



DOWNTOWN BURBANK

events

DOWNTOWN BURBANK MAKES THE MOST OF ITS OUTDOOR, VIBRANT SETTING. THOUSANDS OF PEOPLE ATTEND THE FOLLOWING ANNUAL EVENTS:

downtown burbank fine arts festival TWICE A YEAR, SPRING & FALL

Two-day outdoor exhibitions and sale of art by leading artists, designers, photographers, sculptors, ceramicists and jewelers selected from workshops across California and the Southwest. All work is original, one-of-kind and executed by the artists themselves, with nothing manufactured, imported or purchased for resale.

summer concerts THURSDAY NIGHTS DURING SUMMER

Fun nights of dancing outdoors on the AMC Walkway to the tunes of Southern California's leading live bands. Events kick-off at 6:00 P.M. with free dance classes and / or games. Bands strike up at 7:00 P.M. Concerts run for approximately two hours and are free and open to the public.

outdoor picture show WEDNESDAY NIGHTS DURING SUMMER

One of Burbank's most popular events. The series has become a Burbank tradition, with thousands enjoying movies outdoors under the stars every summer. Screenings occur in the IKEA Courtyard and are free and open to the public. Presented by Burbank Town Center.

taste of downtown burbank THURSDAY NIGHT IN SEPTEMBER

Downtown Burbank's salute to the culinary arts has built a regional following. Customers sample from more than 30 booths along San Fernando Boulevard representing the best of Downtown cuisine. The event also features live entertainment and family oriented activities. Proceeds benefit the Burbank Community YMCA.

boo-o-tiful downtown burbank HALLOWEEN DAY, OCTOBER 31

Downtown Burbank celebrates Halloween with Boo-o-tiful Downtown Burbank, an event for children that is scheduled earlier on All Hallows Eve to allow families the opportunity to trick-or-treat before it gets too dark or too late in the evening. Children and families who visit Downtown Burbank's shops and restaurants enjoy Halloween with treats from participating merchants, 4:00 to 7:00 P.M.

12 days of holiday cheer DECEMBER 1-12

Downtown's biggest festival heralds the holidays with fun activities for twelve days and nights. Events range from happenings at IKEA, Burbank Town Center and the City of Burbank Mayor's Tree-Lighting ceremony. Also featured are a Downtown parade, merchant and restaurant events, strolling musicians, choirs and family favorites like Snow Day, Reindeer Run and Breakfast with Santa.





DOWNTOWN BURBANK

business improvement district

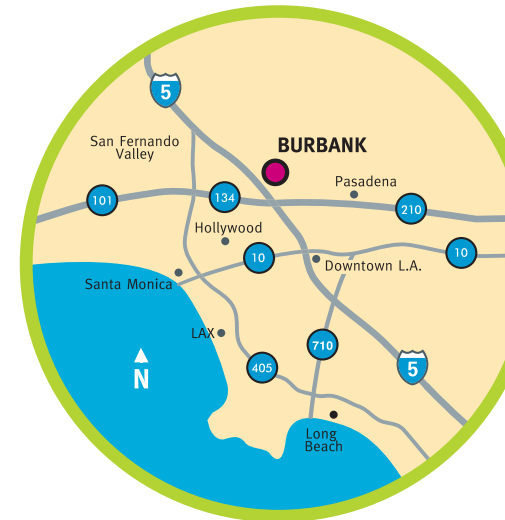
FOUNDED IN 2004 by a coalition of property and business owners in partnership with the City of Burbank, Downtown Burbank Partnership, Inc. is a California non-profit mutual benefit corporation whose sole purpose is to improve Downtown Burbank with initiatives that are designed and supervised by those who pay into the assessment.

SINCE ITS INCEPTION, Downtown Burbank Partnership has accomplished many goals, and is widely acknowledged for the positive role it has played in the area's revitalization including:

- **DISTRICT-WIDE PROMOTIONS.** Examples include Downtown “Come Out & Play” banners, and events like the outdoor summer music series on AMC Walkway; “Taste of Downtown Burbank;” “Downtown Burbank Fine Arts Festival,” and “12 Days of Holiday Cheer.”
- **DOWNTOWN BURBANK AMBASSADORS.** Offering customer service and good-will presence while supporting the Burbank Police as “extra eyes and ears” on the street.
- **ENHANCED MAINTENANCE.** Doubling City of Burbank base-line maintenance commitment in Downtown. The program is enhanced by weekly steam-cleaning and pressure washing of sidewalks and alleys.
- **HOLIDAY DÉCOR.** The district's highly acclaimed, oversized holiday décor package includes many 8-foot diameter gold ornaments, thousands of lights on trees and decorated paseo arches.
- **SIGNAGE AND PARKING.** Interstate 5 freeway exit signs for Downtown Burbank are visible to more than 200,000 cars per day, and a comprehensive wayfinding system encourages circulation throughout the district. Projects underway include a SMART parking program to redirect cars to parking structures with available spaces.
- **WI-FI INTRODUCTION.** Downtown Burbank is the first municipal broadband wireless hotspot in the San Fernando Valley and among the first in the Los Angeles metropolitan area. This free program is now seen as a prototype for Wi-Fi roll-out in city parks and libraries.
- **LANDSCAPE PLAN.** “Freshing up” is the theme of Downtown's extensive landscape plan, which includes refinishing and replacing planters, new seating areas, updated benches and trash cans, colorful plantings and conveniently located bike racks to encourage cycling.

