FY 2016 Application Cover Pages

For San Diego
Tourism Marketing District Funds

APPLICANT ORGANIZATION NAME:
San Diego Tourism Authority

Mailing Address: 750 B Street, Suite 1500, San Diego, CA 92101

Telephone: 619-232-3101 FAX: 619-696-9371

Website: sandiego.org

Primary Contact Information:
Name: Joseph Terzi Title: President & CEO

Telephone: 619-557-2831 FAX: 619-696-9371

Email: iterzi@sandiego.org

Website (if different from above):

BRIEF DESCRIPTION OF YOUR ORGANIZATION OR COMPANY:
The San Diego Tourism Authority (SDTA) is the sales and marketing engine for the San Diego region. The organization is recognized as San Diego’s umbrella Destination Marketing Organization (DMO), charged with monitoring the health of the tourism industry and promoting all areas of the city. Incorporated in 1954, SDTA is a private not-for-profit 501(c)6 corporation that is governed by a 30-member board of directors comprised of industry and non-industry representatives. SDTA serves the local community by stimulating inbound travel to San Diego.
YOUR ORGANIZATION MISSION STATEMENT OR STATEMENT OF PURPOSE:

MISSION: To drive visitor demand to economically benefit the San Diego region.

VISION: Leading San Diego to be the most desirable destination.

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.

(See Scope of Work)
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.

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?  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.
Closing Date of Applicant's Most Recently Completed Fiscal Year: 06/30/2015

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: 6/30/14
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 2016?  ✔ Yes  ☐ No
If "Yes", list funding source(s), amount of funding, and dedicated use of funds:

_County of San Diego Community Enhancement Grant = $65,000_


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:


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: 9/30/15

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:  Pres. & CEO

Signature:  Date: 11/14/15
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<td>Sunday 20 rooms (single rooms) AEG senior staff/ASO Race Management - some rooms will need to be at same hotel as sponsor partners or team hotel (if different properties)</td>
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<td>Monday 20 rooms (single rooms) AEG senior staff/ASO Race Management (same as Monday)</td>
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<td>Wednesday 200 rooms (60/40 ratio of doubles/single rooms) AEG/ASO/Television/International Pro Teams (approx 150 team rooms so far)</td>
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<td>200 rooms: 120 Double/80 Single</td>
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<td>Thursday 250 rooms (60/40 ratio of doubles/single rooms) AEG/ASO/more Television/International Pro Teams (approx 170 team rooms so far)</td>
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<td>250 rooms: 150 Double/100 Single</td>
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<td>Friday 800 rooms (60/40 ratio of doubles/single rooms) all staff/all teams/VIPs (teams approx. 250 rooms)</td>
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<td>800 rooms: 480 Double/320 Single</td>
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<td>Saturday 800 rooms (60/40 ratio of doubles/single rooms) all staff/all teams/VIPs</td>
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<td>800 rooms: 480 Double/320 Single</td>
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<td>Sunday 500 rooms (60/40 ratio of doubles/single rooms) entourage staff/teams/VIPs</td>
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<td>500 rooms: 300 Double/200 Single</td>
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AEG REVEALS HOST CITIES FOR 2016 AMGEN TOUR OF CALIFORNIA

Eleventh Annual Event for World’s Premier Professional Cyclists Tees Up Eight-day Northbound Journey and First Four-day UCI Women’s WorldTour Race

SAN DIEGO, Calif. (Oct. 22, 2015) – The 2016 Amgen Tour of California, presented by AEG, will kick off this spring in the heart of San Diego for the first time in its 11-year history and conclude in Sacramento, the first time the state capital will host the overall race finish. Competing across nearly 800 miles of quintessential California terrain from May 15-22, the course will lead World Champions, Olympic Medalists, top Tour de France competitors and other elite professional cyclists south to north for only the second time since the race began in 2006, with 12 cities to host starts and finishes along the way.

In addition to the men’s event, top professional women cyclists from around the world will converge during the latter half of the race to compete in the Amgen Tour of California Women’s Race empowered with SRAM, the most expansive women’s event in race history. The race will be the first U.S. event on the first-ever UCI Women’s WorldTour (WWT).

