



BURBANK...the perfect location

JUST THE FACTS

LOCATION

- Los Angeles County
- Urban hub of the East San Fernando Valley
- Just north of Hollywood
- Surrounded by the City of Los Angeles

POPULATION

- 108,000 residents
- 174,000 in 3-mile radius
- 467,000 in 5-mile radius

WORKFORCE POPULATION

- 100,000 (1:1 ratio to residents)
- Entertainment and media-related industries represent the largest segment of the workforce.

ECONOMIC SIZE

- Burbank's total retail sales rank in the top 10 of all 88 LA County cities.





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TRANSPORTATION HUB

BURBANK IS EASY IN, EASY OUT AND IS SERVED BY AN EXCELLENT TRANSPORTATION SYSTEM CONNECTING IT TO THE LOS ANGELES METROPOLIS AND BEYOND.

METROLINK

- Operates 55 commuter trains per day with two stops in Burbank (Downtown and Airport)
- Destinations to Downtown Los Angeles and the entire metropolitan area www.metrolinktrains.com

BOB HOPE AIRPORT

- Located in Burbank
- 99 flights per day
- 5.9 million passengers per year
- 173 million pounds of air cargo per year
- Served by Alaska Airlines, American West, American Airlines, Delta, Jet Blue, Southwest, SkyWest and United
- Nonstop flights to New York and other major cities
- Adjacent 488-room Burbank Airport Marriott Hotel and 50,000 square foot Convention Center www.bobhopeairport.com

FREEWAYS

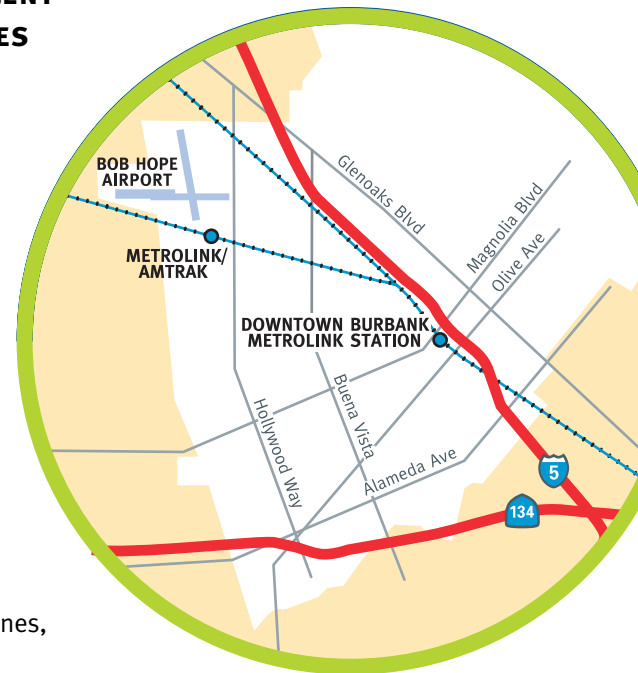
- Interstate 5 (Golden State Freeway)
- 134 (Ventura Freeway) www.dot.ca.gov

BUSES

- Metropolitan Transportation Authority (MTA) operates 14 bus routes through Burbank that connect throughout the metropolitan area. www.mta.net
- Burbank operates its own bus service, BurbankBus, with routes primarily to and from employment hubs and transportation points. www.burbankbus.org

AMTRAK

- Provides ten daily trips from Bob Hope Airport (with two trips daily on Saturday & Sunday)
- Surfliner: five daily trips Northbound and five daily trips Southbound
- Coast Starlight: one daily trip Northbound and one daily trip Southbound



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DEMOGRAPHICS

POPULATION

Burbank	108,000 residents
3-mile radius	174,000
5-mile radius	467,000

HOUSEHOLD

3-mile radius	67,600
5-mile radius	178,400

AGE

A majority of residents are between 25 and 44 years old.

EDUCATIONAL ATTAINMENT

Over 62% of Burbank residents 25 years of age and over have some college, or graduate or professional degrees.

HOUSEHOLD INCOME

Burbank	\$78,000
Los Angeles County	\$68,600
U.S.A.	\$68,000

In addition, Burbank's entertainment and media-related employees average \$80,000.

PERCENT EARNING OVER \$75K

3-mile radius	36%
5-mile radius	32%

Psychographic data is also available.

Source: Claritas National Decision Systems





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CORPORATE PROFILE

FACTS

- Burbank's top employers account for more than 30% of the workforce.
- The City boasts a workforce of 100,000, at least 30% of which are media-related.

