FY 2017 Application Cover Pages

For San Diego
Tourism Marketing District Funds

APPLICANT ORGANIZATION NAME:

Competitor Group, Inc. (CGI)

Mailing Address: 9477 Waples St, Suite 150, San Diego, CA 92121

Telephone: 800.311.1255 FAX: 858.450.6905
Website: www.competitorgroup.com www.runrocknroll.com www.epicsummerrun.com

Primary Contact Information:

Name: Bruce Walton  Title: Director of Government Relations
Telephone: 858.768.6419 FAX: 858.450.6905
Email: bwalton@competitorgroup.com
Website (if different from above): N/A

BRIEF DESCRIPTION OF YOUR ORGANIZATION OR COMPANY:

Headquartered in San Diego, Calif., Competitor Group, Inc. (CGI) is the active lifestyle industry’s leading media and event entertainment company. CGI’s portfolio of media brands span the full range of the endurance industry including Velo, Triathlete, Women’s Running and Competitor with a combined monthly circulation of over 700,000. CGI owns and operates 36 events around the world, including the flagship Rock ‘n’ Roll Marathon Series, the TriRock Triathlon Series and Events DC Nation’s Triathlon, collectively delivering more than 600,000 professional and amateur participants in 2015. The race services division of CGI, Race IT is the second largest provider of online registration solutions to endurance event organizers around the world. Further information about CGI and its digital, publishing and event entertainment properties can be found at CompetitorMediaKit.com.
YOUR ORGANIZATION MISSION STATEMENT OR STATEMENT OF PURPOSE:

Competitor Group Inc. (CGI) is the leading global media and event entertainment company dedicated to promoting the active lifestyle. Our core purpose is to inspire and empower people to lead a healthier and more active life. Competitor is made up of passionate and talented individuals, but we succeed as a community of collaborators. We start with our customers. There is nothing more rewarding to us than creating experiences that our customers love.

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.

The Rock ‘n’ Roll San Diego Marathon & ½ Marathon is an enjoyable experience for both race participants and spectators with the following features:
- 45+ local bands play along the 26.2 and 13.1 mile courses, energizing runners and spectators.
- A free, open to the public headliner concert at the finish line festival on race day. Past headliners include Pit Bull, the Goo Goo Dolls, Sara Evans, Sugar Ray, Flo Rida, All-American Rejects, O.A.R., and more.
- A free, open to the public 2-day Health & Fitness Expo held at the city convention center and organized for the two days preceding the race, where vendors display their latest products/services. The Expo attracts vendors from across the country. All race participants are required to visit the Expo to pick up their running bibs – guaranteeing high attendance for exhibitors and sponsors while also extending the length of hotel stay for visiting runners.

The original Rock ‘n’ Roll San Diego Marathon & ½ Marathon proved an instant success, and provided a model for series expansion. Since the launch of this race in 1998, the series has grown to include over 24 events in North America and 9 internationally. The expansion of the Rock ‘n’ Roll Marathon Series brand has helped to sustain and grow the power of each event, as the running tourism industry has proven to be economically resilient.

Each year the Rock ‘n’ Roll San Diego Marathon & ½ Marathon needs to implement an aggressive marketing campaign to ensure participation. Other Rock ‘n’ Roll Marathon Series markets have realized growth due to successful marketing campaigns partially underwritten by state and city tourism, city government and sports foundation funding. Receiving funds from the San Diego Tourism Marketing District will enable the Rock ‘n’ Roll San Diego Marathon & ½ Marathon to increase marketing efforts nationally & internationally, ultimately delivering higher registration numbers and increased visitors to San Diego, thereby providing incremental room nights to hotels, motels and vacation rentals in San Diego.
IS YOUR ORGANIZATION A NON-PROFIT ORGANIZATION?  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
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.

Tourism Marketing District (TMD) funds will be strictly used for marketing of the Rock ‘n’ Roll San Diego Marathon & ½ Marathon in order to attract incremental hotel-staying participants to San Diego. No TMD funding will be used for personnel compensation, wages, salaries, bonuses, taxes, or commissions. Please refer to Exhibit A for more details on the proposed use of TMD funding.
Closing Date of Applicant’s Most Recently Completed Fiscal Year: 12/31/2015

CPA REVIEW/AUDIT (Please answer the following questions)

- Does your organization receive a financial audit*? YES
- If not, were unaudited financial statements prepared? N/A
- Was a copy of the audit report/financial statements submitted to the City? NO
- What period is covered by your most recent audit report/financial statements: 12/31/2015
- Does your Board of Directors receive and discuss the management letter from the audit report? N/A
- Will your organization receive any other public funding in FY 2017? NO
- If “Yes”, list funding source(s), amount of funding, and dedicated use of funds:
- Is your organization applying for any other public funding in FY 2017? NO
- If “Yes”, list funding source(s), amount of funding requests, and proposed use of funds:

What is your total operating budget in FY 2017? N/A

SDTMD CONTRACT COMPLIANCE (Returning Applicants only)

For the most recent fiscal year - has your organization filed quarterly reports? YES
- What period is covered by your most recently submitted report: FY 2015

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 2017 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):
☑ Applicant Questionnaire
☑ 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: Keith S. Kendrik, CMO, CDO

Signature: [Signature]
Date: 12/4/15
FY 2017 (July 1, 2016 – June 30, 2017)
Application Request for TMD Funding

EXHIBIT A: PROPOSED SCOPE OF WORK NARRATIVE:

1) Proposed Scope of Work Narrative:

Using Categories A1.1 through A1.5 in APPENDIX 4:

By Category A1.1 through A1.5, specifically detail the scope of work of your proposed sales, marketing/promotional program and/or event using TMD funding. Detail the targeted number of Incremental / NEW TMD hotel room nights will be generated due to the allocation of requested TMD funds.

Section A1.2: $30,000
Grassroots promotion & marketing is proving to be more and more crucial to the attraction of our out-of-market runners. Competitor Group, Inc. proposes the following grassroots efforts under section A1.2:

*Rock 'n' Roll San Diego Marathon & ½ Marathon Expo Tour*

Rock 'n' Roll San Diego will have a presence at all 24 Domestic Rock 'n' Roll Marathon Events and 9 International Events at the 2-day expos at the Rock 'n' Roll Series Booth. For All Rock 'n' Roll events in the State of California, Arizona, Texas and Nevada the corresponding 2-day expos specifically highlight and promote Rock 'n' Roll San Diego and incentivize participants at those events to register for San Diego through the Cali Combo medal promotion, among other promotional efforts. As a premier “showcase” event in the Rock ‘n’ Roll Marathon Series, the San Diego event always receives additional attention at all expos in the Rock ‘n’ Roll Marathon Series promotional tour.

*Grassroots Promotional Events*

Competitor Group, Inc. hires special ambassadors in each market whose sole responsibility is the promotion of Rock ‘n’ Roll Marathon Series events. These Ambassadors will be focused on leading training runs & preparatory events focused on Rock ‘n’ Roll San Diego Marathon & ½ Marathon in markets across the United States.

*Marathon Majors Activation*

Competitor Group, Inc. has plans to create on-site activations at Major marathons within the U.S. (i.e. New York Marathon, Chicago Marathon, etc.) to engage runners with the San Diego experience. Rock ‘n’ Roll Marathon Series will have an interactive space with opportunities to win promotional items, win free entries, and generally learn about the Rock ‘n’ Roll San Diego Marathon & ½ Marathon experience.
Section A1.4: $165,000
Competitor Group, Inc. proposes the following advertising mechanisms under section A1.4:

*Traditional Print Advertising*
Ad placement in Runner’s World Magazine, Competitor Magazine, and Women’s Running Magazine. Additionally there will be ads placed in the race booklets for the Marathon Majors within the U.S. (New York, Chicago, Boston), as well as in other endemic publications.

*Digital Advertising*
Competitor Group, Inc. has seen exponential success in creating a strong digital presence for all events. This type of advertising produces results at lower cost, and is conducive to specific “calls to action.” The majority of funds for Rock ‘n’ Roll San Diego Marathon & ½ Marathon digital advertising space are spent on digital/video production, enhancements to the San Diego website and enhancements to the San Diego Finisher Zone page on the website where participants can see their results and sign up for the next year’s event as a Presale or “Lowest Price of the Year.”

Section A1.5: $135,000
Competitor Group, Inc. proposes the following advertising mechanisms under section A1.5:

*Comprehensive Digital Strategy*
Includes retargeting & display ads on popular endemic sites, including health, fitness, active travel and lifestyle websites), SEO (search engine optimization) strategies, monthly promotions and giveaways and social media campaigns.

By Category A1.1 through A1.5, specifically detail how your event or promotion will sell, market, or promote only TMD hotel properties 30 rooms and above.

