

FY 2016 Application Cover Pages
For San Diego
Tourism Marketing District Funds

APPLICANT ORGANIZATION NAME:

San Diego Tourism Authority

Mailing Address: 750 B Street, Suite 1500, San Diego, CA 92101

Telephone: 619-232-3101 FAX: 619-696-9371

Website: www.sandiego.org

Primary Contact Information:

Name: Joseph Terzi Title: President & CEO

Telephone: 619-557-2831 FAX: 619-696-9371

Email:

jterzi@sandiego.org

Website (if different from above): _____

BRIEF DESCRIPTION OF YOUR ORGANIZATION OR COMPANY:

The San Diego Tourism Authority (SDTA) is the sales and marketing engine for the San Diego region. The organization is recognized as San Diego's umbrella Destination Marketing Organization (DMO), charged with monitoring the health of the tourism industry and promoting all areas of the city. Incorporated in 1954, SDTA is a private not-for-profit 501(c)6 corporation that is governed by a 30-member board of directors comprised of industry and non-industry representatives. SDTA serves the local community by stimulating inbound travel to San Diego.

YOUR ORGANIZATION MISSION STATEMENT OR STATEMENT OF PURPOSE:

MISSION: To drive visitor demand to economically benefit the San Diego region.

VISION: Leading San Diego to be the most desirable destination.

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.

(See Scope of Work)

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.*

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: 06 / 30 / 2014

CPA REVIEW/AUDIT (Please answer the following questions)

Does your organization receive an audit*? Yes No

If not, were unaudited financial statements prepared? Yes No

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

What period is covered by your most recent audit report/financial statements: 6/30/14

Does your Board of Directors receive and discuss the management letter from the audit report? Yes 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 2016? Yes 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 2016? Yes No

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

The organization plans to apply for a County of San Diego Community Enhancement Grant. Funding under this program in FY15 totaled \$79,000. The funding was used for sales and marketing activities in the China market and participation in the National Geographic Smart Cities documentary.

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: 09/30/2014

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: FY 2013 Budget for Proposed Scope of Work**
- 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):**
- Audit Compliance Acknowledgement**
- Work Force Report:** Completed City of San Diego Work Force Report
- 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: JOSEPH TERZI - PRESIDENT & COO

Signature: Joseph Terzi Date: 1/30/15