

## FY 2016 APPLICANT: SAN DIEGO CREW CLASSIC

### SDTMD Funding Request Summary : FY2016

v 1.24.2015	Stated in Application	Actual from Previous Year
<b>Applicant Organization</b>	<b>SD CREW CLASSIC</b>	
<b>Years in Existence</b>	Since 1976 - 39 Years	
<b>For Profit / Non-Profit</b>	Non Profit	same
<b>Total Annual Budget</b>	\$1 million	\$1 million
<b>EEO/ Diversity</b>	work force report on file	same
<b>Prop 26 Categories</b>	A1.2 / A1.4	A1.2 / A1.4
<b>Area of Impact for Business</b>	Mission Bay , Old Town / MV	same
<b>Event Dates</b>	<b>March 28-29, 2016</b>	appx same
<b>Funded Previously</b>	2009-2013, 2015	<b>Last Year Funded FY2015</b>
<b>Scheduled National TV Coverage</b>	See Media Impressions	yes
<b>TMD Funds Requested</b>	<b>\$165,000</b>	<b>\$120,500</b>
<b>TOTAL ROI Projected ( Previous yr actual if applicable)</b>	8.13	11
<b>Historic TMD Room Nights Produced</b>	8,500	8500
<b>Incremental Room Nights Projected</b>	500	500
<b>TOTAL TMD ROOM NIGHTS PROJECTED</b>	9,000	9,000
<b>Marketing % of Total Budget</b>	32%	appx
<b>Sales % of Total Budget</b>	68%	appx
<b>Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)</b>	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