Having already forged partnerships with many TMD-assessed hotels, Competitor Group, Inc. is in a uniquely beneficial position of being able to use existing infrastructure to benefit all TMD lodging businesses over 30 rooms. The existing Rock ‘n’ Roll San Diego Marathon & ½ Marathon website already hosts a list of our partner hotels, all of which are TMD-assessed. While partner hotels will continue to maintain preferential placement on the page, the Rock ‘n’ Roll San Diego Marathon & ½ Marathon website also hosts a link to the full list of TMD-assessed hotels, which will remain active on the website. For partner hotels, runners are able to reserve directly through the Rock ‘n’ Roll San Diego Marathon & ½ Marathon website.

ALL marketing collateral, as well as all advertisements, will contain a specific call to action directing interested consumers to “register and book [their] hotel now” at the event dedicated website. The dedicated event site will host a clearly-visible “Hotel/Lodging” button in order to direct participants directly to the list of TMD-assessed lodging businesses. Competitor Group, Inc. also sends out (2) two dedicated hotel emails titled “Stay and Play” emails to currently registered and non-registered email lists with a direct
link to the San Diego event’s hotel page that lists all TMD-assessed lodging businesses listing contact information and highlighting discounted rates.

Describe how you will be working in collaboration with other TMD funded organizations and programs to maximize the effectiveness of Tourism Marketing District Funds.

Competitor Group, Inc. expects to work in partnership with the San Diego Tourism Authority to bring visitors to San Diego during the Rock ‘n’ Roll San Diego Marathon & ½ Marathon weekend. SDTA’s continued promotion of the City of San Diego as a vacation destination is paramount to CGI’s ability to convert out-of-town runners into race participants.

2) Applicant Qualifications:
Describe how your organization is uniquely qualified to provide the proposed program or initiative.

Competitor Group, Inc. is the unparalleled leader in marathon management and marketing. No other company in the world owns and operates more major marathon and half marathon events per year. Competitor Group, Inc. prides itself on maintaining the high level of quality our customers and stakeholders demand. Running is truly an inclusive sport that embraces everyone’s aspirations.

Proven Demographics
The Rock ‘n’ Roll Marathon Series continues to deliver desirable demographics to partners and stakeholders. Rock ‘n’ Roll participants are well-educated, high-income decision makers. 80% of Rock ‘n’ Roll San Diego Marathon & ½ Marathon participants have at least a Bachelor’s degree and 49% have an annual household income over $100,000. We have found that 25% of our participants are new to the Rock ‘n’ Roll Marathon Series. In 2015, nearly 550,000 runners worldwide participated in a Rock ‘n’ Roll Marathon Event. Over 3,000,000 runners have crossed a Rock ‘n’ Roll Marathon Series finish line to-date.

Rock ‘n’ Roll San Diego Marathon & ½ Marathon brings participants from all over the world, with over 30 countries represented. The top states (outside of California) from which the San Diego event attracts runners are: Arizona, Texas, Colorado, Nevada, New York, Washington, and Florida. In 2015, 80% of the San Diego event participants were new to the event. In 2015, 70% of the San Diego event participants are new to the series. This means that Competitor Group, Inc. is bringing in new people to experience all that San Diego has to offer.

Runner Evaluations & Feedback
The 2015 post-race survey revealed high runner satisfaction with a variety of race features. Most notably, Event Atmosphere and Event Staff received the highest ratings from participants. Competitor Group, Inc. uses runner feedback to continually make
changes and improvements to the event, including course redesigns and improvements to the participant t-shirt and finisher medal.

**Economic Impact Report**
In conjunction with the post-race survey, an economic impact study will be conducted in partnership with Scott Minto, Director of the San Diego State University Sports MBA program. This report will measure the impact of the Rock ‘n’ Roll San Diego Marathon & \( \frac{1}{2} \) Marathon on the San Diego economy and hotels specifically.

**Media Exposure**
Full time public relations professionals work year-round to ensure national, local and regional coverage of Competitor Group’s events. Race week media events include pre-race press conferences featuring city officials as well as concert, course, sponsor and community announcements. The Rock ‘n’ Roll San Diego event receives more than 2.27 billion impressions annually through national and international media. The San Diego event website had 2.35 million page views in 2015.

**Production Team**
More than 100 full-time employees work in Competitor Group’s events division, many of whom possess significant professional experience in areas related to sports management and marketing. CGI’s diverse employee base covers every aspect of event production, including: registration, operations, marketing, accounting, merchandising, web & graphic design, hotel & travel, hospitality, volunteer coordination, community relations, medical coordination, public relations, charity relations, and customer service.

3) **Budget Assumptions for use of Tourism Marketing District Funds:**
Referencing the Budget of Proposed Scope of Work (EXHIBIT B), provide a supporting narrative of your proposed budgeted allocation of TMD funds requested.

