

2020-2021

NEWPORT BEACH RESTAURANT ASSOCIATION

COVID-19 ECONOMIC RECOVERY MARKETING PLAN

JUNE 2020



NEWPORT
BEACH

& COMPANY



NEWPORT BEACH
RESTAURANT
ASSOCIATION

DINE

NEWPORT
BEACH



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NEWPORT BEACH RESTAURANT ASSOCIATION **INTRODUCTION**



NEWPORT BEACH
RESTAURANT
ASSOCIATION

DINE
NEWPORT
BEACH





INTRODUCTION

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 27 YEARS.

WE LOOK FORWARD TO DEDICATING OUR TIME AND EFFORT TOWARD THE NBRA BID'S FY 2020-2021 GOALS AND PRIORITIES AND TO ENSURING A PROSPEROUS RECOVERY FOR NEWPORT BEACH AND ITS RESTAURANTS 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 400 NEWPORT BEACH RESTAURANTS AND CULINARY BUSINESSES WITH MUCH NEEDED MARKETING SUPPORT TO DRIVE RECOVERY EFFORTS FOR OUR LOCAL ECONOMY.

ON BEHALF OF THE NBRA BID, WE GREATLY APPRECIATE THE CITY COUNCIL'S SUPPORT OF THE NBRA BID, AND WE LOOK FORWARD TO SHOWCASING THE LOCAL CULINARY COMMUNITY, INCREASING DINER FREQUENCY AND GENERATING INCREMENTAL RESTAURANT SALES.

THANK YOU IN ADVANCE.

SINCERELY,
CARLOS GODINEZ
NBRA BID BOARD PRESIDENT
GENERAL MANAGER, TAVERN HOUSE RESTAURANT

NEWPORT BEACH
RESTAURANT ASSOCIATION

FY 2020-2021

**COVID-19
ECONOMIC RECOVERY
MARKETING PLAN
& BUDGET**



NEWPORT
BEACH

& COMPANY



NEWPORT BEACH
RESTAURANT
ASSOCIATION

DINE

NEWPORT
BEACH



NEWPORT BEACH RESTAURANT ASSOCIATION **COVID-19 ECONOMIC RECOVERY PLAN**

OBJECTIVES

1. DRIVE INCREMENTAL CUSTOMERS, SPENDING AND REVENUE TO NEWPORT BEACH RESTAURANTS TO ASSIST WITH ECONOMIC AND FINANCIAL COVID-19 RECOVERY EFFORTS.
2. WITH REDUCED IN-HOUSE SEATING CAPACITY, GENERATE INCREMENTAL RESTAURANT REVENUE VIA MARKETING PROGRAMS AND CAMPAIGNS THAT PROMOTE TAKE-OUT DINING, IN-HOUSE DINING AND FLEXIBLE OUTDOOR DINING SPACES AT STAKEHOLDER RESTAURANTS.
3. PROMOTE NEWPORT BEACH STAKEHOLDER RESTAURANTS AND SHOWCASE THE NEWPORT BEACH CULINARY COMMUNITY TO INCREASE DINER FREQUENCY, GENERATE STAKEHOLDER SALES AND INCREASE RESTAURANT STAKEHOLDERS' BRAND AWARENESS.
4. INCREASE AWARENESS OF THE DINE NEWPORT BEACH BRAND AND NEWPORT BEACH AS A TOP CULINARY DESTINATION.
5. FOSTER THE NEWPORT BEACH CULINARY COMMUNITY TO INCREASE STAKEHOLDER ENGAGEMENT, WHICH WILL INCLUDE NEW, INCREASED SAFETY AND HEALTH COMMUNICATIONS TO RESTAURANTS AS A RESPONSE TO THE COVID-19 PANDEMIC.
6. PROVIDE EXEMPLARY NBRA BID MARKETING, ADMINISTRATION & FINANCE SERVICES TO THE NBRA BID AND RESTAURANT STAKEHOLDERS



NEWPORT BEACH RESTAURANT ASSOCIATION COVID-19 ECONOMIC RECOVERY PLAN

STRATEGIES

- 1. SUMMER RESTAURANT MONTH (AUGUST 1 – 31, 2020):**
CREATE A SUMMER RESTAURANT MONTH IN AUGUST 2020 TO DRIVE INCREMENTAL CUSTOMERS, SPENDING AND REVENUE TO NEWPORT BEACH RESTAURANTS 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 RESTAURANT WEEK (JANUARY 18 – 31, 2021):**
CREATE A WINTER RESTAURANT WEEK IN JANUARY 2021 TO DRIVE INCREMENTAL CUSTOMERS, SPENDING AND REVENUE TO NEWPORT BEACH RESTAURANTS TO ASSIST WITH ECONOMIC AND FINANCIAL COVID-19 RECOVERY EFFORTS. JANUARY 2021 WILL BE A VERY SLOW MONTH IN NEWPORT BEACH WITH POST-HOLIDAY RESTAURANT DINING TYPICALLY EXTREMELY SLOW AND A POTENTIAL FOR A COMBINED COVID-19 AND FLU SEASON SEVERELY IMPACTING DINING AND VISITORS.





