

ATTACHMENT A  
2020-2021

**BALBOA ISLAND  
MERCHANTS  
ASSOCIATION, INC.**  
COVID-19 ECONOMIC  
RECOVERY MARKETING PLAN  
JUNE 2020





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## **CURRENT YEAR: FY 2019-20 ACOMPLISHMENTS & FINANCIAL STATEMENTS**

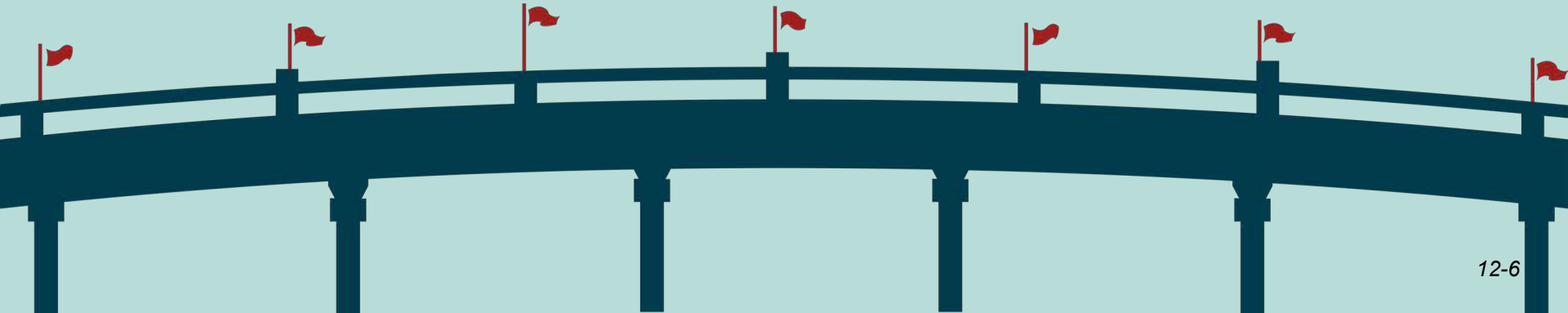
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# INTRODUCTION

JOURNEY WELL BEYOND





# INTRODUCTION

DEAR MAYOR O'NEILL AND CITY COUNCIL MEMBERS,

ON BEHALF OF THE BOARD OF DIRECTORS FOR THE BALBOA ISLAND MERCHANTS ASSOCIATION, INC., I WOULD LIKE TO THANK THE CITY COUNCIL FOR ITS COMBINED 21 YEARS OF SUPPORT OF BALBOA ISLAND BID 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 ISLAND MERCHANTS ASSOCIATION, INC.'S FY 2020-2021 GOALS AND PRIORITIES AND TO ENSURING A PROSPEROUS RECOVERY FOR BALBOA ISLAND 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 80 BALBOA ISLAND BUSINESSES AND RESTAURANTS WITH MUCH NEEDED MARKETING SUPPORT TO DRIVE RECOVERY EFFORTS FOR OUR LOCAL ECONOMY.

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

THANK YOU IN ADVANCE.

