



Weekly Management Report

November 27, 2019

- 1. Synopsis** Landlord-Tenant Commission Meeting on November 4, 2019
Community Development Department
- 2. Minutes** Civil Service Board Meeting on November 6, 2019
Management Services Department
- 3. Memo** Accessory Dwelling Units Legislation Update 2019
City Manager Department
- 4. Memo** Police Parking Lot Signage
Public Works Department
- 5. Memo** Bus Stop Criteria and Shelter Design
Community Development Department
- 6. Update** Starlight Bowl and DeBell Operations Update
Parks and Recreation Department

memorandum

DATE: November 18, 2019

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Simone McFarland, Assistant Community Development Director 

SUBJECT: Landlord-Tenant Commission Meeting – November 4, 2019

- Twenty members of the public attended the meeting. Seven of the twenty people completed a Tenant Information Form for assistance in various areas related to: rent increases, notices to vacate, and habitability issues.
 - The Commission answered questions, and provided resources including: Commission Subcommittee involvement, Housing Rights Center information, and handed out Landlord-Tenant Handbooks.
 - Three tenants submitted forms related to evictions and AB 1482. The subcommittee will follow-up with only one household to assist the tenant is requesting more time to vacate the unit; until December 31, 2019. The second household already has until December 31, 2019, to vacate the unit, and the third household will be in the unit as of January 1, 2020. There will be no further follow-up from the subcommittee on the last two cases.
- Three members of the public had questions related to AB 1482 including: the Consumer Price Index (CPI), security deposits, clarification on the number of rental increases, and notification to both landlords and tenants.
 - Commission and Staff responded to the inquiries by providing information and resources, including information posted on the website to answer questions. Staff will continue to post information and clarifications to the website as they are received.
- The Commission approved the draft minutes of October 7, 2019, with amendments.
- Housing Authority staff gave an overview presentation on Assembly Bill 1482. The Commission and members of the public asked questions related to the new law to take effect January 1, 2020.
- The Commission agreed to have the discussion of AB 1482 as a standing agenda item until further notice, and also agreed to agenda the discussion of public outreach for the new law.
- The meeting was adjourned at 8:53 pm.

November 6, 2019
4:30 p.m.

The regular meeting of the Civil Service Board was held in the City Council Chambers of City Hall.

Roll Call

Members present: Linda Barnes, Vice-Chairperson
Iveta Ovsepyan, Secretary
Miguel Porras
Jacqueline Waltman

Members not present: Matthew Doyle, Chairperson

Also present: Stacey Adams, Ast Mgmt Serv Director, Risk Mgmt-Safety
Sean Aquino, Administrative Officer – BWP
David Lasher, Administrative Analyst II
Betsy McClinton, Management Services Director
Jina Oh, Senior Assistant City Attorney
John Pfrommer, Police Lieutenant
Sherry Richardson, Administrative Officer
April Rios, Human Resources Manager
Rene Sanchez, Human Resources Technician II
Jessica Sandoval, Executive Assistant
Julianne Venturo, Ast Management Services Director

Additional Agenda Items

Mr. Porras requested to agendize Military leave on a future agenda for discussion. Also, Ms. Ovsepyan requested to agendize a discussion on her understanding of the Boards, Commissions, and Committee training she attended on October 30, 2019.

Open Public Comment Period of Oral Communications

None

Approval of Minutes

MOTION CARRIED: It was moved by Ms. Waltman, seconded by Ms.Ovsepyan and carried 3-0 with Ms. Waltman abstaining to approve the minutes of the regular meeting of October 2, 2019.

Proposed Amendments to Classification Plan

None

Recruitment and Selection Report – September 2019

RECOMMENDATION: Note and file.

Appointments and Assignments

For the month of November 2019, there were three provisional appointment extensions, two temporary appointment extensions, and two temporary assignment extensions needed. The extensions were being sought on behalf of the Burbank Water and Power Department, Management Services Department, Police Department, and the Public Works Department.

MOTION CARRIED: It was moved by Mr. Porras, seconded by Ms. Ovsepyan and carried 4-0 to approve the Appointments and Assignments for the month of November 2019.

Adjournment

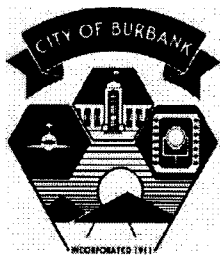
The regular meeting of the Civil Service Board was adjourned at 4:58 p.m.

Julianne Venturo
Assistant Management Services Director

APPROVED:

_____ DATE _____
Matthew Doyle, Chairperson

_____ DATE _____
Iveta Ovsepyan, Secretary



**CITY OF BURBANK
CITY MANAGER'S OFFICE
MEMO**

DATE: November 27, 2019

TO: Honorable Mayor and City Council Members

FROM: Justin Hess, City Manager
Via: Patrick Prescott, Community Development Director

SUBJECT: Accessory Dwelling Units Legislation Update—2019

EXECUTIVE SUMMARY

The purpose of this memorandum is to provide the City Council with an initial overview of the new State Accessory Dwelling Unit (ADU) regulations that take effect on January 1, 2020 and the next steps to be undertaken by staff to ensure consistency of the City's ADU Ordinance. These next steps will include the preparation of new City ADU development standards that comply with State requirements while seeking to balance responsible development of these new ADUs in a manner that preserves the character of the surrounding neighborhood. This will involve Planning Board and City Council consideration of a proposed Zone Text Amendment after separate meetings that provides for new City ADU development standards that are consistent with State ADU laws.

BACKGROUND

Definitions

An accessory dwelling unit (ADU) is an attached or detached structure that provides living facilities for one or more persons and includes permanent provisions for living, sleeping, eating, cooking, and sanitation on the same parcel as a single-family dwelling unit or multi-family dwelling unit is. A Junior ADU means a unit that is no more than 500 square feet in size and contained entirely within an existing single-family structure. A junior accessory dwelling unit may include separate sanitation facilities, or may share sanitation facilities with the existing structure.

Construction of ADUs and Junior ADUs can help cities meet their housing goals while increasing the state's housing supply. Governor Gavin Newsom recently signed into law several bills that are intended to reduce barriers to building ADUs and Junior ADUs.

State Laws Affecting Accessory Dwelling Units

The State adopted Assembly Bill 2299 and Senate Bill 1069 in 2016, which replaced the term "second dwelling unit" with "accessory dwelling unit" (ADU). These State laws specified that all existing local "second dwelling unit" laws not in compliance with the new ADU laws would become null and void effective January 1, 2017. Similarly in 2016, the State adopted Assembly Bill 2406, establishing regulations for the creation of a "junior accessory dwelling unit" (Junior ADU).

On March 13, 2018, the City Council adopted Ordinance No. 18-3,901, which approved a Zone Text Amendment that established new ADU development standards in compliance with applicable State ADU law (Division 3 of the Burbank Municipal Code). These City ADU development standards became effective on April 13, 2018. At the time, the City decided not to act on establishing regulations for allowing Junior ADUs as these code requirements were optional.

In October 2019, the Governor signed new State housing laws including Assembly Bill 68 (Ting), Assembly Bill 881 (Bloom) and Senate Bill 13 (Wieckowski) that amended Section 65852.22 of the Government Code; amended, repealed and added Section 65852.2 of the Government Code; and, undertook similar actions related to Health and Safety Code Section 17980.12, relating to land use. The result of these new legislative bills are that the City is now tasked with amending our current development standards related to ADUs and Junior ADUs in order to ensure ongoing consistency with applicable State ADU Laws.

The new state law specifies that all existing local ADU ordinances not in compliance with amended State law shall be null and void effective January 1, 2020. Without a new set of City development standards for new ADU and Junior ADU applications the City is limited to applying the broader, less restrictive development regulations noted in the State law, regardless of the potential adverse impact to the character of the existing residential neighborhoods.

In order to comply with State Law prior to the January 1, 2020 deadline, staff will prepare new ADU and Junior ADU development standards to be considered by the Planning Board at the upcoming regular meeting of December 9, 2019 and subsequent consideration by the City Council of the Board's recommendation on the new development standards and the proposed Zone Text Amendment (ZTA) at a future noticed public hearing anticipated for a first reading on January 7, 2020 and second

reading on January 14. Staff estimates the new ADU development standards will go into effect on February 14, 2020.

