

August 13, 2025

WHEREAS, the Public Improvement District Assessment Act, Chapter 372 of the Texas Local Government Code (the “Act”) allows for the creation of public improvement districts; and

WHEREAS, on June 13, 2012, the City Council authorized the creation of the Dallas Tourism Public Improvement District (the “District”) for a period of five years, in accordance with the Public Improvement District Assessment Act (the “Act”), and found that the District promoted the interests of the City and conferred a special benefit to the hotels within the District by providing targeted marketing and promotional services intended to increase hotel occupancy and revenue. The City Council designated the Dallas Tourism Public Improvement District Corporation (DTPIDC) as the management entity for the District, authorized a contract for management services between the City, DTPIDC, and the Dallas Convention and Visitors Bureau (“DCVB”), and approved the District Service Plan and annual updates, by Resolution No. 12-1581; and

WHEREAS, on August 10, 2016, the City Council authorized the renewal of the District for a period of 13 years and designated DTPIDC, as the management entity for the District by Resolution No. 16-1250; and

WHEREAS, on September 14, 2016, the City Council authorized an ordinance approving and adopting the District’s final 2017 Service Plan, the 2016 Assessment Plan and the 2016 Assessment Roll by Resolution No. 16-1505 and Ordinance No. 30210; and

WHEREAS, on September 13, 2017, the City Council authorized an ordinance approving and adopting the District’s final 2018 Service Plan, the 2017 Assessment Plan and the 2017 Assessment Roll by Resolution No. 17-1492 and Ordinance No. 30646; and

WHEREAS, on September 12, 2018, the City Council authorized an ordinance approving and adopting the District’s final 2019 Service Plan, the 2018 Assessment Plan and the 2018 Assessment Roll by Resolution No. 18-1322 and Ordinance No. 30987; and

WHEREAS, on September 11, 2019, the City Council authorized an ordinance approving and adopting the District’s final 2020 Service Plan, the 2019 Assessment Plan and the 2019 Assessment Roll by Resolution No. 19-1444 and Ordinance No. 31325; and

WHEREAS, on March 25, 2020, the City Council authorized the expansion of the District boundary to include 14 additional hotels by Resolution No. 20-0520: and

WHEREAS, on September 9, 2020, the City Council authorized an ordinance approving and adopting the District’s final 2021 Service Plan, the 2020 Assessment Plan, and the 2020 Assessment Roll by Resolution No. 20-1358 and Ordinance No. 31634; and

August 13, 2025

WHEREAS, on August 25, 2021, the City Council authorized an ordinance approving and adopting the District's final 2022 Service Plan, the 2021 Assessment Plan, and the 2021 Assessment Roll by Resolution No. 21-1415 and Ordinance No. 31972; and

WHEREAS, on June 8, 2022, the City Council authorized the expansion of the District boundary to include six additional hotels by Resolution No. 22-0897; and

WHEREAS, on August 24, 2022, the City Council authorized an ordinance approving and adopting the District's final 2023 Service Plan, 2022 Assessment Plan, and the 2022 Assessment Roll by Resolution No. 22-1257 and Ordinance No. 32278; and

WHEREAS, on May 24, 2023, the City Council authorized the expansion of the District boundary to include two additional hotels by Resolution No. 23-0740; and

WHEREAS, on August 23, 2023, the City Council authorized an ordinance approving and adopting the District's final 2024 Service Plan, 2023 Assessment Plan, and the 2023 Assessment Roll by Resolution No. 23-1176 and Ordinance No. 32528; and

WHEREAS, on May 22, 2024, the City Council authorized the expansion of the District boundary to include one additional hotel by Resolution No. 24-0816; and

WHEREAS, on August 28, 2024, the City Council authorized an ordinance approving and adopting the District's final 2025 Service Plan, 2024 Assessment Plan, and the 2024 Assessment Roll by Resolution No. 24-1235 and Ordinance No. 32831; and

WHEREAS, the DTPIDC provided City staff with the proposed District FY 2025-26 Service Plan and 2025 Assessment Plan as shown in **Exhibits B and C**; and

WHEREAS, the City Council must review the proposed FY 2025-26 Service Plan and 2025 Assessment Plan and hold a public hearing to provide a reasonable opportunity for any owner of property located within the District to speak for or against the proposed 2025 assessment against real property and real property improvements exclusive of rights-of-way (ROW), to continue funding for the District for the purpose of providing supplemental services and improvements.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That pursuant to the requirements of the Act, the City Council, after reviewing the proposed FY 2025-26 Service Plan and the proposed 2025 Assessment Plan for the District will consider approval of the final FY 2025-26 Service Plan and 2025 Assessment Plan, subject to the public hearing on August 27, 2025.

