



the  
momentum  
is  
**building**  
downtown burbank partnership



“

Business couldn't be better and the work currently being performed by the Downtown Burbank Partnership is reaping rewards.

*Allen Young, property owner*

Downtown Burbank is bustling and continues to grow with each passing day.

*Jonathan Weiss, president, Granville*

Downtown Burbank Partnership has turned the district around and greatly improved the level of retail.

*Tate Holland, owner, Make-Up Designory*

”

**DOWNTOWN**

**BURBANK**  
PARTNERSHIP



5

years ago

Prior to 2003, Downtown Burbank presented

a very different picture than it does today.

There was empty storefronts, low foot traffic

and **no buzz**

Rents were stagnant. Sales were flat. The district was ignored

by the next generation of retailers and restaurants. There were

**no events** and few pedestrians.

But everyone agreed on one thing.

it could be **great**

it could be **wonderful**

it could be **a fantastic place**

to hang out and do business...





A low-angle photograph of several yellow tulips against a bright blue sky with scattered white clouds. The tulips are in various stages of bloom, with some showing the green base of the petals. The lighting is bright, creating a warm and optimistic atmosphere.

it all  
started to  
happen  
with

Downtown Burbank  
Partnership  
in 2003



# 5 years of structural improvements

Starting in 2003, the area began to burst with development activity in an explosion of

dynamic & positive change



AMC-16 opened in 2004 as one of the country's  
**highest grossing theaters**

Burbank Town Center remodeled and  
attracted a crowd of **new tenants**

like PF Changs,  
Old Navy,  
Bed Bath & Beyond  
and Loehmanns.



IKEA remodeled and expanded into an additional  
10,000 square feet. It is consistently one of the top ten U.S.  
IKEA stores in **sales productivity**

**50 retailers & restaurants**

have opened throughout the district including  
Urban Outfitters, Active, Granville and Wokcano.

More than **\$200 million** has been  
invested in new projects, including mixed-use,  
retail, office, **high-end  
condos** and apartments.



# 5 years of consistent branding



More than sixty **special events** have elevated Downtown Burbank to a major regional entertainment hub. These multi award-winning events include free live concerts, outdoor art festivals, family activities and one of the largest culinary festivals in the region.

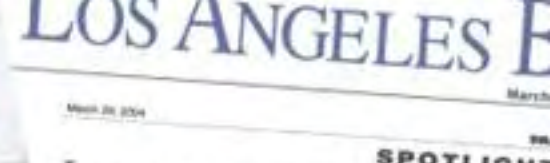
Lively **street banners** colorful brochures, inviting advertisements and constant media outreach consistently reinforce the message that Downtown Burbank is the place to "Come Out & Play." Customers have responded by the thousands. Free **wi-fi** offers media-savvy professionals the ability to multi-task while they shop and dine.

**ads** promoting Downtown Burbank to both tourists and the broader market include *Performances Magazine* at the Hollywood Bowl (with a readership of 260,000 for the season), *Where* magazine (with a readership of 253,000 per month) and Los Angeles Convention & Visitors Bureau's *Official Visitors Guide*, reaching 250,000 visitors per year.

Downtown Burbank's informative, integrated and up-to-date **website** attracts 3 million hits per year.



# 5 years of being in the news



**"SWINGIN' SOUNDS FROM DOWNTOWN"**  
 Thursdays in August • 6 p.m. • AMC Walkway  
 Downtown Burbank's outdoor concert series continues. Free dance classes are followed by a 7 p.m. dance party on the 5,000-square-foot plaza to local live bands. This month's bands include More's soul jazz, a seven-piece swing band that performs jazz standards, a seven-piece swing band that performs jazz standards, a seven-piece swing band that performs jazz standards, a seven-piece swing band that performs jazz standards.



## Students reign at art festival

Artists attending Burroughs, Burbank high schools will showcase their work at downtown event.

By Rachel Kane  
 The Leader

Student artists will stake their claims on San Fernando Boulevard at this year's Downtown Burbank Arts Festival today and Sunday.

Patrons of the two-day festival, which includes works from more than 100 artists, will have a chance to purchase sculptures, photographs, paintings and other art done by students in the Burbank Unified School District.

The event, featuring students' work for the first time, will take place on San Fernando Boulevard between Magnolia Boulevard and Angeleno Avenue.

A majority of the proceeds from the sale of student artwork will be paid directly to the students, with a percentage also benefiting the Burbank Arts Education Foundation, said Peggy Flynn, arts coordinator for the district.

