

MUSIC

ON THE BOULEVARD



CASE STUDY: Supporting local business using live music. Downtown Burbank PBID, Burbank, CA

PROGRAM OBJECTIVES

1. Draw people back into the downtown and give them a reason to stay longer and support local businesses.
2. Create a buzz. COVID put many initiatives on hold, the PBID wanted to be a catalyst for bringing back local activity and put Downtown Burbank on the top of people's minds.

CONSTRAINTS

- Limited budget prevented adding staff or hiring a booker to run the program.
- No experience working in the live music industry.
- Limited access to a network of suitable musicians.
- No power was available, musicians need to perform acoustic or with battery powered amplification.



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INITIATIVE

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- Music on the Boulevard is focused on small, casual, pop-up performances in public outdoor areas. Three to four performances per week featuring local artists in Downtown Burbank Paseos and on the AMC Walkway. Performances take place on slower weekdays and weekends (Wednesday - Sunday) between 6pm and 9pm.
- Program Launch date: September 2, 2021.
- Thirteen performances were hosted during the 'pilot' month of September.
- Downtown Burbank PBID staff used the Stagehand platform to source, contract, schedule and pay artists.
- Best practices from other business districts (South Park BID) that had previously used Stagehand were also reviewed.

METRICS AND RESULTS

After the one month pilot, businesses were surveyed to get feedback on the program; more than 40 businesses shared their input. Here are the results of that survey:

Are you familiar with Music on the Blvd?
(Shows awareness generated)

Yes (74.5%)

No (25.5%)

Has Music on the Boulevard positively affected your business?

Yes (56%)

No (44%)

Would you be in favor of the Downtown Burbank Partnership continuing Music on the Boulevard to add ambiance and attract visitors to Downtown Burbank?

Yes (95.5%)

No (4.5%)

It is a great idea and I would strongly recommend you to continue it. After the negative impact of COVID . . . such support is very helpful to businesses to recover.

DOWNTOWN BURBANK MERCHANT

- Merchants also requested performances on their block, to create a buzz in front of their location.
- The changes created by COVID, like extended outdoor dining, are expected to endure. This was a nice way to create ambiance.

PUBLIC FEEDBACK

- The program was well received by guests and locals with positive feedback on dedicated social media posts.
- Downtown Burbank PBID will look to gather additional feedback from visitors as the program expands.

MUSICIAN FEEDBACK

- Very good feedback from performers, with a high request rate for future bookings

SUSTAINABILITY

- 50+ Los Angeles based artists applied to be part of the program.
- The Downtown Burbank program manager liked to do their own research and found using a platform to work directly with the artists was preferable to dealing with a booker.
- To continue to attract visitors and support outdoor dining and shopping in Downtown Burbank, we will be continuing the 'Music on the Boulevard' performance series through December 2021. Merchants are looking forward to incorporating holiday themed performances in December.

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KEY LEARNINGS

- After the initial startup learning curve the program was easy to administer. Using purpose built tools (Stagehand) is easier and more efficient than working with a talent booker, and also saves money.
- As you become familiar with the artists and comfortable with the program, it is possible to execute initiatives with more precise objectives. E.g. drawing a family crowd, etc.
- Live music adds ambiance to public spaces. This will become more important as we expect changes forced by COVID (like outdoor dining) will ensure.
- There is an abundance of excellent & affordable local talent available that is valuable for placemaking, but you need tools to manage it.

“““

I actually found using Stagehand easier than hiring a talent booker. A booker is a middleman that can create a lot of back and forth and of course less money goes in the pocket of the artist. With Stagehand you have ample choice and can dig into an artist profile to learn more about them.

MARISSA MINOR, OPERATIONS MANAGER,
DOWNTOWN BURBANK PARTNERSHIP



BACKGROUND

Located in the heart of the media capital of the world, Downtown Burbank is a vibrant destination and the perfect combination of bustling activity and classic casual vibes, for a quintessential SoCal experience. With over 600 shops, restaurants, and activities you'll find fun-filled days and nights in this neighborhood.

Reach out to Stagehand for a free consultation:

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www.stagehand.app