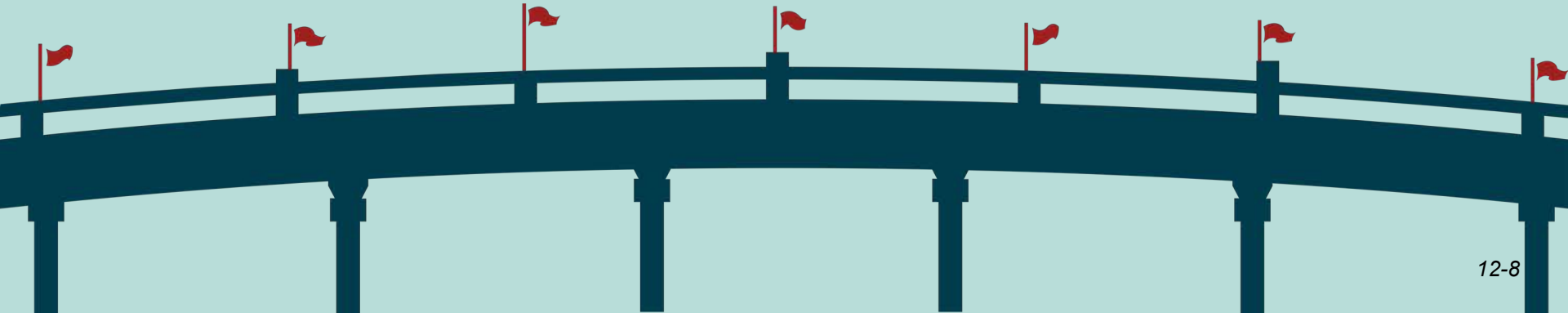
SINCERELY,

JOHN NOYES  
BIMA, INC. BOARD PRESIDENT  
FORMER MAYOR OF NEWPORT BEACH  
OWNER OF ISLAND HOME/J. NOYES JEWELERS

2020-2021

# **BALBOA ISLAND MERCHANTS ASSOCIATION, INC.**

## COVID-19 ECONOMIC RECOVERY MARKETING PLAN





# BALBOA ISLAND MERCHANTS ASSOCIATION, INC.

## **COVID-19 ECONOMIC RECOVERY PLAN**

### OBJECTIVES

1. DRIVE INCREMENTAL CUSTOMERS, SPENDING AND REVENUE TO BALBOA ISLAND MERCHANTS TO ASSIST WITH ECONOMIC AND FINANCIAL COVID-19 RECOVERY EFFORTS.
2. PROMOTE BALBOA ISLAND AND SHOWCASE ALL BALBOA ISLAND 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 ISLAND BRAND AND ITS MERCHANTS AS A TOP CULINARY, RETAIL AND ATTRACTION DESTINATION.
5. FOSTER THE BALBOA ISLAND 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 BIMA, INC. AND ITS MERCHANT STAKEHOLDERS.



# BALBOA ISLAND MERCHANTS ASSOCIATION, INC. **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 ISLAND MERCHANTS ASSOCIATION, INC. **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 PENINSULA 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 ISLAND MERCHANTS ASSOCIATION, INC.

## 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 ISLAND MERCHANTS TO ASSIST WITH ECONOMIC AND FINANCIAL COVID-19 RECOVERY EFFORTS. DECEMBER 2020 THROUGH JANUARY 2021 WILL BE A VERY SLOW MONTH 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 ISLAND MERCHANTS ASSOCIATION, INC.

