



Newport Beach Restaurant Business Improvement District Fiscal Year 2018-2019 Annual Report

As required by Section 36533 of the California Streets and Highways Code, the annual report of the Newport Beach Restaurant Business Improvement District (NBRA BID) contains the required information as follows:

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 1, 2019 to June 30, 2020

Mission, Values and Goals

Pursuant to its current Strategic Business Plan, the NBRA BID will continue its mission through adherence to defined values and guiding principles with the following priority initiatives from the strategic business plan:

Marketing | Promotion

- New marketing and media partnerships investigation
- Enhanced website/social media engagement through video content
- Targeted and measurable annual marketing strategy

Communication | Education

- Engaging stakeholder outreach strategy and program execution
- Relevant educational program development based on stakeholder needs
- Ongoing calendar of events development

Community & Stakeholder Relations | Education

- Top Foodservice issues identification
- Clearinghouse set-up for charitable causes
- Targeted and measurable annual communications plan with appropriate messaging

Financial Resources and Administration

- Updated rolling year strategic plan review
- Aligned program of work and budget allocations

NBRA BID Vision 2021

The NBRA BID is a strong investor and community partner-marketing group extolling the city's quality foodservice and brand experience.

- Enhanced foodservice sector brand marketing
- Increased communications of BID stakeholder benefits
- Strengthened community and industry partnerships with higher leveraged results
- Stronger selective communitywide foodservices event involvement and promotion

Objectives

1. Promote Newport Beach stakeholders and showcase the local culinary community to increase diner frequency and generate stakeholder sales.

2. Grow awareness of the Dine Newport Beach brand and the Newport Beach dining destination.
3. Foster the Newport Beach culinary community to increase stakeholder engagement.
4. Leverage the Dine Newport Beach brand and assets to generate incremental revenue for increased program marketing and promotion.

Priority Initiatives

The NBRA BID has identified and will work in Fiscal Year (FY) 2019-2020 to implement and exceed current and long-term NBRA BID goals and objectives through key activities to realize its vision over the next year.

Brand | Dining Destination Awareness

NBRA BID will deploy integrated online, print, radio, public relations and social media campaigns throughout the year during restaurant need periods, dining holidays and local signature culinary events.

Website

The NBRA BID website, DineNB.com, will add relevant content, improved imagery, additional dining guides, curated dining experiences and user-friendly navigation. Blog content will be provided by staff and also by food and lifestyle bloggers and influencers. The website will strive to improve its search engine optimization best practices and focus on Newport Beach dining and restaurant keywords to index higher in organic search.

Mobile

As the majority of diners use mobile devices to explore culinary offerings and events, the NBRA BID will create an enhanced mobile experience for diners to easily search restaurants by neighborhood, cuisine, price point and location. In addition to user-friendly access to dining guides and curated dining experiences, the Dine NB mobile experience will be optimized for easy online reservation capability.

Digital Marketing

The Newport Beach dining destination, culinary promotions and events will be advertised with targeted paid search ads on the major search engines and social networks. In addition, the digital marketing team will leverage key industry and media partners to promote the Newport Beach dining destination, Dine NB.com and program messaging.

Email

The Dine Newport Beach weekly newsletter will deliver relevant information to diners in a timely manner. The newsletter will provide motivating content including culinary round-ups, dining trends, restaurant offers and promotions, and dining events. The NBRA BID will continue to focus on acquisition strategies to grow its subscriber list, as well as leverage partner channels to deploy program messaging.

Social Media

Trending culinary topics, images and video content on the existing social channels will drive followers and build online engagement. The NBRA BID will conduct strategic outreach to key culinary, travel and lifestyle influencers in order to engage with these personalities to broadcast to the larger social population and expand the networks.

Media Relations

The NBRA BID will develop relationships and grow engagement with food and travel writers, influential lifestyle bloggers and media professionals to ensure that the local culinary community, its stakeholders and their promotions and events receive editorial coverage in local, regional and national media outlets throughout the year.

Advertising

Marketing campaigns with fresh creative and messaging will generate consumer awareness and keep the Newport Beach dining destination, the local culinary community and DineNB.com top of mind in the market. Advertising will appear in a variety of media including online, print and radio outlets, as well as in partner channels.

