

EXHIBIT C

2024 ASSESSMENT PLAN

Dallas Tourism Public Improvement District

The cost of the services and improvements provided by the Dallas Tourism Public Improvement District (“District”) will be levied by special assessment against Dallas hotels located within the District territory with 100 or more rooms (“qualifying hotels”) based on hotel room nights sold. The total cost of the services and improvements to be provided shall be apportioned at a rate of 2% of room- nights sold at qualifying hotels until the District’s budget for services and improvements is reached over the District’s authorized renewal term. Rooms that are not subject to the City’s hotel occupancy tax shall not be included for the District assessment.