San Diego Spirits festival

San Diego Spirits festival Response for FY 2015

Exhibit A: Proposed Scope of Work Narrative

A.1 Proposed Scope of Work narrative:

Now in our sixth year, the San Diego Spirits Festival has become a stable operation, and internationally recognized within its industry and pertinently the travel industry. In prior years our emphasis has been to grow industry participation, and in August 2013 we were at capacity. Our major emphasis for our August 2014 festival is to grow public participation by enhanced marketing:

a) We plan to diversify the appeal of our festival as reflected in an increase to our festival operations budget by 25%;

b) Significantly expand our out-of-County marketing which will see a 250% increase in 'direct expenditure, excluding salaries' ($25,000 to $60,000 plus) on marketing to industry and tourism.

There are three major goals that are the foundation of the success of the San Diego Spirits Festival:

a) That we attract a critical mass of national and international brands to the festival, who will use the festival as a test market and brand launch into the national market;

b) That we ensure broad 'industry participation' i.e. bartenders, chefs, restaurants and hotels.

c) That we generate interest from both the local public and tourists to make the festival a 'must attend' event and to educate the consumer in responsible consumption and brand awareness.

Consequently our marketing campaigns for our August 2014 festival reflect these three core components, in sequence by:

1. The need for both direct sales and marketing based on contacting all industry brands individually, and participating in select industry events held by our national competitors;

2. The organization of our inaugural national mixology competition, to be held in conjunction with Del Mar fair for semi-finals, with finals held at the August Spirits festival where we offer industry recognition and cash prizes;

3. A broad national marketing campaign in the lead-up to the Spirits Festival to build public awareness both nationally and regionally.

A1.1 Hotel Meeting Sales

Allocation of company telephone costs in making direct sales calls.

A1.2 Event Management & Group Sales Development

Not applicable

A1.3 Tourism Development including Travel & Trade

Attendance and participation in a discrete number of industry trade shows and competitor festivals, as listed in A.3.

A1.4 Group Meeting Direct marketing
San Diego Spirits festival

Both direct advertising, and fees and advertising placement via a PR firm.

A.1.5 Consumer Direct Sales & Marketing programs

We continue to establish preferred hotel rates with a number of District lodging businesses (30 rooms or more); and are promoting these package arrangements in conjunction with festival ticket sales.

We use a variety of organizations to promote tourism and trade travel via online marketing and direct event ticket sales and accommodation packages utilizing the services of OTAs.

A.2 Applicant Qualifications:

San Diego Spirits Festival is a dba of ‘Aegis Software Inc.’, and the Spirits Festival commenced in early 2009 after it was realized that one of our other trading entities, LetsPlayDowntown.com (a media streaming and interview business) was increasingly being contracted to promote similar events in Las Vegas, Miami, and New York. Given that there was no equivalent large festival on the west coast that specifically addresses the general spirits industry we decided to build towards our goal of establishing the largest spirits festival on the west coast and to make San Diego a destination city for this event.

The San Diego Spirits festival has now achieved its goal of being the largest cocktail festival on the west coast. In addition:

- Fodors.com, in 2012, announced that we were in the top five cocktail festivals within the USA.
- In 2013, US Travel Magazine recognized our San Diego Spirits festival as their recommended number two ‘must go to festival in the World’. (By comparison the ‘Munich Beer Festival’ came in at number four in the world; so much for beer!).

Consequently we are uniquely qualified to provide the proposed program marketing to the public and spirits aficionado regionally and nationally; as well as industry both nationally and internationally.
A.3 **Budget Assumptions for use of Tourism Marketing District Funds:**

National marketing begins in earnest in January, and telesales no later than March. Our 2014 festival is scheduled for August 23-24. The overwhelming majority of promotional expenses are made in the months leading up to the event; consequently we will be seeking ‘spot’ funding for the 2014 event.

