EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2017

ORGANIZATION / PROGRAM NAME: San Diego Crew Classic, Inc.

TMD BENEFIT CATEGORIES:
- MAIN CATEGORY (List one): A1.2 – Event Management & Group Sales Dev.
- PROGRAM CATEGORIES (Mark all that apply): A1.2 A1.4

<table>
<thead>
<tr>
<th>FY 2017 TARGETED ROI WORKSHEET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TMD FUNDS REQUESTED</strong></td>
</tr>
<tr>
<td><strong>DATES OF EVENT OR PROMOTION:</strong>*</td>
</tr>
<tr>
<td><strong>NUMBER OF YEARS THE EVENT / PROGRAM HAS BEEN IN OPERATION:</strong></td>
</tr>
<tr>
<td><strong>PROJECTED AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES</strong>*</td>
</tr>
</tbody>
</table>

* 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 | 9,500 |
| **Total Estimated HISTORIC TMD Room Night Revenue @ above ADR** (BxC = D) | D | $1,577,475 |

Projected Number of NEW TMD ROOM NIGHTS generated due to proposed use of TMD funds *(Explain in your “Scope of Work Narrative”)*.

| **Total Estimated NEW TMD ROOM NIGHT REVENUE generated @ above ADR** (BxE = F) | F | $83,025 |

RETURN ON INVESTMENT in NEW TMD ROOM NIGHT REVENUE:
Total NEW TMD Room Night Revenue Generated: TMD Funds Requested. *(F/A :1)*

| **TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined)** (C+E = G) | G | 10,000 |
| **TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined)** (BxG = H) | H | $1,660,500 |

TOTAL IMPACT RETURN ON INVESTMENT:
Total TMD Room Night Revenue Generated : TMD Funds Requested *(H/A :1)*

| **5.53 : 1** |
Media Impressions

Print and electronic media including web-based. Editorial and advertising. Broad coverage in local market via radio, TV and print.

Stats for Crew Classic banner on row2k.com:
4,771,143 impressions
11,791 sessions

Stats for CrewClassic.org for 2015
148,592 sessions

Stats for HereNow Timing for 2015 results
33K visitors from 10 countries

Rowing website [www.row2k.com](http://www.row2k.com) carries photos, stories and results
Event attendees: Approximately 22,000
Live Streaming to 80 countries, in 2016 live streaming through US Rowing and You Tube
YouTube: multiple postings
Many of the outlets that cover the San Diego Crew Classic run advance stories; and they run stories and results over the two-day period (Sunday and Monday).
This range from local papers and electronic media to USA Today, Seattle Times, Boston Globe, New York Times and others.
We have 50+ colleges and universities participating and most of their newspaper and websites carry advance stories as well as coverage and posting of results.
Regional television new covers the event with in-studio and on-site coverage.
Approximately 120 organizations participate – each has a website and carries information about the participations and results. Most have several e-blasts encouraging their supporters to attend.
Many colleges and universities refer to the San Diego Crew Classic with photos and text in their media guides as a tool to recruit athletes.
ORGANIZATION NAME: San Diego Crew Classic, Inc.
TMD Funds: CATEGORY A: $300,000
TMD Funds: CATEGORY B: $ DMO
TOTAL TMD FUNDS A + B: $300,000

ORGANIZATION'S TOTAL ANNUAL BUDGET (TMD + PRIVATE SOURCE): $1,000,000 Approx.

CATEGORY A
BUDGET NARRATIVE BY SUB-CATEGORY:

A1.1 Hotel Meeting Sales:
NARRATIVE (of budget line items):
TMD FUNDS: $ 0

A1.2 Event Mgmt. / Group Sales Development:
NARRATIVE (of budget line items):
TMD FUNDS: $ 273,000

$120,000 Team Payout — To attract top collegiate teams that attract other collegiate and junior entries, which build room nights.

$135,000 Outside Contractors — To reach competitors and fans across the country, and in a focused effort to promote San Diego Crew Classic as a destination event, we will contract with a video production team to develop a promotional video. In addition, we will livestream all races, which will promote the Crew Classic, TMD and the City of San Diego. Our website is a critical element in supporting all of our marketing efforts to get participants to come – all promotions drive people to our website. This expense is to maintain and enhance our website with more videos and photos, review/rewrite content to make it keyword rich, update forms and maps, enhance livestreaming, and enhance our Hotel and Visit San Diego pages.

$18,000 Travel — Relationship building and face time described above is a key factor in attracting coaches, crews and parents to come to the event. Crew Classic presence at the rowing events, in the form of staff and volunteer leaders, is important to attracting and maintaining awareness of our event which is in a location outside the traditional rowing hot spots of the Northwest and Atlantic coast. We are competing now with new venues in Oklahoma and Florida which have better racing conditions than ours.
A1.3 Tourism Development/Travel Trade:
NARRATIVE (of budget line items):

TMD FUNDS: $0

A1.4 Group Meeting Direct Marketing:
NARRATIVE (of budget line items):

TMD FUNDS: $27,000

$20,000 Advertising – We hope to continue national advertising effort we had in 2009-2015, incorporating targeted direct mail, web banner ads and other web and e-newsletter advertising, national print ads, and full social media marketing.

