## FY 2015 Application Cover Pages

**For San Diego Tourism Marketing District Funds**

### Applicant Organization Name:

Farmers Insurance Open (PGA TOUR event), host organization – Century Club of San Diego, 501 c 3 non-profit organization

Mailing Address: 6155 Cornerstone Court E, Suite 100, San Diego, 92121

Telephone: (858) 886-4653  FAX: (858) 886-4612

Website: FarmersInsuranceOpen.com

### Primary Contact Information:

Name: Peter Ripa  Title: Executive Director

Telephone: (858) 886-4653 x-106  FAX: (858) 886-4612

Email: pripa@FarmersInsuranceOpen.com

Website (if different from above):

### Brief Description of Your Organization or Company:

Founded in 1961, the Century Club of San Diego is a 501 c 3, non-profit organization with 53 dedicated men and women to promote and sell the Farmers Insurance Open, as well as, San Diego with the net proceeds benefitting our community’s charities. Since our inception, we have generated over $26 million for San Diego charities. We nearly reached $2.5 million in 2013, http://www.farmersinsuranceopen.com/charities/

FARMERS INSURANCE OPEN
YOUR ORGANIZATION MISSION STATEMENT OR STATEMENT OF PURPOSE:
It shall be the mission of the Century Club of San Diego to be a major benefactor to local charities throughout the San Diego community; organize and manage the finest quality PGA TOUR tournament; stimulate and promote philanthropy by all parties associated with the tournament; and promote San Diego on a global basis.

YOUR ORGANIZATION'S PROGRAMS AND SERVICES:
Briefly describe your core programs and services and describe any plans for change, growth, or reduction in the proposed year. Please limit your response to one page.
The Century Club of San Diego is the host organization that conducts the Farmers Insurance Open, San Diego’s prestigious annual PGA TOUR golf tournament, played at Torrey Pines Golf Course in La Jolla. The annual event is televised on network and cable providing major exposure for San Diego:
- $4 million value of mentions to Torrey Pines and City of San Diego *Source: Repucom
- 15 ½ hours of live coverage on CBS and Golf Channel
- 41 million U.S. TV viewers (more than the British Open in 2013)
- 140 countries
- 350 million Households reached globally *Source: PGA TOUR

Fans from the San Diego area, regionally, nationally and internationally (23 countries) enjoyed this year's championship including Canada, Mexico, United Kingdom, Australia, Japan, Brazil, Sweden, Argentina, Austria, Chile, China, Denmark, Estonia, France, French Polynesia, Germany, Ireland, New Zealand, Philippines, Switzerland, South Korea, and United Arab Emirates.

The PGA TOUR is comprised of 45 events throughout the United States and one in Mexico. San Diego’s stop has a competitive advantage over many events we will further leverage. That is San Diego is a destination city that has more to offer than a major global professional event. Our future growth and success lies in attracting individuals, groups and companies to entertain in San Diego from the region and nationally. Direct marketing and promotions to these markets and nationally will position the Farmers Insurance Open as an attractive Q1 event that can strengthen relationships and drive business.
EXHIBIT A: Proposed Scope of Work Narrative

The Farmers Insurance Open had over 41 million US viewers, reached 140 countries and 350 million households globally on the CBS and Golf Channel. Our telecast ends at 6:30 pm Eastern Time when it is cold and dark in most of the country. Viewers are wishing they could be in San Diego in late January. We plan to work with Balboa Travel to with two objectives

1. Attract specific groups/organizations.
2. Attract golf travelers from geographic areas.

1. Leverage relationship with Balboa Travel to sell in markets and to groups/organizations:
   a. Convention center groups/organizations to extend their stay before or after conference.
   b. Existing Balboa Travel clients with Q1 Sales events
   c. Strategic Alliances with other Meeting & Event Planners specializing in Sporting Group and Incentive Travel
   d. Client Fam at 2014 event targeting decision makers for 2015 Groups

2. The business and golf travelers from these geographic areas we will market to:
   a. Las Vegas
   b. Bay Area
   c. Pacific Northwest
   d. Western Canada

The ads will drive traffic to a web page providing a menu of options and contact to purchase or build the package for their needs - http://www.balboa.com/images/FarmersOpen.pdf

A PGA TOUR event has activities Monday –Sunday. We have Pro-Ams Monday (112 players) and Wednesday (264 players). The competitive rounds and hospitality are Thursday – Sunday.

