

Memorandum



DATE August 15, 2014

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Rick Callahan (Vice Chair), Adam Medrano,
Lee Kleinman, Jerry R. Allen, Scott Griggs

SUBJECT **Dallas Public Improvement Districts (PIDs): Overview and Update**

On Monday, August 18, 2014, the Economic Development Committee will be briefed on the Dallas Public Improvement Districts (PIDs) – Overview and Update.

Briefing material is attached.

Should you have any questions, please contact me at (214) 671-9837.



Ryan S. Evans
First Assistant City Manager

C: The Honorable Mayor and Members of the City Council
A.C. Gonzales, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, (I) Assistant City Manager
Theresa O'Donnell, (I) Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, (I) Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council
J. Hammond Perot, Assistant Director, OED
Karl Zavitkovsky, Director, OED

Dallas Public Improvement Districts (PIDs) Overview and Update

Economic Development Committee
August 18, 2014

Dallas PID Overview - Purpose

- Review PID governance, operating parameters, management and reporting
- Provide the Economic Development Committee with brief overview of the 12 PIDs including:
 - 2014 Assessment Rates; and
 - Review of updated PID 2014/2015 Service Plans
- Request Economic Development Committee approval of 2014 Assessment Rate and 2014/2015 Service Plans for twelve PIDs

Dallas PID Overview – Current PIDs

- Dallas Downtown Improvement District
- Deep Ellum Public Improvement District
- Klyde Warren Park/Dallas Arts District Public Improvement District
- Knox Street Public Improvement District
- Lake Highlands Public Improvement District
- Oak Lawn-Hi Line Public Improvement District
- Prestonwood Public Improvement District
- South Side Public Improvement District
- Tourism Public Improvement District
- University Crossing Public Improvement District
- Uptown Public Improvement District
- Vickery Meadow Public Improvement District

Dallas PID Policy – Governance

- PIDs governed by state law and the City of Dallas PID Policy (originally adopted in December 2005 and last amended on October 23, 2013)
- Individual PIDs governed by property owner elected boards and managed by a specifically formed non-profit organization or homeowners' association
- State law requires that City Council annually to:
 - Adopt updated PID Service Plan,
 - Hold a public hearing to give property owners a chance to state concerns/positive comments about PID operations, and
 - Set annual PID assessment rate for each district

Dallas PID Policy – Governance (cont.)

- Special Purpose PIDs may be requested by the City Manager's Office to address unique issues, subject to state law requirements
 - These Special Purpose PIDs are allowed to fund any item allowable under state law
 - May be used for special facilities, such as parking garages
- The maximum PID assessment is \$0.15/\$100 valuation
- PID administrative expenses are limited by policy

Dallas PID Policy – Boundaries

- With the exception of the Klyde Warren Park/Dallas Arts District and Tourism PIDs, no future PIDs will be allowed to be created that overlap the boundaries of another Dallas PID
- Boundaries of existing PIDs can ONLY be modified as part of a renewal process
- An existing PID may petition the City to be dissolved and re-created with a new boundary subject to petition requirements and approval by City Council (\$15,000 application fee required to cover City costs for review)
- The boundary of the Tourism PID includes all hotels located in Dallas that contain 100 or more rooms at the time of creation. Hotels that drop below the 100 room level will be removed from the Tourism PID assessment rolls. New hotels may only be added as part of renewal process

Dallas PID Policy – Creation/Operating Parameters

- To create a PID, property owners petition City to authorize special assessments on all property located within defined PID boundaries to improve services and infrastructure
- In new and renewing PIDs, the City requires signed petitions of support from:
 - Owners representing at least 60% of the value; **AND**
 - Owners representing at least 60% of land area **OR** 60% of all record Owners
- There is a higher requirement in Single-Family PIDs,
 - Owners representing at least 66.7% of the value; **AND**
 - Owners representing at least 66.7% of land area **OR** 66.7% of all record Owners

Dallas PID Policy – Creation/Operating Parameters (cont.)

- In Dallas, PIDs are authorized for a period of up to seven (7) years with the option of renewal
- The renewal process requires preparing a budget, service plan and assessment plan for the district and petitioning property owner concerning the renewal
- A PID application for creating or renewing a PID shall include a section that clearly identifies the benefit of the PID to the affected property owners and to the city as a whole, an assessment plan, and also evidence of insurance
- PID applications include a map and a legal or clear description of the property included in the District

Dallas PID Policy – Creation/Operating Parameters (cont.)

- PIDs are required to be self-sufficient and not adversely impact ordinary service delivery of the City
- PIDs in Dallas will be allowed to fund any item provided by state law
- Most of the PIDs are in mixed-use districts but the PID policy allows for the establishment of PIDs in residential districts like Prestonwood
- The PID Policy does NOT allow the creation of PID Districts in undeveloped subdivisions

Dallas PID Policy – Creation/Operating Parameters (cont.)

- With the exception of the Tourism PID, PID assessments will be based on a set rate applied to total property value. The maximum PID assessment in Dallas shall be \$0.15 per \$100 valuation
- The assessment rate for the Tourism PID is unique – it is based on 2% of hotel room nights sold
- PID petitions for new or renewing districts will be due on April 1st annually for approval by October 1st. Signatures for PID petitions must be gathered between October 1 and April 1 prior to the submission of the petition

Dallas PID Policy – Creation/Operating Parameters (cont.)

- Administrative expenses, including costs for day to day City Staff administration, for a PID are limited to 15% of the total budget in any year
- A PID Service Plan shall contain procedures for the termination of the PID without imposing unintended costs on the City of Dallas.
- A PID cannot be dissolved without a petition from property owners and must be sufficient as for creation or renewal in accordance with Chapter 372, Section 372.005(b).

Dallas PID Policy

Management and Reporting

All PID management entities are required to:

- Submit quarterly reports on activities and expenditures
- Have an independent audit annually
- Hold an annual open meeting with at least two weeks prior notice to all property owners for input on the service plan (budget)
- Allow City representatives to attend regular board meetings

Dallas PID Policy – City Staff PID Oversight Cost

City Staff's PID oversight cost will be charged to the PIDs

- Costs related to the annual Assessment Rate and Service Plan approval process:
 - Public hearing notice printing, stuffing, postage and mailing to the property owners in the PID.
 - Staff time for City Council items preparation
 - Public hearing notice publication cost in the Dallas Morning News. For example, in 2013, the publication cost for each PID was \$1,492 (subject to change).
 - Chapter 372.016, section b and c: The assessment notice must be published in a newspaper of general circulation before the 10th day of the public hearing and mailed to the property owners
- Cost of PID oversight (including City staff time for attending meetings, reviewing reports, preparing tax rolls, etc.)

This allows the PID monitoring process to be budget neutral for the City.

Dallas PID Policy – City Staff PID Oversight Cost (cont.)