Top Employers

COMPANY	EMPLOYEES	TYPE
The Walt Disney Company	7,900	Entertainment
Warner Bros. Entertainment, Inc	7,400	Entertainment
Providence / St. Joseph Hospital	2,850	Medical
Bob Hope Airport	2,400	Aviation
Burbank Unified School District	1,800	Education
City of Burbank	1,700	Government
NBC/Universal	1,300	Entertainment
Yahoo!	1,200	Media
Kaiser Permanente	1,000	Medical
Foto-Kem Industries	600	Media Related
Crane/Hydro-Air Company	600	Aviation
Ascent Media	400	Media



ENTERTAINMENT

Burbank is the media capital of the world. A partial list of companies includes:

- ABC Television
- Cartoon Network
- Clear Channel Communications
- NBC/Universal
- Nickelodeon
- The Walt Disney Company
- Warner Bros.
- Warner Music
- Yahoo!

They attract many related-uses in Burbank, such as:

- 700 media-related companies like special effects, digital houses and production studios (examples include DIC Animation and Westwind Media)
- Notable post-production operations like Foto-Kem Industries, Dolby, Technicolor and Four Media





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COMMERCIAL DISTRICTS

BURBANK OFFERS SEVERAL BRANDED COMMERCIAL DISTRICTS WITH WELL-DEFINED USE PROFILES.

AIRPORT

Transportation hub consisting primarily of warehouse, hanger space, light industrial and office use. The 488-room Burbank Airport Marriott Hotel and 50,000 square foot Convention Center is the San Fernando Valley's largest conference site. Also, near the Bob Hope Airport are Yahoo! Search Marketing and Kaiser Permanente's Marketing, Sales, Service and Administration (MSSA) group.

DOWNTOWN BURBANK

A revitalization success story, Downtown Burbank has emerged as the entertainment and retail hub of East San Fernando Valley attracting in excess of 10 million visitors per year. Downtown AMC Theatres consistently rank in the top five of theatrical circuits nationwide. This 32-block area includes IKEA, regional mall Burbank Town Center in 1.2 million square feet, 166-suite Marriott Residence Inn, 490-room Holiday Inn, a hip outdoor district with Urban Outfitters, PF Chang's and many other boutiques and eateries.

www.downtown-burbank.org

EMPIRE CENTER

Retail powerhouse adjacent to Interstate 5 consisting of "big box" users in 1.4 million square feet like Target, The Great Indoors, Lowe's, Best Buy and Costco. Also features Extended Stay America and Marriott Courtyard. The Empire Center Office Campus boasts U.S. headquarters for insurance giant Allianz. Interstate 5 carries 215,000 cars per day.

MAGNOLIA PARK

"All-American" sums up this established neighborhood of approximately 3,000 single-family homes in the heart of Burbank. The district is fronted by Magnolia Boulevard and Hollywood Way, both lined with shade-giving trees and welcoming sidewalks. Residents love to browse the area's antique stores, one-of-kind boutiques and family-owned retail and restaurants. www.magnoliaparkburbank.org

MEDIA DISTRICT

Burbank's high-profile media office hub, which includes Disney World Headquarters, ABC television, NBC/Universal production studios, The Tonight Show with Jay Leno, Warner Bros. Studios, Clear Channel Communications, numerous record labels and affiliated industries.



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HOUSING

BURBANK IS HOUSING AND JOB-RICH. RESIDENTS HAVE THE CHOICE OF LIVING AND WORKING IN BURBANK, REDUCING COMMUTES AND ENHANCING QUALITY-OF-LIFE. THE CITY'S MANY ESTABLISHED NEIGHBORHOODS OFFER A RANGE OF HOUSING OPTIONS.

EXECUTIVE HOMES

Located on the Verdugo hillside with beautiful views of the Valley, this is the perfect place for executives, business owners and entrepreneurs interested in quiet living, larger lots and stately homes. Includes the developments of Burbank North, Burbank Hills, Halston and Highridge Estates.

LIVE/WORK

Perfect for young urban professionals seeking the "urban zen" of downtown living, with entertainment, shops and cafés just downstairs from their lofts. Downtown's dramatic revitalization includes more than 300 for-sale live/work spaces in mixed-use projects in the hub of this popular shopping and entertainment destination.

EQUESTRIAN RANCHO DISTRICT

Don't be surprised when you are greeted by horseback riders passing your home in this idyllic neighborhood in south Burbank. Set among quiet, tree-lined streets adjacent to 50-miles of riding trails in Griffith Park, this district is perfect for horse lovers, with many homes boasting their own stables. The renowned Los Angeles Equestrian Center anchors this desirable neighborhood of primarily California ranch homes.

