FY 2017 A3 - GENERAL APPLICATION CHECKLIST

Materials to be submitted

☑ Signed Application Cover Page(s)

☑ EXHIBIT A: Proposed Scope of Work Narrative

☑ EXHIBIT B: FY 2017 Budget for Proposed Scope of Work (3 pages)

☑ EXHIBIT B1: FY 2017 Budget Narrative (Template)

☑ 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 (pending):


☑ 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.

Packaging Directions

When completing the packets please keep the following information in mind:

• Label each page with the organization name and page number.
• Use binder clips – do not staple or bind any pages.
• Three (3) hole punch all pages.
• Maintain a margin of at least 0.5”.
• Always leave enough space to make the information legible.
• Use a font size of 12 point or larger.
• Keep responses clear and to the point.
• Submit a total of twelve (12) printed hard copies and a PDF copy (on USB drive) of the full application and all required exhibits.

Deadline

All packets (regardless of delivery method) must be received by SDTMD staff by:

5 p.m. on Friday, December 4, 2015.

Packets must be delivered to:

San Diego Tourism Marketing District
Attention: Mr. Lorin Stewart
8880 Rio San Diego Drive, Suite 800
San Diego, CA 92108

If awarded funds, applicants will be required to submit the following documents in order to finalize an Agreement.

☐ Revised Scope and Budget (if award is less than amount requested)

☐ Proof of Insurance – Certificate(s)
GENERAL A3 – v.10.02.2015

FY 2017 Application Cover Pages

For San Diego
Tourism Marketing District Funds

APPLICANT ORGANIZATION NAME:
Multi Media Consortium, LLC, DBA: Film Consortium San Diego

Mailing Address: 1545 Grand Avenue, San Diego, CA 92109
Telephone: 619-269-0961
FAX: N/A
Website: www.filmconsortiumsd.com

Primary Contact Information:
Name: Jodi Cilley Title: Founder, President
Telephone: 619-540-8994
Email: Jodi.cilley@gmail.com
Website (if different from above): same as above

BRIEF DESCRIPTION OF YOUR ORGANIZATION OR COMPANY:

FCSD has been actively working to mobilize the film community in San Diego since fall of 2012. Holding the largest-ever film networking events in the history of San Diego film, we have quickly mobilized 1000's of people to connect, collaborate and increase the quantity and quality of films being produced in the San Diego region. The effort has been met with tremendous support from local businesses, non-profits, filmmakers, cast and crew and has grown dramatically in a short period of time. The Film Consortium produces the Fall Film Festival, San Diego Film Awards, Winter Film Showcase, Summer at the Drive-in is currently producing FilmIndiego, a 6 Part Series airing on KPBS and PBS So-Cal in late January, 2016.
YOUR ORGANIZATION MISSION STATEMENT OR STATEMENT OF PURPOSE:
The Film Consortium San Diego LLC is a social venture that stimulates film and television production in the region and increases networking, employment, education, funding and distribution opportunities in film, television and new media.

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.

Awards and Recognition Programs

San Diego Film Awards: Yearly sold-out event that recognizes local and regional filmmakers in an Academy Awards style show. This will be the culminating event during San Diego Film Week. Expansion: In 2017 we will create competitive categories for films that have won other local festivals as a part of San Diego Film Week.

Screening Programs

Fall Film Festival: Yearly screening of locally and regionally produced films.
Winter Film Showcase: Yearly screening of locally and regionally produced films.
GI Film Festival: Local Film Showcase: Yearly screening and awards of locally and regionally produced military themed films.

Networking Programs

New Actor Showcase: Yearly screening and showcase of new actors and new filmmakers.
Monthly Music and Film Mixers: Monthly networking mixer and showcase of locally produced music videos and musicians. Expansion: Adding Military and Film Mixer in 2016-2017
Competitions: Screenwriting Competition: Yearly Screenwriting competition for local writers

TV Programs

Film Indiego: 6 Part Series airing on KPBS and PBS So Cal in January of 2015
Plan to expand series into a national series airing on PBS Affiliates across the US.

