



# CITY OF NEWPORT BEACH NEWPORT BEACH RESTAURANT ASSOC. BUSINESS IMPROVEMENT DISTRICT ANNUAL MEETING AGENDA

Livestream of the meeting: [newportbeachca.gov/nbtvlive](http://newportbeachca.gov/nbtvlive). Phone number for public comment: 949-270-8165.

Wednesday, April 22, 2020 - 9:30 AM

## ***Newport Beach Restaurant Assoc. Business Improvement District Members:***

Juan Carlos Godinez, President  
Kenyon Paar, Vice President  
Phil Crowley, Treasurer  
Eunjoo Plueneke, Secretary  
Matthew Meddock, Director  
Jordan Otterbein, Director  
Christopher Roman, Director  
Talia Samuels, Director  
Ron Schwartz, Director  
Jim Walker, Director

## **Staff Members:**

**Melanie Franceschini, Administrative Analyst**

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### SPECIAL NOTICE REGARDING COVID-19:

Given the health risks associated with COVID-19, the City of Newport Beach has decided to proceed with this annual meeting while strictly adhering to social distancing guidelines. To this end, the meeting will be conducted via video call. As a member of the public, if you would like to participate in this meeting, you can participate via the following options:

1. Members of the public can participate in this meeting telephonically. Specifically, the meeting will be viewable via live stream on the City's website ([newportbeachca.gov/nbtvlive](http://newportbeachca.gov/nbtvlive)). If you are watching the meeting via the live stream, during the meeting, you may call 949-270-8165 to comment on specific agenda item that will be posted on the screen. When you call, you will be placed on hold until it is your turn to speak. Please note that only twenty (20) people can remain on hold at a time. If you call in to speak on an item and the line is busy, please call back after a few moments. The City will ensure that it allows enough time per item for everyone to call in to comment.

2. In addition, you can submit your questions and comments in writing for the Newport Beach Restaurant Association Business Improvement District Board of Directors to consider. Please send them by email to Melanie Franceschini, [mfranceschini@newportbeachca.gov](mailto:mfranceschini@newportbeachca.gov), by Tuesday, April 21, 2020, at 4:00 p.m. All emails will be made part of the record.

Special Accommodations: If you are unable to participate in the meeting via the process set forth above, please contact the City Manager's Office at (949) 644-3028 or [mfranceschini@newportbeachca.gov](mailto:mfranceschini@newportbeachca.gov) and our staff will attempt to accommodate you. The City remains committed to holding public meetings in a transparent manner, with public participation, ensuring City business continues in this challenging environment. The City of Newport Beach thanks you in advance for continuing to take precautions to prevent the spread of the COVID-19 virus.

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The Newport Beach Restaurant Association Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Newport Beach Restaurant Association Business Improvement District agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Newport Beach Restaurant Association Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Melanie Franceschini, Administrative Analyst, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 644-3028 or [mfranceschini@newportbeachca.gov](mailto:mfranceschini@newportbeachca.gov).

### NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

I. **CALL MEETING TO ORDER**

II. **ROLL CALL**

III. **PUBLIC COMMENTS ON NON-AGENDA ITEMS**

*Public comments are invited on non-agenda items generally considered to be within the subject matter jurisdiction of the Newport Beach Restaurant Association Business Improvement District Board of Directors (NBRA BID Board). Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The NBRA BID Board has the discretion to extend or shorten the speakers' time limit on non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.*

IV. **CURRENT BUSINESS**

1. **Approval of Minutes (Godinez)**

**Summary:** Board to review the draft January 22, 2020 meeting minutes.

**Recommended Action:** Board to approve the January 22, 2020 meeting minutes.

[Attachment - Draft January 22, 2020 NBRA Meeting Minutes](#)

2. **BID Financial Reports (Crowley/Pearson)**

**Summary:**

A). Board to review the BID financial reports ending March 2020.

B). Board to receive update on the transition of NBRA bank account from City National to JPMorgan Chase & Co.

**Recommended Action:**

A). Board to receive and file the BID financial reports ending March 2020.

B). None.

[Attachment - Financial Packet](#)

3. **BID Renewal (McClain/Franceschini)**

**Summary:**

A). Board to review the draft letter to the City Council requesting the renewal of the BID and funding support for FY 2020-21.

B). Board to review the BID's draft annual report and proposed budget for FY 2020-21.

