



# Newport Beach

100 Civic Center Drive,  
Newport Beach, CA 92660

## Legislation Text

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**File #:** 20-0826, **Version:** 1

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### Marketing Report

**Summary:** Board to brainstorm and discuss marketing and assistance program ideas for the CdM BID COVID-19 Recovery Plan.

**A.** Explore CdM "Shop & Dine Local" Updates - Banners, Business Directories, Social Media, Website.

**B.** New Program Ideas - Sidewalk Sales, Online Campaign, Mailing Pieces, Digital Advertising, Member Survey.

**Recommended Action:**

**A.** None.

**B.** Board to recommend which program ideas staff should further research.