

Memorandum



DATE August 12, 2016

TO Members of the Economic Development Committee:
Rickey D. Callahan (Chair), Casey Thomas, II (Vice Chair), Adam Medrano,
Lee M. Kleinman, Carolyn King Arnold, B. Adam McGough

SUBJECT **Public Improvement Districts (PIDs) Overview**

On Monday, August 15, 2016, the Economic Development Committee will be briefed on Dallas' Public Improvement Districts (PIDs). Briefing material is attached.

Should you have any questions, please contact me at (214) 670-3296.



Ryan S. Evans
First Assistant City Manager

C: The Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim 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
Karl Zavitkovsky, Director, Office of Economic Development
J. Hammond Perot, Assistant Director, Office of Economic Development
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Public Improvement Districts (PIDs) Overview

Economic Development Committee
August 15, 2016



Dallas PID Overview - Purpose

- Review PID governance, operating parameters, management, assessment, and reporting
- Provide the Economic Development Committee with brief overview of 13 PIDs including:
 - 2016/2017 Service Plans
 - 2016 Assessment Apportionment Plans
- Request Economic Development Committee approval of proposed 2017 Service Plans and 2016 Assessment Apportionment Plans with recommendation for Council to call a Public Hearing on 8/24/16 to be held on 9/14/16 and thereafter approve the Service Plans and apportionment of assessments

Dallas PID Overview

- A PID is a special assessment area created at the request of property owners in district via petition
- City's jurisdiction to levy assessment is limited to amount and uses approved by petitioners and Local Government Code Chapter 372
- Assessment is used for supplemental services or improvements above and beyond City services
 - Eligible costs include marketing, providing additional security, landscaping and lighting, street cleaning, promotion, health and sanitation services, and cultural or recreational improvements
- Assessment collected with tax bill, which city directs to PID's management company to fund Service Plan (budget)
- Assessment hearing considers apportionment concerns and adjustments among approved budget categories; City Council has no discretion to change or increase the levy

Dallas PID Overview – Current PIDs

- Dallas Downtown Improvement District (expires 2020)
- Deep Ellum PID (expires 2020)
- Klyde Warren Park/Dallas Arts District PID (expires 2021)
- Knox Street PID (expires 2017)
- Lake Highlands PID (expires 2022)
- Oak Lawn-Hi Line PID (expires 2023)
- Prestonwood PID (expires 2018)
- South Dallas/Fair Park PID (expires 2023)
- South Side PID (expires 2019)
- Tourism PID (expires 2029)
- University Crossing PID (expires 2020)
- Uptown PID (expires 2019)
- Vickery Meadow PID (expires 2022)

Dallas PID Policy – Governance

- PIDs governed by state law and City of Dallas PID Policy (adopted in December 2005 and last amended on October 23, 2013)
- Individual PIDs governed by property owner elected boards
- PID managed by designated non-profit organization or homeowners' association (Management Company)
- City contracts with Management Company to receive assessment
- State law requires that City Council annually:
 - Review/approve updated 5-year Service Plan. Council may approve adjustments among petition-approved categories
 - Hold a public assessment hearing to pass on property owners' concerns about adjust PID levy on particular property
 - At close of assessment hearing, Council approves Service Plan, authorizes levy, and approve the apportionment

Dallas PID Policy – Boundaries

- With the exception of the Klyde Warren Park/Dallas Arts District and Tourism PIDs (which may renew as configured), 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 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 time of creation. Hotels that drop below 100 room level will be removed from Tourism PID assessment rolls. New hotels may only be added as part of renewal process

Dallas PID Policy – Petition Thresholds

- To create or renew a PID, property owners petition City.
- 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
 - Note that City Council made an exception to its policy for the South Dallas/Fair Park PID
- City has 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
- Council may amend its policy for good cause
- Except for TPID, minimum State standard for petition support is lower than 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 – Term & Renewal

- Dallas, PIDs are typically authorized for a term of up to seven (7) years with option of renewal (there is no state requirement related to the term of a PID)
 - There is a legal interpretation that a PID may not collect more than the approved amount during the term
 - If over-collection anticipated, PIDs may renew and have a longer term (i.e. if a PID renews 2 years early, may have a 9 year term)
 - Council may approve petitions for shorter/longer terms
- Renewal process requires preparing a budget, service plan and assessment plan for the district and petitioning of property owners
- PID applications / renewals include:
 - List of properties and tax roll
 - Map with clear property description
 - Description of management entity
 - Amount of assessment/method of apportionment
 - Description of benefits
 - Budget/Service Plan for entire term

Dallas PID Policy – Deadlines / Eligible Locations

- PID petitions for new or renewing districts are due on April 1st annually for approval by September 15th. Signatures for PID petitions must be gathered between October 1 and April 1 prior to submission of petition
- Locations:
 - Most of the PIDs are in mixed-use districts
 - PIDs may be in residential districts (e.g. Prestonwood)
 - PID Policy does NOT allow creation of PID Districts in undeveloped subdivisions

Dallas PID Policy –Apportionment

- Assessments will be apportioned based on benefit received. The assessment is converted to a rate for Dallas County Tax Office prior to levy
 - Maximum PID converted rate in Dallas is \$0.15 per \$100 valuation
 - Subject to dollar limit approved by petition
- Apportionment for Tourism PID is unique
 - Collected by hotels based on room nights sold (measured as 2% of cost of hotel rooms sold) resulting in apportionment based on benefits realized

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 total budget in any year
- A PID management contract contains procedures for terminating the PID without imposing unintended costs on City
- A PID dissolution has same petition and hearing requirements as creation or renewal

Dallas PID Policy

Management and Reporting

All PID management entities are required to:

- Submit quarterly reports on activities and expenditures
- Have an independent financial audit annually
 - Consider audits of underlying transactions for transparency and conformance to PID budget
- Hold an annual open meeting (minimum two weeks prior notice) to provide public input from property owners on service plan (budget)
- City representatives may attend regular board meetings

