

# Memorandum



August 14, 2015

Members of the Economic Development Committee:

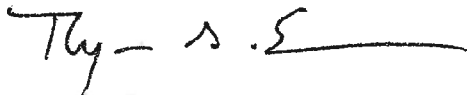
Rickey D. Callahan (Chair), Casey Thomas, II (Vice Chair), Adam Medrano, Lee Kleinman, Carolyn King Arnold, B. Adam McGough

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## **Dallas Public Improvement District (PIDs) Overview and Update**

On Monday, August 17, 2015, you will be briefed on the Annual PIO Reports. The briefing materials are attached for your review.

Please let me know if you have any questions.



Ryan S. Evans  
First Assistant City Manager

C: The Honorable Mayor and Members of the City Council  
A.G. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager - Mayor & Council

# Dallas Public Improvement Districts (PIDs) Overview and Update

Economic Development Committee  
August 17, 2015



# 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:
  - Review of updated PID 2015/2016 Service Plans; and
  - 2015 Assessment Rates
- Request Economic Development Committee approval of 2015/2016 Service Plans and 2015 Assessment Rates for twelve PIDs

# Dallas PID Overview - Definition

- A PID is a special assessment area created at the request of the property owners in the district
- These owners pay a supplemental assessment with their taxes, which the PID uses for services above and beyond existing City services
- The assessment allows each PID to have its own work program, which may consist of eligible activities such as marketing the area, providing additional security, landscaping and lighting, street cleaning, and cultural or recreational improvements

# 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:
  - 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 City Manager's Office to address unique issues, subject to state law requirements
  - Special Purpose PIDs are allowed to fund any item allowable under state law
  - May be used for special facilities, such as parking garages
- 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 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)
- 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
- The minimum State of Texas standard for petition support is lower than the City standard:
  - Owners representing more than 50.0% of the value; **AND**
  - Owners representing more than 50.0% of land area **OR** 50.0% of all record Owners

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

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- In Dallas, PIDs are authorized for a period of up to seven (7) years with the option of renewal
- A PID application for creating or renewing a PID includes 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
- The renewal process requires preparing a budget, service plan and assessment plan for the district and petitioning property owner concerning the renewal
- PID applications include a map and a legal or clear description of property included in the District

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

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- 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 PID policy allows for the establishment of PIDs in residential districts like Prestonwood
- PID Policy does NOT allow 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 is \$0.15 per \$100 valuation
- The assessment rate for the Tourism PID is unique – it is paid by hotels based on usage (measured as 2% of hotel room nights sold)
- PID petitions for new or renewing districts are 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.)

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- 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 contains 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

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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 PIDs

- Costs related to the annual Assessment Rate and Service Plan approval process:
  - Public hearing notice printing, stuffing, postage and mailing to 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: 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.)
- Only those PIDs that have a provision in their current management contract for City oversight cost recovery may be charged. For other PIDs, that provision will be added at the next renewal.

Allows the PID monitoring process to be budget neutral for the City

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

## Estimated FY 2015 PID oversight cost (staff time, publication cost and mailing):

➤	<b>DID</b>	\$8,360
➤	<b>Deep Ellum</b>	\$5,486
➤	<b>Klyde Warren/Arts</b>	\$6,498
➤	<b>Prestonwood</b>	\$4,310
➤	<b>South Side</b>	\$4,432
➤	<b>Tourism</b>	\$9,721
➤	<b>University Crossing</b>	\$4,947
➤	<b>Uptown</b>	\$8,130

\*The above list excludes PIDs created or last renewed prior to 2012 when cost recovery was added to the management contracts. Upcoming PID renewals will include a provision for cost recovery going forward. In addition, the \$15,000 creation/renewal application fee is not included in the above.



# Dallas PID Overview – Valuation/Assessment Rates

- Property value changes in PID districts varied from last year
- Property values in all PIDs have increased over last year
- Some districts with large property value increases anticipate early renewal to allow PID funding to catch up with increasing service needs – Deep Ellum; Klyde Warren Park/Dallas Arts District; Uptown; and Tourism PIDs.
- None of these districts will exceed their assessment collection authority with the 2016 collections

PID Name	% Change in property valuation
DID	10.5%
Deep Ellum PID	46.1%
Klyde Warren Park/DAD	N/A
Knox Street PID	10.9%
Lake Highlands PID*	N/A
Oak Lawn-Hi Line PID	12.8%
Prestonwood PID	4.2%
South Side PID	9.8%
University Crossing PID	10.6%
Uptown PID	14.0%
Vickery Meadow	12.0%

\*There was a boundary expansion with the Lake Highlands PID renewal approved on August 12, 2015; therefore, a direct comparison to last year would be skewed.

# Dallas PID Overview – Valuation/Assessment Rates

- PID Assessment Rates:
  - Eleven PIDs will keep the same assessment rate as last year; Prestonwood PID will decrease its rate from \$0.08 to \$0.07/\$100 valuation
- PID Service Plans
  - Tourism PID operates on October 1 – September 30 fiscal year
  - All other PIDs operation on calendar year
- Tourism PID will collect approximately \$14.5 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 \$12.6 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 45 (Oak Lawn-Hi Line) to 2,332 (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
2015	\$676,048

For each applicable 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; 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
<b>Expiration</b>	December 31, 2020*	December 31, 2020	December 31, 2021*	December 31, 2017	December 31, 2015	December 31, 2016
<b>Accounts</b>	690	1872	659	59	1,106	45
<b>Total Value</b>	\$345,746,940	\$5,122,122,780	\$3,776,176,680	\$171,398,530	\$329,718,390	\$205,153,220
<b>2015 Assessment</b>	\$335,100	\$6,607,538	\$944,042	\$238,775	\$428,634	\$307,730
<b>Change in value (2014 to 2015)</b>	46.1%	10.5%	N/A	10.9%	N/A	12.8%
<b>Standard Assessment Rate per \$100</b>	0.12	0.129	.025	0.15	0.13	0.15
<b>Proposed Budget</b>	\$398,018	\$6,342,201	\$944,042	\$741,419**	\$420,316	\$341,027

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

\* Early renewal of this PID anticipated; however, the maximum collection will not take place in 2016 relative to the aggregate 7 year limits.

