



CITY OF NEWPORT BEACH NEWPORT BEACH RESTAURANT BUSINESS IMPROVEMENT DISTRICT AGENDA

Newport Beach & Company, 1600 Newport Center Drive, Suite 120,
Newport Beach, 92660

Wednesday, May 25, 2016 - 4:00 PM

Newport Beach Restaurant Business Improvement District Members:

Jim Walker, President
Ronald Schwartz, Vice President
Dan Miller, Treasurer
Joe Campbell, Director
Sheri Drewry, Director
Stephen Joyce, Director
Mario Marovic, Director
Christopher Roman, Director
(Vacant) Director
(Vacant) Director
(Vacant) Director

The Newport Beach Restaurant Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Newport Beach Restaurant Business Improvement District agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Newport Beach Restaurant Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Mary Locey, Management Analyst, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 644-3031 or mlocey@newportbeachca.gov.

NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

Public comments are invited on agenda and non-agenda items generally considered to be within the subject matter jurisdiction of the Newport Beach Restaurant Association Business Improvement District Advisory Board of Directors (NBRA BID Board). Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The NBRA BID Board has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.

IV. CURRENT BUSINESS

1. Approval of Minutes

Summary: Review the draft minutes from the May 4, 2016 Special Meeting.

Recommended Action: Board to approve the May 4, 2016 meeting minutes.

[Attachment - NBRA BID Draft Special Meeting Minutes from 05-04-2016](#)

2. NBRA BID Financial Reports (Miller)

Summary: Review the NBRA BID financial reports for the period ending April 2016.

Recommended Action: Board to accept and file the NBRA BID financial reports for the period ending April 2016.

[Attachment - NBRA BID Financial Reports-04-30-2016](#)

3. NBRA BID Accounting and Financial Reporting Services (Locey)

Summary:

1) Board to hear presentations for outsourcing BID accounting and financial reporting services.

2) Board to review proposals and presentations for accounting and financial reporting services to be funded by the NBRA BID and contracted by the City through a multi-year agreement.

3) Board to review requesting the City Council increase BID funding to \$40,000 annually through fiscal year 2017-2018.

Recommended Actions:

1) None

2) Board to recommend the City enter into a multi-year agreement for BID accounting and financial reporting services with the preferred vendor and that the services be funded by the NBRA BID.

3) Board to recommend requesting the City Council increase BID funding to \$40,000 annually through fiscal year 2017-2018.

[Attachment - BID Accounting Proposal-Newport Beach & Company](#)

[Attachment - BID Accounting Proposal-Newport Beach Chamber of Commerce](#)

4. President's Report (Walker)

Summary: Update on BID Renewal

Recommended Action: None

5. Strategic Plan 2016 Update (Walker)

Summary: Board to review proposal for services related to the NBRA BID's Strategic Business Plan update.

Recommended Action: Board to 1) approve the scope of work and allocate funding for the Strategic Business Plan update; and 2) recommend the City enter into a contract for services to be funded by the NBRA BID.

[Attachment - Proposal for Strategic Business Plan Update](#)

V. BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM).

VI. ADJOURNMENT

The next regular meeting of the NBRA BID Advisory Board of Directors is scheduled for July 27, 2016.



**City of Newport Beach Restaurant
Business Improvement District**

Special Board Meeting Minutes – May 4, 2016

**Newport Beach & Company
1600 Newport Center Drive, Suite 120
Newport Beach, CA 92660**

I. CALL MEETING TO ORDER

The meeting was called to order at 9:33 a.m.

II. ROLL CALL

Directors Present:

Joe Campbell
Mario Marovic
Christopher Roman
Ronald Schwartz
Jim Walker

Ruby's Diner
Dory Deli & Malarky's Irish Pub
CUCINA enoteca
Muldoon's Irish Pub
The Bungalow Restaurant

Quorum Achieved

Directors Absent:

Sheri Drewry
Stephen Joyce
Dan Miller
John Robinson

Wilma's Patio
Newport Beach Tennis Club
The Village Inn
Amelia's Restaurant

BID Administrator Present:

Polly Peak

Newport Beach & Company

Guests Present:

Katy Dennis
John De Frenza
Matt Meddock
Jordan Otterbein

Newport Beach & Company
Crocker's The Well Dressed Frank
Sessions
A Restaurant

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

None

IV. CURRENT BUSINESS

1. Approval of Minutes

President Walker requested a motion to approve the minutes from the March 23, 2016 meeting.

Motion: Director Marovic moved to approve the March 23, 2016 meeting minutes.
Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Marovic, Roman, Schwartz and Walker

2. President's Report

President Walker reported on the following items:

- Reviewed proposed details and timing for a new three-year strategic plan for the NBRA from Destination Consultancy Group as follows.
 - Survey the NBRA Stakeholders in June.
 - Present survey results to the NBRA Board in July, and conduct a planning meeting to define NBRA priorities for the next 3 years.
 - Present new priority initiatives to the NBRA in September.
- The NBRA BID will be up for renewal at the City Council Meeting on Tuesday, May 24th at 7pm. All NBRA board members are encouraged to attend to show their support.
- The NBRA BID amendment process will be postponed a couple of months to ensure that all BID stakeholders are properly notified.
- BID assessment invoices will go out in September this year after the BID amendment process is completed.
- The City has assured the BID that they will deposit \$20,000 into the BID account at the beginning of the fiscal year to ensure that there are enough funds for operational purposes until assessments are sent out in September.

3. Board of Directors Nominees

- Ms. Peak Reviewed the list of applications received for the NBRA Board of Directors for fiscal year 2016-2017
- Matt Meddock provided an overview of his background to the board.
- Jordan Otterbein provided an overview of his background to the board.
- John De Frenza provided an overview of his background to the board.
- Board members voted for up to eleven nominees in a closed ballot.

President Walker requested a motion to recommend all applicants to City Council to serve on the BID Board of Directors for fiscal year 2016-2017.

Motion: Director Campbell moved to approve the recommendation to City Council.
Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Marovic, Roman, Schwartz and Walker

4. Annual Marketing & Administration Proposal

Ms. Peak reviewed the details, support and pricing from Newport Beach & Company for marketing, communication, public relations and BID administration services for fiscal year 2016-2017.

President Walker requested a motion to recommend that the City enter into an agreement with Newport Beach & Company for BID marketing, communications, public relations and administration services for fiscal year 2016-2017.

Motion: Director Schwartz moved to approve the recommendation to the City.
Director Marovic seconded the motion.

The motion carried by the following vote:
Ayes: Campbell, Marovic, Roman, Schwartz and Walker

5. Reduction in BID Penalty Fees

Ms. Peak reviewed the proposed BID assessment penalty fee structure that will max out late fees at 50% of the annual assessment and be in alignment with the City's revised Municipal Code.

President Walker requested a motion to align the BID assessment penalty fee structure with the City's revised Municipal Code Section 5.04.

Motion: Director Campbell moved to approve the recommendation to the City.
Director Schwartz seconded the motion.

