EXHIBIT B

Dallas Downtown Improvement District (DID)

Service Plan 2021 - 2025

	2021	2022	2023	2024	2025
REVENUES					
Fund balance from previous year	$1,063,000 [5]	$338,000	$338,000	$338,000	$338,000
Net assessment revenue*	$9,846,017	$10,652,000	$12,154,900	$13,745,827	$15,405,286
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	**$10,992,017**	**$11,073,000**	**$12,575,900**	**$14,166,827**	**$15,826,286**
Revenue w/o Carryforward	*$9,929,017*	*$10,735,000*	*$12,237,900*	*$13,828,827*	*$15,488,286*
EXPENDITURES					
Organization & Administration	$992,902	$1,073,500	$1,223,790	$1,382,883	$1,548,829
	10%	*10%*	*10%*	*10%*	*10%*
Economic Development, Planning & Mobility[1]	$496,451	$536,750	$611,895	$691,441	$774,414
	5%	*5%*	*5%*	*5%*	*5%*
Communications & Community Partnerships[2]	$794,321	$858,800	$979,032	$1,106,306	$1,239,063
	8%	*8%*	*8%*	*8%*	*8%*
Parks Operations & Programming[3]	$695,031	$751,450	$856,653	$968,018	$1,084,180
	7%	*7%*	*7%*	*7%*	*7%*
Safety, Cleaning & Improvements[4]	$6,950,312	$7,514,500	$8,566,530	$9,680,179	$10,841,800
	70%	*70%*	*70%*	*70%*	*70%*
Subtotal	$9,929,017	$10,735,000	$12,237,900	$13,828,827	$15,488,286
2020 Carryforward Expenditures:					
Safety, Cleaning & Improvements	$500,000				
Communications & Community Partnerships	$225,000				
TOTAL EXPENDITURES	**$10,654,017**	**$10,735,000**	**$12,237,900**	**$13,828,827**	**$15,488,286**
FUND BALANCE/RESERVES	**$338,000**	**$338,000**	**$338,000**	**$338,000**	**$338,000**

* 2021 - 2025 estimated Assessments, less administrative fees and contingency for delinquent and/or protested accounts, as well as exempt accounts removed by the County.

[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 and Safety Patrol, public safety programs, maintenance programs, landscape enhancements and capital improvements

[5] 2020 Carryforward to 2021 comprised of:

- $500,000 Safety, Cleaning and Improvements – caused by delays in hiring as a result of Covid 19. We are currently in process of hiring additional personnel and will be fully staffed by the end of August 2020. Amounts will be spent in 2021.
- $225,000 Communications and Community Partnerships – caused by delay in launching of our Economic Development Campaign as a result of Covid 19. This program will be relaunched in Q1 of 2021. Amounts will be spent in 2021.
- $338,000 Revenue Carryforward from 2018 – this represents a carryforward of excess revenue from 2018 that COD Eco Dev has previously approved for us to hold as a contingency reserve.