Membership Programs

Yearly paid membership that offers discounts, services and special events to filmmakers, cast and crew. Expansion: Plan to significantly expand this is 2016-2017 to include business and film “lovers” memberships.
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.

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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: 12/31/2014

CPA REVIEW/AUDIT (Please answer the following questions)

Does your organization receive a financial audit*?  □ Yes  X No

If not, were unaudited financial statements prepared?  X Yes  □ No

Was a copy of the audit report/financial statements submitted to the City?  □ Yes  X No

What period is covered by your most recent audit report/financial statements:  N/A

Does your Board of Directors receive and discuss the management letter from the audit report?  □ Yes  X 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 2017?  □ Yes  X 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?  X Yes  □ No

If “Yes”, list funding source(s), amount of funding requests, and proposed use of funds:

We will be applying for the City of San Diego’s RFP to create a film office in San Diego. That RFP has not been released yet so information is not available.

What is your total operating budget in FY 2017? $190,000

Itemize All Projected Sources of Revenue (Private + Public): Contracts: $95,000
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Event Sponsors: $45,000
Tickets Sales: $35,000
Membership: $5,000
Submission Fees: $10,000

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: _______________

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: Jodi Cilley Founder, President

Signature: Jodi Cilley Date: 12/3/15
EXHIBIT A: PROPOSED SCOPE OF WORK NARRATIVE:

THE OPPORTUNITY

San Diego is home to dozens of film festivals and film organizations and thousands of filmmakers, cast and crew. The film community has been growing and connecting rapidly and this is largely due to the effort of the Film Consortium to connect filmmakers, film festivals, film-related businesses and audiences in the San Diego area. This has resulted in a growing network and connected series of events, workshops, festivals and contests that have engaged local filmmakers in funding, creating and distributing content that continues to grow in quality and quantity. Because of this there is an increasing opportunity to attract tourism to San Diego to participate in film awards shows, film competitions, screenings, mixers, workshops and other events related to filmmaking.

The first annual San Diego Film Week, scheduled from March 24th to April 3, 2017 will be a significant opportunity to attract filmmakers and film audiences to San Diego. We have a goal of 100 local events produced by local organizations over the 10-day period.

TYPES OF EVENTS

- Kickoff event “Film Con”: Convention style event
- “Best of” Screenings from major local film festivals
- Hands on film workshops and classes
- Filmmaking competitions
- Screenings of local and regional films
- Seminars
- Equipment Demos
- Dinner and a Movie events
- Screenings at local breweries and restaurants
- “Meet the Filmmakers” Panels
- Mixers and parties with special guests
• Wrap Event: San Diego Film Awards with awards to local, regional and “best of” local film festivals

FUNDING REQUESTED

We are applying for $35,000 in TMD funds to regionally promote a new event, the 2017 San Diego Film Week that will target filmmakers and film audiences from California and Arizona to attend, participate and stay in TMD assessed lodging businesses from Friday March 24th through Sunday April 3 of 2017.

TARGET AUDIENCE

Regions: Marketing and Sales Initiatives would be initiated in urban areas outside of San Diego including Los Angeles, San Francisco, and Phoenix, AZ.

Independent and Professional Filmmakers: Independent and Professional filmmakers make up a diverse demographic from ages 25-55 who travel to film events such as NAB, AFM, LAFF and more are multiplying as access to equipment, software, funding and distribution becomes democratized. The nature of filmmakers is that networking, educational and film screening opportunities are important to them as it helps them in their career. Success in film is often related to WHO you know more than WHAT you know. Additionally, Filmmakers and talent with films screening during the week are clearly part of that target market.