## COVID-19 ECONOMIC RECOVERY PLAN

### STRATEGIES

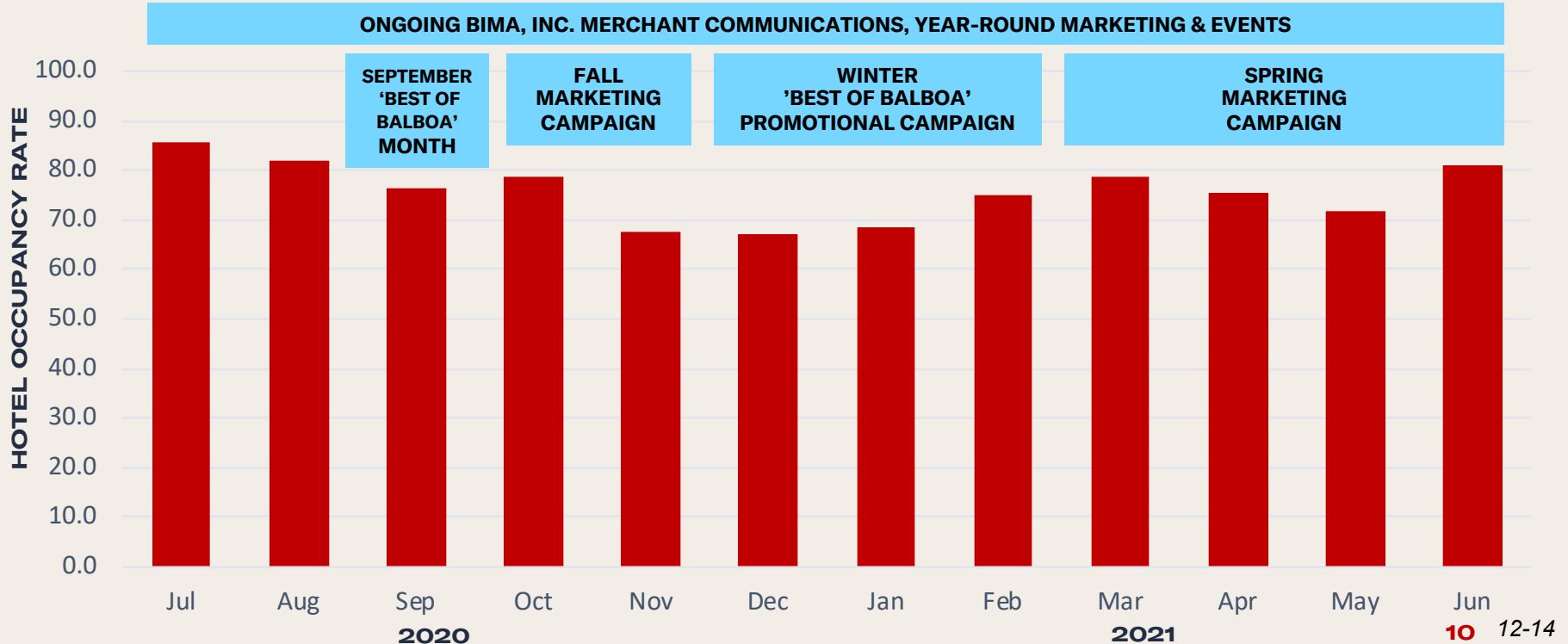
3. **FALL & SPRING SEASONAL MARKETING CAMPAIGNS:** WITH REDUCED VISITORS DURING OFF-SEASONS, CREATE MARKETING CAMPAIGNS THAT PROMOTE BALBOA ISLAND DURING FALL 2020 AND SPRING 2021 SEASONS.
4. **MERCHANT COMMUNICATIONS, EVENT MARKETING, & YEAR-ROUND MARKETING & SUMMER SHUTTLE PROGRAM:** DEVELOP A LONG-TERM MERCHANT COMMUNICATIONS PLAN TO COMMUNICATE HEALTH, SAFETY AND OTHER COVID-19 RECOVERY INFORMATION TO BALBOA ISLAND 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 ISLAND VIA SOCIAL MEDIA, PR, VIDEO CONTENT AND OTHER MARKETING CHANNELS. ALSO, CONTINUE MULTI-YEAR PLAN TO DEVELOP A BALBOA ISLAND SUMMER SHUTTLE.





# BALBOA ISLAND MERCHANTS ASSOCIATION, INC. **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 ISLAND 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.





# 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

## 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  
BALBOA ISLAND MUSEUM  
WEEKNIGHT DINING  
REAL ESTATE OFFICE

MOBILE APP  
PASSPORT  
WEEK 1  
CONTEST  
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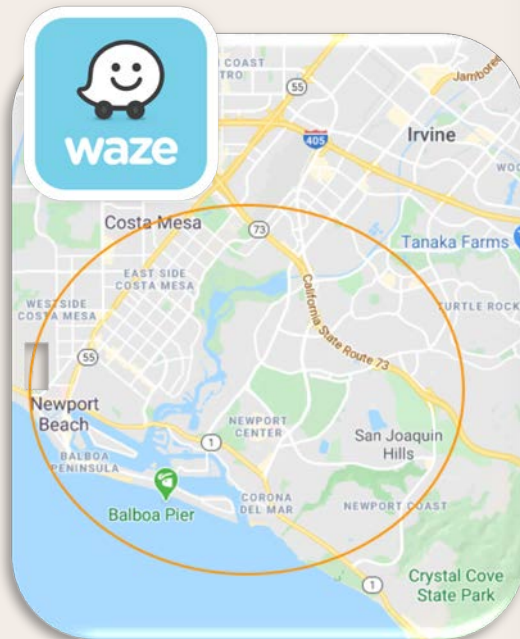


## STRATEGY #1: SEPTEMBER 'BEST OF BALBOA' MONTH

### HOW WILL BIMA 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. EXPLOREBALBOAISLAND.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



