

**EXHIBIT E**  
**ROI FOR SDTMD FUNDS**  
**FY 2016**

**ORGANIZATION / PROGRAM NAME:** San Diego Bowl Game Association

**TMD BENEFIT CATEGORIES:**

- MAIN CATEGORY (*List one*): **A3 – Competitive Targeting**  
 - PROGRAM CATEGORIES (*List all that apply*): **A1.2**

<b>FY 2016 TARGETED ROI WORKSHEET</b>	
<i>All ROI results for awarded TMD funds will be subject to a third-party audit.</i>	
TMD FUNDS REQUESTED	A      \$450,000
DATES OF EVENT OR PROMOTION :      December, 2015 (dates TBD)	
HISTORIC AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*	\$124
* SDSU Hospitality & Tourism Economic Impact Report - 2014	

Number of TMD Room Nights Historically Generated by Event or Promotion	30,866
Total Estimated TMD Room Night Revenue @ above ADR	\$3,827,384
Number of NEW TMD Room Nights Generated by Event or Promotion **	10,000
Total Estimated NEW TMD Room Night Revenue @ above ADR	\$1,240,000
TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined)	40,866
TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined)	B      \$5,067,384

TOTAL RETURN ON INVESTMENT Total TMD Room Night Revenue Generated : TMD Funds Requested ( B/A :1 )	11.2-1
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<b>MEDIA IMPRESSIONS &amp; BROADCAST EXPOSURE (<i>If Applicable</i>):</b>	
International Broadcast Media (attach separate page if necessary)	N/A
National / Regional Broadcast Media (attach separate page if necessary)	2,700,000,000 (Source: Formula LLC)
Web / Social / Digital Media (attach separate page if necessary)	Included in estimate above