PID oversight cost (staff time, publication cost etc.):

- DID \$20,877
- Deep Ellum PID \$14,147
- Klyde Warren \$18,071
- Knox Street \$4,551
- Lake Highland \$6,174
- Oak Lawn \$4,711
- Prestonwood \$6,101
- Southside \$6,557
- University Crossing \$12,699
- Uptown \$9,731
- Vickery Meadow \$8,380

PIDs	Dallas Morning News publication cost	Estimated City staff administrative expenses October 1, 2012 to September 30, 2013	Accounts	Mailing cost	Total estimated cost (October 1, 2012 to September 30, 2013)
DID	\$6,442	\$12,737	1,908	\$1,698	\$20,877
Deep Ellum PID	\$6,442	\$7,082	700	\$623	\$14,147
Klyde Warren	\$6,442	\$11,207	474	\$422	\$18,071
Knox	\$1,492	\$3,007	59	\$53	\$4,551
Lake Highland	\$1,492	\$3,819	970	\$863	\$6,174
Oak Lawn	\$1,492	\$3,178	46	\$41	\$4,711
Prestonwood	\$1,492	\$3,690	1,032	\$918	\$6,101
Southside	\$1,492	\$4,947	134	\$118	\$6,557
University Crossing	\$6,442	\$6,034	251	\$223	\$12,699
Uptown	\$1,492	\$6,287	2,193	\$1,952	\$9,731
Vickery Meadow	\$1,492	\$4,747	2,406	\$2,141	\$8,380
					\$93,929

Note: Deep Ellum PID, DID, University Crossing PID and Klyde Warren PID will receive an invoice/reimbursement after deducting \$15,000 renewal/creation fee.

Dallas PID Overview – Valuation/Assessment Rates

- Property value changes in the PID districts varied from last year.
- Property values in all the PIDs has increased over last year.

PID Name	% Change in property valuation
DID	9.3%
Deep Ellum PID	4.6%
Klyde Warren Park /DAD	*New boundary
Knox Street PID	23.2%
Lake Highlands PID	13.4%
Oak Lawn-Hi Line PID	2.3%
Prestonwood PID	7.2%
Southside PID	3.8%
University Crossing PID	9.2%
Uptown PID	11.6%
Vickery Meadow	13.1%

Dallas PID Overview – Valuation/Assessment Rates

- PID assessment rates:
 - All twelve PIDs will keep the same assessment rate as last year
- PID Service Plans
 - Tourism PID operates on October 1 – September 30 fiscal year
 - All other PIDs operation on calendar year
- The Tourism PID will collect approximately \$12.8 million in assessment revenue to enhance marketing and incentive programs to bring more conventions, meetings, and visitors to Dallas
- The remaining eleven PIDs will collect an estimated \$11.2 million in assessment revenue to provide a range of enhanced services and improvements next year that the City would not otherwise fund due to limited City resources

Dallas PID Overview – Miscellaneous

- Expiration dates based on date of formation or last renewal.
- Number of property owners range from a low of 46 (Oak Lawn-Hi Line) to 2,330 (Vickery Meadow).
- Many Service Plan budgets focus on public safety. Other common budget line items include: parks, infrastructure improvements and business promotion/marketing.
- Dallas Downtown Improvement District (DID) is the only PID where City owned properties are assessed. The City agreed to the assessment based on benefits received by the many City owned facilities in the downtown area.

DID – City Owned Property

DID Assessment for City Owned Property

2003	\$176,000
2004	\$191,976
2005	\$194,411
2006	\$209,500
2007	\$278,000
2008	\$745,522
2009	\$628,776
2010	\$575,906
2011	\$578,576
2012	\$579,427
2013	\$562,608
2014	\$612,441

For each City owned property, an assessment is paid based on its market value.

DID – City Owned Property (cont.)

DID benefits to the City:

➤ Services/improvements:

- DPD supplemental security services
- Homeless court/case management
- Trash collection and public area maintenance
- Median improvements, landscaping, tree replacement
- Banners and holiday tree lighting
- Leadership to help address issues such as loitering, parking, and retail recruitment; coordination with DPD; the Downtown 360 Plan; trolley planning; marketing; and signage/wayfinding.

- ### ➤ Direct benefits to the City from the DID exceed the cumulative assessment paid by 3:1.

Dallas PID Overview – District Comparison Chart

	Deep Ellum	Downtown	Klyde Warren Park/DAD	Knox Street	Lake Highlands	Oak Lawn Hi-Line
Expiration	December 31, 2020	December 31, 2020	December 31, 2021	December 31, 2017	December 31, 2015	December 31, 2016
Accounts	691	1,872	639	59	960	46
Total Value	\$236,699,260	\$4,635,989,100	\$3,203,954,640	\$154,546,760	\$235,257,660	\$181,816,260
2014 Assessment	\$284,039	\$5,980,426	\$800,989	\$231,820	\$305,835	\$272,724
Change in value (2013 to 2014)	4.6%	9.3%	*new boundary	23.2%	13.4%	2.3%
Standard Assessment Rate per \$100	0.12	0.1290	0.025	0.15	0.13	0.15
Proposed Budget	\$320,812	\$6,652,264	\$811,637	\$158,155	\$291,867	\$301,229

Note: Total assessment values are based on properties assessed in the PIDs.

Dallas PID Overview – District Comparison Chart

	Prestonwood	South Side	Uptown	Tourism	University Crossing	Vickery Meadow
Expiration	December 31, 2018	December 31, 2019	December 31, 2019	July 31 2017	December 31, 2020	December 31, 2015
Accounts	1,032	134	2,166	105 accounts at the time of the TPID's creation	251	2,330
Total Value	\$382,978,150	\$88,303,320	\$3,800,111,600	N/A	\$629,918,010	\$823,718,300
2014 Assessment	\$306,383	\$124,510	\$1,710,050	\$1,2794,729	\$576,647	\$567,952
Change in value (2013 to 2014)	7.2%	3.8%	11.7%	NA	9.2%	13%
Premium Assessment Rate per \$100	N/A	0.15	N/A	2% assessment on hotel room-nights sold at Dallas hotels with 100 or more rooms based on hotel room nights sold	N/A	0.10
Standard Assessment Rate per \$100	0.0800	0.12	0.045		0.10	0.05
Proposed Budget	\$292,800	\$121,500	\$1,742,306	\$12,922,676	\$600,000	\$776,420

Note: Total assessment values are based on properties assessed in the PIDs.

