

EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2017

ORGANIZATION / PROGRAM NAME: _____

TMD BENEFIT CATEGORIES:

- **MAIN CATEGORY** (*List one*): **A3 – GENERAL COMPETITIVE TARGETING**
 - **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	\$
<small>* USE SAN DIEGO CITY ADR in TMD Hotel Room Night Revenue from SDTA / Smith Travel / Tourism Economics</small>		

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	

EXHIBIT E
ROI FOR SDTMD FUNDS
FY 2017

Sample

Sample

ORGANIZATION / PROGRAM NAME: SAMPLE XYZ COMPANY

TMD BENEFIT CATEGORIES:

- MAIN CATEGORY (*List one*): A3 – GENERAL COMPETITIVE TARGETING
 - 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 \$ 400,000
DATES OF EVENT OR PROMOTION :	October 25-31, 2016
NUMBER OF YEARS THE EVENT / PROGRAM HAS BEEN IN OPERATION:	5 years
PROJECTED AVERAGE DAILY RATE (ADR) for EVENT OR PROMO DATES*	B \$ 159.90
* 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 30,000
Total Estimated HISTORIC TMD Room Night Revenue @ above ADR (BxC = D)	D \$ 4,790,000

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 15,000
Total Estimated NEW TMD ROOM NIGHT REVENUE generated @ above ADR (BxE = F)	F \$ 2,398,500
RETURN ON INVESTMENT in NEW TMD ROOM NIGHT REVENUE: Total NEW TMD Room Night Revenue Generated: TMD Funds Requested. (F/A :1)	6 : 1

TOTAL ESTIMATED SAN DIEGO CITY TMD ROOM NIGHTS (combined) (C+E = G)	G 45,000
TOTAL ESTIMATED SD CITY TMD ROOM NIGHT REVENUE (combined) (BxG = H)	H \$ 7,195,500
TOTAL IMPACT RETURN ON INVESTMENT: Total TMD Room Night Revenue Generated : TMD Funds Requested (H/A :1)	18 : 1

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