Dallas PID Policy – City Staff PID Oversight Cost

Staff's PID administrative costs are charged to PIDs

- Costs related to the annual Assessment Rate and Service Plan approval process:
 - Printing, stuffing, postage and mailing hearing notice to property owners
 - Staff time for City Council items preparation
 - Dallas Morning News public hearing notice publication cost
- Cost of PID oversight (including City staff time for attending meetings, reviewing reports, preparing tax rolls, etc.)
- Only PIDs with provision in current management contract for City oversight cost recovery may be charged (will add to others at next renewal)
- Allows PID monitoring process to be budget neutral for City

Dallas PID Overview – Valuation/Assessment Rates

- Property value increases in PID districts varied from last year
- But 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 and Uptown
- No districts will exceed its assessment collection authority with 2017 collections

PID Name	% Change in property valuation
DID	11.1%
Deep Ellum PID	10.3%
Klyde Warren Park/DAD	12%
Knox Street PID	24.8%
Lake Highlands PID	18.4%
Oak Lawn-Hi Line PID	12.4%
Prestonwood PID	8%
South Dallas/Fair Park PID	N/A
South Side PID	41.8%
University Crossing PID	15%
Uptown PID	15.9%
Vickery Meadow	7.9%

Dallas PID Overview – Valuation/Assessment Apportionment

- PID Assessments Apportionment:
 - All PIDs will assess the same converted rate as last year except Prestonwood (increases from \$0.07 per \$100 valuation to \$0.0825 per \$100 valuation) and South Dallas/Fair Park PID (initial year)
- PID Service Plans
 - Tourism PID operates on October 1 – September 30 fiscal year
 - All other PIDs operate on calendar year
- Tourism PID will collect approximately \$16.5 million in assessment revenue in 2017 to enhance marketing and incentive programs to bring more conventions, meetings, and visitors to Dallas
- Remaining twelve PIDs will collect an estimated \$14.3 million in assessment revenue in 2017 to provide a range of supplemental services and improvements that specially benefit property and district (prior to deducting admin fees)

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 2,333 (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 only PID where City owned properties are assessed. City agreed to assessment based on benefits received by many City owned facilities in downtown area

DID – City Owned Property

DID Assessment for City Owned Property

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
2016	\$651,427

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 enhancement
- 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

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, 2022	December 31, 2023
Accounts	689	1948	671	56	1,108	45
Total Value	\$338,499,640	\$5,646,517,500	\$4,228,605,757	\$213,960,830	\$390,426,420	\$230,490,620
2016 (gross) Assessment	\$406,200	\$7,284,008	\$1,057,151	\$288,847	\$507,554	\$345,736
Change in value (2015 to 2016)	10.3%	11.1%	15%	24.8%	18.4%	12.4%
Standard Assessment Rate per \$100	0.12	0.129	.025	0.15	0.13	0.15
2017 Proposed Budget	\$392,167	\$6,581,041	\$1,047,742	\$906,935**	\$498,633	\$345,612

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

* Early renewal of this PID anticipated; however, maximum collection will not take place in 2017 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	S Dallas /Fair Park	South Side	Uptown	Tourism	University Crossing	Vickery Meadow
Expiration	December 31, 2018	December 31, 2023	December 31, 2019	December 31, 2019*	September 30, 2029*	December 31, 2020*	December 31, 2022
Accounts	1,030	636	132	2,161	120 accounts at the time of the TPID's renewal	304	2,333
Total Value	\$432,945,120	\$69,508,290	\$137,479,700	\$5,021,437,770	N/A	\$801,506,590	\$1,002,166,970
2016 (gross) Assessment	\$357,180	\$104,262	\$197,726	\$2,259,647	\$16,528,576	\$801,507	\$689,863
Change in value (2015 to 2016)	7.9%	N/A	41.8%	15.9%	NA	15%	7.9%
Premium Assessment Rate per \$100	N/A	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
Standard Assessment Rate per \$100	0.0825	.15	0.12	0.045		0.10	0.05
2017 Proposed Budget	\$316,580	\$95,481	\$192,931	\$2,245,574	\$16,528,576	\$1,037,000	\$895,420

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

* Early renewal of this PID anticipated

Recommended Next Steps

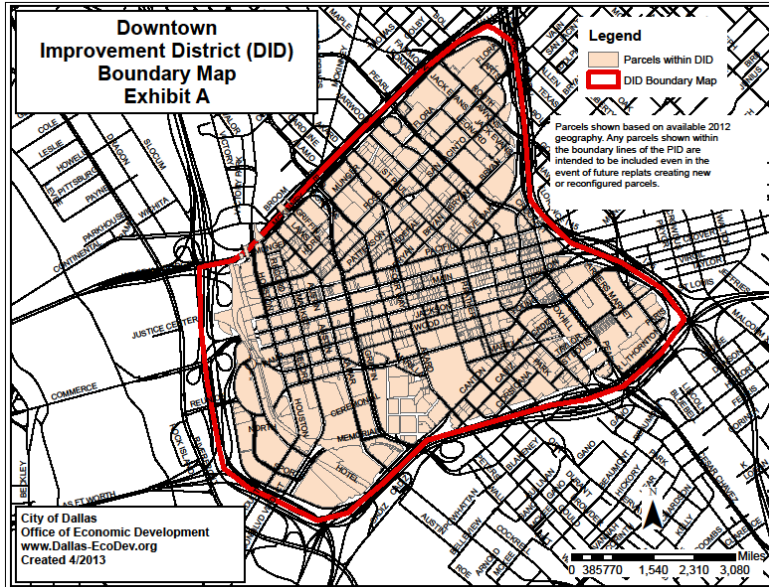
Economic Development Committee recommendation for Council consideration of:

- ✓ Action on August 24, 2016 to call public hearings to consider annual assessment roll for all Dallas PIDs
- ✓ Hold public hearings on September 14, 2016
- ✓ At close of hearings, set 2016 Assessment Roll and adopt 2016/2017 Service Plan for thirteen PIDs