Recommended Next Steps

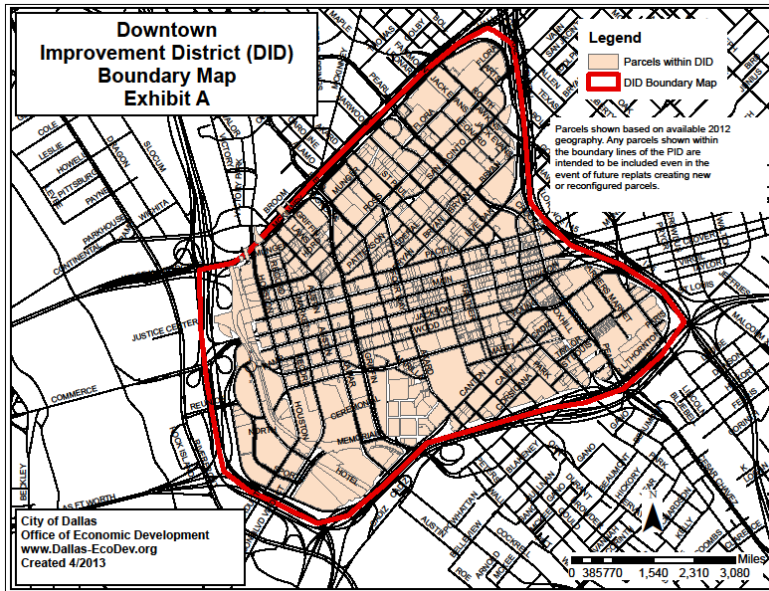
Economic Development Committee recommendation for Council approval of:

- ✓ Action on August 27, 2014 to call public hearings to consider annual assessment rates for all Dallas PIDs
- ✓ Hold public hearings on September 10, 2014
- ✓ At close of hearings, set 2014 Assessment Rate and adopt 2014/2015 Service Plan for the twelve PIDs (called hearing on August 27, 2014)

Appendix 1

Public Improvement Districts Summary

Dallas Downtown Improvement District (DID) - Annual Plan Summary



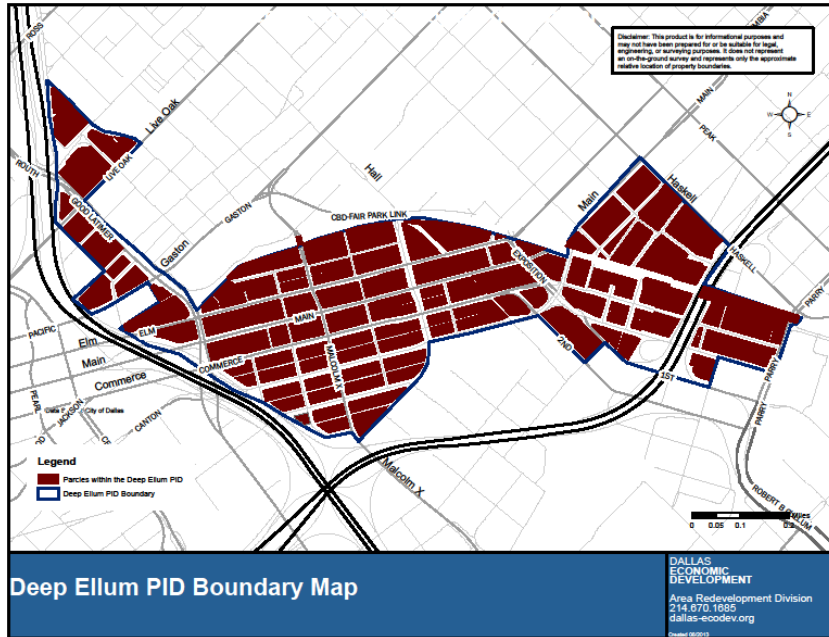
Major Services Provided:

- DID was renewed recently on June 12, 2013 for seven years, starts operating from January 1, 2014.
- Public Improvements, landscape and parks.
- Downtown circulator, operation and maintenance of mass transportation facilities.
- Special supplemental service for promotion and improvement of the DID, including, entertainment and events, and retail recruitment.

	Downtown	
Expiration	December 31, 2020	
Accounts	1,872	
Total Value	\$4,635,989,100	
2014 Assessment Change in value (2013 to 2014)	\$5,980,426 9.3%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	0.1290	
Proposed Budget	\$6,652,264	
Budget Categories	Public Safety	39%
	Capital Improvements	7%
	Transportation Improvements	6%
	Communication/Events	17%
	Administration	10%
	Services & impvmts	21%

- Community programs, Clean Team, environmental enhancements and sanitation.
- Downtown Safety Patrol, Homeless outreach, education & coordination.

Deep Ellum PID - Annual Plan Summary

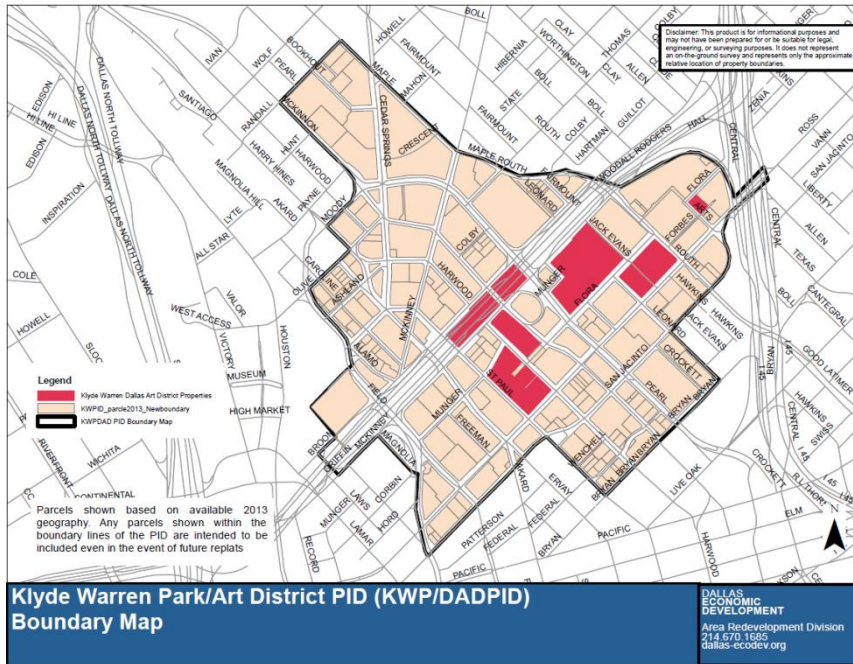


Major Services Provided:

- Deep Ellum PID was renewed recently on August 14, 2013 for seven years, starts operating from January 1, 2014.
- Graffiti control, landscaping, park improvements, trash pickup and neighborhood improvements.
- Acquisition, construction, operation and maintenance of mass transportation facilities and wayfinding signage.
- Business development and recruitment to promote the District as the Deep Ellum Entertainment District .
- Marketing, website, and other promotional activities
- Distinctive lighting and signage