Signature Event

The NBRA BID will produce the annual Newport Beach Restaurant Week, which promotes the participating local restaurants and positions Newport Beach as Orange County's premier dining destination.

Concierge Service

The NBRA BID will provide a toll-free phone number serviced by the Newport Beach & Company concierge located at Fashion Island. The concierge service provides restaurant and dining recommendations and reservation assistance.

Promotional Materials

Marketing collateral will be created to promote DineNB.com and its comprehensive online dining guide. Collateral will be distributed throughout Orange County at airports, hotels, office centers and key visitor locations, as well as at a variety of local events throughout the year.

Video Content

Messaging and content about Newport Beach dining will be produced in partnership with Newport Beach TV as well as Visit Newport Beach lifestyle digital channel. An increased library of video content will be utilized to tell the story of Newport Beach as a dining destination and deployed through a variety of NBRA BID and partner channels as well as paid media.

Industry & Community Relations

The NBRA BID will support organizations and events that assist in promoting the local restaurant and culinary community. Support will include cooperative marketing, online and social media support, public relations assistance and promotion of events with local restaurant and culinary components.

Stakeholder Communications

The NBRA BID will engage NBRA restaurants, partners and local stakeholders with email and occasional print communications. The quarterly NBRA newsletter includes information on BID news and meetings, promotional opportunities, as well as industry information and events.

Civic Event Participation

The NBRA BID will participate and contribute to a variety of local civic events including the Annual Newport Beach Mayor's Dinner and the Newport Beach Police Appreciation Breakfast.

Professional Relationships

The NBRA BID will maintain a variety of industry relationships and memberships with, but not limited to, Newport Beach & Company, the OC Visitors Association, California Restaurant Association and the Newport Beach Chamber of Commerce.

Annual Meeting

The NBRA BID will hold its Annual Meeting in March at a local venue, where it will provide a review of the financial standing of the NBRA BID, review marketing and promotion results, discuss goals, objectives and programs for the upcoming fiscal year, and obtain feedback from the general membership.

BID Marketing, Administration & Accounting

The NBRA BID will contract with an appropriate, full-service vendor to handle all marketing, communications, public relations, website management, administrative and accounting services.

BID Operational Costs

The NBRA BID will continue to pay for all its operational costs including approved contracts, postal mailings, bank fees and other administrative expenses.

3. The Cost of These Activities is Projected as Follows:

EXPENSES	TOTAL
Office Supplies	\$950
Postage	\$850
Bank/Merchant Fees	\$2,500
Membership Dues	\$300
Governance Meeting Expenses	\$500
Independent Contractors	\$30,000
Bloggers	\$8,000
Marketing Consultant Fees	\$60,000
BID Administration Fees	\$18,000
BID Accounting Services Fees	\$18,000
Operational Expenses & Insurance (vendor services)	\$12,000
Advertising – Consumer	\$35,000
Community Partner Events	\$3,000
Event Marketing Expenses	\$20,000
Event Operating Expenses	\$1,000
Research	\$5,500
Collateral Production Expenses	\$2,000
Social Media	\$1,400
Website Maintenance	\$1,000
Media Relations	\$3,000
Total Expenses	\$223,000.00

4. The Method and Basis of Levying the Assessment Shall be as Follows:

The benefit assessments will be collected by the City or its designee in one installment at the beginning of the fiscal year, and shall be pro-rated for new businesses that open during

the year. The benefit assessment will be levied upon persons conducting business within the Restaurant Association Business Improvement District as follows:

Category	Annual Assessment
Full Service Restaurant (e.g., with wait service)	\$600
Fast Casual Eatery (e.g., order at the counter)	\$500
Grocery or Market	\$500
Coffee, Tea or Specialty Shop	\$150
Dessert, Bakery or Treat Shop	\$150
Juice Bar or Smoothie Shop	\$150
Catering Company	\$150

The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.04 of the Newport Beach Municipal Code, providing that the penalty amount added shall in no event exceed fifty percent (50%) of the annual assessment amount due.

5. Surplus Revenue to be Carried Over

It is estimated that \$20,000 will be carried over from the NBRA BID's FY 2018-2019 budget into the FY 2019-2020 budget.

