

Memorandum



CITY OF DALLAS

DATE April 4, 2025

Honorable Members of the City Council Economic Development Committee: Tennell
TO Atkins (Chair), Omar Narvaez (Vice Chair), Carolyn King Arnold, Adam Bazaldua, Paul
Ridley, Kathy Stewart, Chad West

SUBJECT

Upcoming Agenda Items (Public Improvement Districts): Call for Public Hearing to be held on May 28, 2025 to (1) renew the Deep Ellum Public Improvement District, (2) renew the Klyde Warren Park/Dallas Arts District Public Improvement District, (3) create the Far East Dallas Public Improvement District, and (4) create the RedBird Public Improvement District; and in tandem, (5) resolutions authorizing a waiver to the minimum public improvement district (PID) petition approval thresholds outlined in the City's PID Policy, subject to approval by three-quarters of the City Council, for purposes of deeming petitions requesting the creation of the Far East Dallas Public Improvement District and RedBird Public Improvement District as sufficient.

On April 23, 2025, in accordance with Chapter 372 of the Texas Local Government Code, the City Council will be asked to consider resolutions calling for public hearings to be held on May 28, 2025 to receive comments concerning:

- 1) renewal of the Deep Ellum Public Improvement District (DEPID),
- 2) early renewal of the Klyde Warren Park/Dallas Arts District Public Improvement District (KWP/DAD PID),
- 3) creation of the Far East Dallas Public Improvement District (FEDPID), and
- 4) creation of the RedBird PID (RBPID)

The call for public hearing items for the creation of the FEDPID and RBPID will be considered in tandem with resolutions requesting City Council authorization of a waiver to the City's minimum public improvement district (PID) petition approval thresholds outlined in the City's PID Policy, subject to approval by three-quarters of the City Council, for purposes of deeming petitions requesting the creation of FEDPID and RBPID as sufficient.

Renewal of Deep Ellum Public Improvement District (DEPID)

Deep Ellum Foundation, representing owners of real property located within the DEPID, submitted petitions to the City of Dallas requesting the renewal of the DEPID for a new ten-year term, effective January 1, 2026 to December 31, 2035.

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City staff reviewed the petitions and verified that owners of record representing 64.0% of the appraised value and 61.7% of the land area of real property in the DEPID liable for assessment had signed the petitions, thereby exceeding the minimum requirements for renewal set in the City of Dallas PID Policy and Chapter 372 of the Local Government Code (the Act). The City's PID policy requires signed petitions from owners of at least 60% of the appraised value of real property liable for assessment and at least 60% of the land area or 60% of the record owners of real property liable for assessment. State law (the Act) requires signed petitions from owners of at least 50% of the appraised value of real property liable for assessment and at least 50% of the land area or 50% of the record owners of real property liable for assessment.

The City Council first authorized the creation of the DEPID in 1999. This is the fourth renewal. The DEPID is generally bounded by north of Interstate 30 (I-30), generally following Haskell Avenue on the east, the Dallas Area Rail Transit (DART) Green line, Elm Street, and Texas Street on the north, and U.S. Highway 75 (US 75) on the west, as shown in the attached **Exhibit A**. With this renewal, DEPID is proposing an expansion of its current boundary, adding 75 new parcels and over 45 acres of total area.

The purpose of DEPID is to provide public safety and enhanced security, homeless outreach and engagement, cleaning and trash removal, beautification, common area improvements permissible under the Act, capital improvements, trail improvements, distinctive lighting and signage, transportation and parking services, business recruitment and development to promote the area in and around the district, marketing and promotional activities, events and cultural enhancement activities and related expenses incurred to establish, administer, and operate the district as authorized by the Act and City Council. The ten-year budget detailing the estimated cost of supplemental services per year and total estimated costs for the entire term (the 2026-2035 Service Plan) is attached as **Exhibit B**. The proposed assessment rate is \$0.12 per \$100.00 valuation. The assessment rate is set annually and is subject to a public hearing and City Council approval. City Council may choose to approve or deny the renewal of the DEPID. Unless renewed, the DEPID will terminate on December 31, 2025, resulting in the cessation of services and improvements provided within the DEPID.

Renewal of Klyde Warren Park/Dallas Arts District Public Improvement District (KWP/DAD PID)

Woodall Rodgers Park Foundation (WRPF), representing owners of real property located within the KWP/DAD PID, submitted petitions to the City of Dallas requesting the early

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renewal of the KWP/DAD PID for a new ten-year term, effective January 1, 2026 to December 31, 2035.

City staff reviewed the petitions and verified that owners of record representing 63.7% of the appraised value and 60.5% of the land area of real property in the KWP/DAD PID liable for assessment had signed the petitions, thereby exceeding the minimum requirements for renewal set in the City of Dallas PID Policy and the Act.

The City Council first authorized the creation of the KWP/DAD PID in 2013. This is the third renewal. The KWP/DAD PID is generally bounded by Randall Street on the North, Maple Avenue, Woodall Rogers Freeway, and U.S. Highway 75 on the East, Bryan Street on the South, and Griffin Street and Magnolia Street on the West, as shown in the attached **Exhibit C**.

The purpose of the KWP/DAD PID is to provide security, beautification, programming, cultural enhancements, custodial and landscape maintenance, and capital improvements. Additionally, a smaller portion of the assessments may also be used for the administration of the KWP/DAD PID to include costs related to staff time, liability insurance, and financial audit related costs as authorized by the Act. The ten-year budget detailing the estimated cost of supplemental services per year and total estimated costs for the entire term (the 2026-2035 Service Plan) is attached as **Exhibit D**. The proposed assessment rate is \$0.05 per \$100.00 valuation. The assessment rate is set annually and is subject to a public hearing and City Council approval. City Council may choose to approve or deny the renewal of the KWP/DAD PID. Unless renewed, KWP/DAD PID will terminate on December 31, 2031, resulting in the cessation of services and improvements provided within the KWP/DAD PID.