<table>
<thead>
<tr>
<th>Section A1.2 : $30,000 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Materials &amp; Brochures</td>
</tr>
<tr>
<td>Production &amp; printing of all collateral to be displayed and distributed at Rock ‘n’ Roll San Diego Expo Tour booths. Also includes production &amp; printing of collateral for Street Teams and other grassroots distribution efforts. This includes any promotional items gifted to people who register for the Rock ‘n’ Roll San Diego event at the expo booth (Hats/Shirts/Water Bottles, etc).</td>
</tr>
<tr>
<td>Outside Contractors</td>
</tr>
<tr>
<td>Payment to contracted Ambassadors to staff Rock ‘n’ Roll San Diego Expo Booths, as well as those Ambassadors who host Rock ‘n’ Roll San Diego training runs in outlying markets. This includes food expenses/travel expenses for outside contractors.</td>
</tr>
<tr>
<td><strong>Rentals – Booth Space</strong></td>
</tr>
<tr>
<td>--------------------------</td>
</tr>
<tr>
<td><strong>Trade Show Expenses</strong></td>
</tr>
</tbody>
</table>

**Section A1.4: $165,000 Total**

<table>
<thead>
<tr>
<th><strong>Advertising</strong></th>
<th>$125,000</th>
<th>Cost of ad placements and production of all advertising in digital/video, radio and print publications. This includes the purchase of dedicated e-blasts, Facebook posts and email marketing campaigns directly related to the Rock ‘n’ Roll San Diego Event. This includes fees paid to host Workfront, a software program that creates ad requests, tracks ad progress/revisions and expedites ads produced for the Rock ‘n’ Roll San Diego Event and Adobe InDesign, a software program used to design all advertising/t-shirts/medals/promotional items produced for the Rock ‘n’ Roll San Diego Event.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marketing Materials &amp; Brochures</strong></td>
<td>$15,000</td>
<td>Production costs associated with print advertisements/brochures/flyers including printing and distribution costs.</td>
</tr>
<tr>
<td><strong>Promotional Items</strong></td>
<td>$25,000</td>
<td>Purchase or production of promotional items to be used as giveaways and incentives related to traditional advertising campaigns.</td>
</tr>
</tbody>
</table>

**Section A1.5: $135,000 Total**

<table>
<thead>
<tr>
<th><strong>Advertising</strong></th>
<th>$95,000</th>
<th>Digital ad placements. Specifically display advertisement on endemic sites and geo-targeted social media ad placements. Also includes SEO targeting and the costs for website development &amp; design.</th>
</tr>
</thead>
</table>
| **Advertising Agency Fees** | $15,000| Fees paid to digital ad agency and digital optimization agency – only fees directly related to Rock ‘n’ Roll San Diego event. This category
also includes fees paid to outside web development/SEO/digital optimization company for efforts directly related to the Rock ‘n’ Roll San Diego event and Rock ‘n’ Roll San Diego’s website development & optimization.

| Promotional Items | $25,000 | Purchase or production of promotional items to be used as giveaways and incentives related to digital registration campaigns. This includes San Diego Promo Tees, San Diego Marathon Finisher Jackets, promo items given to participants during 52-week registration path to grow the event. |

4) Targeted Return on Investment (ROI) in TMD Hotel Room Nights: Referencing the ROI Worksheet (EXHIBIT E) describe your projected return on investment in TMD hotel room night revenue and the benefit that will be realized to the entire assessment district (TMD hotels within the city limit of San Diego). Specifically detail “Who” in the assessment district will be directly benefited (EG: Category A-TMD assessed properties with 30 or more rooms), “When” the benefits will be realized, “Where” in the assessment district the benefit will be realized, and “How” you proposed to realize and track the results.

Describe what specific actions you have taken and the resources you will or have used to determine your ROI estimate. If a third party will be used to determine the ROI, list the company, their qualifications, and contact information.

Who: All TMD-assessed properties of 30 rooms or more will be included on the list of hotels, once received by CGI. Partner/contracted Official Race Hotels will continue to receive added benefits and premier placement on the website, but all properties will be listed.

When: Hotel room nights are primarily generated within a 2-night window on either side of the event. However, past Economic Impact studies have shown participants arriving as much as a week before the event, and others departing as much as a week after the event.

Where: Past impact studies have shown that while the majority of runners stay in the downtown or Gaslamp areas, participants also stay in Mission Valley, on the Bayfront, or in Mission Bay. The new downtown finish line has increased the concentration of downtown hotel bookings.

How: TMD ROI will be tracked by way of an extensive post-race survey and supported with room block data from partner hotels. The Economic Impact study is completed in partnership with Scott Minto, Director - SDSU Sports MBA, sminto@mail.sdsu.edu.