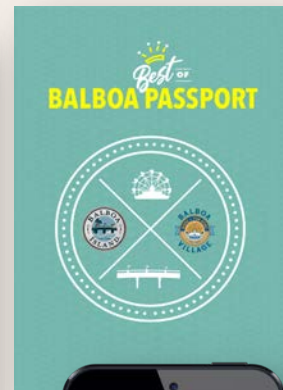
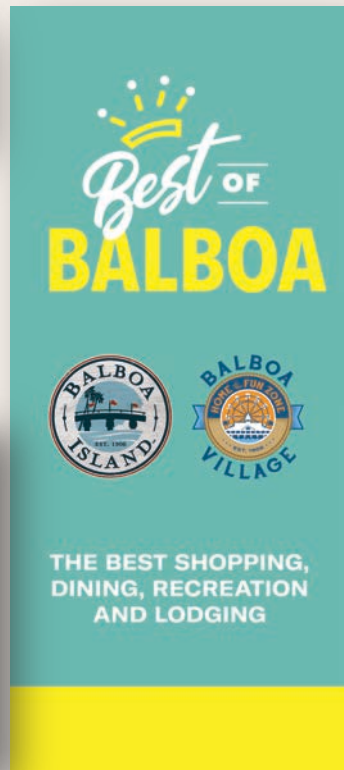
**Best OF  
BALBOA**



**THE BEST SHOPPING,  
DINING, RECREATION  
AND LODGING**



# 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
<b>TOTAL SEPT &amp; WINTER PROMOTIONS REVENUE</b>	<b>\$80,000</b>

## 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
<b>TOTAL SEPT &amp; WINTER PROMOTION EXPENSES</b>	<b>\$80,000</b>



## STRATEGY #3: FALL & SPRING SEASONAL CAMPAIGNS

### BALBOA ISLAND SEASONAL CAMPAIGNS OVERVIEW

1. FALL DATES: OCTOBER – NOVEMBER 2020
2. SPRING DATES: MARCH – JUNE 2021
3. BALBOA ISLAND BRAND ADVERTISING IN KEY MEDIA OUTLETS (LA TIMES, NEWPORT BEACH MAGAZINE, NEWPORT BEACH, VISITOR GUIDE, MAGAZINE, ETC.)
4. BALBOA ISLAND 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

BIMA, INC. CASH RESERVES

\$10,000

**TOTAL SEASONAL CAMPAIGNS  
REVENUE**
**\$10,000**

### EXPENSES DESCRIPTION

### EXPENSES

BIMA BRAND ADVERTISING

\$7,500

BIMA 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. BID 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 ISLAND SHUTTLE— FASHION ISLAND'S FRANC EXPANSION

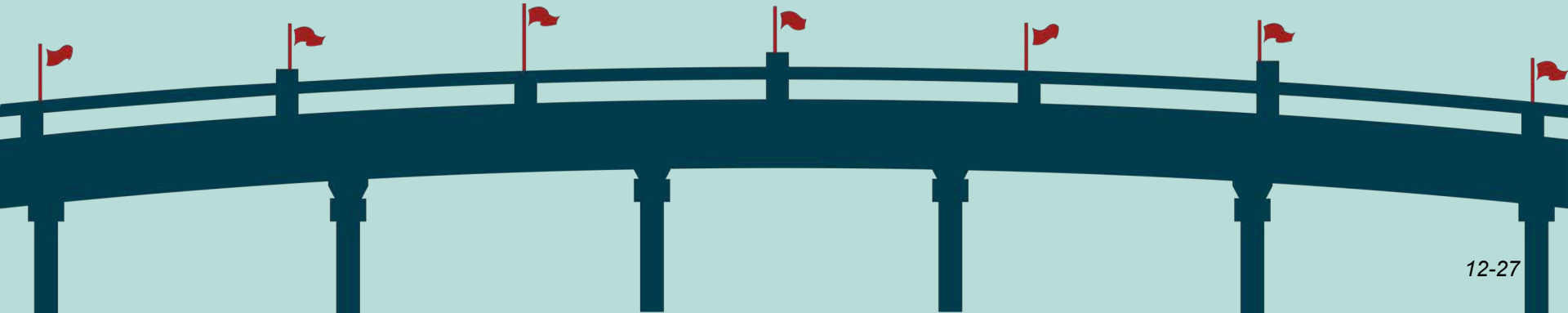
1. CONTINUE NEGOTIATIONS, DISCUSSIONS AND PLANNING FOR AN EXPANSION OR ADD-ON ROUTE FROM THE FASHION ISLAND FRANC SHUTTLE TO AND FROM BALBOA ISLAND.
2. MULTI-YEAR PLANS HAVE BEEN IN THE WORKS FOR SUMMER SHUTTLE SYSTEM ON WEEKENDS FROM BALBOA ISLAND UP TO FASHION ISLAND.
3. BIMA, INC. HAS BEEN SAVING RESERVES EACH YEAR TO FUND A BALBOA ISLAND SUMMER SHUTTLE.
4. PARTNERED WITH CITY OF NEWPORT BEACH PUBLIC WORKS DEPARTMENT ON A FEASIBILITY STUDY GRANT.
5. BIMA, INC. PLANS TO CONTRIBUTE TO THE FEASIBILITY STUDY.



