage and regulate parking in Downtown.
- Maintenance and capital improvement programs, including upgrades to the AMC Walkway, more district murals, and upgrades to the Orange Grove parking structure.
- The implementation of a new wayfinding program incorporating the new brand identity campaign for Downtown Burbank.
- A Request for Proposal for a new holiday décor package for Downtown Burbank's 2020 holiday season that incorporates Zone 3.
- Continue to develop Downtown's new brand identity and marketing efforts with the launch of a new website, new digital marketing campaign, and updating wayfinding signage.

Sincerely,
Michael Cusumano, Board Chair

ABOUT

The Downtown Burbank Property Based Business Improvement District (PBID), governed by the non-profit organization known as the Downtown Burbank Partnership, was formed in 2003 as part of the City of Burbank's efforts to revitalize Downtown Burbank. The PBID was renewed in 2018 for a new, 10-year term beginning January 1, 2019. The goal is to fund and manage projects and programs that enhance the economic well-being of Downtown Burbank, by working in collaboration with property owners and merchants in the area to increase property values, consumer visitation, and spending.

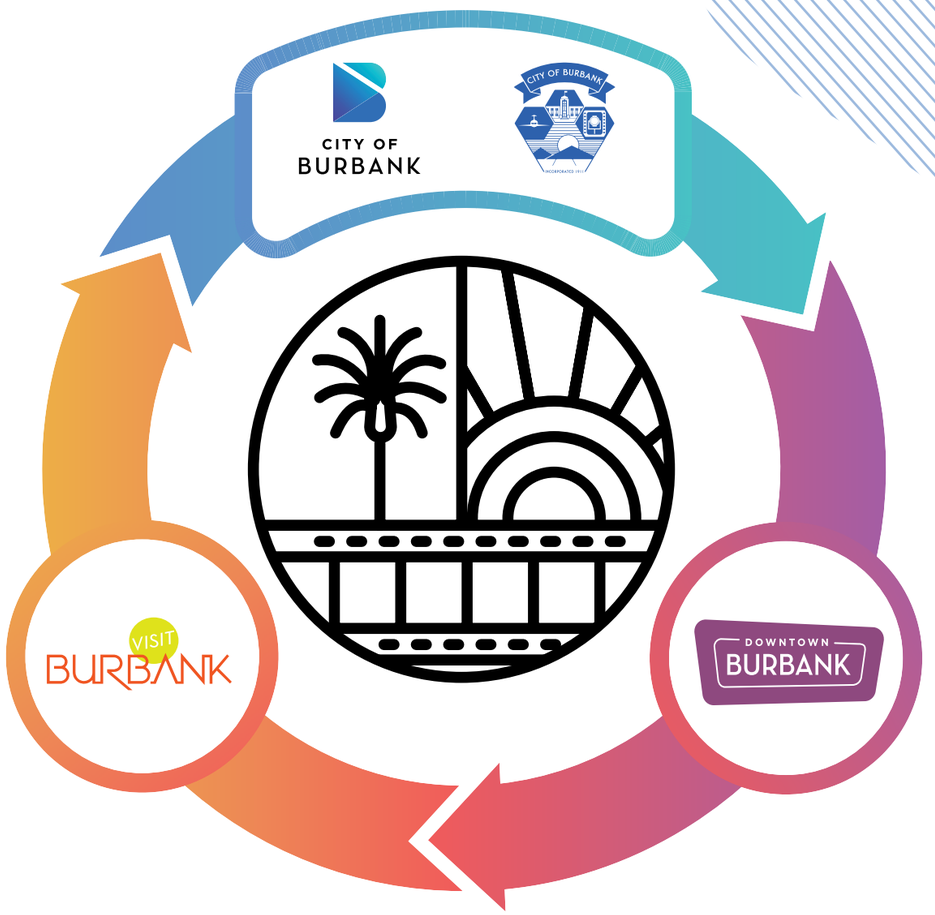
GOALS

- Preserve and improve the aesthetics of Downtown through enhancements to capital infrastructure.
- Increase the frequency of power washing and maintenance.
- Create promotional opportunities to increase sales revenues for merchants through marketing and events.
- Work to maintain a low-vacancy rate via leasing support and advocacy.
- Support the continued formation of a livable and walkable neighborhood.
- Focus on improving the desirability of the PBID and increasing sales, in an effort to boost occupancy and rental rates.

