

FY 2016 APPLICANT: FARMERS INSURANCE OPEN

SDTMD Funding Request Summary : FY2016

v 1.06.2015	Stated in Application	Actual from Previous Year
Applicant Organization	Century Club	
Years in Existence	Since 1961 - 54 years	
For Profit / Non-Profit	Non Profit	
Total Annual Budget	\$684,380	
EEO/ Diversity	Workforce Report on File	
Prop 26 Categories	A1.4 , A1.5	
Area of Impact for Business	La Jolla, Del Mar, TMD dist	
Event Dates	Feb 2-8, 2016	Jan 19-25, 2015
Funded Previously	2015	
Scheduled National TV Coverage	Yes	
TMD Funds Requested	\$300,000	\$200,000
TOTAL ROI Projected (Previous yr actual if applicable)	21:1	22:1
Historic TMD Room Nights Produced	30,825	28,325
Incremental Room Nights Projected	2,500	2,500
TOTAL TMD ROOM NIGHTS PROJECTED	33,325	30,825
Marketing % of Total Budget	100.0%	100.0%
Sales % of Total Budget	0.0%	0.0%
Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)	0.0%	1.6%

NOTES:

CATEGORY LEGEND:

A1.1 = HOTEL MEETING SALES	
A1.2 = EVENT MANAGEMENT & GROUP SALES DEVELOPMENT	NEED Period = Yellow
A1.3 = TOURISM DEVELOPMENT - TRAVEL TRADE	SHOULDER Period = Green
A1.4 = GROUP MEETING DIRECT MARKETING	BLENDED Periods = Blue
A1.5 = CONSUMER DIRECT SALES & MARKETING PROG.	PRIME Period = Red