Film lovers, film fans and film festival audiences: This is a largely regional audience that LOVES watching films and will travel to film festivals. Film Audiences who travel to attend other local film festivals would be part of that target market.
MARKETING AND SALES EFFORTS

- On-line Advertising
- Radio Advertising
- Public Relations & Professional Management in Marketing Campaign
- Technology Support
- Housing Manager
- Media Administrator

TARGETED NUMBER OF TMD HOTEL NIGHTS

The targeted number of incremental/ new TMD hotel nights that will be generated due to the allocation of these funds is 800 over a 10-day period (average of 80 per day).

BUDGET

$7k  On-line Advertising
- Includes banners and ads on influential film, social media and travel websites
- Includes banners and ads on popular podcasts, youtube channels and blogs

$5k  Radio Advertising
- Includes spots on popular radio stations within targeted region.

$10k  Public Relations & Professional Management in Marketing Campaign
- Fund PR firm to generate regional and national media buzz, coordinate media opportunities.

$4k  Media Administrator
• Partially Fund a Media Administrator to liaison with the PR firm and to oversee plan and vision in executing media buys, placement, timing and administration.

$2k Website Development
• Enhance sandiegofilmweek.com website to include a Hotel tab and integrated options for booking hotel rooms.

$7k Housing Manager
• Partially fund a Housing Manager to oversee the SDFW plan, Vision Quest ROI assessment, execute reimbursements, act as web designer liaison for hotel sections, communicate to Film Week attendees with hotel questions etc.

TIMELINE

The Timeline of marketing and sales for this event will be between October 1, 2016- April 10, 2017. Event development will begin in April 1, 2016.

FILLING TMD HOTEL PROPERTIES

In order to sell, market and promote only TMD hotel properties 30 rooms and above, we will implement the following:

• Our website sandiegofilmweek.com will prominently display hotel options that only include TMD hotel properties.

• Our Housing Manager staff will only provide TMD hotel properties as options for potential attendees/occupants

• Negotiate and promote hotel/film awards package deals for TMD hotel properties available on our website

PARTNERSHIPS
With the wide variety of types of events that will occur during the 2017 San Diego Film Week, there are many opportunities for partnerships, especially with the Brewer’s Guild. Our plan is to partner with the Brewer’s Guild and create beer/film events such as mixers, “dinner and a movie”, after-parties and smaller film screenings in ways that would incorporate their members and breweries.

This partnership would potentially allow us to access their social media and mailing lists and encourage participation from those who participate in San Diego Beer Week.

**APPLICANT QUALIFICATIONS**

Despite the closing of the San Diego Film Commission in 2013, our organization has gained significant momentum in our efforts to connect San Diego’s filmmakers, film festivals, film organizations and film audiences. In less than 3 years, we’ve become the leading organization in San Diego that promotes, supports and recognizes local filmmakers, talent and crew. We’ve used innovative ideas and creative marketing to mobilize over 100 volunteers, dozens of film industry leaders and gain the support of the community to accomplish the following:

- Connected and mobilized thousands of filmmakers across San Diego County
- Partnered with dozens of local film businesses, festivals, schools and non-profits
- Sold out San Diego Film Awards 2 years in a row in both 2014 and 2015
- Doubled submissions of local films in 2nd year from 125 to 250.
- Largest film networking mixers in San Diego with up to 750 people
- Recently awarded contract with KPBS for GI Film Festival Local Film Showcase
- Approached and funded to produce Film Indiego, a 6-Part Series about San Diego filmmakers and winners of the San Diego Film
Awards that is scheduled to air in January 2016 across Southern California on KPBS and PBS So Cal.

- TV appearances on KPBS, KUSI, NBC, Channel 6, Channel 10, KGTV, Fox 5
- Radio Interviews on 91X, KYXY, Clear Channel Community Connection

Now that we’ve established ourselves in the community, it’s time to begin efforts to attract tourism and film productions to the San Diego area to benefit San Diego filmmakers, businesses and hotels. San Diego Film Week will be the launch of these efforts.