5) Progress / Success Measurement and Timing:
By contract, quarterly reports detailing the progress of each funded program and the ROI, including the method of determining the ROI, are required by both the SDTMD and the
City of San Diego. Describe what tools or device (surveys or other sources) will be used to measure the projected results from your proposed program.

* Rock ‘n’ Roll Marathon staff is able to provide quarterly updates on status and progress of hotel room blocks and pick-up, if desired and requested. A marketing spreadsheet also tracks registered participants alongside marketing actions. Competitor Group, Inc.’s event manager is able to provide quarterly updates on participant demographics, including geographic distribution of runner visitors, if desired and requested.

CGI conducts a survey of race finishers at the conclusion of the Rock ‘n’ Roll San Diego Marathon & 1/2 Marathon. Due to the highly involved nature of the event, the survey typically experiences a response rate of around 15%. This survey covers matters relating to the overall Economic Impact of the event, particularly hotel room nights, and gathers event feedback which guides CGI’s improvements for the next year’s event.
EXHIBIT B1
BUDGET NARRATIVE BY CATEGORY FY 2017

ORGANIZATION NAME: Competitor Group, Inc.
TMD Funds: CATEGORY A: $330,000
TMD Funds: CATEGORY B: $0
TOTAL TMD FUNDS A + B: $330,000

CATEGORY A
BUDGET NARRATIVE BY SUB-CATEGORY:

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

A1.2 Event Mgmt. / Group Sales Development: TMD FUNDS: $30,000
NARRATIVE (of budget line items):

<table>
<thead>
<tr>
<th>Marketing Materials &amp; Brochures</th>
<th>$7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production &amp; printing of all collateral to be displayed and distributed at Rock ‘n’ Roll San Diego Expo Tour booths. Also includes production &amp; printing of collateral for Street Teams and other grassroots distribution efforts. This includes any promotional items gifted to people who register for the Rock ‘n’ Roll San Diego event at the expo booth (Hats/Shirts/Water Bottles, etc.).</td>
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<tr>
<th>Outside Contractors</th>
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<tr>
<td>Payment to contracted Ambassadors to staff Rock ‘n’ Roll San Diego Expo Booths, as well as those Ambassadors who host Rock ‘n’ Roll San Diego training runs in outlying markets. This includes food expenses/travel expenses for outside contractors.</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Rentals – Booth Space</th>
<th>$2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth fees for attendance at non-Rock ‘n’ Roll Marathon Series Expos including booth space, electric/wifi charges, and furniture/curtain/table cloth rental fees.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trade Show Expenses</th>
<th>$15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production cost for actual booth structure to be presented at event Expos. Costs for design and creation of on-site activation at Marathon Majors and distribution costs for sending all activation and marketing materials to the expo locations. Costs associated with IT/laptops provided at expos to garner registrations for the Rock ‘n’ Roll</td>
<td></td>
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<tr>
<td>A1.3 Tourism Development/Travel Trade: TMD FUNDS: $ 0</td>
<td></td>
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<tr>
<td>----------------------------------</td>
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</tr>
<tr>
<td>NARRATIVE (of budget line items):</td>
<td>San Diego event.</td>
</tr>
</tbody>
</table>

| A1.4 Group Meeting Direct Marketing: TMD FUNDS: $ 165,000 |
|----------------------------------|----------------------------------|
| NARRATIVE (of budget line items): | |

<table>
<thead>
<tr>
<th>Advertising</th>
<th>$125,000</th>
</tr>
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<tbody>
<tr>
<td>Cost of ad placements and production of all advertising in digital/video, radio and print publications. This includes the purchase of dedicated e-blasts, Facebook posts and email marketing campaigns directly related to the Rock ‘n’ Roll San Diego Event. This includes fees paid to host Workfront, a software program that creates ad requests, tracks ad progress/revisions and expedites ads produced for the Rock ‘n’ Roll San Diego Event and Adobe InDesign, a software program used to design all advertising/t-shirts/medals/promotional items produced for the Rock ‘n’ Roll San Diego Event.</td>
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</table>

<table>
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<th>Marketing Materials &amp; Brochures</th>
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<td>Production costs associated with print advertisements/brochures/flyers including printing and distribution costs.</td>
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<table>
<thead>
<tr>
<th>Promotional Items</th>
<th>$25,000</th>
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</thead>
<tbody>
<tr>
<td>Purchase or production of promotional items to be used as giveaways and incentives related to traditional advertising campaigns.</td>
<td></td>
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</tbody>
</table>

| A1.5 Consumer Direct Sales & Marketing: TMD FUNDS: $ 135,000 |
|----------------------------------|----------------------------------|
| NARRATIVE (of budget line items): | |