\*\* The Knox Street PID budget includes a large capital expenditure for Complete Streets improvements using funding set aside for this purpose in previous years

# Dallas PID Overview – District Comparison Chart

	Prestonwood	South Side	Uptown	Tourism	University Crossing	Vickery Meadow
<b>Expiration</b>	December 31, 2018	December 31, 2019	December 31, 2019*	July 31 2017*	December 31, 2020*	December 31, 2015
<b>Accounts</b>	1,034	134	2,148	105 accounts at the time of the TPID's creation	248	2,332
<b>Total Value</b>	\$399,248,640	\$96,931,280	\$4,332,350,160	N/A	\$696,794,100	\$922,793,100
<b>2015 Assessment</b>	\$279,474	\$137,275	\$1,949,558	\$14,461,615	\$696,794	\$642,640
<b>Change in value (2014 to 2015)</b>	4.2%	9.8%	14.0%	NA	10.6%	12.0%
<b>Premium Assessment Rate per \$100</b>	N/A	0.15	N/A	Assessment based on hotel usage based on 2 percent of total collections on room rentals	N/A	0.10
<b>Standard Assessment Rate per \$100</b>	0.07	0.12	0.045		0.10	0.05
<b>Proposed Budget</b>	\$303,580	\$126,700	\$1,935,521	\$14,606,231	\$746,788	\$628,898

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

\* Early renewal of this PID anticipated

# Recommended Next Steps

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Economic Development Committee recommendation for Council approval of:

- ✓ Action on August 26, 2015 to call public hearings to consider annual assessment rates for all Dallas PIDs
- ✓ Hold public hearings on September 9, 2015
- ✓ At close of hearings, set 2015 Assessment Rate and adopt 2015/2016 Service Plan for the twelve PIDs (called hearing on August 26, 2015)

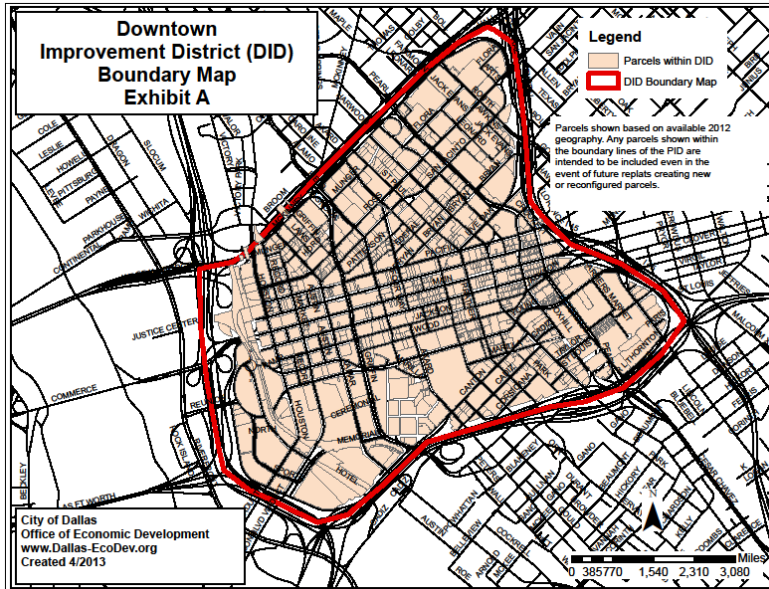


# Appendix 1

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# Public Improvement Districts Summary

# Dallas Downtown Improvement District (DID) - Annual Plan Summary

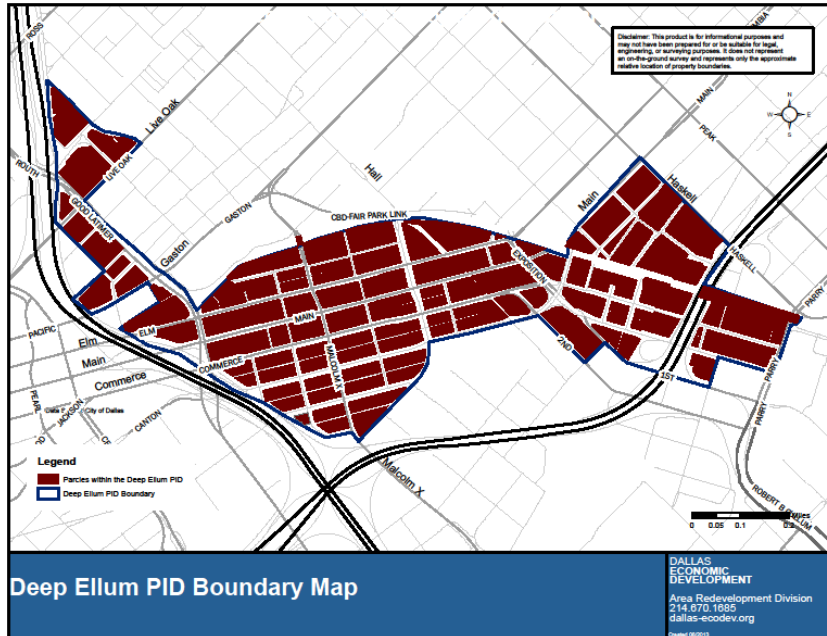


<b>Downtown</b>		
Expiration	December 31, 2020	
Accounts	1,872	
Total Value	\$5,122,122,780	
2015 Assessment	\$6,607,538	
Change in value (2014 to 2015)	10.5%	
Proposed Budget - 2016	\$6,342,201	
Budget Categories	Public Safety	39%
	Capital Improvements	7%
	Transportation Improvements	6%
	Communication/Events	18%
	Administration	12%
	Services & Improvements	18%