**BUDGET ASSUMPTIONS FOR USE OF TMD FUND**

Our proposed budget was built with attention to spending as much of the requested TMD funds as possible on regional marketing, advertising and PR for the proposed San Diego Film Week. Two partially funded positions; a Housing Manager and Marketing Administrator were deemed necessary to coordinate the marketing of the event and the hotel room sales process.

The proposed budget accounts for minimal accounting, meals and entertainment, personnel salary (executive) and insurance as anticipated expected costs.

Given the amount of funds requested, Television advertising was not considered feasible and we plan to be innovative and strategic with placements of Internet and radio ads in order to maximize reach to our target audience. Public relations were also a considerable part of our plan as media placements in targeted regions can greatly amplify reach into target markets.

**TARGETED ROI IN TMD HOTEL ROOM NIGHTS**
Our projected ROI is 3.65:1 that will be realized to Category A-TMD assessed properties with 30 or more rooms. Specifically our plan is to hold major events in the North Park and Mission Valley area so that assessed properties in that area will benefit. Depending on venue availability, La Jolla may also be an option for major events. Our kickoff event, a Convention style event, will ideally be held at a TMD Assessed Property.

ROI MEASUREMENT

In order to measure ROI, we will work to build a system to track TMD hotel rental that includes several types of measurement including discount codes, online surveys and printed surveys.

PROGRESS/SUCCESS MEASUREMENT AND TIMING

Prior to, during and after San Diego Film Week we will implement different measurements to determine progress and success:

Prior to event
- Discount Codes for film event purchasers to use at TMD hotels
- Survey questions added to event ticket purchasers asking them to disclose the hotel they plan to stay in

During event
- Printed surveys handed out at select events such as the kickoff and the wrap event with incentives for those who respond.

Post-event
- Online Surveys created in google docs to be emailed to event attendees with incentives for those who respond
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<th>Organization Name</th>
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<td>Direct Expenses</td>
<td>Event Management</td>
<td>Tourism Development - Travel &amp; Trade</td>
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<td>and Group Sales</td>
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<td>Total Direct Expenses</td>
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| Overhead Cost | $               | $                                               |

| Total TMD Expenses | $               | $                                               | $               | $                                               | $               | $                                               | $               | $                                               | $               | $                                               |

Date 12/3/15
### OVERHEAD POOL/GENERAL AND ADMINISTRATIVE COSTS

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<tr>
<th>Expenses</th>
<th>A: General and Administrative Expenses</th>
<th>B: Less Unallowable Costs</th>
<th>C: Allowable General and Administrative Expenses</th>
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<td>Personnel salary and wages - administrative</td>
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<td>Facility Rental (Idle facility costs unallowable)</td>
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<td>Information and Technology support services</td>
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<td>Office supplies</td>
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<td>Outside services</td>
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<td>Professional services: legal, acct, consultants</td>
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<td>Recruitment</td>
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<td>Repair and maintenance</td>
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<td>Telephone</td>
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<td>Alcohol</td>
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<td>* Donations/Thank you gifts</td>
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<td>* Interest expense</td>
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<td>* Lobbying/Political contributions</td>
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<td>* Penalties/Late fees</td>
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<td>General and administrative - other (please list)</td>
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<td>Total Overhead Expenses</td>
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</table>
### Organization Name

**Indirect Cost Allocation Worksheet**

#### Budget Category

<table>
<thead>
<tr>
<th>TMD Direct Expenses (exhibit B - page 1)</th>
<th>Total Budget</th>
<th>Less: Inequitable adjustments</th>
<th>Modified Total Direct Cost Base</th>
<th>Overhead Rate %</th>
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<td>A1.5</td>
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<td>(19,500.00)</td>
<td>12,000.00</td>
<td>100%</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>TMD Direct</td>
<td>31,500.00</td>
<td>(19,500.00)</td>
<td>12,000.00</td>
<td>100%</td>
<td>$3,500.00</td>
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<tr>
<td>Non-TMD direct program expenses</td>
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<tr>
<td>Total Direct Cost Budget</td>
<td>31,500.00</td>
<td>(19,500.00)</td>
<td>12,000.00</td>
<td>100%</td>
<td>$3,500.00</td>
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</tbody>
</table>

