

FY 2016 APPLICANT: SAN DIEGO BOWL GAME ASSOCIATION

SDTMD Funding Request Summary : FY2016

v 12.12.2015

Applicant Organization	Stated in Application	Actual from Previous Year
Years in Existence	SD BOWL GAME ASSOC	
For Profit / Non-Profit	Since 1978 - 37 years	
Total Annual Budget	Non Profit	same
EEO/ Diversity	\$10 million	\$10 million
Prop 26 Categories	work force report on file	same
Area of Impact for Business	A1.2	NA
Event Dates	Mission Valley, Downtown,	Mission Valley, Downtown,
Funded Previously	Late December 2015	Late December 2014
Scheduled National TV Coverage	2008-2013; 2014	
TMD Funds Requested	yes - ESPN	
TOTAL ROI Projected (Previous yr actual if applicable)	\$450,000	\$450,000
Historic TMD Room Nights Produced	9.1:1	7.8:1
Incremental Room Nights Projected	35,670	30,500
TOTAL TMD ROOM NIGHTS PROJECTED	TBD (from Application)	combined
Marketing % of Total Budget	35,670	30,500
Sales % of Total Budget	0%	0%
Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)	100%	100%
	0%	0%

NOTES:

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