BENEFITS

By creating a stable funding mechanism, the Partnership has provided 17 years of continuous investment in:

- Marketing and managing the PBID
- Attracting new tenants
- Investing in capital improvements
- Delivering enhanced maintenance

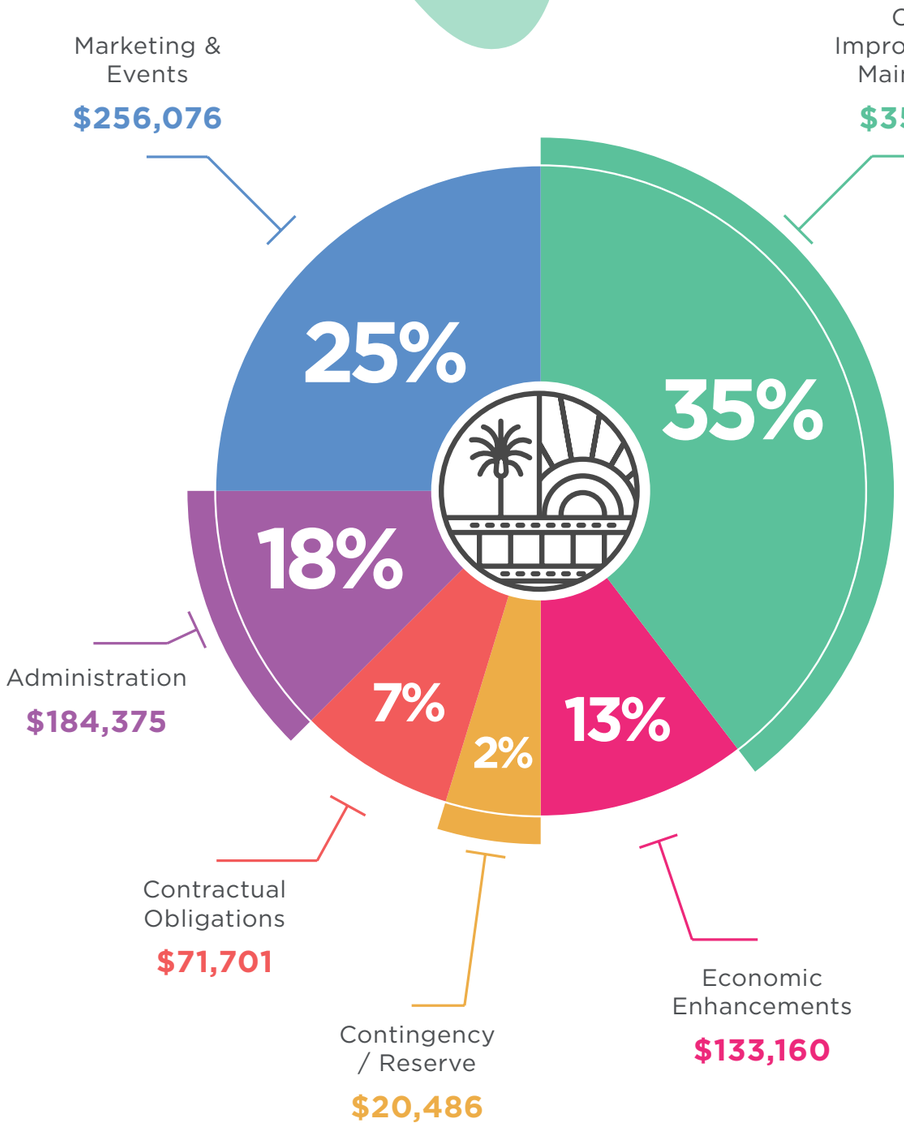


PUBLIC PRIVATE PARTNERSHIP

The PBID is governed by a non-profit organization known as the Downtown Burbank Partnership with Board members comprised of brokers along with property and business owners in Downtown Burbank. The Downtown Burbank Partnership collaborates closely with Visit Burbank—the City's destination marketing organization—and the City of Burbank's Economic Development Division. Combined, the three organizations work to brand the City of Burbank and Downtown Burbank as a vibrant, dynamic urban neighborhood and a prime destination to visit and do business. This public/private partnership gives Burbank a competitive edge in increasing job diversity, attracting new businesses, and safeguarding existing ones.