Request for City's Consent for Pledging of KWP/DAD PID Assessments by WRPF to finance Klyde Warren Park Phase II Capital Improvements

The WRPF is requesting the City's consent to pledge up to \$48.16 million in KWP/DAD PID assessments to repay a third-party loan from the State Infrastructure Bank that will be used to finance certain capital improvement costs related to the completion of Klyde Warren Park ("Phase II"). The WRPF is taking on the loan and not the City. The KWP/DAD PID's proposed assessment rate of \$0.05 per \$100.00 of appraised value includes \$0.025 per \$100.00 of appraised value to fund the repayment of Phase II loan principal and interest costs, subject to annual City Council approval. Once the loan is fully repaid, the assessment rate will decrease from \$0.05 cents per \$100 valuation to \$0.025 per \$100 valuation. As a condition of WRPF's PID management contract, the WRPF shall ensure

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that all loan obligations are fulfilled without requiring reimbursement, financial assistance, or guarantee from the City of Dallas or negatively impacting day-to-day KWP/DAD PID operations and ordinary service delivery. The WRPf agrees to cover any financial shortfalls if assessment revenues do not meet the projected values.

Furthermore, the WRPf understands and acknowledges that the City of Dallas assumes no responsibility or liability for any debt, repayment obligations, pledges, financial shortfall, or assessment shortfall in collection related to the Phase II construction or regular services. City funds are not available to satisfy any liability, debt, repayment obligation, pledge, financial shortfall, assessment shortfall, or any associated financial obligations in connection with Klyde Warren Park Phase II loan or to reimburse lenders for losses related to the Klyde Warren Park Phase II loan. No City-owned property, including Klyde Warren Park and any park improvements thereon, shall be utilized as loan collateral.

Finally, WRPf agrees to limit the Phase II loan repayment term to a maximum of ten years to correspond with the KWP/DAD PID's petitioned term. The KWP/DAD PID cannot be dissolved as long as debt obligations secured by the KWP/DAD PID's assessments remain outstanding. Regular reporting to the City of Dallas will be provided by WRPf to ensure compliance with the above requirements.

Creation of Far East Dallas Public Improvement District (FEDPID)

Ferguson Road Initiative (FRI), representing owners of real property located within the FEDPID, submitted petitions to the City of Dallas requesting the creation of the FEDPID for a seven-year term, effective January 1, 2026 to December 31, 2032. Ferguson Road Initiative, an existing Texas non-profit corporation operating under the provisions of Section 501(c) of the Internal Revenue Code proposes to manage the FEDPID.

City staff reviewed the petitions and verified that owners of record representing 55.3% of the appraised value and 52.3% of the land area of real property in the FEDPID liable for assessment had signed the petitions, thereby meeting the minimum requirements for creation set in the Act but falling below the City's petition approval threshold from owners of at least 60% of value of real property liable for assessment and at least 60% of the land area or 60% of the record owners of real property liable for assessment. **Per the City's PID Policy, a waiver to the City's 60% threshold criteria shall only be authorized by a vote of a three-quarters majority of the Dallas City Council.**

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Accordingly, staff is recommending a two-step approval process. On April 23, 2025, the City Council will be asked to consider a waiver of the City's PID Policy (i.e. less than the City's 60% petition approval thresholds) as it relates to verifying the sufficiency of FRI's petition request. If a three-quarters majority of the City Council votes to approve a waiver to the City's 60% threshold criteria, then the process will continue with a public hearing on May 28, 2025. At the conclusion of the public hearing, the City Council will vote to approve or deny the creation of the FEDPID with a boundary as shown in **Exhibit E**.

The FEDPID is generally bounded by north of Interstate 30 (I-30), generally following Ferguson Road northwest and southeast, Buckner Boulevard on the east and west, and includes The Loop Trail on the west, as shown in the attached **Exhibit E**.

The purpose of the FEDPID is to provide public safety and enhanced security, beautification, recreation, common area improvements permissible under the Act, capital improvements, trail improvements, distinctive lighting and signage, business recruitment and development to promote the area in and around the FEDPID, marketing and promotional activities, and related expenses incurred to establish, administer, and operate the FEDPID. The seven-year budget detailing the estimated cost of supplemental services per year and total estimated costs for the entire term (the 2026-2032 Service Plan) is attached as **Exhibit F**. The proposed assessment rate is \$0.12 per \$100.00 valuation. The assessment rate is set annually and is subject to a public hearing and City Council approval.

City Council may choose to approve or deny the creation of the FEDPID.

Creation of RedBird Public Improvement District (RBPID)

Preferred Place, representing owners of real property located within RBPID, submitted petitions to the City of Dallas requesting the creation of the RBPID for a ten-year term effective January 1, 2026 to December 31, 2035.

City staff reviewed the petitions and verified that owners of record representing 54.7% of the appraised value and 54.5% of the land area of real property in the RBPID liable for assessment had signed the petitions, thereby meeting the minimum requirements for creation set in the Act but falling below the City's petition approval threshold from owners of at least 60% of value of real property liable for assessment and at least 60% of the land area or 60% of the record owners of real property liable for assessment. **Per the City's PID Policy, a waiver to the City's 60% threshold criteria shall only be authorized by a vote of a three-quarters majority of the Dallas City Council.**

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Accordingly, staff is recommending a two-step approval process. On April 23, 2025, the City Council will be asked to consider a waiver of the City's PID Policy (i.e. less than the City's 60% petition approval thresholds) as it relates to verifying the sufficiency of Preferred Place's petition request. If a three-quarters majority of the City Council votes to approve a waiver to the City's 60% threshold criteria, then the process will continue with a public hearing on May 28, 2025. At the conclusion of the public hearing, the City Council will vote to approve or deny the creation of the RBPID with a boundary as shown in **Exhibit G**.

