



Marketing, Bid Administration, and Financial Services Proposal for the Newport Beach Restaurant Association Business Improvement District (NBRA BID)

1. Scope of Services: Goals, Provisions & Responsibilities

1.1 Consultant shall provide the NBRA BID Board of Directors (Board) with planning, development, implementation and delivery of the annual marketing plan. This comprehensive plan shall address the following components:

- Brand Management
- Advertising
- Promotions
- Website and Social Media
- Public and Media Relations
- Bookkeeping Services

1.2 Consultant shall oversee and coordinate all marketing efforts including working closely with and monitoring the work product of vendors and other subcontractors and sub consultants, while maintaining the cost services in accordance with the NBRA BID's approved budget and working diligently to keep the cost of services as low as possible;

1.3 Services provided by subcontractors and/or vendors shall comply with all City of Newport Beach (City) policies as defined in City Council Policy F-14: Authority to Contract and the City's administrative purchasing policies.

1.4 Consultant shall effectively communicate with the City and the NBRA BID Board and its stakeholders and provide updates as requested;

1.5 Consultant shall provide a dedicated professional to attend all NBRA BID Board meetings and prepare reports and other documents as required or requested;

1.6 Consultant shall involve the NBRA BID Board in the selection and hiring processes as they relate to any dedicated professionals specifically retained and assigned to the NBRA BID Board and the City for purposes of this Project;

1.7 City shall, upon request, provide Consultant with any documentation necessary to execute the services required in this Project; and

1.8 Consultant shall maintain an accurate and detailed general ledger for the BID; prepare timely financial statements; prepare assessment invoices; process accounts payable bills for approval; prepare key financial performance metrics for review by the City and the NBRA BID Board and provide other financial services and reporting as requested by the City or the NBRA BID Board.



2. Marketing

2.1 Consultant shall, with the involvement of the NBRA BID Board, develop and implement a strategic marketing plan and program that fulfills the goals of the NBRA BID as detailed in its adopted Strategic Plan and Annual Report.

2.2 Consultant shall develop a plan that contains an implementation schedule, budget and measurable qualitative and quantitative goals, objectives and metrics.

2.3 Consultant shall prepare periodic reports to present to the NBRA BID Board and the City that detail the progress made in and achieving, or the failure to achieve, the established marketing goals and objectives.

2.4 Consultant shall fulfill tasks based on the direction of the City and input from the NBRA BID Board that include, but are not limited to:

2.4.1 Advertising

2.4.1.1 Consultant shall be responsible for the creation and development of the NBRA BID advertising campaign materials including graphic design, layout, content and photography.

2.4.1.2 Consultant shall select and manage all print and online placement in key media outlets to market Newport Beach restaurants and the dining destination in accordance with the NBRA BID budget.

2.4.2 Promotional Materials

2.4.2.1 Consultant shall design and print all requested collateral such as informational brochures, promotional materials and stakeholder informational pieces in a manner providing a consistency in branding.

2.4.3 Website

2.4.3.1 Consultant shall oversee, update and maintain the NBRA BID website (DineNB.com).

2.4.3.2 Consultant shall ensure that the website is regularly updated with relevant content including information of interest to NBRA BID stakeholders and items of interest to the Orange County diners, area visitors and the local Newport Beach community.

2.4.3.3 Consultant shall ensure that all stakeholders in good standing are listed, and their information remains current on the NBRA BID website.

2.4.3.4 Consultant shall provide regular metrics reports to the NBRA BID Board noting the progress made and a forecast of what will be accomplished in the coming months. This reporting will be inclusive of website activity and campaign results. The



metrics shall include the number of website visitors, website page views, and email subscribers, as well as Google analytics when applicable.

2.4.4 Social Media

2.4.4.1 Consultant shall maintain and routinely update NBRA BID's Facebook, Twitter, Instagram and all other social media channels deemed relevant by the NBRA BID Board and desired to be engaged by the Board.

2.4.4.2 Consultant shall develop social media campaigns and promotions that increase visibility for Newport Beach restaurants, the local culinary community and dining experiences, as needed.

2.4.5 Communications

2.4.5.1 Consultant shall, write, edit and publish regular blog posts on the NBRA BID website on a weekly basis.

2.4.5.2 Consultant shall write and distribute weekly e-newsletters to the consumer database of email subscribers.

2.4.5.3 Consultant shall write and distribute quarterly e-newsletters to NBRA BID stakeholders providing information on promotional opportunities, industry insights and BID-related news.

2.4.6 Events

2.4.6.1 Consultant shall plan and produce the NBRA BID's annual meeting including selecting and securing a meeting location, overseeing preparing and distributing invitations to NBRA BID stakeholders and guests and developing the program.

2.4.6.2 Consultant shall produce, direct, provide support and coordinate activities, marketing, advertising, promotion and media relations as needed for Newport Beach Restaurant Week as well as any other Board-directed events.

2.4.6.3 Consultant shall make every effort to minimize the cost of events in the interest of the NBRA BID stakeholders.

3. Media Relations

3.1 Consultant shall develop a public relations (PR) plan that complements the NBRA's BID marketing program.

3.2 Consultant shall include in the plan specific objectives, strategies, and tactics for an effective public and media relations campaign.

3.3 Consultant shall identify qualitative and quantitative methods for measuring the success or failure of the public and media relations campaign.



3.4 Consultant shall provide regular reports on PR metrics to the NBRA BID Board noting the progress made and a forecast of what will be accomplished in the coming months. This reporting will be inclusive of impressions, ad value and media visits.