6. Sources of Contributions Other Than Levied Assessments

In addition to the anticipated income from the levied assessments and late fees, the NBRA BID's FY 2019-2020 budget estimates receiving \$33,000 in special event fees.

INCOME	TOTAL
Stakeholder Assessments	\$170,000
Carry Over Funds 2018-2019	\$20,000
Special Event Fees & Income	\$33,000
Total Operating Income	\$223,000.00

7. Accomplishments in Fiscal Year 2018-2019

FY 2018-2019 was a successful year for the NBRA BID as it completed the following projects and initiatives:

- In partnership with Newport Beach & Company, the NBRA BID continued to evolve the consumer facing Dine Newport Beach brand with new brand creative to market restaurants, foodservice establishments and the local culinary community to diners.
- NBRA BID continued the development and ongoing maintenance of the NBRA BID website, DineNB.com, with stakeholder listing information, photos, menus, reviews and online booking capabilities.
- The website was updated throughout the year with robust content and videos on the Newport Beach culinary community, dining guides, stakeholder offers and events, restaurant industry news and NBRA BID information. New video content series was created for social and the web:
 - Weekly Bites

- Season 2 Culinary Journeys
- NBRA BID executed three promotional campaigns throughout the year for destination and brand awareness to communicate the unique dining options available in the city.
 - 2018 Summer Campaign – 52 Weeks of Dining
 - 2019 Restaurant Week Campaign – Culinary Journeys
 - 2019 Spring Campaign – Your Table Awaits
- Print advertising appeared throughout the year in a variety of media outlets with in-market distribution through subscribers and in local retail stores and markets, regional hotels and concierges, visitor centers, airports, timeshare and vacation rentals and luxury apartments.

<ul style="list-style-type: none"> ○ Newport Beach Visitor Guide ○ OC Guestbook ○ OC Official Visitor Map ○ DiningOut Magazine ○ Newport Beach Magazine ○ Laguna Beach Magazine 	<ul style="list-style-type: none"> ○ OC Weekly ○ LA Times ○ The Daily Pilot ○ NB Indy ○ NBFF Variety Issue
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- Digital advertising throughout the year helped to boost brand and destination awareness, as well as increased website visits. Online advertising and promotions appeared in the following media outlets
 - Google Display Network
 - Google AdWords
 - TripAdvisor
 - Facebook
 - Pandora
 - Digital Display for both Mobile & Desktop viewing
- The consumer newsletter boosted distribution to weekly to its diner subscriber base in order to keep the Newport Beach dining destination and NBRA BID stakeholders top of mind in a competitive Orange County culinary marketplace. The newsletter includes blogs and stories from respected local food and lifestyle bloggers, as well as timely information on stakeholder offers and local culinary events.
- The NBRA BID conducted ongoing outreach throughout the year to food and travel writers, lifestyle bloggers and key media in local and regional drive markets to generate awareness for Dine Newport Beach the Newport Beach culinary community. The PR team hosted 22 members of the media at a reception to kick-off Newport Beach Restaurant Week in January at Lincoln Experience Center.
- The NBRA BID hosted a consumer event at the Lincoln Experience Center “Culinary Journey Kickoff Event” which followed the media event. This event included 100 paid guests and 24 VIP guests enjoying bites from eight NBRA restaurants
- Through consistent and strategic social media outreach on Facebook, Twitter and Instagram, the NBRA BID experienced tremendous growth in the social channels, as well as increased online engagement with consumers and stakeholders.
- The NBRA BID outreached to key culinary and dining influencers in order to engage with these personalities to broadcast to the larger social population and expand the network.