The motion carried by the following vote:
Ayes: Campbell, Marovic, Roman, Schwartz and Walker

6. Annual Report & Budget

Ms. Peak reviewed the BID annual report and proposed budget for FY 2016-2017.

- Reviewed analysis of existing, projected, proposed and amended budgets.
- Proposed Budget income is based on current BID Fee structure.
- Page 6, section 6 of the annual report needs to be amended to show that the budget includes \$20,000 in funds from the City instead of \$40,000.

President Walker requested a motion to approve the NBRA annual report and proposed budget as amended.

Motion: Director Schwartz moved to approve the recommendation to the City.
Director Marovic seconded the motion.

The motion carried by the following vote:
Ayes: Campbell, Marovic, Roman, Schwartz and Walker

7. Marketing Report

- Ms. Dennis provided an overview of the Spring campaign that includes:
 - Feed Your Mom in Newport Beach – Mother's Day Promotion
 - Feed Your Curiosity in Newport Beach – Promotes Newport Beach as a dining destination for grads and Father's Day
- Ms. Peak provided an overview of a Savor Newport Beach promotion that Dine Newport Beach is doing in partnership with Travelzoo to promote participating restaurants and the destination.
- Update on new partners to the Partner Program.

V. BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS, WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)

VIII. ADJOURNMENT

The meeting adjourned at 10:43 a.m.

The next board meeting will be Wednesday, May 25, 2016 at 4:00 p.m. at Newport Beach & Co.

11:50 AM
05/11/16
Cash Basis

Restaurant Association Business Improvement District
Balance Sheet
As of April 30, 2016

| | <u>Apr 30, 16</u> |
|---------------------------------------|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Bill.com Money Out Clearing | -161.29 |
| 1010 · Bank Balance | 69,528.37 |
| 1260 · City Appropriation Acct Jan 10 | 1,558.45 |
| Total Checking/Savings | <u>70,925.53</u> |
| Accounts Receivable | |
| 1310 · Accounts Receivable | |
| Bad Debt A/R | -8,195.17 |
| 1310 · Accounts Receivable - Other | -4,152.62 |
| Total 1310 · Accounts Receivable | <u>-12,347.79</u> |
| Total Accounts Receivable | -12,347.79 |
| Other Current Assets | |
| 1320 · Undeposited Funds | 400.00 |
| Total Other Current Assets | <u>400.00</u> |
| Total Current Assets | 58,977.74 |
| Other Assets | |
| AR Clearing | -1,929.96 |
| Total Other Assets | <u>-1,929.96</u> |
| TOTAL ASSETS | <u>57,047.78</u> |
| LIABILITIES & EQUITY | |
| Equity | |
| 3900 · Retained Earnings | 68,353.97 |
| Net Income | -11,306.19 |
| Total Equity | <u>57,047.78</u> |
| TOTAL LIABILITIES & EQUITY | <u>57,047.78</u> |

Restaurant Association Business Improvement District Budget vs. Actual July 2015 through June 2016

| | <u>Jul '15 - Jun 16</u> | <u>Budget</u> | <u>\$ Over Budget</u> |
|---|-------------------------|-------------------|-----------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| 4000 - NBRA Income | | | |
| 4010 - Member Assessment | 132,902.35 | 109,000.00 | 23,902.35 |
| 4015 - Late Fees | 6,703.75 | 0.00 | 6,703.75 |
| 4020 - City Matching Funds | 20,000.00 | 20,000.00 | 0.00 |
| 4000 - NBRA Income - Other | 300.00 | 0.00 | 300.00 |
| Total 4000 - NBRA Income | <u>159,906.10</u> | <u>129,000.00</u> | <u>30,906.10</u> |
| 4500 - NBRW Income | | | |
| 4510 - Event Sponsorship | 0.00 | 15,000.00 | -15,000.00 |
| 4520 - Event Participation Fee-Rest Wk | | | |
| Event Participation | 27,236.05 | 25,000.00 | 2,236.05 |
| Total 4520 - Event Participation Fee-Rest Wk | <u>27,236.05</u> | <u>25,000.00</u> | <u>2,236.05</u> |
| 4530 - City Grant | 10,000.00 | 15,000.00 | -5,000.00 |
| Total 4500 - NBRW Income | <u>37,236.05</u> | <u>55,000.00</u> | <u>-17,763.95</u> |
| Total Income | <u>197,142.15</u> | <u>184,000.00</u> | <u>13,142.15</u> |
| Gross Profit | 197,142.15 | 184,000.00 | 13,142.15 |
| Expense | | | |
| 6000 NBRA Expenses - General | | | |
| 6160 Graphic Design / Branding | 1,950.00 | 1,000.00 | 950.00 |
| 6170 Advertising / Media | 43,223.00 | 31,000.00 | 12,223.00 |
| 6180 Website Development | 4,950.00 | 3,000.00 | 1,950.00 |
| 6200 Digital Marketing / SEO | 5,932.95 | 6,000.00 | -67.05 |
| 6210 E-Newsletter / Blog | 0.00 | 1,000.00 | -1,000.00 |
| 6220 Social Media | 0.00 | 1,200.00 | -1,200.00 |
| 6240 Public Relations | 1,100.00 | 1,000.00 | 100.00 |
| 6260 Annual Meeting | 1,065.04 | 1,000.00 | 65.04 |
| 6270 Community Event Particip. | 1,950.00 | 2,000.00 | -50.00 |
| 6290 Marketing Consultation | 84,000.00 | 72,000.00 | 12,000.00 |
| 6300 Adminstration / Billing | 5,000.00 | 6,000.00 | -1,000.00 |
| 6310 Operational Reimbursement | 13,535.04 | 11,845.00 | 1,690.04 |
| 6100 - Collateral Development | 0.00 | 1,000.00 | -1,000.00 |
| 6350 - Bank Service Charges | 0.00 | 155.00 | -155.00 |
| 6000 NBRA Expenses - General - Other | 0.00 | 800.00 | -800.00 |
| Total 6000 NBRA Expenses - General | <u>162,706.03</u> | <u>139,000.00</u> | <u>23,706.03</u> |
| 7000 Event Exp. Other (Rest Wk) | | | |
| 7100 Event Marketing Expenses | 49,798.54 | 50,000.00 | -201.46 |
| 7150 Event Operational Expenses | 1,386.89 | 2,500.00 | -1,113.11 |

Restaurant Association Business Improvement District
Budget vs. Actual
 July 2015 through June 2016

| | <u>Jul '15 - Jun 16</u> | <u>Budget</u> | <u>\$ Over Budget</u> |
|--|-------------------------|-------------------|-----------------------|
| 7000 Event Exp. Other (Rest Wk) - Other | 3,263.58 | 2,500.00 | 763.58 |
| Total 7000 Event Exp. Other (Rest Wk) | 54,449.01 | 55,000.00 | -550.99 |
| 66900 - Reconciliation Discrepancies | -20.75 | | |
| Total Expense | 217,134.29 | 194,000.00 | 23,134.29 |
| Net Ordinary Income | -19,992.14 | -10,000.00 | -9,992.14 |
| Other Sources/Uses | | | |
| Other Sources | | | |
| Retained Earnings (Carryover from Prior Years) | 68,353.97 | 10,000.00 | 58,353.97 |
| Total Other Sources | 68,353.97 | 10,000.00 | 58,353.97 |
| Net Other Sources/Uses | 68,353.97 | 10,000.00 | 58,353.97 |
| Total Equity | 48,361.83 | 0.00 | 48,361.83 |

