FY 2016 Application Cover Pages

For San Diego
Tourism Marketing District Funds

APPLICANT ORGANIZATION NAME:
California Police Athletic Federation

Mailing Address: 8304 Clairemont Mesa Blvd. #106
______________
San Diego, CA 92111

Telephone: 858-571-9919           FAX: 858-571-1641

Website: www.cpaf.org

Primary Contact Information:

Name: Cheli Mohamed                Title: Chief Operations Officer

Telephone: 858-571-9919 x 108       FAX: 858-571-1641

Email: cheli@cpaf.org

Website (if different from above):

BRIEF DESCRIPTION OF YOUR ORGANIZATION OR COMPANY:
United States Police & Fire Championships will be celebrating its 50th Year Anniversary in San Diego 2016. Athletes representing law enforcement, fire, prisons, and border protection from across the country compete annually in 42 Olympic-style sports in 35 venues through-out the county.
YOUR ORGANIZATION MISSION STATEMENT OR STATEMENT OF PURPOSE:

Promoting sport and physical fitness among the law enforcement and firefighting communities

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.

Organizations Programs and Services

1. The first California Police Olympics were held in San Diego, California in 1967, and were founded by San Diego Police Lieutenant Veon "Duke" Nyhus who recognized the need to promote physical fitness and camaraderie among members of the law enforcement community. Duke formulated the idea of the Police Olympics and created the competition with an eye towards promoting physical fitness and sport as a means for officers to improve their overall fitness, reduce stress, and increase their professional abilities.

The name of the original Games has changed several times throughout the years. From 1967 through 1989 the Games were known as the California Police Olympics. In 1990 the name changed to the California Police Summer Games. The inclusion of firefighters in 2000 prompted the name change to the California Police and Fire Games. 2005 brought the addition of several western states into the competition and the name changed to the Western States Police and Fire Games. Since 2012, the Games have been known as the United States Police and Fire Championships.

Athletes representing law enforcement, fire, prisons, and border protection from across the country compete in Olympic-style sports in 35 venues throughout the county.

In 1970, the California Police Athletic Federation was established as a non-profit corporation to administer and perpetuate the Games. CPAF is governed by a Board of Directors made up of active and retired police officers. CPAF is a 501 (c) 3 non-profit corporation (EIN 23-715-4406).

2. We have also created a year-round regional tournament series, called the SoCal Cup. The SoCal Cup gives each team the opportunity to win the tournament individually-rewarding them with a FULL Registration Fee Waiver (good for the upcoming Championships) while earning points towards the over-all SoCal Cup which will be presented in San Diego during The Championships.
IS YOUR ORGANIZATION A NON-PROFIT ORGANIZATION?  Yes

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.

2) 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.

IS YOUR ORGANIZATION A FOR-PROFIT ORGANIZATION?  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.
CPA REVIEW/AUDIT (Please answer the following questions)

Does your organization receive a financial audit? ☑ No

If not, were unaudited financial statements prepared? ☑ Yes

Was a copy of the audit report/financial statements submitted to the City? ☑ No

What period is covered by your most recent audit report/financial statements: 11/1/12 – 10/31/13

Does your Board of Directors receive and discuss the management letter from the audit report? ☑ 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 2016? ☑ Yes ☑ No

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

________________________________________

________________________________________

________________________________________

Is your organization applying for any other public funding in FY 2016? ☑ Yes ☑ No

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

County of San Diego; Neighborhood Reinvestment Grant - $40,000 for Medals

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________________________________________
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: N/A

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 B1: FY 2016 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: Araceli Mohamed, Chief Operations Officer
Signature: ___________________________ Date: 10/17/2014
Proposed Scope of Work Narrative:

United States Police & Fire Championships will be celebrating its 50th Year Anniversary in San Diego 2016. Athletes representing law enforcement, fire, prisons, and border protection from across the country compete in 42 Olympic-style sports in 35 venues throughout the county.