A1.4 Group Meeting Direct Marketing
To expand the visitors to our community during our major national event we will position to engage these groups/organizations, as well as, the business and golf traveler to enjoy a world-class PGA TOUR event along with accommodations, fine dining, wine tours, beer tours, attractions, spas, and golf. With our limited budget, it is important we be targeted in our promotion and media placement. We will develop the creative and work with Balboa Travel in reaching and placing the advertising in group/organization in digital media and print publications.

A1.5 Consumer Director Sales & Marketing Programs
The business and golf traveler in four key markets represent ideal opportunities to enjoy the world-class PGA TOUR event and all the accommodations, fine dining, wine tours, beer tours, attractions, spas, and golf.

2. PGATOUR.com has the ability geo-market to PGA TOUR fans and golf travelers to their TPC network of golf courses.
3. Golf Now is a golf booking site owned by the Golf Channel, a broadcast partner of the Farmers Insurance Open. Golf Now is recognized as the industry leader. Avid golfers research golf before booking their trips so we can drive their attention to PGA TOUR event, accommodations, golf, dining on the Golf Now
landing page for San Diego and our four key markets. We place a banner ad for PGA TOUR event, accommodations, golf, to a landing page to tickets, accommodations and golf.

4. Regional golf and travel publications to inspire the breadth of opportunities to enjoy the great weather PGA TOUR, accommodations and a turn-key experience for 1-4 days.
<table>
<thead>
<tr>
<th>Direct Expenses</th>
<th>A 1.1 Hotel Meeting Sales</th>
<th>A 1.2 Event Management and Group Sales Development</th>
<th>A 1.3 Tourism Development - Travel &amp; Trade</th>
<th>A 1.4 Group Meeting Direct Marketing</th>
<th>A 1.5 Consumer Direct Sales &amp; Marketing Programs</th>
<th>Total A Budget</th>
<th>B Budget</th>
<th>TMD Total Budget</th>
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<tbody>
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<td>Advertising</td>
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<td>12,500.00</td>
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<td>Promotional Items</td>
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<td><strong>Total Direct Expenses</strong></td>
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<td>161,750.00</td>
<td>36,250.00</td>
<td>200,000.00</td>
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<td>200,000.00</td>
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</tbody>
</table>

Indirect Cost Allocation (from worksheet) 

Total TMD Expenses $161,750.00 $36,250.00 $200,000.00 $200,000.00 $200,000.00
## Indirect Cost Allocation Worksheet

### Budget Category

<table>
<thead>
<tr>
<th>TMD Direct Expenses (exhibit B - page 1)</th>
<th>Total Budget</th>
<th>Indirect Rate Percent</th>
<th>Allocated G&amp;A Dollar</th>
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</thead>
<tbody>
<tr>
<td>A1.1</td>
<td>$</td>
<td>0%</td>
<td>$</td>
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<td>A1.2</td>
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<td>A1.3</td>
<td>$</td>
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<td>$</td>
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<tr>
<td>A1.4</td>
<td>$161,750.00</td>
<td>81%</td>
<td>$</td>
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<tr>
<td>A1.5</td>
<td>$36,250.00</td>
<td>19%</td>
<td>$</td>
</tr>
</tbody>
</table>

- **TMD Direct**
- **Non-TMD direct program expenses**

| Total Direct Cost Budget | $200,000.00 | 100% | $ |

### Allowable Indirect Costs (exhibit B - page 2, column C) | * |

### Unallowable Indirect Costs (exhibit B - page 2, column B) | * |

**Total Organizational budget** | $200,000.00 |

Indirect rate: percentage of individual budget category line to total direct cost budget.