The RBPID is generally bounded by West Camp Wisdom Road to the north, U.S. Highway 67 to the east, north of Interstate 30 (I-30) to the south, and east of Cockrell Hill Rd on the west, as shown in the attached **Exhibit G**.

The purpose of the RBPID is to provide public safety and enhanced security, capital improvements, distinctive lighting and signage, marketing and promotional activities, and related expenses incurred to establish, administer, and operate the RBPID. The ten-year budget detailing the estimated cost of supplemental services per year and total estimated costs for the entire term (the 2026-2035 Service Plan) is attached as **Exhibit H**. The proposed assessment rate is \$0.15 per \$100.00 valuation. The assessment rate is set annually and is subject to a public hearing and City Council approval.

Preferred Place proposes to form a Texas non-profit corporation tentatively called the RedBird Improvement District Corporation to manage the RBPID. The corporation shall be established under the provisions of Section 501(c) of the Internal Revenue Code.

City Council may choose to approve or deny the creation of the RBPID.

Should you have any questions, please contact Maria Smith, Assistant Director of the Office of Economic Development, at maria.smith@dallas.gov or 469-953-7181.

Service First, Now!



Robin Bentley,
Assistant City Manager

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Exhibits

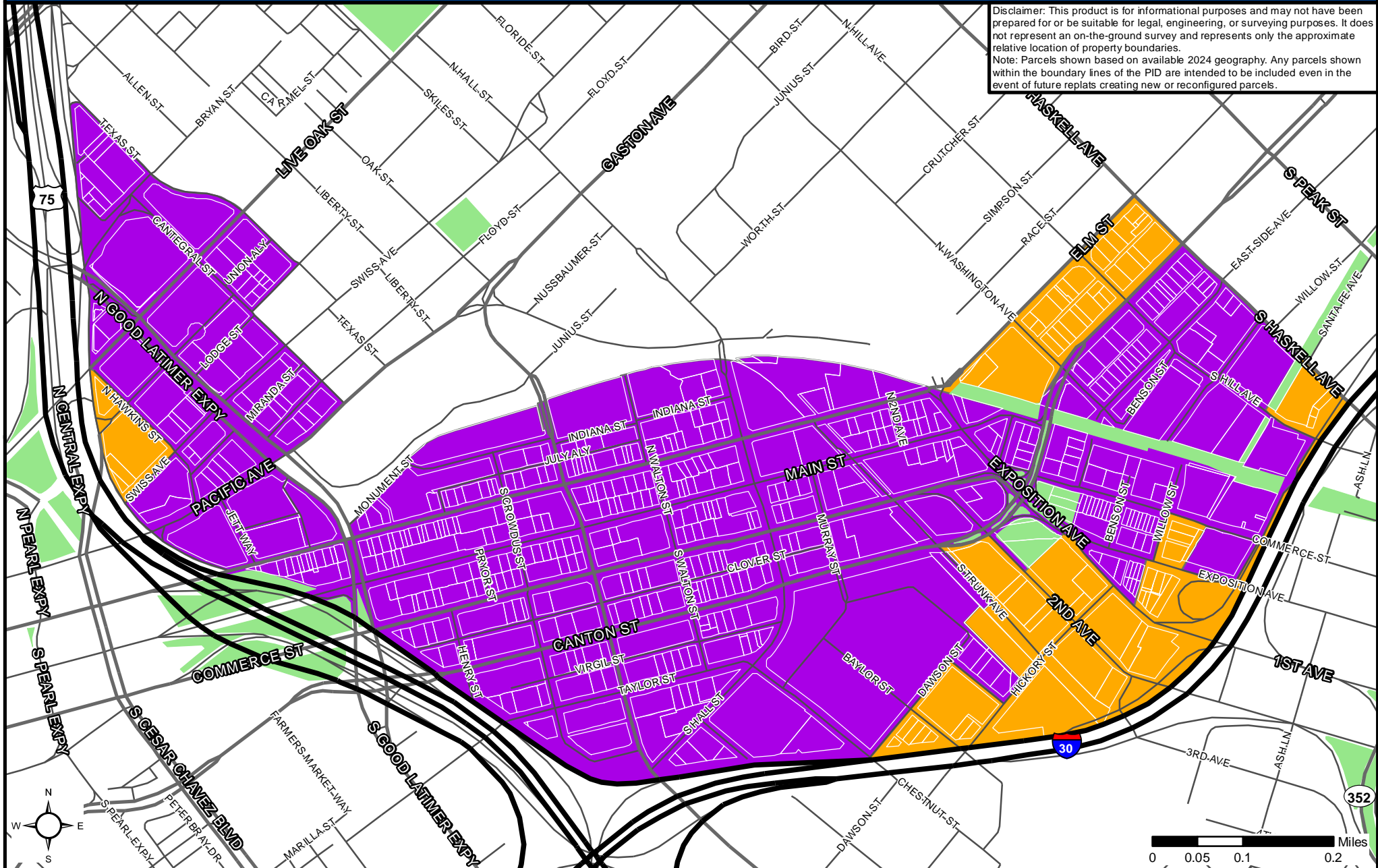
1. Exhibit A- Deep Ellum PID Boundary
2. Exhibit B- Deep Ellum PID Service Plan
3. Exhibit C- Klyde Warren Park/Dallas Arts District PID Boundary
4. Exhibit D- Klyde Warren Park/Dallas Arts District PID Service Plan
5. Exhibit E- Far East Dallas PID Boundary
6. Exhibit F- Far East Dallas Service Plan
7. Exhibit G- RedBird PID Boundary
8. Exhibit H- RedBird PID Service Plan

