

ATTACHMENT A
2020-2021

BALBOA VILLAGE MERCHANTS ASSOCIATION

COVID-19 ECONOMIC RECOVERY MARKETING PLAN

JUNE 2020





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BALBOA VILLAGE MERCHANTS ASSOCIATION INTRODUCTION

JOURNEY WELL BEYOND



INTRODUCTION

DEAR MAYOR O'NEILL AND CITY COUNCIL MEMBERS,

ON BEHALF OF THE BOARD OF DIRECTORS FOR THE BALBOA VILLAGE MERCHANTS ASSOCIATION, I WOULD LIKE TO THANK THE CITY COUNCIL FOR ITS COMBINED 21 YEARS OF SUPPORT OF THE BALBOA VILLAGE BID STARTING IN 1999 AND THE BALBOA VILLAGE MERCHANTS ASSOCIATION STARTING IN 2013.

WE LOOK FORWARD TO DEDICATING OUR TIME AND EFFORT TOWARD THE BALBOA VILLAGE MERCHANTS ASSOCIATION'S FY 2020-2021 GOALS AND PRIORITIES AND TO ENSURING A PROSPEROUS RECOVERY FOR BALBOA VILLAGE FROM THE CURRENT CRISIS.

WITH THE SUPPORT OF NEWPORT BEACH & COMPANY, WE PRESENT THIS COVID-19 ECONOMIC RECOVERY MARKETING PLAN AND BUDGET TO ASSIST THE MORE THAN 50 BALBOA VILLAGE BUSINESSES AND RESTAURANTS WITH MUCH NEEDED MARKETING SUPPORT TO DRIVE RECOVERY EFFORTS FOR OUR LOCAL ECONOMY.

ON BEHALF OF THE BALBOA VILLAGE MERCHANTS ASSOCIATION, WE GREATLY APPRECIATE THE CITY COUNCIL'S SUPPORT OF BALBOA VILLAGE, AND WE LOOK FORWARD TO SHOWCASING THE LOCAL BALBOA VILLAGE COMMUNITY, INCREASING DINER FREQUENCY AND GENERATING INCREMENTAL MERCHANT SALES DURING THIS DIFFICULT RECOVERY PERIOD.

THANK YOU IN ADVANCE.

SINCERELY,
KELLY CARLSON
BVMA BOARD PRESIDENT
OWNER BALBOA WATER SPORTS
OWNER BALBOA BEACH & BICYCLE BOUTIQUE
BALBOA PENINSULA HOMEOWNER



BALBOA VILLAGE MERCHANTS ASSOCIATION
COVID-19 ECONOMIC RECOVERY
MARKETING PLAN

JOURNEY WELL BEYOND



BALBOA VILLAGE MERCHANTS ASSOCIATION **COVID-19 ECONOMIC RECOVERY PLAN** OBJECTIVES

1. DRIVE INCREMENTAL CUSTOMERS, SPENDING AND REVENUE TO BALBOA VILLAGE MERCHANTS TO ASSIST WITH ECONOMIC AND FINANCIAL COVID-19 RECOVERY EFFORTS.
2. PROMOTE BALBOA VILLAGE AND SHOWCASE ALL BALBOA VILLAGE MERCHANTS TO INCREASE DINER FREQUENCY, GENERATE MERCHANT RETAIL SALES AND INCREASE MERCHANTS' BRAND AWARENESS.
3. DESIGN CAMPAIGNS AND PROMOTIONS TO DRIVE THE **RIGHT** VISITOR/RESIDENT DURING THE **RIGHT** SLOW PERIOD WITH THE **RIGHT** MESSAGE/MOTIVATOR WITH THE **RIGHT** MARKETING CHANNEL.
4. INCREASE AWARENESS OF THE BALBOA VILLAGE BRAND AND ITS MERCHANTS AS A TOP CULINARY, RETAIL AND ATTRACTION DESTINATION.
5. FOSTER THE BALBOA VILLAGE MERCHANT COMMUNITY TO INCREASE STAKEHOLDER ENGAGEMENT, WHICH WILL INCLUDE NEW, INCREASED SAFETY AND HEALTH COMMUNICATIONS TO RESTAURANTS AND MERCHANTS AS A RESPONSE TO THE COVID-19 PANDEMIC.
6. PROVIDE EXEMPLARY MARKETING, ADMINISTRATION & FINANCE SERVICES TO BALBOA VILLAGE MERCHANTS ASSOCIATION AND ITS MERCHANT STAKEHOLDERS.



BALBOA VILLAGE MERCHANTS ASSOCIATION **COVID-19 ECONOMIC RECOVERY PLAN**

‘BEST OF BALBOA’ UNIQUE PARTNERSHIP BALBOA ISLAND & BALBOA VILLAGE

NEWPORT BEACH’S MOST HISTORIC NEIGHBORHOODS—BALBOA ISLAND AND BALBOA VILLAGE—FACE SIMILAR ISSUES, SLOW SEASONS AND OPPORTUNITIES FOR GROWTH AND RECOVERY. BOTH ASSOCIATION PRESIDENTS RECOGNIZE THE POWERFUL MARKETING OPPORTUNITY.

THIS STRATEGIC MARKETING PROGRAM IS AIMED AT DRIVING TRAFFIC AND SALES TO THE MERCHANT MEMBERS OF BOTH BIMA, INC. + BVMA THROUGH A DYNAMIC, MULTIFACETED YEAR-LONG CAMPAIGN DESIGNED TO APPEAL TO VISITORS AND LOCALS. THE PROGRAM LINKS BALBOA VILLAGE AND BALBOA ISLAND VIA THE FERRY TO CREATE THE MOST POWERFUL APPEAL TO CONSUMERS, GIVING THEM EVEN MORE REASONS TO VISIT, SHOP, DINE, STAY AND PLAY IN BOTH NEIGHBORHOODS.