Allocated G&A: Individual budget category indirect rate multiplied by total allowable indirect costs.
EXHIBIT B1
BUDGET NARRATIVE BY CATEGORY
FY 2015

ORGANIZATION NAME: Farmers Insurance Open – Century of San Diego
TMD Funds: CATEGORY A: $200,000
TMD Funds: CATEGORY B: $DMO
TOTAL TMD FUNDS A + B: $200,000

ORGANIZATION'S TOTAL ANNUAL BUDGET (TMD + PRIVATE SOURCE): $200,000 + $420,000 = $620,000

CATEGORY A
BUDGET NARRATIVE BY SUB-CATEGORY:

A1.1 Hotel Meeting Sales:
NARRATIVE (of budget line items):
TMD FUNDS: $

A1.2 Event Mgmt. / Group Sales Development:
NARRATIVE (of budget line items):
TMD FUNDS: $

A1.3 Tourism Development/Travel Trade:
NARRATIVE (of budget line items):
TMD FUNDS: $

FARMERS INSURANCE OPEN
A1.4 Group Meeting Direct Marketing:  
TMD FUNDS: $161,750

NARRATIVE (of budget line items):
Advertising – Cost of ad placement in digital and publications $142,500
Advertising Agency Fees – Development of creative for ads $10,000
Personnel Salaries and Wages – Portion of Century Club staff hours on program $2,500
Promotional Items – Displays, promos and one-pagers for groups/organizations $6,750

A1.5 Consumer Direct Sales & Marketing:  
TMD FUNDS: $38,250

NARRATIVE (of budget line items):
Advertising – Cost of ad placement in digital and publications $35,000
Advertising Agency Fees – Development of creative for ads $2,500
Personnel Salaries and Wages – Portion of Century Club staff hours on program $750

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CATEGORY B (For DMO)

B: General TV / Radio Broadcast & Outdoor Media:  
TMD FUNDS*: $____________

*EXPENSE BREAKDOWN:
- ADVERTISING FUNDS: $____________
- ADVERTISING AGENCY FEES: $____________
- PERSONNEL SALARY & WAGES: $____________
- OTHER: $____________

NARRATIVE (of budget line items):

FARMERS INSURANCE OPEN
EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2015

ORGANIZATION / PROGRAM NAME: Farmers Insurance Open

TMD BENEFIT CATEGORIES:
- MAIN CATEGORY (List one): A3 – Competitive Targeting
- PROGRAM CATEGORIES (List all that apply): A1.4 & A1.5

<table>
<thead>
<tr>
<th>FY 2015 TARGETED ROI WORKSHEET</th>
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</thead>
<tbody>
<tr>
<td>All ROI results for awarded TMD funds will be subject to a third-party audit.</td>
</tr>
<tr>
<td>TMD FUNDS REQUESTED</td>
</tr>
<tr>
<td>DATES OF EVENT OR PROMOTION : January 19-25</td>
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<tr>
<td>HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*</td>
</tr>
</tbody>
</table>

* USE SAN DIEGO CITY ADR in TMD Hotel Room Night Revenue from Smith Travel Research / SDTA (formerly ConVis)

| Number of TMD Room Nights Historically Generated by Event or Promotion | 28,325 |
| Total Estimated TMD Room Night Revenue @ above ADR | $3,863,677 |

| Number of NEW TMD Room Nights Generated by Event or Promotion ** | 2,500 |
| Total Estimated NEW TMD Room Night Revenue @ above ADR | $342,100 |

TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined) | 30,825 |
TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined) | B $4,218,093 |

TOTAL RETURN ON INVESTMENT
Total TMD Room Night Revenue Generated : TMD Funds Requested (B/A : 1) | 20:1 |

MEDIA IMPRESSIONS (If Applicable):
International Media (attach separate page if necessary) |
National / Regional Media (attach separate page if necessary) | 540,000 |
Web (attach separate page if necessary) | 1.1 million |

FARMERS INSURANCE OPEN
<table>
<thead>
<tr>
<th>POSITION NO.</th>
<th>POSITION TITLE</th>
<th>COMMUNICATIONS MANAGER</th>
<th>MARKETING</th>
<th>PERSONNEL SCHEDULE FY 2015</th>
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The purpose of this form is to list the positions being claimed against Tourism & Marketing District Funds for each year. An updated copy of this form must be maintained at the applicant's site and submitted as "EXHIBIT F." By the applicant's budget and submitted as "EXHIBIT F."
IS YOUR ORGANIZATION A NON-PROFIT ORGANIZATION?  
Yes / No

If Yes:

1) **Board of Directors Disclosure**: On a separate sheet, describe the roles and responsibilities of your Board of Directors and attach a roster of your current Board and Officers to the SDTMD Application.