C). Board to receive an update on the BID renewal timeline and Council meeting dates.

D). Board to receive information regarding the application timeline for the NBRA BID Board's Notice of Scheduled Vacancies.

E). Board to receive an update regarding its contracts for marketing, administration, bookkeeping and website support services for FY 2020-21.

**Recommended Action:**

A). Board to approve the letter to the City Council requesting the renewal of the BID and funding support for FY 2020-21.

B). Board to approve the BID's annual report and budget for FY 2020-21 and

recommend its submission to the City Council for the BID's renewal.

C-E). None.

[Attachment - NBRA Formal Renewal Request Draft Letter](#)

[NBRA Draft Annual Report and Proposed Budget](#)

[NBRA BID Renewal Timeline](#)

[NBRA BID Notice of Scheduled Vacancies](#)

- V. **BOARD ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)**
- VI. **ADJOURNMENT**



**City of Newport Beach Restaurant  
Business Improvement District**

**Board Meeting Minutes – January 22, 2020**

**Newport Beach & Co.  
1600 Newport Center Drive, Suite 120  
Newport Beach, CA 92660**

**I. CALL MEETING TO ORDER**

The meeting was called to order at 9:43 a.m.

**II. ROLL CALL**

Directors Present:

Christopher Roman	Fork, Knife & Spoon
Juan Carlos Godinez	Tavern House
Eunjoo Pluenneke	Balboa Lily's
Jim Walker	The Bungalow Restaurant
Kenyon Paar	Five Crowns
Matt Meddock	Sessions West Coast Deli

**Quorum Achieved**

Directors Absent:

Talia Samuels	Moulin
Phil Crowley	Modo Mio Rustic Italian Kitchen
Jordan Otterbein	A Restaurant & A Market
Ron Schwartz	Muldoon's Irish Pub

BID Administrator Present:

Dina Alleluia-Carr	Newport Beach & Company
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Guests Present:

Katy Dennis	Newport Beach & Company
Lily Pearson	Newport Beach & Company
Melissa Jacobi	Newport Beach & Company
Melanie Franceschini	City of Newport Beach
Steve Rosansky	Newport Beach Chamber

**III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS**

None.

**IV. CURRENT BUSINESS**

## 1. Marketing Report

- Ms. Jacobi spoke about the rollout of the NB Restaurant Week survey. It contained the same questions from the prior year's survey.
- Ms. Jacobi brought an example of the Locale Magazine Advertisement about Restaurant Week and recapped the Restaurant Week Media & Consumer Event, which was a success. The event sold-out and that DineNB was tagged all night long on social media.
- Ms. Jacobi also spoke about our partnership with Yelp and recapped the Yelp preview tastings with 15 Elite Yelpers.
- Ms. Dennis said that Restaurant Week struggled to get donations for Second Harvest. Informational inserts regarding the donations were delivered to all of the Restaurant Week participants and were passed out at the Kick-off event.
- Director Walker said that he didn't see the Second Harvest donation in some of the ads.
- Ms. Dennis told him that the charity component was marketed in Ads at the Kick-off event and in the Locale Magazine.
- Director Walker spoke about Homelessness in Newport Beach and that the NBRA should think about how they can help with this.
- Ms. Jacobi went over the metrics for Social Media and the PR Report.
- Director Walker brought up a concern that some of the Restaurant Week restaurants they do not have the Restaurant Week menu out unless it is requested by the customer.
- Ms. Jacobi said that it is a bit difficult to ensure that the Restaurant Week menu is always provided, however NB & Co. staff do check to see that the Restaurants provide the special menu when they visit the restaurants.
- Ms. Jacobi suggested that the BID discuss options on how to prevent this issue for next year, such as adding language to the registration form.
- Ms. Dennis also suggested that could be check in place, such as "secret diners" to check for the menu or potential consequence for those who have been warned and do not provide the menu, such as being pulled from the Restaurant Week website.
- Director Walker suggested that when the BID Board talks to the restaurants about Restaurant Week, that the benefits of participating be highlighted.
- Ms. Dennis spoke about the 3/25/20 NBRA Annual Meeting. Costs will be kept down by having a light breakfast and hosting the meeting at the Newport Beach and Company's office.

## 2. Approval of Minutes

- President Godinez asked if anyone had any questions or concerns about the minutes from our last meeting.

