

FY 2016 APPLICANT: KOZ EVENTS

SDTMD Funding Request Summary : FY2016

v 1.24.15	Stated in Application	Actual from Previous Year
Applicant Organization	Granfondo Cycling Tours	Not Funded in Past
Years in Existence	30 years (per application)	NA
For Profit / Non-Profit	For Profit	NA
Total Annual Budget	958,000	NA
EEO/ Diversity	Workforce Report on File	NA
Prop 26 Categories	A1.2 , A1.5	NA
Area of Impact for Business	Mission Bay, Downtown, & District	NA
Event Dates	October 2015, April & May 2016	NA
Funded Previously	No	NA
Scheduled National TV Coverage	No (not stated)	NA
TMD Funds Requested	\$30,000	NA
TOTAL ROI Projected (Previous yr actual if applicable)		NA
Historic TMD Room Nights Produced	1,316	NA
Incremental Room Nights Projected	898	NA
TOTAL TMD ROOM NIGHTS PROJECTED	2,214	NA
Marketing % of Total Budget	27.9%	NA
Sales % of Total Budget	72.1%	NA
Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)	0.0%	NA

NOTES:

CATEGORY LEGEND:

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