1:29 PM

05/11/16

Cash Basis

Restaurant Association Business Improvement District Expenses by Vendor Detail July 2015 through April 2016

| Date | Source Name | Memo | Account | Paid Amount |
|--|-----------------------------------|------------------------------------|--------------------------------|-------------|
| Adsavvy, Inc. | | | | |
| 01/21/2016 | Adsavvy, Inc. | Distribution of NBRA marketing... | 7150 Event Operational Exp... | 1,000.00 |
| Total Adsavvy, Inc. | | | | 1,000.00 |
| California Restaurant Association | | | | |
| 11/06/2015 | California Restaurant Association | CRA Membership Renewal for ... | 6240 Public Relations | 300.00 |
| Total California Restaurant Association | | | | 300.00 |
| City of Newport Beach (Revenue) | | | | |
| 04/15/2016 | City of Newport Beach (Revenue) | Water Bill Inserts for Restaura... | 7100 Event Marketing Expen... | 204.62 |
| Total City of Newport Beach (Revenue) | | | | 204.62 |
| Desert Publications, Inc | | | | |
| 08/26/2015 | Desert Publications, Inc | NB Visitor Guide - Full Page Ad | Marketing & Promotions | 5,000.00 |
| Total Desert Publications, Inc | | | | 5,000.00 |
| Dining Out | | | | |
| 08/26/2015 | Dining Out | Full Page Restaurant Listing - ... | Marketing & Promotions | 2,000.00 |
| 12/11/2015 | Dining Out | Full Page Ad - Winter 2015/20... | 6170 Advertising / Media | 2,000.00 |
| 04/13/2016 | Dining Out | Full Page Ad - Orange County ... | 6170 Advertising / Media | 2,000.00 |
| Total Dining Out | | | | 6,000.00 |
| Firebrand Media, LLC | | | | |
| 08/26/2015 | Firebrand Media, LLC | Newport Beach Magazine | Marketing & Promotions | 1,250.00 |
| 10/21/2015 | Firebrand Media, LLC | Newport Beach Magazine - Ru... | Marketing & Promotions | 1,250.00 |
| 11/06/2015 | Firebrand Media, LLC | FBM Digital Media Ad | 6200 Digital Marketing / SEO | 50.00 |
| 11/06/2015 | Firebrand Media, LLC | Laguna Beach Magazine - Run... | 6170 Advertising / Media | 1,525.00 |
| 12/11/2015 | Firebrand Media, LLC | FBM Digital Media Ad - NBI Br... | 6200 Digital Marketing / SEO | 50.00 |
| 12/11/2015 | Firebrand Media, LLC | Laguna Beach Magazine Ad In... | 7100 Event Marketing Expen... | 595.00 |
| 01/21/2016 | Firebrand Media, LLC | Newport Beach Magazine Full ... | 7100 Event Marketing Expen... | 1,295.00 |
| Total Firebrand Media, LLC | | | | 6,015.00 |
| Locale Magazine | | | | |
| 08/26/2015 | Locale Magazine | Full Page Ad, FC - July 2015 - ... | Marketing & Promotions | 2,499.00 |
| 10/21/2015 | Locale Magazine | Full Page Ad, FC-October 201... | Marketing & Promotions | 2,499.00 |
| 12/11/2015 | Locale Magazine | Advertising in Orange County - ... | 7100 Event Marketing Expen... | 2,500.00 |
| Total Locale Magazine | | | | 7,498.00 |
| Newport Beach & Company | | | | |
| 07/01/2015 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6290 Marketing Consultation | 6,000.00 |
| 07/01/2015 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6310 Operational Reimburse... | 918.76 |
| 08/26/2015 | Newport Beach & Company | Marketing Director Fee - Polly ... | BID Marketing Agent, Admin... | 6,918.76 |
| 08/28/2015 | Newport Beach & Company | Marketing Director Fee - Polly ... | BID Marketing Agent, Admin... | 6,918.76 |
| 08/28/2015 | Newport Beach & Company | Marketing Director Fee - Polly ... | BID Marketing Agent, Admin... | 6,918.76 |
| 09/02/2015 | Newport Beach & Company | Marketing Director Fee - Polly ... | BID Marketing Agent, Admin... | 7,486.00 |
| 09/17/2015 | Newport Beach & Company | Marketing Director Fee - Polly ... | BID Marketing Agent, Admin... | 7,486.00 |
| 10/21/2015 | Newport Beach & Company | Marketing Director Fee - Polly ... | BID Marketing Agent, Admin... | 7,486.00 |
| 10/21/2015 | Newport Beach & Company | 2015 Annual Marketing Outloo... | Signature Event Prod. & Mar... | 750.00 |
| 11/06/2015 | Newport Beach & Company | 200 Restaurant Postcards from... | 7150 Event Operational Exp... | 170.64 |
| 11/06/2015 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6290 Marketing Consultation | 6,000.00 |
| 11/06/2015 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6300 Administration / Billing | 500.00 |
| 11/06/2015 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6310 Operational Reimburse... | 986.00 |
| 11/06/2015 | Newport Beach & Company | Mail List Processing & Postage... | 7150 Event Operational Exp... | 216.25 |
| 12/11/2015 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6290 Marketing Consultation | 6,000.00 |
| 12/11/2015 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6300 Administration / Billing | 500.00 |
| 12/11/2015 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6310 Operational Reimburse... | 986.00 |
| 01/22/2016 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6290 Marketing Consultation | 6,000.00 |
| 01/22/2016 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6300 Administration / Billing | 500.00 |
| 01/22/2016 | Newport Beach & Company | Marketing Director Fee, Bid Ad... | 6310 Operational Reimburse... | 986.00 |
| 01/22/2016 | Newport Beach & Company | Printing and delivery of 100,00... | 7100 Event Marketing Expen... | 5,570.88 |
| 02/24/2016 | Newport Beach & Company | NB Restaurant Week Daily Pilo... | 7100 Event Marketing Expen... | 4,972.89 |
| 02/24/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6290 Marketing Consultation | 6,000.00 |
| 02/24/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6300 Administration / Billing | 500.00 |
| 02/24/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6310 Operational Reimburse... | 986.00 |
| 03/03/2016 | Newport Beach & Company | NBRW - Internet Advertisemen... | 7100 Event Marketing Expen... | 30,978.44 |
| 03/03/2016 | Newport Beach & Company | NBRW - 2 Banner Graphics, 1... | 7000 Event Exp. Other (Rest... | 529.20 |
| 03/03/2016 | Newport Beach & Company | Media Event - Posters, Vinyl B... | 7100 Event Marketing Expen... | 931.71 |
| 03/03/2016 | Newport Beach & Company | Media Event - Posters, Vinyl B... | 7000 Event Exp. Other (Rest... | 2,734.38 |
| 03/03/2016 | Newport Beach & Company | Media Event - Posters, Vinyl B... | 6160 Graphic Design / Brand... | 1,950.00 |
| 04/13/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6290 Marketing Consultation | 6,000.00 |
| 04/13/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6300 Administration / Billing | 500.00 |
| 04/13/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6310 Operational Reimburse... | 986.00 |
| 04/13/2016 | Newport Beach & Company | 1000 Postcard Invites & Post... | 6260 Annual Meeting | 498.04 |
| 04/13/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6290 Marketing Consultation | 6,000.00 |
| 04/13/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6300 Administration / Billing | 500.00 |
| 04/13/2016 | Newport Beach & Company | Marketing Director Fee - Polly ... | 6310 Operational Reimburse... | 986.00 |
| Total Newport Beach & Company | | | | 144,351.47 |

