FY 2016 APPLICANT: COMPETITOR GRP. - SD ROCK 'N' ROLL MARATHON

SDTMD Funding Request Summary : FY2016

v 1.06.15	Stated in Application	Actual from Previous Year
Applicant Organization	SD Rock 'N' Roll Marathon	
Years in Existence	Competitor Group since 2009	
For Profit / Non-Profit	For Profit	same
Total Annual Budget	Approx $6 mil in 2013	same
EEO/ Diversity	Workforce Report on File	same
Prop 26 Categories	A1.2, A1.4, A1.5	same
Area of Impact for Business	Downtown, MV, MB	same
Event Dates	June 3 - 5, 2016 ?	May 29 - 31, 2015
Funded Previously	2009, 2011, 2012, 2015	TMD Did Not Fund in FY2013 or 2014
Scheduled National TV Coverage	No	
TMD Funds Requested	$400,000	$300,000
TOTAL ROI Projected (Previous yr actual if applicable)	20:1	26:1
Historic TMD Room Nights Produced	35,793	combined
Incremental Room Nights Projected	9,207	combined
TOTAL TMD ROOM NIGHTS PROJECTED	45,000	42,000
Marketing % of Total Budget	69%	90%
Sales % of Total Budget	31%	10%
Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)	0%	0%

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