c:	Kimberly Bizer Tolbert, City Manager	Alina Ciocan, Assistant City Manager
	Tammy Palomino, City Attorney	Donzell Gipson, Assistant City Manager
	Mark Swann, City Auditor	Jack Ireland, Chief Financial Officer
	Billerae Johnson, City Secretary	Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
	Preston Robinson, Administrative Judge	Directors and Assistant Directors
	Dominique Artis, Chief of Public Safety	
	Dev Rastogi, Assistant City Manager	
	M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager	

Exhibit A - Proposed Deep Ellum PID

Disclaimer: This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

Note: Parcels shown based on available 2024 geography. Any parcels shown within the boundary lines of the PID are intended to be included even in the event of future replats creating new or reconfigured parcels.





Economic Development



Research & Information Division
(214) 670-1685




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Created 04.9.2024, Updated 03.18.2025
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Legend

-  Deep Ellum PID Existing Boundary
-  Deep Ellum PID Proposed Boundary Expansion

-  Tax Parcels - 2024
-  Parks

-  Highways
 Major Streets
 Streets

Source: City of Dallas, 2025; DCAD, 2024.

EXHIBIT B DEEP ELLUM PUBLIC IMPROVEMENT DISTRICT PETITION SERVICE PLAN 2026-2035											
	% [†]	2026 BUDGET	2027 BUDGET	2028 BUDGET	2029 BUDGET	2030 BUDGET	2031 BUDGET	2032 BUDGET	2033 BUDGET	2034 BUDGET	2035 BUDGET
REVENUE											
* Fund Balance from Previous Year		80,000	99,221	208,495	208,496	208,496	208,496	208,496	208,497	208,497	208,497
Interest on Cash Balance		-	-	-	-	-	-	-	-	-	-
** Net Assessment Revenue		1,705,381	2,080,565	2,538,289	3,096,713	3,777,989	4,609,147	5,623,160	6,860,255	8,369,511	10,210,803
TOTAL REVENUE		\$ 1,785,381	\$ 2,179,786	\$ 2,746,785	\$ 3,305,209	\$ 3,986,486	\$ 4,817,643	\$ 5,831,656	\$ 7,068,751	\$ 8,578,008	\$ 10,419,300
EXPENDITURES											
¹ Safety, Services and Improvements	56%	1,000,000	1,258,407	1,672,977	2,089,751	2,603,930	3,362,300	4,017,900	4,977,861	6,158,005	7,592,855
² Promotion, Programming & Cultural Enhancements	22%	385,000	377,685	424,896	478,008	537,759	604,978	680,601	765,676	861,385	969,058
³ Organization and Administration	14%	250,000	279,946	380,743	464,507	566,698	566,698	843,474	1,029,038	1,255,427	1,531,620
⁴ Audit	1%	25,580	27,626	29,837	32,223	34,801	37,585	40,592	43,840	47,347	51,135
⁵ Insurance	1%	25,580	27,626	29,837	32,223	34,801	37,585	40,592	43,840	47,347	51,135
⁶ PID Renewal Fee	0%	-	-	-	-	-	-	-	-	-	15,000
TOTAL EXPENDITURES	94%	\$ 1,686,160	\$ 1,971,291	\$ 2,538,289	\$ 3,096,713	\$ 3,777,989	\$ 4,609,147	\$ 5,623,160	\$ 6,860,255	\$ 8,369,511	\$ 10,210,803
FUND BALANCE / RESERVES ^{††}	5.8%	\$ 99,221	\$ 208,495	\$ 208,496	\$ 208,496	\$ 208,496	\$ 208,496	\$ 208,497	\$ 208,497	\$ 208,497	\$ 208,497
TOTAL EXPENDITURES & RESERVES	100.0%	\$ 1,785,381	\$ 2,179,786	\$ 2,746,785	\$ 3,305,209	\$ 3,986,486	\$ 4,817,643	\$ 5,831,656	\$ 7,068,751	\$ 8,578,008	\$ 10,419,300
Category Details											
* Estimated PID funds from prior term to carryover to the new term to be utilized for petitioned services											
** Net assessment reflects the deduction of City and County fees from the gross assessment collection											
[†] The % for each expense service category is calculated by dividing the \$ amount of each category by the total revenue. The carryover % is calculated by dividing the total carryover \$ amount by the net assessment revenue											
^{††} Estimated PID funds to carry over to the new service plan year to be utilized for petitioned services											
¹ Safety and security related initiatives including but not limited to security patrol, fleet services and transportation resources for security patrol, lighting, and signage. Homeless outreach, transport, encampment mitigation and related services and supplies. Transportation and parking services, supplies and improvements. Cleaning services including trash pickup, sidewalk cleaning, janitorial services as well as equipment and equipment repairs, pest control, graffiti mitigation and prevention. Beautification including landscaping, park improvements, lighting and building repairs and enhancements as well as related amenities including irrigation, trash facilities, electrical service and water utilities. Support and gap financing of capital improvements and acquisition, construction, relevant professional services, operation and maintenance of transportation, park and public gathering facilities, historic markers, district identification and wayfinding signage including neighborhood parking programs signage, paint, murals, and neighborhood improvements design and other district improvements and decor.											
² Marketing and other promotional activities and services including but not limited to website, WIFI and web services, social media, advertising, public relations, streetlight pole banners, branded materials, brochures and flyers, videography and photography, artwork, district events, tours and newsletters. Business development and communications including to promote the district, engagement events, collateral, data collection, as well as efforts to ease the burden of opening and operating a business. Cultural enhancement activities, installations and services including historic preservation and archiving, art and cultural exhibition development, curation, fabrication and promotion, and supporting art creation as well as attracting and fostering artists and artists' opportunities.											
³ Overhead cost of operating and maintaining PID functions											
⁴ Cost for contractual required annual independent audit. Cost for contractual required insurance coverage as applicable (i.e. Workers' Comp & Employers Liability, Business Automobile Liability, Commercial General Liability, Commercial Crime, Directors and Officers/Professional Liability)											
⁵ Contractual required insurance coverage as applicable (i.e. Workers' Comp & Employers Liability, Business Automobile Liability, Commercial General Liability, Commercial Crime, Directors and Officers/Professional Liability)											
⁶ PID creation/renewal Application fee, payable at end of term											