PARTNERSHIP ADVANTAGES:

- SIMILAR ISSUES/SLOW SEASONS/OPPORTUNITIES
- STRENGTH IN NUMBERS
- MORE BANG FOR YOUR BUCK BY POOLING RESOURCES
- STREAMLINES MARKETING & MESSAGING
- COORDINATES MEDIA PLANS AND MEDIA BUYS TO PREVENT OVERLAP





BALBOA VILLAGE MERCHANTS ASSOCIATION **COVID-19 ECONOMIC RECOVERY PLAN**

‘BEST OF BALBOA’ UNIQUE PARTNERSHIP BALBOA ISLAND & BALBOA VILLAGE

THEME: ‘BEST OF BALBOA’

THIS THEME CAPTURES EXACTLY WHAT BVMA + BIMA REPRESENT — THE MOST UNIQUE SHOPPING, DINING, RECREATION AND LODGING OPTIONS IN THE WORLD-FAMOUS BALBOA VILLAGE AND BALBOA ISLAND DISTRICTS!

THE “BEST OF” CONCEPT IS ONE THAT IS WELL-RECOGNIZED AND HIGHLY REGARDED AMONG CONSUMERS, CONVEYING AN EXPERIENCE THAT IS ELEVATED ABOVE OTHERS, OF HIGH PERCEIVED VALUE AND QUALITY.

IT ALSO CREATES A POWERFUL CALL TO ACTION. NO ONE WANTS TO MISS OUT ON EXPERIENCING THE “BEST OF” A DESTINATION AND, MOST OFTEN, THEY WANT TO BE AMONG THE FIRST TO EXPERIENCE IT.

‘BEST OF BALBOA’ LOGO

NEWPORT BEACH & COMPANY WILL DEVELOP A SPECIAL LOGO FOR THE BEST OF BALBOA CAMPAIGN THAT WILL BE USED ACROSS ALL PROMOTIONAL MATERIALS AND BECOME EASILY IDENTIFIABLE TO CONSUMERS AND LOCALS.





BALBOA VILLAGE MERCHANTS ASSOCIATION **COVID-19 ECONOMIC RECOVERY PLAN** STRATEGIES

- 1. END-OF-SUMMER 'BEST OF BALBOA' MONTH (SEPTEMBER 1 – 30, 2020):**
CREATE A SUMMER 'BEST OF BALBOA' MONTH IN SEPTEMBER 2020 TO DRIVE INCREMENTAL CUSTOMERS, SPENDING AND REVENUE TO BALBOA ISLAND & BALBOA VILLAGE TO ASSIST WITH ECONOMIC AND FINANCIAL COVID-19 RECOVERY EFFORTS. AUGUST 2020 WILL BE A VERY SLOW MONTH IN NEWPORT BEACH WITH BACK-TO-SCHOOLS POTENTIALLY STARTING EVEN EARLIER, WHICH WILL FURTHER DECREASE VISITOR AND DINING SPENDING.
- 2. WINTER 'BEST OF BALBOA' SEASON (DEC 2020 - FEB 2021):**
CREATE A WINTER 'BEST OF BALBOA' PROMOTION FROM DECEMBER 2020 THROUGH FEBRUARY 2021 TO DRIVE INCREMENTAL CUSTOMERS, SPENDING AND REVENUE TO BALBOA VILLAGE MERCHANTS TO ASSIST WITH ECONOMIC AND FINANCIAL COVID-19 RECOVERY EFFORTS. DECEMBER 2020 THROUGH JANUARY 2021 WILL BE A VERY SLOW SEASON IN NEWPORT BEACH WITH DINING AND SHOPPING EXTREMELY SLOW AND A POTENTIAL FOR A COMBINED COVID-19 AND FLU SEASON SEVERELY IMPACTING LOCALS AND VISITORS.





BALBOA VILLAGE MERCHANTS ASSOCIATION COVID-19 ECONOMIC RECOVERY PLAN

STRATEGIES

3. FALL & SPRING SEASONAL MARKETING CAMPAIGNS:
WITH REDUCED VISITORS DURING OFF-SEASONS,
CREATE MARKETING CAMPAIGNS THAT PROMOTE
BALBOA VILLAGE DURING FALL 2020 AND SPRING 2021
SEASONS.

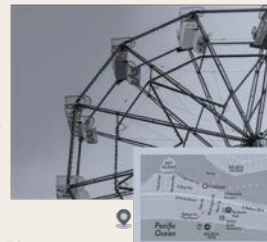
**4. MERCHANT COMMUNICATIONS, EVENT MARKETING,
& YEAR-ROUND MARKETING SERVICES:**
DEVELOP A LONG-TERM MERCHANT COMMUNICATIONS PLAN TO
COMMUNICATE HEALTH, SAFETY AND OTHER COVID-19 RECOVERY
INFORMATION TO BALBOA VILLAGE MERCHANTS—INCLUDING
ONGOING BID ADMINISTRATION, MARKETING, FINANCE &
OPERATING EXPENSES. CONTINUE TO PROVIDE YEAR-ROUND
EVENT MARKETING SUPPORT FOR POSSIBLE FUTURE EVENTS
(PENDING COVID-19 GROUP SIZES ABOVE 50 PEOPLE). PROMOTE
BALBOA VILLAGE VIA SOCIAL MEDIA, PR, VIDEO CONTENT AND
OTHER MARKETING CHANNELS. ALSO, CONTINUE MULTI-YEAR
PLAN TO ATTRACT LARGE EVENTS (NEWPORT BEACH WINE & FOOD
FESTIVAL) TO BALBOA VILLAGE PENINSULA/BALBOA VILLAGE.



NEIGHBORHOODS

BALBOA VILLAGE

Nestled between the Pacific Ocean and Newport Harbor, Balboa Village has drawn visitors to the Peninsula for more than a century with its lively shopping district, the Fun Zone, a year-round racetrack featuring a waterfront Fountains, mini-golf and rides, and, more recently, a family-friendly science museum. Visitors can also enjoy a short ferry ride that runs between Balboa Island and Balboa Village.



TOP 5 WAYS TO SPEND YOUR DAY

1. CLIMB ABOARD!

Enjoy a harbor tour with The Fun Zone Boat Company or rent a private yacht boat, Sea Don, launch or stomp pedalboat at Balboa Boat Rentals or Balboa Water Sports.