Deep Ellum	
Expiration	December 31, 2020
Accounts	691
Total Value	\$236,699,260
2014 Assessment Change in value (2013 to 2014)	\$284,039 4.6%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.12
Proposed Budget	\$267,992
Budget Categories	Improvements 20%
	Business Dev & Recruitment 8%
	Transportation Improvements 8%
	Marketing & Promotion 39%
	Audit/Insurance 6%
	Administration 14%
	Public Safety 5%

Klyde Warren Park/Dallas Arts District PID - Annual Plan Summary



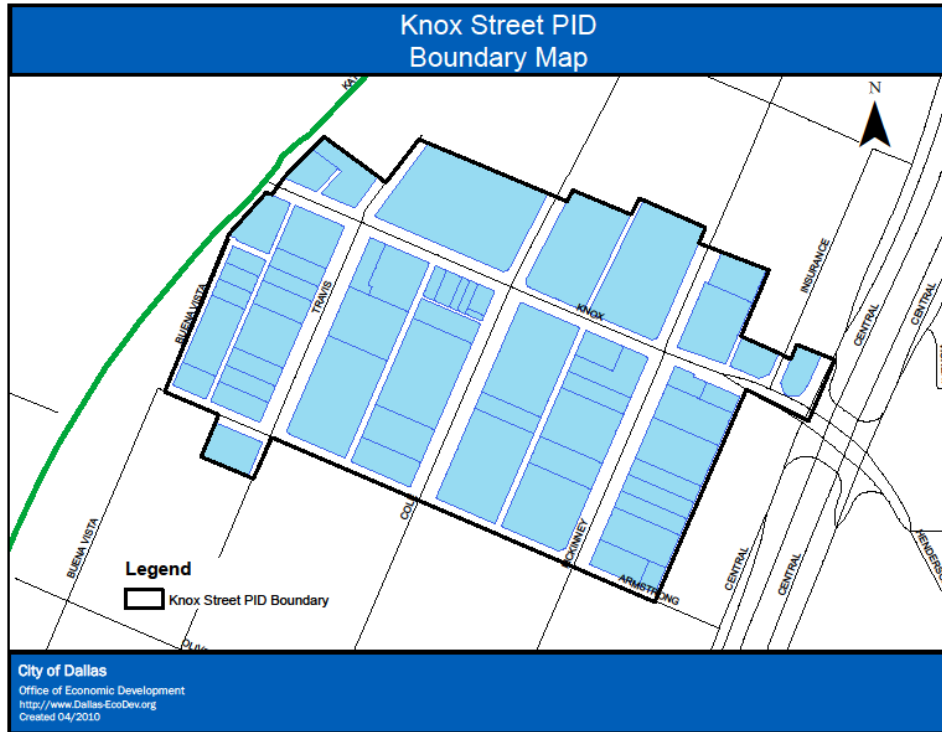
Major Service Provided:

- Security in Klyde Warren Park (KWP)
- Trash pickup, general cleaning, graffiti control and KWP improvements
- Pavement (sidewalk) detail cleaning, staining and restoration
- Partial cost of European and Christmas Markets, programming activities
- Partial cost of promoting the district, PR, advertising, free Wi-Fi, website and Kiosk

Klyde Warren Park/DAD		
Expiration	December 31, 2021	
Accounts	639	
Total Value	\$3,203,954,640	
2014 Assessment	\$800,989	
Change in value (2013 to 2014)	* new PID	
Premium Assessment		
Rate per \$100		
Standard Assessment		
Rate per \$100	0.025	
Proposed Budget	\$811,637	
Budget Categories	Public Safety	43%
	Sanitation, paver impvmts	26%
	Landscape impvmts, lighting	7%
	General impvmts & Cultural programs	6%
	Administration	3%
	Marketing & Promotion	12%
	Audit/Insurance	3%

Klyde Warren Park/Dallas Arts District PID is a new PID, starts operating from January 1, 2015 (created on June 25, 2014).

Knox Street Improvement District - Annual Plan Summary

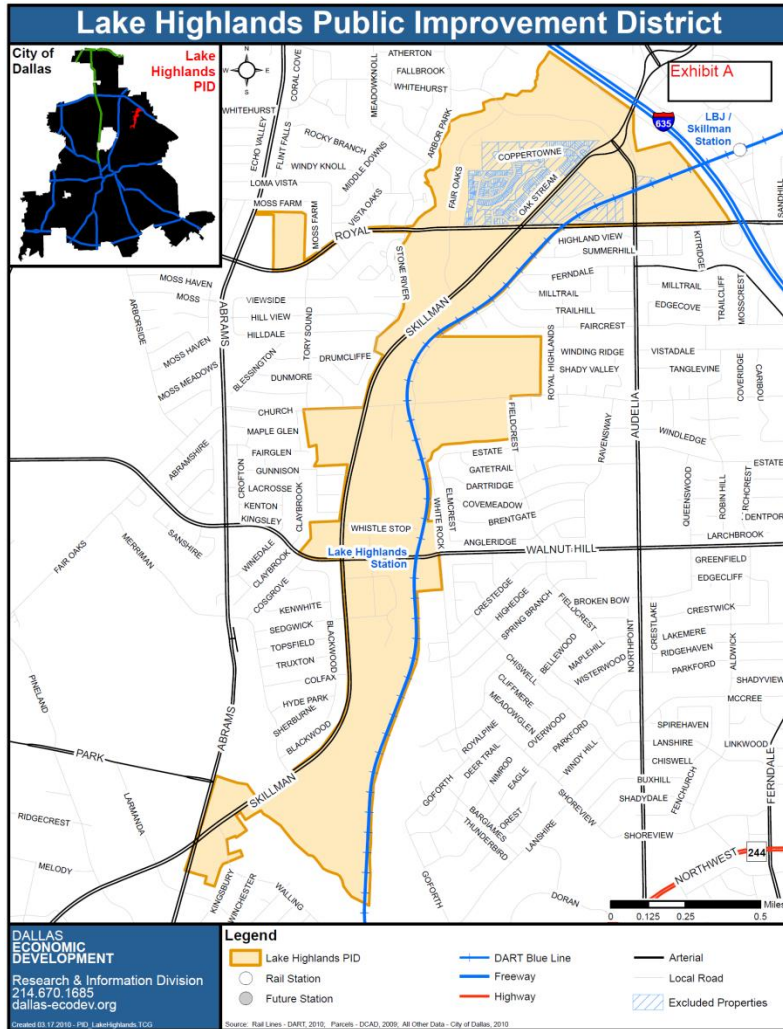


Major Service Provided:

- Primary purpose is to enhance aesthetics of the area by enhancing the pedestrian lighting, maintaining sidewalks.
- Promote this area as an attractive retail destination.
- Enhance security