1. **Consumer direct advertising,** as laid out in the application guidelines. We will be placing paid advertising primarily in national and some regional industry publications (list of publications and individual budgets available within Appendix A).
   - Industry publications, $17,200
   - Graphics design and web graphics, $3,000
   - Industry social media platforms, $3,800
   - Twitter feed booth, $2,600
   - **Sub-total Budget $26,600**

2. **Public relations.** We will be letting a national PR contract to promote to our industry in various cities. Because of the nature of our event, both industry and the public have consistently identified that they stay exclusively in District hotels so that they are either in walking distance or a short cab ride. **Sub-total Budget $20,000.**

3. **Events, travel & entertainment.** We intend to participate in the following significant industry events where we directly solicit participation to our San Diego Spirits Festival:
   - **Sub-total budget: $7,000.**

4. **Web technology & Communications.** The establishment and continual update of our web site is a critical function. The web site content and update are undertaken in-house, with various specific tasks outsourced:
   - External hosting costs are currently $100 per month = $1,200;
   - Plus 50% of telecommunications expenditure of $2,500, sub-total = $1,250
   - **Sub-total budget: $2,450**

5. **Marketing materials and Brochures - Printing and Distribution.** Collateral promotional material distributed at tradeshows, restaurants and bars: **Sub-total budget: $3,500.**

6. **Festival insurance.** Benefit Source, $1,078.
A.4 Targeted Return on Investment (ROI) in TMD Hotel Room Nights.

We arrived at this from our two separate groups i.e. industry and public.

For ‘industry’, we usually assist them in selecting their accommodation and consequently we have an accurate knowledge of how many room nights they are using.

For ‘public’, we had projected room night stays based on a sample size of 122 of 819 online ticket sales in our August 2012 festival where they participated in a survey; and which gave us a metric of 25.4% who confirmed that they were staying in hotel rooms and for an average of two nights and this metric was then extrapolated for all other online ticket sales. We did not include any door sales of tickets in our projection for room nights.

Consequently for August 2012, this gave us a combined demand in from both industry and public for room nights, and our ROI of 3.09:1 based on a TMD Funds budget of $25,000 and 564 room nights generated at $136.81 per night (reference latest quarterly report) within the District.

For August 2013, we expanded our marketing with the objective of acquiring twenty two additional brands participating above the 48 that participated in 2012, i.e. 70 participating brands, however we exceeded this by attracting close to 100 brands and where at capacity with the festival layout.

For August 2014, we expect to expand our industry marketing further with the objective of acquiring twenty additional brands participating above the 100 that participated in 2013. However our major emphasis will be to increase public participation by at least 200%. This will generate:

- Industry room nights of 120 brands x 4 people per brand x two nights each on average = 960 room nights;
- Public room nights of 387 (2012 festival public room nights) x 200% = 774
- Total festival room nights generated of 960 + 774 = 1,734

The room rate of our negotiated contract room blocks was ($189 to $250) for August 2012. Using the lower end rate of $189 for August 2014, our conservative projected ROI in TMD funds is 5.5, based on TMD sponsorship of $60,000.

Who will be directly benefitted?

In August 2012 the overwhelming majority of hotel room nights were in downtown hotels, with anecdotal evidence that attendees preferred to be able to walk or cab to the Spirits Festival that was held on Broadway Pier Pavilion even when they had access to their own vehicle (and for obvious reasons).

In August 2012 we had preferred rate code arrangements with the following; however ticket holders were reporting to us that all allocated blocks had been sold out and that they typically paid a higher rate than the ($189 to $250 negotiated by us):

- Palomar
San Diego Spirits festival

- Marriott
- Hyatt Manchester
- Porta Vista Hotel;

Our online ticket sales survey identified that most stayed at the following hotels:

- Embassy Suites;
- Porta Vista
- Sheraton
- Hard Rock Hotel
- Palomar
- Hyatt Manchester
- Holiday Inn
- Hilton
- Marriott

**When will the benefits be realized:** The 2014 festival is scheduled for August 23-24; and ‘cocktail week’ is the preceding week August 18-22 and we will be featuring and partnering with a number of downtown restaurants and hotels. The semi-finals of the national mixology competition will be held during the last weekend of the Del Mar fair, July 5-6 2014; with the finals held at the San Diego Spirits festival on Sunday August 24 on the Broadway Pier Pavilion View Room.

**Where in the assessment district the benefit will be realized.** The Spirits Festival is held on Broadway Pier Pavilion; and almost all of the lead up events during Cocktail Week will be concentrated in downtown San Diego. Consequently all TMD District members will directly benefit.