The Century Club of San Diego is charged with the strategic direction, oversight and compliance to our member organization’s charter. The Board, along with members, actively sell tournament assets (min. $15K) and introduce business and personal relationships to the Century Club staff to sell tournament assets. The revenue generated from these sales affords the Century Club to conduct the Farmers Insurance Open and generate proceeds for San Diego charities.

**Board**
Scott Morse, Pres, *Residential Wholesale Mortgage, 11234 El Camino Real, Suite 100, SD, CA 92130*
Greg Keller, EVP, Pres., *Garden Fresh Restaurant Grp, 15822 Bernardo Center Dr, SteA, SD, CA 92128*
Michael Whitton, 1st VP, Partner, *Troutman Sanders LLP, 11682 El Camino Real, Ste400, SD, CA 92130*
Brian O’Callaghan, 2nd VP, President/CEO, *Sangart Inc., 6175 Lusk Blvd, San Diego, CA 92121*
Jeff Baglio, Immediate Past Pres., Partner, *DLA Piper LLP, 4365 Executive Dr, Ste 1100, SD, CA 92121*
Steve Finden, Director, *Principal, Barney & Barney, 9171 Towne Centre Dr, Ste 500, SD, CA 92122*
Marty Pendarvis, Director, *5761 Bellevue Ave., La Jolla, CA 92037*
Tom Lofaro, Director, *VP, US Legal & Sec., Lecor Grp, 6405 Mira Mesa Blvd, Ste 100, SD, CA 92121*
Bob Sexton, Director, *President, AD360, 2470 E St., San Diego, CA 92102*

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IS YOUR ORGANIZATION A FOR-PROFIT ORGANIZATION?  
Yes / No

If Yes: **Mandatory Disclosure of Business Interests**: On a separate sheet, disclose the information following these guidelines: *Pursuant to section 225 of The City Charter of the City of San Diego, California ("Charter"), all contractors and subcontractors shall make a full and complete disclosure of the name and identity of any and all persons directly or indirectly involved in any transaction funded by, or proposed to be funded by, the SDTMD and the precise nature of all interests of all persons therein. Contractor’s failure to fully disclose all of the information required by Charter section 225, or Contractor’s failure to require each of its subcontractors to fully disclose such information, shall be a default of the Agreement.*

Bill Evans, The Lodge at Torrey Pines – host hotel – Farmers Insurance, title sponsor, uses The Lodge at Torrey Pines for their accommodations, food & beverage, hospitality and meeting functions.
Patrick Duffy, Hilton La Jolla Torrey Pines – host hotel – Farmers Insurance, title sponsor, uses the Hilton La Jolla Torrey Pines for their accommodations, food & beverage, and meeting functions. The Farmers Insurance Open and CBS, network partner uses the Hilton La Jolla Torrey Pines for PGA TOUR players, families and CBS production and on-air talent.
San Diego Sports Commission – Player and fan hotel agreements – Farmers Insurance Open works with the San Diego Sports Commission with identifying area hotels and establishing group rates for our sponsors, players and fans.

FARMERS INSURANCE OPEN
Closing Date of Applicant’s Most Recently Completed Fiscal Year: _4__/__30__/__2013_

CPA REVIEW/AUDIT (Please answer the following questions)
Does your organization receive a financial audit*?
☐ Yes □ No

If not, were unaudited financial statements prepared?
□ Yes □ No

Was a copy of the audit report/financial statements submitted to the City?
□ Yes ✓ No

What period is covered by your most recent audit report/financial statements: 5/1/2012-4/30/2013

Does your Board of Directors receive and discuss the management letter from the audit report?
✓ Yes □ No

*NOTE: Contractors receiving $75,000 or more in federal, state, City and/or SDTMD funds shall have Financial Statement Audits prepared in accordance with GAAP and audited by an independent Certified Public Accountant, in accordance with Generally Accepted Auditing Standards [GAAS]. This audit report shall include the following statements:

a) A statement of expenditure of SDTMD funds by program, to be identified in the same expenditure classifications as contained in the final budget and compared with the budgeted amounts;
b) A statement of revenues and expenditures, and a balance sheet of all funds received by Corporation; and
c) A statement certifying compliance with all terms and conditions of the SDTMD’s contract with Contractor, and that all required reports and disclosures have been submitted, completed by an executive officer of Corporation.