		Knox Street	
Expiration	December 31, 2017		
Accounts	59		
Total Value	\$154,546,760		
2014 Assessment	\$231,820		
Change in value (2013 to 2014)	23.2%		
Premium Assessment Rate per \$100			
Standard Assessment Rate per \$100	0.15		
Proposed Budget	\$158,155		
Budget Categories	Public Safety	15%	
	Capital Improvements *	47%	
	Marketing/Promotion	32%	
	Audit and admin	6%	
	Funds are being carried forward from prior years to complement gateway markers and streetscape improvements and/or possibly in conjunction with Knox Complete Streets -		

Lake Highlands PID – Annual Plan Summary

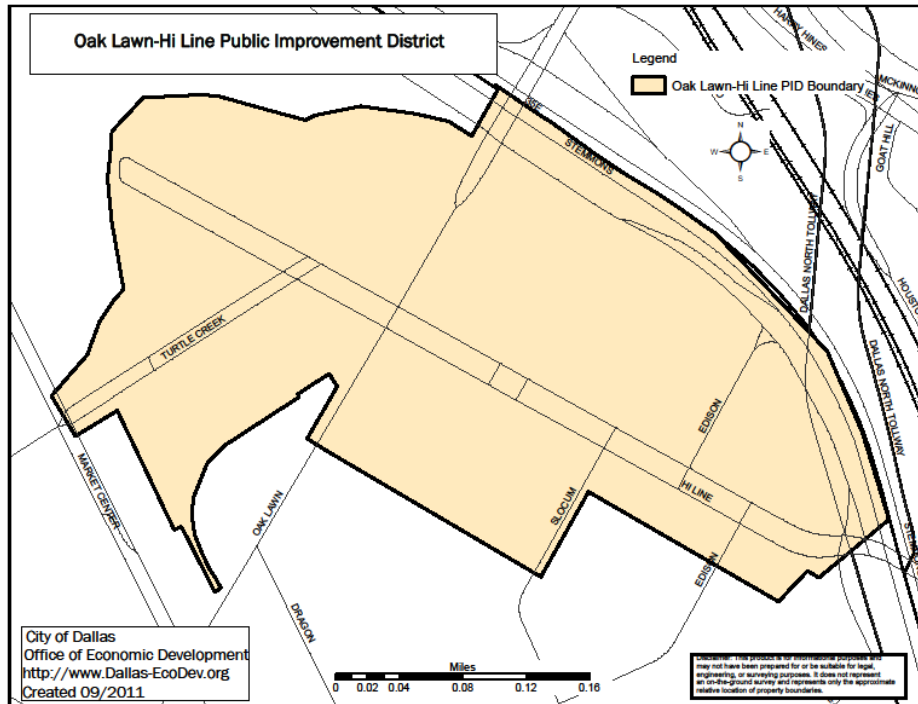


Lake Highlands	
Expiration	December 31, 2015
Accounts	960
Total Value	\$235,257,660
2014 Assessment	\$305,835
Change in value (2013 to 2014)	13.4%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.13
Proposed Budget	\$291,867
Budget Categories	Public Safety 53%
	Improvements 24%
	Promotion 6%
	Audit/Insurance 7%
	Administration 10%

Major Service Provided:

- Enhance Security
- Landscape Enhancement & Maintenance
- Graffiti removal

Oak Lawn-Hi Line PID – Annual Plan Summary



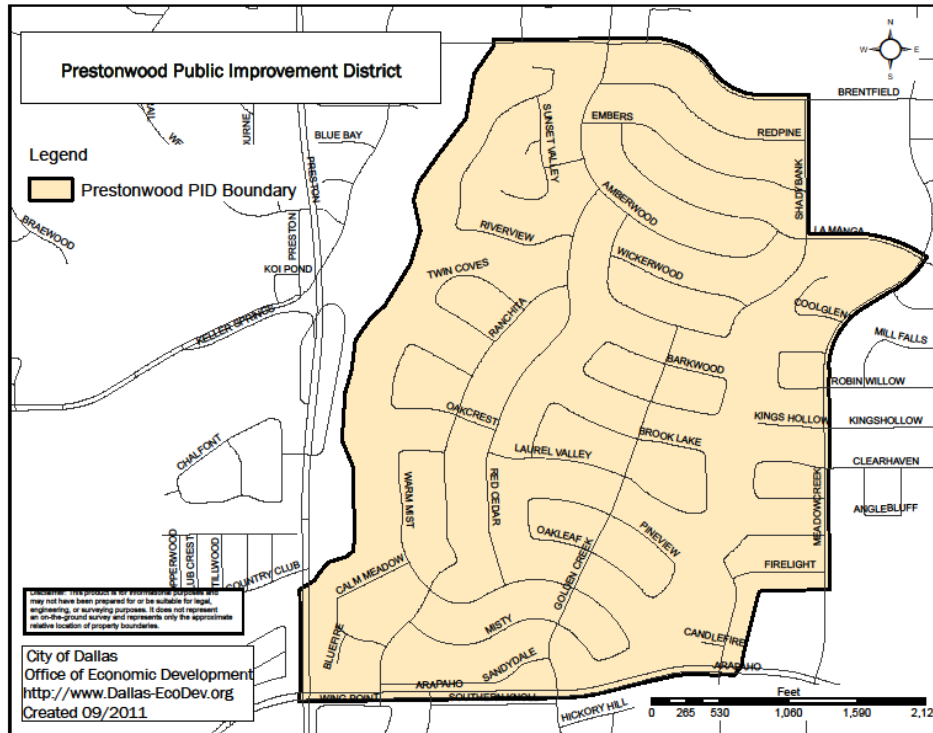
City of Dallas
Office of Economic Development
<http://www.Dallas-EcoDev.org>
Created 09/2011

Major Service Provided:

- Enhanced public safety/security
- Promotion of District
- Maintain enhanced public improvements
- Litter & Graffiti removal
- Landscape Enhancement & Maintenance

	Oak Lawn-Hi Line	
Expiration	December 31, 2016	
Accounts	46	
Total Value	\$181,816,260	
Assessment Change in value (2012 to 2013)	\$272,724 2.3%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	0.15	
Proposed Budget	\$301,229	
Budget Categories	Public Safety	40%
	Improvements	45%
	Promotion	0%
	Audit/Insurance	6%
	Administration	9%