Exhibit C - Klyde Warren Park/Dallas Arts District PID

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Note: Parcels shown based on available 2024 geography. Any parcels shown within the boundary lines of the PID are intended to be included even in the event of future replats creating new or reconfigured parcels.

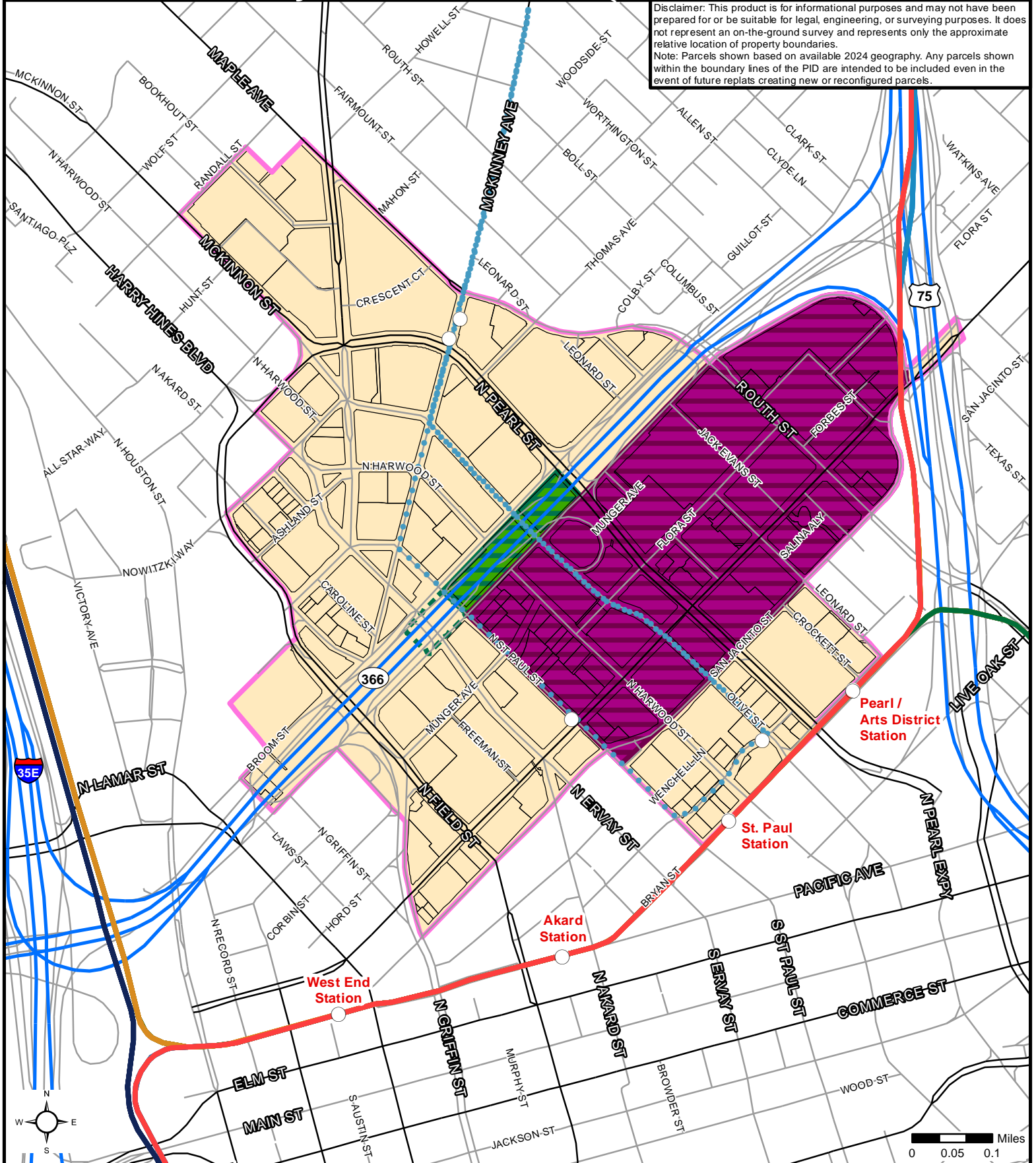


EXHIBIT D
KLYDE WARREN PARK/DALLAS ARTS DISTRICT PID BUDGET
PETITION SERVICE PLAN 2026 TO 2035

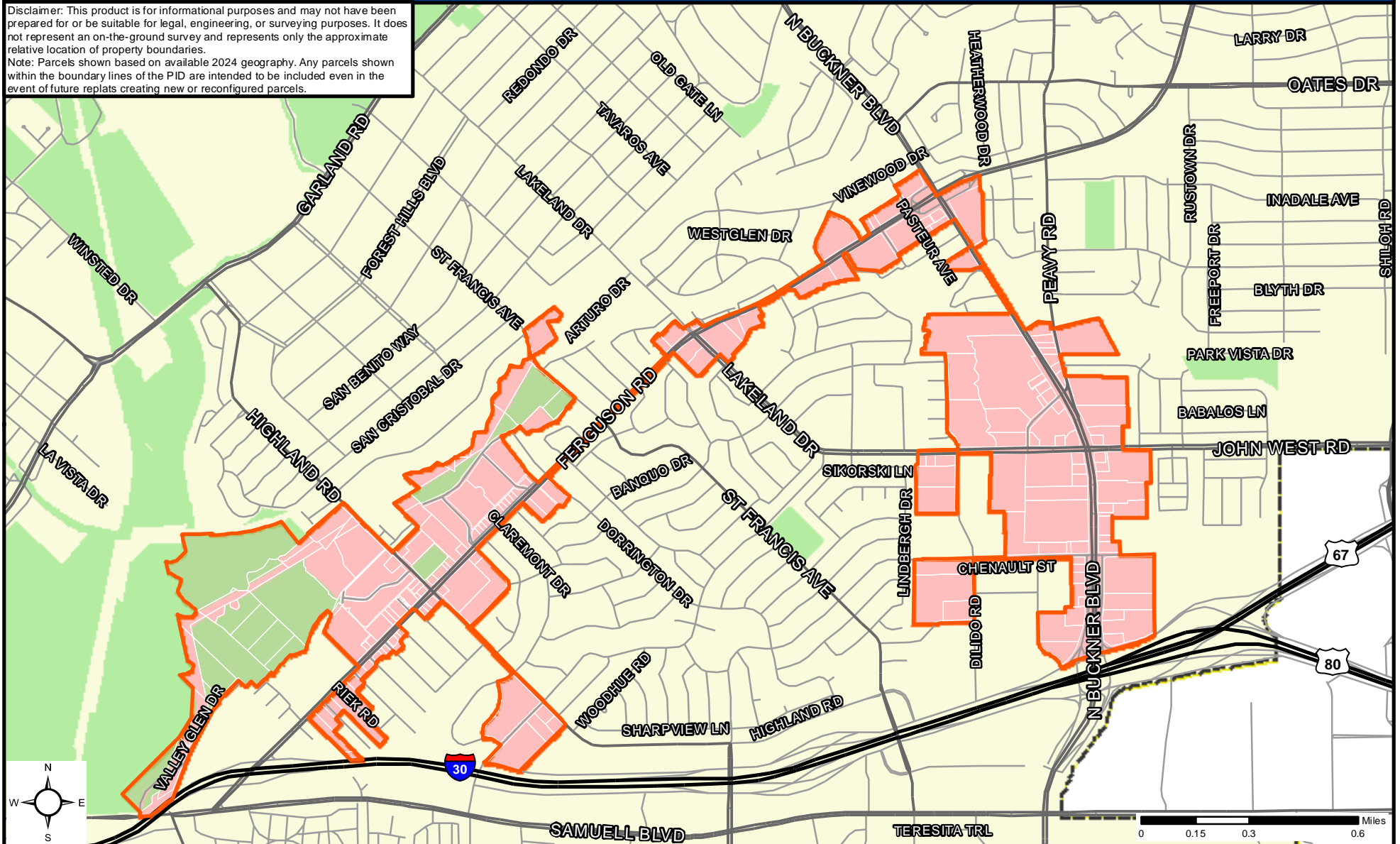
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	Assumes a 15% annual increase in property values based on the future growth and development of Uptown and Downtown portions of PID. The PID has experienced an average annual growth rate of approximately 10%, which is related to new construction and property appreciation within the PID boundaries. In addition, KWP and DAD will support the remaining operating costs of their organizations through fundraising and other activities, which are not included in the Service Plan. Net assessment reflects the deduction of City and County fees from the gross assessment collection at \$0.05 per \$100 of value
†	The % for each expense service category is calculated by dividing the \$ amount of each category by the total revenue.
1	24-hour security in KWP and DAD.
2	Lawn care, horticultural upgrades, cleaning services, repairs, equipment rental, electrical work, utilities, trash collection, graffiti and rodent control, pavement cleaning/detailing/staining and restoration, and capital improvements for safety and connectivity in KWP and DAD
3	Providing free Wi-Fi, holiday lighting, TVs on the Porch, daily/weekly programming and cultural enhancements in KWP and DAD, event production and equipment rental, signage, public relations, website, advertising, promotion and marketing for both KWP and DAD
4	Partial cost of staff time and office related expenses for KWP and DAD
5	Liability insurance carried for the Park and Dallas Arts District, and the annual audit and tax return preparation
6	Construction and related costs associated with completion of Klyde Warren Park Phase II and other DAD Capital Improvements.

Exhibit E - Proposed Far East Dallas PID

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Note: Parcels shown based on available 2024 geography. Any parcels shown within the boundary lines of the PID are intended to be included even in the event of future replats creating new or reconfigured parcels.