2. HAVE NOTHING BUT FUN

Kids of all ages (and adults!) will enjoy the Fun Zone, where you can delight in such varied treats as cotton candy and caramel corn and ride a Ferris wheel to see your view overlooking the city. Adults will also love modern rides like the Flying Saucer, Ocean Motion and Tornado Drop.

3. EXPLORE THE OCEAN

The scenic side of the Village offers a beautiful place to walk and surf. Or learn about the ocean, without even getting wet, at Discovery

4. SAVOR THE FLAVORS

From the honey-biscuit bites at Balboa Life's to the delicious donuts at Balboa Donuts, you'll find a wide variety of delicious treats and beverages to enjoy at Balboa Village.

5. SAIL AWAY

Embark on a local scene adventure by heading a water-skiing or wakeboarding adventure with Denny's Locker, Wake, Skiing & Surfing or Newport Landing Wake, Skiing & Surfing at Balboa Village Waterfront. Or board the Catalina Ferry for a relaxing excursion to nearby Catalina Island.

TOP PLACES TO SNAP, LOG AND SHARE ON

TOP OF THE PENINSULA

Balboa Village, the Fun Zone is one of the most scenic views in Newport Beach. Snap a photo of the city and the ocean from the top of the Fun Zone.

JUST OFF THE PENINSULA

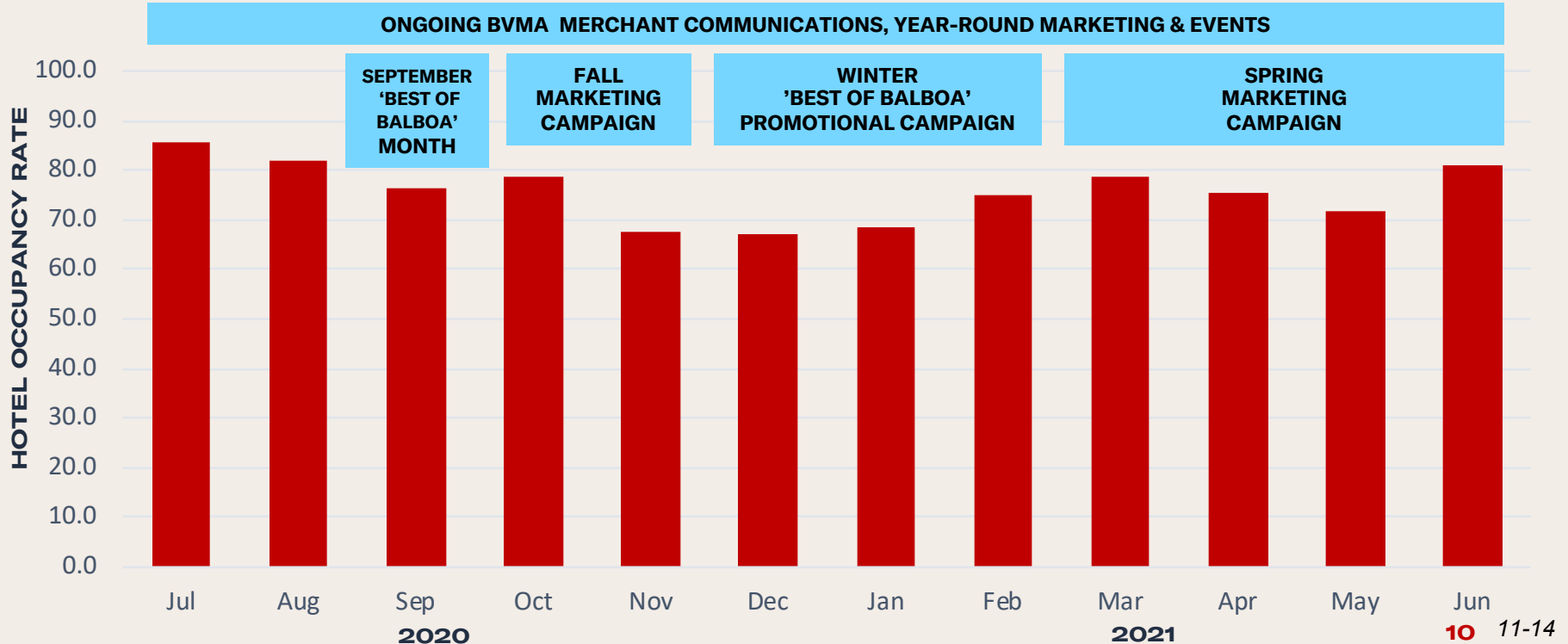
Balboa Village, the Fun Zone is one of the most scenic views in Newport Beach. Snap a photo of the city and the ocean from the top of the Fun Zone.





BALBOA VILLAGE MERCHANTS ASSOCIATION COVID-19 ECONOMIC RECOVERY PLAN

SEASONAL PROMOTIONS DESIGNED TO FILL SLOW PERIODS





STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH

SEPTEMBER PROMOTION OVERVIEW

1. **DATES: SEPTEMBER 1 – 30, 2020**
2. **NO MERCHANT PARTICIPATION FEES. OPEN TO ALL BALBOA ISLAND/BALBOA VILLAGE RESTAURANTS AND MERCHANTS.**
3. **SEPTEMBER IS TYPICALLY A SLOW MONTH DUE TO BACK-TO-SCHOOL SCHEDULE AND SUMMER VACATIONS ENDING, LEADING TO LESS VISITORS AND LESS-FREQUENT DINING, SHOPPING AND RETAIL PURCHASES ON BOTH BALBOA ISLAND AND BALBOA VILLAGE.**
4. **PROMOTION DESIGNED TO DRIVE DINING, RETAIL SHOPPING AND VISITORS TO ATTRACTIONS DURING SLOW DAYS OF THE WEEK, AND TO LESS FREQUENTED AREAS DUE TO CITYWIDE SLOWDOWN IN TOURISM/ECONOMY IN SEPTEMBER SPECIFICALLY ON BALBOA ISLAND AND BALBOA VILLAGE.**
5. **KEY MOTIVATOR TO ENTICE RESIDENTS AND VISITORS TO BALBOA ISLAND AND BALBOA VILLAGE WILL BE A MEGA SWEEPSTAKES PROMOTION TARGETING VISITORS AND LOCALS.**





STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH

PASSPORT PROMOTION OVERVIEW

1. SWEEPSTAKES PROMOTION WITH MULTIPLE WINNERS EACH WEEK.
2. SUMMER 'BEST OF BALBOA' MONTH PASSPORT—PRINTED & DIGITAL VERSIONS AVAILABLE.
3. EACH BALBOA VILLAGE MERCHANT WILL RECEIVE PRINTED SUMMER 'BEST OF THE BAY' MONTH PASSPORTS FOR ALL DINERS AND SHOPPERS.
4. A MOBILE PASSPORT APPLICATION WILL BE CREATED FOR GUESTS CHOOSING TO PLAY VIRTUALLY/ONLINE.
5. MOBILE PASSPORT APP WILL BE PROMOTED TO VISITORS AND DINERS ENTERING A GEOFENCE SURROUNDING NEWPORT BEACH VIA WAZE APP & VIA SOCIAL MEDIA/DIGITAL ADVERTISING.



PRINTED
PASSPORT

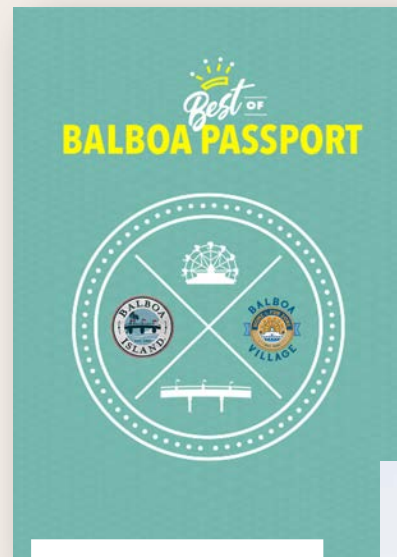
IPHONE/ANDROID
PASSPORT MOBILE APP



STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH

WHAT TO WIN?

1. DAILY BI/BV MERCHANT GIFT CARD PRIZES RANDOMLY AWARDED EACH DAY OF PROMOTION—30 TOTAL WINNERS.
2. WEEKLY GRAND PRIZE WINNERS RECEIVE A **NEWPORT BEACH VACATION**—ONE GRAND PRIZE RANDOMLY CHOSEN EACH WEEK. TOTAL OF FOUR GRAND PRIZES.
3. FOUR TOTAL GRAND PRIZES: EACH WEEKLY **NEWPORT BEACH VACATION** PACKAGE PRIZE INCLUDES:
 - COMPLIMENTARY 2-NIGHT, MIDWEEK STAY IN A NEWPORT BEACH HOTEL/RESORT
 - TWO NEWPORT BEACH BV/BI RESTAURANT GIFT CARDS
 - TWO NEWPORT BEACH BV/BI ACTIVITY GIFT CARDS
 - TWO NEWPORT BEACH BV/BI RETAIL GIFT CARDS
 - TOTAL WEEKLY GRAND PRIZE VALUE: **\$1,500**
4. WINNERS PROMOTED ONLINE & VIA SOCIAL MEDIA.





STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH

HOW TO WIN?

1. **LOCALS AND VISITORS NEED TO GO TO AT LEAST TWO OF THE FOUR TYPES OF MERCHANTS FEATURED EACH WEEK.**
2. **EACH WEEK THE TYPES AND DAY-OF-WEEK MERCHANTS CHANGE. THE TYPES OF MERCHANTS MAY INCLUDE: FAMILY, BREAKFAST, WEEKNIGHT DINING, REAL ESTATE, WHALEWATCHING, EXPLOREOCIAN, BI MUSEUM OR WATERSPORTS BUSINESSES.**
3. **AFTER THEY FILL IN THE BLANK WITH THE MERCHANT NAME, GUESTS WITH PRINTED PASSPORTS WILL RECEIVE A "BEST OF BALBOA" STAMP NEXT TO EACH TYPE OF RESTAURANT THEY GO TO.**
4. **SUBMIT A PHOTO OF THE COMPLETED PRINTED PASSPORT TO BE ENTERED TO WIN WEEKLY GRAND PRIZES.**
5. **GUESTS WITH THE MOBILE PASSPORT APP WILL "CHECK-IN" AND RECEIVE A "BEST OF BALBOA" EMOJI SHOWING THEY WENT TO AT LEAST TWO MERCHANTS EACH WEEK.**
6. **MOBILE APP USERS WILL BE AUTOMATICALLY ENTERED TO WIN WEEKLY GRAND PRIZES.**



PRINTED
PASSPORT
WEEK 1
CONTEST
PAGE



MOBILE APP
PASSPORT
WEEK 1
CONTEST
PAGE

WEEKLY THEME EXAMPLES:

WEEK 1:
FAMILY RESTAURANT
CLOTHING STORE
WATERSPORTS RENTAL
FUN ZONE RIDE/ARCADE

WEEK 2:
BI OR BV RESTAURANT
WEEKNIGHT DINING
WHALEWATCHING TOUR
HOME ACCENTS STORE

WEEK 3:
EXPLOREOCIAN VISIT
BIKE/SCOOTER RENTAL
WEEKNIGHT DINING
COFFEE SHOP

WEEK 4:
COCKTAILS, WINE & BEER
PHARMACY VISIT
WEEKNIGHT DINING
REAL ESTATE OFFICE

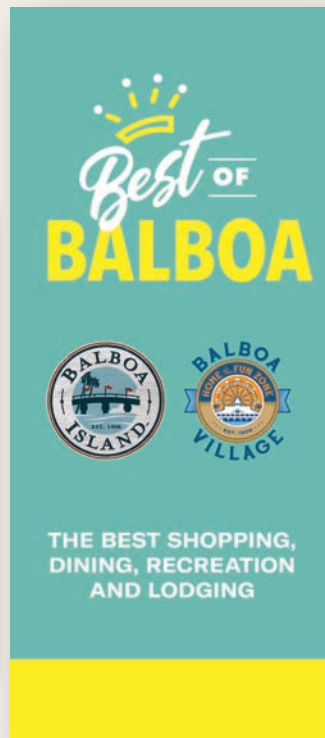


STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH

HOW WILL BVMA PROMOTE CONTEST?