Prestonwood PID – Annual Plan Summary

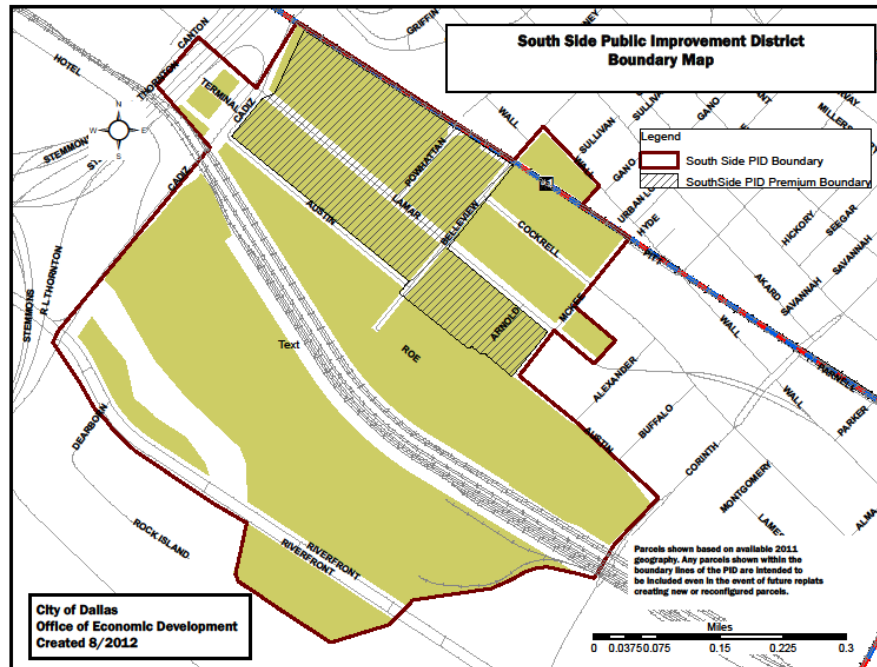


Major Service Provided:

- Primary purpose to enhance security
- 24/7 security patrols

	Prestonwood	
Expiration	December 31, 2018	
Accounts	1,032	
Total Value	\$382,978,150	
Assessment Change in value (2012 to 2013)	\$306,383 7.2%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	0.0800	
Proposed Budget	\$292,800	
Budget Categories	Public Safety	90%
	Administration	2%
	Audit/Insurance	8%

South Side PID – Annual Plan Summary

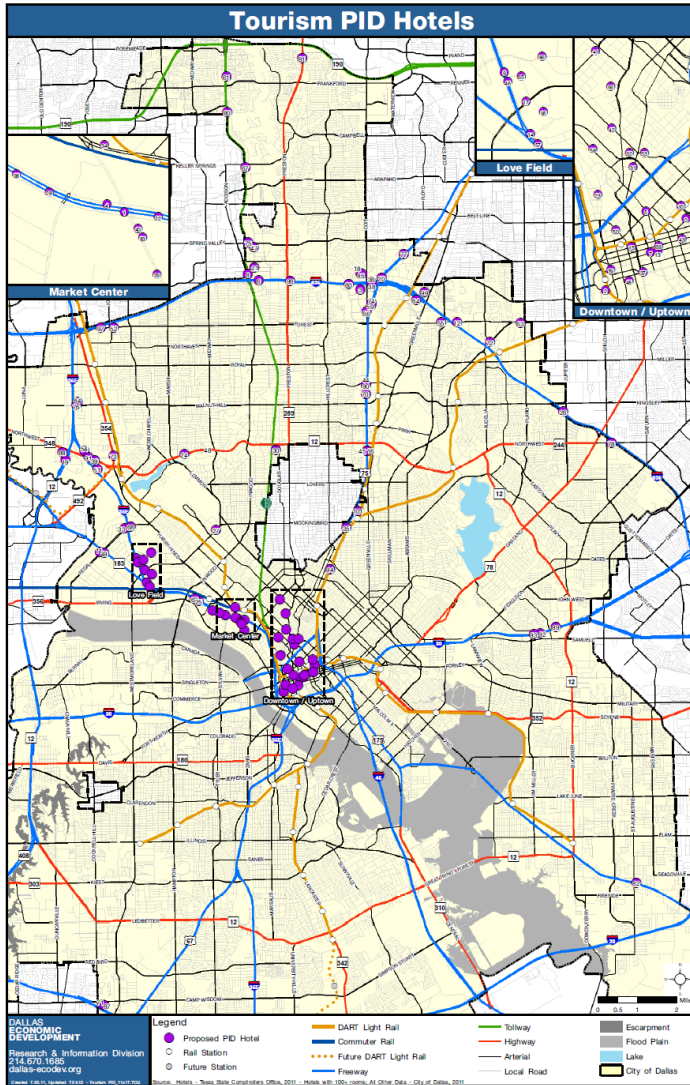


Major Service Provided:

- 50% of budget for public courtesy patrol for the 100 acre district
- New business recruitment
- Bark Park improvements.

		South Side	
Expiration	December 31, 2019		
Accounts	134		
Total Value	\$88,303,320		
Assessment	\$124,510		
Change in value (2012 to 2013)	3.8%		
Premium Assessment Rate per \$100	0.15		
Standard Assessment Rate per \$100	0.12		
Proposed Budget	\$121,500		
Budget Categories	Safety & Security	50%	
	Improvements	25%	
	Business Promotion	12%	
	Cultural events	4%	
	Administration	2%	
	Audit	5%	
	Insurance	2%	

Tourism PID – Annual Plan Summary

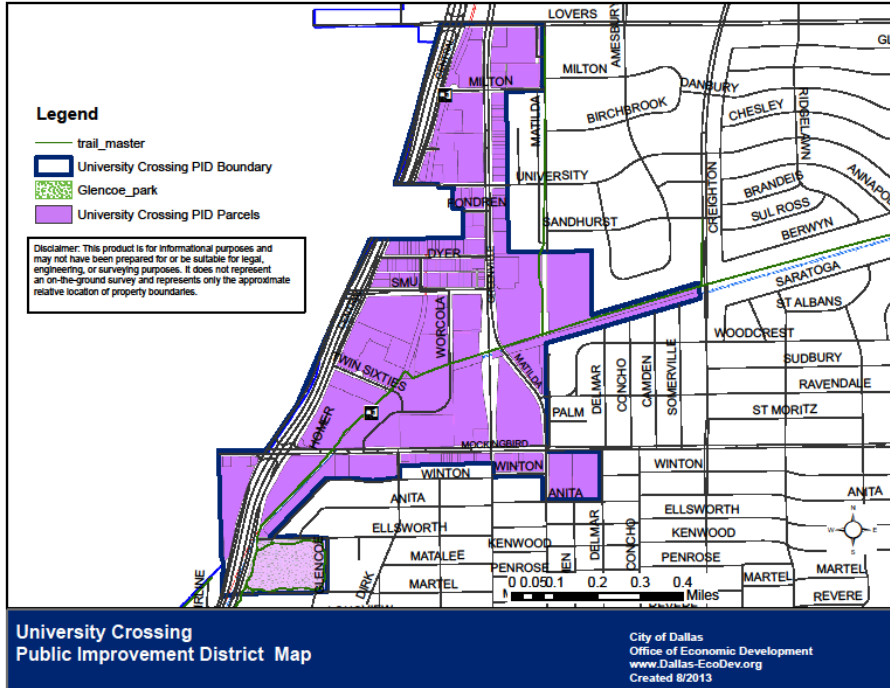


Tourism PID							
Expiration	31-Jul-17						
Accounts	105 accounts at the time of the TPID's creation						
Total Value	N/A						
2014-15 Assessment	\$1,794,729						
Change in Assessment (2013-14 to 2014-15)	-2.99%						
Premium Assessment Rate	N/A						
Standard Assessment Rate	2% assessment on hotel room-nights sold at Dallas hotels with 100 or more rooms based on hotel room nights sold						
Proposed Budget	\$12,922,676						
Budget Categories	<table border="1"> <tr> <td>Incentives</td> <td>50%</td> </tr> <tr> <td>Marketing</td> <td>45%</td> </tr> <tr> <td>Administration</td> <td>5%</td> </tr> </table>	Incentives	50%	Marketing	45%	Administration	5%
Incentives	50%						
Marketing	45%						
Administration	5%						

