

Brand Development Status Report Balboa Village Community Neighborhood



Balboa Village Citizen Advisory Panel

May 2, 2012 Meeting

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Branding Working Group Introductions

- ⇒ Opening remarks
Gary Sherwin
- ⇒ Working group members
- ⇒ Brand research facilitator/advisor
Don Anderson



Purpose of Working Group Effort

- ⇒ **Advise on and execute a customized brand research program**
- ⇒ **Craft a Balboa Village brand vision statement**
- ⇒ **Formulate a Balboa Village brand promise with key identity guidelines and messaging**
- ⇒ **Communicate results to Balboa Village Citizens Advisory Panel (CAP)**

Working Group Expected Outcomes

Brand Research Program

- Secondary documentation review (7 sources)
- Personal interviews (6 individuals)
- Online surveys (3 questionnaires)
- Group meetings and reporting (3 sessions)

**Brand Vision
2020**

**Brand Promise
2012**

**Briefing
Report**

What is Destination/Community/ District Branding?

The creation of a destination/community/district brand is not a quick fix process. It is not a one-time marketing campaign or program nor a logo/slogan driven identity.

Effective destination/community/district branding is about defining an experience that leaves visitors and residents with a clear memory of a unique occasion that connects with them emotionally.

Activities in the Effective Development of a Brand

- ⇒ A research-based strategy leading to creative execution
- ⇒ Descriptive functional and emotional attributes/benefits defined
- ⇒ Unique appeals identified for community/district positioning
- ⇒ A community/district brand promise formulation
- ⇒ A future brand vision statement developed
- ⇒ Guidelines provided to develop an effective brand identity platform

Why Destination/Community/District Branding and Visioning Are Important To Do?

- ⇒ Positive destination/community/district image building
- ⇒ Greater destination/community/district competitive advantage
- ⇒ Enhanced destination/community/district awareness and market conversion
- ⇒ Agreed-to destination/community/district future state of being

Destination/District
Buying Proposition

Increased Spending
and Investment

Higher Quality of
Place and Life

Balboa Village Brand Methodology

- ⇒ Branding working group meeting discussions centered on community values, key drivers, imagery and vision/promise statement formulation
- ⇒ Three surveys containing approximately 20 closed-ended and open-ended questions for visitors/residents and 10 for BID owners/operators
- ⇒ Email databases used
 - Visitors (Visit Newport Beach and Catalina Flyer contacts)
 - Residents (City of Newport Beach e-newsletter and two Balboa Peninsula community associations contacts)
 - BID owners/operators (City of Newport Beach Balboa Village BID contacts)

Balboa Village Brand Image/Perception Survey Responses

Sample Sizes

Visitors/Potential Visitors (n=614; 459 visitors, 155 potential visitors)

Residents (n=408; 164 live in Balboa Village, 244 elsewhere in Newport Beach)

BID Owners/Operators (n=31)

Balboa Village Brand Survey Key Results



Location Knowledge of Balboa Village

(% of respondents)

Location	Visitors	Potential Visitors	Residents
Balboa Peninsula	68.0	41.3	91.0
Balboa Island	30.9	24.5	7.8
Don't Know	1.1	34.2	1.2

Traveler Characteristics

Visitors

- ⇒ 90% are day visitors (avg. stay of 4.6 hours)
- ⇒ Over 90% used personal or rented vehicle
- ⇒ Overwhelmingly married, well-educated, high household income and white
- ⇒ Frequent visits (nearly 6 visits on avg.)

Residents

- ⇒ Over 97% are day visitors (avg. stay of 2.4 hours)
- ⇒ Almost 70% used personal or rented vehicle with the rest biking, walking or using ferry
- ⇒ Overwhelmingly married, highly educated, very high household income and white
- ⇒ Very frequent visits (nearly 14 visits on avg.)

Primary Purpose of Last Trip

(% of respondents)

Primary Purpose	Visitors	Residents
Leisure/Leisure Vacation	37.6	26.4
Catalina Island Transportation	21.4	1.3
Shopping	9.8	9.2
Visiting Friends and Relatives	8.1	7.1
Passing-Thru	5.7	8.8
Personal Reasons	5.7	10.9
Business Meeting/Event	2.2	3.8
Dining	2.0	7.1
Other	7.4	25.6

Top 10 Visitor Activities/Events Participation (% of respondents)

Shopping	60.9
Dining experience	58.7
Beach outing	47.8
Sightseeing	47.8
Beach hiking/walking	39.1
Catalina Island transportation	37.0
Balboa Fun Zone entertainment/nightlife	26.1
Visiting friends and relatives	23.9
Biking	13.0
Visited ExplorOcean/Newport Harbor Nautical Museum	10.9