Appendix 1

Public Improvement Districts Summary

Dallas Downtown Improvement District (DID) - Annual Plan Summary

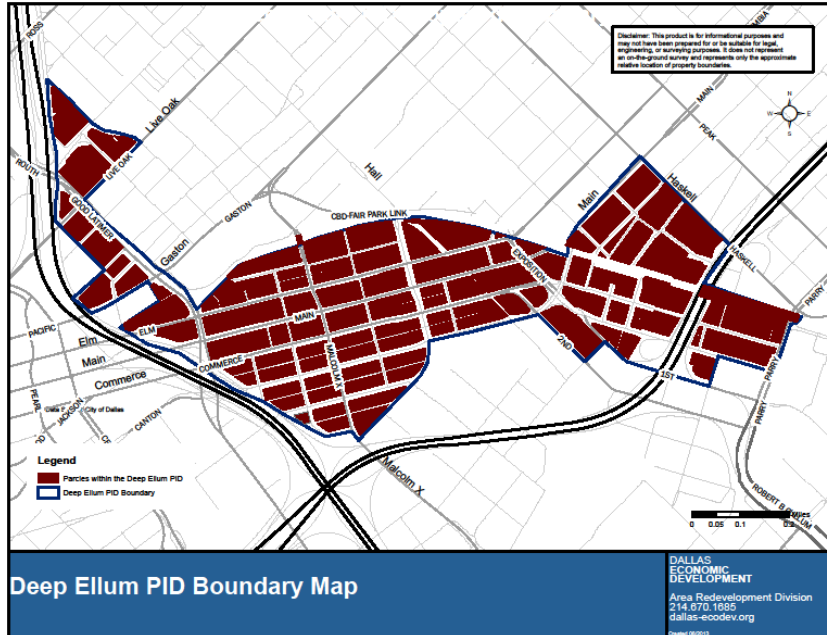


Major Services Provided:

- DID was renewed recently on June 12, 2013 for seven years, started 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.

Downtown	
Expiration	December 31, 2020
Accounts	1,948
Total Value	\$5,646,517,500
2016 Assessment (Net)	\$7,284,008
Change in value (2015 to 2016)	11.1%
Proposed Budget - 2017	\$6,581,041
Budget Categories	Public Safety 39%
	Capital Improvements 4%
	Transportation Improvements 6%
	Communication/Events 19%
	Administration 13%
	Services & Improvements 20%

Deep Ellum PID - Annual Plan Summary

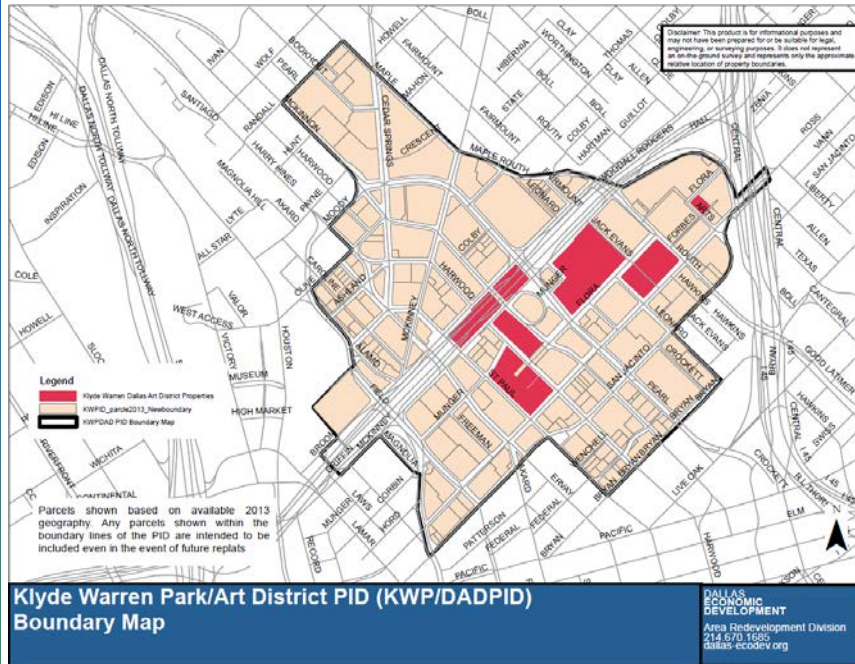


Major Services Provided:

- Deep Ellum PID was renewed recently on August 14, 2013 for seven years, started 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	689	
Total Value	\$338,499,640	
2016 Assessment	\$399,442	
Change in value (2015 to 2016)	10.3%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	\$0.12	
Proposed Budget - 2017	\$392,167	
Budget Categories	Improvements	18%
	Business Dev & Recruitment	4%
	Transportation Improvements	6%
	Marketing & Promotion	44%
	Audit/Insurance	7%
	Administration	16%
	Public Safety	5%