Allowable Overhead Costs (exhibit B - page 2, column C) 3,500.00 *

Unallowable Overhead Costs (exhibit B - page 2, column B) -

Total Organizational budget $35,000.00

**Overhead rate:** percentage of individual budget category line to total direct cost budget.

**Allocated G&A:** Individual budget category indirect rate multiplied by total allowable indirect costs.
EXHIBIT B1
BUDGET NARRATIVE BY CATEGORY
FY 2017

Date December 3, 2015

ORGANIZATION NAME: Multi Media Consortium DBA Film Consortium San Diego
TMD Funds: CATEGORY A: $35,000
TMD Funds: CATEGORY B: $____ DMO____
TOTAL TMD FUNDS A + B: $35,000
ORGANIZATION'S TOTAL ANNUAL BUDGET (TMD + PRIVATE SOURCE): $105,000

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: $ ________________
NARRATIVE (of budget line items):

A1.3 Tourism Development/Travel Trade: TMD FUNDS: $ ________________
NARRATIVE (of budget line items):

A1.4 Group Meeting Direct Marketing: TMD FUNDS: $ ________________
A1.5 Consumer Direct Sales & Marketing:  
NARRATIVE (of budget line items):  
TMD FUNDS:  $35,000  

$7k  On-line Advertising  
• Includes banners and ads on influential film, social media and travel websites  
• Includes banners and ads on popular podcasts, youtube channels and blogs  

$5k  Radio Advertising  
• Includes spots on popular radio stations within targeted region.  

$10k  Public Relations & Professional Management in Marketing Campaign  
• Fund PR firm to generate regional and national media buzz, coordinate media opportunities.  

$4k  Media Administrator  
• Partially Fund a Media Administrator to liaison with the PR firm and to oversee plan and vision in executing media buys, placement, timing and administration.  

$2k  Website Development  
• Enhance SanDiegoFilmWeek.com website to include a Hotel tab and integrated options for booking hotel rooms.  

$7k  Housing Manager  
• Partially fund a Housing Manager to oversee the SDFW plan, Vision Quest ROI assessment, execute reimbursements, act as web designer
liaison for hotel sections, communicate to Film Week attendees with hotel questions etc.

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:** Multi Media Consortium DBA Film Consortium San Diego

**TMD Benefit Categories:**
- **Main Category (List one):** A1 – General Competitive Targeting
- **Program Categories (Mark all that apply):** A1.1 A1.2 A1.3 A1.4 A1.5 Other

### FY 2017 Targeted ROI Worksheet

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

<table>
<thead>
<tr>
<th><strong>TMD Funds Requested</strong></th>
<th>A</th>
<th>$35,000</th>
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<tbody>
<tr>
<td><strong>Dates of Event or Promotion:</strong></td>
<td>March-April 2017</td>
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<tr>
<td><strong>Number of Years the Event / Program Has Been in Operation:</strong></td>
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<tr>
<td><strong>Projected Average Daily Rate (ADR) for Event or Promo Dates:</strong></td>
<td>B</td>
<td>$159.90</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 | n/a |
| **Total Estimated Historic TMD Room Night Revenue @ above ADR (BxC = D):** | D | n/a |