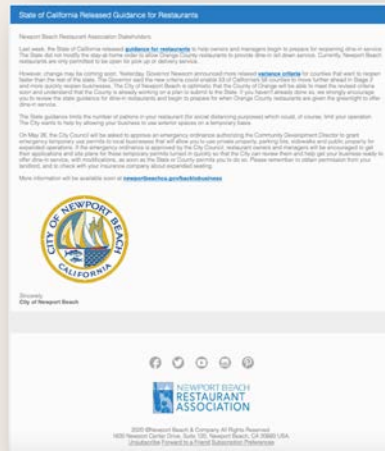
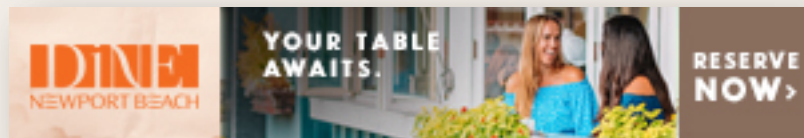
NEWPORT BEACH RESTAURANT ASSOCIATION

COVID-19 ECONOMIC RECOVERY PLAN

STRATEGIES

3. **FALL & SPRING SEASONAL MARKETING CAMPAIGNS:** WITH REDUCED INDOOR SEATING CAPACITY, CREATE MARKETING CAMPAIGNS THAT PROMOTE TAKE-OUT DINING, IN-HOUSE DINING AND FLEXIBLE OUTDOOR DINING SPACES AT STAKEHOLDER RESTAURANTS DURING FALL 2020 AND SPRING 2021 OFF-SEASONS.

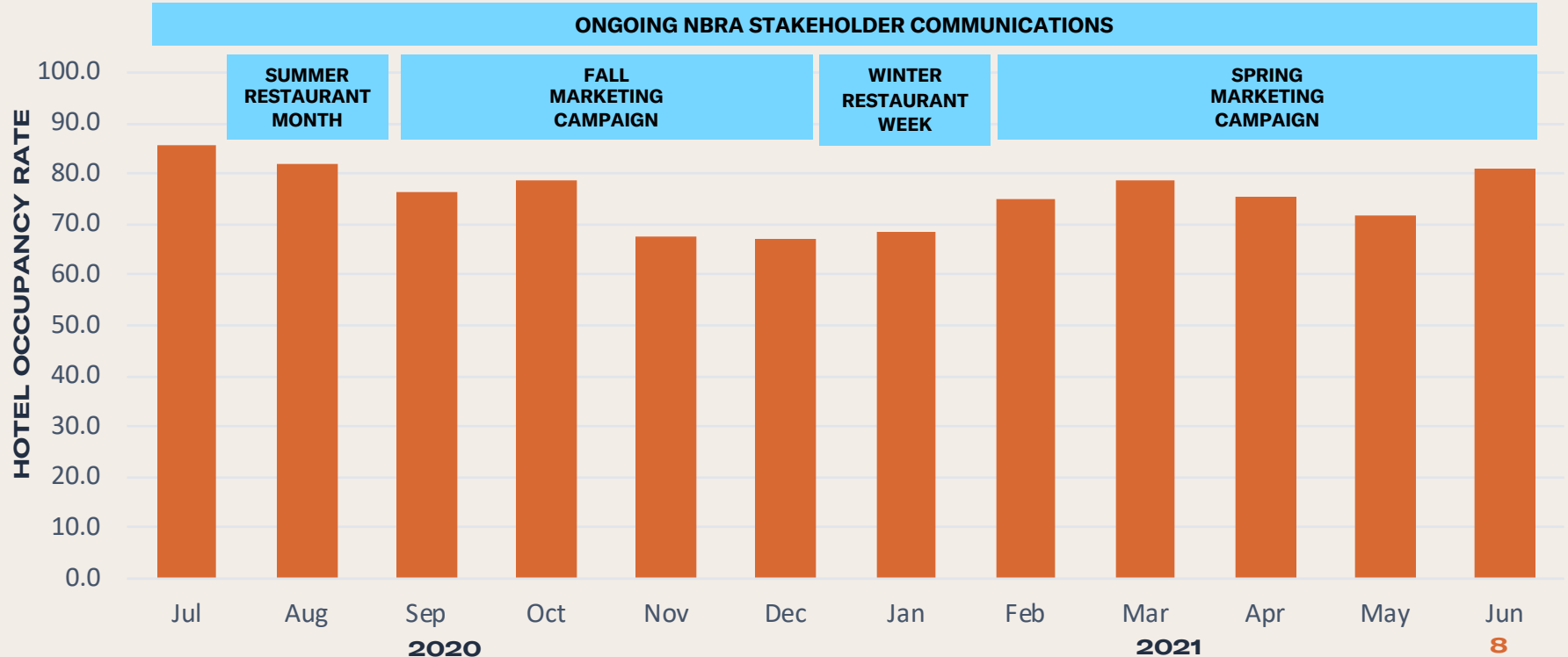
4. **STAKEHOLDER COMMUNICATIONS & BID ADMINISTRATION, FINANCE & MARKETING:** DEVELOP A LONG-TERM COMMUNICATIONS PLAN TO EDUCATE, TRAIN AND COMMUNICATE HEALTH, SAFETY AND OTHER COVID-19 RECOVERY INFORMATION TO NEWPORT BEACH RESTAURANT STAKEHOLDERS—INCLUDING ONGOING BID ADMINISTRATION, MARKETING, FINANCE & OPERATING EXPENSES.