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

# Deep Ellum PID - Annual Plan Summary

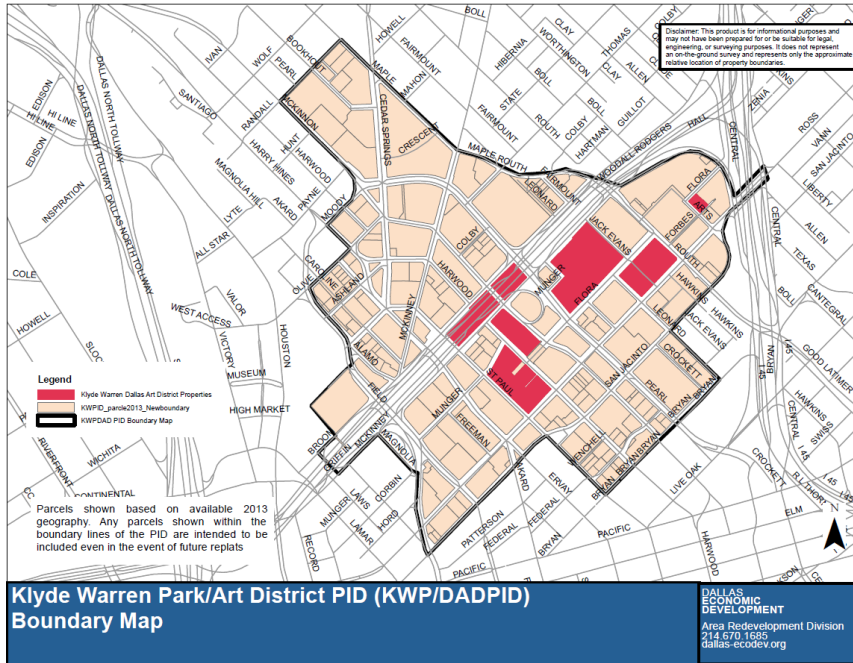


## Major Services Provided:

- 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	690	
Total Value	\$345,746,940	
2015 Assessment	\$430,836	
Change in value (2014 to 2015)	46.1%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	\$0.12	
Proposed Budget - 2016	\$433,840	
Budget Categories	Improvements	22%
	Business Dev & Recruitment	9%
	Transportation Improvements	9%
	Marketing & Promotion	43%
	Audit/Insurance	5%
	Administration	15%
	Public Safety	6%

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

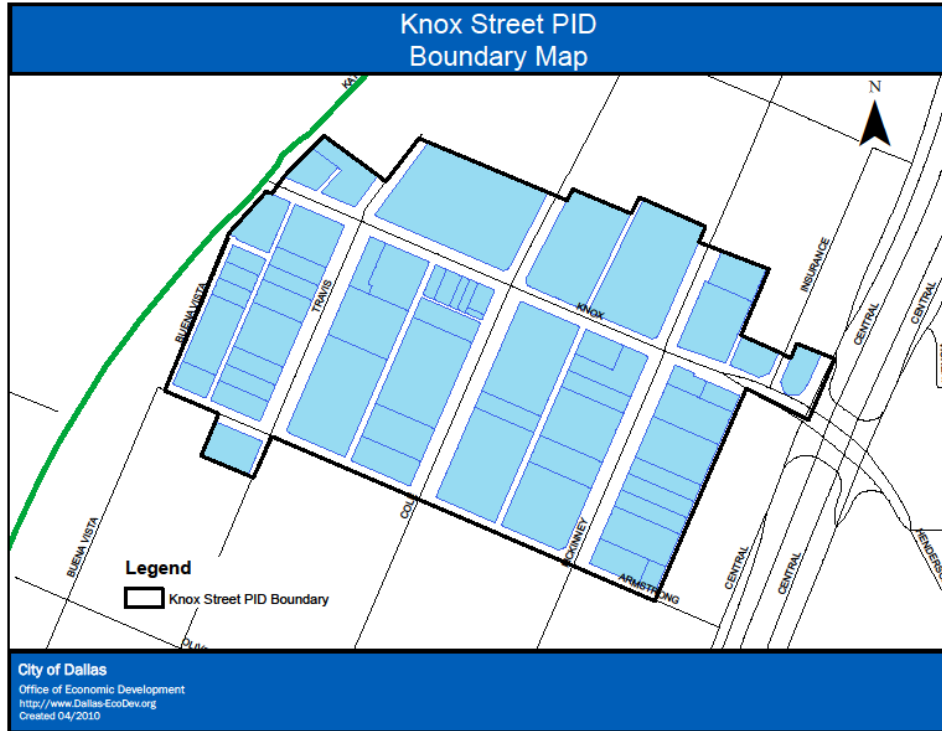


Klyde Warren Park/DAD		
Expiration	December 31, 2021	
Accounts	659	
Total Value	\$3,776,167,680	
2015 Assessment	\$944,042	
Change in value (2014 to 2015)	* new PID	
Proposed Budget - 2016	\$933,872	
Budget Categories	Public Safety	43%
	Sanitation and General Maintenance	26%
	Landscape Imprvs, Holiday Lighting & Decorations	6%
	Cultural Enhancements, Marketing and Promotion	17%
	Administration	3%
	Signage (wayfinding)	1%
	Audit/Insurance	3%