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 | $127,920 |

**Return on Investment in New TMD Room Night Revenue: Total New TMD Room Night Revenue Generated: TMD Funds Requested. (F/A : 1):**

| | | 3.65 : 1 |

**Total Estimated San Diego City TMD Room Nights (combined):** (C+E = G)

| | G | 800 |

**Total Estimated SD City TMD Room Night Revenue (combined):** (BxG = H)

| | H | $127,920.65 |

**Total Impact Return on Investment:** Total TMD Room Night Revenue Generated: TMD Funds Requested (H/A : 1)

| | | 3.65: 1 |

**Media Impressions & Broadcast Exposure (If Applicable):**
- Regional, National & International Broadcast Media (attach separate page if necessary) N/A
- Web / Social / Digital Media (attach separate page if necessary) N/A
- Geographical Area / Sub Region of Event if applicable N/A
EXHIBIT F
PERSONNEL SCHEDULE – FY 2017

The purpose of this form is to list the positions being claimed against Tourism Marketing District Funds for the Fiscal Year. An updated copy of this form must be maintained at all times and any adjustments must be reported to the SDTMD. Prior approval is required where changes will impact approved budgets for executed SDTMD agreements. Please round amounts to whole dollars. If the staffing claimed against TMD funds exceeds six employees (6), a separate spreadsheet is to be generated by the applicant that is supported by the applicant’s budget and submitted as “EXHIBIT F”.

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<tr>
<th>NO.</th>
<th>POSITION TITLE</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
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TOTAL TMD FUNDED PAYROLL $11,000
Mandatory Disclosure of Business Interests:

OWNERSHIP OF THE MEMBERS AS OF

January 7, 2014

1. Jodi Cilley - 73%
2. Kenny Byun – 10%
3. Gardner Osborne – 5%
4. Erin Del Llano – 2.5%
5. John Freeman – 3%
6. Patric Stillman – 2.5%
7. Rick Newmyer – 2.5%
8. Loree Campos – 1.5%
FY 2017 SDTMD Applicant Questionnaire:

Applying Organization: Multi Media Consortium DBA San Diego Film Awards and Film Consortium San Diego

- How long has your Organization been in business?
  2 years, 10 months

- How long has your proposed Program / Event / Promotion been in existence?
  This will be the first year of the event.

- What is your proposed Program’s / Event’s / Promotion’s total operating budget?
  San Diego Film Week: $80,000
  Total Operating Budget: $190,000

- What are your Organization's FY 2017 projected revenue sources and amounts?

  Contracts: Event: $35,000 Total: $95,000
  Event Sponsors: Event: $20,000 Total: $45,000
  Tickets Sales: Event: $20,000 Total: $35,000
  Membership: Total: $5,000
  Submission Fees: Event: $5,000 Total: $10,000

- Does your Organization make charitable donations? If ‘yes’, list which charities and how much annually?
  No

- Is your Organization a Profit or Not-for-Profit organization?
  Profit

- How much will your organization have in reserve funds in FY 2017?
  $15,000

- 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?
  N/A

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

  Jodi Gilley  Founder, President  Film Consortium SD  Dec 3, 2015
  Name  Title / Organization  Date
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:

[Signature]
Name: Printed / Typed

[Signature]
Name: Signature

[Signature]
Date: Dec 1, 2015
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.

Signature: [Signature]  
Date: [Dec 1, 2015]
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: Multi Media Consortium, LLC

ADA/DBA: Film Consortium San Diego

Address (Corporate Headquarters, where applicable): 1545 Grand Avenue
San Diego County: San Diego State: CA Zip: 92109

City: San Diego County: San Diego State: CA Zip: 92109
Telephone Number: (619) 269-0961 Fax Number: ( )

Name of Company CEO: Jodi Cilley

Address(es), 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: LLC Type of License: __________

The Company has appointed: Jodi Cilley

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: 1545 Grand Avenue, San Diego, CA 92102
Telephone Number: (619) 540-8994 Fax Number: ( )

☐ 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 Film Consortium San Diego, hereby certify that the information provided herein is true and correct. This document was executed on this 3rd day of December, 20__

[Signature]