**How will we track results?** We track two distinct groups: industry and public.

Almost all of ‘industry’ is from out of town, with 5-10% travelling internationally. Because of the coordination service that we provide we have an accurate knowledge of the number of room nights as well as where industry is staying. The industry participants frequently ask us directly for our recommendations on accommodation given their logistical constraints and budgets.

For the public we have two mechanisms. We will again request participation in an online survey at time of online ticket purchase. We will also correlate the survey results with an analysis of the zip code of the card used to process their payment. For our 2012 and 2013 events we identified the usual concentrations of zip codes in USA major cities, as well as Canadian, Mexico and the usual Central American countries. What we were pleasantly surprised to find were the payments from more distant countries such as UK, Australia and Japan.

Consequently we have remarkably accurate mechanisms for tracking and correlating our results.
**San Diego Spirits Festival**

**Total TMD Funds:** $60,000.00

<table>
<thead>
<tr>
<th>Category</th>
<th>A 1.1</th>
<th>A 1.2</th>
<th>A 1.3</th>
<th>A 1.4</th>
<th>A 1.5</th>
<th>TMD Total Budget</th>
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<td>TMD Total Budget</td>
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**Direct Expenses:***

- Advertising: $26,500.00
- Advertising Agency Fees: $26,500.00
- Bid Fees / Team payouts: $20,000.00
- Dues / Subscriptions / Memberships: $20,000.00
- Entertainment: $3,500.00
- Event Registration Fees: $3,500.00
- Lead Generation Services: $3,500.00
- Marketing Materials & Brochures: $3,500.00
- Meals: $3,500.00
- Outside Contractors: $3,500.00
- Personnel Benefits: $3,500.00
- Personnel Salaries and Wages: $3,500.00
- Promotional Items: $3,500.00
- Rental - booth space: $3,500.00
- Rentals - remote sales office: $3,500.00
- Research: $7,000.00
- Sales Commissions: $7,000.00
- Sponsorship: $7,000.00
- Trade Show Expenses: $7,000.00
- Travel: $7,000.00

**Total Direct Expenses:** $57,000.00

**Indirect Cost Allocation (from worksheet):**

- $3,528.00
- $3,528.00

**Total TMD Expenses:**

- $60,528.00
- $60,528.00

*Draft V 1.7*
## Indirect Costs

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<td>Personnel benefits - executive</td>
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<td>Information and Technology support services</td>
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<td><strong>Total Indirect Expenses</strong></td>
<td>$ 4,776.00</td>
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### BENEFIT CATEGORY A3
**FY13 SDTMD Contract Budget**
**Draft Exhibit B**

#### Organization Name

#### San Diego Spirits Festival

#### Indirect Cost Allocation Worksheet

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>Total Budget</th>
<th>Indirect Rate Percent</th>
<th>Allocated G&amp;A Dollar</th>
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<td><strong>TMD Direct Expenses (exhibit B - page 1)</strong></td>
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<td>A1.5</td>
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<td><strong>TMD Direct</strong></td>
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<td><strong>Non-TMD direct program expenses</strong></td>
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<td><strong>Allowable Indirect Costs (exhibit B - page 2, column C)</strong></td>
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<tr>
<td><strong>Unallowable Indirect Costs (exhibit B - page 2, column B)</strong></td>
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*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.*
ORGANIZATION NAME: Aegis Software Inc.
TMD Funds: CATEGORY A: $60,000
TMD Funds: CATEGORY B: $_______ DMO_________
TOTAL TMD FUNDS A + B: $60,000

ORGANIZATION'S TOTAL ANNUAL BUDGET (TMD + PRIVATE SOURCE): $160,000

CATEGORY A
BUDGET NARRATIVE BY SUB-CATEGORY:

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

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

A1.3 Tourism Development/Travel Trade: TMD FUNDS: $_________
NARRATIVE (of budget line items):
A1.4 Group Meeting Direct Marketing:
NARRATIVE (of budget line items):

TMD FUNDS: $______________

A1.5 Consumer Direct Sales & Marketing:  
NARRATIVE (of budget line items):

TMD FUNDS: $60,000

CATEGORY B (For DMO) 
BUDGET NARRATIVE:

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):
EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2015

ORGANIZATION / PROGRAM NAME: San Diego Spirits festival

TMD BENEFIT CATEGORIES:
- MAIN CATEGORY (List one): A3 – Competitive Targeting
- PROGRAM CATEGORIES (List all that apply):