FAMILY NEIGHBORHOODS

Burbank offers many single-family homes in highly sought-after neighborhoods that boast treelined streets, walkable blocks and established homes. Magnolia Park is an example, with a friendly mix of California bungalows in Spanish and ranch styles, convenient and nearby boutiques and cafés, sports parks and schools. Another is the Media District, within walking distance of Warner Bros., Disney and NBC, including the famous Johnny Carson Park.

COMMITMENT TO AFFORDABILITY

The City of Burbank and the Redevelopment Agency play a vital role in addressing Burbank's affordable housing needs. Together, they provide a variety of service-enriched, affordable housing projects and programs. Efforts focus on very low income families, low and moderate income households and special-needs populations.





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QUALITY OF LIFE

BURBANK IS ONE OF AMERICA’S BEST COMMUNITIES FOR YOUNG PEOPLE AS DECLARED BY AMERICA’S PROMISE ALLIANCE, THE NATIONS LARGEST ALLIANCE DEDICATED TO CHILDREN AND YOUTH. BURBANK IS THE ONLY CITY IN LOS ANGELES COUNTY TO BE NAMED TO THE LIST.

EDUCATION

Burbank Unified School District schools are honored as “Distinguished” by the State of California. Total enrollment is 15,000 on 17 campuses. Burbank also offers seven private and parochial schools, as well as Woodbury University.

WEATHER

Burbank’s temperate climate makes year-round recreation a reality.

Average year-round temp	63°F
Annual rainfall	12 inches
Humidity	61%

LEISURE

- 23 parks and recreational facilities, playing fields, a tennis center, a nature center, and more
- 27-hole DeBell golf course with spectacular views of the Valley
- 75-acre Los Angeles Equestrian Center with stabling facilities, a 3,500 fixed-seat arena and 50 miles of horse trails in adjacent Griffith Park
- Starlight Bowl, the San Fernando Valley’s premier amphitheater for performing arts
- Live theatrical performance spaces, The Colony Theater & Falcon Theater
- Verdugo Mountains hiking trails
- Pickwick Ice Center ice rink and bowling alley
- Three recreation centers devoted to seniors

POLICE / FIRE

The City is recognized for having some of the fastest response times in Los Angeles County:

Burbank Police	3 minutes, 8 seconds
Burbank Fire	4 minutes, 25 seconds

REGIONAL ADJACENCIES

Centrally located in the Los Angeles metropolis, Burbank is close to many of the stellar attractions that make the region famous.

Beach	24 miles
Big Bear / Mountain High ski resorts	105 miles
Disneyland	38 miles
Dodger Stadium	11 miles
Gene Autry National Center	2 miles
Hollywood	7 miles
J. Paul Getty Museum	16 miles
LA Zoo & Griffith park	3 miles
Rodeo Drive in Beverly Hills	22 miles
Staples Center	13 miles
Universal Studios	5 miles
Burbank to Las Vegas	Less than 1 hour flight
Palm Springs	2 hour drive





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CITY SERVICES & INFRASTRUCTURE

GOVERNMENT

Five-member City Council with Mayor & City Manager, Police & Fire Departments, Burbank Water & Power and Burbank Unified School District.

CITY PARKS

Burbank boasts 23 city parks representing more than 150 acres of open space and a number of innovative recreation facilities. Included is a 27-hole golf course, a skate park, basketball courts, three senior centers, indoor gymnasiums and miles of hiking trails in the Verdugo Mountains. Classes, sports programs and league practices are offered throughout the year.

BURBANKBUS

The City of Burbank operates a fleet of 26 buses and provides 1,557 daily trips. The system integrates several transportation alternatives that allow riders to connect to Metrolink, Metro Red Line, and regional bus lines. BurbankBus unites places of employment with entertainment destinations, and joins both with transportation hubs.

BURBANKBIKE

Burbank provides a network of bikeways that stretch more than 20 miles to the Warner Center in Woodland Hills. Within city limits, the Chandler Bikeway, a 2-mile dedicated bike and pedestrian path, attracts thousands of riders per week. Currently planned is another 3 miles of bike routes that will link many of the city's neighborhoods.

