

FY 2016 APPLICANT: CA POLICE ATHLETIC FEDERATION

SDTMD Funding Request Summary : FY2016

v 1.24.15	Stated in Application	Actual from Previous Year
Applicant Organization	CA Police Athletic Fed.	Not Funded In Past
Years in Existence	50 Years (per application)	NA
For Profit / Non-Profit	Non-Profit	NA
Total Annual Budget	\$580,000	NA
EEO/ Diversity	Workforce Report on File	NA
Prop 26 Categories	A1.2, A1.4, A1.5	NA
Area of Impact for Business	District	NA
Event Dates	Jun-16	NA
Funded Previously	No	NA
Scheduled National TV Coverage	No - Not Stated	NA
TMD Funds Requested	\$130,000	NA
TOTAL ROI Projected (Previous yr actual if applicable)	13:1	NA
Historic TMD Room Nights Produced	8,300	NA
Incremental Room Nights Projected	3,000	NA
TOTAL TMD ROOM NIGHTS PROJECTED	11,300	NA
Marketing % of Total Budget	73.1%	NA
Sales % of Total Budget	26.9%	NA
Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)	38.5%	NA

NOTES:

50th - Year Celebration

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