ANNUAL BUDGET

Downtown Burbank PBID operated in 2019 with a $1,024,304 annual budget allocated as follows:



10-YEAR MANAGEMENT DISTRICT PLAN SERVICES

The PBID will continue its investment in capital improvements, maintenance, infrastructure, event programming, marketing, advocacy, and leasing support in the three Downtown zones as follows:

	Zone 1 $287,507.91	Zone 2 $531,893.26 Increased Assessment	Zone 3 $319,083.90 Expanded to Alameda
Capital Improvements and Maintenance			
District Wide Maintenance		✓	✓
Holiday Décor	✓	✓	✓
Wayfinding Signage	✓	✓	✓
Façade Improvement Program		✓	
Expanded WiFi	✓	✓	✓
Marketing & Events			
Comprehensive Marketing Program	✓	✓	✓
Special Events	✓	✓	
Economic Enhancements			
Business Assistance Program		✓	
Homeless Assistance Program		✓	✓
Street Performer Management		✓	
Leasing Support	✓	✓	✓
Administration			
Administrative Costs	✓	✓	✓
Contingency/Reserve	✓	✓	✓
Contractual Obligations with City	✓	✓	✓

2019 ACCOMPLISHMENTS

CAPITAL IMPROVEMENTS

GOAL: PRESERVE AND IMPROVE THE AESTHETICS OF DOWNTOWN THROUGH ENHANCEMENTS TO CAPITAL INFRASTRUCTURE.

$70K Total Investment in Downtown Burbank Capital Improvement Projects in 2019

Replanting pots and medians in Zone 3: 78 pots between Angeleno Avenue and Alameda Avenue received irrigation repairs and were replanted with drought tolerant birds of paradise. In addition, four medians in Zone 3 were replanted with ginkgo biloba trees, various drought tolerant groundcover and bushes, and new woodchip mulch.

HOLIDAY DÉCOR

Investment in family-friendly décor encourages visitation during the holiday season, including the 36-foot walk-through Christmas tree on the AMC Walkway, festive lighting on 68 wrapped trees along San Fernando Boulevard, oversized wreaths on pergolas, and 11 LED-lit trees at The Rink in Downtown Burbank.

MAINTENANCE

GOAL: INCREASED FREQUENCY OF POWER WASHING AND MAINTENANCE DISTRICT WIDE.

Existing City of Burbank maintenance, which includes monthly power washing, is greatly enhanced by the PBID who invests in extra cleaning and maintenance programs like power washing of sidewalks and alleys three times a month along with sidewalk sweeping and trash pickup.

These enhanced services would not be possible without the PBID:

40
POWER WASHES PER YEAR

52
WEEKS MAINTENANCE

ART & MURAL PROGRAM

GOAL: SUPPORT THE CONTINUED FORMATION OF A LIVABLE AND WALKABLE NEIGHBORHOOD.

To create a more pedestrian-friendly environment, encourage social media posts, and build on the cultural momentum in Downtown Burbank, the PBID installed four new murals in 2019. The addition of these four murals takes the current count of murals in Downtown to twelve.

- **Shake Shack Mural by James Goldcrown**
- **SpongeBob Mural**
- **Flappers Mural**
- **The Burbank Town Center Mural**

MARKETING & EVENTS

GOAL: CREATE PROMOTIONAL OPPORTUNITIES TO INCREASE CONSUMER VISITATION AND SPENDING FOR MERCHANTS THROUGH MARKETING AND EVENTS.

NEW BRAND IDENTITY AND MARKETING CAMPAIGN

In March 2019, the PBID hired the marketing firm, Anyone™ Collective, to create a new brand identity and marketing campaign for Downtown Burbank. The new brand includes an all-inclusive marketing strategy, a new website (currently under construction), and new social media promotions. To roll out the new campaign and enliven Downtown, a comprehensive signage program was designed. 440 new eye-catching light pole banners were installed throughout the entire PBID, creating a sense of place and a visually cohesive element to Downtown's streets.