The United States Police & Fire Championships would use the TMD Funding to market to athletes participating in the championships as well as to do outreach to affinity groups in the law enforcement and fire fighting communities in order to present San Diego not only as their sporting venue but their family vacation destination.

The 2016 sports will include:

- Archery
- Baseball
- Basketball
- Bench press
- Biathlon
- Bowling
- Boxing
- Criterium
- Hill climb cycling
- Road race
- Sprints
- Time trials
- Velodrome
- Mountain cycling
- Dodge ball
- Fitness throw down
- Flag football
- Golf
- Par-3
- Marathon
- Half marathon
- Horseshoes
- Ice hockey
- Indoor rowing
- Motorcycle
- Open water swim
- Paintball
- Police action pistol
- Police pistol combat
- Police motorcycle competition
- Pocket billiards
- Push pull
- Racquetball
- Air rifle
- Rifle large bore
- Rifle small bore
- Sniper/tactical rifle
- Soccer indoor
- Soccer outdoor
- Softball
- Submission grappling
- Surfing
- Swimming
- Toughest competitor alive
- Water polo

We currently utilize a very active and dedicated group of Sports Coordinators and volunteers to assist us with the delivery of our sports throughout the San Diego Region. Top notch officials such as world renowned boxing official Patrick Russell and nationally recognized venues like Torrey Pines Golf Course were used to solidify our event as a sought after and established competition.

A. 1.2 Event Management and Group Sales Development - $35,000

- $25,000 – Personnel tasked with doing specific outreach to large law enforcement and fire organizations across the country to promote participation
in our championships as well as act as liaison in assisting them in booking in TMD hotels.

- $10,000 – Creation and printing of marketing material that will include, postcards, events posters, and brochures. It would also cover partial bulk mailings costs.

A. **1.4 Group Meeting Direct Marketing - $60,000**

- $5,000 – Event Registration Fees – this will assist in paying for our staff to attend affinity conferences.
- $37,000 – Creation and printing of marketing material that will include postcards, event posters, and brochures. It would also cover partial bulk mailings costs.
- $3,000 – Meals – This will help off-set some of the per-diem costs for staff to attend conferences.
- $5,000 – Promotional items- Create and purchase promotional items used to promote and advertise San Diego and TMD Hotels as a destination.
- $5,000 – Rentals – booth space – While we will work diligently to offer Booth Space trade with most of the venues that we will be attending, in some instances we will be asked to pay the booth fee.
- $5,000 – Travel – This will help off-set some of travel related costs such as airfare, lodging and/or mileage.

A. **1.5 Consumer Direct Sales & Marketing Programs - $35,000**

- $25,000 – Personnel Salaries and Wages - tasked with doing specific outreach to large law enforcement and fire organizations across the country to promote participation in our championships. They will be responsible for aggressive marketing to these groups by increasing our email distribution (currently at 19,000 athletes) and social media and attending community events that have a targeted audience.
- $10,000 – Advertising – in an effort to maximize our outreach with limited funds and staffing, we would identify affinity market, other on-line marketing opportunities and purchase web banners
**Applicant Qualifications:**

After 45 years of being a traveling regional event, we are now striving to make San Diego the permanent home of the *United States Police & Fire Championships*. We have years of knowledge on implementing sporting events that not only bring high caliber athletes but promote the area and/or region. Not only partnering with local law enforcement and fire fighting agencies, but sponsors, volunteers, and spectators all adding to the experience for the athlete but increasing revenue for the host city.

**Budget Assumptions for use of Tourism Marketing District Funds:**

If the TMD funds request is granted, we would be able to do the following:

Between our two staff members we would be able to travel to various conferences with affinity groups through-out the country to encourage them to participate in the championships but also to promote San Diego as a destination. *Come to Play & Stay!* They would have marketing material (printed and promotional) on hand promoting San Diego and Hotels that are members of the TMD.