1:29 PM

05/11/16

Cash Basis

Restaurant Association Business Improvement District
Expenses by Vendor Detail
 July 2015 through April 2016

| <u>Date</u> | <u>Source Name</u> | <u>Memo</u> | <u>Account</u> | <u>Paid Amount</u> |
|--|---------------------------------|------------------------------------|-------------------------------|--------------------|
| Noble Studios | | | | |
| 10/21/2015 | Noble Studios | NBRA Group Dining Guide We... | Marketing & Promotions | 2,640.00 |
| 12/21/2015 | Noble Studios | NBRA Group Dining Guide We... | 6180 Website Development | 2,310.00 |
| 12/21/2015 | Noble Studios | NBRA Fall Campaign Social Pr... | 6200 Digital Marketing / SEO | 5,200.00 |
| Total Noble Studios | | | | 10,150.00 |
| OCWeekly,LP | | | | |
| 08/26/2015 | OCWeekly,LP | Ad Description: Full Page Eat ... | Marketing & Promotions | 2,000.00 |
| Total OCWeekly,LP | | | | 2,000.00 |
| Orange Coast Magazine | | | | |
| 07/01/2015 | Orange Coast Magazine | Full Page Color Ad | 6170 Advertising / Media | 2,750.00 |
| 11/06/2015 | Orange Coast Magazine | Full Page Color Ad | 6170 Advertising / Media | 2,750.00 |
| 01/22/2016 | Orange Coast Magazine | Full Page Ad - January Issue | 7100 Event Marketing Expen... | 2,750.00 |
| Total Orange Coast Magazine | | | | 8,250.00 |
| Riviera Magazine/Modern Luxury | | | | |
| 08/26/2015 | Riviera Magazine/Modern Luxury | Riviera - Orange County - July ... | Marketing & Promotions | 3,000.00 |
| Total Riviera Magazine/Modern Luxury | | | | 3,000.00 |
| Robert Downs Photography Inc. | | | | |
| 08/26/2015 | Robert Downs Photography Inc. | NBRA Board Photos & Headsh... | Marketing & Promotions | 800.00 |
| Total Robert Downs Photography Inc. | | | | 800.00 |
| Southern California Media Group | | | | |
| 11/06/2015 | Southern California Media Group | Guestbook OC | 6170 Advertising / Media | 620.00 |
| 01/22/2016 | Southern California Media Group | Guestbook OC | 6170 Advertising / Media | 620.00 |
| 01/22/2016 | Southern California Media Group | Special Pubs: 1x1" Orange Co... | 6170 Advertising / Media | 6,500.00 |
| 01/22/2016 | Southern California Media Group | Guestbook OC | 6170 Advertising / Media | 620.00 |
| 04/13/2016 | Southern California Media Group | Guestbook OC: Balance of Co... | 6170 Advertising / Media | 4,340.00 |
| Total Southern California Media Group | | | | 12,700.00 |
| Speak Up Newport | | | | |
| 01/21/2016 | Speak Up Newport | Table for 2016 Mayor's Dinner | 6270 Community Event Parti... | 1,200.00 |
| Total Speak Up Newport | | | | 1,200.00 |
| TOTAL | | | | 208,469.09 |

Restaurant Association Business Improvement District
Reconciliation Summary
1010 · Bank Balance, Period Ending 04/30/2016

| | <u>Apr 30, 16</u> |
|--|-------------------------|
| Beginning Balance | 85,998.61 |
| Cleared Transactions | |
| Checks and Payments - 2 items | -22,014.66 |
| Deposits and Credits - 7 items | 3,257.17 |
| Total Cleared Transactions | <u>-18,757.49</u> |
| Cleared Balance | <u>67,241.12</u> |
| Uncleared Transactions | |
| Checks and Payments - 1 item | -400.00 |
| Deposits and Credits - 6 items | 2,687.25 |
| Total Uncleared Transactions | <u>2,287.25</u> |
| Register Balance as of 04/30/2016 | <u>69,528.37</u> |
| New Transactions | |
| Checks and Payments - 1 item | -8,685.95 |
| Total New Transactions | <u>-8,685.95</u> |
| Ending Balance | <u>60,842.42</u> |

Restaurant Association Business Improvement District Reconciliation Detail

1010 · Bank Balance, Period Ending 04/30/2016

| Type | Date | Num | Name | Clr | Amount | Balance |
|---------------------------------------|------------|--------|-------------------|-----|-------------------|------------------|
| Beginning Balance | | | | | | 85,998.61 |
| Cleared Transactions | | | | | | |
| Checks and Payments - 2 items | | | | | | |
| General Journal | 04/13/2016 | AJE139 | | X | -21,810.04 | -21,810.04 |
| General Journal | 04/15/2016 | AJE138 | | X | -204.62 | -22,014.66 |
| Total Checks and Payments | | | | | -22,014.66 | -22,014.66 |
| Deposits and Credits - 7 items | | | | | | |
| Deposit | 03/15/2016 | | | X | 830.50 | 830.50 |
| Deposit | 03/16/2016 | | | X | 296.92 | 1,127.42 |
| Deposit | 03/23/2016 | | | X | 1,000.00 | 2,127.42 |
| Deposit | 04/07/2016 | | | X | 86.75 | 2,214.17 |
| Deposit | 04/20/2016 | | | X | 300.00 | 2,514.17 |
| Deposit | 04/20/2016 | | | X | 643.00 | 3,157.17 |
| General Journal | 04/30/2016 | AJE141 | | X | 100.00 | 3,257.17 |
| Total Deposits and Credits | | | | | 3,257.17 | 3,257.17 |
| Total Cleared Transactions | | | | | -18,757.49 | -18,757.49 |
| Cleared Balance | | | | | -18,757.49 | 67,241.12 |
| Uncleared Transactions | | | | | | |
| Checks and Payments - 1 item | | | | | | |
| Sales Receipt | 11/18/2014 | 1 | Bistro Le Crillon | | -400.00 | -400.00 |
| Total Checks and Payments | | | | | -400.00 | -400.00 |
| Deposits and Credits - 6 items | | | | | | |
| Deposit | 01/21/2016 | | | | 118.75 | 118.75 |
| Deposit | 04/21/2016 | | | | 500.00 | 618.75 |
| Deposit | 04/21/2016 | | | | 500.00 | 1,118.75 |
| Deposit | 04/21/2016 | | | | 500.00 | 1,618.75 |
| Deposit | 04/26/2016 | | | | 568.50 | 2,187.25 |
| Deposit | 04/28/2016 | | | | 500.00 | 2,687.25 |
| Total Deposits and Credits | | | | | 2,687.25 | 2,687.25 |
| Total Uncleared Transactions | | | | | 2,287.25 | 2,287.25 |
| Register Balance as of 04/30/2016 | | | | | -16,470.24 | 69,528.37 |
| New Transactions | | | | | | |
| Checks and Payments - 1 item | | | | | | |
| General Journal | 05/10/2016 | AJE140 | | | -8,685.95 | -8,685.95 |
| Total Checks and Payments | | | | | -8,685.95 | -8,685.95 |
| Total New Transactions | | | | | -8,685.95 | -8,685.95 |
| Ending Balance | | | | | -25,156.19 | 60,842.42 |