BURBANK GREEN

In January 2008, the Burbank City Council approved a resolution supporting the United National Urban Environmental Accords. The Accords are a series of goals that work to achieve urban sustainability, promote healthy economies, advance social equity and protect the world's ecosystem. Burbank utility conservation programs encourage residents and businesses to conserve precious natural resources. Burbank's Green Business Information Exchange grows the community's understanding of the importance of environmental sustainability through community education and sharing of best practices. Burbank is a member of the Recycling Market Development Zone (RMDZ) of Los Angeles County, which offers low-cost loans and free technical assistance to businesses that use recycled materials.

FIBER OPTICS & WI-FI

The City maintains high fiber-strand optic service, including "dark" fiber optics for high volume commercial use. Access to high-speed internet and innovative telecommunications is a key City objective. As part of this program, Downtown Burbank recently went "Wi-Fi," a free service that is now being rolled out to City parks, libraries and other public facilities.

BURBANK WATER & POWER

Burbank Water & Power (BWP) serves Burbank's 45,000 households and 6,000 businesses. BWP boasts exceptional electric service reliability, performing 300% to 500% better than any of California's three investor-owned utilities, including Southern California Edison. This outstanding service is provided to Burbank customers at highly competitive prices. The Magnolia Power Project, California's newest power plant operated by BWP, will further enhance Burbank's reliability and low-cost generation for many years to come.





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TAX COMPARISON

BURBANK HAS NO CITY INCOME TAX AND NO GROSS RECEIPTS TAX. FEES ARE AMONG THE LOWEST IN THE REGION AND ARE SIMPLE & HIGHLY COMPETITIVE.

Fees & Structure	BURBANK		LOS ANGELES
	GENERAL OFFICE	One-time Application Fee	\$ 30.00
	Flat Business Tax rate	\$ 80.80	
	Per Employee	\$ 7.55*	
RETAIL/ RESTAURANT	One-time Application Fee	\$ 30.00	\$1.32 for each \$1,000 of gross receipts
	Flat Business Tax rate	\$ 80.80	
	Per Employee	\$ 4.85*	
MANUFACTURING	One-time Application Fee	\$ 30.00	\$1.05 for each \$1,000 of gross receipts
	Flat Business Tax rate	\$ 80.80	
	Per Employee	\$ 4.85*	
PROFESSIONALS (DOCTORS, ATTORNEYS, ETC.)	Per Employee	\$ 9.85*	\$5.28 for each \$1,000 of gross receipts
ELECTRIC			
TELEPHONE		7%	12.50%
CELLULAR		7%	9%
		7%	9%
TRANSIENT OCCUPANCY TAX (hotel tax)		10%	14%

*capped at 3,000 employees





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CITY DIRECTORY

ALL AREA CODES ARE (818)

Burbank Water & Power	
Emergency Service-After Hours	238-3778
Energy Conservation	238-3731
Engineering	238-3575
Street Lighting	238-3582
City Attorney	238-5700
City Clerk	238-5851
City Council/Mayor	238-5750
City Manager	238-5800
City Treasurer	238-5880
Community Assistance Coordinator	238-5795
Community Development Department	
Administration	238-5176
Building Division	238-5220
Economic Development	238-5198
Homeless & Emergency Housing	211
Housing	238-5160
License and Code	238-5280
Planning	238-5250
Redevelopment	238-5180
Transportation Planning	238-5270
BurbankBus	246-4258
Financial Services	
Purchasing Division	238-5466
Fire Department	
Business/Fire Prevention	238-3473
Disaster Preparedness	238-3350
Emergencies	911
Information Technology	238-5080
Library Services	
Administration	238-5551
Buena Vista Library	238-5620
Central Library	238-5600
Northwest Branch	238-5640
Reference	238-5580
Management Services	
WorkForce Connection	238-JOBS
Park, Recreation & Community Services	
Tree Trimming	238-5304

Police Department	
Alarm Permits	238-3226
Business Calls	238-3333
Communications Center	238-3000
Emergencies	911
Filming Permits	238-3105
Parking Citations	238-3120
Public Information Office	238-5840
Public Works Department	
Administration	238-3915
After Hours Emergency	238-3000
Bulky Item Pick-Up	238-3805
Engineering	238-3915
Graffiti Hotline	238-3806
Public Counter/Permits	
Banner Permits	238-3915
Curb Painting	238-3917
Easements	238-3917
Encroachment Permits	238-3952
Excavation Permits	238-3950
Parking Permits	238-3915
Recycling Center	238-3900
Street Division	238-3800
Traffic Division	238-3965
Water Reclamation & Sewer	
Industrial Waste Permits	238-3931
Waste Pretreatment Program	927-1117
Sanitation Engineer	238-3930
Sewer Connection Permits	238-3932