**Motion:** Director Paar made a motion to approve the November 20th, 2019 minutes as amended.

Director Walker seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Pluenneke, Roman, Walker, Paar & Meddock

Nays: None

### 3. Financial Report

- Ms. Pearson provided an overview of the BID Financial reports ending in December 2019 that were prepared by Newport Beach & Co.
- Ms. Pearson said that the BID is doing a great job on collections and are in line with last year's numbers.
- Director Walker requested that the BID place Partnership Program as an agenda item at the next meeting as a revenue opportunity since we will probably not get the \$40K.
- Director Walker also suggested that the BID request more Special Event Grant funding from the City for Restaurant Week.

**Motion:** Director Walker made a motion to approve the BID financial reports ending in December 2019.

Director Paar seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Pluenneke, Roman, Walker, Paar & Meddock

Nays: None

### 4. Presidents Report

- President Godinez announced that there is a vacant seat on the NBRA BOD since Thad Foret no longer works with The Winery. The application is on the City site and the deadline is 3/18/20.
- Ms. Franceschini said the NBRA BOD will review the applications at the next meeting so the BOD can nominate someone for the vacant seat before the nomination is taken to Council.
- President Godinez asked if the Board would like to purchase a table for the 2020 Newport Beach Police Appreciation Breakfast.

**Motion:** Director Roman requested a motion to purchase a table at the 2020 Newport Beach Police Appreciation Breakfast for \$650.

Director Paar seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Pluenneke, Roman, Walker, Paar & Meddock

Nays: None.

### 5. Industry Update

- Speak Up Newport – Mayor's Dinner – February 6<sup>th</sup> 2020.
- Ms. Alleluia-Carr requested the BOD email her in order to reserve their spot at the Speak Up Newport – Mayor's Dinner event.

### Public Comment

- Mr. Rosansky spoke about the funding from the City for the NBRA BID and suggested for the BOD to start talking to City Council before the renewal process begins.

- Director Walker agreed and suggested the BOD meet with each of the city council members.

**V. BOARD ANNOUNCEMENTS OR MATTERS, WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)**

**VIII. ADJOURNMENT**

The meeting adjourned at 10:22 a.m.

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The next BID Meeting will be on Wednesday, March 25, 2020 at 9:30 a.m.

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## Newport Beach Restaurant Association Statement of Activities for March 31, 2020

	Year To Date 03/31/2020	Year Ending 06/30/2020	
		Main Budget	Remaining Amount
<b>Operating Revenue</b>			
Program Revenue			
47001 - Restaurant Association Fees	183,812.50	170,000.00	13,812.50
47002 - Restaurant Association Late Fees	5,175.00	0.00	5,175.00
47003 - Restaurant Association Special Events	39,299.00	33,000.00	6,299.00
47110 - City of Newport Beach Grant Funds	9,000.00	9,000.00	0.00
<b>Total Operating Revenue</b>	<b>237,286.50</b>	<b>212,000.00</b>	<b>25,286.50</b>
<b>Expenses</b>			
General and Administrative Expenses			
Operating Expenses			
64100 - Office Supplies	0.00	950.00	(950.00)
64140 - Postage	147.00	850.00	(703.00)
64150 - Bank Fees	1,907.62	2,500.00	(592.38)
64160 - Membership Dues	300.00	300.00	0.00
64175 - Governance Meeting Expenses	0.00	500.00	(500.00)
<b>Total Operating Expenses</b>	<b>2,354.62</b>	<b>5,100.00</b>	<b>(2,745.38)</b>
Professional Fees			
64206 - Independent Contractors	5,050.00	30,000.00	(24,950.00)
64207 - Bloggers	5,300.00	8,000.00	(2,700.00)
67004 - Marketing NBCo Fees	40,000.00	60,000.00	(20,000.00)
67005 - BID Administration Fees	12,000.00	18,000.00	(6,000.00)
67006 - Financial Services Fees	12,000.00	18,000.00	(6,000.00)
67007 - Consultant Operational Reimbursement	8,000.00	12,000.00	(4,000.00)
<b>Total Professional Fees</b>	<b>82,350.00</b>	<b>146,000.00</b>	<b>(63,650.00)</b>
<b>Total General and Administrative</b>	<b>84,704.62</b>	<b>151,100.00</b>	<b>(66,395.38)</b>
Advertising Expenses			
66101 - Advertising - Purchased	8,916.38	35,000.00	(26,083.62)
<b>Total Advertising Expenses</b>	<b>8,916.38</b>	<b>35,000.00</b>	<b>(26,083.62)</b>
Marketing Expenses			
Community Relations			
67103 - Community Partner Events	4,000.00	3,000.00	1,000.00
67210 - Event Marketing Expenses	14,759.62	20,000.00	(5,240.38)
67211 - Event Operating Expenses	12,066.36	1,000.00	11,066.36
67101 - Research	5,200.00	5,500.00	(300.00)
<b>Total Community Relations</b>	<b>36,025.98</b>	<b>29,500.00</b>	<b>6,525.98</b>
Marketing Collateral			
67311 - Collateral Production Expenses	2,866.64	2,000.00	866.64
<b>Total Marketing Collateral</b>	<b>2,866.64</b>	<b>2,000.00</b>	<b>866.64</b>
Digital Marketing			
67501 - Social Media	0.00	1,400.00	(1,400.00)
67502 - Website Maintenance	0.00	1,000.00	(1,000.00)
<b>Total Digital Marketing</b>	<b>0.00</b>	<b>2,400.00</b>	<b>(2,400.00)</b>
Communications/Public Relations			
67607 - Media Relations	0.00	3,000.00	(3,000.00)
<b>Total Communications/Public Relations</b>	<b>0.00</b>	<b>3,000.00</b>	<b>(3,000.00)</b>
<b>Total Marketing Expenses</b>	<b>38,892.62</b>	<b>36,900.00</b>	<b>1,992.62</b>
<b>Total Expenses</b>	<b>132,513.62</b>	<b>223,000.00</b>	<b>(90,486.38)</b>
<b>Net Income</b>	<b>104,772.88</b>	<b>(11,000.00)</b>	<b>115,772.88</b>





NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

**Newport Beach Restaurant Association**  
**Statement of Financial Position for March 31, 2020**

	Year To Date <u>03/31/2020</u>	Year To Date <u>03/31/2019</u>
<b>Assets</b>		
Current Assets		
Cash and Cash Equivalents		
NBRA Checking	204,222.67	209,816.83
Total Cash and Cash Equivalents	<u>204,222.67</u>	<u>209,816.83</u>
Accounts Receivable, Net		
Accounts Receivable	62,862.00	55,510.50
Total Accounts Receivable	<u>62,862.00</u>	<u>55,510.50</u>
Total Current Assets	<u>267,084.67</u>	<u>265,327.33</u>
<b>Total Assets</b>	<u><b>267,084.67</b></u>	<u><b>265,327.33</b></u>
<b>Liabilities and Net Assets</b>		
Net Assets		
Net Assets		
General Fund Balance	162,311.79	134,619.92
Total Net Assets	<u>162,311.79</u>	<u>134,619.92</u>
Net Income	104,772.88	130,707.41
Total Net Assets	<u>267,084.67</u>	<u>265,327.33</u>
<b>Total Liabilities and Net Assets</b>	<u><b>267,084.67</b></u>	<u><b>265,327.33</b></u>





**Newport Beach Restaurant Association**  
**Statement of Cash Flows for March 31, 2020**

	Year To Date <u>03/31/2020</u>
<b>Cash flows from operating activities</b>	
Net Income	104,772.88
<b>Change in Cash from Operating Activities</b>	
Depreciation	0.00
Amortization	0.00
Accounts Receivable	(11,501.50)
Grants Receivable	0.00
Prepaid Expenses	0.00
Inventory	0.00
Other Assets	0.00
Accounts Payable	(31,626.95)
Deferred Revenue	0.00
Other Liabilities	0.00
Intercompany	0.00
<b>Net cash used by operating Activities</b>	<u><b>(43,128.45)</b></u>
<b>Cash flows from investing activities</b>	
Capital Expenditures	0.00
Purchase of long term investments and other assets	0.00
Investment in Subsidiary	0.00
<b>Net cash used by investing activities</b>	<u><b>0.00</b></u>
<b>Cash flows from financing activities</b>	
Debt Proceeds	0.00
<b>Net cash used by financing activities</b>	<u><b>0.00</b></u>
<b>Increase (Decrease) in Cash</b>	<u><b>61,644.43</b></u>
<b>Cash, Beginning Period</b>	<u><b>142,578.24</b></u>
<b>Cash, End of Period</b>	<u><u><b>204,222.67</b></u></u>