Account #: [REDACTED]

This statement: April 29, 2016
 Last statement: March 31, 2016

Contact us:
 800 773-7100

Orange CO Airport Office
 18111 Von Karman Ave., Ste. 100
 Irvine CA 92612

023 0830N
 CITY OF NEWPORT BEACH
 (RESTAURANT ASSOCIATION)
 100 CIVIC CENTER DR
 NEWPORT BEACH CA 92660

cnb.com

Analyzed Business Checking

| Account Summary | | Account Activity | |
|------------------------|-------------|--------------------------------------|----------------------|
| Account number | [REDACTED] | Beginning balance (3/31/2016) | \$85,998.61 |
| Minimum balance | \$66,498.12 | Credits | |
| Average balance | \$74,845.47 | Deposits (0) | + 0.00 |
| Avg. collected balance | \$74,758.00 | Electronic cr (2) | + 943.00 |
| | | Other credits (2) | + 2,314.17 |
| | | Total credits | + \$3,257.17 |
| | | Debits | |
| | | Checks paid (0) | - 0.00 |
| | | Electronic db (2) | - 22,014.66 |
| | | Other debits (0) | - 0.00 |
| | | Total debits | - \$22,014.66 |
| | | Ending balance (4/29/2016) | \$67,241.12 |

ELECTRONIC CREDITS

| Date | Description | Credits |
|------|--|---------|
| 4-13 | Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 041116 | 300.00 |
| 4-22 | Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 042016 | 643.00 |

OTHER CREDITS

| Date | Description | Reference | Credits |
|------|--|-----------|----------|
| 4-12 | E-Deposit | | 2,214.17 |
| 4-27 | Deposit Adj-Credit CK# 1805 FOR \$118.75 POSTED AS \$18.75 IN DEP \$23633.84 ON 03/16/16 | | 100.00 |

ELECTRONIC DEBITS

| Date | Description | Debits |
|------|--|-----------|
| 4-13 | Preauthorized Debit BILL.COM PAYABLES 015IIVWSFOG4N97 RESTAURANT ASSOCIA CCD | 21,810.04 |
| 4-15 | Preauthorized Debit BILL.COM PAYABLES 015GZYZZZEG5L7L RESTAURANT ASSOCIA CCD | 204.62 |

DAILY BALANCES

| Date | Amount | Date | Amount | Date | Amount | Date | Amount |
|------|-----------|------|-----------|------|-----------|------|--------|
| 3-31 | 85,998.61 | 4-13 | 66,702.74 | 4-22 | 67,141.12 | | |
| 4-12 | 88,212.78 | 4-15 | 66,498.12 | 4-27 | 67,241.12 | | |

Thank you for banking with Orange CO Airport Office



RESPONSE TO PROPOSAL 16-47

NEWPORT BEACH RESTAURANT ASSOCIATION ("NBRA") ACCOUNTING AND FINANCIAL SUPPORT SERVICES

RFP DUE DATE: APRIL 8, 2016 12:00PM

SUBMITTED TO: Anthony Nguyen, Purchasing Agent
anguyen@newportbeachca.gov

SUBMITTED BY: LESLEY E. SWAIN
CHIEF FINANCIAL OFFICER
NEWPORT BEACH & COMPANY
lesley@newportbeachandco.com
(949) 467-2746



SECTION ONE

HISTORY AND BACKGROUND FOR NEWPORT BEACH & COMPANY

Newport Beach & Company:

Newport Beach & Company is a non-profit, 501(c)6 community marketing organization. Newport Beach & Company promotes Newport Beach through marketing, advertising and public relations efforts. Newport Beach & Company contracts with Visit Newport Beach Inc. for leisure marketing and advertising services and is funded primarily by this contract. Other business units such as Dine Newport Beach are self-funded and provide compensation to Newport Beach & Company for marketing services.

Mission:

Newport Beach & Company is a creative and focused community-marketing agency that is singularly committed to telling the integrated Newport Beach brand story. By embracing a variety of neighborhoods, businesses and individual unique voices into a complementary story, Newport Beach and Company strengthens all of its partners, drives new revenue to the city and enhances its overall economic vibrancy.

Vision:

Newport Beach & Company aspires to be the national model for outstanding integrated community marketing and brand leadership. As an entrepreneurial leadership organization, Newport Beach & Co. is creative, innovative and professional in building destination awareness both locally and nationally which drives business and economic growth. It strives to do for its partners and stakeholders what they cannot do individually.

Brand Promise:

Newport Beach & Company is a progressive, dynamic and innovative marketing organization that brings a results-oriented mindset along with a forward-looking attitude to the community it serves. Embracing a learning centered environment where ideas can develop and be best used for the benefit of its partners, Newport Beach & Co.'s team is a passionate steward for the Newport Beach brand. It is resourceful in creating meaningful marketing programs and services and setting the standard for outstanding destination leadership.

Project Team:

The team will be Lesley Swain, CFO, and Dina Alleluia-Carr, Finance Assistant and Polly Peak, BID Administrator.



SECTION TWO

CONSULTING SERVICES

The services to be provided to the “NBRA” require an integrated and organized CRM database and financial system. Newport Beach & Company will be utilizing such a system and proposes to improve the Accounts Receivable invoicing process by providing real-time insight into the status of accounts and communication to participants.

SECTION THREE

TEAM RESUMES

LESLEY E. SWAIN
Chief Financial Officer

[REDACTED]
[REDACTED]

Lesley Swain has been on the Executive Leadership team at Newport Beach & Company and Visit Newport Beach since May 2011. During this time, she has managed the financial systems for these entities with outstanding external audit reports. Ms. Swain’s academic qualifications include a Masters in Public Administration and a Masters in Business Administration with a concentration in Finance. She is currently scheduled to complete the CMA certification (*Certified Management Accountant*) this year. Ms. Swain, in addition, has been the Finance Director for the Orange County Visitors Association – a membership-based 501(c) 4 non-profit organization since August 2014.