NEWPORT BEACH RESTAURANT ASSOCIATION COVID-19 ECONOMIC RECOVERY PLAN

SEASONAL PROMOTIONS DESIGNED TO FILL SLOW PERIODS





STRATEGY #1: SUMMER RESTAURANT MONTH

SUMMER PROMOTION OVERVIEW

1. **DATES: AUGUST 1 – 31, 2020**
2. **NO RESTAURANT PARTICIPATION FEES. OPEN TO ALL NEWPORT BEACH RESTAURANTS AND NBRA STAKEHOLDERS.**
3. **AUGUST IS TYPICALLY A SLOW MONTH DUE TO AN EARLY BACK-TO-SCHOOL SCHEDULE. THIS YEAR, DUE TO COVID-19, SCHOOLS MAY START EARLIER TO MAKE UP FOR LOST TIME—LEADING TO LESS VISITORS AND LESS-FREQUENT DINING.**
4. **NBRA COULD NOT RUN A TYPICAL RESTAURANT WEEK WITH MULTI-COURSE MENU DISCOUNTS DUE TO FINANCIAL & OPERATIONAL CONSTRAINTS ON RESTAURANTS RECOVERING FROM COVID-19.**
5. **PROMOTION DESIGNED TO DRIVE VISITORS/RESIDENTS TO DINE-IN AND TAKE-OUT DINING DURING SLOW DAYS OF THE WEEK, GO TO LESS FREQUENTED NEIGHBORHOODS DUE TO A CITYWIDE SLOWDOWN IN TOURISM/ECONOMY**
6. **KEY MOTIVATOR TO SPARK DINE-IN/TAKE-OUT DINING WILL BE A MEGA, CITYWIDE SWEEPSTAKES PROMOTION TARGETING VISITORS AND RESIDENTS.**



NEWPORT BEACH
SUMMER
RESTAURANT MONTH

NB
RM
AUG 1-31



STRATEGY #1: SUMMER RESTAURANT MONTH

PASSPORT PROMOTION OVERVIEW

1. **SWEEPSTAKES PROMOTION WITH MULTIPLE WINNERS EACH WEEK**
2. **SUMMER RESTAURANT MONTH PASSPORT—PRINTED & DIGITAL VERSIONS AVAILABLE**
3. **EACH NEWPORT BEACH RESTAURANT WILL RECEIVE PRINTED SUMMER RESTAURANT MONTH PASSPORTS FOR ALL DINERS.**
4. **A MOBILE PASSPORT APPLICATION WILL BE CREATED FOR DINERS 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: SUMMER RESTAURANT MONTH

WHAT DINERS CAN WIN?