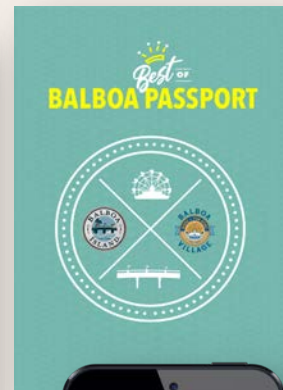
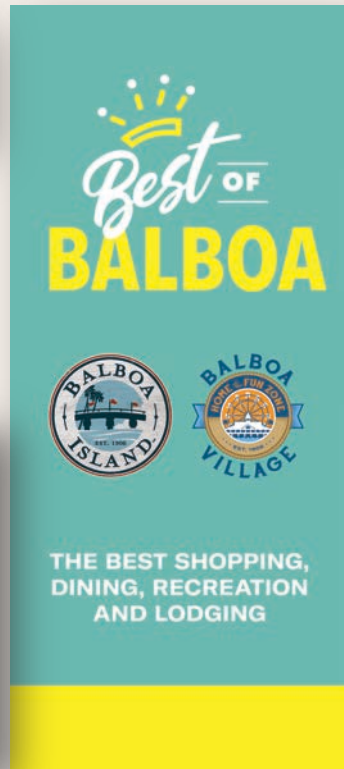
1. **VIRTUAL MEDIA KICK-OFF EVENT/ZOOM PRESS CONFERENCE ON THURSDAY, AUGUST 27 WITH SEPTEMBER 'BEST OF BALBOA' MONTH PROCLAMATION FROM MAYOR O'NEILL.**
2. **PUBLIC RELATIONS PITCHES. FOODIE BLOGGER STORIES. INCREASE BALBOAVILLAGE.COM STORIES, VIDEOS AND CONTENT.**
3. **NBTV SEPTEMBER 'BEST OF BALBOA' MONTH VIDEO SERIES FOR SOCIAL MEDIA CHANNELS & GOVERNMENT-ACCESS TV CHANNELS (COX CABLE & SPECTRUM).**
4. **PAID DIGITAL ADVERTISING CAMPAIGN ON PANDORA, GOOGLE DISPLAY, FACEBOOK SPONSORED POSTS, SOCIAL MEDIA ADS GEO-TARGETED TO RIGHT CUSTOMERS.**
5. **PARTNERSHIPS WITH LOCAL MEDIA.**
6. **RESIDENT UTILITY BILL INSERTS, OUTDOOR BANNERS, POSTERS, POINT OF SALE SIGNAGE AT MERCHANTS.**
7. **PARTNERSHIP WITH WAZE DIRECTIONS APP TO ESTABLISH GEO-FENCE AROUND NEWPORT BEACH TARGETING ALL VISITORS ONCE THEY CROSS THE GEOFENCE INTO NEWPORT BEACH.**

WAZE GEO-FENCE AROUND NEWPORT BEACH





STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH CAMPAIGN CREATIVE





STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH: THEMED NIGHTS & ACTIVITIES

BEST OF BALBOA NIGHTS

Each month, in the style of the once-monthly Art Walks in Laguna, BVMA + BIMA merchants will stay open later for a Best of Balboa. This series will run in the month of September, and then pick up again from December through February and would be held on a regular day and time, e.g., the third Thursday of the month, from 5pm - 9pm. Participating merchants can offer specials, discounts, trunk shows, special in-store guests, new dishes and tastes, etc. Ferry rides between the two districts would be free all evening and the marketing budget would cover live entertainment to create an ambiance (outside, not overly amplified) within each district.

BEST OF BALBOA SELF-GUIDED TOUR

Design a self-led Balboa Village + Balboa Island tour that incorporates a "treasure hunt" component for kids. Partner with Balboa Island Museum and OceanQuest/Discovery Cube to create and brand it. Visitors and locals can download the map and a free companion recording onto their phones from the VisitNB.com website/Balboa Village + Balboa Island micro-sites. The Best of Balboa Passport would be linked to the tour download, as well.

BEST OF BALBOA TASTING TUESDAYS

Drive traffic to BVMA + BIMA restaurants during a typically slow weekday evening with Tasting Tuesdays, a date night/dine out occasion with participating merchants offering either special small bites/tastes on Tuesdays or some other value-added item/deal/special.

BEST OF BALBOA PROMO PACKAGES

Create Best of Balboa experience packages tied to current consumer tastes and interests that encourage longer stays and increased spending in the districts. Pilot test the appeal of the packages through PR, social media and e-newsletter promotion, as well as possibly through Groupon, Travelzoo, etc.

Sample themes could include:

- Family Fun Day
- Girls Night Out
- Weekend Getaway
- Shopping Spree
- Foodie Experience



STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH: THEMED NIGHTS & ACTIVITIES

BEST OF BALBOA EMAIL PROMOTIONS

Develop an e-newsletter dedicated to promoting BVMA + BIMA merchants and their offerings, special events, and news. Newsletter would be emailed to Visit Newport Beach database as well as to database developed through Best of Balboa Passport enrollments. E-newsletter also would be sent to merchants in a format that is easy to brand and send to their email lists.

BEST OF BALBOA LOCALS NIGHTS

During the early fall and winter months, the program would place an increased focus on local consumers, rebranding Best of Balboa Nights as We Love Locals nights, and with a push for locals to sign up for the Best of Balboa Passport. Promotion through locally focused PR, as well as social media, email and, potentially, utility bill inserts.

BEST OF BALBOA FERRY RIDES

The Balboa Ferry is the link between Balboa Island and Balboa Village. This promotion will run in the month of September, and then pick up again from December through February and would be held on a regular day and time, e.g., the third Thursday of the month, from 5pm - 9pm.