<table>
<thead>
<tr>
<th>Advertising</th>
<th>$95,000</th>
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</thead>
<tbody>
<tr>
<td>Digital ad placements. Specifically display advertisement on endemic sites and geo-targeted social media ad placements. Also includes SEO targeting.</td>
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<table>
<thead>
<tr>
<th>Advertising Agency Fees</th>
<th>$15,000</th>
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<tbody>
<tr>
<td>Fee paid to digital ad agency and digital optimization agency – only fees directly related to Rock ‘n’ Roll San Diego event. This category also includes fees paid to outside web</td>
<td></td>
</tr>
<tr>
<td>Promotional Items</td>
<td>$25,000</td>
</tr>
<tr>
<td>------------------</td>
<td>---------</td>
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<tr>
<td></td>
<td>Purchase or production of promotional items to be used as giveaways and incentives related to digital registration campaigns. This includes San Diego Promo Tees, San Diego Marathon Finisher Jackets, promo items given to participants during 52-week registration path to grow the event.</td>
</tr>
</tbody>
</table>
EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2017

ORGANIZATION / PROGRAM NAME: Competitor Group, Inc.
TMD BENEFIT CATEGORIES:
- MAIN CATEGORY (List one): A1-Consumer Direct Marketing
- PROGRAM CATEGORIES (Mark all that apply): A1.2  A1.4  A1.5

<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   | 14,421 |
| **Total Estimated HISTORIC TMD Room Night Revenue @ above ADR (BxC = D)** | D   | $2,394,607.05 |

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

| **Projected Number of NEW TMD ROOM NIGHTS** | E   | 3,338 |
| **Total Estimated NEW TMD ROOM NIGHT REVENUE generated @ above ADR (BxE = F)** | F   | $554,274.90 |

RETURN ON INVESTMENT in NEW TMD ROOM NIGHT REVENUE:
Total NEW TMD Room Night Revenue Generated: TMD Funds Requested.  
\( \frac{F}{A} : 1 \)  

| **TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined)** | G   | 17,759 |
| **TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined)** | H   | $2,948,881.95 |

TOTAL IMPACT RETURN ON INVESTMENT: 
Total TMD Room Night Revenue Generated : TMD Funds Requested  
\( \frac{H}{A} : 1 \)  

8.9 : 1

<table>
<thead>
<tr>
<th>MEDIA IMPRESSIONS &amp; BROADCAST EXPOSURE (if Applicable):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional, National &amp; International Broadcast Media (attach separate page if necessary)</td>
</tr>
<tr>
<td>Web / Social / Digital Media (attach separate page if necessary)</td>
</tr>
<tr>
<td>Geographical Area / Sub Region of Event if applicable</td>
</tr>
</tbody>
</table>
FY 2017 SDTMD Applicant Questionnaire:

Applying Organization: Competitor Group, Inc.

- How long has your Organization been in business?
  Competitor Group, Inc., (formerly Elite Racing) has been in business since 1986. (29 years)

- How long has your proposed Program /Event /Promotion been in existence?
  Rock 'n' Roll San Diego Marathon & \( \frac{1}{2} \) Marathon has been in existence since 1998. (17 years)

- What is your proposed Program's / Event's / Promotion's total operating budget?
  This is proprietary information.

- What are your Organization's FY 2017 projected revenue sources and amounts?
  This is proprietary information.

- Does your Organization make charitable donations? If 'yes', list which charities and how much annually?
  Competitor Group, Inc. does not, itself, make charitable donations, but instead provides a fundraising platform for our participants. Since 1998, Rock 'n' Roll Marathon runners have raised over $310 million for hundreds of Charity Partners.

- Is your Organization a Profit or Not-for-Profit organization?
  Competitor Group, Inc. is a Profit organization.

- How much will your organization have in reserve funds in FY 2017?
  This is proprietary information.

- If your Organization is a former contractor of the City of San Diego, have you submitted acceptable final report packages on any completed contracts, and is your Organization in good standing with the City of San Diego?
  Yes to all of the above.

- Have you read the "Funding Eligibility", "Funding Limitations" and "Additional Requirements" on pages 17-19 of the FY 2017 Guidelines & Application?
  Yes.

