

EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2016

ORGANIZATION / PROGRAM NAME: _____

TMD BENEFIT CATEGORIES:

- MAIN CATEGORY (*List one*): **A1&B DMO**
 - PROGRAM CATEGORIES (*List all that apply*): _____

| FY 2016 TARGETED ROI WORKSHEET | |
|---|----------|
| <i>All ROI results for awarded TMD funds will be subject to a third-party audit.</i> | |
| TMD FUNDS REQUESTED | A \$ |
| DATES OF EVENT OR PROMOTION : | |
| HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES* | \$ |
| <small>* USE SAN DIEGO CITY ADR in TMD Hotel Room Night Revenue from Smith Travel Research /(SDTA (formerly ConVis)</small> | |

| | |
|---|----------|
| Number of TMD Room Nights Historically Generated by Event or Promotion | |
| Total Estimated TMD Room Night Revenue @ above ADR | \$ |
| | |
| Number of NEW TMD Room Nights Generated by Event or Promotion ** | |
| Total Estimated NEW TMD Room Night Revenue @ above ADR | \$ |
| | |
| TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined) | |
| TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined) | B \$ |

| | |
|---|------------|
| TOTAL RETURN ON INVESTMENT | |
| Total TMD Room Night Revenue Generated : TMD Funds Requested | |
| <i>(B/A :1)</i> | : 1 |

| | |
|---|--|
| MEDIA IMPRESSIONS (<i>If Applicable</i>): | |
| International Media (attach separate page if necessary) | |
| National / Regional Media (attach separate page if necessary) | |
| Web (attach separate page if necessary) | |

WORKSHEET (Blank):