## 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/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

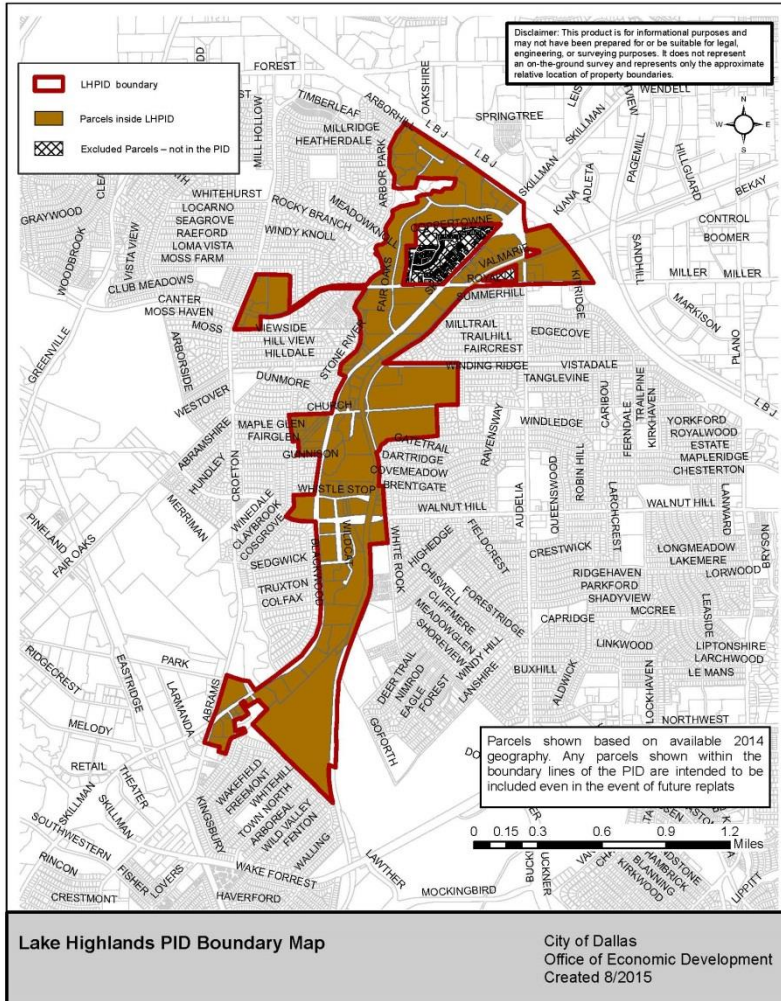


## Major Service Provided:

- 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

<b>Knox Street</b>		
Expiration	December 31, 2017	
Accounts	59	
Total Value	\$171,398,530	
2015 Assessment	\$238,775	
Change in value (2014 to 2015)	10.9%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	0.15	
Proposed Budget - 2016	\$741,419	
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 - 2016 Capital Improvements.	

# Lake Highlands PID – Annual Plan Summary

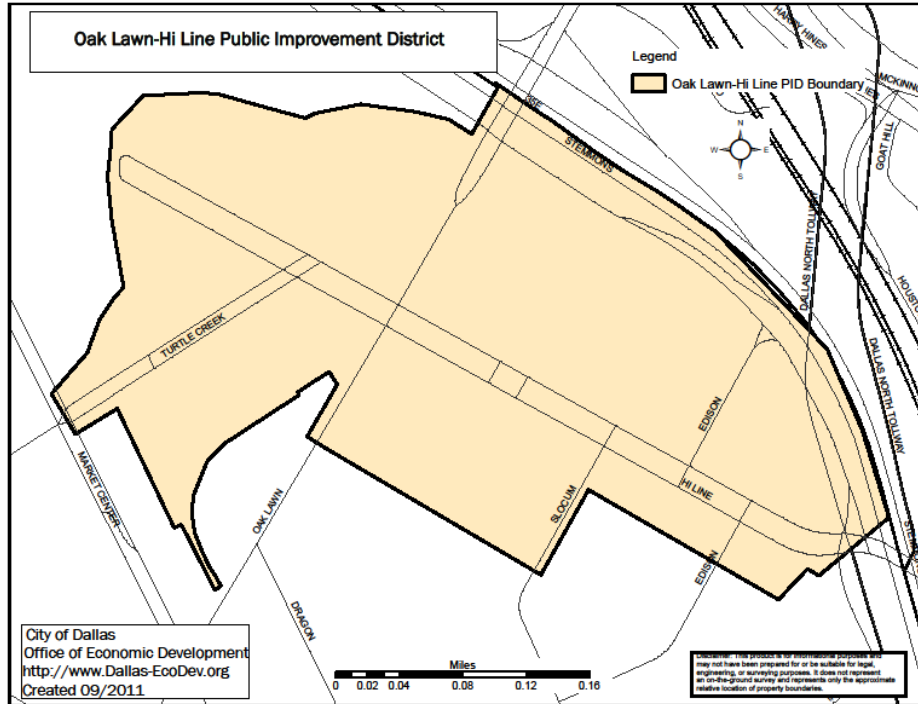


## Major Service Provided:

- Enhance Security
- Landscape Enhancement & Maintenance
- Graffiti removal

Lake Highlands	
Expiration	December 31, 2015
Accounts	1,106
Total Value	\$329,718,390
2015 Assessment	\$428,634
Change in value * (2014 to 2015)	40.2%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.13
Proposed Budget - 2016	\$420,316
Budget Categories	Public Safety 45%
	Improvements 33%
	Promotion 6%
	Audit/Insurance 6%
	Administration 10%
*There was a boundary expansion with the Lake Highlands PID renewal approved on August 12, 2015; therefore, a direct comparison in value change from last year is skewed.	