Staff is currently working through the development of the ZTA and associated ADU and Junior ADU standards in order to facilitate the City Council's consideration of these new regulations, which are written to comply with State Law on December 17, 2019. In order to satisfy applicable noticing requirements under applicable State Law, these regulations will be submitted to the City Council in the form of an urgency measure establishing an interim development control ordinance and standard ordinance. The interim ordinance will go into effect immediately and will be replaced by the updated ADU/Junior ADU development standards provided as part of subsequent ordinance presented to the Board and the City Council. The subsequent ordinance with updated development standards for ADUs/Junior ADUs is expected to go into effect in February 2020.

ANALYSIS

Intent of New State Law

The State continues to identify the shortage of housing production as an issue of statewide significance. ADUs have been identified by the State as one approach to increasing the housing supply in a way that can benefit renters (new rental opportunities) and homeowners (additional rental income for assistance with mortgage payment) and allows certain groups to age in place. The new ADU laws will do the following:

- Render all local ADU ordinances that are not compliant with new State ADU laws null and void after January 1, 2020;
- Limit a jurisdiction's ability to apply certain restrictions on ADUs locally with or without new State-compliant city ADU regulations;
- Authorize a jurisdiction to adopt an updated, compliant local ordinance governing ADUs as long as the ordinance does not conflict with the provisions of State ADU law;
- Effective as of January 1, 2020, automatically apply the set of regulations and development standards set forth in AB, 68 AB 881, and SB 13 unless a local ordinance compliant with these laws has been adopted;
- Require specific provisions regulating ADUs to be adopted with or without an updated local ordinance.

Overview of Burbank Code Compliance with New State Laws Regulating ADUs

In order to comply with new State ADU/Junior ADU regulations, the Zone Text Amendment will seek to amend the current ADU development standards to address the following:

- *Project Review Time Reduced:* Time to complete the review of an ADU application has been reduced from 120 days to 60 days (Government Code Section 65852.2(a)(3));
- *ADU and Junior ADU:* Current City code allows for one ADU on a lot, but does not provide for Junior ADUs. A Junior ADU is defined as “a unit that is no more than 500 square feet in size and contained entirely within an existing single-family structure. A junior accessory dwelling unit may include separate sanitation facilities, or may share sanitation facilities with the existing structure”. New State ADU Law requires that City’s provide for both a Junior ADU and an ADU be permitted on a lot within a single-family zone with an existing or proposed single family dwelling (Government Code Section 65852.2(d)(A), subsections (i) through (iv); Section 65852.2(b)(B), subsections (i) and (ii));
- *ADUs in Multifamily Zones:* Current City code allows one ADU in a multifamily zone so long as that property has an existing single-family home. New State Law will allow: 1) an ADU and Junior ADU on a multifamily lot with an existing or proposed single family residential dwelling (Government Code Section 65852.2(a)(1); 2) up to two detached ADUs on any property that has an existing multifamily structure (Government Code Section 65852.2(b)(D));
- *Multiple ADUs within Multifamily Buildings:* Current City code allows one ADU in a multifamily zone so long as that property has an existing single-family home. New State Law will require that a local agency shall allow at least one ADU within an existing multifamily dwelling and shall allow up to 25 percent of the existing multifamily units on a lot to provide an ADU within the existing dwelling units (Government Code Section 65852.2(b)(C)(ii)). Furthermore, portions of existing multiple family dwelling structures used for non-livable space (e.g., boiler rooms, storage rooms, attics, basements, garages, laundry rooms, etc.) can be converted into multiple accessory dwelling units (Government Code Section 65852.2(b)(C)(i));
- *Replacement Parking:* Current City code requires that when a parking structure (i.e., garage, carport, etc.) is demolished or converted in conjunction with the creation of an ADU, that parking must be replaced somewhere on the lot. New State Law will prohibit a local agency from requiring replacement parking spaces when a parking structure is demolished or converted to construct an ADU (Government Code Section 65852.2(a)(1)(D)(xi));
- *Parking location:* Current City code requires parking locations for ADUs to be outside of the front setback and not be any closer to the front property line than the building

elevation of the primary dwelling unit that is furthest from the front property line. New State Law requires that a local jurisdiction allow parking areas to be within setback areas including in a tandem parking configuration (Government Code Section 65852.2(a)(1)(D)(X)(II));

- *Setbacks:* The current City code requires a minimum 5 foot setback from the rear and side property line for a new detached ADU. New State Law has reduced the required setback to 4 feet from the side and rear property lines for all ADUs. The exception to this requirement pertains to ADUs constructed above a garage, which still require a 5 foot setback from the side and rear property lines (Government Code Section 65852.2(e)(1)(B));
- *Demolition and Replacement of Structures:* Current City code requires that when a structure is demolished by more than 50% of its replacement cost, any existing non-conforming setbacks must be brought up to conformance. New State Law will require that no additional setback can be required when an existing living area or accessory structure is demolished and is replaced with a new structure for the purposes of creating an ADU so long as the replacement structure is constructed within the same location and contains the same dimensions as the structure it is replacing (Government Code Section 65302.2(D)(vii));
- *FAR Requirements:* Current City code requires that an ADU cannot exceed the floor area ratio and lot coverage requirements for both single-family and multifamily zones. New State Law will prohibit a local jurisdiction from imposing standards related to lot coverage, floor area ratio, open space or minimum lot size that would otherwise prohibit the creation of an ADU of at least 800 square feet (Government Code Section 65852.2(c)(2)(C));
- *ADU Unit Size:* Current City code allows a maximum of 500 square feet for an ADU. New State law will prohibit a local agency from creating a maximum allowable square footage of an ADU that is less than 850 square feet for a studio or one-bedroom unit or 1,000 square feet so long as the unit is providing a minimum of two bedrooms (Government Code Section 65852.2(c)(2)(B)(i-ii));
- *Owner Occupancy:* Current City code requires that all property owners providing an ADU enter into a covenant with the City agreeing to owner occupancy on the lot. New State Law will prohibit a local agency from requiring owner occupancy until after January 1, 2025 (Government Code Section 65852.2(a)(6) and Section 65852.2(a)(6)(B));

- *Impact Fees:* Current City code allows the collection of impact fees for all ADUs. New State Law will prohibit a local agency from imposing impact fees for ADUs that are less than 750 square feet. However, new State Law will allow impact fees to be imposed on ADUs greater than 750 square feet and must be determined by either the ADUs square footage or the number of its drainage fixtures (Government Code Section 65852.2(f)(1)(3)(A));
- *State Department of Housing and Community Development:* Staff submitted the current ADU regulations to the State to confirm the regulations were in compliance with State Law. New State Law requires that each local jurisdiction submit their ADU ordinance to the State Department of Housing and Community Development (HCD) 60 days after adoption so that it can be verified that the adopted ordinance is in compliance with the State law. Failure to provide an ordinance that is in compliance with the State law and would require HCD to notify the Attorney General that the local jurisdiction is in violation with State law (Government Code Section 65852.2(h)(1) through Section 65852.2(h)(1)(3)(A));
- *Code Enforcement:* Current City code does not prohibit the City from enforcing development standards on a structure that has been illegally converted for human habitation. New State Law allows for a property owner to request that enforcement of a violation be delayed for five years to correct the violation for ADUs. This provision of the code shall be in effect until January 1, 2035 (Health and Safety Code Section 17980.12 et seq.);
- *Building Code Deferral:* New State Law allows an owner of an ADU built before January 1, 2020 to request a delayed enforcement of building standards, subject to compliance with Health and Safety Code Section 17980.12. This delay of enforcement of building codes would be in effect until January 1, 2025 (Government Code Section 65852.2(n) and Section 65852.2(o)).



**CITY OF BURBANK
PUBLIC WORKS DEPARTMENT
MEMORANDUM**

DATE: November 12, 2019

TO: Justin Hess, City Manager

FROM: Judie Wilke, Interim Public Works Director *Judie Wilke*
By: Jonathan Yee, Assistant Public Works Director Traffic *Judie 11/14/19*

SUBJECT: City Manager Tracking List No. 2180 – Police Parking Lot Signage

This memo provides the City Council with information requested on November 27, 2018, regarding the existing signage within the parking lot behind the Police Station.

Background

On November 27, 2018, a resident stated the existing signage within the parking lot behind the Police Station was insufficient. The resident had received a citation for parking in a spot reserved for a private company.

Discussion

In response, Public Works and Police staff completed a field check of the parking lot and collected information on the ownership. The parking lot contains a sign located at the Orange Grove Avenue driveway entrance stating reserved parking between 8:00AM and 7:00PM on weekdays. One portion of the parking lot also contains signs that identify reserved parking between 8:00AM and 7:00PM on weekdays. The other portion of the parking lot contains signs that identify 2-hour parking between 8:00AM and 6:00PM on weekdays. The existing signs are located approximately every six parking spaces.


