

EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2016

ORGANIZATION / PROGRAM NAME: _____

TMD BENEFIT CATEGORIES:

- MAIN CATEGORY (*List one*): **A3 – Competitive Targeting**

- 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 & BROADCAST EXPOSURE (<i>If Applicable</i>):	
International Broadcast Media (attach separate page if necessary)	
National / Regional Broadcast Media (attach separate page if necessary)	
Web / Social / Digital Media (attach separate page if necessary)	

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ROI FOR SDTMD FUNDS
FY 2016

Sample

Sample

ORGANIZATION / PROGRAM NAME:

XYZ Organization

TMD BENEFIT CATEGORIES:

- MAIN CATEGORY (*List one*):

A3 – Competitive Targeting

- PROGRAM CATEGORIES (*List all that apply*):

A1.2 & A1.5

SAMPLE		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	\$	25,000.
DATES OF EVENT OR PROMOTION :		November 11-15, 2015	
HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*		\$	123.
<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		3,500.
Total Estimated TMD Room Night Revenue @ above ADR	\$	430,500.
Number of NEW TMD Room Nights Generated by Event or Promotion		500.
Total Estimated NEW TMD Room Night Revenue @ above ADR	\$	61,500.
TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined)		4,000.
TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined)	B	\$ 492,000.

TOTAL RETURN ON INVESTMENT	
Total TMD Room Night Revenue Generated : TMD Funds Requested (B/A :1)	19.68 : 1

<u>MEDIA IMPRESSIONS & BROADCAST EXPOSURE (If Applicable):</u>	
International Broadcast Media (attach separate page if necessary)	NA
National / Regional Broadcast Media (attach separate page if necessary)	See attached sheet
Web / Social / Digital Media (attach separate page if necessary)	NA