STRATEGIC EVENT PARTNERSHIPS

DOWNTOWN BURBANK ARTS FESTIVAL MAY 18 & 19, 2019

Featuring world-famous animators, trendsetting indie creators, thousands of art lovers, live entertainment, and much more.

- **Attendees: 18K**
- Mural scavenger hunt
- Chalk artists
- Book signings
- Artists: 112
- Animators: 70
- Advertising Reach: 1.06M

2020 Event Date: June 27 & 28, 2020

BURBANK WINTER WINE WALK NOVEMBER 16, 2019

The wine tasting social event of the season, showcasing world-class wineries and breweries with tasting stations inside your favorite Downtown businesses, and a holiday street fair along San Fernando Boulevard.

- **Attendees Ticketed: 1,500**
- **Attendees at Street Festival: 15,000**
- 28 tasting stations and 50+ wines
- Magical snowfall
- Live music
- Santa's VIP Lounge at Burbank Town Center
- Advertising Reach: 3.16M

2020 Event Date: November 14, 2020

DOWNTOWN BURBANK CAR CLASSIC AUGUST 3, 2019

Showcasing celebrity vehicles, 275 classic and custom vehicles, automotive-related vendors, and DJs spinning music from the decades.

- **Attendees: 25K**
- Red Carpet Expo showcasing cars from Vehicle Effects, The Television Motion Picture Car Club, Unique Twist, and more
- DJs spinning music from the decades
- Chalk artists
- Advertising Reach: 2.97M
- TV Coverage: KCAL 9/KCBS, KNBC NEWS, ABC 7

2020 Event Date: August 1, 2020

THE RINK IN DOWNTOWN BURBANK DECEMBER 12, 2019 - JANUARY 5, 2020

Burbank's most festive holiday tradition, offering outdoor ice skating, fundraising events, and special performances.

- **Attendees: 14K**
- Outdoor ice skating and performances
- Special theme nights and events
- Curling popups
- Learn to skate lessons
- Holiday music and décor
- Advertising Reach: 450K

2020 Event Date: December 11, 2020 – January 3, 2021

SOCIAL MARKETING

2019 SOCIAL MEDIA METRICS

FACEBOOK

Followers: 22,137

- "Like" Growth from 2018: +10.2%
- Total Impressions: 3,099,390
- Total Engagements: 97,975

INSTAGRAM

Followers: 5,769

- "Like" Growth from 2018: +48.6%
- Total Impressions: 616,572
- Total Engagements: 28,296

TWITTER

Followers: 3,338

- "Like" Growth from 2018: +7.3%
- Total Impressions: 230,095
- Total Engagements: 5,560

PAID MEDIA

PAID MEDIA REPRESENTS ADVERTISING CAMPAIGNS THAT ARE PURCHASED BY THE PBID VIA MEDIA OUTLETS.

TOTAL ADVERTISING REACH IN 2019

6.4 MILLION

Representative Digital and Print Media Included:

OUTFRONT media · JCDecaux · myBurbank · FACEBOOK · LA WEEKLY

PUBLICITY/EARNED MEDIA

EARNED MEDIA REPRESENTS PUBLICITY GAINED THROUGH PRESS RELEASES PROMOTING SPECIAL EVENTS AND NEW STORE OPENINGS.

TOTAL PUBLICITY REACH IN 2019

2 MILLION

Representative Media Coverage Included:

KPCC · CBS Los Angeles · KCAL 9

ECONOMIC ENHANCEMENTS

GOAL: FOCUS ON IMPROVING THE DESIRABILITY OF THE PBID AND INCREASING SALES, IN AN EFFORT TO BOOST OCCUPANCY AND RENTAL RATES.

Hospitality and Social Service Outreach Program: In March 2019, the PBID hired StreetPlus to provide hospitality and social service outreach services for Downtown Burbank. StreetPlus Ambassadors provide the following services:

- Identification and outreach to homeless individuals, providing resources and assistance as needed;
- Hospitality engagement with visitors and members of the public;
- Daily check-ins and quarterly surveys with Downtown businesses;
- Visibility, circulation, and monitoring of issues;
- Safety escorts for local employees;
- Weekly reports documenting all activities and interactions including those with street performers, and
- Daily reporting of maintenance and landscaping issues including burned out lights, abandoned items in the right of way, trash/ debris, and damaged public infrastructure.