Ferry rides between the two districts would be free all evening and the marketing budget would cover live entertainment to create an ambiance (outside, not overly amplified) within each district.



STRATEGY #2: WINTER 'BEST OF BALBOA' PROMOTION

WINTER PROMOTION OVERVIEW

1. **DATES: DECEMBER 1, 2020 THROUGH FEBRUARY 28, 2021**
2. **NO MERCHANT PARTICIPATION FEES. OPEN TO ALL BALBOA ISLAND/BALBOA VILLAGE RESTAURANTS AND MERCHANTS.**
3. **WINTER SEASON IS TYPICALLY THE SLOWEST SEASON LEADING TO LESS VISITORS AND LESS-FREQUENT DINING, SHOPPING AND RETAIL PURCHASES ON BOTH BALBOA ISLAND AND BALBOA VILLAGE.**
4. **PROMOTION DESIGNED TO DRIVE DINING, RETAIL SHOPPING AND VISITORS TO ATTRACTIONS DURING SLOW DAYS OF THE WEEK AND TO LESS FREQUENTED MERCHANTS DUE TO A SLOWDOWN IN TOURISM/ECONOMY SPECIFICALLY ON BALBOA ISLAND AND BALBOA VILLAGE.**
5. **KEY MOTIVATOR TO ENTICE RESIDENTS AND VISITORS TO BALBOA ISLAND AND BALBOA VILLAGE WILL BE A MEGA SWEEPSTAKES PROMOTION TARGETING VISITORS AND RESIDENTS.**
6. **WINTER 'BEST OF BALBOA' PROMOTION IS AN EXACT REPLICA OF THE SEPTEMBER 'BEST OF BALBOA' MONTH—EXCEPT OVER A THREE-MONTH PERIOD. SIMILAR PASSPORTS AND MOBILE APP PASSPORTS WILL BE AVAILABLE FOR VISITORS/RESIDENTS.**





STRATEGIES 1 & 2: SEPTEMBER & WINTER 'BEST OF BALBOA' PROMOTIONS BUDGET

BIMA & BVMA TOTAL REVENUE DESCRIPTION	REVENUE
BIMA, INC. CITY OF NEWPORT BEACH COVID-19 GRANT	\$20,000
BVMA CITY OF NEWPORT BEACH COVID-19 GRANT	\$40,000
BIMA, INC. CASH RESERVES	\$10,000
BVMA CASH RESERVES	\$10,000
TOTAL SEPT & WINTER PROMOTIONS REVENUE	\$80,000

BUDGET NOTES

1. BIMA, INC. & BVMA GRACIOUSLY THANK THE CITY OF NEWPORT BEACH & CITY COUNCIL FOR MERCHANT ASSOCIATION RECOVERY GRANT REVENUE.
2. SWEEPSTAKES PRIZES DONATED BY RESTAURANTS, ACTIVITIES, RETAIL & HOTELS.

BIMA & BVMA TOTAL EXPENSE DESCRIPTION	EXPENSES
PAID PARTNERSHIPS (WAZE MOBILE APP & MEDIA PARTNERSHIP)	\$15,000
PAID ADVERTISING (LA TIMES, STUNNEWS, GOOGLE DISPLAY ADS, PANDORA RADIO, SOCIAL MEDIA ADS, ETC.)	\$20,000
VIRTUAL MEDIA KICK-OFF EVENT (ZOOM + ONLINE PRESS KITS)	\$0
PROMOTIONAL SIGNAGE (POSTERS, MERCHANT BANNERS, POINT-OF-SALE TENT CARDS, WINDOW CLINGS, UTILITY BILL INSERTS, ETC.)	\$7,000
COLLATERAL (PRINTED PASSPORTS)	\$10,000
RUBBER STAMPS OR STICKERS FOR WINNERS (STAMPS/STICKERS APPLIED TO PRINTED PASSPORTS)	\$1,000
MOBILE PASSPORT SOFTWARE FEES (IPHONE/ANDROID)	\$15,000
MEDIA INFLUENCERS/BLOGGERS	\$2,000
RESEARCH/TRACKING (ECONOMIC IMPACT STUDY)	\$5,000
'EAT.SEA.DO.' VIDEO SERIES PRODUCTION	\$5,000
TOTAL SEPT & WINTER PROMOTION EXPENSES	\$80,000



STRATEGY #3: FALL & SPRING SEASONAL CAMPAIGNS

BALBOA VILLAGE SEASONAL CAMPAIGNS OVERVIEW

1. FALL DATES: OCTOBER – NOVEMBER 2020
2. SPRING DATES: MARCH – JUNE 2021
3. BALBOA VILLAGE BRAND ADVERTISING IN KEY MEDIA OUTLETS (LA TIMES, NEWPORT BEACH MAGAZINE, NB MAGAZINE, ETC.)
4. BALBOA VILLAGE PROMOTIONAL ADVERTISING ON SOCIAL MEDIA (SPONSORED POSTS, CAROUSELS, INSTAGRAM, ETC.)
5. 'EAT.SEA.DO.' VIDEO SERIES THROUGHOUT FALL & SPRING CAMPAIGNS
6. PR PLACEMENTS IN KEY MEDIA OUTLETS
7. SEASONAL SWEEPSTAKES PRIZES

REVENUE DESCRIPTION

REVENUE

BVMA CASH RESERVES

\$10,000

**TOTAL SEASONAL CAMPAIGNS
REVENUE**

\$10,000

EXPENSES DESCRIPTION

EXPENSES

BVMA BRAND ADVERTISING

\$7,500

BVMA SOCIAL MEDIA ADVERTISING

\$2,500

**TOTAL SEASONAL CAMPAIGNS
EXPENSES**

\$10,000



STRATEGY #4: MERCHANT COMMUNICATIONS, EVENT MARKETING & SUMMER SHUTTLE PLAN

STAKEHOLDER COMMUNICATIONS & BID ADMIN, MARKETING & FINANCES

1. ONGOING JULY 2020 THROUGH JUNE 2021
2. INCREASED MERCHANT COMMUNICATIONS DUE TO COVID-19 RESTRICTIONS & RE-OPENING GUIDELINES
3. ANTICIPATING FUTURE ISSUES IN WINTER 2021 DUE TO COVID-19 + SEASONAL FLU
4. ASSOCIATION ADMINISTRATION, FINANCE & MARKETING FEES
5. 'EAT.SEA.DO.' VIDEO PRODUCTION
6. PUBLIC RELATIONS/MARKETING SUPPORT
7. MEDIA RELATIONS & WEBSITE MAINTENANCE
8. MEMBERSHIP DUES
9. POSTAGE/OFFICE SUPPLIES
10. WEBSITE MAINTENANCE
11. BANK/MERCHANT FEES