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

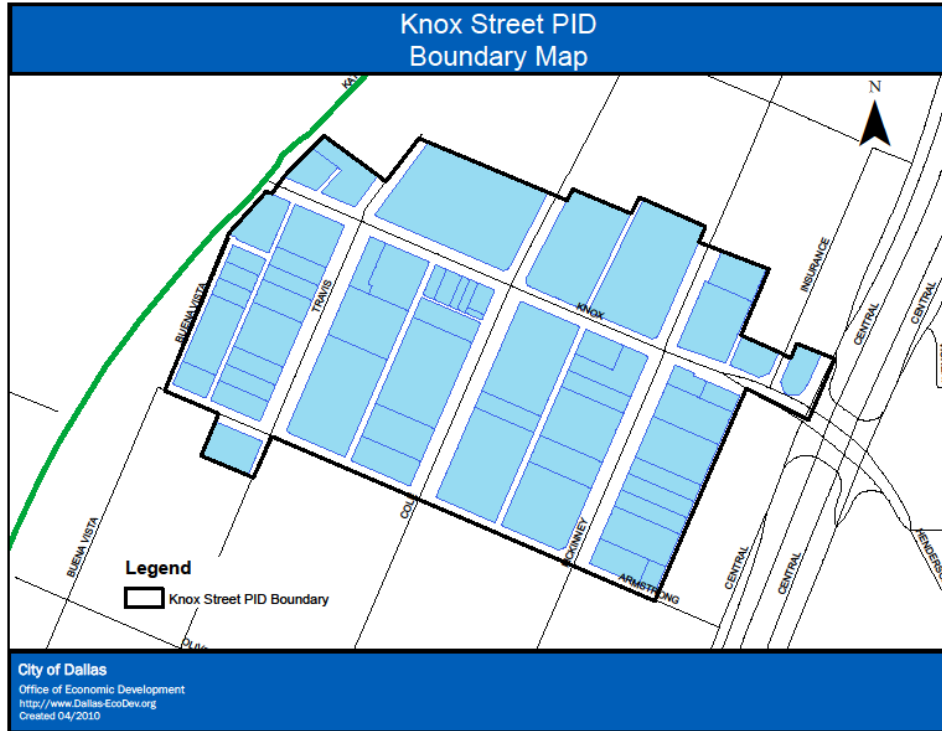


Klyde Warren Park/DAD		
Expiration	December 31, 2021	
Accounts	671	
Total Value	\$4,228,605,757	
2016 Assessment (net)	\$1,047,742	
Change in value (2015 to 2016)	11.98%	
Proposed Budget - 2017	\$1,047,742	
Budget Categories	Public Safety	20%
	Sanitation and General Maintenance	22%
	Landscape Imprvs, Holiday Lighting & Decorations	31%
	Cultural Enhancements, Marketing and Promotion	15%
	Administration	4%
	Signage (wayfinding)	1%
	Audit/Insurance	7%

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 started operating in January 1, 2015 (created on June 25, 2014).

Knox Street Improvement District - Annual Plan Summary

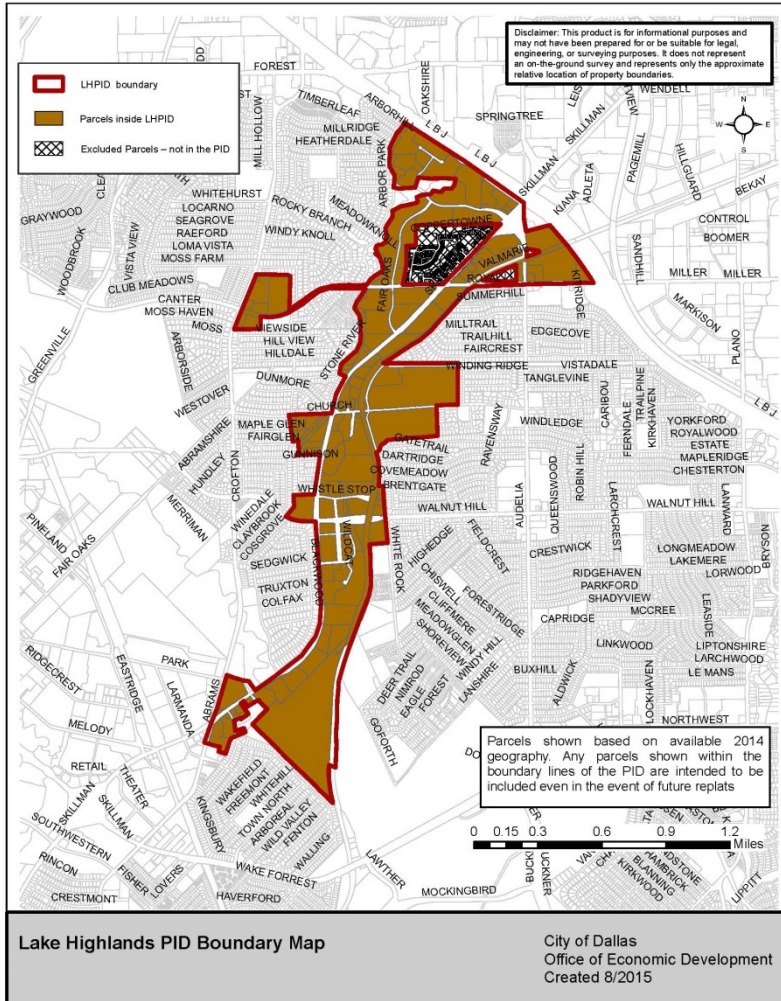


Major Service Provided:

- 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		56	
Total Value		\$213,960,830	
2016 Assessment		\$284,462	
Change in value (2015 to 2016)		24.8%	
Premium Assessment Rate per \$100			
Standard Assessment Rate per \$100		0.15	
Proposed Budget - 2017		\$906,935	
Budget Categories	Public Safety	16%	
	Capital Improvements *	49%	
	Marketing/Promotion	29%	
	Audit and Insurance	4%	
	Admin	0%	
<p>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.</p>			

Lake Highlands PID – Annual Plan Summary

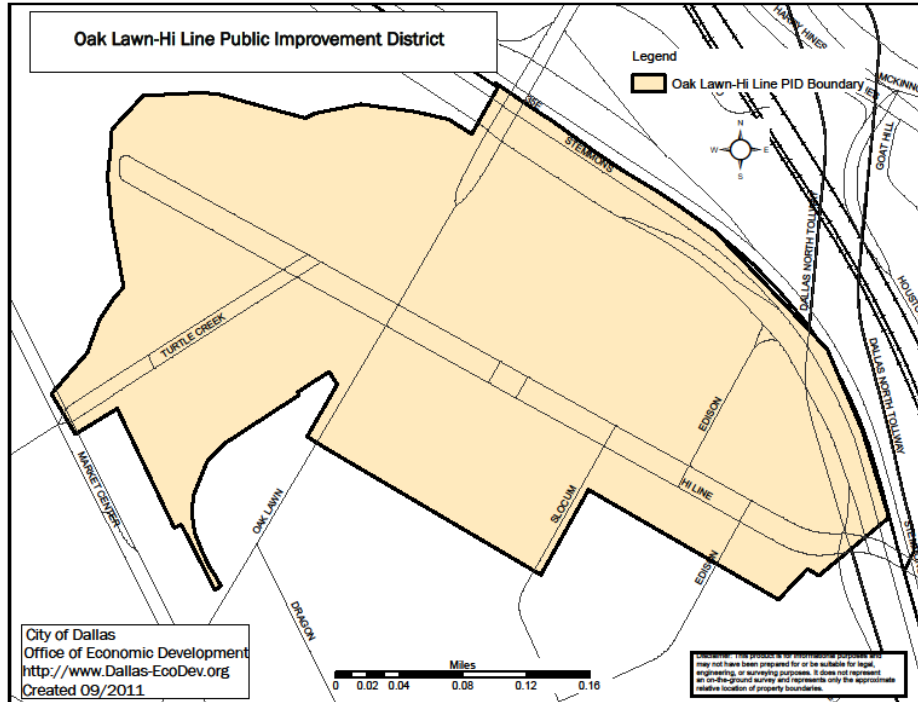


Major Service Provided:

- Enhance Security
- Landscape Enhancement & Maintenance
- Graffiti removal

Lake Highlands	
Expiration	December 31, 2012
Accounts	1,108
Total Value	\$390,426,420
2016 Assessment (Net)	\$498,333
Change in value * (2015 to 2016)	18.4%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.13
Proposed Budget - 2017	\$498,333
Budget Categories	Public Safety 45%
	Improvements 33%
	Promotion 6%
	Audit/Insurance 6%
	Administration 10%

Oak Lawn-Hi Line PID – Annual Plan Summary

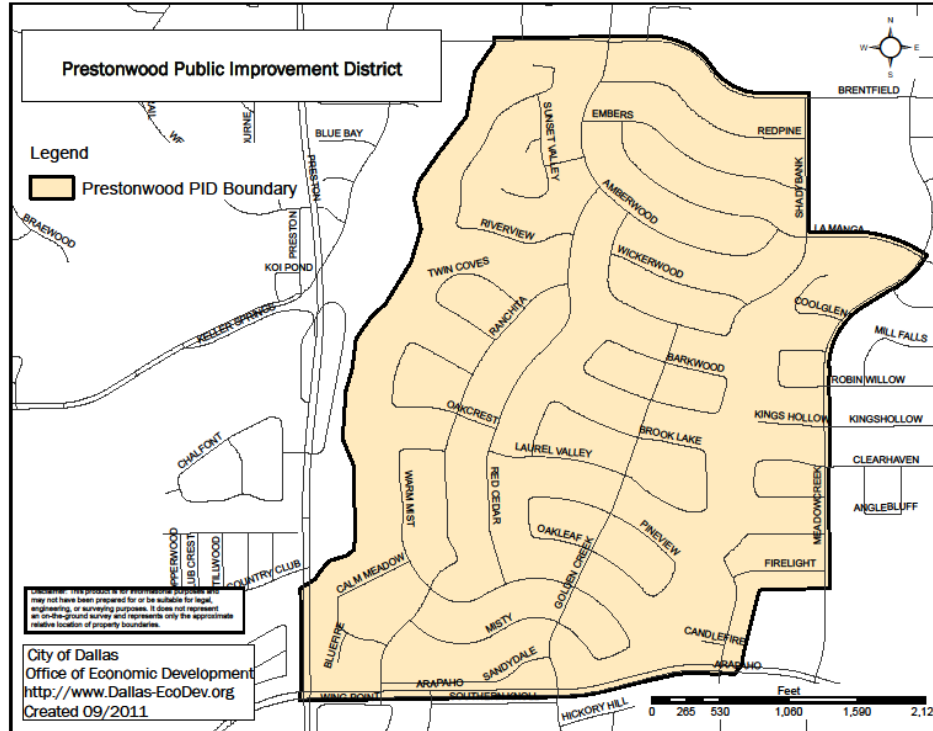


Major Service Provided:

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

Oak Lawn-Hi Line	
Expiration	December 31, 2023
Accounts	45
Total Value	\$230,490,620
2016 Assessment (Net)	\$345,736
Change in value (2015 to 2016)	12.4%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.15
Proposed Budget - 2017	\$374,321
Budget Categories	Public Safety 30.7%
	Improvements 57.7%
	Promotion 0.3%
	Audit/Insurance 4.5%
	Administration 6.7%

Prestonwood PID – Annual Plan Summary

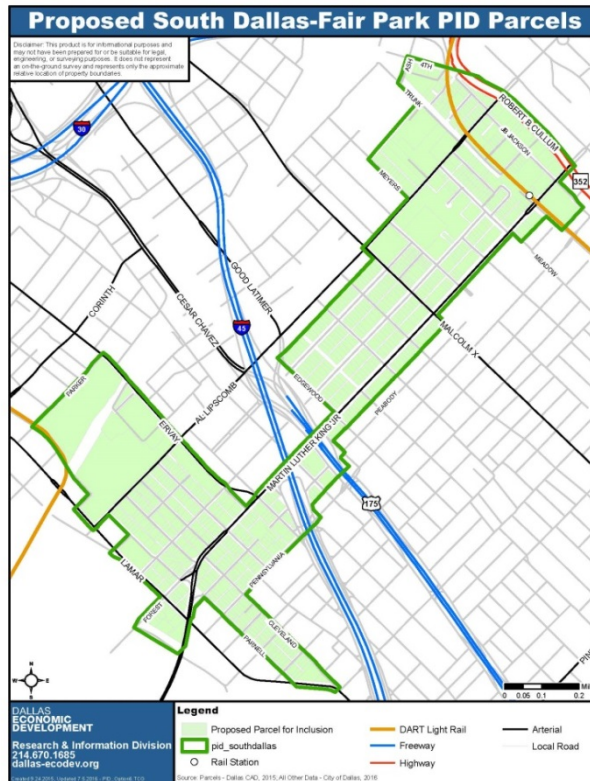


Major Service Provided:

- Enhance security
- 24/7 security patrols

		Prestonwood
Expiration	December 31, 2018	
Accounts	1,034	
Total Value	\$432,945,120	
Assessment	\$353,929	
Change in value (2015 to 2016)	8%	
Premium Assessment Rate per \$100		
Standard Assessment Rate per \$100	0.0825	
Proposed Budget - 2017	\$316,580	
Budget Categories	Public Safety	85%
	Administration	3%
	Audit/Insurance	7%