SECTION 1. (continued)

The City Council makes the following findings concerning the Service Plan for the District:

- (a) Advisability of the Services Proposed for the District.** The District promotes the interests of the City and confers a special benefit to the property within its boundaries and it is advisable to continue the District and to provide the services and improvements described in this resolution.
- (b) Nature of the Services and Improvements.** The purpose of the District will continue to be to enhance services, undertake certain improvements, in particular, special supplemental services relating to District marketing, business recruitment, and promotional activities authorized by the Act for improvement and promotion of the District, including the provision of incentives by contractual agreement with VisitDallas to organizations to encourage them to bring their large and city-wide meetings to Dallas and to fund additional marketing by contractual agreement with VisitDallas to increase hotel stays within the City. The District will continue to supplement and enhance services within the area of assessment.
- (c) Estimated Cost of the Services and Improvements.** During the next five-year period, the estimated annual cost of the improvements and services provided by the District is expected to range from a low of \$18,261,330.00 in FY2026 and to a high of \$26,636,929.00 in FY2030. The total estimated net assessments to be collected during the next five-year period is approximately \$118,987,623.00. The District shall incur no bonded indebtedness.
- (d) Boundaries.** The boundaries of the District are located within the City of Dallas, Dallas County, Texas and City of Dallas, Collin County, Texas. The boundaries of the District are attached to the resolution as shown in **Exhibit A** and shall solely include non-contiguous hotel properties with 100 or more rooms within the City of Dallas as shown on the attached list marked **Exhibit A-1**.
- (e) Method of Assessment.** The District assessment will be levied on hotels with 100 or more rooms ("qualifying hotels") located within the District. The proposed cost of the services and improvements to be provided shall be assessed in a manner that results in imposing equal shares of the cost of the services qualifying on hotels that are similarly benefited. Under the Act, the apportionment of the cost of the services against property in the District territory must be made on the basis of special benefits accruing to the property because of the services and improvements provided. The total cost of the services and improvements to be provided shall be apportioned at a rate of two percent of room-nights sold at

SECTION 1. (continued)

qualifying hotels located within the District territory until the collective total budget for the renewal period is reached. Accordingly, those qualifying hotels that sell more rooms will pay a greater portion of the assessment since those properties benefit more from the promotion and marketing services provided by the District. Rooms that are not subject to the City's hotel occupancy tax shall not be included for the District assessment. The total assessment must be reviewed and approved annually by the Dallas City Council. The future cost of services and improvements that are budgeted in the FY 2025-26 Service Plan may be increased in amounts indicated in subsequent Service Plans, beyond the amount shown subject to the limitations on the assessment per occupied room and the aggregate amount approved in the petition.

- (f) Apportionment of costs between the District and the Municipality as a Whole.** The District shall continue to pay the cost of the supplemental services described in the Service Plan by assessment against the hotels with 100 or more rooms within the District, including City-owned qualifying hotels located within the District territory, such as the Omni Hotel.

SECTION 2. That the facts and recitations contained in the preamble of this resolution are hereby found and declared to be true and correct.

SECTION 3. That a virtual and in-person public hearing shall be held no earlier than 1:00 p.m. on August 27, 2025, in the City Council Chambers, Dallas City Hall, 6th floor, 1500 Marilla Street, Dallas, Texas, 75201, at which time any interested person may appear and speak for or against the setting of an assessment against real property and real property improvements, exclusive of ROW, to continue funding for the District for the purpose of providing supplemental services and improvements.

SECTION 4. That notice of such public hearing shall be published in the official newspaper of the City of Dallas and mailed to the property owners in the District before the 10th day before the public hearing.

August 13, 2025

SECTION 5. That after the public hearing, the City Council may consider approval of an ordinance establishing classifications for the apportionment of costs and the methods of assessing special benefits accruing to property in the District because of the services and improvements in the District, approving and adopting the 2025 Assessment Roll on file with the City Secretary; approving the Service Plan for FY 2025-26; closing the hearing and levying assessments for the cost of certain services and/or improvements to be provided in the District during FY 2025-26; establishing charges and liens against the property in the District and against the owners thereof; requiring City staff to, not later than seven days after the City Council's approval of the ordinance and Service Plan, file a copy of the approved Service Plan with the Dallas County Clerk; providing for the collection of the assessment; providing for the filing of the Service Plan; and providing an effective date.

SECTION 6. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.