## Newport Beach Restaurant Association Bank Reconciliation Report

As Of 3/31/20

Account: NBRA Checking - City National Bank

Statement Ending Balance	\$ 208,732.87
Deposits in Transit	\$ -
Outstanding Checks and Charges	\$ (4,510.20)
Adjusted Bank Balance	\$ 204,222.67
Book Balance	\$ 204,222.67
Adjustments*	\$ -
Adjusted Book Balance	\$ 204,222.67

Total Checks and Charges Cleared      \$ 31,456.54      Total Deposits Cleared      \$ 225.00

### Deposits

Name	Memo	Date	Doc No	Cleared	In Transit
	NBRA Deposit Slip 03/05/2020	03/05/2020	NBRA Deposit Slip 03/05/2	\$ 225.00	
<b>Total Deposits</b>				<b>\$ 225.00</b>	<b>\$ -</b>

### Checks and Charges

Name	Memo	Date	Check No	Cleared	Outstanding
	03/20 2CP MONTHLY FEES FOR CC PMTS	03/02/2020		\$ 28.28	
Event Survey Group		03/10/2020	5249	\$ 5,200.00	
Newport Beach and Company		03/10/2020	5250	\$ 7,116.36	
Mariam Makatsaria		03/10/2020	5251	\$ 150.00	
Los Angeles Times Media Group		03/13/2020	5252	\$ 4,000.00	
GS Social Group LLC		03/13/2020	5253	\$ 1,750.00	
Live Event Partners- Video Lounge		03/13/2020	5254	\$ 2,025.00	
Mariam Makatsaria		03/13/2020	5255	\$ 150.00	
Locale Magazine		03/13/2020	5256	\$ 1,500.00	
Prestige Concepts Promotion and Events		03/13/2020	5257	\$ 236.90	
Newport Beach and Company		03/13/2020	5258	\$ 9,000.00	
Greg Nagel		03/13/2020	5259	\$ 300.00	
Prestige Concepts Promotion and Events		03/31/2020	5260		\$ 4,510.20
<b>Total Checks and Charges</b>				<b>\$ 31,456.54</b>	<b>\$ 4,510.20</b>

Account #: [REDACTED]

This statement: March 31, 2020  
 Last statement: February 28, 2020

Contact us:  
 800 773-7100

023  
 CITY OF NEWPORT BEACH  
 (RESTAURANT ASSOCIATION)  
 100 CIVIC CENTER DR  
 NEWPORT BEACH CA 92660

0830L

Orange CO Airport Office  
 18111 Von Karman Ave., Ste. 100  
 Irvine CA 92612

cnb.com

**Analyzed Public Funds Checking**

**Account Summary**

Account number	[REDACTED]
Minimum balance	\$208,732.87
Average balance	\$232,785.00
Avg. collected balance	\$232,777.00

**Account Activity**

<b>Beginning balance (2/28/2020)</b>		\$239,964.41
<b>Credits</b>		
Deposits (1)	+ 225.00	
Electronic cr (0)	+ 0.00	
Other credits (0)	+ 0.00	
<b>Total credits</b>		+ \$225.00
<b>Debits</b>		
Checks paid (11)	- 31,428.26	
Electronic db (1)	- 28.28	
Other debits (0)	- 0.00	
<b>Total debits</b>		- \$31,456.54
<b>Ending balance (3/31/2020)</b>		\$208,732.87

**DEPOSITS**

Date	Description	Reference	Credits
3-5	Deposit		225.00

**CHECKS PAID**

Number	Date	Amount	Number	Date	Amount	Number	Date	Amount	Number	Date	Amount
5249	3-18	5,200.00	5252	3-23	4,000.00	5255	3-23	150.00	5258	3-31	9,000.00
5250	3-24	7,116.36	5253	3-23	1,750.00	5256	3-23	1,500.00	5259	3-23	300.00
5251	3-16	150.00	5254	3-20	2,025.00	5257	3-31	236.90			

**ELECTRONIC DEBITS**

Date	Description	Debits
3-2	Preauthorized Debit 2CP MTHLY FEES 092490014392254 CITY OF NEWPORT BE CCD	28.28