Authorized Signature

Print Authorized Signature Name
WORK FORCE REPORT - Page 2
NAME OF FIRM: Film Consortium San Diego
OFFICE(S) or BRANCH(ES): 1545 Grand Avenue
DATE: 12/3/15
COUNTY: San Diego

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:

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>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</th>
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</tbody>
</table>

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

Totals Each Column: 1 | 2 | 1 | 1 | 1 | 2 | 2

Grand Total All Employees: 10

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

Disabled

Non-Profit Organizations Only:

Board of Directors
Volunteers
Artists
<table>
<thead>
<tr>
<th>TRADE OCCUPATIONAL CATEGORY</th>
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<th>(1) Black (F)</th>
<th>(2) Hispanic (M)</th>
<th>(2) Hispanic (F)</th>
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<th>(6) White, Caucasian (M)</th>
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<th>(7) Other Ethnicity; Not Falling into Other Groups (M)</th>
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<tbody>
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<td>Brick, Block or Stone Masons</td>
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<td>Carpet, Floor &amp; Tile Installers Finishers</td>
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<td>Piplayers, Plumbers, Pipe &amp; Steam Fitters</td>
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<tr>
<td>Security Guards &amp; Surveillance Officers</td>
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<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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</tbody>
</table>

Totals Each Column

Grand Total All Employees

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

Disabled
Business Search - Business Entities - Business Programs

Business Entity Detail

Data is updated to the California Business Search on Wednesday and Saturday mornings. Results reflect work processed through Tuesday, December 01, 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>MULTI MEDIA CONSORTIUM, LLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entity Number:</td>
<td>201308110170</td>
</tr>
<tr>
<td>Date Filed:</td>
<td>01/28/2013</td>
</tr>
<tr>
<td>Status:</td>
<td>ACTIVE</td>
</tr>
<tr>
<td>Jurisdiction:</td>
<td>CALIFORNIA</td>
</tr>
<tr>
<td>Entity Address:</td>
<td>1545 GRAND AVE</td>
</tr>
<tr>
<td>Entity City, State, Zip:</td>
<td>SAN DIEGO CA 92109</td>
</tr>
<tr>
<td>Agent for Service of Process:</td>
<td>JOO1 CILLEY</td>
</tr>
<tr>
<td>Agent Address:</td>
<td>1545 GRAND AVE</td>
</tr>
<tr>
<td>Agent City, State, Zip:</td>
<td>SAN DIEGO CA 92109</td>
</tr>
</tbody>
</table>

* Indicates the information is not contained in the California Secretary of State's database.

* Note: If the agent for service of process is a corporation, the address of the agent may be requested by ordering a status report.

- 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

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Entity Status Letter

Date: 12/3/2015
ESL ID: 2396296380

According to our records, the following entity information is true and accurate as of the date of this letter.

Entity ID: 201308110170
Entity Name: MULTI MEDIA CONSORTIUM, LLC

☒ 1. The entity is in good standing with the Franchise Tax Board.
☐ 2. The entity is not in good standing with the Franchise Tax Board.
☐ 3. The entity is currently exempt from tax under Revenue and Taxation Code (R&TC) Section 23701.
☐ 4. We do not have current information about the entity.

The above information does not necessarily reflect:
- The entity's status with any other agency of the State of California, or other government agency.
- If the entity's powers, rights, and privileges were suspended or forfeited at any time in the past, or the entity did business in California at a time when it was not qualified or not registered to do business in California:
  o The status or voidability of any contracts made in California by the entity at a time when the entity was suspended or forfeited (R&TC Sections 23304.1, 23304.5, 23305a, 23305.1).
  o For entities revived under R&TC Section 23305b, any time limitations on the revivor or limitation of the functions that can be performed by the entity.

Internet and Telephone Assistance
Website: ftb.ca.gov
Telephone: 800.852.5711 from within the United States
         916.845.6500 from outside the United States
TTY/TDD: 800.822.6268 for persons with hearing or speech impairments

FTB 4263A WEB (NEW 02-2012)