# FY 2016 APPLICANT: COMPETITOR GRP. - SD ROCK 'N' ROLL MARATHON

## SDTMD Funding Request Summary: FY2016

<table>
<thead>
<tr>
<th>Applicant Organization</th>
<th>Stated in Application</th>
<th>Actual from Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>SD Rock 'N' Roll Marathon</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Years in Existence</th>
<th>Competitor Group since 2009</th>
<th>same</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Profit / Non-Profit</td>
<td>For Profit</td>
<td>same</td>
</tr>
<tr>
<td>Total Annual Budget</td>
<td>Approx $6 mil in 2013</td>
<td>same</td>
</tr>
<tr>
<td>EEO/ Diversity</td>
<td>Workforce Report on File</td>
<td>same</td>
</tr>
<tr>
<td>Prop 26 Categories</td>
<td>A1.2, A1.4, A1.5</td>
<td>same</td>
</tr>
<tr>
<td>Area of Impact for Business</td>
<td>Downtown, MV, MB</td>
<td>same</td>
</tr>
<tr>
<td>Event Dates</td>
<td>June 3 - 5, 2016</td>
<td>May 29 - 31, 2015</td>
</tr>
<tr>
<td>Scheduled National TV Coverage</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>TMD Funds Requested</td>
<td>$400,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>TOTAL ROI Projected (Previous yr actual if applicable)</td>
<td>20:1</td>
<td>26:1</td>
</tr>
<tr>
<td>Historic TMD Room Nights Produced</td>
<td>35,793</td>
<td>combined</td>
</tr>
<tr>
<td>Incremental Room Nights Projected</td>
<td>9,207</td>
<td>combined</td>
</tr>
<tr>
<td>TOTAL TMD ROOM NIGHTS PROJECTED</td>
<td>45,000</td>
<td>42,000</td>
</tr>
<tr>
<td>Marketing % of Total Budget</td>
<td>69%</td>
<td>90%</td>
</tr>
<tr>
<td>Sales % of Total Budget</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### NOTES:

- **CATEGORY LEGEND:**
  - A1.1 = HOTEL MEETING SALES
  - A1.2 = EVENT MANAGEMENT & GROUP SALES DEVELOPMENT
  - A1.3 = TOURISM DEVELOPMENT - TRAVEL TRADE
  - A1.4 = GROUP MEETING DIRECT MARKETING
  - A1.5 = CONSUMER DIRECT SALES & MARKETING PROG.
  - **NEED Period = Yellow**
  - **SHOULDER Period = Green**
  - **BLENDED Periods = Blue**
  - **PRIME Period = Red**
### COMPETITOR GROUP

<table>
<thead>
<tr>
<th>FY</th>
<th>REIMBURSED</th>
<th>ROOM NIGHTS</th>
<th>ROOM REVENUE</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>$69,518</td>
<td>21,584</td>
<td>$2,758,651</td>
<td>40</td>
</tr>
<tr>
<td>2010</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>$145,510</td>
<td>57,926</td>
<td>$9,814,650</td>
<td>67</td>
</tr>
<tr>
<td>2012</td>
<td>$350,000</td>
<td>54,410</td>
<td>$9,143,601</td>
<td>26</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>$300,000</td>
<td>42,000</td>
<td>$7,650,990</td>
<td>26</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$865,028</td>
<td>175,920</td>
<td>$29,367,892</td>
<td>34</td>
</tr>
</tbody>
</table>

| AVERAGE OF YRS. ABOVE | $216,257 | 43,980 | $7,341,973 | 34 |
| ASK FOR 2016          | $400,000 | 45,000 | $7,931,250 | 20 |
| BETTER OR (WORSE)     | $183,743 | 1,020  | $589,277   | -14|

### COST PER ROOM AVERAGE vs. ASK

| COST PER ROOM AVE | $4.92 |
| COST PER ROOM ASK | $8.89 |
| (WORSE)           | $3.97 |
|                   | 80.77% |