

**NEWPORT BEACH RESTAURANT ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2010-2011 ANNUAL REPORT**

This is the annual report for the fifteenth year of the Newport Beach Restaurant Association Business Improvement District. As required by Section 36533 of the California Streets and Highways Code, the annual report shall contain the following information:

1) Proposed Changes to the District Boundary

There are no changes proposed to the District boundaries.

2) Improvement and Activities for the Fiscal Year of July 2010 to June 2011

The NBRA BID will provide the following programs:

Collateral Development: Creation, Production & Printing

The BID will create and print a New Establishment informational brochure, and reprint NBRA stationary and NBRA membership decals.

Newport Beach Dining Guide

The BID will update, redesign, and print the Newport Beach Dining Guide.

Dining Guide Distribution Plan

The BID will distribute the Dining Guide through different vendors to reach the tourist market in regional hotels, airports, large corporation break rooms, and other locations to assure maximum exposure.

Phone Reservation System

The BID will provide a centralized toll-free phone reservation system for online dining reservations, information, or dining guide requests.

Ad Campaign Creative Production and Design

The BID will create new brand photography and new advertising campaign copy.

Print & Online Media Advertising Campaigns

The BID will implement national campaigns through the Visit Newport Beach and the Anaheim Orange County Visitors' and Convention Bureau. Local advertising campaigns are planned with the LA Times, the Newport Beach Chamber of Commerce, the Corona del Mar Chamber of Commerce, and other BID media partners.

NBRA Website Development

The BID will maintain their website, www.newportbeachdining.com, listing all Newport Beach dining establishments and other information of interest to diners, such as the Newport Beach Restaurant Week. The Advisory Board has identified several improvements, including improved database management and search abilities, restaurant menus display, improved online reservation capability, integrated driving directions, exported Dining Guide data capabilities, and banner ad management.

Social Media Marketing & Internet Campaigns

The BID will expand utilization of existing Facebook and Twitter accounts and expand newsletter distribution through the internet/email.

Public & Media Relations Campaigns

The BID will provide online public relations services.

Cooperative Marketing Campaigns

The BID will participate in cooperative marketing campaigns including restaurant kiosks targeting the Anaheim drive market and a bus wrap advertising campaign.

NBRA Annual Meeting

The BID will hold its Annual Meeting at a local restaurant, where it will recognize sponsors and provide a review of financial standing of the BID, elect members to the Advisory Board, review program achievements, and ask for feedback from the general membership.

Community Event Participation

The BID will participate and contribute to the following events: Newport Beach Relay for Life, Police Appreciation Breakfast, Newport Beach Mayor Dinner and other special events.

NBRA BID Professional Memberships

The BID will maintain memberships with the following entities: Anaheim Orange County Visitors' and Convention Bureau, California Restaurant Association, Newport Beach Chamber of Commerce, and Visit Newport Beach, Inc.

Marketing & Association Management Fee

The BID will provide BID management, marketing and public relations services.

Administration Fee

The BID will sponsor database management, miscellaneous operational reimbursements and administration fees, annual phone bill, and postage.

3) The costs of these activities are projected as follows:

Collateral Development: Creative, Production & Printing	\$ 2,500
Newport Beach Dining Guide	\$ 40,500
Dining Guide Distribution Plan	\$ 11,950
Phone Reservation System	\$ 5,000
Ad Campaign Creative Production and Design	\$ 3,500
Print & Online Media Advertising Campaigns	\$ 19,575
NBRA Website Development	\$ 3,600
Social Media Marketing & Internet Campaigns	\$ 12,500
Public & Media Relations Campaigns	\$ 3,500
Cooperative Marketing Campaigns	\$ 15,000
NBRA Annual Meeting	\$ 5,750
Community Event Participation	\$ 3,900
NBRA BID Professional Memberships	\$ 2,250
Marketing & Association Management Fee:	\$ 36,000
Administration Fee	<u>\$ 8,000</u>
TOTAL	\$173,525

4) The method and basis of levying the assessment shall be as follows:

The benefit assessments will be collected by the City in one installment. Assessments shall be collected at the beginning of the fiscal year, and shall be pro-rated for new businesses that open during the year. For establishments with less than eleven (11) employees, the assessment shall be a flat \$95.00. For establishments with greater than ten (10) employees, and whose business license tax is less than \$600, the benefit assessment shall be equal to the City's usual annual business license tax as established pursuant to Chapter 5.08 of the Municipal Code plus an additional \$65. For establishments with greater than ten (10) employees, and whose business license tax is \$600 or more, the benefit assessment shall be equal to the City's usual annual business license tax as established pursuant to Chapter 5.08 of the Municipal Code plus an additional \$145. The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.08 of the Municipal Code, providing that the penalty amount added shall in no event exceed one hundred percent (100%) of the assessment amount due.

5) Surplus Carryover from Fiscal Year 2009-2010

The BID estimates that \$30,000 will be carried over from Fiscal Year 2009-2010 to Fiscal Year 2010-2011.

6) Sources of Contributions from other than levy

The BID estimates that there will be approximately \$35,000 contributed to the BID from the City of Newport Beach. In addition, the BID anticipates receiving \$3,570 from sponsors of the annual luncheon and \$21,000 from sponsors of the Dining Guide.

7) Past Year Accomplishments

The Fiscal Year of 2009-2010 was a successful one for the BID. The BID instituted and completed the following projects:

- Organized, prepared, and implemented two separate Restaurant Week events (one in October 2009 and one in January 2010)
- Creation and distribution of the NBRA Dining Guide
- Maintained website and online reservation system
- Maintained toll-free dining reservation system for all NBRA restaurants
- Sponsored industry-specific seminars (Serve Safe and ABC) and educational campaigns (DUI awareness & EPS ban) with the NBRA membership

The merchants of the Newport Beach Restaurant Association want to thank the City Council for their financial support and efforts on behalf of the BID.

**Newport Beach Restaurant Association
Business Improvement District
Priorities and Budget Outline
July 1, 2010 – June 30, 2011**

Funds Available FISCAL FY End 2009 – 2010	\$ 35,000
Funds to be Collected July 2010	\$ 95,000
Anticipated Matching Funds from City	\$ 35,000
Anticipated Funds from Sponsorships	<u>\$ 24,750</u>
TOTAL AVAILABLE FUNDS	\$189,750

<u>Priorities</u>	<u>Amount</u>
Collateral Development: Creative, Production & Printing	\$ 2,500
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Phone Reservation System	\$ 5,000
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NBRA BID Professional Memberships	\$ 2,250
Marketing & Association Management Fee:	\$ 36,000
Administration Fee	<u>\$ 8,000</u>
TOTAL EXPENDITURES	\$173,525