Some of the works, like decorated plaster casts of female torsos done for Breast Cancer Awareness, were

### FYI

**WHAT:** Downtown Burbank Arts Festival  
**WHEN:** 10 a.m. to 5 p.m. today and Sunday  
**WHERE:** On San Fernando Boulevard, between Magnolia Boulevard and Angeleno Avenue.  
**CONTACT:** (818) 709-2907

principal endowment and received their first donation pledge of \$300,000 from Warner Bros. in late January.

"We're hoping that it inspires other companies of similar size to think about the foundation and the endowment in a different frame than they might when considering buying a table at a dinner or something that's not an investment," foundation chair Michelle Crozier said.

"The contribution is really an investment toward the future of the arts education in the city, and I think that Disney is probably thinking about it in the same way."

John Burroughs and Burbank high schools' dance groups, Showcarap actors, Burbank High School Vocal Music Assn. members, chorus groups from Thomas Jefferson, R.W. Emerson and Thomas Edison

## Improvements Mean Downtown No Longer Serves as a Punchline

By AMANDA BRUNETTO  
 Staff Reporter

...with the city's efforts, consistently among the Top 5 in Southern California to offer services, according to AMC officials.

A few weeks ago, Champion Development Co., responsible for the second phase of the AMC project, received approval for work on several streets, including the city's main thoroughfare.

"Downtown is a hidden gem," said Robert Chappin, the firm's president. The firm will invest in the area, including the city's main thoroughfare.

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### Here's Burbank!



Map showing downtown Burbank and surrounding areas.

# BURBANK LEADER

Go downtown for a taste of Burbank  
 DOWNTOWN BURBANK PARTNERSHIP

### TASTE

provided by the bands Cal Duck and local favorite Captain Cadillac and the Covarians.

## Timing Children

**WHAT:** Fabulous Fall Festival For Kids  
**WHEN:** 4 to 9 p.m., Oct.  
**WHERE:** Downtown Burbank, in front of Magnolia Cypress Street and Fernando Boulevard  
**CONTACT:** (818) 238-5180

"Just come in and enjoy life in downtown Burbank," said.

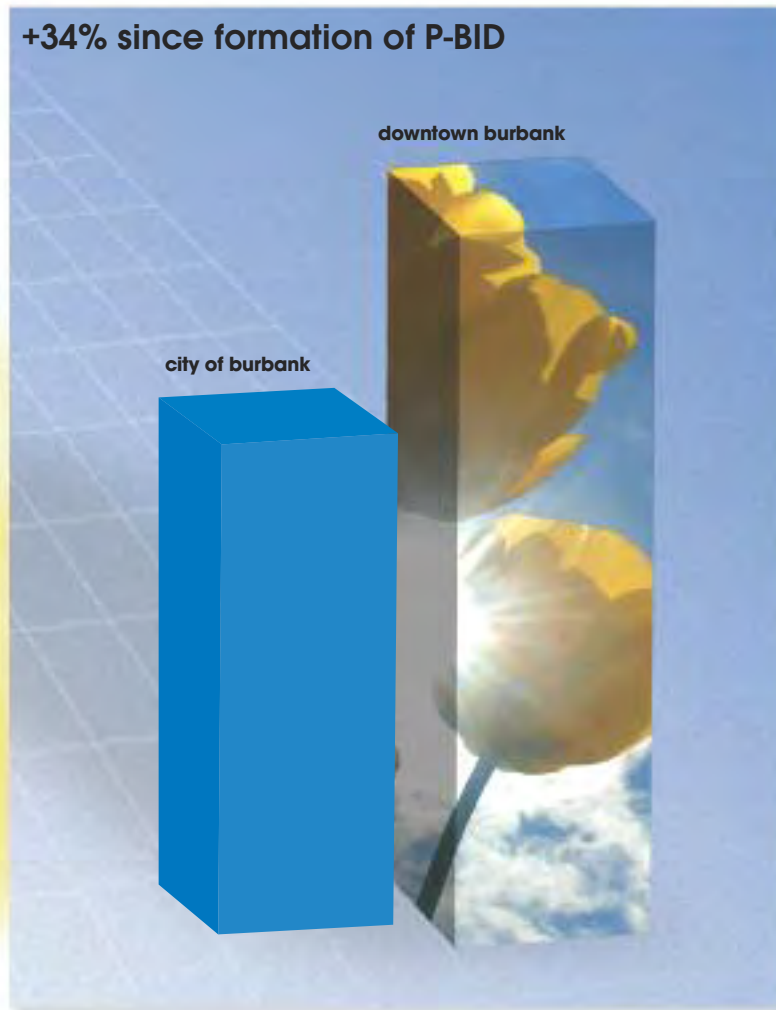
## Burbank bloc

...with the city's efforts, consistently among the Top 5 in Southern California to offer services, according to AMC officials.