“Each edition of the Amgen Tour of California is more challenging and more beautiful than the last, and I’m excited to say that this year will be no exception,” said Kristin Klein, president of the Amgen Tour of California and executive vice president of AEG Sports. “With one of the longer courses in race history packed with iconic and fan-favorite locations, the highest caliber of racing on U.S. soil and four days of women’s racing, the worldwide audience the Amgen Tour of California continues to attract has something special to look forward to with the 2016 edition.”

The Amgen Tour of California is regarded as the most internationally respected and esteemed stage race in the U.S. and one of the largest sporting events in the country.

“The Amgen Tour of California brings the perfect combination of stellar competition, amazing scenery and superior organization,” said Bradley Wiggins, the 2014 Amgen Tour of California Champion. “I look forward to returning to the Amgen Tour of California with Team Wiggins to once again take on the top competitors in the sport.”

“The Amgen Tour of California is an important race on the world cycling calendar because it attracts the best in the sport,” said long-time professional cyclist Jens Voigt, who will be returning as an Amgen Tour of California Ambassador for the second year. “It’s always a thrill to race (and cheer on the race) in such a beautiful place as California, and I’m proud to continue my role with the race. The outpouring of fans really makes it one of the best sporting experiences in the world.”

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Stage 1 – San Diego, May 15, 2016
The Amgen Tour of California has entered North San Diego County twice before, but for the first time, the race will reach the heart of the city with Stage 1’s start and finish on the water near Mission Bay and downtown San Diego.

Stage 2 – South Pasadena to Santa Clarita, May 16, 2016
Stage 2 will begin in first-time Host City South Pasadena, with much of the race contested in the Angeles National Forest, ending with the stage conclusion in veteran Host City Santa Clarita. Of the 2016 lineup, Santa Clarita has the distinction of having hosted the most stages (11).

Stage 3 – Thousand Oaks to Santa Barbara County, May 17, 2016
As well as serving as a popular training ground for professional and weekend cyclists alike, Thousand Oaks is home to biotechnology company Amgen, the race’s title sponsor since its inception. The day will conclude with a thrilling, first-time mountaintop finish at Gibraltar Road that has been 11 years in the making (road conditions precluded the oft-requested finish until this year).

Stage 4 – Morro Bay to Monterey County, May 18, 2016
Racing on Highway 1 south to north, this stage will highlight two first-time hosts this year, Morro Bay and Monterey County. The riveting and technical race day conclusion will be at a venue known for speed – the Laguna Seca Recreation Area, host to auto and motorcycle racing at the highest level.

Stage 5 – Lodi to South Lake Tahoe, May 19, 2016
From here out, the four-day women’s race will run in conjunction with the men’s, including the same start and finish cities except for this day, when the women begin and end in South Lake Tahoe. Lodi welcomed the 2015 Amgen Tour of California and is back for a second round with a men’s stage start this year. South Lake Tahoe hosted a successful two days of the Amgen Tour of California Women’s Race last year, and this will be the first of the four-day women’s race. Featuring a long day of climbing, the stage will reach the highest elevation ever mounted by the race: 8,600 feet.

Stage 6 – Folsom Individual Time Trial & Women’s Team Time Trial, May 20, 2016
The men’s individual time trial returns to Folsom where Team Sky’s Bradley Wiggins dominated en route to his 2014 overall Amgen Tour of California victory. The women will compete in a team time trial on the same course.

Stage 7 – Santa Rosa, May 21, 2016
In 2006, the world took notice as record crowds flooded downtown to watch the race roar into Santa Rosa for a spectacular finish. This year’s stage will incorporate a portion of the uber popular Levi’s GranFondo, with the men and women competing on different courses.

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Stage 8 – Sacramento, May 22, 2016
As an 8-time host, Sacramento has seen some of the most exciting stages and race moments, and will up the ante for 2016 with the grand finale of both the men’s and women’s races for the first time.

Amgen has been the title sponsor of the race since its first year as a platform for Breakaway from Cancer®, its national initiative to increase awareness of important resources available to people affected by cancer – from prevention through survivorship. To learn more, visit breakawayfromcancer.com.

