

Our Mission

The Newport Beach Restaurant Association is a non-partisan, not-for-profit and BID-funded cooperative business association that leads the brand marketing of the city's restaurant and foodservice experience for the benefit of its stakeholders, community residents and visitors.

Branding the Newport Beach dining experience through the promotion of its restaurants and foodservice offerings.

Operating Norms

Inclusive: Being representative

Collaborative: Engaged as partners

Productive: Having influence with results

Strategic: Being visionary

Accountable: Being transparent

Our Value Proposition

The Newport Beach Restaurant Association leverages its core BID investment with higher returns from special events, educational programming and DineNB brand marketing efforts.



Our Strategic Intent FY2018–FY2020



Our Strategic Focus

Drive new consumer demand to our foodservice stakeholders.

Goals

Marketing and Promotion

To enhance the city foodservice experience through targeted marketing strategies, event programming and operations and expected returns.

Stakeholder Communications and Education

To regularly communicate to stakeholders on NBRA promotional and educational activities.

Community Relations

To inform and influence local audiences on the value and importance of the city foodservice industry and NBRA activities.

Financial Resources and Administration

To operate as a fiscally responsible organization with sustainable revenue flows and effective governance.

Our Vision

The Newport Beach Restaurant Association is a strong stakeholder marketing group extolling the city's DineNB quality foodservice brand experience.

Our Challenges

- To fully engage a cohesive BID stakeholder group through a recognized value proposition** committed to effective association communications, strong community foodservice events and influential educational activities.
- To raise the overall awareness of the city restaurant and foodservice experiences** through stakeholder supported high profile events and resident/visitor programming.
- To achieve consistent association direction and leadership** through an agreed-to organization strategy, effective governance and stakeholder dialogue, and new productive partnerships.

New/Enhanced Strategic Initiatives

Increase Marketing Awareness and Conversion	Enhance Stakeholder Benefits	Elevate Community Profile	Ensure Financial and Administrative Effectiveness
<ul style="list-style-type: none"> Enrich website/social media engagement with inclusion of videos Execute a mobile marketing strategy Implement an integrated media and public relations program 	<ul style="list-style-type: none"> Clarify and promote NBRA-DineNB relationship through intensified communications Investigate and promote new allied partners/investors Develop new event sponsorships Provide a needed professional development /training program 	<ul style="list-style-type: none"> Increase DineNB presence at selective community events/festivals Engage regularly with key city/county/state entities on foodservice issues and activities Setup clearinghouse mechanism for charitable causes 	<ul style="list-style-type: none"> Continue BOD and staff succession planning Prepare an aligned, metric-based annual marketing and operational plan with budget allocations Engage consulting services to formulate strategy in securing grants and future BID funding