BALBOA VILLAGE BRAND-DEFINING EVENTS

1. CONTINUE NEGOTIATIONS, DISCUSSIONS AND PLANNING TO ATTRACT BRAND-DEFINING EVENTS TO BALBOA VILLAGE, PENINSULA PARK, AND BALBOA PENINSULA.
2. CONTINUE MULTI-YEAR STRATEGY TO CREATE AND OPERATE BALBOA VILLAGE EVENTS TO ATTRACT NEW AND EXISTING CUSTOMERS TO THE PENINSULA.
3. BVMA HAS BEEN SAVING RESERVES EACH YEAR TO FUND NEW EVENTS ON BALBOA PENINSULA.
4. BVMA IS DEVELOPING A LONG-TERM, MEMBERSHIP-DRIVEN BUSINESS MODEL. CONTINUE EXPLORING ALTERNATIVE REVENUE SOURCES FOR FUTURE FUNDING.





BALBOA VILLAGE MERCHANTS ASSOCIATION FY 2019-2020 ACCOMPLISHMENTS & FINANCIAL STATEMENTS

JOURNEY WELL BEYOND



BALBOA VILLAGE MERCHANTS ASSOCIATION **FY 2019-2020 ACCOMPLISHMENTS**

PUBLIC RELATIONS + SOCIAL MEDIA

PUBLIC RELATIONS
PLACEMENTS

70

SOCIAL MEDIA
FOLLOWERS

7,805

+1,000 NEW FOLLOWERS LAST YEAR

TOP PRINT MEDIA PLACEMENTS:

TRAVEL & LEISURE MAGAZINE

LA DAILY NEWS

OC REGISTER

LA EXCITES

LA TIMES,

PHOENIX MAGAZINE

NEW YORK TIMES



BALBOA VILLAGE MERCHANTS ASSOCIATION FY 2019-2020 ACCOMPLISHMENTS

DIGITAL MARKETING (WEBSITE)

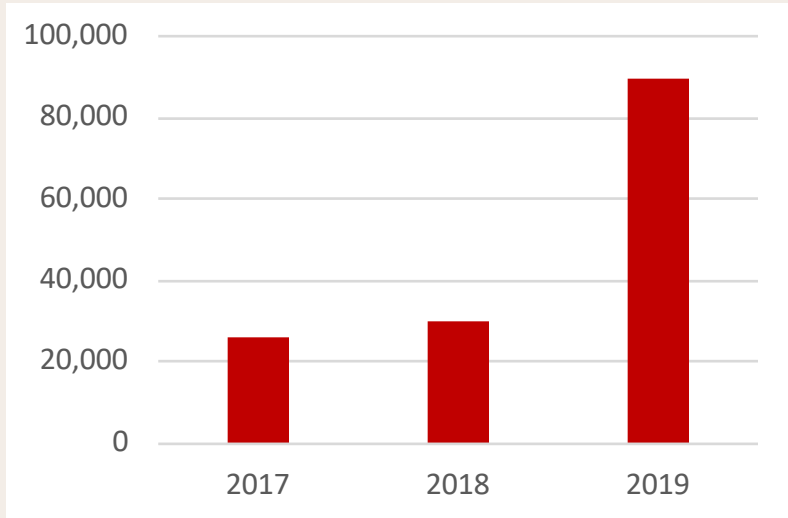
BALBOAVILLAGE.COM
WEB PAGEVIEWS

89,502

BALBOAVILLAGE.COM
UNIQUE SESSIONS

39,276

BALBOAVILLAGE.COM WEB PAGEVIEWS 3-YEAR GROWTH



NOTE: HUGE GROWTH IN 2018/2019 DUE TO MOVING
BALBOAVILLAGE.COM URL/SITE STRUCTURE UNDER
VISITNEWPORTBEACH.COM FOR INCREASED EXPOSURE/VIEWS.