“Amgen’s mission is to serve patients by developing and delivering innovative therapies for serious illness. Our sponsorship of the Amgen Tour of California provides the unique opportunity to highlight how biotechnology has helped advance medicine for patients,” said Ray Jordan, senior vice president of Corporate Affairs at Amgen. “The race also helps us connect cancer survivors to important resources through Breakaway from Cancer®, as well as engage local communities in activities that support healthy lifestyles and highlight the importance of cardiovascular disease management. We look forward to honoring cancer survivors and promoting a healthy lifestyle in all of the host communities, including Thousand Oaks, our hometown of more than 35 years.”

To experience the race as a VIP from an all-inclusive hospitality tent or through exclusive once-in-a-lifetime opportunities, visit the Amgen Tour of California website at amgentourofcalifornia.com/vipaccess or email vipaccess@amgentourofcalifornia.com. Interested in sponsorship or expo opportunities? Please visit amgentourofcalifornia.com/sponsorship for further details.

About the Amgen Tour of California
The Amgen Tour of California is a Tour de France-style cycling road race created and presented by AEG that challenges the world’s top professional cycling teams to compete along a demanding course that traverses hundreds of miles of California’s iconic highways, byways and coastlines each spring. The teams chosen to participate have included Olympic medalists, Tour de France contenders and World Champions. Amgen Tour of California is listed on the international professional cycling calendar (2 HC, meaning "beyond category"), awarding important, world-ranking points to the top finishers. More information is available at amgentourofcalifornia.com.

About Amgen
Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its biologics manufacturing expertise to strive for solutions that improve health outcomes and dramatically improve people’s lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.

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About AEG
Founder and operators of the Amgen Tour of California, AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, StubHub Center, Sprint Center, The O2, Mercedes-Benz Arena, Microsoft Theater, L.A. LIVE and PlayStation Theater; sports franchises including the LA Kings (NHL), two Major League Soccer franchises, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers; AEG Live, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. For more information, visit AEG today at www.aegworldwide.com.

# # #

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mroth@aegworldwide.com

Josh Levitt, Canvas Blue
213-335-5671
JLevitt@canvasblue.com
2015 AMGEN TOUR OF CALIFORNIA – KEY HEADLINES

- Largest annual spectator sporting event in California and largest cycling event in North America
- Event attracts more than 2 million spectators annually
- World-class field of riders representing 26 countries
- 6 Current National Champions – Peter Sagan (Slovakia, Road), Thor Hushovd (Norway, Road), Freddie Rodriguez (USA, Road), Mark Cavendish (UK, Road), Tom Zirbel (USA, Time Trial), Michael Schär, (Switzerland, Road)
- 50 Combined Tour de France Stage Wins – Mark Cavendish (25); Thor Hushovd (10) Tom Boonen (6), Peter Sagan (4), Jens Voigt (3), Bradley Wiggins (2)
- More than 4.26 billion online, print and television impressions worldwide during race week (22% increase from 2014)
- Three (3) national broadcast hits: The Tonight Show with Jimmy Fallon, The Today Show and ESPN Sports Center
- Fourteen (14) hours of live coverage on NBCSN and two (2) hours of the final Sunday on NBC Sports
- Ratings increase of 52% for the live show premieres on NBC Sports Network (compared to 2014)
- The Amgen Tour of California was broadcast in more than 200 countries and territories worldwide
- Time Warner Cable delivered 16,600 Amgen Tour of California spots (spread across 51 cable zones) resulting in 3,573,388 impressions with a total media value of $415k
- More than 691,000 unique visitors to the official event website (5% increase from 2014)
- More than 200,000 followed the race online via the Tour Tracker
- More than 72,000 installs and downloads of the official Tour Tracker mobile app (57% increase from 2014)
- 142,000 hours of video delivered across all platforms with an average of 54 minutes watched per user on mobile devices
- Over 109,000 combined followers on Instagram, Twitter, Facebook (43% increase from 2014)
- 301,500 YouTube views (29% increase from 2014) totaling 742,000 minutes watched (June 2014 – June 2015)
- Online sweepstakes resulted in nearly 20,000 entries (300% increase from 2014)
- Over 100,000 Amgen Tour of California branded promotional items were distributed (September 2014 – May 2015)
- More than a 1,000-person entourage traveling with the event (including riders, event staff, officials, sponsors, vendors and media)
• The 2015 Amgen Tour of California featured two days of women’s racing including a circuit race and invitational time trial. American Carmen Small won the circuit race, which featured an international field of 109 racers. After several runner-up performances, Alison Powers took top honors at the 2015 Amgen Tour of California Women’s Time Trial. Powers used the Amgen Tour of California women’s races to perfect her form for the USA National Championships where she became the first athlete to hold three championships at once: Criterium, Time Trial, and Road Race.