<table>
<thead>
<tr>
<th>FY 2015 TARGETED ROI WORKSHEET</th>
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<tbody>
<tr>
<td>All ROI results for awarded TMD funds will be subject to a third-party audit.</td>
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<table>
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<tr>
<th>TMD FUNDS REQUESTED</th>
<th>A</th>
<th>$ 60,000</th>
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<tbody>
<tr>
<td>DATES OF EVENT OR PROMOTION: August 23-24, 2014</td>
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<tr>
<td>HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*</td>
<td>$ 189</td>
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<tr>
<td>* USE SAN DIEGO CITY ADR in TMD Hotel Room Night Revenue from Smith Travel Research //SDTA (formerly ConVis)</td>
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</tbody>
</table>

Number of TMD Room Nights Historically Generated by Event or Promotion: 564
Total Estimated TMD Room Night Revenue @ above ADR: $106,596

Number of NEW TMD Room Nights Generated by Event or Promotion**: 1,170
Total Estimated NEW TMD Room Night Revenue @ above ADR: $221,130

TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined): 1,734
TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined): B $327,726

TOTAL RETURN ON INVESTMENT
Total TMD Room Night Revenue Generated : TMD Funds Requested
( B/A :1 ) 5.5 : 1

MEDIA IMPRESSIONS (If Applicable):
International Media (attach separate page if necessary)
National / Regional Media (attach separate page if necessary)
Web (attach separate page if necessary)
Exhibit F: Personnel Schedule

Our personal who will be claiming against the funds for travel are:

- Elizabeth Edwards
- Alan Edwards

Board of Directors list:

- Alan Edwards
- Elizabeth Edwards
EXHIBIT F
PERSONNEL SCHEDULE – FY 2015

The purpose of this form is to list the positions being claimed against Tourism Marketing District Funds for the Fiscal Year. An updated copy of this form must be maintained at all times and any adjustments must be reported to the SDTMD. Prior approval is required where changes will impact approved budgets for executed SDTMD agreements. Please round amounts to whole dollars. If the staffing claimed against TMD funds exceeds six employees (6), a separate spreadsheet is to be generated by the applicant that is supported by the applicant’s budget and submitted as “EXHIBIT F”.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
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<tr>
<td>NO.</td>
<td>POSITION TITLE</td>
<td>JOB CLASSIFICATION (SALES/MARKETING/ADMIN, ETC.)</td>
<td>FOR HOURLY EMPLOYEES - AVERAGE TOTAL HRS PER MONTH (W / TMD FUNDS)</td>
<td>AVERAGE AMOUNT PAID PER MONTH (W / TMD FUNDS)</td>
<td>SALARIED EMPLOYEES ANNUAL BASE PAY (W / TMD FUNDS)</td>
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TOTAL TMD FUNDED PAYROLL ZERO

DRAFT 09.22.13
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:  
ABGES SOFTWARE PTY

ADA/DBA:  
SAN DIEGO SPIRITS FESTIVAL

Address (Corporate Headquarters, where applicable):  S669 LA JOLLA HERMOSA AVE

City:  LA JOLLA  County:  SAN DIEGO  State:  CA  Zip:  92037

Telephone Number:  (619) 551-1652  Fax Number:  

Name of Company CEO:  ALAN EDWARDS

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:  EVENT MANAGEMENT  Type of License:

The Company has appointed:  LIZ EDWARDS

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  
ABGES SOFTWARE PTY (Firm Name)

SAN DIEGO, CALIFORNIA hereby certify that information provided

(County) (State) 18 day of October, 2013

herein is true and correct. This document was executed on this

(Authorized Signature)

(Put Authorized Signature Name)
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

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.