# 5 years of increased value

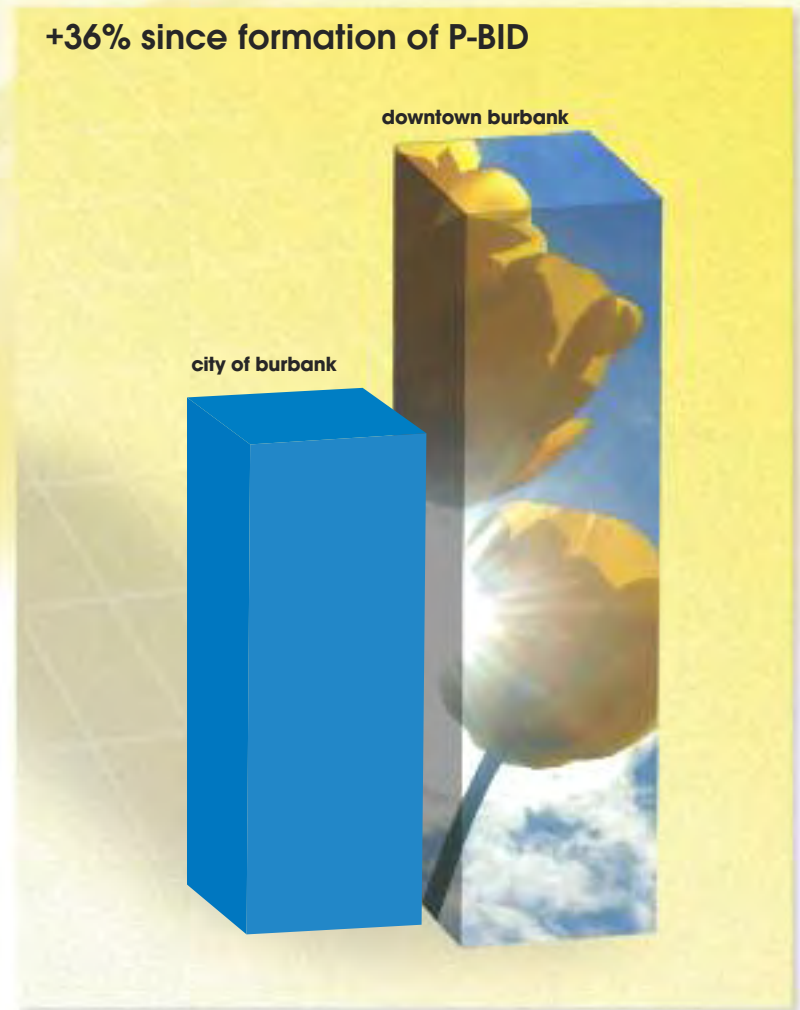
## Property Values

+34% since formation of P-BID



## Retail Sales Growth

+36% since formation of P-BID



excludes burbank town center & ikea

# 5 year roll-out

of capital improvements, clean and safe programs & tight fiscal management.



## Wayfinding

150 easy-to-read signs direct drivers to where they want to go, increasing ease of access north and south of Burbank Town Center and branding the whole district with a clean identity.

Installed 2006



## Good Will Ambassadors

These friendly faces broaden vigilance in cooperation with the Burbank Police Department. They form the front line in a concerted effort with Burbank Town Center, AMC Theaters and other downtown attractions to keep the district safe.

- Ambassadors handle 7,000 customer inquiries per year
- Act as extra eyes and ears for the BPD
- Patrol 350 miles per year



## Holiday Décor

Oversized ornaments and lighted garlands make a huge statement every holiday season and have become icons for the district. Giant light projections on exterior facades express warm wishes for the holidays.

Installed 2004

## Interstate Exit Signs



Two Downtown Burbank Caltrans signs on Interstate 5 alert more than 250,000 cars per day where to exit. Wayfinding signs guide them right into the heart of the district.

Installed 2004



## SMART Parking

A user-friendly parking system that alerts drivers when parking structures are full and directs them to the nearest available parking.

Completion Fall 2008

## Enhanced Maintenance

The amount of steam cleaning and trash pick-up on downtown sidewalks and alleys has effectively been doubled. This has resulted in noticeable improvements in cleanliness, even as pedestrian traffic is on the rise.

Maintenance crews report on any areas that need special treatment.

- 300 blocks are cleaned per year
- Graffiti is almost non-existent



## Re-imagining The Landscape

New plants, stonework, contemporary street furniture and art-inspired bike racks are designed to appeal to the new crowds that shop and dine in Downtown Burbank.