- The NBRA BID conducted messaging and promotion through its social channels on restaurant offers, culinary events, dining trends and restaurant information on a weekly basis
- The NBRA BID and Dine Newport Beach provided promotional support to local culinary events including:
 - Golden Foodie Awards
 - Newport Beach Wine & Food Festival
 - Newport Beach Film Festival
 - Christmas Boat Parade
 - Pacific Food & Wine Classic
- The NBRA BID produced the 2019 Newport Beach Restaurant Week with 69 participating restaurants. The event celebrated the 13th anniversary of Restaurant Week marking “Culinary Journey.” The marketing and promotional efforts included:
 - Advertising – Print ads appeared in LOCALE OC, Newport Beach Magazine, The Daily Pilot, The Coastline Pilot and Newport Beach Lifestyle. Digital ads appeared online through the Google Ad Network, Facebook, Instagram, Visit California, TripAdvisor, Los Angeles Times Digital Media, OC Greer, VisitNewportBeach.com, DineNB.com, YelpOC and OpenTable. Paid and in-kind advertising generated over 3.3 million impressions.
 - PR Campaign – Editorial content, blogger coverage, calendar listings and a reception to promote the event generated 28 articles, 11 social media posts and over 1,876,000 social media impressions in media outlets in Orange County, Los Angeles, Long Beach, Inland Empire, Palm Springs and San Diego. The campaign resulted in generating over 9.6 million media impressions.
 - Promotions – Over 100,000 promotional cards and posters were distributed throughout the local area in hotels, visitor centers, airport, apartment communities, at local events, participating restaurants and in City of Newport Beach municipal statements in December and January. Outdoor promotional signage and banners appeared throughout Newport Beach.
 - Email Blasts – Email communications went out through Dine Newport Beach, Visit Newport Beach, OpenTable, YELP, Lido Marina Village and The Irvine Company email database reaching over two-million consumers throughout the Los Angeles and Orange County regions.
 - Results – OpenTable reported 89 percent of NBRW consumers would recommend to a friend; and restaurants reported sales growth of 14.7 percent during Restaurant Week. There were over 15.6 million advertising and media impressions generated for the event. The overall event resulted in an estimated consumer spend of \$3.7 million, which is an increase of 26-percent year over year.
- The NBRA BID published a quarterly industry newsletter to its stakeholders that includes timely information on industry and association news and events, as well as promotional opportunities.
- Through the partnership with Newport Beach & Company, the NBRA BID continued providing a toll-free phone number and live concierge assistance to diners seeking

information on Newport Beach restaurants through the on-site concierge desk located at Fashion Island.

- The NBRA BID participated and/or contributed to the following community programs and events: Newport Beach Mayor's Dinner, California Restaurant Association Orange County Chapter, Newport Beach & Company Annual Marketing Outlook Dinner, Newport Beach Police Appreciation Breakfast and other community events.
- The NBRA BID continued to maintain relationships with Newport Beach & Company, OC Visitors Association, California Restaurant Association and the Newport Beach Chamber of Commerce.
- The NBRA BID contracts through the City with Newport Beach & Company to handle all marketing, public relations, communications, website management, BID administrative services, and bookkeeping services.
- The NBRA BID continued to offer online credit card processing services for members to pay their assessment and event participation fees.
- The NBRA BID conducted a survey of its stakeholders and a planning session to develop an updated three-year strategic plan for the organization.
- The NBRA BID conducted outreach and recruited new stakeholders to serve on the NBRA BID's Board of Directors.
- The NBRA BID held its Annual Meeting at Muldoon's Irish Pub in March (per the NBRA BID Bylaws), where it provided a review of the BID's financial standing: reviewed marketing and promotion results: discussed goals and objectives and programs for the upcoming fiscal year, and obtained feedback from the general membership.

Fiscal Year (FY) Operating Results

During FY 2018-2019, the NBRA BID collected approximately \$170,000 in stakeholder assessments and approximately \$19,950 in stakeholder assessment late fees. The City contributed \$40,000 to support the BID. The NBRA BID received \$33,240 in participation fees for 2019 Newport Beach Restaurant Week, and a grant of \$9,000 from the City in support of Newport Beach Restaurant Week. The total income for FY 2018-2019 is expected to be approximately \$272,190.

By the end of FY 2018-2019, the NBRA BID will spend approximately \$252,190 for the approved activities, funded by the FY 2018-2019 revenue.

Conclusion

The stakeholders of the Newport Beach Restaurant Association BID wish to thank the Newport Beach City Council for its continued financial support and efforts on behalf of the NBRA.



**Newport Beach Restaurant Business Improvement District
Operating Budget
July 1, 2019 – June 30, 2020**

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