Public Works also reviewed a land sale agreement for the parking lot stating the City sold the land to the Burbank Unified School District in 1999. Under Section 2.5e of this agreement, the Burbank Unified School District is allowed to lease parking spaces and is responsible for marking the leased spaces appropriately. The Police enforce the parking regulations based on these markings.

Conclusion

The parking lot is owned by the Burbank Unified School District and one portion of the parking lot is leased to a private company. Public Works and Police staff are working with the School District to recommend additional markings and signs to clarify the area of reserved parking.

memorandum

DATE: November 22, 2019

TO: Patrick Prescott, Community Development Director 

FROM: Roy Choi, Senior Planner, Transportation
Via: David Kriske, Assistant Community Development Director, Transportation
By: Roy Choi, Senior Planner, Transportation

SUBJECT: **City Manager Tracking List Item 2139 - Provide a report back to Council regarding bus stop criteria and shelter design (shelter customization, similar design across the City). Example: Burbank and San Fernando bus stop**

At the June 12, 2018 City Council Meeting, Councilmember Talamantes information regarding bus stop criteria and bus shelter design. The new bus shelter located at westbound Burbank Boulevard at San Fernando Boulevard was referenced as Councilman Talamantes inquired about how a City's bus shelter design may be customized and similar bus shelters could be implemented throughout the City.

The City of Burbank contracts with two vendors – Clear Channel Outdoors, LLC and Outfront Media, LLC, who constructed and provide transit stop amenities (bus stop shelters, trash receptacles, and lighting) on City property, in exchange for the right to sell advertising space at each shelter. Each vendor owns the shelters and is therefore responsible for installing the shelters, maintaining them, and providing cleaning services to the shelter and adjacent city right-of-way. In addition to this maintenance, each vendor is also required to share the profits gained from the advertising sold at each shelter.

The City's Bus Shelter License Agreements with each of the two vendors outline the bus stop locations, shelter requirements, construction and maintenance obligations, and advertising revenue share for each vendor. The City's existing bus shelters and associated amenities were designed and constructed when the City executed the agreements with the vendors over 26 years ago. These specifications detailed the architectural style, materials, and (Sea Foam Green) paint color used in the design and construction of the City's existing bus shelters (Attachment 1). Bus stop locations were also chosen at this time. Bus shelter locations were chosen by the vendor with City input and locations with higher levels of vehicle traffic were selected to ensure that bus shelter advertisements are seen by people driving by in their automobiles.

In the last 26 years, there have been a few occasions where bus shelters were constructed or modified at the City's request. A recent example is the new bus shelter located at the northwest corner of Burbank Boulevard and San Fernando Boulevard that was referenced by Councilmember Talamantes. The recent Burbank Boulevard/San Fernando Boulevard improvements included a new black bus shelter as well an existing Sea Foam Green shelter that was painted black to match the City's street lights nearby. These are shown in Attachments 2 and 3.

The terms of the existing agreements with the City's bus shelter vendors allow the City to request removal and relocation of shelters, but they do not include provisions for the City to request that the vendors change the current design and replace the existing bus shelters city-wide. This could be accommodated when the City's existing agreements with both bus shelter vendors expire in March 2023. At this time, staff desires to select one vendor to manage the City's bus shelter and transit vehicle advertising programs and will be seeking to update and modernize the City's bus shelters and transit stop amenities.

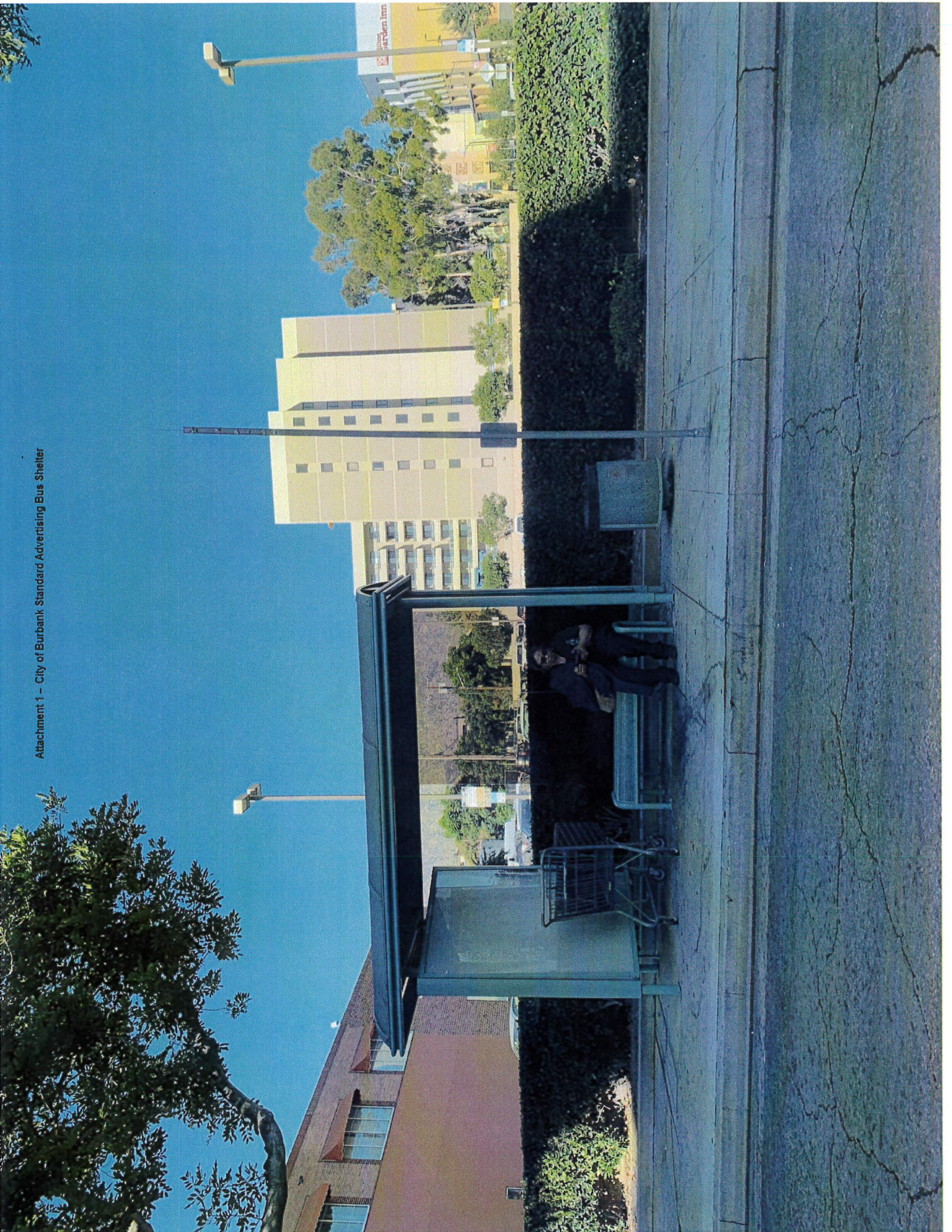
ATTACHMENTS

Attachment 1 – City of Burbank Standard Advertising Bus Shelter

Attachment 2 – New Bus Shelter at Westbound Burbank Boulevard at San Fernando Boulevard

Attachment 3 – Existing Bus Shelter Repainted at Southbound San Fernando Boulevard at Burbank Boulevard