Completion Spring 2008



looking ahead  
to the next



5 years

The momentum is  
building,  
intensifying,  
taking shape.

We've laid the foundations and the market is responding. Capital improvements, enhancements to the customer experience, regional branding, new shopping and dining experiences... each packs a punch that propels the district forward.

Behind it all, supervising, maneuvering, working to maximize every benefit, is Downtown Burbank Partnership. Guiding development with a steady hand, the district has worked non-stop to deliver a viable, profitable, return-on-investment to property owners by creating the most vital, exciting and attractive destination for customers, residents and businesses. Your priorities are clear. You want:

higher **visibility**  
increased **security**  
better **parking**  
bigger **events**  
even cleaner **streets**  
& **sidewalks**

Your goals are  
our goals.  
We're doing  
everything  
possible to  
meet them.  
And then, to  
**exceed** them.

# 2007... A Review

The overall goal was to expand, strengthen and regionalize special events. The goal was achieved: Downtown Burbank was established as the premier destination for high-quality, outdoor family events.

## Downtown Burbank Fine Arts Festival

- Occurred twice, once in spring, once in fall.
- Now in its fourth year, the shows attracted in excess of 30,000 art aficionados.
- Showcased regionally famous artists, many of whom are represented by galleries.
- Further solidified this event as one of the largest art festivals in the region.
- The fall show partnered with the Burbank Unified School District and Burbank Arts Education Foundation, whose mission is to boost the level of arts education in our schools. More than \$25,000 was raised.





## Come Out & Dance Music series

- Downtown Burbank turned into an open-air dance hall for nine Thursday nights in July and August.
- Thousands danced and jived under the stars to the best in live music.
- Concerts kicked-off at 6:00 P.M., with free swing and salsa classes led by expert dance instructors. Bands began at 7:00 P.M., and participants danced the night away on the AMC Walkway.
- Energy was high, attendance was great and merchants appreciated this extended dance series, which averaged more than 500 people per night.



## Taste of Downtown Burbank

- In four short years, Taste of Downtown Burbank has grown into one of the largest food festivals in the Los Angeles region.
- More than 40 restaurants & eateries served international specialties outdoors on San Fernando Boulevard from Magnolia to Orange Grove.
- Attendance grew to more than 1,600 paid tickets, with thousands more attracted by the music, energy and exquisite aromas that filled the downtown.
- The Burbank Community YMCA raised a record amount for the financial scholarship fund, in excess of \$40,000.
- Restaurants were thrilled by the attendance, attention and exposure to new customers.

## Booo-tiful Downtown Burbank

- Approximately 1,000 parents and children attended Booo-tiful Downtown Burbank, now in its fourth year.
- Parents were invited to bring their little ghosts & goblins on Halloween from 4:00 P.M. to 7:00 P.M. for an early evening of trick-or-treating from store-to-store.
- This kid-friendly event gives Downtown Burbank the unique niche of providing a family-style activity on a night that has largely been taken over by adults.



# 12 DAYS OF HOLIDAY CHEER. DECEMBER 1-12

**Everything about “12 Days of Holiday Cheer” got bigger in 2007...and it was already our biggest event!**



- The Mayor’s Tree Lighting Ceremony kicked off the twelve days of festivities on December 1 and attracted record-breaking crowds.
- The parade that followed the ceremony also grew, with large crowds all along its route.
- The Metrolink Holiday Toy Express also broke all records in terms of crowds waiting for Santa to arrive by train, as well as by gifts donated to the Burbank Fire Department for the Spark of Love Toy Drive.
- Downtown Burbank Snow Day, when 15 tons of snow was blown onto the AMC Walkway, attracted capacity crowds of children ready to play.
- The 40- plus 12 Days of Holiday Cheer events were supported with 10,000 full-color brochures distributed everywhere in Downtown Burbank, as well as at recreation centers, libraries and throughout the community.
- The theme was also reinforced with 100 street pole banners throughout Downtown and several 20-foot overhead street banners located at high-traffic intersections. Radio sponsor KOST-FM promoted 12 Days of Holiday Cheer with on-air mentions, and numerous print ads ran in the *Daily News*, *Burbank Leader* and other local papers.



