<table>
<thead>
<tr>
<th><strong>Applicant Organization</strong></th>
<th><strong>Stated in Application</strong></th>
<th><strong>Actual from Previous Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SDTMD Funding Request Summary: FY2016</strong></td>
<td><strong>SD BOWL GAME ASSOC</strong></td>
<td><strong>same</strong></td>
</tr>
<tr>
<td><strong>Years in Existence</strong></td>
<td><strong>Since 1978 - 37 years</strong></td>
<td><strong>same</strong></td>
</tr>
<tr>
<td><strong>For Profit / Non-Profit</strong></td>
<td><strong>Non Profit</strong></td>
<td><strong>NA</strong></td>
</tr>
<tr>
<td><strong>Total Annual Budget</strong></td>
<td><strong>$10 million</strong></td>
<td><strong>$10 million</strong></td>
</tr>
<tr>
<td><strong>EEO/ Diversity</strong></td>
<td><strong>work force report on file</strong></td>
<td><strong>same</strong></td>
</tr>
<tr>
<td><strong>Prop 26 Categories</strong></td>
<td><strong>A1.2</strong></td>
<td><strong>NA</strong></td>
</tr>
<tr>
<td><strong>Area of Impact for Business</strong></td>
<td><strong>Mission Valley, Downtown,</strong></td>
<td><strong>Mission Valley, Downtown,</strong></td>
</tr>
<tr>
<td><strong>Event Dates</strong></td>
<td><strong>Late December 2015</strong></td>
<td><strong>Late December 2014</strong></td>
</tr>
<tr>
<td><strong>Funded Previously</strong></td>
<td><strong>2008-2013; 2014</strong></td>
<td><strong>yes - ESPN</strong></td>
</tr>
<tr>
<td><strong>Scheduled National TV Coverage</strong></td>
<td><strong>$450,000</strong></td>
<td><strong>$450,000</strong></td>
</tr>
<tr>
<td><strong>TMD Funds Requested</strong></td>
<td><strong>9.1:1</strong></td>
<td><strong>7.8:1</strong></td>
</tr>
<tr>
<td><strong>TOTAL ROI Projected (Previous yr actual if applicable)</strong></td>
<td><strong>35,670</strong></td>
<td><strong>30,500</strong></td>
</tr>
<tr>
<td><strong>Historic TMD Room Nights Produced</strong></td>
<td><strong>TBD (from Application)</strong></td>
<td><strong>combined</strong></td>
</tr>
<tr>
<td><strong>Incremental Room Nights Projected</strong></td>
<td><strong>35,670</strong></td>
<td><strong>30,500</strong></td>
</tr>
<tr>
<td><strong>TOTAL TMD ROOM NIGHTS PROJECTED</strong></td>
<td><strong>0%</strong></td>
<td><strong>0%</strong></td>
</tr>
<tr>
<td><strong>Marketing % of Total Budget</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td><strong>Sales % of Total Budget</strong></td>
<td><strong>0%</strong></td>
<td><strong>0%</strong></td>
</tr>
<tr>
<td><strong>Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)</strong></td>
<td><strong>0%</strong></td>
<td><strong>0%</strong></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**
### S D BOWL GAMES

<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>$391,136</td>
<td>40,481</td>
<td>$4,979,163</td>
<td>13</td>
</tr>
<tr>
<td>2010</td>
<td>$450,000</td>
<td>55,494</td>
<td>$5,994,000</td>
<td>13</td>
</tr>
<tr>
<td>2011</td>
<td>$375,000</td>
<td>31,630</td>
<td>$3,321,150</td>
<td>9</td>
</tr>
<tr>
<td>2012</td>
<td>$150,000</td>
<td>36,393</td>
<td>$4,231,414</td>
<td>9</td>
</tr>
<tr>
<td>2013</td>
<td>$450,000</td>
<td>35,556</td>
<td>$4,300,996</td>
<td>10</td>
</tr>
<tr>
<td>2014</td>
<td>$450,000</td>
<td>30,500</td>
<td>$3,507,500</td>
<td>8</td>
</tr>
</tbody>
</table>

| TOTAL | $2,266,136 | 230,054     | $26,334,223    | 12  |

|            |            |             |                |     |
| AVERAGE OF YRS. ABOVE | $377,689 | 38,342      | $4,389,037     | 12  |
| ASK FOR 2016 | $450,000 | 35,670      | $4,102,050     | 9   |
| BETTER OR (WORSE) | $72,311 | -2,672      | -$286,987      | -3  |

**COST PER ROOM AVERAGE vs. ASK**

|                        |            |             |                |     |
| COST PER ROOM AVERAGE  | $9.85      |             |                |     |
| COST PER ROOM ASK      | $12.62     |             |                |     |
| (WORSE)                | $2.77      |             | 28.07%         |     |