The Hospitality and Social Outreach Program seeks to create a safe environment in Downtown to increase visitation, consumer spending, and property values, while also addressing concerns from visitors, residents, and businesses.

Since March 2019, the Hospitality and Social Outreach Program has:

Provided 156 wellness checks with homeless community members

Resolved 29 trespassing issues and 27 instances of public intoxication and drug use

Assisted with 14 homeless encampments and 15 homeless individuals blocking public sidewalks

Provided 17 mental health checks to homeless individuals requiring special assistance

Handled 36 noise complaints and verbal disturbances

Made 186 social service contacts for homeless community members

Dealt with 145 instances of aggressive panhandling

In total, 31 homeless individuals have received housing, housing support, or transportation back to their families since our program's inception.

LEASING SUPPORT & ADVOCACY

Staff works nonstop to re-energize the shopping and dining experience by anticipating vacancies and maintaining active dialogue with property owners, prospective tenants, and commercial real estate professionals. This work includes:

- **Proactive outreach to regional and national tenants to ensure that property owners have the best options available when considering new leases for their spaces.**
- **Meeting with retail executives at conventions like the International Council of Shopping Centers RECON, and the Southern California Idea Exchange.**
- **Business concierge services to help streamline the permitting process for tenants and property owners.**
- **Marketing available properties in national publications such as Western Real Estate Business, Shopping Center Business, and Shopping Centers Today.**

NEW BUSINESSES IN 2019:

orangetheory FITNESS

VERDIGO BOULDERS

BOB'S DISCOUNT FURNITURE

Spectrum

salonrepublic

The White Barn Candle Co.

The Boiling Crab

OVER / UNDER PUBLIC HOUSE

Panini Kabob Grill

ECONOMIC INDICATORS

Downtown Burbank is a mixed-use, urban neighborhood featuring more than 600 shops, restaurants, and businesses. Situated in the heart of the entertainment industry, the area is renowned for its dynamic street scene, outdoor dining, and walkability.

Below are the economic indicators representing Downtown Burbank:

10.7%*	$3.45	6.1%	$3.08
Retail Vacancy Rate Q4 2019	Retail Rent Per Sq. Ft. Q4 2019	Office Vacancy Rate Q4 2019	Office Rent Per Square Foot

Downtown Burbank Generates 17% of the City's Sales Tax Revenue.

Source: CoStar

*** Vacancy has increased due to the relocation of IKEA and the Burbank Town Center renovations.**

The figures reflected here represent the newly implemented district boundaries as of 2019 which include Zone 3.

WHAT'S IN STORE FOR 2020

The PBID's renewal through 2028 allows for expanded resources and continued investment in Capital Improvements and Maintenance, Leasing Advocacy, and Strategic Event Partnerships. Immediate goals for 2020* include:

Update and expand the holiday décor program by hiring a new firm to implement innovative and traditional elements that encourage visitation during the holiday season.

Continue the development of the new brand identity and marketing campaign with website launch, and new, comprehensive, wayfinding signage.

Produce and co-produce events for the PBID, including: The Downtown Burbank Arts Festival, the Downtown Burbank Car Classic, the Burbank Winter Wine Walk, and The Rink in Downtown Burbank.

Further expand the Hospitality and Social Service Outreach Program to encompass more homelessness assistance and street performer management.

Market Downtown to brokers/developers to attract exciting retail concepts while working with current Downtown tenants and property owners to reinvent/ repurpose their businesses.

*** Funding and projects may change as a result of COVID-19.**

CAPITAL IMPROVEMENT & MAINTENANCE

GOAL: PRESERVE AND IMPROVE THE AESTHETICS OF DOWNTOWN THROUGH ENHANCEMENTS TO CAPITAL INFRASTRUCTURE.

Programs include:

Investment in new and expanded holiday décor

Addition of new district murals

Upgrades to the Orange Grove parking structure

AMC Walkway Beautification Project

MARKETING EVENTS

GOAL: PROMOTE DOWNTOWN BURBANK AS A VIBRANT COMMERCIAL DESTINATION IN SOUTHERN CALIFORNIA IN AN EFFORT TO INCREASE CONSUMER VISITATION AND SPENDING.

