

SALES PERFORMANCE INCENTIVE PLAN DETAIL

Effective October 1, 2021

General Guidelines

- Only the Sales Manager positions are eligible for the quarterly incentives. These incentives are for individual performance only, and 90% or more of the individual's quarterly goals must be attained.
- A Sales Manager must be employed on the last day of the fiscal quarter to be eligible for incentive consideration for that quarter and on September 30th for individual annual bonus and team bonus.
- Incentive payouts are based on the individual's base salary on the final day of the fiscal quarter/year under consideration.
- End-of-quarter is defined as the last day of the fiscal quarter, i.e., December 31, March 31, and June 30. This is a quarter-end date, not a week-ending date.
- End-of-year is defined as the last day of the fiscal year, September 30.
- Rounding for all incentive calculations is done as follows: .4 and below rolls to the next lower number; .5 and above rolls to the next higher number. Final percentages are determined by going to two decimal points; therefore, a 4.49 is a 4%, and 4.50 is a 5%.

Individual Quarterly Goal Attainment

- Quarterly goals for all four quarters are **non-cumulative** and are determined by dividing the annual individual goal by four (25% per quarter). These quarterly payouts are non-cumulative to encourage quarterly achievement, and to better manage, motivate and maintain productivity momentum throughout the year. Sales Managers will receive an incentive payout for each quarter if a minimum of 90% of goal is attained each quarter, and after performance percentages are finalized by the Executive Director.
- The targeted incentive and max payout are 10%, which is the amount of incentive eligible to be earned for attaining 100% of the goal.

Example #1: 10,000 quarterly room night goal
9,749 definite room nights = 97.49% goal attainment (round to 97%)
85% of targeted 10% incentive = 8.5% x quarterly base salary

Example #2: 10,000 quarterly room night goal
10,400 definite room nights = 104% goal attainment
100% of targeted 10% incentive = 10% x quarterly base salary

% of Goal	Payout %
90%	50%
91%	55%
92%	60%
93%	65%
94%	70%
95%	75%
96%	80%
97%	85%
98%	90%
99%	95%
100% and up	100%

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Individual Annual Goal Attainment

- The annual individual incentive threshold is 105% and tops out at 125%.
- Productivity reflects the cumulative total for the four quarters and remains an end-of-year-only opportunity.
- Annual individual goal incentive is calculated using the table to the right after performance percentages are finalized by the Executive Director.
- Only Sales Manager positions are eligible for the Individual Annual Incentive.
- The targeted incentive payout is 110% (deducted from total quarterly payouts) which is the amount of incentive eligible to be earned for attaining 105% of the goal. For performance greater than 105% of goal, the payout multiplier will be based on the table to the right.

Example #1:

10,000 quarterly room night goal
 10,300 definite room nights = 103% goal attainment
 Does not meet threshold. No Payout for Individual Annual Goal.

Example #2:

10,000 quarterly room night goal
 12,450 definite room nights = 124.5% goal attainment (round to 125%)
 150% of targeted 10% incentive = 15% of annual base salary threshold.

Example #3:

Annual Salary \$100,000.00/ Quarterly Salary \$25,000.00
 Annual Goal 10,000 room nights/Quarterly Goal 2,500 room nights

Individual Quarterly Incentive

Quarter 1 :

Achieved 90% of goal or 2,250 room nights - Receives 50% of payout \$1,250.00

Quarter 2:

Achieved 110% of goal or 2,750 room nights - Receives 100% of payout \$2,500.00

Quarter 3:

Achieved 112% of goal or 2,800 room nights - Receives 100% of payout \$2,500.00

Quarter 4:

Achieved 120% of goal or 3,000 room nights - Receives 100% of payout \$2,500.00

Total: Achieved 108% of goal of 10,800 – Has received payout of \$8,750

Individual Annual Incentive (must reach 105% to receive minimum payout)

108% (10,800 room nights) of goal achieved receives a 116% of 10% of annual salary minus the payout already received.

Annual incentive payout:

\$100,000.00 salary X 110% = \$11,600 payout minus \$8,750 (already paid) = \$2,850 Individual Annual Incentive Payout

% of Goal	Payout %
100-104%	0%
105%	110%
106%	112%
107%	114%
108%	116%
109%	118%
110%	120%
111%	122%
112%	124%
113%	126%
114%	128%
115%	130%
116%	132%
117%	134%
118%	136%
119%	138%
120%	140%
121%	142%
125%	144%
123%	146%
124%	148%
125% and Above	150%

Team Goal Attainment

- The final quarter’s productivity is critical to the annual team productivity. The team performance incentive remains an end-of-year-only opportunity; the Assistant Executive Director/Sales and the Sales Manager positions are all eligible for the team payout, with one exception:
- An individual not achieving a minimum of 90% of his/her individual goal is not eligible to participate in the team incentive. Regardless of whether the individual is eligible for the team incentive, all the individual’s productivity is included in the team attainment total.
- The **targeted** team incentive is **5%** of an individual’s annual salary, following the payout multiplier table below. Performance percentages are finalized by the Executive Director after the Room Night Audit has been completed by the Accounting & Budget Director.

• Example#

100,000 team annual room night goal
 92,500 definite room nights = 92.5% goal attainment (round to 93%)
 65% of targeted 5% incentive = 3.25% x annual base salary

• Example #2:

100,000 quarterly room night goal
 124,499 definite room nights = 124.49% goal attainment (round to 124%)
 148% of targeted 5% incentive = 7.4% x annual base salary

% of Goal	Payout %
90%	50%
91%	55%
92%	60%
93%	65%
94%	70%
95%	75%
96%	80%
97%	85%
98%	90%
99%	95%
100%	100%
101%	102%
102%	104%
103%	106%
104%	108%
105%	110%
106%	112%
107%	114%
108%	116%
109%	118%
110%	120%
111%	122%
112%	124%
113%	126%
114%	128%
115%	130%
116%	132%
117%	134%
118%	136%
119%	138%
120%	140%
121%	142%
122%	144%
123%	146%
124%	148%
125% and up	150%

Assistant Executive Director – Sales & Services

The Assistant Executive Director – Sales & Services’ **targeted** incentive is **25%** and is paid out based on the **team goal attainment** following the same payout multiplier table as the table above.

• Example#

100,000 team annual room night goal
 92,500 definite room nights = 92.5% goal attainment (round to 93%)
 65% of targeted 25% incentive = 16.25% x annual base salary

• Example #2:

100,000 quarterly room night goal
 124,499 definite room nights = 124.49% goal attainment (round to 124%)
 148% of targeted 25% incentive = 37% x annual base salary