1. **DAILY RESTAURANT GIFT CARD PRIZES RANDOMLY AWARDED EACH DAY OF PROMOTION—31 TOTAL WINNERS.**
2. **WEEKLY GRAND PRIZE WINNERS RECEIVE A NEWPORT BEACH PRESIDENTIAL VACATION—ONE GRAND PRIZE RANDOMLY CHOSEN EACH WEEK. TOTAL OF FOUR GRAND PRIZES.**
3. **FOUR TOTAL GRAND PRIZES: EACH WEEKLY NEWPORT BEACH PRESIDENTIAL VACATION PACKAGE PRIZE INCLUDES:**
 - COMPLIMENTARY 2-NIGHT, MIDWEEK STAY IN A PRESIDENTIAL SUITE IN A NEWPORT BEACH HOTEL/RESORT
 - FOUR NEWPORT BEACH RESTAURANT GIFT CARDS
 - TWO NEWPORT BEACH ACTIVITY GIFT CARDS
 - TWO NEWPORT BEACH RETAIL GIFT CARDS
 - TOTAL WEEKLY GRAND PRIZE VALUE: **\$5,000**
4. **WINNERS PROMOTED ONLINE & VIA SOCIAL MEDIA**





STRATEGY #1: SUMMER RESTAURANT MONTH

HOW DINERS CAN WIN?

1. DINERS NEED TO GO TO AT LEAST TWO OF THE FOUR TYPES OF RESTAURANTS FEATURED EACH WEEK.
2. EACH WEEK THE TYPES AND DAY-OF-WEEK OPTIONS CHANGE. THE TYPES OF RESTAURANTS MAY INCLUDE: FAMILY, BREAKFAST, WEEKNIGHT DINING, OR DESSERT-ORIENTED RESTAURANTS, GROCERS, FAST-CASUAL OR OTHER CULINARY BUSINESSES.
3. AFTER DINERS FILL IN THE BLANK WITH THE RESTAURANT NAME, DINERS WITH PRINTED PASSPORTS WILL RECEIVE A “DINE NB FORK” 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. DINERS WITH MOBILE PASSPORT APP WILL “CHECK-IN” AND RECEIVE A “DINE NB FORK” EMOJI SHOWING THEY WENT TO EACH RESTAURANT 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
BREAKFAST RESTAURANT
WEEKNIGHT DINING
ICE CREAM/GELATO

WEEK 2:
ITALIAN RESTAURANT
FAST-CASUAL RESTAURANT
WEEKNIGHT DINING
MEXICAN RESTAURANT

WEEK 3:
BURGERS OR FRIES
FINE-DINING RESTAURANT
WEEKNIGHT DINING
SUSHI RESTAURANT

WEEK 4:
COCKTAILS, WINE & BEER
FAST-FOOD RESTAURANT
WEEKNIGHT DINING
THAI/CHINESE RESTAURANT



STRATEGY #1: SUMMER RESTAURANT MONTH

HOW NBRA WILL PROMOTE THE CONTEST?

1. **VIRTUAL MEDIA KICK-OFF EVENT/ZOOM PRESS MEETING TO KICK-OFF SUMMER RESTAURANT MONTH WITH MEDIA. ALSO, REQUESTING SUMMER RESTAURANT MONTH PROCLAMATION FROM MAYOR O'NEILL.**
2. **CREATE PUBLIC RELATIONS PITCHES. FOODIE BLOGGER STORIES, DINENB.COM STORIES, VIDEOS AND CONTENT.**
3. **NBTV SUMMER RESTAURANT 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 OPENTABLE & LOCAL MEDIA.**
6. **RESIDENT UTILITY BILL INSERTS, OUTDOOR BANNERS, POSTERS, POINT OF SALE SIGNAGE AT RESTAURANTS.**
7. **PARTNERSHIP WITH WAZE DIRECTIONS APP TO ESTABLISH GEO-FENCE AROUND NEWPORT BEACH TARGETING ALL VISITORS ONCE THEY CROSS THE GEO-FENCE INTO NEWPORT BEACH.**



WAZE GEO-FENCE AROUND NEWPORT BEACH





STRATEGY #1: SUMMER RESTAURANT MONTH CAMPAIGN CREATIVE





STRATEGY #1: SUMMER RESTAURANT MONTH

PROJECT BUDGET

REVENUE DESCRIPTION	REVENUE
CITY OF NEWPORT BEACH COVID-19 RECOVERY GRANT	\$40,000
NBRA CASH RESERVES	\$35,000
OPENTABLE RESERVATION REVENUE	\$5,000
TOTAL SUMMER PROMOTION REVENUE	\$80,000

NBRA RECOVERY BUDGET NOTES	
1.	NBRA GRACIOUSLY THANKS THE CITY OF NEWPORT BEACH & CITY COUNCIL FOR THE CONSIDERATION IN PROVIDING COVID-19 ECONOMIC RECOVERY GRANT REVENUE.
2.	NBRA COMMITS TO MATCH DOLLAR-FOR-DOLLAR CITY GRANT REVENUE WITH NBRA CASH RESERVES & EVENT REVENUE FROM OPENTABLE ONLINE RESERVATIONS.
3.	SWEEPSTAKES PRIZES DONATED BY RESTAURANTS, ACTIVITIES, RETAIL & HOTELS.