**Targeted Return on Investment (ROI) in TMD Hotel Room Nights:**

Our projected return in TMD hotel room night revenue is $1,683,361. That is a combination of the historically generated amount of $1,236,451 combined with the expected increase of $446,910. This would equal a ROI of 12.9:1 for TMD funds requested.

We have already seen the positive impact of aggressive marketing, and with the support of the TMD funding we can continue to provide world class venues and first rate officials making San Diego a destination for spirited competition and family memories.

By increasing the base number of athletes competing, we can attract more athletes and family members visiting San Diego and fill more hotel rooms. Based on some key findings by National University, who produced our Economic Impact Survey for 2014, our athletes on average stayed 3.9 days in San Diego, generating an estimated 8,300 room nights.
Progress/Success Measurement and Timing:

We measure the results based on our athlete database which includes the number of athletes from out of town. We also review our hotel room blocks and evaluate where the attendees are staying. With team sports we follow up with every team and corresponding hotel to confirm they stayed at one of the TMD Hotels.

With the continued assistance of National University, we will offer another survey to update our Economic Impact Survey as well as to capture key information that will assist us in measuring the impact of TMD funding.

We determined the estimated ROI based on our actual numbers from 2014 and the Economic Impact Survey produced by National University.

All updated information will be submitted in the quarterly reports as well as the annual report at the end of the fiscal year.
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<thead>
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<th>Category</th>
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<th>A 1.4</th>
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<td>Total TMD Expenses</td>
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### OVERHEAD POOL/GENERAL AND ADMINISTRATIVE COSTS

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<th>Expenses</th>
<th>A: General and Administrative Expenses</th>
<th>B: Less Unallowable Costs</th>
<th>C: Allowable General and Administrative Expenses</th>
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<td>Personnel benefits - executive</td>
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<td>Personnel benefits - administrative</td>
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<td>Information and Technology support services</td>
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<td>Professional services: legal, acct, consultants</td>
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<td>Interest expense</td>
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<td>Lobbying/Political contributions</td>
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<td>Penalties/Late fees</td>
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<td>Tangible property</td>
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<td>General and administrative - other (please list)</td>
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Total Overhead Expenses $ - $ - $ -
## Indirect Cost Allocation Worksheet

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>Total Budget</th>
<th>Less: Inequitable adjustments</th>
<th>Modified Total Direct Cost Base</th>
<th>Overhead Rate %</th>
<th>Allocated G&amp;A Dollar</th>
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<tbody>
<tr>
<td><strong>TMD Direct Expenses (exhibit B - page 1)</strong></td>
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<td>A1.2</td>
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<td>A1.3</td>
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<td>A1.4</td>
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<td><strong>TMD Direct</strong></td>
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<td>(10,000.00)</td>
<td>120,000.00</td>
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<td><strong>Non-TMD direct program expenses</strong></td>
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<td><strong>Total Direct Cost Budget</strong></td>
<td>130,000.00</td>
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<td>120,000.00</td>
<td>100%</td>
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</table>

Allowable Overhead Costs (exhibit B - page 2, column C): -

Unallowable Overhead Costs (exhibit B - page 2, column B): -

Total Organizational budget: $130,000.00

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Overhead 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 2016

Date: Oct 17, 2014

ORGANIZATION NAME: California Police Athletic Federation
TMD Funds: CATEGORY A: $130,000
TMD Funds: CATEGORY B: DMO
TOTAL TMD FUNDS A + B: $130,000

ORGANIZATION'S TOTAL ANNUAL BUDGET (TMD + PRIVATE SOURCE): $580,000

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: $35,000
NARRATIVE (of budget line items):

- $25,000 – Personnel tasked with doing specific outreach to large law enforcement and fire organizations across the country to promote participation in our championships as well as act as liaison in assisting them in booking in TMD hotels.
- $10,000 – Creation and printing of marketing material that will include, postcards, events posters, and brochures. It would also cover partial bulk mailings costs.