FY 2019 – 2020

# **BALBOA ISLAND MERCHANTS ASSOCIATION, INC.**

## **ACCOMPLISHMENTS & FINANCIAL STATEMENTS**





# BALBOA ISLAND MERCHANTS ASSOCIATION, INC. FY 2019-2020 ACCOMPLISHMENTS

## PUBLIC RELATIONS + SOCIAL MEDIA + VIDEOS

PUBLIC RELATIONS  
PLACEMENTS

94

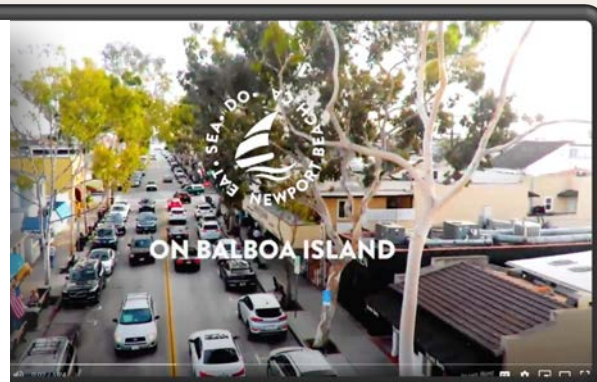
SOCIAL MEDIA  
FOLLOWERS

9,804

+2,055 NEW FOLLOWERS LAST YEAR

## TOP PRINT MEDIA PLACEMENTS: BALBOA ISLAND HOLIDAY VIDEO

NEW YORK TIMES  
CONDÉ NAST TRAVELER  
VITA MAGAZINE CANADA  
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# BALBOA ISLAND MERCHANTS ASSOCIATION, INC. FY 2019-2020 ACCOMPLISHMENTS