# Oak Lawn-Hi Line PID – Annual Plan Summary

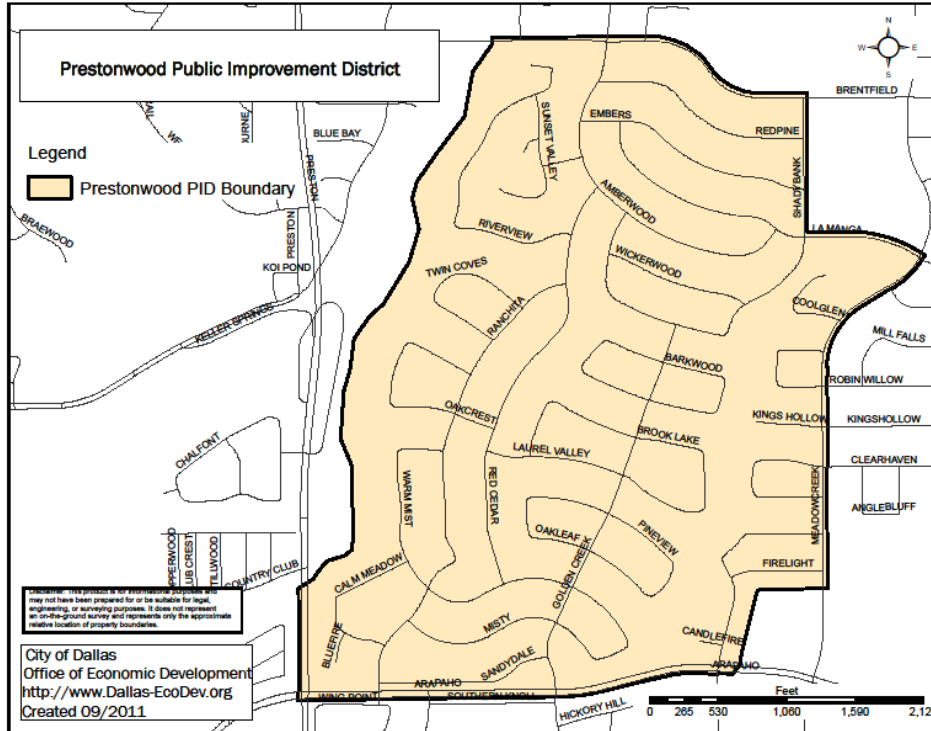


### Major Service Provided:

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

		<b>Oak Lawn-Hi Line</b>	
Expiration		December 31, 2016	
Accounts		45	
Total Value		\$205,153,220	
Assessment		\$307,730	
Change in value (2014 to 2015)		12.8%	
Premium Assessment Rate per \$100			
Standard Assessment Rate per \$100		0.15	
Proposed Budget		\$341,027	
Budget Categories		Public Safety	35%
		Improvements	53%
		Promotion	0%
		Audit/Insurance	3%
		Administration	9%

# Prestonwood PID – Annual Plan Summary



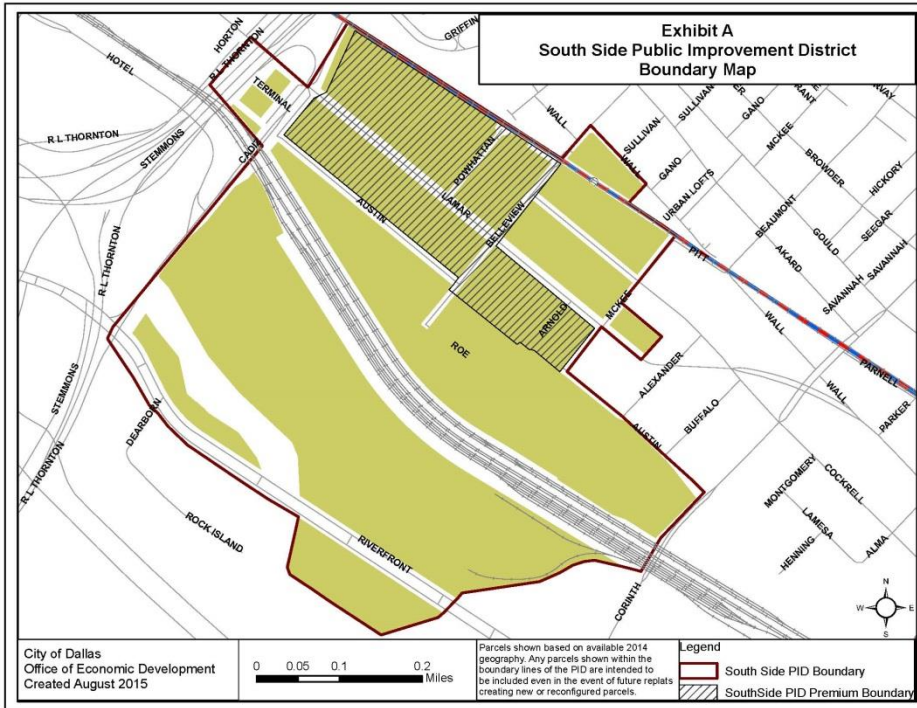
## Major Service Provided:

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

		<b>Prestonwood</b>
Expiration	December 31, 2018	
Accounts	1,034	
Total Value	\$399,248,640	
Assessment	\$279,474	
Change in value (2014 to 2015)	4.2%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	0.0700	
Proposed Budget	\$303,580	
Budget Categories	Public Safety	85%
	Administration	4%
	Audit/Insurance	6%



