

FY 2016 APPLICANT: LA JOLLA PLAYHOUSE - "WoW Festival"

SDTMD Funding Request Summary : FY2016

v 1.05.2015	Stated in Application	Actual from Previous Year
Applicant Organization	La Jolla Playhouse	
Years in Existence	Since 1947 - 68 years	
For Profit / Non-Profit	Non- Profit	
Total Annual Budget	\$13,102,936	\$13,566,473
EEO/ Diversity	Workforce Report on File	same
Prop 26 Categories	A1.4, A1.5	same
Area of Impact for Business	La Jolla & TMD	same
Event Dates	October 6-25, 2015	Oct -Dec, 2014*
Funded Previously	2014	2014 last funded
Scheduled National TV Coverage	No	No
TMD Funds Requested	\$25,000	\$18,114
TOTAL ROI Projected (Previous yr actual if applicable)	5.79:1	6:1
Historic TMD Room Nights Produced	447	combined
Incremental Room Nights Projected	525	combined
TOTAL TMD ROOM NIGHTS PROJECTED	972	1,470
Marketing % of Total Budget	100.0%	100%
Sales % of Total Budget	0.0%	0%
Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)	0.0%	0%

NOTES:

* "The Hunchback of Notre Dame"

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