Major Service Provided:

- Incentives - 50% of TPID budget used to provide incentives to bring more conventions, meetings and visitors to Dallas
- Marketing - 45% of TPID budget allocated for marketing efforts
- Administration - 5% of TPID budget dedicated for administrative expenses

University Crossing PID – Annual Plan Summary

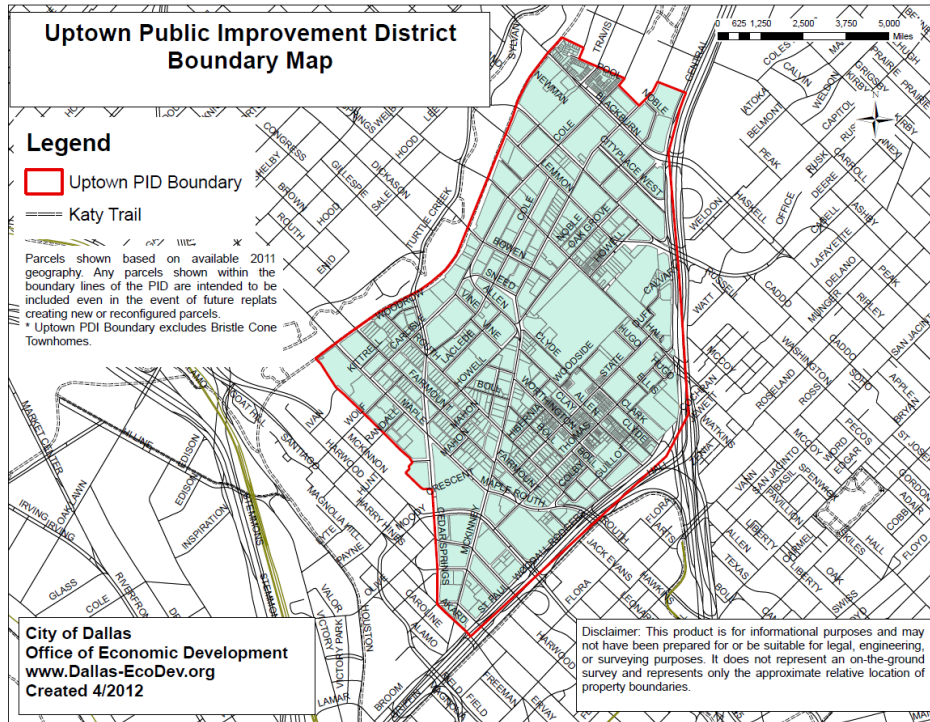


Major Service Provided:

- Police patrol of the University Crossing area, owner safety coordination, etc.
- Public Improvements, landscape, parks and pedestrian amenities for the PID.
- Sidewalk, public planters, waste disposal, clean area programs, and landscape maintenance throughout the University Crossing area expenses.

University Crossing	
Expiration	December 31, 2020
Accounts	251
Total Value	\$629,918,010
Assessment	\$629,918
Change in value (2012 to 2013)	9.2%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.10
Proposed Budget	\$600,000
Budget Categories	Security 33%
	Improvements 20%
	Public Area Impvmts., 19%
	Promotion 11%
	Audit/Insurance 3%
	Administration 14%

Uptown PID - Annual Plan Summary

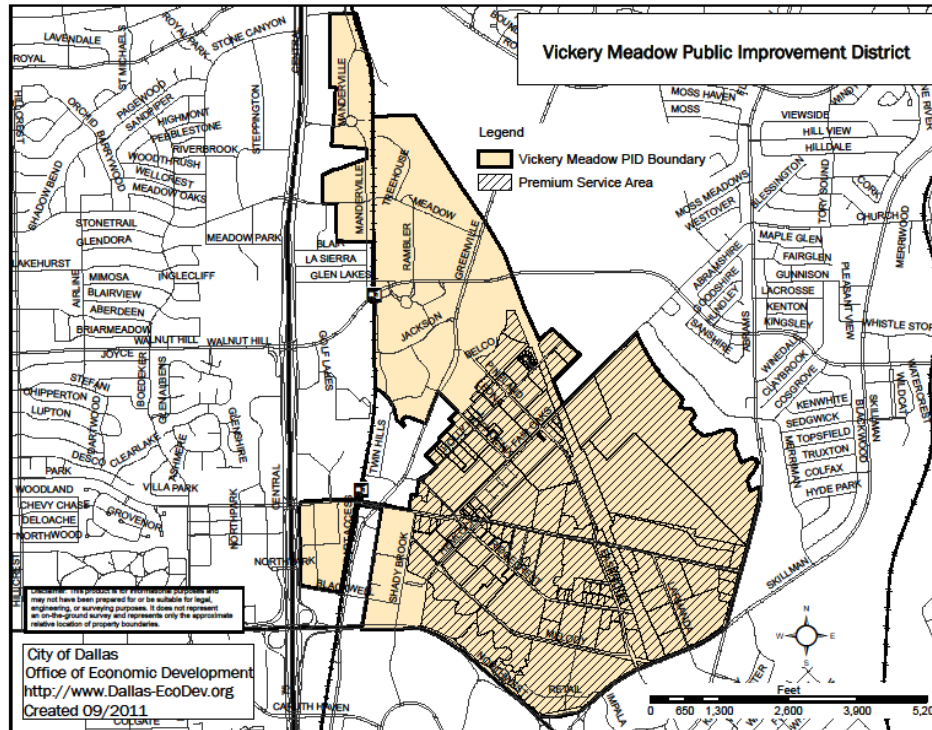


Major Service Provided:

- Landscaping, tree care, street & sidewalk sweeping, trash cans & graffiti removal
- Off-duty police, trolley operations, marketing and promotion.
- Gateway markers, walking trails- Katy Trail improvements, parks improvements.