Contractor shall provide the SDTMD a copy of the Financial Statement Audit within 150 calendar days of the end of Contractor’s last complete fiscal year.

Will your organization receive any other public funding in FY 2015?
□ Yes ✓ No

If “Yes”, list funding source(s), amount of funding, and dedicated use of funds:

________________________________________

________________________________________

Is your organization applying for any other public funding in FY 2015?
□ Yes ✓ No

If “Yes”, list funding source(s), amount of funding requests, and proposed use of funds:

________________________________________

________________________________________

________________________________________

FARMERS INSURANCE OPEN
AUDIT COMPLIANCE ACKNOWLEDGEMENT:

See Page 29 of SDTMD Guidelines and Application:

Contractors receiving $75,000 or more in federal, state, city and/or SDTMD funds shall have Financial Statement Audits prepared in accordance with GAAP and audited by an independent Certified Public Accountant, in accordance with Generally Accepted Auditing Standards [GAAS]. This audit report shall include the following statements:

a) A statement of expenditure of SDTMD funds by program, to be identified in the same expenditure classifications as contained in the final budget and compared with the budgeted amounts;

b) A statement of revenues and expenditures, and a balance sheet of all funds received by Corporation; and

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Contractor shall provide the SDTMD a copy of the Financial Statement Audit within 150 calendar days of the end of Contractor’s last complete fiscal year.

______________________________________________________________________________________________

I have read and understand the Audit Compliance Acknowledgement:

[Signature]
Name: Signature

[Printed/Typed]
Name: Printed / Typed

Date: 12/5/13
City of San Diego

EQUAL OPPORTUNITY CONTRACTING (EOC)
1200 Third Avenue • Suite 200 • San Diego, CA 92101
Phone: (619) 236-6000 • Fax: (619) 235-5209

WORK FORCE REPORT

The objective of the Equal Employment Opportunity Outreach Program, San Diego Municipal Code Sections 22.3501 through 22.3517, is to ensure that contractors doing business with the City, or receiving funds from the City, do not engage in unlawful discriminatory employment practices prohibited by State and Federal law. Such employment practices include, but are not limited to unlawful discrimination in the following: employment, promotion or upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training, including apprenticeship. Contractors are required to provide a completed Work Force Report (WFR).

NO OTHER FORMS WILL BE ACCEPTED

CONTRACTOR IDENTIFICATION

Type of Contractor: □ Construction □ Vendor/Supplier □ Financial Institution □ Lessee/Lessor
□ Consultant □ Grant Recipient □ Insurance Company □ Other

Name of Company: Century Club of San Diego

ADA/DBA: ________________________________

Address (Corporate Headquarters, where applicable): 6155 Cornerstone Court E, Suite 100

City: San Diego County: San Diego State: CA Zip: 92121

Telephone Number: (858) 886-4653 Fax Number: (858) 886-4612

Name of Company CEO: Executive Director, Peter Ripa

Address(es), phone and fax number(s) of company facilities located in San Diego County (if different from above):

City: ___________________________ County: ___________________________ State: ___________________________ Zip: ___________________________

Telephone Number: ( ) Fax Number: ( )

Type of Business: 501 c 3 non-profit Type of License: ID - 952145967

The Company has appointed:

As its Equal Employment Opportunity Officer (EEOO). The EEOO has been given authority to establish, disseminate and enforce equal employment and affirmative action policies of this company. The EEOO may be contacted at:

Address: ___________________________ Telephone Number: ( ) Fax Number: ( )

□ One San Diego County (or Most Local County) Work Force - Mandatory
□ Branch Work Force *
□ Managing Office Work Force

Check the box above that applies to this WFR.

*Submit a separate Work Force Report for all participating branches. Combine WFRs if more than one branch per county.

I, the undersigned representative of Century Club of San Diego, hereby certify that information provided therein is true and correct. This document was executed on this 5 day of December, 2013.