In addition, the organization is active in attracting a new level of retail to ensure that Downtown stays on the forefront of shopping, dining and entertainment concepts.

www.downtown-burbank.org





DOWNTOWN BURBANK

representative merchants

THERE ARE MORE THAN 280 retailers and restaurants in Downtown Burbank, with 55% representing local, one-of-a-kind concepts and 45% national or “formula” merchants. Downtown Burbank is committed to maintaining a healthy balance of the two in order to preserve its unique flavor.

THE BALANCE of food to retail is 30% food, 70% retail. A brief list of some of the tenants in Downtown includes:

RETAIL & ENTERTAINMENT WITH TENANTS LIKE:

- Active
- AMC Downtown Burbank
- Barnes & Noble
- Bed Bath & Beyond
- Circuit City
- EQ3
- Forever 21
- Georgiou
- IKEA
- Macy's
- Mervyn's
- Mudshop
- O My Sole
- Pacific Sunwear
- Sears
- Skyblupink
- Sport Chalet
- The Colony Theatre
- Urban Outfitters
- Zamba

RESTAURANTS WITH TENANTS LIKE:

- BJ's
- California Pizza Kitchen
- Chadaka Thai
- Chipotle
- Cold Stone Creamery
- Elephant Bar
- Gordon Biersch Brewery
- Gourmet 88
- Haagen Dazs
- In-N-Out
- Johnny Rockets
- Kabuki Japanese Restaurant
- Market City Caffe
- Octopus
- PF Chang's
- Picanha Brazilian Grill
- Pomodoro Cucina Italiana
- Rocky Mountain Chocolate Factory
- Romano's Macaroni Grill
- Wahoo's Fish Tacos





DOWNTOWN BURBANK

hot sheet

news

- Sales have increased by double digits in Downtown Burbank over the past few years.
- AMC Downtown Burbank theaters continue to rank in the top 5 of all circuits nationally. Attendance is comparable to the AMC Empire 25 in New York's Times Square.
- Burbank Town Center is remerchandising, with such tenants as PF Chang's, Bed Bath & Beyond and a host of new concepts to the area.
- Recent openings in Downtown Burbank include Rocky Mountain Chocolate Factory, Chadaka Thai, O My Sole, Active and EQ3.
- In tune with its entertainment-industry orientation, Downtown Burbank is the first community to offer free Wi-Fi access in the San Fernando Valley, and one of the first in the Los Angeles area.
- Downtown is the recipient of three marketing awards from the California Festivals and Events Association (CalFest), achieving 1st Place for "Best New Idea" and 1st and 2nd Place for Best Festival Brochure in 2005. The CalFest Awards Program annually recognizes the top innovative ideas and promotional materials for festivals and events in California and Nevada.
- Downtown Burbank is also the winner of a 2005 Crystal Eagle Achievement Award from the California Downtown Association for excellence in special events. The Crystal Eagle Achievement Award recognizes outstanding efforts by downtown organizations to develop programs that enhance the economic success and popular appeal of their districts.



major developments

- Development projects representing more than \$200 million of new investment include the Olson Company's Burbank Village Walk, a mixed-use retail and residential complex with lofts selling up to \$800,000; Cusumano Real Estate Groups' Burbank Civic Plaza, a mixed-use retail and office complex, and Phase II of the AMC project, called "The Collection." The Collection is a mixed-used retail project consisting of 118 condominium units located above approximately 40,000 sq. ft. of retail, and is scheduled to open in 2007.

general facts

- Downtown attracts young professionals – hip, creative types working in the entertainment business (six major studios are nearby – Warner Bros., Cartoon Network, Disney, NBC-TV, ABC-TV, Nickelodeon.) The City itself boasts more than 700 post-production houses employing cutting-edge individuals, and adding a cosmopolitan flair.
- Of the 100,000 workers who daily fill Burbank's businesses and retail establishments, 60,000 of them work in entertainment and related industries.
- Burbank's retail sales rank in the top 10 of all 88 LA county cities. They exceed those of Beverly Hills by 20%. The City's per capita retail sales are double Los Angeles County's: \$18,000 vs. \$9,900.