• Women’s races streamed live online via the Tour Tracker attracting over 18,000 site visits

• 2015 Amgen Tour of California Champion: Peter Sagan (SLO), Grand Tours (Tour de France, Vuelta de Espana) stages winner

• 2015 Overall Team Winner: BMC
Host Cities Announcement | Thursday, October 22, 2015 | San Diego, CA

Marketing & Digital Summary
Wednesday, October 21, 2015

Website: Promotion graphics
Email: Tune-in message (63,413 sent)
Facebook: Jensie Video (day before, 12,500 views, 40,311 fans reached), Tune-in (2 hours before)
  - Also posted by Jens,
Instagram: 2 teasers
Twitter: Jensie Video (day before), Tune-in (day before), Tune-in (2 hours before)

AmenTOC @AmenTOC  Oct 22
Host cities revealed at 10:30 AM PST today! Watch live: bit.ly/1csJPpW
Marketing & Digital Summary
Thursday, October 22, 2015

Website: 11,015 visits (10,103 visits in 2014)
Email: Announcement message (63,413 sent)
Facebook: Map (97,930 fans reached, Wiggins participation (26,238 reached), Wiggins #2 (7,620)
Instagram: 6 posts (116,000 impressions)
Twitter: Live, 3x Cities, 2 General (219,000 impressions)
  • 427 @amgentoc and #amgentoc mentions
LIVE ONLINE STREAM
amgentourofcalifornia.com

TOTAL = 3,689 views
LIVE = 1,880 views
ON-DEMAND = 1,809 views

2014 TOTAL = Approximately 1,200 views
Host Cities Announcement | Thursday, October 22, 2015 | San Diego, CA

TRADITIONAL MEDIA COVERAGE (through 10/23/15)

- 189 online and broadcast pieces (+105% from 2014, 92 stories)
- Captured more than 184 million impressions (Approximately +500% from 2014, 31 million impressions)

KEY OUTLETS

TOTAL TV VIEWERSHIP = 2,103,564

- KTVU Mornings on 2 at 7am - San Francisco (110,172 viewers)
- KCRA 3 Reports @ 6 PM - Sacramento (100,995)
- Today – Sacramento (100,097)
- KCRA 3 Reports @ 6 AM – Sacramento (83,488)
- KCRA 3 Reports @ Noon – Sacramento (79,783)
- KUSI News at Ten - San Diego (58,330)
- KTVU Mornings on 2 at 5am - San Francisco (50,480)
- FOX 5 News at 10:00pm - San Diego (49,870)
- Good Day – Sacramento (47,067)
- FOX 5 News at 6:00pm - San Diego (42,406)
- KTVU FOX 2 News at Noon - San Francisco (42,366)
- Today in LA - Los Angeles (39,077)

TOTAL ONLINE NEWS IMPRESSIONS = 182,269,142

- ESPN (42,370,440 impressions)
- Daily Mail (UK) (25,821,047)
- USA Today (24,466,068)
- Yahoo Sports (21,939,031)
- The Guardian (20,078,681)
- Sports Illustrated (8,472,233)
- Fox Sports (9,298,888)
- Sacramento Business Journal (5,296,146)
- SF Gate (4,054,088)
- Associated Press: The Big Story (2,434,056)
- Miami Herald (1,470,113)
- CBS Sacramento (1,279,536)
- San Diego Union-Tribune (1,166,166)
LOCAL MEDIA INSIGHT: FOLSOM