South Dallas/Fair Park PID – Annual Plan Summary

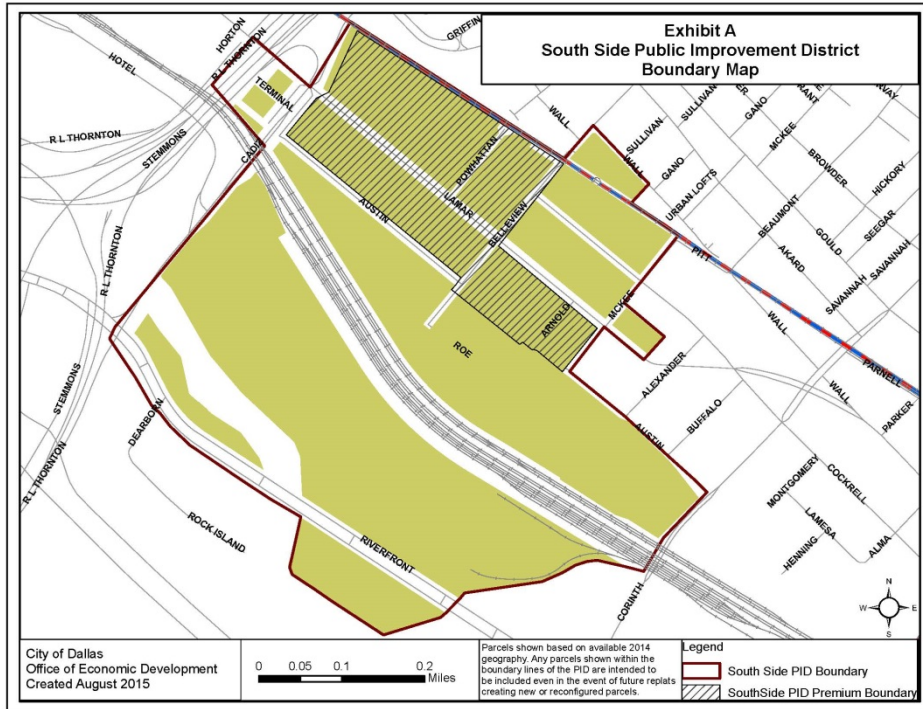


		South Dallas/Fair Park	
Expiration	December 31, 2023		
Accounts	636		
Total Value	\$69,508,290		
2016 Assessment (net)	\$95,481		
Change in value (2014 to 2015)	N/A		
Assessment Rate per \$100	0.15		
Proposed Budget - 2017	\$95,481		
Budget Categories	Safety & Security	45%	
	Improvements	25%	
	Promotion	10%	
	Contingency/Carryover	3%	
	Administration	10%	
	Audit	2%	
	Insurance	5%	

Major Services Provided:

- 45% of budget for Public Safety in Year 1
- Improvements, including landscaping, lighting, sidewalks, streets, parks, fountains, roadways
- Promotions, including outreach, business development, marketing

South Side PID – Annual Plan Summary

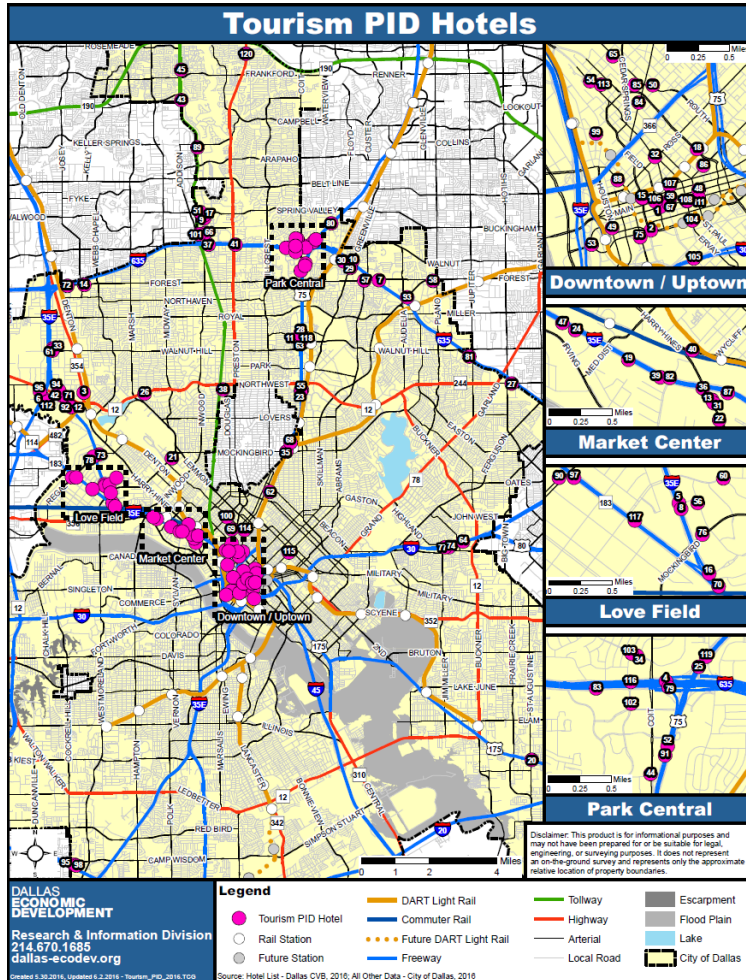


Major Services Provided:

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

South Side		
Expiration	December 31, 2019	
Accounts	132	
Total Value	\$137,479,700	
2016 Assessment	\$197,726	
Change in value (2015 to 2016)	41.8%	
Premium Assessment Rate per \$100	0.15	
Standard Assessment Rate per \$100	0.12	
Proposed Budget - 2017	\$186,500	
Budget Categories	Park Improvements	35%
	Public Safety / Security	31%
	Administration	13%
	Business Recruitment / Marketing	10%
	Audit	5%
	Cultural events	3%
	Insurance	3%
	Public Art Projects	0%