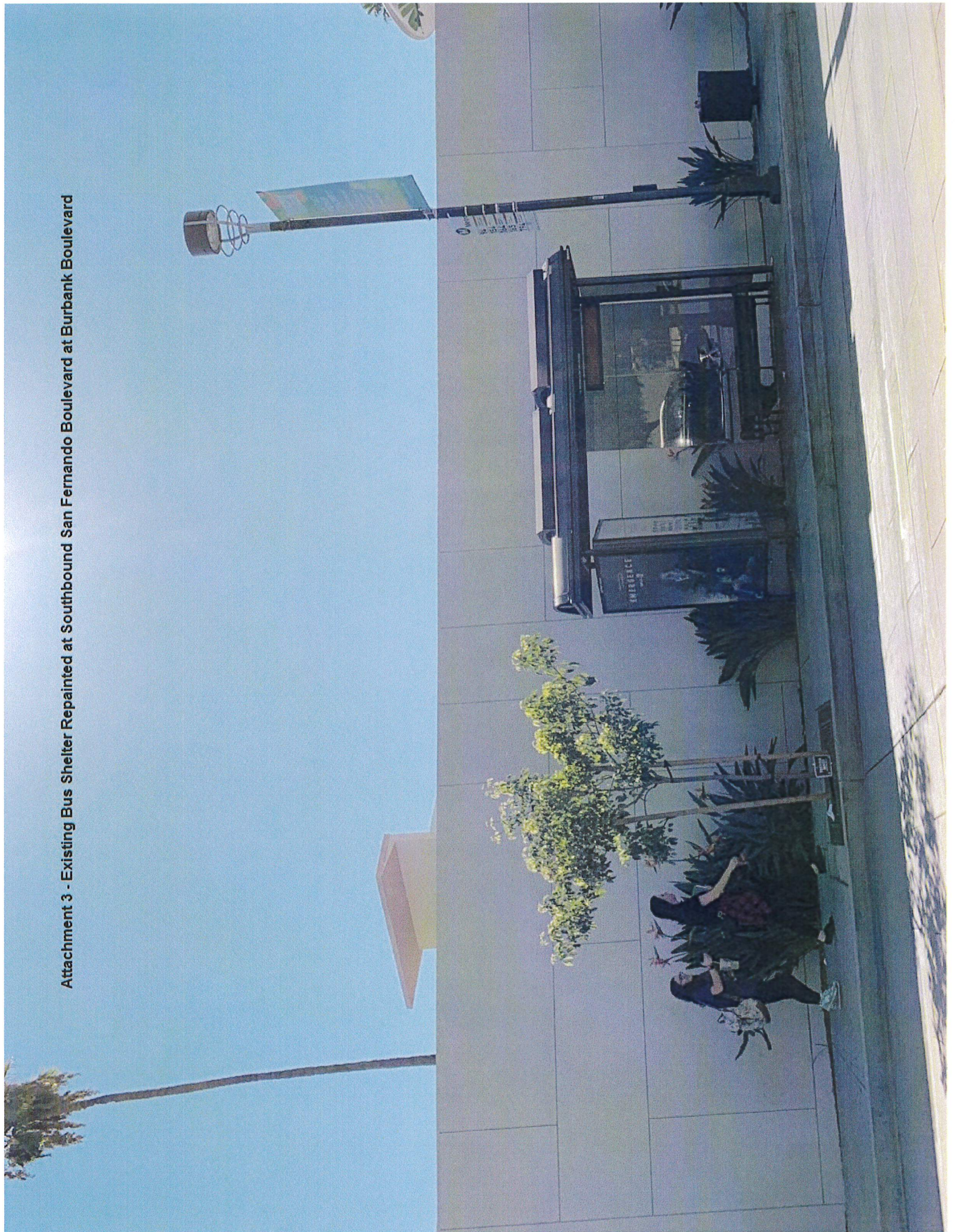
Attachment 1 – City of Burbank Standard Advertising Bus Shelter



Attachment 2 – New Bus Shelter at Westbound Burbank Boulevard at San Fernando Boulevard



Attachment 3 - Existing Bus Shelter Repainted at Southbound San Fernando Boulevard at Burbank Boulevard





CITY OF BURBANK
Parks and Recreation Department
MEMORANDUM

DATE: November 15, 2019

TO: Justin Hess, City Manager

FROM: Marisa Garcia, Acting Parks and Recreation Director *Marisa Garcia*

SUBJECT: CITY MANAGER TRACKING LIST NO. 2264 – STARLIGHT BOWL AND DEBELL OPERATIONS UPDATE

At the City Council meeting of November 5, 2019, Councilmember Murphy requested that staff share the Parks and Recreation (P&R) Board's (Board) presentation and/or update on operations at the Starlight Bowl and the DeBell Golf Course.

On October 10, 2019, staff presented to the P&R Board a summary report on the Starlight Bowl 2019 Concert Season. (Attachment 1) Annually, the P&R Department reviews the Starlight Bowl Summer Concert Season with the Board. The October 2019 staff report highlights the six summer concerts scheduled from July 4 - August 10, 2019 as well as the extended programming through partnerships with LA Concert Group and Sterling Venue Ventures, featuring six additional special engagement concerts. Furthermore, the staff report provides an overview of the programming, marketing efforts, operations, attendance, partnerships, revenues, sponsorships and survey results.

The P&R Board is scheduled to receive an update on the financial status of the DeBell Golf Course operation at the February 13, 2020 Board meeting. This report will be shared with the City Council when it is completed.

ATTACHMENT

Attachment 1- Starlight Bowl 2019 Season Report

Attachment 2- Starlight Bowl 2019 Summer Concert Season Power Point Presentation



Memorandum

DATE: October 10, 2019
TO: Parks and Recreation Board Members
FROM: Marisa Garcia, Acting Parks and Recreation Director
SUBJECT: STARLIGHT BOWL 2019 SEASON UPDATE

Marisa Garcia

RECOMMENDATION

Staff recommends that the Parks and Recreation (P&R) Board (Board) note and file the item.

BACKGROUND

Located at Stough Park and nestled in the Verdugo Mountains, the Starlight Bowl is Burbank's premiere family outdoor entertainment venue. The Bowl's convenient location, great sight lines, and grassy picnic areas are complimented by the high quality family entertainment presented.

The P&R Department reviews the Starlight Bowl Summer Concert Series with the Board annually. This report highlights the key operating components of the 2019 summer concert season.

DISCUSSION

This report highlights the six summer concerts scheduled from July 4th through August 10th as well as the extended programming through partnerships with LA Concert Group and Sterling Venue Ventures, featuring six additional special engagement concerts. An overview of related marketing efforts, operations and support, attendance, revenues, sponsorships, and survey results is provided.

ENTERTAINMENT SUMMARY BY PERFORMANCE:

SUMMER CONCERT SEASON

Thursday, July 4th – Rumble King and Big Bad Voodoo Daddy

- The evening began with the National Anthem performed by recent Burbank High School graduate Lyndsey Miller. At its conclusion a special fly-over from the Condor Squadron, generously provided by long-time Starlight Bowl sponsor, UBS Bertain Escobar Wealth Management, was performed. The night continued with musical performances by Rumble King and Big Bad Voodoo Daddy.

- Pyro Spectacular, Inc. returned for an eleventh year to produce a professional, safe and memorable fireworks show.
- The Burbank Veterans Committee made the evening even more patriotic by handing out American flags to all attendees.
- To kick off Parks and Recreation Month, a Pop-Up Event was hosted for patrons waiting in line to enter the venue. The Marketing team set up a booth with Department giveaways, games, amplified music, and free glow sticks for the show. Those in line were given an opportunity to enter to win a free bike.
- Sponsors/Community Organizations – Providence St. Joseph Medical Center (PSJMC) was the featured sponsor of the evening. PSJMC staff provided giveaways as well as literature regarding “Minutes Matter”, the hospital's fundraising campaign to expand its emergency services department for the community.

Saturday, July 13th – Bandidos de Amor and Karla Perez

- Bandidos de Amor, a Latin/World Music group who perform what they call “California Rumba”, started the evening with a mix of Jamaican and American Alternative Roots as well as Argentinean Folklorica. They served as a great opening act, setting the tone for a memorable night of Latin Music prior to Karla Perez taking the stage.
- Karla Perez, widely recognized as the number one tribute artist for the great Selena Quintanilla, headlined the evening. Karla and her backup band had audience members on their feet, singing and dancing along to all of Selena's hits.
- The Burbank Animal Shelter was on hand to introduce the “Pet of the Week” prior to the start of the show.

Saturday, July 20th – The Answer and The Fab Four

- The Answer (to Rock & Roll) is a California based band that features four members who play the classics of rock. The band performed covers of famous classic rock songs as their road crew continuously tossed giveaways, such as t-shirts, hats, and inflatables, to the audience throughout the entire performance, adding an extra layer of fun.
- Performing for the 18th year, The Fab Four, the most popular Beatles tribute band in the country, returned as the longest running show at the Starlight Bowl. Audience members sang along to every song as they were taken back to the era of the “greatest music of all time”, complete with numerous costume changes, and an Ed Sullivan impersonator.
- Sponsors/Community Organizations – Gain Federal Credit Union was the highlighted sponsor of the evening. Employees of the credit union supplied information about their branch, and handed out out foam light sticks at the front gate to every ticket holder.

