



June 16, 2016

Dear Newport Beach Foodservice Operator,

The Newport Beach Restaurant Association Business Improvement District (NBRA BID) is an official entity of the City that works to market Newport Beach restaurants, cafes, bars and food-service businesses, as well as promote Newport Beach as a dining destination. With an influx of restaurants into Orange County it is vital that Newport Beach and its eateries remain relevant and top of mind in a competitive culinary marketplace.

For the past three years, the NBRA BID has spent considerable time and resources in developing and implementing a Strategic Business Plan to ensure that the organization continues to succeed and provides value for its member/stakeholder businesses. Most notably, the organization successfully launched Dine Newport Beach and its website DineNB.com, and continues to grow its reach as an integrated marketing platform promoting all NBRA BID stakeholder businesses.

Through this planning process, the Board of Directors determined that the current classification and assessment fee structure does not accurately represent the types of the stakeholder businesses. In addition, it became apparent that the current structure developed in 1995 was outdated and didn't assess stakeholder businesses in a fair and equitable manner.

In 2014, a sub-committee was formed and met throughout the year to review the stakeholder structure, levy process and assessment levels. In 2015, the sub-committee commissioned a survey of the NBRA BID stakeholders for feedback about the organization. Survey results were presented to the Board of Directors, and the sub-committee met with City officials to discuss a possible new BID stakeholder and fee structure.

The proposed new structure detailed in the enclosed attachment will accurately categorize and appropriately levy the NBRA BID stakeholders using a method that better defines the local culinary community. Under this proposed new structure, stakeholder businesses will be appropriately assessed based their type of foodservice operation.

The NBRA BID Board of Directors is recommending that the Newport Beach City Council approve the proposed stakeholder and assessment structure. Under the proposed new structure, BID income will remain in tact to ensure that the organization can continue to effectively market and promote Newport Beach and its stakeholder businesses throughout the year.

You will be receiving more information about the proposed amendment to the NBRA BID from the City of Newport Beach. Thank you for your support to ensure that the Newport Beach dining destination continues to thrive.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Walker", is written over a light blue circular stamp that is partially obscured by the signature.

Jim Walker
NBRA BID Board President
Owner, The Bungalow Restaurant

**CITY OF NEWPORT BEACH
RESTAURANT BUSINESS IMPROVEMENT DISTRICT**

NBRA BID Board of Directors FY 2016-2017

John De Frenza	Crocker’s “The Well Dressed Frank”
Mario Marovic	Malarky’s Irish Pub
Bruno Massuger	Back Bay Café at The Newport Dunes Resort
Matthew Meddock	Sessions West Coast Deli
Dan Miller	The Village Inn
Jordan Otterbein	A Restaurant & Market
Catherine Pavlos	Provenance Restaurant
Christopher Roman	CUCINA enoteca
Brendon Salisbury	The Cannery Restaurant
Ron Schwartz	Muldoon’s Irish Pub
Jim Walker	The Bungalow Restaurant

Proposed NBRA BID Structure*

- Effective Fiscal Year 2016-2017
- BID stakeholders are defined as foodservice businesses (such as restaurants, cafes, markets with dine-in or take-out food service, bars serving food, dessert shops, coffee shops, juice bars, catering companies, etc.) within the Newport Beach City limits selling prepared food and beverage to the public.
- BID stakeholders are assigned a category with a set annual assessment fee.
- Assessment fee billed annually for existing businesses.
- Assessment fee billed and pro-rated when a new business opens.

Annual Assessment Fees

Stakeholder Category	Annual Fee
Full Service Restaurant	\$600
Fast Casual Restaurant	\$500
Grocery Market	\$500
Coffee Tea Specialty Shop	\$150
Desserts Bakery Treats	\$150
Juice Bar Smoothie Shop	\$150
Catering Company	\$150

*Requires approval by the City Council. You will receive additional notices from the City of Newport Beach regarding the process.