**DAILY BALANCES**

Date	Amount	Date	Amount	Date	Amount	Date	Amount
2-28	239,964.41	3-16	240,011.13	3-23	225,086.13		
3-2	239,936.13	3-18	234,811.13	3-24	217,969.77		
3-5	240,161.13	3-20	232,786.13	3-31	208,732.87		

Thank you for banking with Orange CO Airport Office



April 14, 2020

Newport Beach City Council  
100 Civic Center Drive  
Newport Beach, CA 92660

DRAFT

Re: Request for Continued Funding Support for NBRA BID

Dear Mayor O'Neill and City Council Members,

On behalf of the Advisory Board of Directors for the Newport Beach Restaurant Association Business Improvement District (NBRA BID), I would like to thank the City Council for its support of the NBRA BID over the past 25 years.

In addition to the roughly \$170,000 the NBRA BID receives annually from member assessments, we hope to receive the \$9,000 in Special Event Grant for 2021 Newport Beach Restaurant Week. Due to the COVID-19 pandemic and its drastic impact on Newport Beach restaurants, NBRA BID is forecasting an approximate 40-percent reduction in assessment income due to assessment deferral requests and restaurant closures. To counter this potential loss of income, NBRA BID respectfully requests \$40,000 for COVID-19 Marketing Recovery Income to offset lost assessment revenue and aid in much needed marketing support to restaurants during the recovery phase.

We look forward to dedicating our time and effort toward the NBRA BID's FY 2020-2021 goals and priorities and to ensure a prosperous recovery for Newport Beach from the current crisis.

On behalf of the NBRA BID, we greatly appreciate the City Council's support of the NBRA BID, and we look forward to continuing to showcase the local culinary community that will increase diner frequency and generate local culinary sales.

Thank you in advance.

Sincerely,

A handwritten signature in black ink, appearing to read "Carlos Godinez", with a long, sweeping underline.

Carlos Godinez  
NBRA BID Board President  
General Manager, Tavern House Restaurant

cc: Grace Leung, City Manager  
NBRA BID Board of Directors  
Gary Sherwin, Newport Beach & Company  
Tara Finnigan, Deputy City Manager  
Melanie Franceschini, City of Newport Beach

## Newport Beach Restaurant Business Improvement District Fiscal Year 2019-2020 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, 2020 to June 30, 2021

#### MISSION, VISION, VALUES & 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 partnerships with higher leveraged results
- Stronger selective communitywide foodservices event involvement and promotion

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## FY 2020-2021 Objectives

1. Develop a COVID-19 Marketing Recovery Plan to promote Newport Beach restaurants and assist with economic and financial recovery efforts.
2. Promote Newport Beach stakeholder restaurants and showcase the local culinary community to increase diner frequency and generate stakeholder sales.
3. Grow awareness of the Dine Newport Beach brand and Newport Beach as a top culinary destination.
4. Foster the Newport Beach culinary community to increase stakeholder engagement, which will include new safety and health communications to restaurants as a response to the COVID-19 pandemic.
5. Leverage the Dine Newport Beach brand and assets to generate incremental revenue for increased program marketing and promotion.

## FY 2020-21 PRIORITY INITIATIVES

The NBRA BID has identified and will work in Fiscal Year (FY) 2020-2021 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, video, 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 Visit Newport Beach, Inc. Visitors Center and Concierge Team are currently closed and will be closed for the foreseeable future due to the COVID-19 Pandemic. If Concierge Services are reinstated, the NBRA BID will provide a toll-free phone number serviced by the Visit Newport Beach, Inc. Concierge Team 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 2021, 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	\$17,000
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	\$30,000
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	\$2,000
<b>Total Expenses</b>	<b>\$204,000</b>

#### 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 \$7,122 will be carried over from the NBRA BID's FY 2019-2020 budget, plus requesting \$8,828 from NBRA BID reserve account for a total of \$16,000 in carry-over revenue from previous year and reserves into the FY 2020-2021 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 2020-2021 budget estimates receiving \$37,000 in special event fees, \$9,000 City of Newport Beach special event grant, COVID-19 Marketing Recovery Income.