Saturday, July 27th – Graceband and Yachtley Crew

- Graceband, the evening's opener, was an explosion of fun, high-energy, Rock n Roll. Channeling the best of "The King's" Vegas years, Graceband gave everyone the opportunity to sing along to every song. Hit after hit, Graceband had the entire audience on their feet having a night to remember.
- Yachtley Crew, known as "The Titans of Soft Rock", hit the stage to close the evening, performing all the favorite Yacht Rock hits of the 70's & 80's.
- Sponsors/Community Organizations – PSJMC was the showcased sponsor of the evening. PSJMC staff once again provided giveaways as well as literature regarding "Minutes Matter".

Saturday, August 3rd – The Neil Deal and Which One's Pink?

- The Neil Deal, a tribute to the career and music of Neil Young, served as the perfect opening act.
- Which One's Pink?, an eclectic group of Los Angeles-based musicians that joined together to pay homage to perhaps the most legendary classic rock band of all time – Pink Floyd, hit the stage to close the evening.

Saturday, August 10th – Venice and John Waite

- Americana-Pop quartet, Venice, a band of brothers from Venice, California, kicked off the night with their trademark harmonies, personal lyrics and high energy.
- John Waite, whose been successfully writing, recording and performing some of the most listenable, enduring and appreciated popular music for more than 35 years, had audience members of all ages out of their seats, dancing and singing along to his countless hits, which served as the perfect way to end the 2019 season.
- Sponsors/Community Organizations – 24 Hour Fitness was the featured sponsor of the evening. 24 Hour staff provided giveaways as well as information regarding memberships to their local facilities.

SPECIAL ENGAGEMENTS

Over the last five years, P&R has been gradually offering limited private rentals each summer at Starlight. This year, in addition to the traditional summer concert series, Starlight piloted an expanded season. LA Concert Group (LAC), along with Sterling Venue Ventures, LLC (SVV) produced and managed six additional events featuring globally known artists. The concerts were well received by the community and patrons, and generated \$70,000 in rental revenue for the City.

P&R has worked with LAC for the past several years to offer up to three additional concerts per season to the community. As in years past, LAC rented Starlight at the flat

rental rate of \$15,000 per show, and paid direct costs for Burbank Police Department (BPD), Burbank Fire Department (BFD), Public Works (PW) and maximum P&R staffing, which requires P&R to provide 15-20 staff to work each concert as well as provide extensive pre/post-event support to ensure successful concerts. LAC delivered talent, ticketing, production, required music licensing, insurance, security, and any other ancillary expenses directly related to their shows. They established ticket prices for each show ranging from \$35 to \$125, and managed parking by charging a \$10 parking fee. LAC kept all ticket and parking revenue received.

SVV rented Starlight at the flat rate of \$10,000 per show, and took on City expenses such as BPD, BFD, PW and minimal P&R staffing as they agreed to cover event labor. SVV provided talent, ticketing, production, required music licensing, insurance, security, and any other ancillary expenses directly related to their shows. SVV set ticket prices for each show ranging from \$28 to \$99, and managed parking by charging a \$10 parking fee. They retained all ticket and parking revenue received.

The pilot expanded season proved to be successful. Both concert promoters were able to introduce the Starlight Bowl to patrons that had either not heard of it or had not previously attended a show at the venue. The City did not receive any complaints from the surrounding in community in regards to noise or traffic on the hillside. LAC and SVV hired the same parking company the City uses for our concerts, which assisted with moving patrons cars quickly from the streets to the parking lot. Staff is pleased with the relationships that were created with LAC and SVV and look forward to working with them again for the 2020 season.

MARKETING

Existing marketing components were expanded and revised in the 2019 marketing plan to grow the venue's audience and exposure in Burbank and throughout neighboring Southern California communities. Efforts focused on providing clear and concise information, sales, target marketing, promoting concert dates, online ticketing, and generating online visibility through local event sites. Additionally, a larger push on social media marketing was made through outlets such as Facebook, Instagram, and Twitter.

Expanded 2019 Marketing Components:

- A 2019 summer concert season announcement was mailed to 766 residences in the hillside community surrounding the Starlight Bowl.
- SVV created a tab on their Canyon Club website for Starlight Bowl concert dates and information.
- A full-page Starlight Bowl 2019 summer season ad was placed in the Hollywood Bowl Program distributed during their summer concert series.

- NoHo Arts Website ran a Starlight Bowl banner for two months.

Existing and Continued Marketing Components:

- The Los Angeles Times created two separate email blasts to 100,000 online readers in the San Fernando Valley, promoting the season's shows.
- Placed two (2), half-page ads in the LA Weekly on two separate dates prior to the season and 50,000 mobile site banner ads on their entertainment and music section. An additional listing was placed in the 10th Annual Summer Concert Guide.
- Crescenta Valley Weekly Newspaper's website put up a leaderboard ad that stayed up the entire season.
- Through a collaboration with the City's Community Development Department, VisitBurbank.com featured a link in their See & Do: Outdoors & Activities section to market Starlight Bowl concerts as "Something fun to do in Burbank".
- The Los Angeles Times/Burbank Leader and Glendale News Press developed a special 16-page insert included in 25,000 newspapers, highlighting each artist and the summer line-up. The Los Angeles Times/Burbank Leader also created five (5) amazing ads for promoting all Starlight Bowl season shows.
- The Toluca Times, with a readership of 105,000, provided two (2) half-page ads and one 450-word article with two photos and related captions.
- Ten (10) bus stop ads were rotated around the City during the concert season.
- 20,000 color brochures were mailed to the Starlight Bowl database. Additional brochures were also distributed to local businesses, including Starlight Bowl sponsors, summer day camp attendees, and City facilities.
- The "Street Team" attended community events, such as the Fine Arts Festival, to promote upcoming summer concerts, brand and give exposure to the venue.
- To promote the 2019 season and corporate sponsors, 61 street banners were installed on: Magnolia Boulevard and Olive Avenue overpasses, Olive Avenue near City Hall, Walnut Avenue, Lockheed View Drive near the Starlight Bowl and at the concert venue.
- Over 200 concert posters highlighting the season were placed at local businesses, around the Starlight Bowl, summer day camp programs, City pools, and at various City facilities.
- The back cover of 16,000 Summer Parks & Recreation Guides featured the Starlight Bowl Summer line-up.

Online Advertising

- The Starlight Bowl website was updated with new concert banners highlighting the season's entertainment, including special engagement concerts and events.
- Staff worked closely with Cynthia Wagner Social Media to further develop the marketing campaign this season. Starlight Bowl's Facebook and Twitter pages were continuously used as an advertising and communication tool. Currently, Starlight Bowl has over 5,563 "likes" on its Facebook page, reached approximately 5,504 followers and an average of 6,000 visits per week. Twitter has roughly 1,500 followers on a weekly basis. Starlight Bowl had 5-6 new Facebook, Twitter and blog posts created weekly, reaching over 48,000 people.
- E-mail blasts were created through *MailChimp*, an e-mail marketing tool, and weekly ticket sales and concerts updates were sent to patrons. MailChimp increased event visibility to the entire list of concert goers, allowing for higher ticket sales per night and a higher rate of survey responses following concerts. The email list continued to grow as additional email addresses were collected through online ticket sales. The email list currently has approximately 8,624 addresses.
- Online advertising with www.myburbank.com included weekly "Leader Board" banner ads and skyscraper squares on multiple pages for each concert.
- With 1,045 followers the Starlight Bowl Burbank Instagram account continued to provide concert information, promote attendance, and host interactive contests. Users were asked to #hashtag Starlight Bowl and pictures of themselves at the Starlight Bowl.
- Starlight Bowl direct marketing campaigns were addressed on Eventful.com.

OPERATIONS

Ticketing

2019 marked the 10th consecutive season that the Starlight Bowl contracted with *ItsMySeat.com* to provide online ticketing for all Starlight Bowl events. *ItsMySeat.com* has continually provided quality ticketing services. Their system allowed patrons to purchase tickets in advance with 81% of patrons purchasing tickets online (as high as 90% on certain nights). The online ticketing system continued to be of great benefit to patrons and staff for the 2019 season for the following reasons:

- Season Ticket Holder Renewal Opportunity. Season Ticket holders were given the opportunity to renew their 2019 season tickets online, prior to the general public sale date.
- Season ticket purchase options remained an online option only, maximizing convenience for patrons and efficiencies for the City.
- Online ticket sales securely delivered e-tickets to patrons immediately upon purchase, printable at their convenience.

- Online ticketing provided staff with instant, up-to-the-second data on each concert.
- A mobile-friendly version of the *ItsMySeat.com* website allowed users a quicker, more efficient tool to purchase concert tickets.

