



Dear Property and Business Owners,

Some property owners in Magnolia Park have expressed interest in establishing a Business Improvement District in Magnolia Park. Business Improvement Districts (BIDs) are non-profit organizations where area property owners assess themselves to pay for services and programs such as maintenance, security, unified branding, and community events to improve their business district. The amount of the assessment is dependent on the needs and desires of the area creating a BID. The additional services and programs are above and beyond city services currently provided and do not replace them. BIDs have been very successful in the City of Burbank as a viable tool to re-energize neighborhoods. Both the Downtown Property Based Improvement District and the Tourism Based Improvement District have had outstanding success for decades, bringing more tourists to the City and keeping the Downtown lively, safe and clean.

Urban Place Consulting Group has been hired by the City of Burbank to explore the feasibility of establishing a BID in Magnolia Park. The next step in this process are two identical workshops for property and business owners. Katie Gibson and Aaron Aulenta of Urban Place Consulting, will facilitate this workshop, which will focus on the issues facing Magnolia Park, what a BID is, and how a BID can help. All decisions about whether a BID is established, how the money is spent, what the boundaries are, and more are made by business and property owners. Your participation is critical to this process and the success of Magnolia Park.

Please join us at one of the workshop dates below to learn more.

Wednesday, Sept. 4th at 6pm

OR

Thursday, Sept. 5th at 9am

Romancing The Bean

The New Deal Restaurant – Back Patio

3413 Magnolia Blvd.

3501 Magnolia Blvd.

Burbank, CA 91505

Burbank, CA 91505

To RSVP, please email katie@urbanplaceconsulting.com your name, what day you will attend, whether you are a business or property owner (or both) and address of business and/or property.

Come prepared with all of your questions for us to answer. We look forward to seeing you on Wednesday, September 4th at 6pm or Thursday, September 5th at 9am.

Thanks,

A handwritten signature in black ink, appearing to read 'Katie Gibson'.

Katie Gibson
Director, Urban Place Consulting Group, Inc.