Economic Development

Finance, Compliance and Administration
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Created 5.21.2024, Updated 3.25.2025 Far_East_Dallas_PID.RK

Legend

- Proposed Far East Dallas PID
- City of Dallas

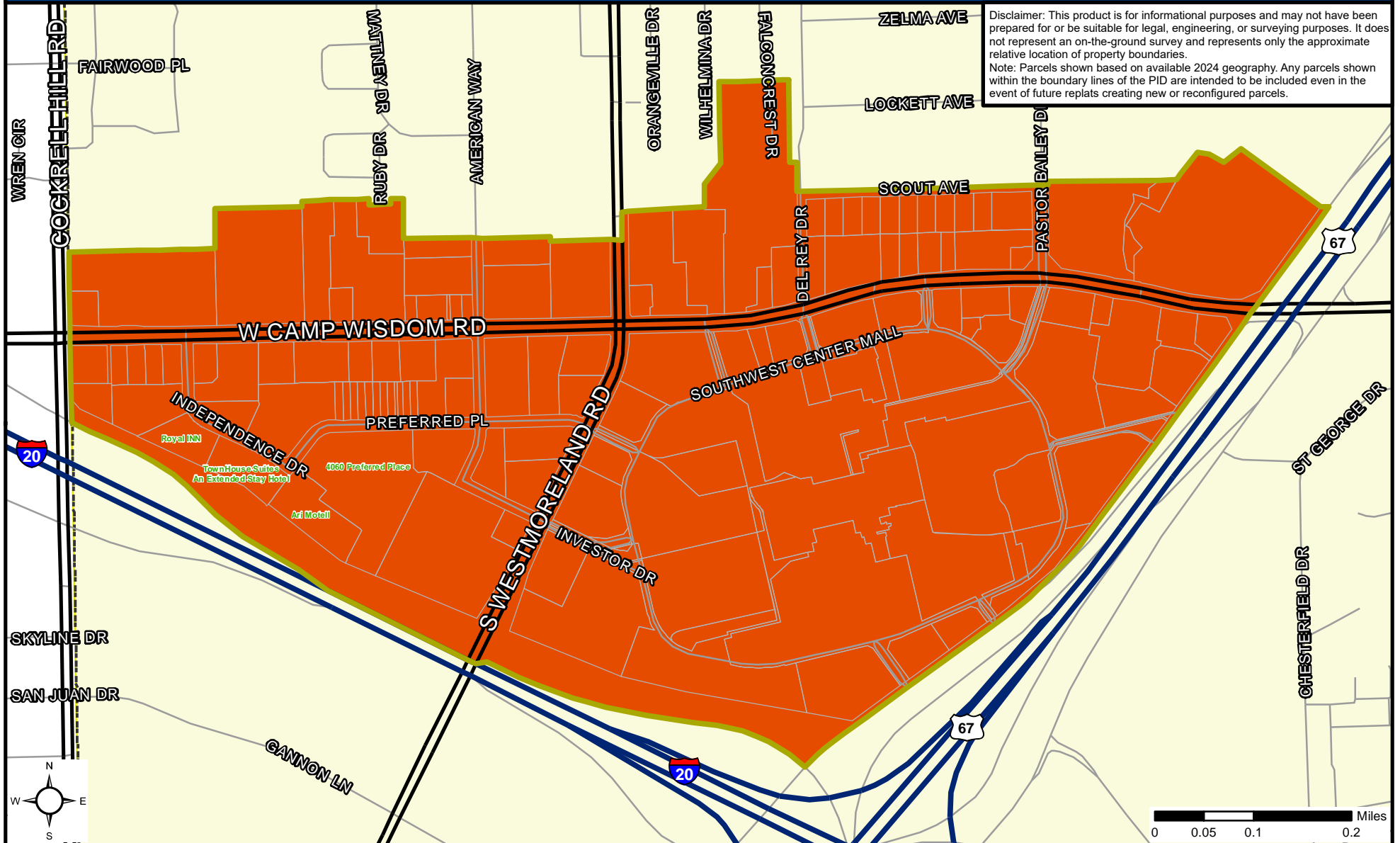
- Tax Parcels - 2024
- Park

- Highways
- Major Streets
- Streets

Source: City of Dallas, 2025; DCAD, 2024

EXHIBIT F FAR EAST DALLAS PUBLIC IMPROVEMENT DISTRICT PETITION SERVICE PLAN								
	% [†]	2026 BUDGET	2027 BUDGET	2028 BUDGET	2029 BUDGET	2030 BUDGET	2031 BUDGET	2032 BUDGET
REVENUE								
Fund Balance from Previous Year		-	116,172	163,482	180,642	217,715	244,929	285,600
Interest on cash balances		3,500	3,900	3,400	3,800	3,750	4,800	5,300
* Net Assessment Revenue		904,922	1,040,660	1,196,759	1,376,273	1,582,714	1,820,121	2,093,140
TOTAL REVENUE		\$ 908,422	\$ 1,160,732	\$ 1,363,642	\$ 1,560,715	\$ 1,804,179	\$ 2,069,850	\$ 2,384,040
EXPENDITURES								
¹ Public Area Improvements	19.3%	175,000	210,000	260,000	290,000	340,000	375,000	550,000
² Capital Improvements	0.0%	-	-	50,000	55,000	70,000	75,000	116,540
³ Business Development & Recruitment	4.4%	40,000	60,000	50,000	50,000	55,000	60,000	95,000
⁴ Marketing & Promotion	6.6%	60,000	70,000	70,000	80,000	95,000	115,000	175,000
⁵ Public Safety	41.3%	375,000	480,000	545,000	630,000	730,000	850,000	1,065,000
⁶ Administration	13.8%	125,000	160,000	190,000	220,000	250,000	290,000	340,000
⁷ Audit	0.9%	7,750	7,750	7,750	7,750	8,750	8,750	12,500
⁸ Insurance	1.0%	9,500	9,500	10,250	10,250	10,500	10,500	15,000
⁹ PID Renewal Fee	0.0%	-	-	-	-	-	-	15,000
TOTAL EXPENDITURES	87.2%	\$ 792,250	\$ 997,250	\$ 1,183,000	\$ 1,343,000	\$ 1,559,250	\$ 1,784,250	\$ 2,384,040
FUND BALANCE / RESERVES^{††}	12.8%	\$ 116,172	\$ 163,482	\$ 180,642	\$ 217,715	\$ 244,929	\$ 285,600	\$ 0
TOTAL EXPENDITURES & RESERVES	100.0%	\$ 908,422	\$ 1,160,732	\$ 1,363,642	\$ 1,560,715	\$ 1,804,179	\$ 2,069,850	\$ 2,384,040
Category Details [*] Net assessment reflects the deduction of City and County fees from the gross assessment collection at \$0.12 per \$100 of value [†] The % for each expense service category is calculated by dividing the \$ amount of each category by the total revenue. The carryover % is calculated by dividing the total carryover \$ amount by the net assessment revenue ^{††} Estimated PID funds to carry over to the new service plan year for contingency fund during the term. All fund balance/reserve will be expensed by the end of the term.								
¹ Ongoing improvements to public areas not covered under capital improvements, such as landscaping and irrigation along intersections and medians, pedestrian lighting along sidewalks and streets, installation and improvements to street signage and markers, and acquisition and installation of public art/murals.								
² Design and construction for capital improvement such as intersection Improvements, lighting along trails, new and improved playground equipment in parks within the PID.								
³ Ongoing business and recruitment retention for district businesses and promotion districtwide								
⁴ Marketing and promotion consist of cultural enhancements and community events, communication efforts to enhance brand and delivery service enhancement updates, and creation of PID website.								
⁵ Public safety consist of crime prevention through environmental design, DPD expanded neighborhood patrol, supplemental security patrol for non-peak hours, and public safety community meetings and events.								
⁶ PID overhead costs to operate and maintain PID functions								
⁷ Contractual required annual independent audit								
⁸ Contractual required insurance coverage as applicable (i.e. Workers' Comp & Employers Liability, Business Automobile Liability, Commercial General Liability, Commercial Crime, Directors and Officers/Professional Liability)								
⁹ PID creation/renewal Application fee, payable at end of term								

