

Exhibit B

Dallas Downtown Improvement District (DID)

Service Plan 2023 - 2027

	2023	2024	2025	2026	2027
REVENUES					
Fund balance from previous year	\$245,324	\$245,324	\$245,324	\$245,324	\$245,324
Net assessment revenue*	\$10,291,115	\$11,628,960	\$13,024,435	\$14,457,123	\$16,336,549
Year over year growth %	9.0%	13.0%	12.0%	11.0%	13.0%
Exempt jurisdictions	\$81,500	\$81,500	\$81,500	\$81,500	\$81,500
Interest on cash balances	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
TOTAL INCOME & RESERVES	\$10,619,439	\$11,957,284	\$13,352,759	\$14,785,447	\$16,664,873
Total w/o Reserves	\$10,374,115	\$11,711,960	\$13,107,435	\$14,540,123	\$16,419,549
EXPENDITURES					
(% calculations shown below use Total Carryforward & Expenditures as the denominator)					
Organization & Administration	\$1,037,412	\$1,171,196	\$1,310,744	\$1,454,012	\$1,641,955
	10%	10%	10%	10%	10%
Economic Development, Planning & Mobility ¹	\$518,706	\$585,598	\$655,372	\$727,006	\$820,977
	5%	5%	5%	5%	5%
Communications & Community Partnerships ²	\$829,929	\$936,957	\$1,048,595	\$1,163,210	\$1,313,564
	8%	8%	8%	8%	8%
Parks Operations & Programming ³	\$726,188	\$819,837	\$917,520	\$1,017,809	\$1,149,368
	7%	7%	7%	7%	7%
Safety, Cleaning & Improvements ⁴	\$7,261,881	\$8,198,372	\$9,175,205	\$10,178,086	\$11,493,684
	70%	70%	70%	70%	70%
Subtotal	\$10,374,115	\$11,711,960	\$13,107,435	\$14,540,123	\$16,419,549
TOTAL EXPENDITURES	\$10,374,115	\$11,711,960	\$13,107,435	\$14,540,123	\$16,419,549
FUND BALANCE/RESERVES (Carryforward)	\$245,324	\$245,324	\$245,324	\$245,324	\$245,324
	2%	2%	2%	2%	1%
Total Carryforward & Expenditures	\$10,619,439	\$11,957,284	\$13,352,759	\$14,785,447	\$16,664,873

* 2023 - 2027 estimated Assessments, less administrative fees and contingency for delinquent and/or protested accounts, as well as exempt accounts removed by the County.

The % for each service category is calculated by dividing each category \$ amount by total expenditures.

¹ Business development and recruitment, Downtown planning and transportation enhancements

² Communications, promotion and marketing support of the district. Business/merchant relations, community programming and special event support

³ Security, cleaning, maintenance, events, programming and improvements related to Downtown park management

⁴ Downtown Clean Team, Safety Team and Homeless Outreach Team, public safety programs, maintenance programs, landscape enhancements and capital improvements