DINA ALLELUIA-CARR
Finance Assistant

[REDACTED]
[REDACTED]

Dina Alleluia-Carr has been with the Newport Beach & Company team since August 2015. She is responsible for all invoicing as well as manages the Accounts Payable process. Dina is a very detailed professional who would be integral to the services provided to the NBRA.

POLLY PEAK
NBRA BID Administrator

[REDACTED]
[REDACTED]

Polly Peak has been a contractor with Newport Beach & Company since January 2014 as the NBRA BID Marketing Director, and as the NBRA BID Administrator since September 2015. Ms. Peak has extensive database management and billing experience working with large restaurant organizations including the California Restaurant Association and Los Angeles Tourism and Convention Board.



[REDACTED]

[REDACTED]

SECTION FIVE
SCOPE OF SERVICES

1. Customer Relationship Management (CRM) Database – Implement and manage a comprehensive CRM to effectively maintain current stakeholder data including invoicing for dues and fees, payments, and past due invoices. This database will be Salesforce Enterprise.
2. Budgeting – Provide relevant, detailed financial reporting and preparation assistance to the Board and BID Administrator to facilitate effective annual budgeting.
3. Accounts Receivable Processing – Prepare annual dues invoices to all current assesses in July of each year. This process will occur following the renewal of the BID by the City Council and approval of the annual budget. Collection efforts will also be pursued by CAS in accordance with the Delinquency Schedule approved by the Board of Directors and The City of Newport Beach. Annual dues and other fees monitoring and maintenance will be housed in an integrated CRM system (“Salesforce”) and financial system (“Intacct”). The BID Administrator will be able to monitor, in real time, all activity pertaining to restaurant participant accounts.
4. Financial Statements – All financial and accounting processes will be followed according to US GAAP and the internal control policies approved by the Board of Directors. All accounts shall be reconciled and statements prepared by the 10th of each month for the previous month. The Board of Directors shall receive a YTD Statement of Activities, a Statement of Position, a Statement of Cash Flow, Check Register, and a current A/R Detail of Outstanding Assessments each month at the regularly-scheduled meeting. The Board of Directors shall also receive a detailed transaction report for the month for all income and expense accounts. Any requested additional reporting shall be accommodated in a timely manner.
5. Accounts Payable Processing – Accounts Payable will follow a workflow structured upon digital review and approval of all invoices, very similar to the current City process. Invoices will be received and reviewed by the BID



Administrator and then electronically forwarded to the City Manager's Office designee and then to the Finance Director (*or designee*) for final approval. All Approvals will be electronically documented with the Intacct financial system and digital copies of invoices will be retained within the vendor file.

6. A dashboard may also be available to the BID Administrator highlighting key performance indicators for the NBRA – new participants, outstanding dues, budget to actual proformas, etc.



NEWPORT BEACH
CHAMBER OF COMMERCE

The Business and Community Resource

April 7, 2016

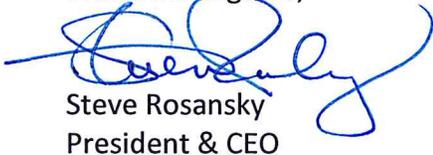
Mr. Anthony Nguyen
Purchasing Agent
City of Newport Beach
100 Civic Center Drive
Newport Beach, CA 92660

Re: Statement of Qualifications for Request for Qualifications No. 16-47

Dear Mr. Nguyen:

Enclosed please find the Statement of Qualifications being submitted by the Newport Beach Chamber of Commerce with regard to City of Newport Beach Request for Qualifications No. 16-47. We are excited to bid on this project and look forward to working through the process.

Warmest Regards,



Steve Rosansky
President & CEO



NEWPORT BEACH
CHAMBER OF COMMERCE

The Business and Community Resource

Statement of Qualifications
Submitted By
Newport Beach Chamber of Commerce

Request for Qualifications No. 16-47
Business Improvement District (BID)

Accounting & Financial Reporting Services

Section One

The Newport Beach Chamber of Commerce (the "Chamber") is a 501(C)(6) corporation that has been in continuous business for over 100 years. The organization consists of approximately 640 member businesses predominantly located in the City of Newport Beach. Each Chamber member pays annual dues to the Chamber based on a tiered fee schedule.

The Chamber staff oversees the production and execution of approximately 50 monthly member events/meetings and 12 major Newport Beach civic events including the Newport Beach Christmas Boat Parade.

The Chamber is governed by a Board of Directors chosen from the member businesses. The 24 Board members are elected for three year periods on a staggered basis. The current Chair of the Board is local business owner, Marie Case.

The Chamber currently has a paid staff of five full-time and one part-time employee. They consist of the following people and positions:

| | |
|---------------------|---|
| Steven Rosansky | President and CEO (resume attached) |
| Jeff Parker | Chief Operating Officer and Director of Operations and Communications |
| Kathleen Sanchez | Finance Director and Administration (resume attached) |
| Pam Blasiar Smith | Membership Services Director |
| Jim Villers | Membership Director |
| Rochelle Lindenlaub | Membership Services Coordinator |

In addition to the paid staff members, the Chamber has an unpaid Chief Financial Officer, Kimberley Tavares (resume attached).

The main point of contact is as follows:

Steven Rosansky
20351 Irvine Ave
Suite C-5
Newport Beach, CA 92660
steve@newportbeach.com
www.newportbeach.com
(949) 729-4404 (O)
(714) 381-2460 (C)

The project team will consist of the following persons:

1. Steven Rosansky
2. Kathleen Sanchez
3. Kimberley Tavares

The Chamber has conducted the types of services contemplated by the RFQ for decades on its own behalf. We maintain an extensive proprietary data base of present and former Chamber members, including the following information among other data:

- Company Name
- Key Contact Person
- Billing Person
- Billing Address
- Phone Numbers
- Website
- Email Addresses
- Dues Information
- Billing Dates
- Payment Due Dates
- Payment Receipt Dates

The Chamber bills and receives payments from members on an annual basis. The data base is updated on a regular basis to reflect the addition of new members and the removal of non-renewing members. The Finance Director also issues payments for goods and services received by the Chamber in the ordinary course of business.

The Chamber uses QuickBooks® software to maintain its financial records. Each month the Finance Director prepares a detailed Profit & Loss Statement that reflects month-to-date and year-to-date figures for the Chamber as compared against budgeted projections. A current Balance Sheet and A/R aging summary is also prepared. These financial statements are presented by the Chamber President and the Chamber Chief Financial Officer to the Board of Directors at the Board's regular monthly meetings. Bank statements are reconciled on a monthly basis by the Finance Director.

The Finance Director, with the assistance of the Chamber CFO and the Chamber President, prepares an annual budget that is presented to the Chamber Finance Committee and ultimately approved by the Board of Directors based upon a recommendation of the Finance Committee. The budget is based on projections of annual member revenue and event related revenue.