INCOME	TOTAL
Stakeholder Assessments	\$170,000
Bad Debt from Assessment Deferrals & Closures due to COVID-19 Impact <i>(Reducing Anticipated Income 40%)</i>	-\$68,000
Carry Over Funds from FY 2019-2020	\$7,122
Carry Over Funds from Reserves	\$8,878
COVID-19 Marketing Recovery Income	\$40,000
Special Event Fees & Income (Restaurant Week)	\$37,000
City of Newport Beach Special Event Grant Funds	\$9,000
<b>Total Income</b>	<b>\$204,000</b>

## 7. Accomplishments in Fiscal Year 2019-2020

FY 2019-2020 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.
- NBRA partnered with their first charity organization, the Orange County Second Harvest Food Bank for the Newport Beach Restaurant Week event. NBRA organized and facilitated the donation of \$4,235 toward this organization.
- 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. Video content series was created for social and the web:
  - Season 2 Weekly Bites
  - Season 3 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.
  - 2019 Summer Campaign – 52 Weeks of Dining
  - 2020 Restaurant Week Campaign – Dine to Make A Difference
  - 2020 Early Spring Campaign – Curbside/ Take out Delivery
- 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.
  - Newport Beach Visitor Guide
  - OC Guestbook
  - Newport Beach Magazine
  - OC Weekly
  - LA Times
  - The Daily Pilot
  - NB Indy
- 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
  - 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, videos and stories from respected local food and lifestyle bloggers, as well as timely information on stakeholder offers and local culinary events.

- The Newport Beach Restaurant Week launched their first year with a charity partner, Second Harvest Food Bank in Orange County. NBRA organized and facilitated the donation of \$4,235 to Second Harvest Food Bank in Orange County. Stakeholders participating in NBRW donated \$50 from their registration fee and an additional \$10 for each ticket purchased for the kick-off event
- 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 44 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 “Dine to Make a Difference” which followed the media event. This event included 160 paid 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 2020 Newport Beach Restaurant Week with 72 participating restaurants. The event celebrated the 14<sup>th</sup> anniversary of Restaurant Week marking “Dine to Make a Difference.” The marketing and promotional efforts included:
  - Advertising – Print ads appeared in LOCALE OC. Digital ads appeared online through the Google Ad Network, Facebook, Instagram, Visit California, Los Angeles Times Digital Media, OC Greer, VisitNewportBeach.com, DineNB.com, YelpOC and OpenTable. Paid and in-kind advertising generated over 4.6 million impressions.
  - PR Campaign – Editorial content, blogger coverage, calendar listings and a reception to promote the event generated 75 articles, 60 digital/print placements; 15 broadcast media placements in Orange County, Los Angeles, Long Beach, Inland Empire, Palm Springs and San Diego. The campaign resulted in generating over 221.5 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 90 percent of NBRW consumers would recommend to a friend; and restaurants reported sales growth of 15 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 \$3.9 million, which is an increase of 3 percent year over year.
- 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, Orange County Visitors Association, California Restaurant Association and the Newport Beach Chamber of Commerce.
  - The NBRA BID contracted 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 via WebEx Video Conference in April (per the NBRA BID Bylaws), where they will provide 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) 2019-2020 Operating Results**

During FY 2019-2020, the NBRA BID collected approximately \$175,013 in stakeholder assessments. The NBRA BID received \$39,299 in participation fees for 2020 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 2019-2020 is expected to be approximately \$224,086.

By the end of FY 2019-2020, the NBRA BID will have spent approximately \$216,964 for approved activities, funded by the FY 2020-2021 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.