# South Side PID – Annual Plan Summary

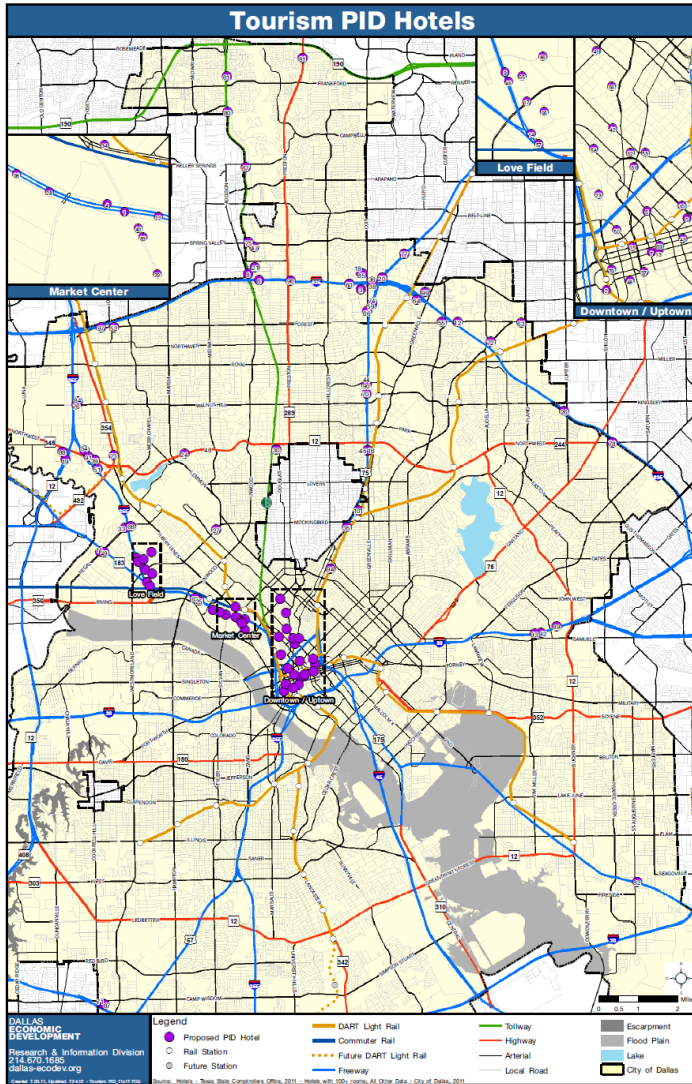


<b>South Side</b>		
Expiration	December 31, 2019	
Accounts	134	
Total Value	\$96,931,280	
Assessment	\$137,275	
Change in value (2014 to 2015)	9.8%	
Premium Assessment Rate per \$100	0.15	
Standard Assessment Rate per \$100	0.12	
Proposed Budget	\$126,700	
Budget Categories	Safety & Security	47%
	Improvements	28%
	Business Promotion	12%
	Cultural events	4%
	Administration	1%
	Audit	5%
	Insurance	3%

## Major Services Provided:

- 48% of budget for public courtesy patrol for the 100 acre district
- New business recruitment
- Bark Park improvements

# Tourism PID – Annual Plan Summary

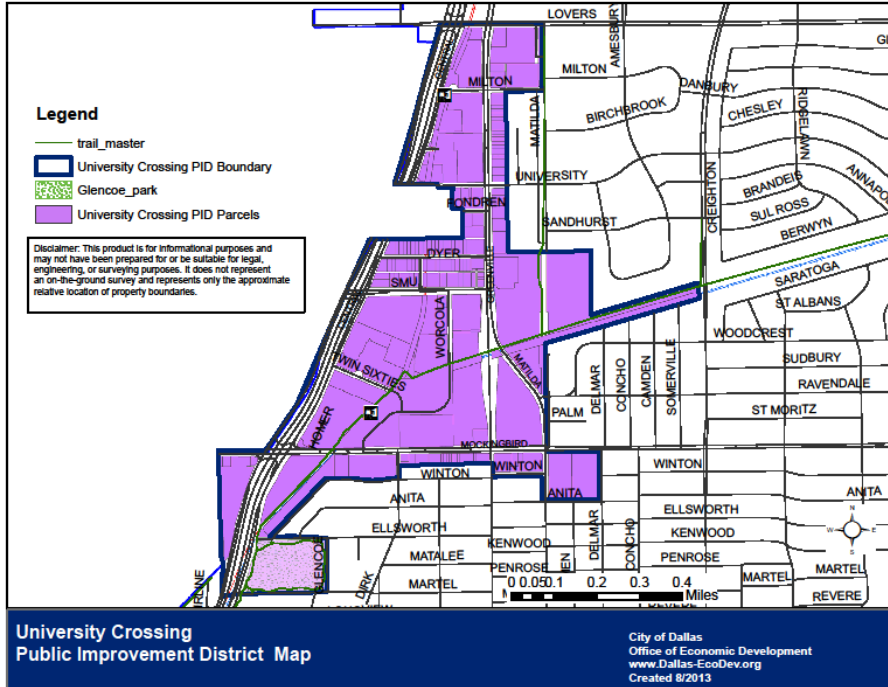


		<b>Tourism PID</b>
Expiration		July 31, 2017
Accounts		105 accounts at the time of the TPID's creation
Total Value		N/A
2015 Assessment		\$14,461,615
Change in value (2014 to 2015)		13.0%
Premium Assessment Rate		N/A
Standard Assessment Rate		Assessment based on hotel usage based on 2 percent of total collections on room rentals
Proposed Budget - 2016		\$14,606,231
Budget Categories	Incentives	50.0%
	Marketing	37.5%
	– Event Application Pool	7.5%
	Administration	5.0%