ItsMySeat.com provided support with the entire system set-up, marketing, and on-site assistance at all concerts and post events. They also provided staff to operate all box office duties on concert days.

For the 2019 season, *ItsMySeat.com* provided the following additional marketing promotions at no cost to the City:

- Cross promoting on other *ItsMySeat.com* ticketed events.
- Collecting informational data from clients during ticket purchase, beneficial for future seasons' marketing efforts.
- Providing additional Facebook listings to promote individual concert nights, and attaching Starlight banners on local event listing websites.

Facility Improvements

To improve operations at the Starlight Bowl, the following off-season improvements were made:

- Providing WiFi access to Starlight patrons with fiber optics
- Adding new signage throughout venue
- Trimming hedges on each side of the stage
- Trimming and cleaning the tree line surrounding the grass seating area
- Repairing damaged fiber glass seats
- Repaving portions of the artist parking lot and shuttle drop-off area
- Painting of the stage, dressing room walls, hallways, and public restrooms
- Painting the interior and exterior of the information booth
- Re-painting box seat lettering and numbering
- Pressure wash cleaning exteriors of the restrooms
- In partnership with SW, enhancing dressing rooms and artist lounge area

As a result of the consistent rain during the winter months, the venue experienced substantial debris flow from the hillsides. P&R Landscape along with PW staff worked extensively in the months leading up to the season to ensure that the venue was cleaned, repaired, and safe for the first private rental on June 22nd.

Production

Auntie M Creative Consultant, Inc. (Auntie M) has worked with the City and Starlight Bowl for numerous years and continue to provide professional technical support through their extensive knowledge of both the venue and the live music industry. They provided custom sound services for each performing artist.

For the first time, the Starlight Bowl hired Sterling Venue Ventures (SVV) to provide professional lighting services. Per the entertainment contracts, extra lighting was required for some of the performances this year. For other concerts that did not require additional lighting, staff worked with SVV to bring in an upgraded lighting package to enhance the production value of the summer concert series.

Jeff Hopkins continued as the Master of Ceremonies this year. Mr. Hopkins was a great spokesperson with energy that connected with the crowd. Furthermore, Mr. Hopkins provides additional marketing for the venue by creating Facebook Live videos prior to each concert, encouraging patrons to visit the venue and providing details of what is in store for the night to come. DJ Tom of High Voltage Entertainment continued to volunteer his DJ services for the concert series by playing music prior to the concerts, during intermission, and for short durations after the concerts to enhance the atmosphere and bring an energetic vibe to the venue.

Concessions

For the 2019 season, the Burbank Starlight Bowl welcomed back Café Corner Bistro as the official food and beverage concessionaire. Staff worked very closely with the concessionaire to prepare for the season, forecast attendance, and manage artist hospitality meals for each concert.

The continued practice of not allowing alcohol into the venue for special engagement concerts resulted in Café Corner Bistro significantly increasing their alcohol inventory and sales. Cafe Corner Bistro agreed to pay the City 10% of revenue (that is sales less taxes and credit card fees, if applicable) earned from the sale of alcohol. This accounted for an additional \$2,776 in revenue for the City.

Furthermore, Café Corner Bistro continued suit as previous years by:

- Working closely with the PW Recycle Center to limit waste within their operations and supporting efforts toward Zero Waste.
- Accepting credit cards through wireless internet.
- Working with staff to obtain a pre-sold ticket count on a weekly basis for more efficiency.
- Providing approximately 70 meals for staff and volunteers per concert.

Public Safety

The BPD provide traffic control and security oversight within the venue. Allied Universal Security also provided security personnel to monitor the seating areas as well as the stage and backstage access points. They continued to perform bag and cooler checks for prohibited items such as weapons and hard alcohol. With this combination of Allied Universal Security and the BPD, the 2019 season adopted an increased focus on ensuring the safety of all involved.

The BFD continued their presence nightly to ensure all medical, structural and group safety were addressed as needed and in a timely manner. The BFD was able to drive

their compact auxiliary vehicle directly into the venue, allowing them to have emergency equipment available immediately if necessary.

Environmental Awareness

The Starlight Bowl continued to demonstrate environmental stewardship with its commitment to zero waste. PW and P&R staff worked closely to manage the Zero Waste (ZW) program through outreach and on-site recycling. There were eight (8) ZW bins strategically placed near heavy traffic areas that included separate bins for trash, general recycling, glass and food waste (organic material). Additional ZW stations and individual recycling containers were placed around shuttle stations, restrooms, vendors, box seats, and back stage.

For the third consecutive season, PW Recycling staff contracted with a ZW company, Recycled Movie, to handle all of the refuse at the venue. Recycled Movie provided staff for all six (6) City concerts along with the two LA Concert Group private engagements to help guide patrons at each ZW station. They also provided sorting and separating of refuse at the end of each event to ensure maximum recycling and composting.

Contracted Services and Operational Support

Three contracted services were employed to assist in operations. Property Care Building Service was utilized for professional cleaning and pre-event set-up for each concert, and JCL Barricade Company was used to set-up and take down all street closures, directional signage and traffic set-up per street usage traffic plans. Park Safe Parking Services continued as the valet parking service provider, guiding drivers into parking spaces.

P&R staff collaborated with multiple departments to coordinate successful operations at the Starlight Bowl including BWP, Community Development, Information Technology, Public Information Office, PW, Management Services, City Treasurer's Office, and the BPD and BFD. With staff input, operations at the Starlight Bowl were synchronized to improve communication, traffic control, fiscal management, operations, and public safety.

Additionally, the following programs and staff assisted with the success of this year's season: the Management Services' Summer Trails Program performed valuable venue preparation by cleaning every Friday before the concert and Burbank Transportation Services provided a shuttle for 7,538 seniors and disabled guests over the course of the summer.

Key volunteer support came from The Walt Disney Company. Disney "VoluntEARS" provided 10-12 staff support at each of the six City concerts this season. Volunteers served as ushers, greeters, merchandise attendants, ticket scanners, and raffle drawing ticket distributors. This had a significantly positive impact on City staffing resources and budget.

CORPORATE SPONSORSHIP PROGRAM

The Corporate Sponsorship Program was successful this year. It provided additional revenue to off-set a portion of entertainment costs, marketing, and operating supplies. The program offered six levels of support with each level containing different benefits: Fourth of July Presenting Sponsor at \$7,500; Platinum Sponsor at \$5,000; Gold Sponsor at \$2,500; Silver Sponsor at \$1,000; Media Sponsor (monetary value varied); and Starlight Contributor (monetary value varied).

2019 Season Sponsors:

STARLIGHT PLATINUM SPONSORS (\$5,000)

- Burbank Water & Power
- Cusumano Real Estate Group
- Gain Federal Credit Union
- Hollywood Burbank Airport
- Providence St. Joseph Medical Center
- The Walt Disney Company
- Warner Bros. Studios

STARLIGHT GOLD SPONSORS (\$2,500)

- Brett C. Doscher with Augusta Financial
- Comprehensive Financial Services
- UBS Bertain Escobar Wealth Management

STARLIGHT SILVER SPONSORS (\$1,000)

- 24 Hour Fitness
- Fleet Feet
- Handy Market
- Jon's Window & Awning

Starlight Contributors included the Burbank Recycle Center, Brad Korb Real Estate Group, and High Voltage Entertainment. Media Sponsors included the Burbank Leader, Crescenta Valley Weekly, Cynthia Wagner Public Relations, LA Weekly, MyBurbank.com, NoHo Arts District, and The Toluca Times.

This program provided a great opportunity for businesses and community organizations to support this year's Starlight Bowl Summer Concert Season. Sponsors were offered a wide range of recognition opportunities throughout the season. Starlight Platinum and Gold sponsors will be recognized at the October 15th City Council meeting for their generous contribution and support to the 2019 Starlight Bowl Concert Series.

2019 Starlight Contributors and Media Sponsors supported the season as follows.

TICKET AD SPACE

- Providence St. Joseph Medical Center Ticket Ad (\$1,000)

STARLIGHT CONTRIBUTORS

- Blaze Pizza \$250
- BowWow Bungalow \$250
- Burbank Recycle Center In-Kind (\$2,500)
- Brad Korb Real Estate Group In-Kind (\$1,000)
- High Voltage Entertainment In-Kind DJ Services (\$2,100)

MEDIA

- Burbank Leader In-Kind (\$5,000)
- Crescenta Valley Weekly Trade (\$2,500)
- Cynthia Wagner Social Media In-Kind (\$5,000)
- LA Weekly In-Kind (\$2,000)
- MyBurbank.com Trade (\$900)
- The Toluca Times In-Kind (\$1,000)

The grand total sponsorship support for the 2019 season is \$70,000, including In-Kind and monetary donations.