The Folsom Local Organizing Committee held a viewing party which was well attended and had great TV coverage. Media outlets included: KCRA, News 10, CBS 13/Good Day Sacramento, Fox 40, Capital Public Radio, Sacramento Business Journal

KCRA
Folsom touts big announcement about Tour of California, http://bit.ly/1M6tIml

Capital Public Radio

Sacramento Business Journal
Amgen Tour of California will be a double win for Sacramento next year, http://bit.ly/1GPMqaZ

The Sacramento Bee
Sacramento will host final leg of Tour of California, http://bit.ly/1JnKHz7
Lots of Firsts For Amgen 2016 Including Folsom And Sacramento Stages

Sacramento will host final leg of Tour of California

Amgen Tour of California Coming to Mazda Raceway
KEY CYCLING INFLUENCERS ON SOCIAL MEDIA
LE TOUR DE FRANCE AS A COMMUNICATION PLATFORM
Coordinated PR and social media delivery

MEDIA RELEASE

LE TRACÉ DE L'AMGEN TOUR DE CALIFORNIE 2016 DÉVOILÉ

SAN DIEGO, (22 octobre 2015) - Pour la première fois en 11 années d'existence, le départ de l'Amgen Tour de Californie sera donné au prétexte au cœur de San Diego et s'achèvera à Sacramento. C'est la première fois que la capitale de l'État accueillera l'arrivée de la dernière étape. Courant 800 miles (environ 1200 kilomètres) de paysages californiens typiques du 15 au 22 mai, la course conduira les coureurs du peloton professionnel du sud vers le nord, pour la deuxième fois depuis la création de la course en 2005. 12 villes accueilleront le départ et/ou l'arrivée des différentes étapes.

FACEBOOK: 2,000,000 Fans

250,000 print copies of L'Équipe in France

Wiggins annoncé en Californie

Vainqueur de l'édition 2014 avec Sky, Bradley Wiggins devrait s'aligner en mai 2016 au Tour de Californie sous les couleurs de son équipe, le Team Wiggins. Le Britannique sera alors dans les trois derniers mois de sa préparation pour les Jeux de Rio, où il s'alignera sur la piste, en poursuite par équipes. Les étapes de l'épreuve américaine (15-22 mai), ont été dévoilées hier : San Diego - San Diego ; South Pasadena - Santa Clarita ; Thousand Oaks - comté de Santa Barbara ; Morro Bay - Monterey ; Lodi - South Lake Tahoe ; c.l.m. à Folsom ; Santa Rosa - Sacramento.

2,000,000 Followers on Twitter

L'ÉQUIPE Online (French and English)

Bradley Wiggins announced in California

The 10/22/2015 7:41:50 am | Bicycling/10/22/2015 8:19:49 am

11 Shares

Bradley Wiggins in the Tour de France 2012 (L'Équipe)

Winner of the 2014 edition with Sky, Bradley Wiggins should line up at the Tour of California, in the colors of his team, Team Wiggins. The Brit will be in the final three
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<th>Organization Name</th>
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**Direct Expenses**

- Advertising
- Advertising/marketing local
- Advertising Agency Fees
- Bid Fees/ Team payouts
- Dues / Subscriptions / Memberships
- Entertainment
- Event Registration Fees
- Lead Generation Services
- Marketing Materials & Brochures
- Meals
- Outside Contractors
- Personnel Benefits
- Personnel Salaries and Wages
- Promotional Items
- Rentals - booth space
- Rentals - remote sales office
- Research
- Sales Commissions
- Special Event Production
- Sponsorships
- Trade Show Expenses
- Travel

**Total Direct Expenses**

- 100,000.00

**Overhead Cost**

- 100,000.00

**Total TMD Expenses**

- 100,000.00

*Draft 1*
EXHIBIT B1
BUDGET NARRATIVE BY CATEGORY
FY 2016

ORGANIZATION NAME: Amgen Tour of California

TMD Funds: CATEGORY A: $________________
TMD Funds: CATEGORY B: $__________ DMO
TOTAL TMD FUNDS A + B: $________________

ORGANIZATION'S TOTAL ANNUAL BUDGET (TMD + PRIVATE SOURCE): $________________

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: $100,000
NARRATIVE (of budget line items):

THE SAN DIEGO HOST COMMITTEE IS REQUIRED TO FUND $250,000 TO SECURE THE OPENING STAGE OF THE TOUR OF CALIFORNIA. THE SPONSORSHIP COMMITMENT OF $100,000 WILL GO TO SUPPORTING THIS REQUIREMENT.

