

NEWPORT BEACH RESTAURANT ASSOCIATION  
BUSINESS IMPROVEMENT DISTRICT

**MISSION**

The Newport Beach Restaurant Association (NBRA BID) is an official "Business Improvement District" of the City of Newport Beach. It was established to brand Newport Beach as Southern California's Premier Dining Destination. Comprised of close to 400 individual restaurant members, the NBRA BID works to cooperatively market the multitude of outstanding food service establishments and dining choices available in Newport Beach, California. Newport Beach Restaurant Association BID programming provides specific benefit to individual Newport Beach restaurants, helps to generate tax revenue back to the City and serves the community as a resource providing dining information.

**SERVING THE RESTAURANTS OF NEWPORT BEACH**

**ESTABLISHED**

January 1st, 1996



NEWPORT BEACH  
RESTAURANT ASSOCIATION

INCREASING YOUR BUSINESS.  
THAT'S WHAT YOU WANT.  
THAT'S WHAT WE ARE DOING.

Savor the Flavor of the OC's  
First and Favorite Restaurant Week!



FOR ADDITIONAL INFORMATION ON THE  
NEWPORT BEACH RESTAURANT ASSOCIATION  
BID CONTACT:

California Marketing Concepts, Inc.  
1550 Bayside Drive, Corona del Mar, CA 92625

Peggy Fort  
President and C.E.O.

info@askcmc.com 949.675.0501 ph 949.675.0508 fax



NEWPORTBEACHDINING.COM  
877-4NB-DINE (877-462-3463)



Facebook.com/NewportBeachDining



Twitter.com/DineInNewport



NEWPORT BEACH  
RESTAURANT ASSOCIATION

RESTAURATEUR  
INFORMATION

877.4NB.DINE  
NEWPORTBEACHDINING.COM

## BENEFITS + SERVICES

### PARTICIPATION MATTERS

Take full advantage of your benefits from the Newport Beach Restaurant Association BID. Restaurants who are actively involved in the programs offered by the NBRA BID get the most value from their investment. The NBRA BID is committed to helping all Newport Beach Restaurants succeed and we strongly encourage you to participate.

The following benefits and services are examples of how the Newport Beach Restaurant Association BID supports the food service industry and the restaurants of Newport Beach, California:

### NEWPORT BEACH DINING TELEPHONE RESERVATION SYSTEM: 877.4NB.DINE

Designated toll-free NBRA BID phone number with three digit dialing code assigned to every NBRA BID member; providing the opportunity to record promotional messages, transfer directly to establishment, make reservations or request a Newport Beach Dining Guide.

### NEWPORT BEACH OFFICIAL DINING GUIDE

- Official Marketing Collateral Fulfillment Piece
- 150,000 Copies Distributed
- Complimentary Restaurant Listing Opportunity
- Individual Restaurant Advertising Opportunity

### OFFICIAL WEB SITE:

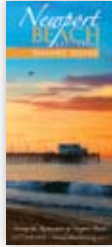
#### NEWPORTBEACHDINING.COM

The NBRA BID official web site includes a custom Newport Beach Dining search engine: All restaurants are a part of an interactive database allowing users to search for Newport Beach restaurants through specific search functions.



### WEB SITE FEATURES:

- Complimentary Restaurant Extended Listing Opportunity
- Complimentary Restaurant Photo Opportunity - (5) Images
- Complimentary Link Opportunity - Social Networking URLs
- Restaurant Toll-Free Phone Online Dining Reservation System
- Individual Restaurant Banner Advertising Opportunity
- Individual Restaurant Online Reservation Opportunity
- Search Engine Optimization Plan
- Social Media Marketing & Blog
- Electronic Newsletters & Internet Marketing Programs
- Newport Beach Dining PDA Application Downloads



## NEWPORT BEACH RESTAURANT WEEK

### Savor The Flavor of The OC's First and Favorite Restaurant Week!

*Exclusive To Newport Beach Restaurants Only...*

Newport Beach Restaurant Week is a citywide culinary celebration produced by the Newport Beach Restaurant Association BID. This revenue driven marketing campaign brands Newport Beach as a culinary dining destination, leverages valuable media attention and generates incremental revenue for participating restaurants. It attracts local patrons and visitors to new and classic restaurants to sample a variety of the exceptional and innovative dishes now being prepared by the hottest Newport Beach chefs. It is a unique opportunity showcasing each restaurant's culinary flair while directly increasing sales and brand recognition during a relatively slow time of the year.

The NBRA BID executes a comprehensive year-long strategic marketing campaign promoting Restaurant Week and leveraging Newport Beach as "Southern California's Premier Dining Destination" - valued at over \$275,000 to help increase your sales!



### ANNUAL MARKETING PLAN

- Dining Destination Brand Marketing Campaigns
- In-Kind Media Sponsorships & Association Partnerships
- Public Relations Campaigns
- Targeted Call to Action Advertising Campaigns
- Cooperative Industry Marketing Programs
- Interactive Marketing & Direct Mail Campaigns
- Internet Marketing & Official Web Site
- Promotional Marketing Collateral Production
- Internal Communication Programs
- Community Relations & Special Events Sponsorships

### RESTAURANT INDUSTRY STRATEGIC ALLIANCES

The NBRA BID has formed many valuable partnerships with food industry purveyors, media, the California Restaurant Association, the Newport Beach Conference and Visitors Bureau, the Anaheim Orange County Convention and Visitors Bureau, the Newport Beach Chamber of Commerce, the Newport Beach Police and Fire Departments, the County of Orange, community groups and more.

- Restaurant Industry Benefit Programs & Networking
- Restaurant Industry Education & Advocacy

## GENERAL NBRA BID INFORMATION

The NBRA BID was created by the City of Newport Beach at the request of food service industry businesses within the City. Every food service business in the City is assessed a levy that is given to the NBRA BID to be used for marketing purposes. The NBRA BID is governed by a Board of Directors elected by and among assesses. The NBRA BID Board of Directors determines programs and operations for the NBRA BID. Whether you participate in NBRA BID meetings or not you must still pay the levy. We hope you will choose to become an active participant!

The officers of the Newport Beach Restaurant Association BID serve two-year terms and consist of the following voting members:

### EXECUTIVE BOARD OF DIRECTORS

- President
- Vice President
- Treasurer
- Secretary

### BOARD MEMBERS

The Newport Beach Restaurant Association BID elects a minimum of five and a maximum of twenty-five Board of Directors annually.

## ANNUAL ASSESSMENT + BUDGET

### ANNUAL ASSESSMENT

The NBRA BID levies upon themselves an annual assessment which is determined by the number of employees and the City business license tax. Assessments are billed and normally collected through the City of Newport Beach in one annual installment in the fall.

### ANNUAL BUDGET

The NBRA BID annual working budget is comprised of the levied assessment, matching and supplemental funds allocated by the City of Newport Beach and sponsorships. The annual budget is approved and allocated by the Board of Directors to promote the food service industry in Newport Beach.

## MEETINGS

### ANNUAL MEETING

The Newport Beach Restaurant Association BID schedules an annual meeting during the first quarter of every Fiscal year which starts July 1st. All members are invited to attend. At this meeting, the Board of Directors is elected and the annual plan of work is discussed.

### BOARD OF DIRECTORS' MEETINGS

The Newport Beach Restaurant Association BID Board of Directors meets regularly every two months to conduct official business, approve marketing plans, allocate funds and discuss work in progress.