# 2007 Annual Budget

**\$720,000**

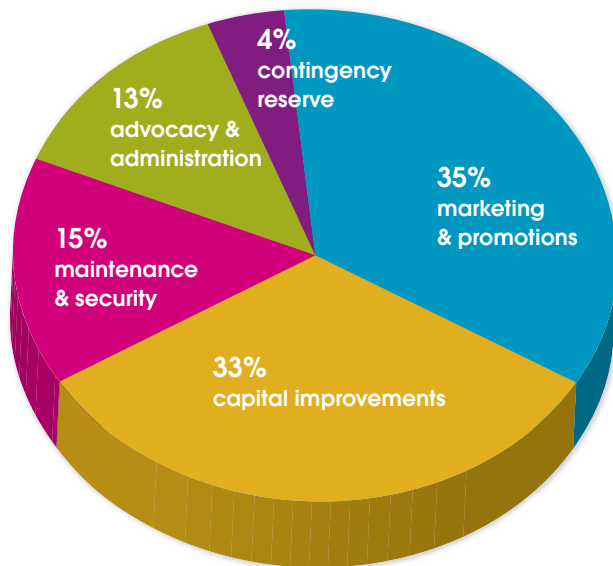
**35%** marketing & promotions

**33%** capital improvements

**15%** maintenance & security

**13%** advocacy & administration

**4%** contingency reserve



## Marketing & Promotions

*Goal:* To position Downtown Burbank as one of the most desirable downtown destinations in Southern California. Marketing & Promotions includes branding the district as an entertainment and restaurant destination through advertising, special events and public relations, as well as general leasing support to attract the next generation of retailers. Specifically included are the Downtown Burbank lamppost banners, the 200,000 full-color brochures, the website, leasing packet and events such as *Come Out and Dance*, *Downtown Burbank Fine Arts Festival*, *Taste of Downtown Burbank* and *12 Days of Holiday Cheer*.

## Maintenance & Security

*Goal:* To maintain and enhance Downtown Burbank’s reputation as a clean and safe destination. Specifically, cleanliness is maintained through weekly steam cleaning and pressure washing, as well as litter removal and landscape upkeep. Safety is handled by coordinated efforts with the Downtown Ambassadors, Burbank Police Department, Burbank Town Center, AMC Theaters and other downtown attractions.

## Capital Improvements

*Goals:* To initiate long-term upgrades that will result in boosting sales, attracting new tenants, decreasing vacancies and increasing property values. Specifically, capital improvements include the Downtown Wayfinding program to ease traffic flow from Interstate 5 and other routes into downtown parking structures and surface lots; the SMART Parking plan (completion Fall 2008), in order to fill parking structures more efficiently and redirect cars to other parking areas when lots are full; the new Downtown Burbank landscape plan, which will be completed in Spring 2008 and holiday décor. Costs for capital programs have been allocated over the five year life of the district.

## Advocacy & Administration

*Goal:* To keep Downtown Burbank interests at the forefront of community groups and public policy leaders in order that the district can accomplish its five year plan.



## **Downtown Burbank Partnership**

Downtown Burbank Partnership was founded in 2003 by a coalition of Downtown Burbank property and business owners in partnership with the City of Burbank. By creating this non-profit mutual benefit corporation, the goal was to transform Downtown Burbank into a vibrant and exciting commercial district. Downtown Burbank Partnership accomplishes this goal through coordinated capital improvements, clean and safe programs, strategic marketing initiatives, and constant advocacy on the district's behalf.

Downtown Burbank Partnership is organized as a Property Based Business Improvement District, or P-BID. BIDs have been used successfully throughout the United States in order to boost sales, attract tenants, organize events, decrease vacancies and increase property values.

The Board of Directors is composed of individuals and corporations that own businesses and property in the Downtown Burbank area. As stakeholders, they also pay into the assessment. The Board represents a variety of uses within the district, as well as large and small enterprises.

## **How The Partnership Is Funded**

Property owners are assessed at \$0.16 per lot square foot per year, and \$2.00 per linear frontage foot along San Fernando Boulevard between Magnolia and Verdugo. Industrial properties are assessed at 50% of the standard rate. The formula remained unchanged in 2007. Residential and non-profit properties are not assessed. Assessments are paid through annual Los Angeles County property taxes.

## Board Of Directors

### *Chair*

Michael Cusumano, Cusumano Real Estate Group

### *Vice Chair*

Ray Adams, Buyers Home Warranty Company

### *Secretary*

Morris Goodstein, Smokin' Jacks Property

### *Treasurer*

Michael Wilford, King, King, Alleman & Jensen

Mary Alvord, City Manager, City of Burbank

Paul Ehre, Skyblupink

Susan Georgino, Community Development Director,  
City of Burbank

James O'Neil, Crown Realty Development

Sunder Ramani, Burbank Community YMCA

Nat Rubinfeld, Union Adjustment Company

Ted Slaughter, Charles Dunn Company

## Staff Roster

Gail Stewart, City of Burbank P-BID Manager

Graciela Coronado,  
City of Burbank P-BID Assistant Manager

Robin Faulk, City of Burbank Consultant

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