$2,000 Outside Contractors – Designer fees for all materials and ads.

$5,000 Marketing Materials and Brochures – Direct mail pieces have kept us in front of decision makers as they decide which competitions to attend. Colorful postcards emphasize good weather and good water at the beginning of the rowing season with plentiful hotel options in all categories. We prepare an electronic version for coaches to distribute to booster encouraging out-of-town spectators.

A1.5 Consumer Direct Sales & Marketing:
NARRATIVE (of budget line items):

TMD FUNDS: $0
<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>
<th>Total A Budget</th>
<th>Total B Budget</th>
<th>Total TMD Budget</th>
<th>Non-TMD Direct Program Expenses</th>
<th>Total Direct Cost Budget</th>
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Date: 12/6/15

1/29/2016
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<th>FY 2017 APPLICANT: SAN DIEGO CREW CLASSIC</th>
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<tr>
<td>REVISED SDTMD Funding Request Summary : FY2017</td>
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<td><strong>REVIEWED 3/5/2018</strong></td>
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<th>Applicant Organization</th>
<th>Stated in Application</th>
<th>Actual from FY15</th>
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<td><strong>SD CREW CLASSIC</strong></td>
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<thead>
<tr>
<th>Years in Existence</th>
<th>43 Years</th>
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<tr>
<td>For Profit / Non-Profit</td>
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<td>Total Annual Budget</td>
<td>$967,645</td>
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<tr>
<td>Prop 26 Categories</td>
<td>A1.2 / A1.4</td>
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<tr>
<td>Area of Impact for Business</td>
<td>Mission Bay / Old Town / MV</td>
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<th>Event Dates</th>
<th>April 1-2, 2017</th>
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<td>FY16 event is in March 2016</td>
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<th>Scheduled National TV Coverage</th>
<th>See Media Impressions</th>
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<tr>
<th>TMD Funds Requested</th>
<th>$300,000</th>
<th>$120,500</th>
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<tr>
<td>ROI: TOTAL Projected</td>
<td>5.5:1</td>
<td>8:01</td>
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<tr>
<td>Historic TMD Room Nights Produced</td>
<td>9,500</td>
<td>comb</td>
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<tr>
<td>NEW Room Nights Projected</td>
<td>500</td>
<td>comb</td>
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<td>ROI: NEW ROOMS ONLY</td>
<td>0.27:1</td>
<td>comb</td>
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<td>TOTAL TMD ROOM NIGHTS PROJECTED</td>
<td>10,000</td>
<td>5,702</td>
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<tr>
<td>ADR (From Application)</td>
<td>$166.05</td>
<td>$160.00</td>
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<td>Marketing % of Total Budget</td>
<td>9%</td>
<td>appx</td>
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<tr>
<td>Sales % of Total Budget</td>
<td>91%</td>
<td>appx</td>
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<tr>
<td>Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)</td>
<td>0%</td>
<td>0%</td>
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<table>
<thead>
<tr>
<th>NOTES:</th>
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<table>
<thead>
<tr>
<th>CATEGORY LEGEND:</th>
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</thead>
<tbody>
<tr>
<td>A1.1 = HOTEL MEETING SALES</td>
</tr>
<tr>
<td>A1.2 = EVENT MANAGEMENT &amp; GROUP SALES DEVELOPMENT</td>
</tr>
<tr>
<td>A1.3 = TOURISM DEVELOPMENT - TRAVEL TRADE</td>
</tr>
<tr>
<td>A1.4 = GROUP MEETING DIRECT MARKETING</td>
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<tr>
<td>A1.5 = CONSUMER DIRECT SALES &amp; MARKETING PROG.</td>
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<td>NEED Period = Yellow</td>
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<td>SHOULDER Period = Green</td>
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<td>BLENDED Periods = Blue</td>
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<td>PRIME Period = Red</td>
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<td>2015</td>
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<td>2016</td>
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<td>TOTAL</td>
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AVERAGE OF YRS. ABOVE
| AVERAGE OF YRS. ABOVE | $127,804 | 6,948 | $947,657 | 7 | $136 |

ASK FOR 2017 - REV 2.05.16
| ASK FOR 2017 - REV 2.05.16 | $300,000 | 10,000 | $1,660,500 | 6 | $166 |

BETTER OR (WORSE)
| BETTER OR (WORSE) | $172,196 | 3,052 | $712,843 | -2 | |

COST PER ROOM AVERAGE vs. ASK
| COST PER ROOM AVE | $18.40 |
| COST PER ROOM ASK | $30.00 |

63.09%

<table>
<thead>
<tr>
<th>NEW ROOM NIGHTS</th>
<th>NEW ROOM REVENUE</th>
<th>NEW ROI</th>
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<tbody>
<tr>
<td>NEW ONLY</td>
<td>500</td>
<td>$83,025.00</td>
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<tr>
<td>COST PER NEW ROOM</td>
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