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: jterzi@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 B1: 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:  Joe Terr  Pers. & CEO

Signature:  Joe Terr  Date: 11/14/15
Manchester City/NIKE Soccer Academy &
Memorial Day Weekend Tournament
May 27 thru 30, 2016

Event Dates: May 27 – 30, 2016
Second year of what is proposed to be an annual Memorial Day Weekend event

Event Location: All matches for 2016 will be played at the Polo Field, San Diego

Local Organizers Estimated Room Nights: 5,000 in 2016
Approximately 4,000 room nights consumed in 2015
Growing to 10,000+ room nights in 5 years

Room Block/Room Nights: 1,200 on peak

The Surf Cup/NIKE Soccer Academy & Memorial Day Weekend Tournament is proposed as a new event for the youth soccer market and a new event for San Diego. In keeping with the “Academy” instructional concept made popular by NIKE, the Memorial Day Weekend Tournament will feature direct instruction from recognized soccer experts, across all age groups. Youth soccer participants recognize that their academy experience is an added opportunity to showcase their talent, and therefore becomes an added draw to a competitive weekend.

In addition, leveraging the international reach and relationships of Manchester City Soccer Club to support youth soccer team participation from around the world, organizers believe that there will be dramatic growth for this event, expanding from a approximately 150 teams generating 4,000 room nights in the first year, to a competitive cohort that will produce upwards of 10,000 room nights within 5 years.
<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>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Meeting Sales</td>
<td></td>
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<tr>
<td>Event Management and Group Sales Development</td>
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<tr>
<td>Tourism Development - Travel &amp; Trade</td>
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<tr>
<td>Group Meeting Direct Marketing</td>
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<tr>
<td>Consumer Direct Sales &amp; Marketing Programs</td>
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<tr>
<td>Total Budget</td>
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<td>B Budget</td>
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<tr>
<td>TMD Total Budget</td>
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</tbody>
</table>

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: $20,000.00

Overhead Cost:

Total TMD Expenses: $20,000.00
<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-Category</th>
<th>Narrative</th>
<th>TMD Funds</th>
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<tbody>
<tr>
<td>A1.1</td>
<td>Hotel Meeting Sales</td>
<td></td>
<td>$__________</td>
</tr>
<tr>
<td>A1.2</td>
<td>Event Mgmt. / Group Sales Development</td>
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<tr>
<td>A1.3</td>
<td>Tourism Development/Travel Trade</td>
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</tr>
<tr>
<td>A1.4</td>
<td>Group Meeting Direct Marketing</td>
<td></td>
<td>$__________</td>
</tr>
<tr>
<td>A1.5</td>
<td>Consumer Direct Sales &amp; Marketing</td>
<td></td>
<td>$__________</td>
</tr>
</tbody>
</table>
EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2016

ORGANIZATION / PROGRAM NAME:
SDTA – MAN City/NIKE Soccer Academy & Memorial Day Tourny

TMD BENEFIT CATEGORIES:
MAIN CATEGORY (List one): A.1.2 – Event Mgt/Group Sales Development
- PROGRAM CATEGORIES (List all that apply):

FY 2016 TARGETED ROI WORKSHEET
All ROI results for awarded TMD funds will be subject to a third-party audit.

<table>
<thead>
<tr>
<th>TMD FUNDS REQUESTED</th>
<th>$</th>
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<tbody>
<tr>
<td>A</td>
<td>20,000</td>
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</tbody>
</table>

DATES OF EVENT OR PROMOTION: May 27 – 30, 2016

HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES* $ New

* USE SAN DIEGO CITY ADR in TMD Hotel Room Night Revenue from Smith Travel Research/(SDTA (formerly ConVis)

<table>
<thead>
<tr>
<th>Number of TMD Room Nights Historically Generated by Event or Promotion</th>
<th>New</th>
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</thead>
<tbody>
<tr>
<td>Total Estimated TMD Room Night Revenue @ above ADR</td>
<td>$</td>
</tr>
</tbody>
</table>

| Number of NEW TMD Room Nights Generated by Event or Promotion ** | 5,000 |
|*******************************************************************|
| Total Estimated NEW TMD Room Night Revenue @ above ADR            | $   |

TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined) 5,000

TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined) B $

TOTAL RETURN ON INVESTMENT
Total TMD Room Night Revenue Generated : TMD Funds Requested
(B/A :1 ) 36.6 : 1

MEDIA IMPRESSIONS & BROADCAST EXPOSURE (If Applicable):
International Broadcast Media (attach separate page if necessary)
National / Regional Broadcast Media (attach separate page if necessary)
AUDIT COMPLIANCE ACKNOWLEDGEMENT:

See Page 30 of SDTMD Guidelines and Application:

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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:

[Signature]

Name: Printed / Typed

[Signature]

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.

<table>
<thead>
<tr>
<th>Entity Name:</th>
<th>SAN DIEGO CONVENTION AND TOURIST BUREAU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entity Number:</td>
<td>C0292839</td>
</tr>
<tr>
<td>Date Filed:</td>
<td>10/20/1954</td>
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<tr>
<td>Status:</td>
<td>ACTIVE</td>
</tr>
<tr>
<td>Jurisdiction:</td>
<td>CALIFORNIA</td>
</tr>
<tr>
<td>Entity Address:</td>
<td>750 B STREET, SUITE 1500</td>
</tr>
<tr>
<td>Entity City, State, Zip:</td>
<td>SAN DIEGO CA 92101</td>
</tr>
<tr>
<td>Agent for Service of Process:</td>
<td>RICHARD MEZA</td>
</tr>
<tr>
<td>Agent Address:</td>
<td>750 B STREET, SUITE 1500</td>
</tr>
<tr>
<td>Agent City, State, Zip:</td>
<td>SAN DIEGO CA 92101</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.