3.5 Consultant shall consult with the City and the NBRA BID Board Chair on any media related requests, speaking engagements, and / or appearances prior to responding to such requests aside from providing information related to the BID's general marketing and the production and promotion of the NBRA BID's events.

4. Research and Measurement

4.1 Consultant shall conduct or utilize existing research, as appropriate and with NBRA BID Board consideration, to ensure that the marketing plan and strategy are effective and producing quantifiable results.

4.2 Examples include, but are not limited to, stakeholder surveys, customer satisfaction surveys, website and social media analytics, and hospitality industry research.

4.3 Consultant shall prepare reports and present findings to the NBRA BID Board and adjust the marketing program if necessary based on research results or direction from the NBRA BID Board.

5. Community Relations

5.1 Consultant shall maintain existing NBRA BID memberships in a variety of professional restaurant, tourism and community associations and, based on the NBRA BID Board's input, develop new partnership opportunities that will enhance the reach and promotion of dining in Newport Beach.

5.2 Consultant shall present information on and oversee the NBRA BID's participation in local events and activities that support the goals and mission of the NBRA BID.

5.3 Consultant shall serve as the NBRA BID representative while attending local community events to distribute Dine Newport Beach marketing materials and promote the Newport Beach dining experience.

6. BID Administration

6.1 Consultant shall serve as the liaison to the City as it relates to the activities of the BID and act as the primary contact between the NBRA BID Board and stakeholders.

6.2 Consultant will ensure that the NBRA BID Board and stakeholder meetings are noticed and executed according to the Ralph M. Brown Act and any other applicable laws or City policies. This includes preparing agendas and meeting minutes, as well as maintaining BID records.

6.3 Consultant shall assist the NBRA BID Board in the preparation of the annual report and budget for review and approval by the BID Board and City Council as required by state law, including providing information for staff reports and public notices.



6.4 Consultant shall facilitate and provide follow-up for all Board, stakeholder and subcommittee meetings.

6.5 Consultant shall maintain a current database of NBRA BID stakeholders with contact and billing information.

6.6 Consultant will assist in the preparation of all NBRA BID communication materials including, but not limited to the annual report, stakeholder mailings, emails and surveys.

7. Financial Services

7.1 Budgeting – Consultant shall maintain an accurate and detailed general ledger and provide relevant, detailed financial reporting and preparation assistance to the City and the NBRA BID Board to facilitate effective annual budgeting.

7.2 Accounts Receivable Processing – Consultant shall prepare annual assessment invoices to all current stakeholders in July of each year. This process will occur following the renewal of the NBRA BID by the City Council and approval of the annual budget. Annual assessments and other fee monitoring and maintenance will be stored in an integrated and secure database system. Consultant will monitor all activity pertaining to NBRA BID stakeholder accounts.

7.3 Financial Statements – Consultant shall prepare all financial and accounting processes to be followed according to US GAAP and the internal control policies approved by the City. All accounts shall be reconciled and statements prepared by the 10th day of each month for the previous month end. The City and the NBRA BID Board shall receive a Year-to-Date Statement of Activities, a Statement of Position, a Statement of Cash Flow, Check Register, a current A/R Detail of Outstanding Assessments, and any other requested reports each month at the regularly scheduled meeting. The City and the NBRA BID Board shall also receive a detailed transaction report for the month for all income and expense accounts. Any requested additional reporting shall be accommodated in a timely manner.

7.4 Accounts Payable Processing – Consultant shall provide an accounts payable workflow structured upon the digital review and approval of all invoices. Consultant shall receive and review each invoice prior to uploading to the electronic bill payment system with all necessary supporting documentation. The approval process shall be: 1) City Manager's Office BID Liaison; 2) NBRA BID Treasurer; and 3) City's Deputy City Manager. All Approvals will be electronically documented within the financial database system and digital copies retained within the vendor file per the City's records retention schedule.

8. Reporting and Deliverables

8.1 Consultant shall provide regular reports to the City and the NBRA BID Board noting the progress and a forecast of what will be accomplished in the month(s) ahead. This update shall, at a minimum be delivered in a presentation; however, the City and the NBRA BID Board reserves the right to request a full-written report.



8.2 Upon Agreement execution, Consultant shall provide the City and the NBRA BID Board with an annual calendar of the marketing plan containing specific dates and deadlines including advertising campaigns and advertising buys.

8.3 Upon Agreement execution, Consultant shall confirm the NBRA BID's strategic goals and develop a tailored marketing plan with key performance metrics and goals for website, social metrics and public relations.

DRAFT



SCHEDULE OF BILLING RATES

Consultant shall provide the NBRA BID with marketing, administration, and financial services during the agreement term and shall receive compensation in an annual amount not to exceed **\$108,000**. An estimated budget breakdown is provided in the table below.

Consultant Agency Fees include service and support from the following positions:

- SVP & Chief Marketing Officer
- VP of Marketing & Communications
- Vice President of Finance
- Financial Coordinator
- Senior Director, Integrated Marketing
- Senior Director, Media Relations
- Senior Manager, Multimedia Marketing & Partnerships
- Senior Manager, Digital Marketing
- Integrated Marketing Manager
- Creative Director
- Director of Special Events
- Video & Multimedia Producer

Expenditures from NBRA BID Annual Budget	Annual Fees	To Be Billed Monthly
BID Marketing Services	\$60,000	\$5,000
BID Administration/Financial Services	\$18,000	\$1,500
Agency Fee	\$30,000	\$2,500
TOTAL CONSULTANT FEES	\$108,000	\$9,000

The total not to exceed amount of \$108,000 is for consultant's services for FY 2020.