

## FY 2016 APPLICANT: LGBT PRIDE

### SDTMD Funding Request Summary : FY2016

v 1.24.15	Stated in Application	Actual from Previous Year
<b>Applicant Organization</b>	San Diego Pride	
<b>Years in Existence</b>	40+ years	Never Funded In Past
<b>For Profit / Non-Profit</b>	Non-Profit	NA
<b>Total Annual Budget</b>	\$1,425,000	NA
<b>EEO/ Diversity</b>	Workforce Report on File	NA
<b>Prop 26 Categories</b>	A1.4	NA
<b>Area of Impact for Business</b>	District-wide	NA
<b>Event Dates</b>	July 17-19	NA
<b>Funded Previously</b>	No	NA
<b>Scheduled National TV Coverage</b>	No-Not stated	NA
<b>TMD Funds Requested</b>	<b>\$50,000</b>	NA
<b>TOTAL ROI Projected ( Previous yr actual if applicable)</b>	35:1	NA
<b>Historic TMD Room Nights Produced</b>	8,577	NA
<b>Incremental Room Nights Projected</b>	1,000	NA
<b>TOTAL TMD ROOM NIGHTS PROJECTED</b>	9,577	NA
<b>Marketing % of Total Budget</b>	100.0%	NA
<b>Sales % of Total Budget</b>	0.0%	NA
<b>Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)</b>	80.0%	NA

**NOTES:**

Executive Director Admin Salary needs to be a part of indirect expenses and not a direct expense.

**CATEGORY LEGEND:**

- A1.1 = HOTEL MEETING SALES
- A1.2 = EVENT MANAGEMENT & GROUP SALES DEVELOPMENT
- A1.3 = TOURISM DEVELOPMENT - TRAVEL TRADE
- A1.4 = GROUP MEETING DIRECT MARKETING
- A1.5 = CONSUMER DIRECT SALES & MARKETING PROG.

NEED Period = Yellow

SHOULDER Period = Green

BLENDED Periods = Blue

PRIME Period = Red