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

TMD FUNDS: $60,000

Narrative (of budget line items):

- $5,000 – Event Registration Fees – this will assist in paying for our staff to attend affinity conferences.
- $37,000 – Creation and printing of marketing material that will include, postcards, events posters, and brochures. It would also cover partial bulk mailings costs. In addition, if would cover cost for
- $3,000 – Meals – This will help off-set some of the per-diem costs for staff to attend conferences.
- $5,000 – Promotional items- Create and purchase promotional items used to promote and advertise San Diego as a destination.
- $5,000 – Rentals – booth space – While we will work diligently to offer Booth Space trade with most of the venues that we will be attending, in some instances we will be asked to pay the booth fee.
- $5,000 – Travel – This will help off-set some of travel related costs such as airfare, lodging and/or mileage.

A1.5 Consumer Direct Sales & Marketing:

TMD FUNDS: $35,000

Narrative (of budget line items):

- $25,000 – Personnel tasked with doing specific outreach to large law enforcement and fire organizations across the country to promote participation in our championships. They will be responsible for aggressive marketing to these groups by increasing our email distribution (currently at 19,000 athletes), social media and attending community events that have a targeted audience. We would also look at on-line publications and purchase web banners and other on-line marketing opportunities.
- $10,000 – Creation and printing of marketing material that will include, postcards, events posters, and brochures

---

**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 2016

ORGANIZATION / PROGRAM NAME: California Police Athletic Federation – United States Police and Fire Championships

TMD BENEFIT CATEGORIES:  
- MAIN CATEGORY (List one): A1  
- PROGRAM CATEGORIES (List all that apply): A1.2, A1.4, A1.5

<table>
<thead>
<tr>
<th>FY 2016 TARGETED ROI WORKSHEET</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TMD FUNDS REQUESTED</td>
<td>$ 130,000</td>
</tr>
<tr>
<td>DATES OF EVENT OR PROMOTION</td>
<td>June 2016</td>
</tr>
<tr>
<td>HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*</td>
<td>$ 148.97</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 | 8300 |
| Total Estimated TMD Room Night Revenue @ above ADR | $ 1,236,451 |
| Number of NEW TMD Room Nights Generated by Event or Promotion ** | 3000 |
| Total Estimated NEW TMD Room Night Revenue @ above ADR | $ 446,910 |
| TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined) | 11,300 |
| TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined) | $ 1,683,361 |

TOTAL RETURN ON INVESTMENT  
Total TMD Room Night Revenue Generated : TMD Funds Requested  
( B/A : 1 )  
12.9 : 1

MEDIA IMPRESSIONS & BROADCAST EXPOSURE (if Applicable):  
International Broadcast Media (attach separate page if necessary)  
National / Regional Broadcast Media (attach separate page if necessary)  
Web / Social / Digital Media (attach separate page if necessary)
California Police Athletic Federation  
EXHIBIT F  
PERSONNEL SCHEDULE – FY 2016

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>NO.</th>
<th>POSITION TITLE</th>
<th>JOB CLASSIFICATION (SALES/MARKETING/ADMIN, ETC.)</th>
<th>AVERAGE AMOUNT PAID PER MONTH (W/TMD FUNDS)</th>
<th>SALARIED EMPLOYEES ANNUAL BASE PAY (W/TMD FUNDS)</th>
<th>BONUSES AND COMMISSIONS (W/TMD FUNDS)</th>
<th>ANNUAL AMOUNT FUNDED WITH TMD FUNDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sports Delivery Manager</td>
<td>Marketing / Group Reg.</td>
<td>25,000</td>
<td></td>
<td></td>
<td>25,000</td>
</tr>
<tr>
<td>2</td>
<td>Community Outreach &amp; Social Media Coordinator</td>
<td>Social Media Marketing</td>
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<td>3</td>
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<td>6</td>
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</tr>
</tbody>
</table>

| TOTAL TMD FUNDED PAYROLL | 50,000 |

08.29.14
California Police Athletic Federation
Board of Directors

Mike Graham - President
Steve Stigall - Vice President
Tony Adler - Treasurer
Edmund Russell - Secretary
L.C. Collins - Director
Dan Ellison - Chief Administrative Officer
Chuck Foote - Director
Laurel Robinson - Director
Don Pressley - Federation Attorney