Uptown	
Expiration	December 31, 2019
Accounts	2,166
Total Value	\$3,800,111,600
Assessment Change in value (2012 to 2013)	\$1,710,050 11.6%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.045
Proposed Budget	\$1,742,306
Budget Categories	Services (incl safety) & Promotion 22%
	Capital Improvements 30%
	Landscape Improvements 30%
	Contingency and Reserve for Griggs Park 3%
	Audit and Administration 15%

Vickery Meadow PID - Annual Plan Summary



Major Service Provided:

- Landscaping, Litter Removal, & Graffiti Abatement
- Maintenance of Common Areas
- Community Enrichment Activities, Youth Development Activities, & Special Events
- Marketing & Promotional Activities

- Neighborhood Planning
- Security Patrol, & Crime Prevention

Vickery Meadow	
Expiration	December 31, 2015
Accounts	2,330
Total Value	\$823,718,300
Assessment Change in value (2012 to 2013)	\$567,952
Premium Assessment Rate per \$100	13.1%
Standard Assessment Rate per \$100	0.10
Proposed Budget	0.05
Proposed Budget	\$776,420
Budget Categories	Community Service 5%
	Property Standards & Public Relations 45%
	Safety & Security 32%
	Park Lane other area Improvements, Services 7%
	Audit/Insurance 2%
	Economic Development 2%
	Administration 7%

Appendix 2 - PID Assessment Rates 2014 -2000

2014-2000 Assessment Rates																
Assessment Rate per 100 valuation																
	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	Prop Budget
Deep Ellum	0.1200	0.1200	0.1200	0.120	0.1200	0.12	0.120	0.120	0.120	0.120	0.120	0.1200	0.1200	0.1200		\$267,992
Downtown Premium	0.1290	0.1290	0.1190	0.119	0.1190	0.119	0.119	0.119	0.107	0.107	0.0953	0.0936	0.0707	0.0657	0.0715	\$6,652,264
Downtown Standard										0.070	0.0635	0.0619	0.0468	0.0420	0.0430	
Klyde Warren Park/DAD	0.0250	0.0250														\$811,637
Knox Street	0.1500	0.1500	0.1500	0.150	0.150											\$158,155
Lake Highlands	0.1300	0.1300	0.1300	0.130	0.130	0.130	0.130									\$291,867
Oak Lawn-Hi Line	0.1500	0.1500	0.1500	0.150	0.150	0.150										\$301,229
Prestonwood	0.0800	0.0800	0.0900	0.095	0.087	0.079	0.090	0.090	0.090	0.090	0.0890	0.0890	0.0788	0.0900	0.1075	\$292,800
South Side Premium	0.1500	0.1500	0.1500	0.150	0.150	0.150	0.150	0.150	0.150	0.1500						\$121,500
South Side Standard	0.1200	0.1200	0.1200	0.120	0.120	0.120	0.120	0.120	0.120	0.120						
University Crossing	0.0100	0.0100														\$600,000
Uptown Premium	0.0450	0.0450	0.0450	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.0450	0.0450	0.0450	0.0600	0.0700	\$1,742,306
Uptown Standard														0.0235	0.0024	
Vickery Meadow Prem.	0.1000	0.1000	0.1000	0.100	0.100	0.100	0.100	0.100	0.100	0.100	0.1000	0.1000	0.1000	0.1000	0.1000	\$776,420
Vickery Meadow Standard	0.0500	0.0500	0.0500	0.050	0.050	0.050	0.050	0.050	0.050	0.050	0.0500	0.0500	0.0500	0.0500	0.0500	

Appendix 3 - Tourism PID Service Plan

Tourism Public Improvement District (PID) Service Plan						
FISCAL YEAR	2014-15 ¹	2015-16	2016-17 ²	2017-18	2018-19	TOTAL
Assessment Revenue	\$ 12,794,729	\$ 13,178,571	\$ 13,573,928	\$ 13,981,146	\$ 14,400,580	\$ 67,928,954
Investment Income	\$ 127,947	\$ 131,786	\$ 135,739	\$ 139,811	\$ 144,006	\$ 679,290
TOTAL INCOME	\$ 12,922,676	\$ 13,310,357	\$ 13,709,667	\$ 14,120,957	\$ 14,544,586	\$ 68,608,243

Marketing (Promotion/Advertising)	\$ 3,876,803	\$ 3,993,107	\$ 4,112,900	\$ 4,236,287	\$ 4,363,376	\$ 20,582,473
Marketing Support for DCVB	\$ 646,134	\$ 665,518	\$ 685,483	\$ 706,048	\$ 727,229	\$ 3,430,412
Marketing/Event Application Pool	\$ 969,201	\$ 998,277	\$ 1,028,225	\$ 1,059,072	\$ 1,090,844	\$ 5,145,618
Marketing Reserve	\$ 323,067	\$ 332,759	\$ 342,742	\$ 353,024	\$ 363,615	\$ 1,715,206
Marketing Sub-total	\$ 5,815,204	\$ 5,989,660	\$ 6,169,350	\$ 6,354,431	\$ 6,545,064	\$ 30,873,710
Site Visits & Familiarization Tours Incentives ³	\$ 1,292,268	\$ 1,331,036	\$ 1,370,967	\$ 1,412,096	\$ 1,454,459	\$ 6,860,824
Incentives Reserve	\$ 4,846,004	\$ 4,991,384	\$ 5,141,125	\$ 5,295,359	\$ 5,454,220	\$ 25,728,091
Incentives Reserve	\$ 323,067	\$ 332,759	\$ 342,742	\$ 353,024	\$ 363,615	\$ 1,715,206
Incentives Sub-total	\$ 6,461,338	\$ 6,655,178	\$ 6,854,834	\$ 7,060,479	\$ 7,272,293	\$ 34,304,122
Start-up expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance and Audit	\$ 129,227	\$ 133,104	\$ 137,097	\$ 141,210	\$ 145,446	\$ 686,082
Research	\$ 258,454	\$ 266,207	\$ 274,193	\$ 282,419	\$ 290,892	\$ 1,372,165
Administration	\$ 258,454	\$ 266,207	\$ 274,193	\$ 282,419	\$ 290,892	\$ 1,372,165
Operations Sub-total	\$ 646,134	\$ 665,518	\$ 685,483	\$ 706,048	\$ 727,229	\$ 3,430,412
TOTAL EXPENSES	\$12,922,676	\$13,310,357	\$13,709,667	\$14,120,957	\$14,544,586	\$ 68,608,243
NET Balance	\$0	\$0	\$0	\$0	\$0	\$0

Notes:

¹ Assessment collections are higher than originally anticipated due to increased occupancy at the hotels that comprise the District.

² Budget includes the final 10 months from the Tourism PID's initial five year term. Accordingly, expenses are estimated and are subject to the PID's successful renewal.

³ Incentive funds are committed to future scheduled events. These funds will not be expended until the event occurs.