

EXHIBIT B DEEP ELLUM PID Service Plan 2021-2025					
	2021	2022	2023	2024	2025
Revenues and Reserves	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
Gross assessments revenue	\$918,192	\$1,024,426	\$1,175,367	\$1,348,949	\$1,548,569
PID Oversight Charge from City + County Fees	-\$25,520	-\$25,520	-\$25,520	-\$25,520	-\$25,520
Net Assessment Revenue	\$892,672	\$998,906	\$1,149,847	\$1,323,429	\$1,523,049
Fund balance from previous year	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Other Income	\$0	\$0	\$0	\$0	\$0
Total Income and Reserves	\$922,672	\$1,028,906	\$1,179,847	\$1,353,429	\$1,553,049
Capital Improvements & Maintenance ¹	\$178,534	\$199,781	\$229,969	\$264,686	\$301,610
Business Development and Recruitment ²	\$89,267	\$99,891	\$114,985	\$132,343	\$150,805
Marketing and Promotion ³	\$133,901	\$149,836	\$172,477	\$198,514	\$226,207
Public Safety ⁴	\$294,582	\$329,639	\$379,450	\$436,732	\$497,656
Administration	\$133,901	\$149,836	\$172,477	\$198,514	\$226,207
Financial Audit and Insurance	\$62,487	\$69,923	\$80,489	\$92,640	\$105,563
PID Renewal Fee	N/A	N/A	N/A	N/A	\$15,000
	100%				
Total Expenditures	\$892,672	\$998,906	\$1,149,847	\$1,323,429	\$1,523,049
Year End Balance	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
1. Graffiti mitigation and prevention, landscaping, lighting enhancements, irrigation, park improvements, amenities including trash facilities, acquisition, construction, operation and maintenance of transportation facilities, wayfinding signage including neighborhood parking programs signage, paint, trash pickup, sidewalk cleaning, and neighborhood improvements 2. Business development and recruitment to promote the District as well as efforts to ease the burden of opening and operating a business. 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, distric events, and newsletter. 4. Safety and security related initiatives including but not limited to security patrol, lighting, cameras and signage.					