Programs include:

Website Re-design

Wayfinding Signage

Special Events

The 2020 plan* includes:

Downtown Burbank Arts Festival
June 27 & 28, 2020

Downtown Burbank Car Classic
August 1, 2020

Burbank Winter Wine Walk
November 14, 2020

The Rink in Downtown Burbank
December 11, 2020 - January 3, 2021

*All event dates are subject to change based on the stay-at-home orders.

STRATEGIC EVENT PARTNERSHIPS

GOAL: CREATE PROMOTIONAL OPPORTUNITIES TO INCREASE SALES REVENUES FOR MERCHANTS THROUGH SPECIAL EVENTS.

Staff partners with event producers that bring value to the event and are known for producing top regional festivals that target diverse audiences with broad appeal. Downtown Burbank's 600 shops and restaurants are always encouraged to participate with special offers and in-store activities.

ECONOMIC ENHANCEMENTS

GOAL: FOCUS ON IMPROVING THE DESIRABILITY OF THE PBID AND INCREASING SALES, IN AN EFFORT TO BOOST OCCUPANCY AND RENTAL RATES.

Programs include:

Expansion of Hospitality and Social Outreach Services via StreetPlus Ambassadors

Homeless Assistance

Street Performer Management

LEASING ADVOCACY

GOAL: STAFF STRIVES TO ANTICIPATE VACANCIES BY PROACTIVELY REACHING OUT TO REGIONAL AND NATIONAL TENANTS. THIS INCLUDES MARKETING AVAILABLE PROPERTIES, AND MAINTAINING REGULAR INTERCHANGE WITH PROPERTY OWNERS, PROSPECTIVE TENANTS, AND COMMERCIAL REAL ESTATE PROFESSIONALS

Programs include:

Aggressive leasing and business advocacy efforts to streamline permitting processes and attract new tenants

Working with the City to better manage and regulate parking in Downtown

NEW BUSINESSES IN 2020:

Han Korean BBQ

Cider Works at Story Tavern

FUTURE INVESTMENTS IN DOWNTOWN BURBANK

GOAL: SUPPORT THE CONTINUED FORMATION OF A LIVABLE AND WALKABLE NEIGHBORHOOD.

Downtown Burbank is a top entertainment destination with new retailers and restaurants, enhanced capital improvements, and a diverse mix of special events. The popularity of the area has spurred an increase in private investment, which is evident with projects such as the First Street Village and LaTerra mixed-use projects, the AC Hotel, and several more proposed projects in the pipeline, all working to create a livable, walkable neighborhood for residents, visitors and employees.

- **55.7K Sq. Ft. Approved and Proposed Retail and Restaurant Space**
- **6 Developments in Pipeline**
- **998 Approved and Proposed Residential Units**
- **3 New Hotels**

APPROVED

LATERRA MIXED-USE PROJECT

777 N Front Street

Groundbreaking is slated for 2021, with an anticipated opening in 2023–2025.

573 residential units

1,067 sq. ft. of retail space

307 hotel rooms

FIRST STREET VILLAGE MIXED-USE PROJECT

First Street and Magnolia Boulevard

275 apartments

18,967 sq. ft. of retail space

AC HOTEL

550 N Third Street

Groundbreaking slated for 2020

196 hotel rooms

3,800 sq. ft. of restaurant space

PROPOSED

BURBANK COMMON

10 W Magnolia Boulevard

City Council Consideration in Fall 2020

Mixed-use project with

19,000 sq. ft. for a brewpub & restaurant space

33,000 sq. ft. of event space

47,000 sq. ft. of outdoor space

S. SAN FERNANDO MIXED USE PROJECT

624-628 S San Fernando Boulevard

Planning Board Consideration in Early 2020

Mixed-use project with

42 residential rental units

3,500 sq. ft. of retail space

8,200 sq. ft. of office space

2 levels of subterranean parking

PREMIER ON FIRST

103 E Verdugo Avenue

City Council Consideration 2021

Mixed-use project with 19-story hotel with

314 rooms and ground-floor restaurant,

108 residential units 7-story building with

1800 sq. ft. retail and restaurant space

DIRECTORS, BOARD & STAFF

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