

EXHIBIT B DEEP ELLUM PID Service Plan 2020-2024					
	2020	2021	2022	2023	2024
Revenues and Reserves	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
Gross assessments revenue	\$788,397	\$906,657	\$1,042,655	\$1,199,053	\$1,378,911
PID Oversight Charge from City + County Fees	-\$7,954	-\$7,954	-\$7,954	-\$7,954	-\$7,954
Net Assessment Revenue	\$780,443	\$898,702	\$1,034,701	\$1,191,099	\$1,370,957
Fund balance from previous year	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Interest on cash balances & other income	\$603	\$633	\$665	\$698	\$733
Projected Adjustment for Property Tax Protest	-\$15,609	-\$17,974	-\$20,694	-\$23,822	-\$27,419
Total Income and Reserves	\$795,437	\$911,361	\$1,044,672	\$1,197,975	\$1,374,271
Capital Improvements & Maintenance ¹	\$153,087	\$176,272	\$202,934	\$233,595	\$268,854
Business Development and Recruitment ²	\$76,544	\$88,136	\$101,467	\$116,798	\$134,427
Marketing and Promotion ³	\$114,816	\$132,204	\$152,201	\$175,196	\$201,641
Public Safety ⁴	\$252,594	\$290,849	\$334,842	\$385,432	\$443,609
Administration	\$114,816	\$132,204	\$152,201	\$175,196	\$201,641
Financial Audit and Insurance	\$53,581	\$61,695	\$71,027	\$81,758	\$94,099
Total Expenditures	\$765,437	\$881,361	\$1,014,672	\$1,167,975	\$1,344,271
Fund Balance/Reserves	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
1. The Deep Ellum PID was renewed in 2018 with an adjusted service plan for 2019-2025. With the renewed service plan, the two Categories of Improvements (graffiti mitigation and prevention, landscaping, lighting enhancements, irrigation, park improvements, 2. Business development and recruitment to promote the District as well as efforts to ease the burden of opening and operating a 3. Marketing and other promotional activities including but not limited to website, WIFI and web services, streetlight pole banners, branded materials, brochures and flyers, videography and photography, district events, and newsletter. 4. Safety and security related initiatives including but not limited to security patrol, lighting, cameras and signage.					