

## EXHIBIT B

## Dallas Downtown Improvement District (DID)

Service Plan 2021 - 2025

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

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

<sup>1</sup> Business development and recruitment, Downtown planning and transportation enhancements

<sup>2</sup> Communications, promotion and marketing support of the district. Business/merchant relations, community programming and special event support

<sup>3</sup> Security, cleaning, maintenance, events, programming and improvements related to Downtown park management

<sup>4</sup> Downtown Clean Team and Safety Patrol, public safety programs, maintenance programs, landscape enhancements and capital improvements

<sup>5</sup> 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.