### 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

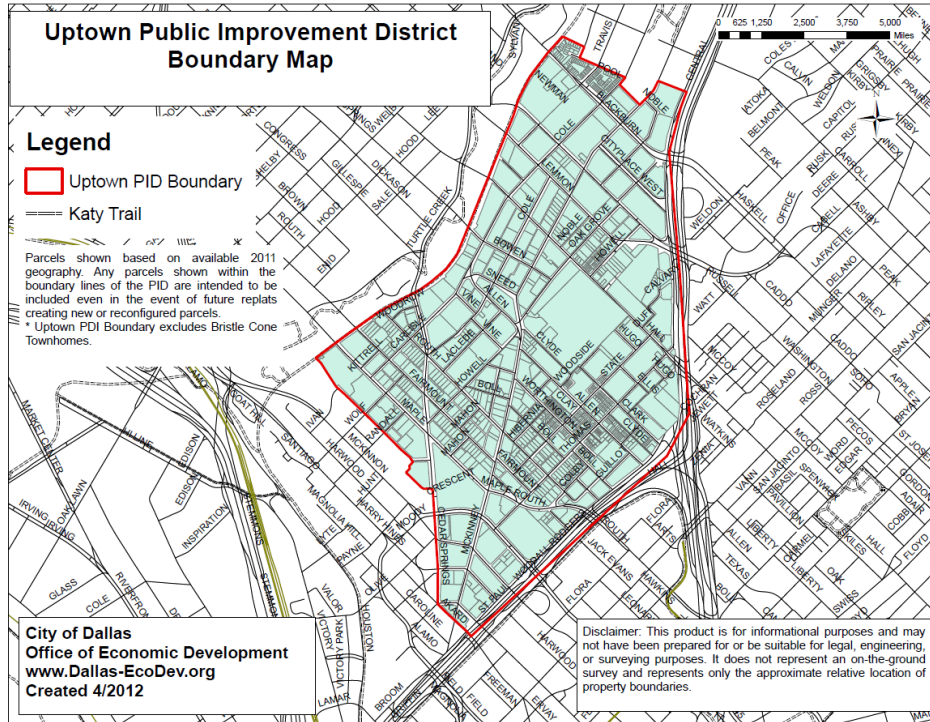


## Major Service Provided:

- 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.

<b>University Crossing</b>		
Expiration	December 31, 2020	
Accounts	248	
Value	\$696,794,100	
2015 Assessment	\$696,788	
Change in value (2014 to 2015)	10.6%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	0.10	
Proposed Budget	\$746,788	
Budget Categories	Security	26%
	Improvements	26%
	Public Area Impvmts.,	24%
	Promotion	9%
	Audit/Insurance	3%
	Administration	11%

# Uptown PID - Annual Plan Summary

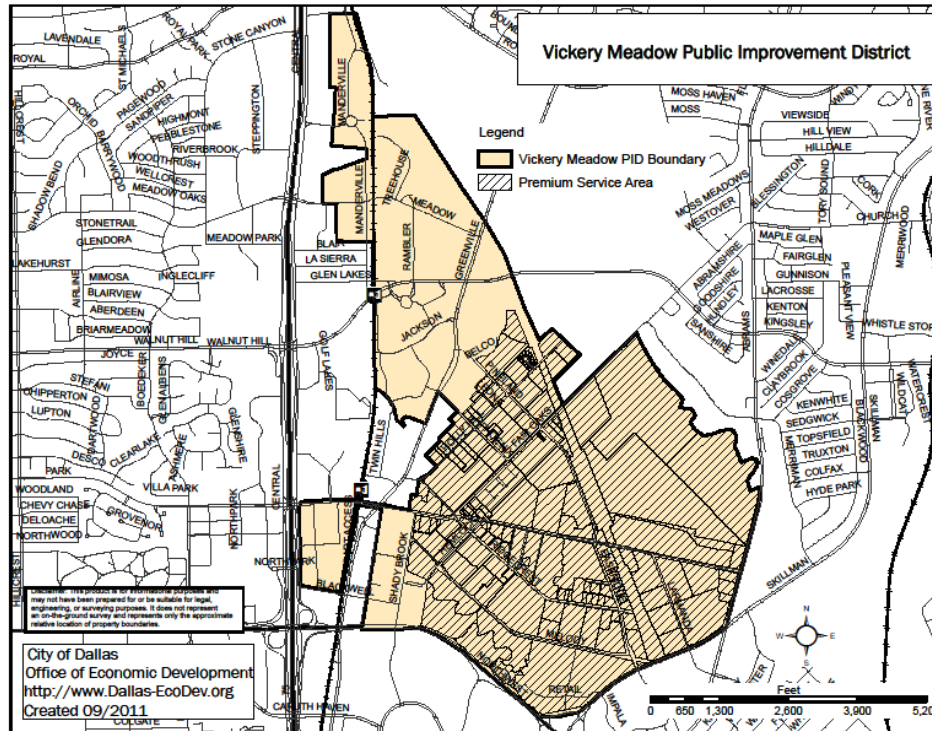


## Major Service Provided:

- 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.

<b>Uptown</b>	
Expiration	December 31, 2019
Accounts	2,148
Total Value	\$4,332,350,160
2015 Assessment	\$1,949,558
Change in value (2014 to 2015)	14.0%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.045
Proposed Budget - 2016	\$1,935,521
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:

- Vickery Meadow PID was renewed recently on August 12, 2015 for seven years, starts operating from January 1, 2016.
- 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	2,332
Value	\$922,793,100
2015 Assessment	\$642,640
Change in value (2014 to 2015)	12.0%
Premium Assessment Rate per \$100	0.10
Standard Assessment Rate per \$100	0.05
Proposed Budget	\$628,898
Budget Categories	Community Service 5%
	Property Standards & Public Relations 41%
	Safety & Security 32%
	Park Lane other area Improvements, Services 5%
	Audit/Insurance 1%
	Economic Development 2%
	Administration 8%
	Midtown Park Improvements 1%
	Public Relations Expenses 5%

