

EXHIBIT B
DEEP ELLUM PID
Service Plan 2021-2025

	2021	2022	2023	2024	2025
Revenues and Reserves	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
Gross assessments revenue	\$1,000,206.75	\$1,150,237.76	\$1,322,773.43	\$1,521,189.44	\$1,749,367.86
PID Oversight Charge from City + County Fees	-\$6,590.00	-\$6,590.00	-\$6,590.00	-\$6,590.00	-\$6,590.00
Net Assessment Revenue	\$993,616.75	\$1,143,647.76	\$1,316,183.43	\$1,514,599.44	\$1,742,777.86
Fund balance from previous year ⁶	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00
Interest on cash balances & other income	\$744.19	\$781.40	\$820.47	\$861.49	\$904.56
Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Projected Adjustment for Property Tax Protest	-\$19,872.34	-\$22,872.96	-\$26,323.67	-\$30,291.99	-\$34,855.56
Total Income and Reserves	\$1,004,488.60	\$1,151,556.20	\$1,320,680.23	\$1,515,168.94	\$1,738,826.86
Capital Improvements & Maintenance	\$194,897.72	\$224,311.24	\$258,136.05	\$297,033.79	\$338,765.37
Business Development ¹	\$97,448.86	\$112,155.62	\$129,068.02	\$148,516.89	\$169,382.69
Marketing ²	\$146,173.29	\$168,233.43	\$193,602.03	\$222,775.34	\$254,074.03
Public Safety ³	\$321,581.24	\$370,113.55	\$425,924.47	\$490,105.75	\$558,962.87
Administration	\$146,173.29	\$168,233.43	\$193,602.03	\$222,775.34	\$254,074.03
Financial Audit and Insurance	\$68,214.20	\$78,508.93	\$90,347.62	\$103,961.83	\$118,567.88
PID Renewal Fee	N/A	N/A	N/A	N/A	\$15,000.00
Total Expenditures	\$974,488.60	\$1,121,556.20	\$1,290,680.23	\$1,485,168.94	\$1,708,826.86
Fund Balance/Reserves	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00

1. Business development and recruitment to promote the District as well as efforts to ease the burden of opening and operating a business.
2. Marketing and other promotional activities including but not limited to website, wifi and web services, streetlight pole banners, branded materials, brochures and flyers, videography and photography, district events, and newsletter.
3. Safety and security related initiatives including but not limited to security patrol, lighting, cameras and signage.