EXPENSE DESCRIPTION	EXPENSES
PAID PARTNERSHIPS (WAZE MOBILE APP & LOCALE MAGAZINE)	\$15,000
PAID ADVERTISING (LA TIMES, STUNNEWS, GOOGLE DISPLAY ADS, PANDORA RADIO, ETC.)	\$20,000
VIRTUAL MEDIA KICK-OFF EVENT (ZOOM + ONLINE PRESS KITS)	\$0
PROMOTIONAL SIGNAGE (POSTERS, RESTAURANT 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
‘WEEKLY BITES’ VIDEO SERIES PRODUCTION	\$5,000
TOTAL SUMMER PROMOTION EXPENSES	\$80,000



STRATEGY #2: WINTER RESTAURANT WEEK

15TH ANNUAL WINTER RESTAURANT WEEK OVERVIEW

1. **DATES: JANUARY 18 – 31, 2021**
2. **LATE JANUARY IS TYPICALLY SLOW MONTH FOR RESTAURANTS. PROMOTION DESIGNED TO PROMOTE DINE-IN AND TAKE-OUT DINING DURING SLOW DAYS OF THE WEEK, LESS FREQUENTED NEIGHBORHOODS DUE TO CITYWIDE SLOWDOWN IN TOURISM/ECONOMY.**
3. **RESTAURANTS PAY MODEST PARTICIPATION FEES OF \$100 OR LESS.**
4. **PARTICIPATING RESTAURANTS WILL FEATURE MULTI-COURSE MENU DISCOUNTS.**
5. **DINERS WILL HAVE OPTION FOR SECOND YEAR IN A ROW TO DONATE TO SECOND HARVEST FOOD BANK.**
6. **MEDIA KICK-OFF EVENT & REQUEST TO PRESENT A MAYOR'S PROCLAMATION AND PRESENTATION TO NBRA ON JANUARY 14, 2021.**



NEWPORT BEACH
RESTAURANT WEEK

NB
RW
**JANUARY
18 -31**





STRATEGY #2: WINTER RESTAURANT WEEK

PROJECT BUDGET

REVENUE DESCRIPTION	REVENUE
CITY OF NEWPORT BEACH SPECIAL EVENT GRANT	\$9,000
NBRA CASH RESERVES	\$15,000
OPENTABLE RESERVATION REVENUE	\$4,000
RESTAURANT PARTICIPATION FEES & KICK-OFF EVENT TICKET SALES	\$12,000
TOTAL WINTER RESTAURANT WEEK REVENUE	\$40,000

EXPENSE DESCRIPTION	EXPENSES
PAID MEDIA PARTNERSHIPS (LOCALE MAGAZINE)	\$5,000
PAID ADVERTISING (LA TIMES, STUNews, GOOGLE DISPLAY ADS, PANDORA RADIO, ETC.)	\$10,000
PAID SOCIAL MEDIA ADVERTISING	\$5,000
MEDIA KICK-OFF EVENT	\$10,000
PROMOTIONAL SIGNAGE & COLLATERAL (POSTERS, RESTAURANT BANNERS, UTILITY BILL INSERTS, ETC.)	\$4,000
RESEARCH/TRACKING	\$5,000
MEDIA INFLUENCERS/BLOGGERS	\$1,000
TOTAL WINTER RESTAURANT WEEK EXPENSES	\$40,000



STRATEGY #3: FALL & SPRING SEASONAL CAMPAIGNS

SEASONAL CAMPAIGNS OVERVIEW

1. **FALL DATES: OCTOBER – DECEMBER 2020**
2. **SPRING DATES: MARCH – JUNE 2021**
3. **DINE NB BRAND ADVERTISING IN KEY MEDIA OUTLETS (LOCALE, LA TIMES, NEWPORT BEACH MAGAZINE, NEWPORT BEACH VISITOR MAP, OC REGISTER, NB MAGAZINE, ETC.)**
4. **DINE NB PROMOTIONAL ADVERTISING ON SOCIAL MEDIA (SPONSORED POSTS, CAROUSELS, INSTAGRAM, ETC.)**
5. **‘WEEKLY BITES’ VIDEO SERIES THROUGHOUT FALL & SPRING CAMPAIGNS**
6. **PR PLACEMENTS IN KEY MEDIA OUTLETS**
7. **SEASONAL SWEEPSTAKES PRIZES**