## DIGITAL MARKETING (WEBSITE)

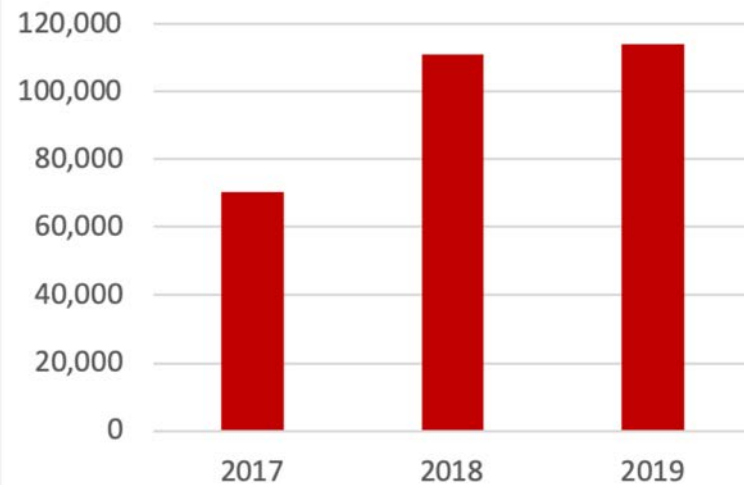
EXPLOREBALBOAISLAND.COM  
WEB PAGEVIEWS

114,115

EXPLOREBALBOAISLAND.COM  
UNIQUE SESSIONS

60,044

### EXPLOREBALBOAISLAND.COM WEB PAGEVIEWS 3-YEAR GROWTH



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



# BALBOA ISLAND MERCHANTS ASSOCIATION, INC.

## FY 2019-2020 ACCOMPLISHMENTS

### BALBOA ISLAND MERCHANTS ASSOC. ACCOMPLISHMENTS

1. DEVELOPED NEW PROGRAMMATIC AD PLATFORM IN CONJUNCTION WITH DESERT PUBLICATIONS TO CAPTURE DATA FROM CUSTOMERS AND IMPROVE THE SHOPPING EXPERIENCE ON BALBOA ISLAND.
2. ASSISTED THE CITY OF NEWPORT BEACH IN EXECUTING THE MARINE AVENUE REVITALIZATION AND REDEVELOPMENT PLAN. INCLUDED EFFORTS WILL BE FURTHER MERCHANT AND RESIDENT OUTREACH, COORDINATING PROGRAMS TO OFFSET THE POTENTIAL LOSS OF REVENUE TO MERCHANTS DURING THE CONSTRUCTION, DETAILED INPUT INTO THE TRAFFIC PATTERNS REQUIRED DURING CONSTRUCTION, AND MAKING SURE THE IMPROVEMENTS WILL OFFER GREATER VISIBILITY AND AMBIANCE TO THE MARINE AVENUE DISTRICT.
3. CONTINUED THE PROGRAM TO IMPROVE THE WEBSITE, INCORPORATING CONTEMPORARY SOCIAL MEDIA STRATEGIES AND PERHAPS A WEB BASED "APP" FOR THE ISLAND WITH THE STRATEGIC PARTNERSHIP WITH NEWPORT BEACH & COMPANY.
4. PARTICIPATED IN THE NEWPORT BEACH INSPIRATION VISITOR GUIDE AND THE NEWPORT BEACH VISITOR MAP.
5. HELD AN ANNUAL MEETING OF THE ASSOCIATION.
6. CONTINUED AND EXPANDED THE BALBOA ISLAND THEMED SOUVENIR ITEM PROGRAM IN ORDER TO RAISE ADDITIONAL REVENUE.
7. SEARCHED FOR LOCAL AND OUT-OF-AREA SPONSORS TO PROMOTE AND PAY FOR ADDITIONAL MARKETING PROGRAMS, INCLUDING SPONSORED ADVERTISING ON THE WEBSITE.
8. DEVELOPED A PLAN TO INCLUDE AGATE AVENUE BUSINESSES ON A MORE ACTIVE BASIS, PERHAPS BY INCORPORATING THEM INTO THE STREET FLAG/BANNER PROGRAM
9. ADMINISTERED THE ASSOCIATION USING A THIRD-PARTY CONSULTANT, AS WELL AS MISCELLANEOUS COSTS INCLUDING THE ANNUAL MEETING.
10. IMPROVED THE HOLIDAY AND SEASONAL DECORATING PROGRAMS WITH AN EYE TOWARD THESE PROGRAMS CONTINUING AFTER THE REDEVELOPMENT OF MARINE AVENUE.
11. EXPANDED THE VERY POPULAR DINING GUIDE FOR BALBOA ISLAND RESTAURANTS TO INCLUDE THE ISLAND OF FASHION SHOPPING GUIDE.
12. INVITED ALL MERCHANTS ON BALBOA ISLAND TO ZOOM MEETINGS DURING QUARANTINE WHERE THEY WERE ASKED FOR IDEAS FOR MARKETING AND BUSINESS SURVIVAL.