Sponsors also donated the following items for the opportunity drawings throughout the season.

- Massage Package (5) –Thorburn Chiropractic
- Picnic basket sets with Amazon gift cards (5) – Volpei-Gussow Real Estate
- \$35 Gift Cards (8) – Pampas Grill
- \$50 Gift Certificate (5) – Gaby’s Hair Salon
- Gift basket from GAIN Federal Credit Union (1)

CORPORATE SPONSORSHIP TOTALS 2015 - 2019

	2015	2016	2017	2018	2019
Monetary Donation	\$42,000	\$50,000	\$41,500	\$33,500	\$46,000
In Kind Donation	\$30,500	\$25,000	\$25,000	\$20,000	\$23,000
Ticket Advertising	\$2,977	\$0	\$0	\$1,000	\$1,000
Total	\$75,477	\$75,000	\$66,500	\$54,500	\$70,000

Overall, the Corporate Sponsorship Program increased by approximately 22% (\$15,500) from 2018. Looking ahead to the 2020 summer concert series, staff will continue to brainstorm incentives and approaches to maintain current sponsorships as well as drawing in new ones.

ATTENDANCE

CITY OF BURBANK CONCERTS

Concert Date	Performer	Attendance
July 4	Rumble King & Big Bad Voodoo Daddy	4,192
July 13	Bandidos de Amor & Karla Perez	1,257
July 20	The Answer & The Fab Four	3,910
July 27	Graceband & Yachtley Crew	2,230
August 3	The Neil Deal & Which One's Pink?	1,896
August 10	Venice & John Waite	1,383
	TOTAL	14,868

Overall season concert attendance increased by 5% from 2018.

SPECIAL EVENT CONCERTS

Concert Date	Promoter	Performer	Attendance
June 22	LAC	Alabina featuring Ishtar & Los Ninos de Sara	3,832
July 12	SVV	Kenny G	770
August 10	SVV	Tour of Power & Average White Band	2,093
August 16	SVV	Air Supply	2,443
August 24	SVV	Kris Kristofferson	1,166
September 14	LAC	Vahagni & Ara Malikian	4,167
		TOTAL	14,471

REVENUE

Ticket prices for the 2019 summer concert series remained the same as the previous year. Summer concert admission prices are listed below.

<u>July 4th Fees</u>		<u>2019</u>
Box Seats		\$140
Reserved- Lower		\$25/\$20*
Reserved- Upper		\$20/\$15*
Lawn Seating		\$15/\$10*
Parking		\$8
<i>*Senior or Disabled</i>		

<u>Summer Concert Fees 2019</u>	
Box Seats	\$400
Premium Seats	\$100
Park Lover	\$60
Adults	\$15
Seniors (60+)	\$10
Children (3-12)	\$10
Parking	\$8

Every credit card transaction was charged a \$1.25 - \$2.00 service fee per ticket sold, depending on ticket price. Tickets purchased with a credit card at the gate on the evening of the concert were charged an additional \$2.00 per ticket, from which the City received \$1.00 back.

The table below lists the Revenue Totals from 2016 to 2019.

Gross Revenue Totals	2016	2017	2018	2019
Starlight Bowl Admissions	\$232,010.48	\$231,222.62	\$237,342.75	\$226,385.39
Starlight Bowl Parking	\$23,902.11	\$25,716.50	\$23,006.00	\$24,652.00
Starlight Bowl Concessions	NA	NA	NA	\$2,776.00
Merchandise- Clothing & Cd's	\$838.00	\$880.00	\$449.00	\$696.80
Private Rental of Venue	\$45,000	\$15,000	\$30,000	\$70,000
Totals	\$301,750.59	\$272,819.12	\$290,797.75	\$324,510.19

Throughout the season, staff documents all Starlight Bowl expenses which include staffing, entertainment, contract services, marketing, and various additional costs needed to efficiently operate the venue.

2019 Financial Totals	
Total Cost*	\$266,278.87
Total Revenue	\$254,510.19
Monetary Sponsorship	\$46,000
Private Rental Fees	\$70,000
End of Season Profit	\$104,231.32

2019 Averages Per Concert (not including monetary sponsorship or private rental revenue)	
Average Cost Per Concert*	\$44,379.81
Average Revenue Per Concert	\$42,418.37

**Note that the total cost does not include direct costs for public safety such as Allied Universal (private security), BPD and BFD. The respective Departments absorb these staffing costs, and BPD covers the cost for Allied Universal.*

SURVEY RESULTS:

To increase the Starlight Bowl mailing database and collect information, a brief survey is distributed at concerts and on the website. An e-blast was also sent out to over 8,000 emails encouraging patrons to provide feedback. A total of 1,167 surveys were received, and the average feedback indicates that participants are satisfied with their experience at the venue. On a scale of 4 to 1, with 4 reflecting "strongly agree"; the average rating for the 2019 Season was 3.5.

FISCAL IMPACT

There is no fiscal impact associated with this update.

CONCLUSION

2019 brought about additional programming, new partnerships, and changes in personnel for the Starlight Bowl team. Offering more shows and scheduling several widely known artists helped situate the Starlight Bowl on a platform towards not only a successful season, but a successful future as well. There are several areas in the venue that are currently listed on the City's unfunded needs list. Staff is looking at smaller projects that can be completed in the off-season in order to provide maintenance upgrades. With support from community stakeholders, the P&R Board, and City Council, Burbank's outdoor amphitheater may be presented opportunities to continue entertaining the community at "it's very best"—physically and programmatically.

ATTACHMENTS

1 – Starlight Bowl Survey Results

ATTACHMENT 1

DAY	NO.
Saturday	906
Sunday	137

RESIDENCY	NO.
Resident	447
Non-Resident	391

PRICE RANGE	NO.
\$10-\$19	181
\$20-\$39	81
\$40-\$59	26
\$60+	17

AGE	NO.
Under 20	10
21-29	13
30-39	51
40-49	186
50-59	319
60+	293

STATEMENT	A	B	C	D	E	F
Venue and facility was clean	514	176	2	2	134	694
Parking was efficient and convenient	370	234	50	26	152	680
Bus shuttle was efficient and convenient	193	91	12	14	508	310
Concession food was good value	77	107	80	36	520	299
Concert staff were courteous and helpful	423	153	8	2	141	586
The sound quality was clear and met my expectations	161	163	19	4	128	347
Bringing our own food/beverage influences our attendance	298	55	11	2	11	366
Program met or exceeded my expectations	414	207	16	6	138	643
Overall Average Out Of 4						

StarlightBowl

CITY OF BURBANK



2019 SUMMER CONCERT SEASON

StarlightBowl

CITY OF BURBANK

P&R Summer Concert Series July 4th – August 10th

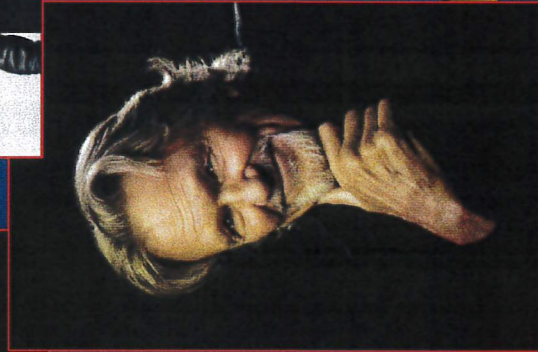
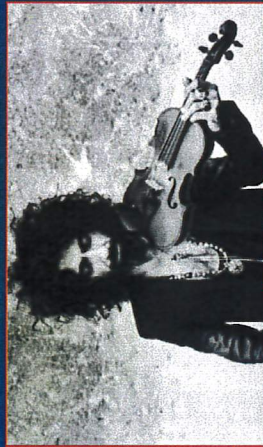


Starlight Bowl

CITY OF BURBANK

SPECIAL ENGAGEMENTS & PRIVATE RENTALS

- 6 Special Engagements
- L.A. Concert Group
June 22nd & September 14th
- Sterling Venue Ventures
July 12th & August 10th,
August 16th, August 24th
- Park & Recreation staff
oversaw venue operations
and coordinated City
services
- Resulted in 14,471 concert
attendees and \$70,000 in
additional revenue

