



NBRA BID MARKETING HIGHLIGHTS FOR FISCAL YEAR 2019-20

DINE NEWPORT BEACH

Dine Newport Beach is the strategic marketing initiative cooperatively created and managed by the Newport Beach Restaurant Association and Newport Beach & Company. It was designed to enhance the economic vitality of the Newport Beach culinary community by showcasing and promoting Newport Beach, California, as a dining destination, offering innovative cuisine, fresh fare, diverse experiences, and a variety of exceptional restaurants.



EARNED MEDIA (PUBLIC RELATIONS) + PAID MEDIA (ADVERTISING)

- PR impressions reached over 144.4 million, an increase of 1,404 percent from the prior year.
- Secured over 228 PR placements, an increase of 500 percent YOY.
 - Regional publications - Riviera Magazine, LA Times, Daily Pilot, Orange Coast Magazine, OC Register, Orange County Business Journal, Newport Beach Independent, Sauté Magazine, Locale Magazine, Greer's OC, Pelican Hill Magazine.
 - National and International publications - New York Times, Telegraph UK, Cara Magazine, Millie.
- Broadcast: Two Good Day LA features with 10 restaurants showcased (Wellness Week and Boat Parade), Spectrum News 1.
- Paid media Impressions reached over 7.3 million within the LA and OC regions.
- Targeted media such as Pandora, relevant digital sites and social channels were used to broaden audience reach and engagement.

DIGITAL MARKETING

Website

- Page views - 689,361 + unique sessions 270,525, an increase of 14 percent YOY.

Direct/Digital Marketing

- Published the Dine NB Newsletter, which includes stakeholder spotlights, upcoming events, special offers through the email subscription database, as well as content prepared by food bloggers.
- Social media channels – 42 percent increase.
- Ran a successful email campaign, 52 Weeks of Dining, in August of 2019, which was focused on increasing the email subscription database.
 - Pre-campaign: 6,173 subscribers
 - Post campaign: 10,113 subscribers
 - Increased distribution database by 63 percent.
 - Yielded 162k+ impressions.
- Distributed quarterly stakeholder emails, which provides partner updates and stakeholder applicable content.
- Continued our video series, Weekly Bites & Culinary Journeys, highlighting stakeholder establishments. These videos generated over 113,447 views.

NEWPORT BEACH RESTAURANT WEEK EVENT – DINE TO MAKE A DIFFERENCE

- 72 participating restaurants – record-breaking
- 8 new restaurants participated
- Partnered with Second Harvest Food Bank. Diners had the opportunity to make a charity donation - \$4,090.
- Culinary Journey's taste event sold 160 tickets to the public, an increase of 60 percent YOY.
 - 55 media & influencers attended the media launch event
 - Secured 57 placements from media event.
 - \$6,900 in ticket sales, increase of 75.5 percent YOY.
- Revenue for event participation of \$39,599, a 19 percent increase from last year.
- Expanded partnerships with OpenTable and Yelp OC.
- Three NBRW preview tastings with Yelp OC, over 68k+ impressions.
- Paid media partnership with Locale Magazine, which featured the event and included a spread in its foodie edition, as well as two blogs and a three-part video content series.
- Website performance – 180,797-page views, increase of 70 percent YOY.
- Estimated consumer spend of \$3.9 million, an increase of 3 percent YOY.
- Top Restaurant Results: 15 percent sales increase during RW, 100 percent satisfaction, 88 percent will return in 2021.
- Total media placements – 75, increase of 192 percent YOY.
- Total PR media impressions – 221.5 million.
- Total paid and in-kind advertising impressions – 4.5 million.



NEWPORT BEACH
RESTAURANT
ASSOCIATION

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- Total restaurant week media (earned & paid) impressions estimated at 226 million – increase of 1,286% YOY.

Billing

- During FY 2019-2020, the NBRA BID collected approximately \$175,013 in stakeholder assessments.

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