### BALBOA ISLAND SHUTTLE

1. CONTINUE NEGOTIATIONS, DISCUSSIONS AND PLANNING FOR AN EXPANSION OR ADD-ON ROUTE FROM THE FASHION ISLAND FRANCO SHUTTLE TO AND FROM BALBOA ISLAND.
2. MULTI-YEAR PLANS HAVE BEEN IN THE WORKS FOR SUMMER SHUTTLE SYSTEM ON WEEKENDS FROM BALBOA ISLAND UP TO FASHION ISLAND.
3. BIMA, INC. HAS BEEN SAVING RESERVES EACH YEAR TO FUND A BALBOA ISLAND SUMMER SHUTTLE.
4. PARTNERED WITH CITY OF NEWPORT BEACH PUBLIC WORKS DEPARTMENT ON A FEASIBILITY STUDY GRANT.
5. BIMA, INC. PLANS TO CONTRIBUTE UP TO \$10,000 TO THE BI/CDM SHUTTLE FEASIBILITY STUDY.





**BALBOA ISLAND MERCHANTS ASSOCIATION, INC.**  
**FY 2019-2020 FINANCIAL STATEMENTS**

BALBOA ISLAND MERCHANTS ASSOCIATION, INC. FY 2019-2020 BALANCE SHEET OF ASSETS	YEAR-TO-DATE 06/06/2020 ACTUAL BUDGET
<b>ASSETS</b>	
<b>CURRENT ASSETS</b>	
Checking/Savings—Union Bank 6153	76,705.33
<b>TOTAL TOTAL CHECKING/SAVINGS</b>	<b>76,705.33</b>
<b>ACCOUNTS RECEIVABLE</b>	
Accounts Receivable	180.00
<b>TOTAL ACCOUNTS RECEIVABLE</b>	<b>180.00</b>
<b>TOTAL ASSETS</b>	<b>76,885.33</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity - Unrestricted Net Assets	68,703.48
Net Income	8,181.85
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>76,885.33</b>

**BIMA CASH RESERVES PLANS PRE-COVID-19**

BALBOA ISLAND MERCHANTS ASSOCIATION, INC. HAS BEEN SAVING ITS CASH RESERVES FOR THREE MAJOR, MULTI-YEAR INITIATIVES:

1. BIMA, INC. BUDGETED TO PAY A PORTION (\$10,000) OF THE CITY OF NEWPORT BEACH'S OCTA GRANT APPLICATION FEE FOR A TRANSPORTATION FEASIBILITY STUDY FOR BALBOA ISLAND AND CORONA DEL MAR.
2. BIMA, INC. HAD PLANNED A SUMMER 2020 BALBOA ISLAND SHUTTLE PILOT PROGRAM COSTING \$60,000 FOR WEEKEND SHUTTLES TO/FROM BALBOA ISLAND AND FASHION ISLAND.
3. BIMA, INC. HAD PLANNED TO SAVE SOME RESERVES FOR A MARKETING CAMPAIGN TO PROMOTE BALBOA ISLAND BUSINESSES AFFECTED BY THE FUTURE MARINE AVENUE RENOVATION PROJECT.

BALBOA ISLAND MERCHANTS ASSOCIATION, INC. FY 2019-2020 PROFIT & LOSS STATEMENT	YEAR-TO-DATE 06/06/2020 ACTUAL BUDGET
<b>ORDINARY INCOME/EXPENSE</b>	
<b>INCOME</b>	
Grants - Municipal	20,000.00
<b>TOTAL INCOME</b>	<b>20,000.00</b>
<b>EXPENSE</b>	
<b>ADMINISTRATIVE</b>	
Accounting Fees	695.83
Legal Fees	76.90
Bookkeeping	5,838.33
Insurance—Liability, D and O	1,097.00
<b>TOTAL ADMINISTRATIVE</b>	<b>7,708.06</b>
<b>PROGRAM EXPENSES</b>	
Special Events	848.13
Marketing—Dues & Subs	440.00
Banners/Flags	1,421.96
Advertising - Promotions	1,400.00
<b>TOTAL PROGRAM EXPENSES</b>	<b>4,110.09</b>
<b>TOTAL EXPENSES</b>	<b>11,818.15</b>
<b>NET INCOME</b>	<b>8,181.85</b>

# THANK YOU!

JOURNEY WELL BEYOND