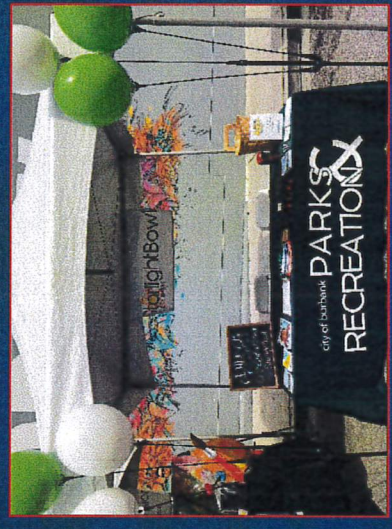
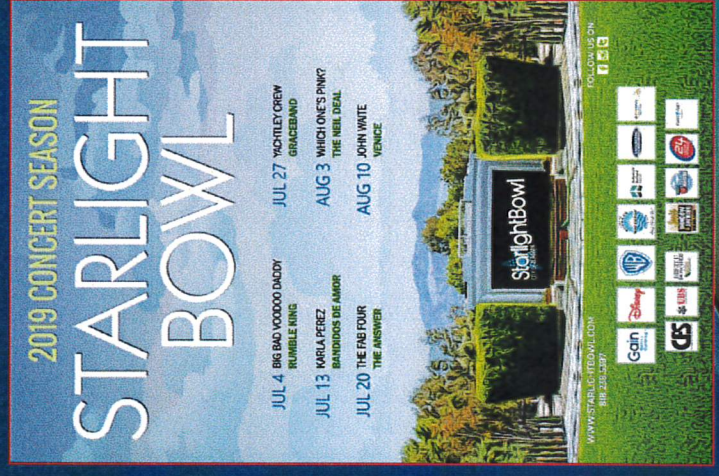


StarlightBowl

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Marketing & Venue Promotion

- Expanded and Revised Marketing Components
- Existing and Continued Marketing Components
- Online Advertising



StarlightBowl

CITY OF BURBANK

Community Partners

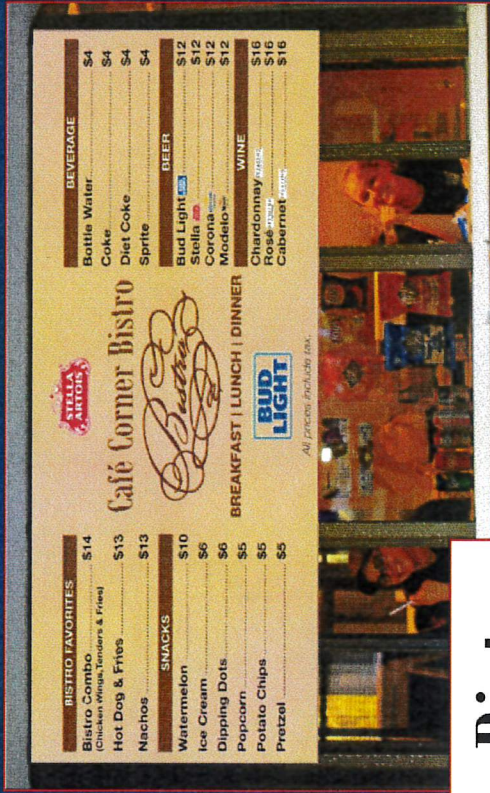


Starlight Bowl

CITY OF BURBANK

Concessions – Café Corner Bistro

- Staff worked closely for pre-season prep, forecast attendance, and manage hospitality meals
- Offered various menu items like chicken wings, hot dogs, chicken tenders, chips, watermelon and beverages
- Café Corner Bistro** also provided two full bars
- The City collected 10% earned from the sale of alcoholic beverages, totaling \$2,776



Café Corner Bistro

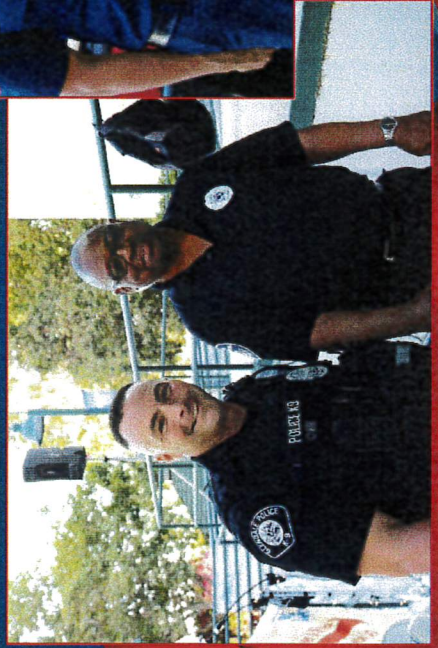


BREAKFAST | LUNCH | DINNER

StarlightBowl

CITY OF BURBANK

Public Safety



- Burbank Police Department
- Burbank Fire Department
- Allied Universal Security

Starlight Bowl

CITY OF BURBANK

Environmental Awareness

Go Green – Zero Waste

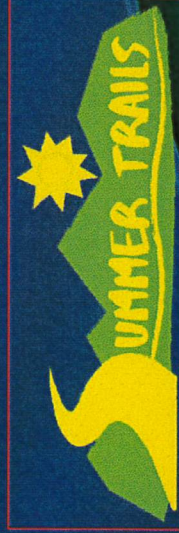
- Captured 70% of waste
- 3rd consecutive year working with Recycled Movie, through a Recycle Center Grant
- Waste reduction tips on website, ad in the leader, social media posts, stage announcements
- 8 zero waste stations and signs strategically placed around venue
- Compost bin; food composted on-site
- Worked with concessionaires to use eco-friendly materials



Starlight Bowl

CITY OF BURBANK

Youth and Volunteer Support



Summer Trails Program

- Cleaned venue every Friday
- Throughout the entire season the Summer Trails Program assisted with the venue maintenance

Disney VolunteARS

- Provided 10-15 Disney VolunteARS every concert
- Served as ushers and greeters; also responsible for ticket scanning, distributing raffle tickets, grass seating and providing wrist bands

Starlight Bowl

CITY OF BURBANK

Corporate Sponsorship Program

- 4th of July Presenting Sponsor - \$7,500
- Platinum Sponsor - \$5,000
- Gold Sponsor - \$2,500
- Silver Sponsor - \$1,000
- Media Sponsor – monetary value varied
- 2019 Sponsorship Total - **\$70,000**

2019 SPONSORS

The Starlight Bowl Would Like To Thank The Following 2019 Sponsors

STARLIGHT PLATINUM SPONSORS



STARLIGHT GOLD SPONSORS



STARLIGHT SILVER SPONSORS



MEDIA SPONSORS



Starlight Bowl

CITY OF BURBANK

P&R Summer Concert Series Attendance

DATE	PERFORMERS	ATTENDANCE
July 4	Big Bad Voodoo Daddy & Rumble King	4,192
July 13	Karla Perez & Bandidos De Amor	1,257
July 20	THE FAB FOUR	3,910
July 27	Yachtley Crew & Graceband	2,230
August 3	Which One's Pink? The Neil Deal	1,896
August 10	John Waite & Venice	1,383
	TOTAL	14,868

Description	2018	2019	Variance	Percent Change
Average Concert Attendance	2,359	2,478	119	5%

Starlight Bowl

CITY OF BURBANK

2019 Financial Totals

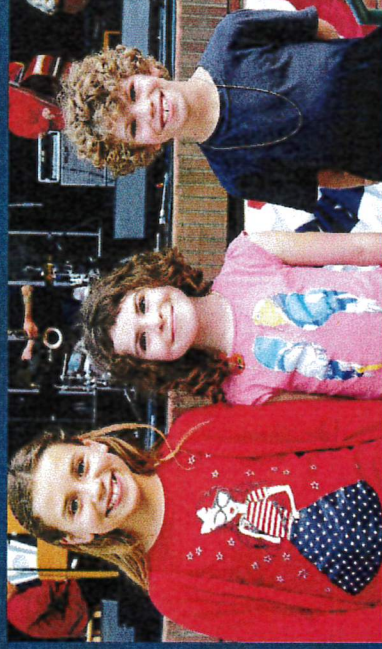
Total Cost	\$279,555.31
Total Revenue	\$260,797.75
Monetary Sponsorship	\$46,000
Private Rental Fees	\$70,000
End of Season Profit	\$60,124.82

2019 Averages Per Concert

Average Cost Per Concert	\$44,195.49
Average Revenue Per Concert	\$43,466.29

StarlightBowl

CITY OF BURBANK



2019 Summer Concert Season