Key Functional Images/Word Descriptions (ranked by number of mentions)

- ⇒ **Restaurants, dining, food**
- ⇒ **Balboa Island Ferry**
- ⇒ **Beaches, sand**
- ⇒ **Boats, boating**
- ⇒ **Water, ocean**
- ⇒ **Ferris wheel**
- ⇒ **Fun Zone**

Key Emotional Images/Word Descriptions (ranked by number of mentions)

- ⇒ **Fun**
- ⇒ **Relaxing, restful, rejuvenating**
- ⇒ **Memories, nostalgic**
- ⇒ **Happy**
- ⇒ **Rundown**
- ⇒ **Beautiful, scenic, picturesque**

Top 6 Community/District Descriptive Statements Ranking (based on a 5-point scale)

Image Statement	Mean
Balboa Village has good weather	4.07
Balboa Village is a unique destination	3.87
The area contains beautiful nature and scenery	3.87
The overall mood of the area is peaceful and relaxed	3.84
Balboa Village is a safe region	3.83
The area offers plenty of opportunities for marine recreation	3.83

Bottom 6 Community District Descriptive Statements Ranking (based on a 5-point scale)

Image Statement	Mean
Balboa Village offers a variety of shopping options	3.22
The area offers a variety of nightlife and entertainment	3.15
The area offers affordable accommodation choices	2.95
Interesting cultural activities are available	2.93
The area offers a good variety of accommodation choices	2.91
Well-developed general infrastructure is in place	2.89

Top 10 Community District Attraction Ratings (based on a 5-point scale)

Attraction	Mean
Balboa Island ferry	4.36
The Wedge surfing	4.33
Balboa Peninsula beach	4.15
Catalina Flyer catamaran	4.13
Balboa Pier	4.00
The Pavilion	3.74
Fun Zone harbor cruises	3.66
Balboa Fun Zone and Boardwalk	3.55
Balboa Inn "The Resort"	3.32
ExplorOcean/Newport Harbor Nautical Museum	3.13

Key Decision Factors In Choosing a Area/Destination (based on a 5-point scale)

Factor	Mean
Offers personal safety	4.46
Destination cleanliness	4.42
Excellent service quality	4.29
Relaxation	4.29
Good weather	4.28
Hospitable, friendly people	4.27
Excellent reputation	4.20
Unique setting	4.18

Priority New Development/ Improvement Requirements

	Visitors/Residents
Foodservices/Restaurants	1
Shopping	2
Parking	3

N.B. Residents and district business owners/operators are 2 and 3 times more likely to indicate that additional attractions, facilities or services are needed.

Community/District Name Identification

(number of responses, open-ended question)

Name	Visitors	NB Residents	BV Residents
Balboa	131	43	43
Balboa Island	43	7	0
Fun Zone	36	65	19
Newport Beach	23	0	0
Balboa Fun Zone	16	12	8
Balboa Peninsula	16	6	10
Peninsula	16	22	5
Balboa Village	0	5	10

Community/District

Relevant Name Identification

(% of respondents, closed-ended question)

Name	Visitor	NB Residents	BV Residents
Balboa Village	26.5	19.6	31.0
Balboa Fun Zone	25.9	37.9	23.8
Balboa Peninsula Historic District	11.0	10.5	11.9
Balboa Village District	7.8	2.7	2.4
Newport's Old Town	7.2	4.6	1.6
Balboa Historic Village	6.7	5.0	4.0

Recommended Community/District Brand Name

Balboa Village Fun Zone



Preliminary Balboa Village Brand Vision Statement

In 2020

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach and is an inviting family-friendly entertainment, shopping and dining district. Recognized as Newport Beach's original townsite, the revitalized neighborhood community is anchored by a complementary mix of large and small scale attractions including the dynamic new ExplorOcean interactive museum, the restored Balboa Performing Arts Theater and event center, and the renovated iconic Pavilion. The expanded Fun Zone offers a quaint and engaging environment that offers an array of harbor and beachfront activities for many age groups, and is a celebration of the classic Southern California beach life that is contemporary in personality but steeped in tradition.

Preliminary Balboa Village Brand Promise Statement

In 2012

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach. It embraces the role of a classic Southern California beachside neighborhood that honors its entertainment heritage and provides a variety of active and passive waterfront and beach activities, dining and casual shopping. It is here that you can find an environment that offers a nostalgic and relaxed celebration of good times and family memories.

Balboa Village Brand Development Next Steps

- ⇒ Recommended revised brand identity including messaging and new signage program
- ⇒ Other brand research and identity presentation meetings
- ⇒ Brand development briefing report documentation

**CAP Meeting
May 15, 2012**

Brand Development Status Report



**Balboa Village
Citizen Advisory Panel Participants**

Thank You!