Name

Title / Organization

Date 12/4/15
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 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:

[Signature]

Name: Printed / Typed

[Signature]

Name: Signature

11/23/15
Date
General:

- Monthly submission of reconciliation reports and/or reimbursement packets is required.
- SDTMD has 30 business days from receipt of a **complete and correct** packet to review and reimburse.
- **Expenses incurred older than 60 days prior to the submission will not be eligible for reimbursement without prior approval and extenuating circumstance.**
- Reimbursement checks will be mailed to the Contractor.
- Copies of "Requests for reimbursement" shall be retained by contractor for no less than five years.
- Contractors are to remit reimbursement packets and budgets using SDTMD’s templates and chart of accounts.
- Additional written explanation is required on any submitted item in which the invoice is not self explanatory.
- Any calculation shown on an invoice, reducing the amount requested, needs to include an explanation of methodology or rationale for determining costs.
- Unclear, unexplained, or unsubstantiated reimbursement report items will be removed from the submission packet. In some cases, these items will be allowed to be resubmitted with explanation if it falls within the time limitations established in the contract.
- Illegible receipts will not be considered for reimbursement.
- Do not use staples or special binding for your submission packet. A large paperclip or binder clip will suffice.
- Submit your packet single sided only. Double sided packets will be returned.
- Include all pages of a multipage invoice and bank statements. (Online bank activity will also be accepted.) Please reference each item.
- Verify totals and watch out for rounding errors.
- Contractors must pay for each expense (and clear the bank) before requesting reimbursement. Contact vendors with outstanding checks if checks have not cleared. It is your responsibility to keep track of this.
- No double dipping, if reimbursed by another entity, the expense becomes ineligible
- Only out of market advertising is eligible for reimbursement.

Travel:

- TMD assessment funds can only reimburse toward the equivalent of coach airfare when use of public air carrier transport is required in order to perform the Contractor’s obligations under this agreement.
- GSA for incidentals is at 75% of the rate for the first and last day of travel.
- Taxi, parking, vehicle rental will be considered as incidental costs and included in the per diem rates. Exception: Vehicle rental that is paid in lieu of airfare or when the vehicle is driving between meetings with clients/potential clients.
- Please include a copy of the pertinent GSA rates for each area being visited as back-up.
- Conferences require proof of registration and receipt.
- Sales missions require itinerary, location, clients visited, agenda and calendar.
- Mileage reimbursement requests require a mileage log and purpose of trip.
City of San Diego

EQUAL OPPORTUNITY CONTRACTING (EOC)
1200 Third Avenue • Suite 200 • San Diego, CA 92101
Phone: (619) 236-6000 • Fax: (619) 235-5209

WORK FORCE REPORT

The objective of the Equal Employment Opportunity Outreach Program, San Diego Municipal Code Sections 22.3501 through 22.3517, is to ensure that contractors doing business with the City, or receiving funds from the City, do not engage in unlawful discriminatory employment practices prohibited by State and Federal law. Such employment practices include, but are not limited to unlawful discrimination in the following: employment, promotion or upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training, including apprenticeship. Contractors are required to provide a completed Work Force Report (WFR).

NO OTHER FORMS WILL BE ACCEPTED
CONTRACTOR IDENTIFICATION

Type of Contractor: ☐ Construction ☐ Vendor/Supplier ☐ Financial Institution ☐ Lessee/Lessor
☐ Consultant ☐ Grant Recipient ☐ Insurance Company ☒ Other

Name of Company: Competitor Group, Inc.

ADA/DBA:

Address (Corporate Headquarters, where applicable): 9417 Wages St., Suite 150
City: San Diego County: San Diego State: California Zip: 92121
Telephone Number: 800-311-1255 Fax Number: 858-450-6905
Name of Company CEO: Josh Furlow, President

Firm(s), phone and fax number(s) of company facilities located in San Diego County (if different from above):

Address: 
City: ______ County: ______ State: ______ Zip: ______
Telephone Number: ( ) Fax Number: ( )

Type of Business: Events & Media Production Type of License: General Business
The Company has appointed: Ness Balzano Director of Human Resources

As its Equal Employment Opportunity Officer (EEOO). The EEOO has been given authority to establish, disseminate and enforce equal employment and affirmative action policies of this company. The EEOO may be contacted at:

Address: 9417 Wages St., Suite 150
Telephone Number: 800-311-1255 Fax Number: 858-450-6905

☒ One San Diego County (or Most Local County) Work Force - Mandatory
☐ Branch Work Force *
☐ Managing Office Work Force

Check the box above that applies to this WFR.

*Submit a separate Work Force Report for all participating branches. Combine WFRs if more than one branch per county.

I, the undersigned representative of Competitor Group, Inc. (Firm Name) hereby certify that information provided herein is true and correct. This document was executed on this 23 day of November, 2015.