I have read and understand the Audit Compliance Acknowledgement:

Alan Edwards

Name: Printed / Typed

[Signature]

Name: Signature

Oct 18, 2013
Date
Instructions: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row divided. 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>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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<tbody>
<tr>
<td>Management &amp; Financial</td>
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<td>A&amp;E, Science, Computer</td>
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<td>Transportation</td>
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<tr>
<td>Laborers*</td>
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</table>

*Construction laborers and other field employees are not to be included on this page

Totals Each Column

Grand Total All Employees

2

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

| Disabled |          |          |          |          |          |          | 0 0 |

Non-Profit Organizations Only:

| Board of Directors |          |          |          |          |          |          |     |
| Volunteers         |          |          |          |          |          |          |     |
| Artists            |          |          |          |          |          |          |     |
WORK FORCE REPORT – Page 3
NAME OF FIRM: AGES SOFTWARE INC
OFFICE(S) or BRANCH(ES): OFFICE
COUNTY: SAN DIEGO

INSTRUCTIONS: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row divided. 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>
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<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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</thead>
<tbody>
<tr>
<td>Brick, Block or Stone Masons</td>
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<td>Carpenters</td>
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<tr>
<td>Carpet, Floor &amp; Tile Installers Finishers</td>
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<tr>
<td>Cement Masons, Concrete Finishers</td>
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<tr>
<td>Construction Laborers</td>
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<tr>
<td>Drywall Installers, Ceiling Tile Inst</td>
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<tr>
<td>First-Line Supervisors/Managers</td>
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<td>Millwrights</td>
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<tr>
<td>Misc. Const. Equipment Operators</td>
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<tr>
<td>Painters, Const. &amp; Maintenance</td>
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<td>Pipelayers, Plumbers, Pipe &amp; Steam Fitters</td>
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<tr>
<td>Plasterers &amp; Stucco Masons</td>
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<tr>
<td>Roofers</td>
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<tr>
<td>Security Guards &amp; Surveillance Officers</td>
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<td>Sheet Metal Workers</td>
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<tr>
<td>Structural Metal Fabricators &amp; Fitters</td>
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<tr>
<td>Welding, Soldering &amp; Brazing Workers</td>
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<tr>
<td>Workers, Extractive Crafts, Miners</td>
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</tr>
</tbody>
</table>

Totals Each Column

Grand Total All Employees

<table>
<thead>
<tr>
<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>
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</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

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

Disabled
Business Entity Detail

Data is updated to the California Business Search on Wednesday and Saturday mornings. Results reflect work processed through Tuesday, October 15, 2013. Please refer to Processing Times for the received dates of filings currently being processed. The data provided is not a complete or certified record of an entity.

<table>
<thead>
<tr>
<th>Entity Name:</th>
<th>AEGIS SOFTWARE, INC.</th>
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</thead>
<tbody>
<tr>
<td>Entity Number:</td>
<td>C1948542</td>
</tr>
<tr>
<td>Date Filed:</td>
<td>08/31/1995</td>
</tr>
<tr>
<td>Status:</td>
<td>ACTIVE</td>
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<tr>
<td>Jurisdiction:</td>
<td>CALIFORNIA</td>
</tr>
<tr>
<td>Entity Address:</td>
<td>5580 LA JOLLA BLVD. #436</td>
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<tr>
<td>Entity City, State, Zip:</td>
<td>LA JOLLA CA 92037</td>
</tr>
<tr>
<td>Agent for Service of Process:</td>
<td>ALAN EDWARDS</td>
</tr>
<tr>
<td>Agent Address:</td>
<td>5669 LA JOLLA HERMOSA AVE.</td>
</tr>
<tr>
<td>Agent City, State, Zip:</td>
<td>LA JOLLA CA 92037</td>
</tr>
</tbody>
</table>

* Indicates the information is not contained in the California Secretary of State's database.

- If the status of the corporation is "Surrender," the agent for service of process is automatically revoked. Please refer to California Corporations Code section 2514 for information relating to service upon corporations that have surrendered.
- For information on checking or reserving a name, refer to Name Availability.
- For information on ordering certificates, copies of documents and/or status reports or to request a more extensive search, refer to Information Requests.
- For help with searching an entity name, refer to Search Tips.
- For descriptions of the various fields and status types, refer to Field Descriptions and Status Definitions.

Modify Search  New Search  Printer Friendly  Back to Search Results
Lorin Stewart  
Executive Director  
San Diego Tourism Marketing District  
8880 Rio San Diego Drive, Suite 800  
San Diego, CA 92108

Dear Lorin,

Re: TMD FY 2015 application

We have enclosed our original plus eleven copies of our application.

Yours truly,

Alan Edwards  
Direct: 858-551-1652