REVENUE DESCRIPTION

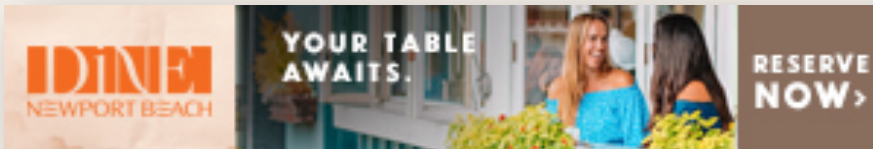
REVENUE

NBRA CASH RESERVES	\$10,000
NBRA STAKEHOLDER ASSESSMENTS	\$10,000
TOTAL SEASONAL CAMPAIGNS REVENUE	\$20,000

EXPENSES DESCRIPTION

EXPENSES

BRAND ADVERTISING	\$17,500
SOCIAL MEDIA ADVERTISING	\$2,500
TOTAL SEASONAL CAMPAIGNS EXPENSES	\$20,000





STRATEGY #4: STAKEHOLDER COMMUNICATIONS & BID ADMINISTRATION, MARKETING & FINANCES

STAKEHOLDER COMMUNICATIONS & BID ADMIN, MARKETING & FINANCES

1. ONGOING JULY 2020 THROUGH JUNE 2021
2. INCREASED COMMUNICATIONS DUE TO COVID-19 RESTRICTIONS & RE-OPENING GUIDELINES
3. ANTICIPATING FUTURE ISSUES IN WINTER 2021 DUE TO COVID-19 + SEASONAL FLU
4. INCREASED RESTAURANT HEALTH/SAFETY EBLASTS, VIDEOS & CONTENT GUIDELINES
5. NEW RESTAURANT SAFETY VIDEOS
6. BID ADMINISTRATION, FINANCE & MARKETING FEES
7. 'WEEKLY BITES' VIDEO PRODUCTION
8. PUBLIC RELATIONS/MARKETING SUPPORT
9. MEDIA RELATIONS & WEBSITE MAINTENANCE
10. MEMBERSHIP DUES
11. POSTAGE/OFFICE SUPPLIES
12. WEBSITE MAINTENANCE
13. BANK/MERCHANT FEES

REVENUE DESCRIPTION

REVENUE

NBRA CASH RESERVES	\$10,000
NBRA STAKEHOLDER ASSESSMENTS	\$51,500
NBRA CARRY-OVER REVENUE FROM PRIOR YEAR	\$7,122
TOTAL SEASONAL CAMPAIGNS REVENUE	\$68,622

EXPENSES DESCRIPTION

EXPENSES

BID ADMINISTRATION, FINANCE & MARKETING	\$54,000
BID OPERATING EXPENSES	\$14,622
TOTAL BID OPERATING EXPENSES	\$68,622



FY 2020 – 2021 TOTAL ANNUAL NBRA BID BUDGET

FY21 REVENUE DESCRIPTION	REVENUE
STAKEHOLDER ASSESSMENTS (REFLECTS 25% DISCOUNT IN FEES)	\$127,500
BAD DEBT FROM ASSESSMENT DEFERRALS & RESTAURANT CLOSURES (REFLECTS A 54% OF TYPICAL ANNUAL COLLECTIONS)	-\$70,000
FUNDS FROM NBRA BID RESERVE ACCOUNT	\$70,000
NBRA CARRY-OVER REVENUE FROM PRIOR YEAR	\$7,122
COVID-19 RECOVERY GRANT (CITY OF NEWPORT BEACH)	\$40,000
SPECIAL EVENT FEES & INCOME	\$25,000
CITY SPECIAL EVENT GRANT (WINTER RESTAURANT WEEK)	\$9,000
TOTAL ANNUAL INCOME	\$208,622

FY21 EXPENSES DESCRIPTION	EXPENSES
SUMMER RESTAURANT MONTH (INCLUDES \$40,000 CITY OF NEWPORT BEACH RECOVERY GRANT)	\$80,000
WINTER RESTAURANT WEEK (INCLUDES \$9,000 SPECIAL EVENT CITY GRANT)	\$40,000
FALL & SPRING SEASONAL CAMPAIGNS	\$20,000
STAKEHOLDER COMMUNICATIONS, BID ADMIN, MARKETING, FINANCE & OPERATIONAL EXPENSES	\$68,622
TOTAL ANNUAL EXPENSES	\$208,622

