



NEWPORT BEACH RESTAURANT ASSOCIATION
SUPPORTING NEWPORT BEACH
FOODSERVICE OPERATORS



ABOUT THE NEWPORT BEACH RESTAURANT ASSOCIATION

Comprised of over (400) restaurants and foodservice operators, the Newport Beach Restaurant Association (NBRA) was founded in 1995 and is an official Business Improvement District (BID) of the City of Newport Beach. Every foodservice establishment is assessed a levy to be used toward marketing, advertising and public relations for their business and dining in Newport Beach. NBRA also provides resources, benefits and programs to its stakeholders to help their bottom line and succeed as business operators.

The NBRA is a non-partisan, non-profit organization that brands Newport Beach dining and promotes the commercial welfare of restaurants and the foodservice industry in Newport Beach, California.

ABOUT DINE NEWPORT BEACH

Dine Newport Beach is a strategic marketing initiative cooperatively created and managed by the Newport Beach Restaurant Association and Newport Beach & Company. It is designed to enhance the economic vitality of the Newport Beach culinary community by showcasing and promoting Newport Beach, California as a dining destination offering innovative cuisine, fresh fare, diverse experiences and a variety of exceptional restaurants.



 [facebook/dinenewportbeach](https://www.facebook.com/dinenewportbeach)

 [@DineNewport](https://twitter.com/DineNewport)  [DineNewport](https://www.instagram.com/DineNewport)

Newport Beach Restaurant Association
1600 Newport Center Drive, Suite 120
Newport Beach, CA 92660

For more information, go to
DineNB.com/NBRA



NBRA BID SERVICES

NBRA stakeholders have access to a variety of marketing and promotional opportunities:

- **Website listing page on DineNB.com includes:**
 - Business address and phone
 - Business description
 - Business logo and photos
 - Business features
 - Restaurant menus
 - Link to business website
 - Link to business online reservation system
 - Links to business social channels
 - Business offers and promotions
 - Group dining and catering info
- **Participation in events and promotions**
 - Newport Beach Restaurant Week
 - Taste events
 - Social media promotions
- **PR & Media Opportunities**
- **Business Resources**
- **Educational Programs**
- **Foodservice Industry Advocacy**

MARKETING

The NBRA has developed a robust annual marketing plan that includes a variety of targeted strategies designed to market and promote all stakeholders of the association including:

- **Website at DineNB.com**
- **Digital & Print Advertising**
- **Social Media**
- **Public Relations Campaigns**
- **Consumer Email Communications**
- **Food Blogger Coverage of Stakeholders**
- **Marketing Collateral**
- **Special Events**
- **Community Relations**
- **Promotions**



NBRA LEADERSHIP & FUNDING

The NBRA is governed by a board of directors consisting of four officers and a maximum of seven additional members who serve one-year terms; board members are appointed by the Newport Beach City Council each fiscal year. The NBRA Board of Directors meets on a regular basis to conduct business, and the meetings are open to all NBRA stakeholders. In addition, there is an annual meeting held each spring to review BID activities, goals and marketing.

Each stakeholder of the NBRA BID is levied an annual assessment, based on the business category. Assessments are collected by the City of Newport Beach in one annual installment. In addition to the BID assessments, funding for the NBRA also consists of supplemental funds provided by the City of Newport Beach and other sponsor, partner and event income.



PROMOTE YOUR RESTAURANT



GAIN NEW CUSTOMERS



BE A PART OF YOUR CULINARY COMMUNITY