San Diego, California (County) (State)

Authorized Signature)

EOC Work Force Report (rev. 07/10) 1 of 3 Attachment AA
WORK FORCE REPORT - Page 2

NAME OF FIRM: Competitor Group Inc.  
OFFICE(S) or BRANCH(ES): San Diego Office  
COUNTY: San Diego  
DATE: 11/23/15

INSTRUCTIONS: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row provided. Sum of all totals should be equal to your total work force. Include all those employed by your company on either a full or part-time basis. The following groups are to be included in ethnic categories listed in columns below:

<table>
<thead>
<tr>
<th>ADMINISTRATION OCCUPATIONAL CATEGORY</th>
<th>(1) Black</th>
<th>(2) Hispanic</th>
<th>(3) Asian</th>
<th>(4) American Indian</th>
<th>(5) Filipino</th>
<th>(6) White, Caucasian</th>
<th>(7) Other Ethnicity; not falling into other groups</th>
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<tbody>
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<td>$(F)$</td>
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</table>

*Construction laborers and other field employees are not to be included on this page.

Totals Each Column: 10 28 74 0 0 0 50 68 31 0

Grand Total All Employees: 153

Indicate by Gender and Ethnicity the Number of Above Employees Who Are Disabled:

Disabled

Non-Profit Organizations Only:

Board of Directors

Volunteers

Artists
For each occupational category, indicate number of males and females in every ethnic group. Total columns in row provided. Sum of all totals should be equal to your total work force. Include all those employed by your company on either a full or part-time basis. The following groups are to be included in ethnic categories listed in columns below:

1. Black, African-American
2. Hispanic, Latino, Mexican-American, Puerto Rican
3. Asian, Pacific Islander
4. American Indian, Eskimo
5. Filipino
6. White, Caucasian
7. Other ethnicity; not falling into other groups

<table>
<thead>
<tr>
<th>TRADE OCCUPATIONAL CATEGORY</th>
<th>(1) Black</th>
<th>(2) Hispanic</th>
<th>(3) Asian</th>
<th>(4) American Indian</th>
<th>(5) Filipino</th>
<th>(6) White</th>
<th>(7) Other Ethnicity</th>
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</thead>
<tbody>
<tr>
<td>Brick, Block or Stone Masons</td>
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<tr>
<td>Carpenters</td>
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<tr>
<td>Carpet, Floor &amp; Tile Installers Finishers</td>
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<td>Cement Masons, Concrete Finishers</td>
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<td>Drywall Installers, Ceiling Tile Inst</td>
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<td>Helpers; Construction Trade</td>
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<td>Millwrights</td>
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<tr>
<td>Misc. Const. Equipment Operators</td>
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<tr>
<td>Painters, Const. &amp; Maintenance</td>
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<tr>
<td>Pipelayers, Plumbers, Pipe &amp; Steam Fitters</td>
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<tr>
<td>Plasterers &amp; Stucco Masons</td>
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<tr>
<td>Roofers</td>
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<tr>
<td>Security Guards &amp; Surveillance Officers</td>
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<td></td>
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<tr>
<td>Sheet Metal Workers</td>
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<tr>
<td>Structural Metal Fabricators &amp; Fitters</td>
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<tr>
<td>Welding, Soldering &amp; Brazing Workers</td>
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<tr>
<td>Workers, Extractive Crafts, Miners</td>
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<td></td>
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</tr>
</tbody>
</table>

Totals Each Column

Total All Employees

Indicate by Gender and Ethnicity the Number of Above Employees Who Are Disabled:

Disabled
Business Entity Detail

Data is updated to the California Business Search on Wednesday and Saturday mornings. Results reflect work processed through Tuesday, November 17, 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>COMPETITOR GROUP, INC.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entity Number</td>
<td>C3184330</td>
</tr>
<tr>
<td>Effective Date</td>
<td>01/07/2009</td>
</tr>
<tr>
<td>Status</td>
<td>ACTIVE</td>
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<tr>
<td>Jurisdiction</td>
<td>DELAWARE</td>
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<tr>
<td>Mailing Address</td>
<td>9477 WAPLES ST, SUITE 150</td>
</tr>
<tr>
<td>City, State, Zip</td>
<td>SAN DIEGO CA 92121</td>
</tr>
<tr>
<td>Entity Information</td>
<td>CORPORATION SERVICE COMPANY WHICH WILL DO BUSINESS IN CALIFORNIA AS CSC - LAWYERS INCORPORATING SERVICE</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>2710 GATEWAY OAKS DR STE 150N</td>
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<tr>
<td>City, State, Zip</td>
<td>SACRAMENTO CA 95833</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.