BALBOA VILLAGE MERCHANTS ASSOCIATION FY 2019-2020 ACCOMPLISHMENTS

BALBOA VILLAGE MERCHANTS ASSOCIATION FY2019-2020 ACCOMPLISHMENTS

1. CREATED AND RAN BALBOA VILLAGE BRAND ADVERTISING IN KEY, LOCAL MEDIA OUTLETS.
2. RAISED NEW REVENUE FROM MERCHANTS TO SUPPORT A CO-OP AD CAMPAIGN INCLUDING BOTH PRINT AND DIGITAL PROGRAMMATIC ADS THAT WERE PAID FOR WITH MERCHANT CONTRIBUTION TO OFFSET BVMA EXPENSES. AN EXPANSION OF THIS PUBLIC/PRIVATE CO-OP AD CAMPAIGN WAS TO BE EXPANDED IN SPRING 2020.
3. DEVELOPED NEW MEMBERSHIP, ADVERTISING, AND SPONSORSHIP STRUCTURES TO CREATE REVENUE IN ADDITION TO THE CONTINUED CITY FUNDING.
4. CONTINUED SUCCESSFUL SEASONAL/HOLIDAY DECORATION PROGRAM THROUGHOUT BALBOA VILLAGE.
5. IMPROVED THE WEBSITE BALBOAVILLAGE.COM WITH IMPROVED AND ADDITIONAL SOCIAL-MEDIA OUTREACH PROGRAMS DEVELOPED THROUGH THE PARTNERSHIP WITH NEWPORT BEACH & COMPANY. ADDITIONAL ADVERTISING CAMPAIGNS WERE PRODUCED AS WELL AS COLLATERAL.
6. ENCOURAGED THE CONTINUING "CAR SHOW SUNDAYS" IN THE PALM STREET PARKING LOT EACH SUNDAY.
7. ADMINISTERED THE ASSOCIATION USING A THIRD-PARTY CONSULTANT, AS WELL AS MISCELLANEOUS COSTS (INCLUDING THE ANNUAL MEETING).
8. STRENGTHENED AND RENEWED THE ALLIANCE BETWEEN NEWPORT BEACH & COMPANY AND THE ASSOCIATION FOR IMPLEMENTATION OF THE STRATEGIC MARKETING FOR BALBOA VILLAGE, AS WELL AS CREATING A NEW MARKETING PLAN.
9. EXPLORED A RESIDENT/FAMILY-ORIENTED SPECIAL EVENT TO TAKE PLACE NEAR BALBOA VILLAGE.
10. CONTINUED A PROGRAM IN CONJUNCTION WITH OCEANQUEST FOR WEEKLY DJ EVENTS ON THE PATIO.
11. CONTINUED TO IMPROVE THE SHUTTLE PROGRAM IN CONJUNCTION WITH OTHER MERCHANT ASSOCIATIONS, THE CITY OF NEWPORT BEACH AND NEWPORT BEACH & COMPANY.
12. INSTITUTED A CHRISTMAS WALK PROGRAM FOR THE HOLIDAY AND BOAT PARADE SEASON.
13. HELD ZOOM MEETINGS WITH MEMBERS AND SUPPORT STAFF DURING QUARANTINE TO DETERMINE COMMUNITY IMPACTS AND IDEAS FOR REOPENING.

BVMA CASH RESERVES PLANS PRE-COVID19

1. **CONTINUE NEGOTIATIONS, DISCUSSIONS AND PLANNING TO ATTRACT BRAND-DEFINING EVENTS TO BALBOA VILLAGE, PENINSULA PARK, AND BALBOA PENINSULA.**
2. **CONTINUE MULTI-YEAR STRATEGY TO CREATE AND OPERATE BALBOA VILLAGE EVENTS TO ATTRACT NEW AND EXISTING CUSTOMERS TO THE PENINSULA.**
3. **BVMA HAS BEEN SAVING RESERVES EACH YEAR TO FUND NEW EVENTS ON BALBOA PENINSULA.**
4. **BVMA IS DEVELOPING A LONG-TERM, MEMBERSHIP-DRIVEN BUSINESS MODEL. CONTINUE EXPLORING ALTERNATIVE REVENUE SOURCES FOR FUTURE FUNDING LIKE IT DID IN FY20 BY RAISING CO-OP AD FUNDS FROM MERCHANTS.**
5. **BVMA PLANS TO REPLACE OLD HOLIDAY DECORATIONS VALUED AT NEARLY \$34,000**





BALBOA VILLAGE MERCHANTS ASSOCIATION

FY 2019-2020 FINANCIAL STATEMENTS

BALBOA VILLAGE MERCHANTS ASSOCIATION FY 2019-2020 BALANCE SHEET	YEAR-TO-DATE 06/06/2020 ACTUAL BUDGET
ASSETS	
CURRENT ASSETS	
Checking/Savings—Union Bank	48,644.49
TOTAL TOTAL CHECKING/SAVINGS	48,644.49
ACCOUNTS RECEIVABLE	
Accounts Receivable	1,650.00
TOTAL ACCOUNTS RECEIVABLE	1,650.00
OTHER CURRENT ASSETS— Decorations (December)	32,217.19
Decorations	
Seasonal Decorations	1,824.23
TOTAL OTHER CURRENT ASSETS	34,041.42
TOTAL ASSETS	84,335.91
LIABILITIES & EQUITY	
Equity - Unrestricted Net Assets	74,063.11
Net Income	10,272.80
TOTAL LIABILITIES & EQUITY	84,335.91

FY 2020-2021 BVMA CASH RESERVES NOTES

BALBOA VILLAGE MERCHANTS ASSOCIATION HAS BEEN SAVING CASH RESERVES FOR THREE MAJOR, MULTI-YEAR INITIATIVES:

1. BVMA BUDGETED TO PARTNER WITH THE NB WINE & FOOD FESTIVAL FOR AN EXPANDED PROMO BOOTH AT THE FESTIVAL, WHICH WAS PLANNED TO MOVE TO PENINSULA PARK (PRE-COVID-19).
2. BVMA BUDGETED TO EXPAND FUTURE EVENTS IN BALBOA VILLAGE TO ATTRACT NEW VISITORS/RESIDENTS TO BALBOA VILLAGE AND DEVELOP NEW REVENUE SOURCES FOR BVMA.
3. BVMA PLANS TO REPLACE OLD HOLIDAY DECORATIONS VALUED AT NEARLY \$34,000

BALBOA VILLAGE MERCHANTS ASSOCIATION FY 2019-20 PROFIT & LOSS STATEMENT	YEAR-TO-DATE 06/06/2020 ACTUAL BUDGET
ORDINARY INCOME/EXPENSE	
INCOME	
Grants - Municipal	20,500.00
TOTAL INCOME	20,500.00
GROSS PROFIT	20,500.00
EXPENSE	
ADMINISTRATIVE	
Accounting Fees	425.00
Books, Subscriptions, Reference	481.67
Postage, Mailing Service	26.71
Bookkeeping	1,700.00
Meeting Expense	307.37
TOTAL ADMINISTRATIVE	2,515.75
PROGRAM EXPENSES	
ADVERTISING - Brochure	1,048.34
SPECIAL EVENTS-CHRISTMAS AT THE BEACH	
Special Events-Decorations	5,790.11
Special Events-Permits	448.00
TOTAL CHRISTMAS AT THE BEACH	6,238.11
TOTAL SPECIAL EVENTS	6,238.11
TOTAL PROGRAM EXPENSES	7,286.45
TOTAL EXPENSES	10,272.80
NET INCOME	10,272.80



THANK YOU!

JOURNEY WELL BEYOND