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: $ __________

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 2017

ORGANIZATION / PROGRAM NAME: SAN DIEGO TOURISM AUTHORITY
AMGEN TOUR OF CALIFORNIA
DMO - CATEGORY A & B
A1.1 A1.2 A1.3 A1.4 A1.5 Other

TMD BENEFIT CATEGORIES:
- MAIN CATEGORY (List one):
- PROGRAM CATEGORIES (Mark all that apply):

FY 2017 TARGETED ROI WORKSHEET
All ROI results for awarded TMD funds will be subject to a third-party audit.

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<th>TMD FUNDS REQUESTED</th>
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<td>DATES OF EVENT OR PROMOTION:</td>
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<td>NUMBER OF YEARS THE EVENT / PROGRAM HAS BEEN IN OPERATION:</td>
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<td>PROJECTED AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*</td>
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* USE SAN DIEGO CITY ADR in TMD Hotel Room Night Revenue from SDTA / Smith Travel / Tourism Economics

| HISTORIC Number of TMD Room Nights Generated by Program / Event / Promotion | C | 0 |
| Total Estimated HISTORIC TMD Room Night Revenue @ above ADR (BxC = D) | D | $ |
| Projected Number of NEW TMD ROOM NIGHTS generated due to proposed use of TMD funds (Explain in your "Scope of Work Narrative"). | E | 3,500 |
| Total Estimated NEW TMD ROOM NIGHT REVENUE generated @ above ADR (BxE = F) | F | $556,500. |
| RETURN ON INVESTMENT in NEW TMD ROOM NIGHT REVENUE: | |
| Total NEW TMD Room Night Revenue Generated: TMD Funds Requested. (F/A : 1) | $5.56 : 1 |
| TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined) (C+E = G) | G | 3,500 |
| TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined) (BxG = H) | H | $556,500. |
| TOTAL IMPACT RETURN ON INVESTMENT: | |
| Total TMD Room Night Revenue Generated : TMD Funds Requested (H/A : 1) | 5.56 : 1 |

MEDIA IMPRESSIONS & BROADCAST EXPOSURE (If Applicable):
Regional, National & International Broadcast Media (attach separate page if necessary)
Web / Social / Digital Media (attach separate page if necessary)
Geographical Area / Sub Region of Event if applicable

SEE ATTACHED
MISSION VALLEY & MISSION BAY
Hi Joe,

Here is the Occupancy and ADR for the 2nd week of May and Sept 2015.

Let me know if I pulled the correct "2nd week" for each month and if you need anything else.

### May 2015

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Joseph Terzi | President & CEO
San Diego Tourism Authority
750 B Street | Suite 1500 | San Diego, CA 92101
tel (619) 557-2831 | fax (619) 558-9371
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:

______________________________  
Name: Printed / Typed

______________________________
Name: Signature  

11. 9. 2015
Date
State of California
Secretary of State

CERTIFICATE OF STATUS

ENTITY NAME:
SAN DIEGO CONVENTION AND TOURIST BUREAU

FILE NUMBER: C0292839
FORMATION DATE: 10/20/1954
TYPE: DOMESTIC NONPROFIT CORPORATION
JURISDICTION: CALIFORNIA
STATUS: ACTIVE (GOOD STANDING)

I, ALEX PADILLA, Secretary of State of the State of California, hereby certify:

The records of this office indicate the entity is authorized to exercise all of its powers, rights and privileges in the State of California.

No information is available from this office regarding the financial condition, business activities or practices of the entity.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of January 23, 2015.

ALEX PADILLA
Secretary of State

NP-25 (REV 01/2015)
Business Entity Detail

Data is updated to the California Business Search on Wednesday and Saturday mornings. Results reflect work processed through Friday, November 06, 2015. 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.

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* 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.

Modify Search  New Search  Printer Friendly  Back to Search Results