Tourism PID – Annual Plan Summary

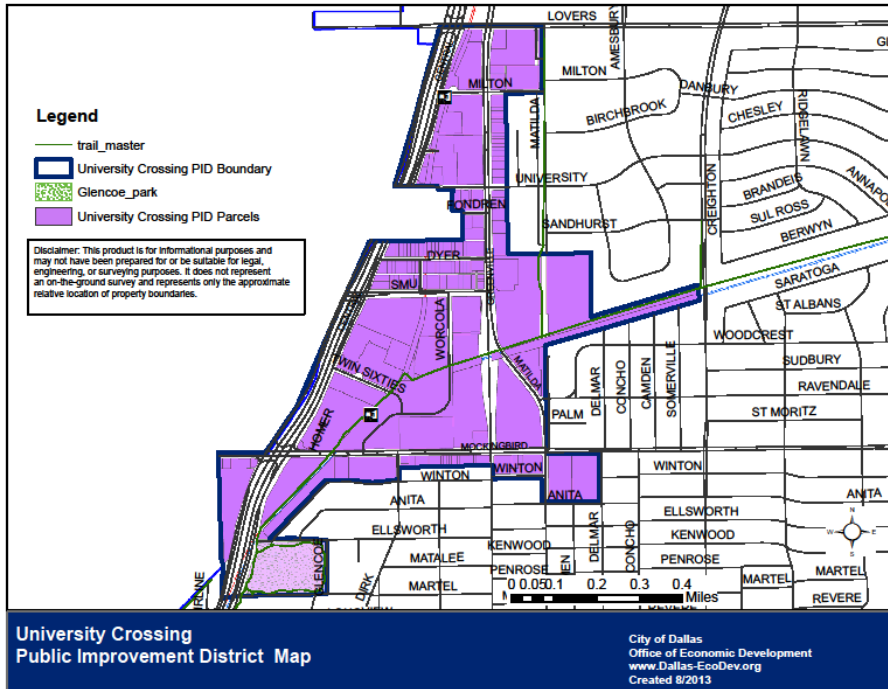


Tourism PID		
Expiration	September 30, 2029	
Accounts	120 accounts at the time of the TPID's renewal	
Total Value	N/A	
2016 Assessment (net)	\$16,528,576	
Change in value (2015 to 2016)	14.3%	
Premium Assessment Rate	N/A	
Standard Assessment Rate	Assessment based on hotel usage based on 2 percent of total collections on room rentals	
Proposed Budget – 2016-17	\$16,528,576	
Budget Categories	Incentives & Sales Efforts	42.5%
	Marketing (Promotion/Advertising)	35.0%
	Site Visits & Familiarization Tours	10.0%
	Event Funding Application Pool	7.5%
	Operations/Research/Administration	5.0%

Major Service Provided:

- Incentives & Sales Efforts – 42.5% of TPID budget dedicated for sales activities and incentives to bring more conventions, meetings and visitors to Dallas
- Marketing (Promotion/Advertising) – 35.0% of TPID budget dedicated for marketing efforts
- Site Visits & Familiarization Tours – 10% of TPID budget dedicated for educating decision makers and journalists on destination assets to encourage their decision to bring meetings or write favorable articles
- Event Funding Application Pool – 7.5% of TPID budget dedicated to provide local groups and organizations the opportunity to apply for funding to attract or retain groups, visitors, and hotel activity to Dallas
- Operations/Research/Administration – 5.0% of TPID budget dedicated for administrative expenses

University Crossing PID – Annual Plan Summary

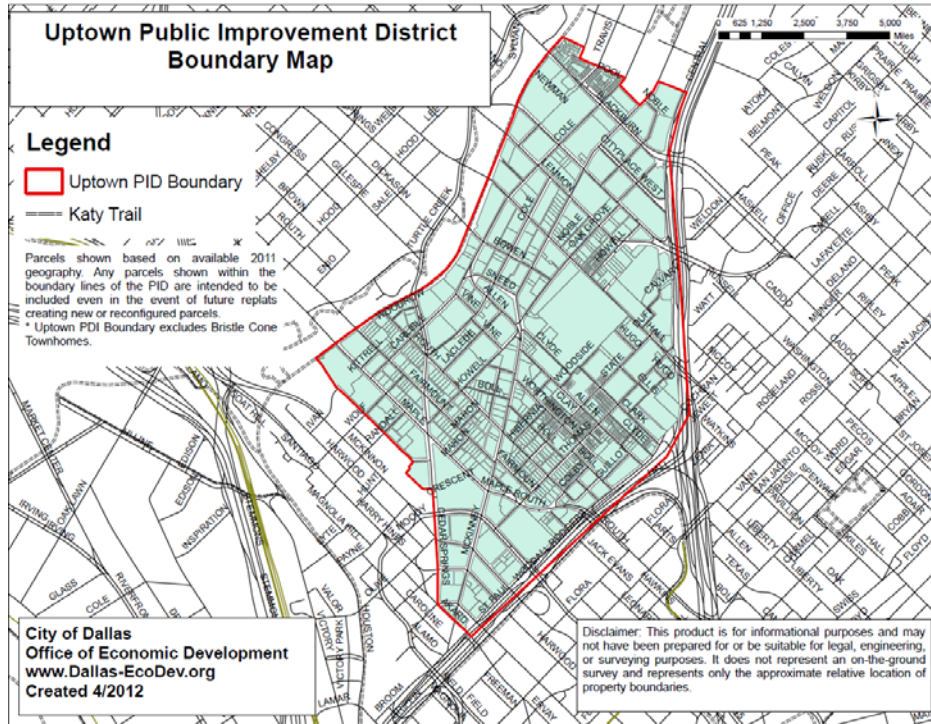


Major Service Provided:

- 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	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 - 2017	\$746,788
Budget Categories	Security 26%
	Improvements 26%
	Public Area Impvmts., 24%
	Promotion 9%
	Audit/Insurance 3%
	Administration 11%

