

FY 2016 APPLICANT: SD NATURAL HISTORY MUSEUM - "MAYA"

SDTMD Funding Request Summary : FY2016

v 12.12.2014

Applicant Organization	Stated in Application	Actual from Previous Year
Years in Existence	SD Society of Natural Hist.	
For Profit / Non-Profit	Since 1874 - 141 years	
Total Annual Budget	Non-Profit	same
EEO/ Diversity	\$16,376,721	same
Prop 26 Categories	Workforce Report on File	same
Area of Impact for Business	A1.5	same
Event Dates	TMD District	same
Funded Previously	Sept 1 - December 31, 2015	Feb 10 - Sept 13, 2012
Scheduled National TV Coverage	2009 & 2012	FY 2012 year last funded
TMD Funds Requested	No	
TOTAL ROI Projected (Previous yr actual if applicable)	\$215,000	\$162,594
Historic TMD Room Nights Produced	7:1	8:1
Incremental Room Nights Projected	NA	
TOTAL TMD ROOM NIGHTS PROJECTED	10,000	7,238
Marketing % of Total Budget	10,000	7,238
Sales % of Total Budget	100.0%	same
Marketing /Sales /Admin Salaries (pd by TMD as % of total TMD funded)	0.0%	same
	0.0%	same

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