Section Two

The Chamber is currently providing services to other organizations, such as Leadership Tomorrow, a 501(C)(3) corporation, that are very similar to those outlined in the Consultant Responsibilities & Scope of Project section of the RFQ. Leadership Tomorrow is an educational organization that annually conducts a nine month program to help local citizens acquire a better understanding of civic leadership through interaction with a broad range of local experts and community leaders. The program participants are drawn from Newport Beach, Costa Mesa, Irvine and Tustin.

Through an annual contract, the Chamber provides (amongst other services) bookkeeping and records management services for Leadership Tomorrow including the following:

1. Management of the participant database utilizing QuickBooks® and Constant Contact®
2. Maintenance and reconciliation of Leadership Tomorrow bank accounts
3. Collection of participant payments
4. Payment of approved invoices for goods and services contracted for by Leadership Tomorrow
5. Preparation of Monthly and Year-to Date Profit & Loss Statements, Balance Sheets and A/R aging statements
6. Development of annual budgets based upon historical revenue and expense data and projections for future programs and initiatives
7. Presentation of financial statements to the Board of Directors on a monthly or as needed basis
8. Maintenance of Leadership Tomorrow Board Minutes and meeting books

Contact & Reference Information for Leadership Tomorrow:

Jon Lewis
Chairman of the Board of Directors
(714) 925-5986
JLewis@NBPD.org
www.leadershiptomorrow.org/

Section Three

As mentioned in Section One, the following are the key personnel that would be performing the work on the project for the BIDS:

1. Steven Rosansky—President & CEO
2. Kathleen Sanchez—Finance Director
3. Kimberly Tavares—Chief Financial Officer

Please see the attached resumes for the foregoing individuals for the pertinent information requested in the RFQ.

The relevant project experience has been described in Sections 1 & 2 above.

Resume of
STEVEN ROSANSKY

Steven Rosansky

President & CEO

EDUCATION

Juris Doctor, UCLA School of Law
May 1985 (Los Angeles, CA)

Bachelor of Science in Economics, University of Penn. Wharton School of Business
May 1982 (Philadelphia, PA)

PROFESSIONAL EXPERIENCE

President & CEO

Newport Beach Chamber of Commerce, Newport Beach, CA

January 2013 to Present

- Chief Executive for membership organization consisting of 640 business members
- Organizer of major civic events
- Fundraiser

President & CEO

Newport West Real Estate Company, Newport Beach, CA

December 1987 to Present

- Real estate broker of record
- Experienced in residential and commercial real estate sales and leasing
- Arrangement of residential real estate financing
- Active in real property negotiation and entitlement processing

Managing Partner

Togos-Baskin Robbins, Orange, CA

May 2000 to September 2012

- Owned and operated restaurant franchise with sales in excess of one million dollars

Attorney

Rutan & Tucker, Costa Mesa, CA

November 1985 to September 1987

- Real estate attorney specializing in documentation of real estate transactions

CIVIC EXPERIENCE

Newport Beach, California

City Councilman

October 2003 to December 2012

Mayor

December 2006 to December 2007

Parks, Beaches & Recreation Commissioner

August 2003 to October 2003

Membership Organizations

California Bar Association

California Association of Realtors

Resume of
KATHLEEN SANCHEZ

Kathleen Tobin- Sanchez

[REDACTED]

[REDACTED]

[REDACTED]

Objective

To utilize and expand my organization and multi-task management skills in a position offering long term growth potential.

Summary

- 34 years experience in accounting
- Fundamental accounting knowledge of monthly and yearly financial statements, accounts payables, accounts receivable, invoicing, audit and payroll
- Motivated, efficient, accurate and detail-oriented
- Strong analytical and problem solving abilities
- Proficient in QuickBooks, Excel, Microsoft Word, Great Plains, Dynamics, and American Contractor software programs

Experience

2007 – Present

Director of Finance Newport Beach Chamber of Commerce Newport Beach
Financial Statements, Budgets, Audit, Accounts Payables, Accounts Receivables, Billing,
Payroll, Bank Reconciliation, Journal Entries.

DUTIES include:

Maintain general bookkeeping into QuickBooks including A/R, A/P & Banking.

Prepare monthly financials for Finance Committee & Board of Directors including Balance Sheet, Income Statements & Budgets.

Performs end of year reconciliation of all accounts, closes books and prepares for and assists with annual outside audit.

Assists with the preparation of the annual NBCC Budget including all Chamber and Council operations. Prepare Special Events budgets.

Files state and federal reports as required including Sales tax and reconciles all bank accounts monthly.

Taste of Newport – Cash Control including pre-event preparation, web site sales and will call collections and reports. Accounting room duties including scheduling volunteers. Manage & Prepare for Cash Managers and volunteer cash stations.

Human Resource Department: Maintain employee attendance records, payroll records, 401k retirement plan.

2005 – 2007

F/C Bookkeeper/ Office Manager Q2, Inc. Santa Ana

Full Charge Bookkeeper. Responsible for maintaining all accounting records. Process accounts payable, accounts receivables, billing, payroll, and expenses. Post monthly journal entries. Reconcile all bank statements. Submit monthly financial reports to CPA. Maintain all records for insurance, workers comp and employee files.

2004 – 2005

Accounts Payable Manager deb Construction Inc Anaheim

Processed accounts payables, payroll and vendor communications. Experience with Preliminary Notices, Unconditional and Conditional Progress and Final Waivers and Releases. Assist in closing jobs. Full- time position.

2003 – 2004

Bookkeeper Mortgage Concepts Inc Santa Ana

Full Charge Bookkeeper. Process accounts payables, payroll, bank reconciliations and bank deposits. Produce monthly reports. Quarterly and end of year payroll tax reporting. W -2's and 1099's. Assisted in Year-end closing procedures. Part- time position.

1994 – 2003

Accounting Manager Mass Connections Cerritos

Managed a staff of 13 auditors and accounts payable personnel. Prepared audit and payables reports. Developed and implemented new audit procedures that increased productivity and accuracy. Processed accounts payables and journal entries. Assisted payroll processing and month end reporting. Promoted from Supervisor to Manager in 1995. Full- time position.

1990 – 1994

Office Manager Data Reply Irvine

Responsible for management of overall operations. Client and Vendor communications, including special projects. Processed accounts payables and generated client invoicing. Produced Semi- weekly payroll processing. Assisted in monthly reports. Full- time position.

Education

Saddleback College, Mission Viejo, CA

A.A., Business Administration, Minor: Accounting 1981

H.R. Block, Irvine, CA

Tax Preparer, State of California Consumer Affairs, 1991

Resume of
KIMBERLY TAVARES, CVA

Kimberly Tavares, CVA
Chief Executive Officer

With more than 15 years of experience providing accounting and business advisory services, Kimberly is a trusted advisor to entrepreneurs and established business owners in the health and nutrition, automotive, law and medical practices.