Managing the Affairs of the Board

The Board operates by delegating certain of its authorities to the two Sports Event Committees, our Hosts and office staff, and by reserving certain powers to itself. The Board retains the responsibility for managing its own affairs, including:

- Planning its composition and size;
- Annually reviewing the skills and experience represented on the Board in light of the Vision & Mission of the CPAF, for the purpose of determining the criteria for selecting CPAF Board Directors and other members of CPAF Personnel involved in the implementation of the Sports Event Committees;
- Selecting the CPAF President, Vice President, Secretary, Treasurer and Executive Director;
- Ensuring all new Directors and CPAF Personnel receive a comprehensive orientation to CPAF activities, including the role of the Board, its Sports Event Committees and relevant committees. Emphasis will be made on the contributions individual Directors are expected to make, including in particular the commitment of time and energy the CPAF expects from its Directors;
- In close consultation with the Board President and Executive Director, establishing Board Event Committees and other needed committees and provide for the authority, duties, powers, chair and composition of such committees;
- Implementing an appropriate process for assessing the effectiveness of the Board, its Sports Events and their respective committees, and the contributions of individual CPAF Personnel members;
- Assuming responsibility for the CPAF's governance practices, including developing a set of governance principles and guidelines that are specifically applicable to the CPAF.
AUDIT COMPLIANCE ACKNOWLEDGEMENT:

See Page 30 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:

Araceli Mohamed (Cheli)
Name: Printed / Typed

Araceli Mohamed
Name: Signature

10/16/14
Date
General:

- Monthly submission of reconciliation reports and/or reimbursement packets is required.
- SDTMD has 30 business days from receipt of a complete and correct packet to review and reimburse.
- Expenses incurred older than 60 days prior to the submission will not be eligible for reimbursement without prior approval and extenuating circumstance.
- Reimbursement checks will be mailed to the Contractor.
- Copies of “Requests for reimbursement” shall be retained by contractor for no less than five years.
- Contractors are to remit reimbursement packets and budgets using SDTMD’s templates and chart of accounts.
- Additional written explanation is required on any submitted item in which the invoice is not self explanatory.
- Any calculation shown on an invoice, reducing the amount requested, needs to include an explanation of methodology or rationale for determining costs.
- Unclear, unexplained, or unsubstantiated reimbursement report items will be removed from the submission packet. In some cases, these items will be allowed to be resubmitted with explanation if it falls within the time limitations established in the contract.
- Illegible receipts will not be considered for reimbursement.
- Do not use staples or special binding for your submission packet. A large paperclip or binder clip will suffice.
- Submit your packet single sided only. Double sided packets will be returned.
- Include all pages of a multipage invoice and bank statements. (Online bank activity will also be accepted.) Please reference each item.
- Verify totals and watch out for rounding errors.
- Contractors must pay for each expense (and clear the bank) before requesting reimbursement. Contact vendors with outstanding checks if checks have not cleared. It is your responsibility to keep track of this.
- No double dipping, if reimbursed by another entity, the expense becomes ineligible
- Only out of market advertising is eligible for reimbursement.

Travel:

- TMD assessment funds can only reimburse toward the equivalent of coach airfare when use of public air carrier transport is required in order to perform the Contractor’s obligations under this agreement.
- GSA for incidentals is at 75% of the rate for the first and last day of travel.
- Taxi, parking, vehicle rental will be considered as incidental costs and included in the per diem rates. Exception: Vehicle rental that is paid in lieu of airfare or when the vehicle is driving between meetings with clients/potential clients.
- Please include a copy of the pertinent GSA rates for each area being visited as back-up.
- Conferences require proof of registration and receipt.
- Sales missions require itinerary, location, clients visited, agenda and calendar.
- Mileage reimbursement requests require a mileage log and purpose of trip.

