

EXHIBIT B
DEEP ELLUM PUBLIC IMPROVEMENT DISTRICT
PRELIMINARY SERVICE PLAN 2027-2031

	% *	2027	2028	2029	2030	2031
REVENUE		BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
Net Assessment Revenue		\$2,080,565	\$2,538,289	\$3,096,713	\$3,777,989	\$4,609,147
Fund Balance from Previous Year		\$80,000	\$189,274	\$189,274	\$189,274	\$189,274
TOTAL REVENUE		\$2,160,565	\$2,727,563	\$3,285,987	\$3,967,263	\$4,798,421
EXPENDITURES						
Safety, Services and Improvements ¹	64%	\$1,258,407	\$1,672,977	\$2,089,751	\$2,603,930	\$3,176,794
Promotion, Programming & Cultural Enhancements ²	19%	\$377,685	\$424,896	\$478,008	\$537,759	\$656,065
Organization and Administration ³	14%	\$279,946	\$380,743	\$464,507	\$566,698	\$691,372
Audit ⁴	1%	\$27,626	\$29,837	\$32,223	\$34,801	\$42,458
Insurance ⁵	1%	\$27,626	\$29,837	\$32,223	\$34,801	\$42,458
TOTAL EXPENDITURES	100%	\$1,971,291	\$2,538,289	\$3,096,713	\$3,777,989	\$4,609,147
FUND BALANCE/RESERVES	9%	\$189,274	\$189,274	\$189,274	\$189,274	\$189,274
TOTAL EXPENDITURES & RESERVES		\$2,160,565	\$2,727,563	\$3,285,987	\$3,967,263	\$4,798,421

* The % for each service category is calculated by dividing each category \$ amount by total expenditures.

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. Financial support for acquisition, construction or improvements within District, 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 General administrative costs including but not limited to storage space, facilities maintenance and operations, office rent and related fees, utilities, supplies, staff time, staff benefits, transportation and parking, management expenses and related professional services, professional development, bookkeeping and bank fees, tax and accounting services and fees, internet, telecom and technology needs, mailings and public notices, and other staff expenses related to administrative duties.

⁴ Cost for contractual required annual independent audit.

⁵ PID creation/renewal Application fee, payable at end of term.