Exhibit G - Proposed RedBird PID



Economic Development
Finance, Compliance and Administration
(214) 670-1685

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Proposed_RedBird_PID.RK

Legend

- Proposed Red Bird PID Boundary
- Proposed Red Bird PID Tax Parcels - 2024
- City of Dallas

- Highways
- Major Streets
- Streets

Source: City of Dallas, 2025; DCAD, 2024.

EXHIBIT H
REDBIRD PUBLIC IMPROVEMENT DISTRICT
PETITION SERVICE PLAN 2026-2035

	% [†]	2026 BUDGET	2027 BUDGET	2028 BUDGET	2029 BUDGET	2030 BUDGET	2031 BUDGET	2032 BUDGET	2033 BUDGET	2034 BUDGET	2035 BUDGET
REVENUE											
Fund Balance from Previous Year		-	36,500	56,880.00	58,167	58,512	67,374	45,724	51,290	60,479	175,378
Interest on cash balances		-							500	500	500
* Net Assessment Revenue		278,000	322,480	374,077	433,929	503,358	583,895	677,318	785,689	911,399	1,057,223
TOTAL REVENUE		\$ 278,000	\$ 358,980	\$ 430,957	\$ 492,096	\$ 561,870	\$ 651,269	\$ 723,042	\$ 837,479	\$ 972,378	\$ 1,233,101
EXPENDITURES											
¹ Public Safety	71.9%	200,000	260,000	330,000	390,000	450,000	560,000	625,000	700,000	700,000	1,069,601
² Capital Improvement	0.0%	-	-	-	-	-	-	-	30,000	50,000	100,000
³ Marketing and promotions	3.6%	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
⁴ Administration	7.2%	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	21,500
⁵ Audit	2.7%	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500
⁶ Insurance	1.4%	4,000	4,600	5,290	6,084	6,996	8,045	9,252	9,500	9,500	9,500
⁷ PID Renewal Fee	0.0%										15,000
TOTAL EXPENDITURES	86.9%	\$ 241,500	\$ 302,100	\$ 372,790	\$ 433,584	\$ 494,496	\$ 605,545	\$ 671,752	\$ 777,000	\$ 797,000	\$ 1,233,101
FUND BALANCE / RESERVES^{††}											
	13.1%	\$ 36,500	\$ 56,880	\$ 58,167	\$ 58,512	\$ 67,374	\$ 45,724	\$ 51,290	\$ 60,479	\$ 175,378	\$ 0
TOTAL EXPENDITURES & RESERVES	100.0%	\$ 278,000	\$ 358,980	\$ 430,957	\$ 492,096	\$ 561,870	\$ 651,269	\$ 723,042	\$ 837,479	\$ 972,378	\$ 1,233,101

Category Details

* Net assessment reflects the deduction of City and County fees from the gross assessment collection

† The % for each expense service category is calculated by dividing the \$ amount of each category by the total revenue. The carryover % is calculated by dividing the total carryover \$ amount by the net assessment revenue

†† Estimated PID funds to carry over to the new year to be utilized for petitioned services during current term.

¹ Public Safety: The RedBird PID proposed to employee off duty Dallas police officers to bolster public safety in the PID confines. Each year, the majority of funds will be dedicated to this cause.

² Capital Improvement: These dollars will be reserved and carried forward to be expended for lighting Improvements, signage, and other Capital Improvements as authorized by Chapter 372.

³ Marketing and promotions: General marketing and awareness campaigns for the PID.

⁴ Administration: Bank Fees, accounting services, and IT services

⁵ Audit: Cost for contractual required annual independent audit

⁶ Insurance: Cost for contractual required insurance coverage as applicable

⁷ PID creation/renewal Application fee, payable at end of term