

EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2017

ORGANIZATION / PROGRAM NAME: SAN DIEGO TOURISM AUTHORITY

TMD BENEFIT CATEGORIES:

- MAIN CATEGORY (*List one*):

DMO – CATEGORY A & B

- PROGRAM CATEGORIES (*Mark all that apply*): **A1.1 A1.2 A1.3 A1.4 A1.5 Other**

| FY 2017 TARGETED ROI WORKSHEET | | |
|---|---|----|
| <i>All ROI results for awarded TMD funds will be subject to a third-party audit.</i> | | |
| TMD FUNDS REQUESTED | A | \$ |
| DATES OF EVENT OR PROMOTION : | | |
| NUMBER OF YEARS THE EVENT / PROGRAM HAS BEEN IN OPERATION: | | |
| PROJECTED AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES* | B | \$ |
| * USE SAN DIEGO CITY ADR in TMD Hotel Room Night Revenue from SDTA / Smith Travel / Tourism Economics | | |

| | | |
|--|---|----|
| HISTORIC Number of TMD Room Nights Generated by Program / Event / Promotion | C | |
| Total Estimated HISTORIC TMD Room Night Revenue @ above ADR ($B \times C = D$) | D | \$ |

| | | |
|--|---|-----|
| Projected Number of NEW TMD ROOM NIGHTS generated due to proposed use of TMD funds (<i>Explain in your "Scope of Work Narrative"</i>). | E | |
| Total Estimated NEW TMD ROOM NIGHT REVENUE generated @ above ADR ($B \times E = F$) | F | \$ |
| RETURN ON INVESTMENT in NEW TMD ROOM NIGHT REVENUE: Total NEW TMD Room Night Revenue Generated: TMD Funds Requested. ($F/A : 1$) | | : 1 |

| | | |
|--|---|-----|
| TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined) ($C+E = G$) | G | |
| TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined) ($B \times G = H$) | H | \$ |
| TOTAL IMPACT RETURN ON INVESTMENT: Total TMD Room Night Revenue Generated : TMD Funds Requested ($H/A : 1$) | | : 1 |

| MEDIA IMPRESSIONS & BROADCAST EXPOSURE (<i>If Applicable</i>): | |
|--|--|
| Regional, National & International Broadcast Media (attach separate page if necessary) | |
| Web / Social / Digital Media (attach separate page if necessary) | |
| Geographical Area / Sub Region of Event if applicable | |