Signature: [Signature]
Date: 10/16/14
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: California Police Athletic Federation

ADA/DBA: United States Police & Fire Championships

Address (Corporate Headquarters, where applicable): 8304 Clairemont Mesa Blvd, #107
City: San Diego County: San Diego State: CA Zip: 92111
Telephone Number: (858) 571-9919 Fax Number: (858) 571-1641

Name of Company CEO: Michael Graham

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

City: __________________________ County: __________________________ State: __________ Zip: __________

Telephone Number: (________) __________ Fax Number: (________) __________

Type of Business: Non-Profit Type of License: __________________________

The Company has appointed: Dan Ellison

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: 8304 Clairemont Mesa Blvd, #107
Telephone Number: (858) 571-9919 Fax Number: (858) 571-1641

☐ 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 United States Police & Fire Championships

San Diego, CA (Firm Name)

hereby certify that information provided

in this report is true and correct. This document was executed on this 17th day of October, 2014

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
(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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<td>Operative Workers</td>
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<td>Laborers*</td>
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</tbody>
</table>

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

Totals Each Column

Grand Total All Employees

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

Disabled

Non-Profit Organizations Only:

<table>
<thead>
<tr>
<th>Board of Directors</th>
<th>2</th>
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<th>5</th>
<th>1</th>
<th>1</th>
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<tbody>
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<td>Volunteers</td>
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</tbody>
</table>
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:

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(3) Asian, Pacific Islander
(4) American Indian, Eskimo
(5) Filipino
(6) White, Caucasian
(7) Other ethnicity; not falling into other groups

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<th>TRADE OCCUPATIONAL CATEGORY</th>
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<th>(2) Hispanic</th>
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<th>(4) American Indian</th>
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<th>(7) Other Ethnicity</th>
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<tbody>
<tr>
<td>Brick, Block or Stone Masons</td>
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<td>Carpenters</td>
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<td>Carpet, Floor &amp; Tile Installers Finishers</td>
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<td>Construction Laborers</td>
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<td>First-Line Supervisors/Managers</td>
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<td>Helpers; Construction Trade</td>
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<tr>
<td>Millwrights</td>
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<tr>
<td>Misc. Const. Equipment Operators</td>
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<td>Painters, Const. &amp; Maintenance</td>
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<tr>
<td>Pipayers, Plumbers, Pipe &amp; Steam Fitters</td>
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<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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<td>Structural Metal Fabricators &amp; Fitters</td>
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<td>Welding, Soldering &amp; Brazing Workers</td>
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<td>Workers, Extractive Crafts, Miners</td>
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</tr>
</tbody>
</table>

Totals Each Column

Grand Total All Employees

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 Friday, October 10, 2014. 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>CALIFORNIA POLICE ATHLETIC FEDERATION</th>
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</thead>
<tbody>
<tr>
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<td>C0613299</td>
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<td>Date Filed:</td>
<td>12/10/1970</td>
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<td>Status:</td>
<td>ACTIVE</td>
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<tr>
<td>Jurisdiction:</td>
<td>CALIFORNIA</td>
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<tr>
<td>Entity Address:</td>
<td>8304 CLAIREMONT MESA BL., #107</td>
</tr>
<tr>
<td>City, State, Zip:</td>
<td>SAN DIEGO CA 92111</td>
</tr>
<tr>
<td>Agent for Service of Process:</td>
<td>DANIEL ELLISON</td>
</tr>
<tr>
<td>Agent Address:</td>
<td>8304 CLAIREMONT MESA BL., #107</td>
</tr>
<tr>
<td>City, State, Zip:</td>
<td>SAN DIEGO CA 92111</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 2114 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.