(Firm Name)

San Diego (County) CA (State)

(Authorized Signature) 

(Print Authorized Signature Name)

EOC Work Force Report (rev. 07/10) 1 of 3 Attachment AA
INSTRUCTIONS: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row provided. Sum of all totals should be equal to your total work force. Include all those employed by your company on either a full or part-time basis. The following groups are to be included in ethnic categories listed in columns below:

(1) Black, African-American  (5) Filipino  (9) Other ethnicity; not falling into other groups
(2) Hispanic, Latino, Mexican-American, Puerto Rican  (6) White, Caucasian
(3) Asian, Pacific Islander  (7) Other ethnicity; not falling into other groups
(4) American Indian, Eskimo

<table>
<thead>
<tr>
<th>ADMINISTRATION OCCUPATIONAL CATEGORY</th>
<th>(1) Black</th>
<th>(2) Hispanic</th>
<th>(3) Asian</th>
<th>(4) American Indian</th>
<th>(5) Filipino</th>
<th>(6) White</th>
<th>(7) Other Ethnicity</th>
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*Construction laborers and other field employees are not to be included on this page.

Totals Each Column: 3 3

Grand Total All Employees: 9

Indicate by Gender and Ethnicity the Number of Above Employees Who Are Disabled:

| Disabled |               |               |               |               |               |               |               |

Non-Profit Organizations Only:

| Board of Directors |               |               |               |               |               |               |               |
| Volunteers         | nearly 1,000   |               |               |               |               |               |               |
| Artists            |               |               |               |               |               |               |               |

EOC Work Force Report (rev. 07/10) 2 of 3  Attachment AA
INSTRUCTIONS: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row provided. Sum of all totals should be equal to your total work force. Include all those employed by your company on either a full or part-time basis. The following groups are to be included in ethnic categories listed in columns below:

(1) Black, African-American
(2) Hispanic, Latino, Mexican-American, Puerto Rican
(3) Asian, Pacific Islander
(4) American Indian, Eskimo
(5) Filipino
(6) White, Caucasian
(7) Other ethnicity; not falling into other groups

<table>
<thead>
<tr>
<th>TRADE OCCUPATIONAL CATEGORY</th>
<th>(1) Black</th>
<th>(2) Hispanic</th>
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<th>(4) American Indian</th>
<th>(5) Filipino</th>
<th>(6) White</th>
<th>(7) Other Ethnicity</th>
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<tbody>
<tr>
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<tr>
<td>Carpet, Floor &amp; Tile Installers &amp; Finishers</td>
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<td>Cement Masons, Concrete Finishers</td>
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<td>Misc. Const. Equipment Operators</td>
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</tbody>
</table>

Totals Each Column  

Grand Total All Employees  

Indicate by Gender and Ethnicity the Number of Above Employees Who Are Disabled:

Disabled
SDTMD CONTRACT COMPLIANCE (Returning Applicants only)

For the most recent fiscal year - has your organization filed quarterly reports? □ Yes □ No:
What period is covered by your most recently submitted report:____________

REQUIRED ATTACHMENTS (Please check off prior to submittal)
The Completed Application must contain the following required documents in this order:

☐ Signed Application Cover Page
☐ EXHIBIT A: Proposed Scope of Work Narrative
☐ EXHIBIT B: Budget for Proposed Scope of Work by Category
☐ EXHIBIT BI: FY 2015 Budget Narrative By Category
☐ EXHIBIT E: Targeted Return on Investment In Hotel Room Night Revenue Worksheet
☐ EXHIBIT F: Personnel Schedule: Required for all positions being claimed against San Diego Tourism Marketing District Funds.
☐ Board of Directors List (if applicable): List of Board of Directors including business names and addresses.
☐ Disclosure of Business Interests (if applicable):
☐ Audit Compliance Acknowledgement
☐ Accounting Compliance Acknowledgement
☐ Certificate of Good Standing: Online printout from Secretary of State and Franchise Tax Board www.ss.ca.gov/business. All required filings must be current and the status of the business / corporation must have a current “Active” status.

Authorized Signatory / Title: [Signature]

Signature: [Signature] Date: 12/5/13

FARMERS INSURANCE OPEN