She works side-by-side with her clients to strengthen their financial position by reducing costs and better managing their working capital. She uses cutting-edge technology to leverage their data to improve the quality and timeliness of financial information with the goal of reducing accounting errors that impede effective and timely decisions. She leads a team that executes day-to-day finance function operations including preparation and review of balance sheet account reconciliations, payroll, management financial packages, drafting financial statement disclosures and other key accounting and reporting tasks.

Business Valuation & Forensic Accounting

As a certified valuation expert, Kimberly specializes in business valuation for buy-sell agreements, consulting business owners in partnerships on their exit strategies. She is often hired to execute appraisals for buy-sell agreements and mergers & acquisitions.

Litigation Support

In the area of family law, Kimberly provides litigation support and forensic analysis as well as asset tracing, business valuation, controllable cash flow analysis, marital standard of living analysis and other financial areas of concern in dissolution of marriage.

Education

Johnson & Wales University 1997, AA Business Management 1997
California State University Fullerton, BA Accounting 2005

Professional and Civic Memberships

- The National Association of Certified Valuators and Analysts (NACVA)
- The California Tax Education Council (CTEC)
- African Children's Foundation, board member

- Human Options

Representative Client Matters

CFO & Advisory

- Developed revenue, earnings, break-even and dilution models for an emerging start-up tech company for purposes of raising capital
- Provided forecasts and projections for a start-up company including setting financial goals to hire the first employees and working through company break-even all the way to profitability. Five years later, we act as the CFO and service all aspects of the growing \$5 million company
- Provided virtual accounting services to a company by replacing the in-house CFO and accounting staff, provided the same functions and services and included more oversight and direction and saved the business more than \$171,000 to its bottom line

Business Valuation & Forensic Accounting

- Provided tracing analysis and identified \$50 million in hidden assets for a spouse in a dissolution of marriage
- Prepared a cash flow analysis, business valuation and marital standard of living calculations to secure a favorable settlement for a spouse in a dissolution of marriage
- Prepared a comprehensive loss profit analysis for a gas station that had severe damage which resulted in a favorable insurance settlement
- Prepared a business valuation for a well-established business for a buy-sell agreement and assisted the attorney in issues surrounded an exit strategy

Kimberly Tavares, CVA

PacWest Accounting, Inc.

Summary

My skills have assisted partners and litigators with my investigative and analytical skills needed to apply accounting, business and financial methodology to legal matters. My experience has also included providing forensic analysis and asset tracing analysis, all of which utilize strong bookkeeping skills to analyze, interpret, summarize and present complex financial issues in a manner that is both clear and properly supported.

Representative Client Matters CFO & Advisory

- Developed revenue, earnings, break-even and dilution models for an emerging start-up tech company for purposes of raising capital
- Provided forecasts and projections for a start-up company including setting financial goals to hire the first employees and working through company break-even all the way to profitability. Five years later, we act as the CFO and service all aspects of the growing \$5 million company
- Provided virtual accounting services to a company by replacing the in-house CFO and accounting staff, provided the same functions and services and included more oversight and direction and saved the business more than \$171,000 to its bottom line
- Business Valuation & Forensic Accounting**
- Provided tracing analysis and identified \$50 million in hidden assets for a spouse in a dissolution of marriage
- Prepared a cash flow analysis, business valuation and marital standard of living calculations to secure a favorable settlement for a spouse in a dissolution of marriage
- Prepared a comprehensive loss profit analysis for a gas station that had severe damage which resulted in a favorable insurance settlement
- Prepared a business valuation for a well-established business for a buy-sell agreement and assisted the attorney in issues surrounded an exit strategy

Experience

Chief Executive Officer at PacWest Accounting

March 2009 - Present (7 years 1 month)

With more than 15 years of experience providing accounting and business advisory services, Kimberly is a trusted advisor to entrepreneurs and established business owners in the health and nutrition, automotive, law and medical practices. She works side-by-side with her clients to strengthen their financial position by reducing costs and better managing their working capital. She uses cutting-edge technology to leverage their data to improve the quality and timeliness of financial information with the goal of reducing accounting errors that impede effective and timely decisions. She leads a team that executes day-to-day finance function operations including preparation and review of balance sheet account reconciliations, payroll, management financial packages, drafting financial statement disclosures and other key accounting and reporting tasks.

Business Valuation & Forensic Accounting As a certified valuation expert, Kimberly specializes in business valuation for buy-sell agreements, consulting business owners in partnerships on their exit strategies. She is often hired to execute appraisals for buy-sell agreements and mergers & acquisitions.

Litigation Support In the area of family law, Kimberly provides litigation support and forensic analysis as well as asset tracing, business valuation, controllable cash flow analysis, marital standard of living analysis and other financial areas of concern in dissolution of marriage.

Sr. Business Valuation Associate at Kahn, Litwin, Renza & Co.

July 2007 - September 2008 (1 year 3 months)

Responsibilities include conducting business valuations for dissolution of marriage, estate and gift tax purposes, litigation support and loss/profit damages.

Forensic Accountant at Duckworth & Mehner, LLP

September 2002 - June 2007 (4 years 10 months)

Responsibilities include analyzing financial situations and assisting partners in providing analysis and expert testimonies dealing with family law. Services include business and professional practice valuations, cash flow available for support, high earner child support situations, lifestyle expense analysis, community/separate balance sheets, tax effects of divorce, asset tracing, and reimbursement and misappropriation analysis. Work closely with family law attorneys and clients to ensure accuracy and efficiency in each project.

Skills & Expertise

Accounting

Tax

Accounts Payable

QuickBooks

Cash Flow

Account Reconciliation

Leadership

Entrepreneurship

Business Valuation

Accounts Receivable

Analysis

Budgets

Strategy

Education

California State University-Fullerton, Mihaylo College of Business and Economics

BA, Accounting, 2003 - 2005

Johnson & Wales University

AA, Business, 1995 - 1997

Activities and Societies: Theta Phi Alpha Sorority

Organizations

NACVA

Languages

English

(Native or bilingual proficiency)

Certifications

CVA

NACVA

Section Five

In many ways the Chamber's current operations and those the Chamber performs under contract to Leadership Tomorrow, are a mirror image of the services requested under the RFQ. We currently service an organization comprised of a similar, if not larger number of members. In fact, many of the members of the Restaurant BID and the Corona del Mar BID are currently Chamber members and have been so for many years. These members pay annual fees to the Chamber based upon a tiered system to be members. On occasion, we need to contact them several times in order to bring their dues current.

The Chamber maintains a data base of members which is required to be updated constantly as members join and leave the Chamber. The Chamber utilizes QuickBooks® for its accounting software.

Invoices for goods and services are received and posted on a daily basis. Monthly financial statements are prepared by the Finance Director based upon generally accepted accounting principles and reviewed by the Chamber President and CFO. The statements are then presented to the Board for approval. Bank statements are reviewed and reconciled on a monthly basis.

Annually, a budget is prepared by the Finance Director with input from the President and CFO based upon previous experience and future projections. Budgets are vetted and approved by the Board of Directors.