NEWPORT BEACH
RESTAURANT ASSOCIATION

FY 2019-2020

ACCOMPLISHMENTS & FINANCIAL STATEMENTS



NEWPORT
BEACH

& COMPANY



NEWPORT BEACH
RESTAURANT
ASSOCIATION

DINE

NEWPORT
BEACH



NEWPORT BEACH RESTAURANT ASSOCIATION FY 2019-2020 ACCOMPLISHMENTS

PUBLIC RELATIONS + ADVERTISING IMPRESSIONS

PUBLIC RELATIONS
IMPRESSIONS

144.4 MILLION

1,404% INCREASE FROM PRIOR YEAR

ADVERTISING
IMPRESSIONS

7.3 MILLION

PUBLIC RELATIONS
PLACEMENTS

228

500% INCREASE FROM PRIOR YEAR

TOP PRINT MEDIA PLACEMENTS:

NEW YORK TIMES
RIVIERA MAGAZINE
LA TIMES
TELEGRAPH U.K.
OC BUSINESS
JOURNAL
OC REGISTER
ORANGE COAST
LOCALE
GREER'S OC

BROADCAST TV PLACEMENTS:

FOX 11 'GOOD DAY LA'
SPECTRUM NEWS 1





NEWPORT BEACH RESTAURANT ASSOCIATION

FY 2019-2020 ACCOMPLISHMENTS

DIGITAL MARKETING (EMAIL & WEBSITE)

DINENB.COM
WEB PAGEVIEWS

689,361

14% INCREASE FROM PRIOR YEAR

SOCIAL MEDIA
FOLLOWERS

+42%

NEARLY DOUBLED FROM PRIOR YEAR

DINENB.COM
UNIQUE SESSIONS

270,525

14% INCREASE FROM PRIOR YEAR

2 VIDEO/TV SERIES

113,447

VIDEO VIEWS

VIDEO/TV PRODUCTIONS:

PRODUCED 52 EPISODES OF 'WEEKLY BITES'
PRODUCED 6 EPISODES OF 'CULINARY JOURNEYS'



NEWPORT BEACH RESTAURANT ASSOCIATION FY 2019-2020 ACCOMPLISHMENTS

14TH ANNUAL NEWPORT BEACH RESTAURANT WEEK

PARTICIPATING
RESTAURANTS

72

RECORD-BREAKING PARTICIPATION



MEDIA KICK-OFF
EVENT TICKET SALES

160

TICKETS SOLD—60% INCREASE



ESTIMATED
CONSUMER SPEND
\$3.9 MILLION

3% INCREASE YEAR OVER YEAR

DINERS DONATED TO
NEW CHARITY

\$4,090

SECOND HARVEST FOOD BANK

MEDIA KICK-OFF
EVENT REVENUE

\$39,599

TICKET SALES—19% INCREASE

TOTAL PR & AD
IMPRESSIONS

226 MILLION

1,286% INCREASE YEAR OVER YEAR



NEWPORT BEACH RESTAURANT ASSOCIATION

FY 2019-2020 PROFIT & LOSS STATEMENT

FY 2019-2020 NBRA P&L STATEMENT	FY 2019-2020 YEAR-TO-DATE 05/31/2020	FY 2019-2020 YEAR ENDING 06/30/2020	
REVENUE	YTD ACTUAL BUDGET	YEAR-END BUDGET	REMAINING AMOUNT
OPERATING REVENUE			
Program Revenue			
47001 - Restaurant Association Fees	175,012.50	170,000.00	5,012.50
47002 - Restaurant Association Late Fees	775.00	0.00	775.00
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
TOTAL PROGRAM REVENUE	224,086.50	212,000.00	12,086.50
TOTAL OPERATING REVENUE	224,086.50	212,000.00	12,086.50