# Appendix 2 - PID Assessment Rates 2015 -2001

2014-2000 Assessment Rates																
Assessment Rate per 100 valuation																
	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	Prop Budget
Deep Ellum	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	\$433,840
Downtown Premium	0.129	0.129	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	\$6,342,201
Downtown Standard											0.070	0.0635	0.0619	0.0468	0.0420	
Klyde Warren Park/DAD	0.025	0.025	0.025													\$933,872
Knox Street	0.15	0.15	0.15	0.15	0.15	0.15										\$741,419
Lake Highlands	0.13	0.13	0.13	0.13	0.13	0.13	0.13	0.13								\$420,316
Oak Lawn-Hi Line	0.15	0.15	0.15	0.15	0.15	0.15	0.15									\$341,027
Prestonwood	0.07	0.07	0.08	0.09	0.095	0.087	0.079	0.09	0.09	0.09	0.09	0.089	0.089	0.0788	0.09	\$303,580
South Side Premium	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15					\$126,700
South Side Standard	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12					
University Crossing	0.10	0.10	0.10													\$746,788
Uptown Premium	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.045	0.0600	\$1,935,521
Uptown Standard														0.0235		
Vickery Meadow Prem.	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	\$628,898
Vickery Meadow Stand.	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	

# Appendix 3 - Tourism PID Service Plan

Tourism Public Improvement District (PID) Service Plan						
FISCAL YEAR	2015-16 <sup>1</sup>	2016-17 <sup>2</sup>	2017-18	2018-19	2019-2020	TOTAL
Assessment Revenue	\$ 14,461,615	\$ 14,895,463	\$ 15,342,327	\$ 15,802,597	\$ 16,276,675	\$ 76,778,678
Investment Income	\$ 144,616	\$ 148,955	\$ 153,423	\$ 158,026	\$ 162,767	\$ 767,787
<b>TOTAL INCOME</b>	<b>\$ 14,606,231</b>	<b>\$ 15,044,418</b>	<b>\$ 15,495,751</b>	<b>\$ 15,960,623</b>	<b>\$ 16,439,442</b>	<b>\$ 77,546,465</b>
Marketing (Promotion/Advertising)	\$ 4,381,869	\$ 4,513,325	\$ 4,648,725	\$ 4,788,187	\$ 4,931,833	\$ 23,263,939
Marketing Support for DCVB	\$ 730,312	\$ 752,221	\$ 774,788	\$ 798,031	\$ 821,972	\$ 3,877,323
Marketing/Event Application Pool	\$ 1,095,467	\$ 1,128,331	\$ 1,162,181	\$ 1,197,047	\$ 1,232,958	\$ 5,815,985
Marketing Reserve	\$ 365,156	\$ 376,110	\$ 387,394	\$ 399,016	\$ 410,986	\$ 1,938,662
<b>Marketing Sub-total</b>	<b>\$ 6,572,804</b>	<b>\$ 6,769,988</b>	<b>\$ 6,973,088</b>	<b>\$ 7,182,280</b>	<b>\$ 7,397,749</b>	<b>\$ 34,895,909</b>
Site Visits & Familiarization Tours	\$ 1,460,623	\$ 1,504,442	\$ 1,549,575	\$ 1,596,062	\$ 1,643,944	\$ 7,754,646
Incentives & Sales Efforts <sup>3</sup>	\$ 5,477,337	\$ 5,641,657	\$ 5,810,906	\$ 5,985,234	\$ 6,164,791	\$ 29,079,924
Incentives & Sales Efforts Reserve	\$ 365,156	\$ 376,110	\$ 387,394	\$ 399,016	\$ 410,986	\$ 1,938,662
<b>Incentives Sub-total</b>	<b>\$ 7,303,116</b>	<b>\$ 7,522,209</b>	<b>\$ 7,747,875</b>	<b>\$ 7,980,312</b>	<b>\$ 8,219,721</b>	<b>\$ 38,773,232</b>
Start-up expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance and Audit	\$ 146,062	\$ 150,444	\$ 154,958	\$ 159,606	\$ 164,394	\$ 775,465
Research	\$ 292,125	\$ 300,888	\$ 309,915	\$ 319,212	\$ 328,789	\$ 1,550,929
Administration	\$ 292,125	\$ 300,888	\$ 309,915	\$ 319,212	\$ 328,789	\$ 1,550,929
<b>Operations Sub-total</b>	<b>\$ 730,312</b>	<b>\$ 752,221</b>	<b>\$ 774,788</b>	<b>\$ 798,031</b>	<b>\$ 821,972</b>	<b>\$ 3,877,323</b>
<b>TOTAL EXPENSES</b>	<b>\$14,606,231</b>	<b>\$15,044,418</b>	<b>\$15,495,751</b>	<b>\$15,960,623</b>	<b>\$16,439,442</b>	<b>\$ 77,546,465</b>
<b>NET Balance</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Notes:**

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

<sup>2</sup> 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 early re-petition and renewal.

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

# Appendix 3 - Tourism PID/Coordination with DCVB

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## New Dallas Convention and Visitors Bureau (DCVB) contract:

- ✓ Current DCVB contract has one additional automatic renewal scheduled to take effect on October 1, 2015
- ✓ The DCVB agreed to an early renewal to reduce their HOT revenue allocation from 32.6% to 30.0%
- ✓ The remaining 2.6% HOT revenue will be reallocated to Cultural Arts, as allowed by State Law



# Appendix 3 - Tourism PID/Coordination with DCVB

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- ✓ A 7.5% allocation of the PID budget supports arts/cultural affairs through an “event application pool” with funding that has grown from \$911,000 in FY 2013 to \$1,017,000 in FY 2015.
- ✓ With additional outreach efforts, participation and funding support for organizations/events increased from 17 in FY 2013 to 45 in FY 2015.
- ✓ These event applications represent approximately 200,000 room nights and \$28 million in hotel lodging revenue.