

DOWNTOWN

BURBANK

Newsletter

come
out
&
play

A monthly newsletter for merchants, property owners and friends of Downtown Burbank



Eighty-two lampposts in **Downtown Burbank** carry a new banner that urges customers to "**Come Out & Play**". The goal is to brand the district for customers throughout the entire Downtown.

These colorful banners are intended to spruce up the streets for spring, and are planned to rotate with other banners and designs throughout the year that promote special events and the holidays.



Downtown Burbank is pleased to announce the opening of **P.F. Chang's China Bistro** at **Media City Center**. The restaurant features a blend of high-quality, traditional Chinese cuisine and American hospitality in a sophisticated, contemporary bistro setting.

The Grand Opening is scheduled for **Monday, May 17 at 10:30 am**.

There's a new **Cold Stone Creamery** between the



AMC 16 box office and **Chipotle** on the pedestrianized area of Palm Ave. Cold Stone is the fastest growing super-premium ice cream franchise in the nation with more than 500 stores in 41 states. Coldstone's huge popularity is in part due to customizing each order with a variety of mix-ins on a frozen granite stone.

The Grand Opening was held **Saturday, April 17 at 11:30 A.M.** and included a ribbon cutting with **Vice Mayor Marsha Ramos**. A portion of sales from opening day benefited the **Colony Theatre Company**, "world-class theatre in the heart of Burbank."



Zamba, at 331 N. San Fernando Boulevard, adds dynamic energy to the block adjacent to **Burbank Town Center**.

Facing **Urban Outfitters**, and relocating from across the street, Zamba is a re-invention of **Gemini Fashions**, a 20-year Downtown Burbank veteran retailer. The store's new focus is on westside hip & cool styles, and will feature mens and womens fashions and gifts, with a special emphasis on new and upcoming designers. Zamba's Grand Opening is scheduled for **Friday, June 4 at 6:00 P.M.**

HOT QUOTES

Here's a round-up of what they're saying about Downtown Burbank:

- * "Our business at Urban Outfitters has continued to grow with Downtown becoming more and more a 'night-out' destination for shopping, dining and film. Since the holidays, our sales have been getting even better." -- *Steven Suto, Manager, Urban Outfitters*
- * "Business is phenomenal, we're exceeding all expectations, and we love Downtown Burbank." -- *Kevin Black, Managing Partner, Romano's Macaroni Grill*
- * "Our Downtown Burbank location has beaten the learning curve of all Chipotle stores. Sales have continued to climb since day one with almost no promotion." -- *Alonzo Cudd, Los Angeles Marketing, Chipotle Mexican Grill*
- * "Burbank Village Walk, our new project, is perfect for The Olson Company because Downtown Burbank is a pedestrian area where you can walk to shops, restaurants, and places such as the Downtown Burbank Metrolink station." -- *Marcie Little, Director of Sales and Marketing, The Olson Company*

WINNIN' SOUNDS from DOWNTOWN!

In July, 2004 look for Downtown Burbank's first Jazz and Swing Festival performed by Southern California's FOREMOST big band acts! These performances will occur once-a-week throughout the month. FREE swing classes will be offered one hour prior to each performance! Concerts will run for approximately 2-hours and will be FREE to the public. For more information, visit www.downtown-burbank.org.

Dancing is encouraged!

DOWNTOWN BURBANK
come out & play

For events, shop and restaurant listings, film times, parking information or to contact us, visit

www.downtown-burbank.org

Downtown Burbank's official website.