DRAFT

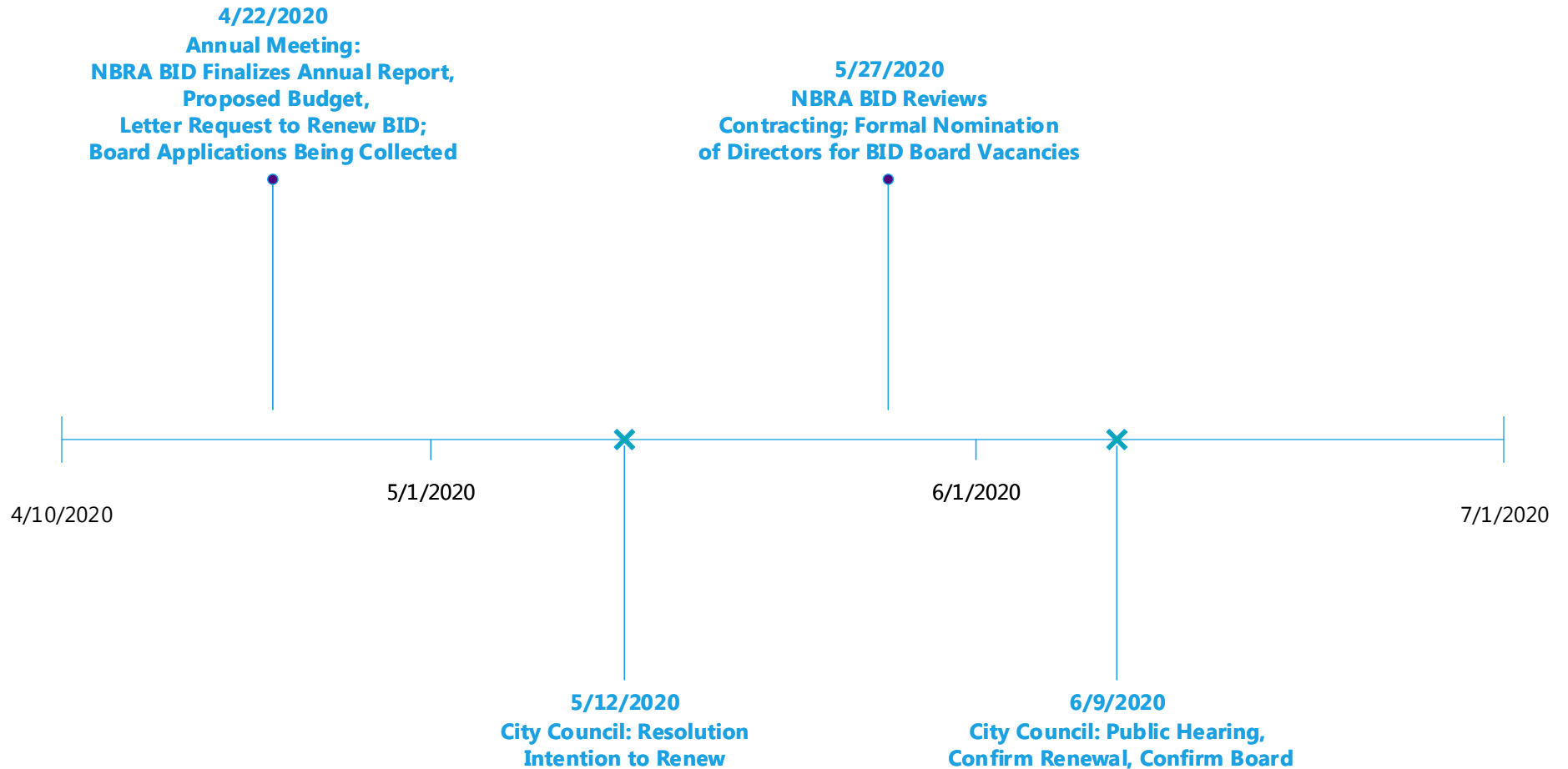
**Newport Beach Restaurant Business Improvement District  
Operating Budget  
July 1, 2020 – June 30, 2021**

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<b>Total Income</b>	<b>\$204,000</b>

EXPENSES	TOTAL
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<b>Total Expenses</b>	<b>\$204,000</b>

# Newport Beach Restaurant Association Business Improvement District Renewal Timeline for Fiscal Year 2020-21\*

*\*Timeline is tentative and subject to changes.*





### **Notice of Scheduled Vacancies**

The City of Newport Beach is currently accepting applications to fill eleven scheduled vacancies on the Newport Beach Restaurant Association Business Improvement District (NBRA BID) Board of Directors pursuant to California Streets and Highways Code Section 36530.

**Newport Beach Restaurant BID  
Advisory Board of Directors eleven seats,  
nominated by the NBRA BID Board and appointed by the City Council.**

Applicants must be a member of the NBRA BID, or a members designated representative, and current with all BID assessments. An application can be obtained from the City Manager's Office, 100 Civic Center Drive, Bay E, Newport Beach, CA, through the City's website at [newportbeachca.gov/vacancy](http://newportbeachca.gov/vacancy) or one can be mailed to you by calling 949-644-3005. To learn more about the NBRA BID, visit [newportbeachca.gov/nbrabid](http://newportbeachca.gov/nbrabid).

**Applications are due Monday, May 18, 2020 by 5 p.m.**