FY 2019-20 NBRA P&L STATEMENT	YEAR-TO- DATE 05/31/2020	FY 2019-20 YEAR ENDING 06/30/2020	
EXPENSES	YTD ACTUAL BUDGET	YEAR-END BUDGET	REMAINING AMOUNT
GENERAL & ADMINISTRATIVE EXPENSES			
Operating Expenses			
64100 - Office Supplies	0.00	950.00	(950.00)
64140 - Postage	147.00	850.00	(703.00)
64150 - Bank Fees	1,934.17	2,500.00	(565.83)
64160 - Membership Dues	300.00	300.00	0.00
64175 - Governance Meeting Expenses	0.00	500.00	(500.00)
64400 - Bad Debt Expense	31,075.00	0.00	31,075.00
Total Operating Expenses	33,456.17	5,100.00	28,356.17
Professional Fees			
64206 - Independent Contractors	5,925.00	30,000.00	(24,075.00)
64207 - Bloggers	5,300.00	8,000.00	(2,700.00)
67004 - Marketing NBCo Fees	50,000.00	60,000.00	(10,000.00)
67005 - BID Administration Fees	15,000.00	18,000.00	(3,000.00)
67006 - Financial Services Fees	15,000.00	18,000.00	(3,000.00)
67007 - Consultant Reimbursement	10,000.00	12,000.00	(2,000.00)
Total Professional Fees	101,225.00	146,000.00	(44,775.00)
Total General & Administrative	134,681.17	151,100.00	(16,418.83)
Advertising Expenses			
66101 - Advertising - Purchased	8,916.38	35,000.00	(26,083.62)
Total Advertising Expenses	8,916.38	35,000.00	(26,083.62)
MARKETING EXPENSES			
Community Relations			
67103 - Community Partner Events	4,000.00	3,000.00	1,000.00
67210 - Event Marketing Expenses	15,026.78	20,000.00	(4,973.22)
67211 - Event Operating Expenses	12,066.36	1,000.00	11,066.36
67101 - Research	5,200.00	5,500.00	(300.00)
Total Community Relations	36,293.14	29,500.00	6,793.14
Marketing Collateral			
67311 - Collateral Production Expenses	2,866.64	2,000.00	866.64
Total Marketing Collateral	2,866.64	2,000.00	866.64
Digital Marketing			
67501 - Social Media	0.00	1,400.00	(1,400.00)
67502 - Website Maintenance	0.00	1,000.00	(1,000.00)
Total Digital Marketing	0.00	2,400.00	(2,400.00)
Communications/Public Relations			
67607 - Media Relations	0.00	3,000.00	(3,000.00)
Total Communications/Public Relations	0.00	3,000.00	(3,000.00)
Total Marketing Expenses	39,159.78	36,900.00	2,259.78
TOTAL EXPENSES	182,757.33	223,000.00	(40,242.67)
NET INCOME	41,329.17	(11,000.00)	52,329.17



NEWPORT BEACH RESTAURANT ASSOCIATION

FY 2019-2020 BALANCE SHEET OF CURRENT ASSETS

FY2019-2020 NEWPORT BEACH RESTAURANT ASSOCIATION BALANCE SHEET OF CURRENT ASSETS	FY 2019-2020 YEAR- TO-DATE 05/31/2020	FY 2018-2019 YEAR-TO-DATE 05/31/2019
ASSETS		
Current Assets		
Cash and Cash Equivalents		
NBRA Checking	185,053.96	175,020.75
Total Cash and Cash Equivalents	185,053.96	175,020.75
Accounts Receivable		
Accounts Receivable	18,587.00	51,360.50
Total Accounts Receivable	18,587.00	51,360.50
Total Current Assets	203,640.96	226,381.25
TOTAL ASSETS	203,640.96	226,381.25
LIABILITIES & NET ASSETS		
Net Assets		
Net Assets		
General Fund Balance	162,311.79	134,619.92
Total Net Assets	162,311.79	134,619.92
Net Income	41,329.17	91,761.33
Total Net Assets	203,640.96	226,381.25
TOTAL LIABILITIES & NET ASSETS	203,640.96	226,381.25

NBRA CASH RESERVES NOTES

1. DUE TO COVID-19 IMPACT ON RESTAURANTS INCLUDING RESTAURANT CLOSURES, NBRA PLANS FOR A REDUCTION IN ASSESSMENT COLLECTION RATE FROM A CURRENT HIGH OF 94% DOWN TO 54%.
2. NBRA IS ANTICIPATING MANY RESTAURANTS WILL BE UNABLE TO PAY, SO NBRA HAS DISCOUNTED ITS FY21 ASSESSMENT FEES BY 25%.
3. TO MAKE UP FOR THIS BUDGET SHORTFALL, NBRA BID BOARD HAS AUTHORIZED A PLAN TO UTILIZE \$70,000 FROM CASH RESERVES FOR FY21 PROGRAMMING.



THANK YOU!

JOURNEY WELL BEYOND