Uptown PID - Annual Plan Summary

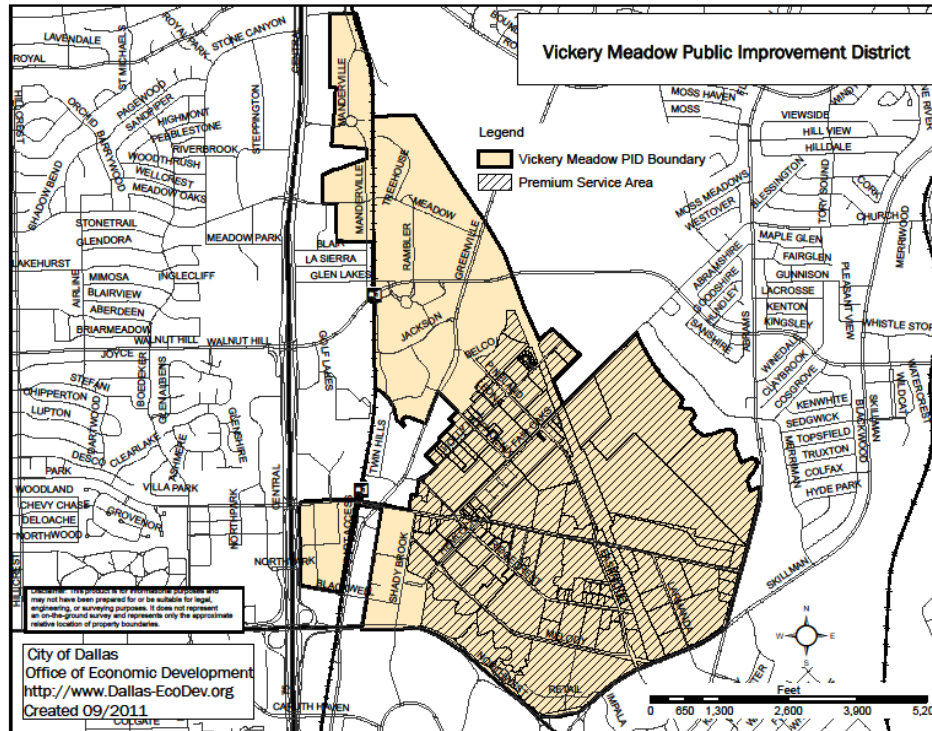


Major Service Provided:

- 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.

Uptown	
Expiration	December 31, 2019
Accounts	2,161
Total Value	\$5,021,437,770
2016 Assessment (net)	\$2,245,574
Change in value (2015 to 2016)	15.9%
Premium Assessment Rate per \$100	
Standard Assessment Rate per \$100	0.045
Proposed Budget - 2017	\$2,301,074
Budget Categories	Capital Improvements 30.0%
	Landscape Improvements 30.0%
	Services (including safety) & Promotion 22.8%
	Finance & Administration 15.0%
	Contingency 2.2%
	Griggs Park Improvements 0.0%

Vickery Meadow PID - Annual Plan Summary



Major Service Provided:

- Vickery Meadow PID was renewed recently on August 12, 2015 for seven years, started 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, 2022	
Accounts	2,332	
Value	\$1,002,166,970	
2016 Assessment	\$674,020	
Change in value (2015 to 2016)	12.0%	
Premium Assessment Rate per \$100	0.10	
Standard Assessment Rate per \$100	0.05	
Proposed Budget - 2017	\$895,420	
Budget Categories	Community Service	2%
	Property Standards & Public Relations	13%
	Safety & Security	38%
	Park Lane other area Improvements, Services	8%
	Audit/Insurance	2%
	Economic Development	2%
	Administration	10%
	Midtown Park Improvements	3%
	Public Relations Expenses	7%
	Capital Improvements	15%

Appendix 2 - PID Assessment Rates 2016 -2002

2016-2002 Assessment Rates																
Assessment Rate per 100 valuation																
	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	Prop (net) Budget
Deep Ellum	.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	\$392,167
DID Premium	0.129	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	\$6,342,201
DID Standard												0.070	0.0635	0.0619	0.0468	
Klyde Warren Park/DAD	.025	0.025	0.025	0.025												\$1,047,742
Knox Street	.15	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	0.13							\$420,316
Oak Lawn-Hi Line	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15								\$341,027
Prestonwood	.0825	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	\$303,580
South Dallas/Fair Park	.15															\$95,481
South Side Prem	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15				\$192,931
South Side Stndrd	0.12	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	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	0.045	\$2,245,574
Uptown Standard																
VM Prem	.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
VMStand.	.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	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	13-year Total	
Assessment Revenue	\$ 16,528,576	\$ 17,355,005	\$ 18,222,755	\$ 19,133,893	\$ 20,090,588	\$ 21,095,117	\$ 22,149,873	\$ 23,257,367	\$ 24,420,235	\$ 25,641,247	\$ 26,923,309	\$ 28,269,474	\$ 29,682,948	\$ 292,770,388	
Categories	%														
Incentives & Sales Efforts	42.5%	\$ 7,024,645	\$ 7,375,877	\$ 7,744,671	\$ 8,131,905	\$ 8,538,500	\$ 8,965,425	\$ 9,413,696	\$ 9,884,381	\$ 10,378,600	\$ 10,897,530	\$ 11,442,406	\$ 12,014,527	\$ 12,615,253	\$ 124,427,415
Marketing (Promotion/Advertising)	35.0%	\$ 5,785,002	\$ 6,074,252	\$ 6,377,964	\$ 6,696,863	\$ 7,031,706	\$ 7,383,291	\$ 7,752,456	\$ 8,140,078	\$ 8,547,082	\$ 8,974,436	\$ 9,423,158	\$ 9,894,316	\$ 10,389,032	\$ 102,469,636
Site Visits & Familiarization Tours	10.0%	\$ 1,652,858	\$ 1,735,501	\$ 1,822,276	\$ 1,913,389	\$ 2,009,059	\$ 2,109,512	\$ 2,214,987	\$ 2,325,737	\$ 2,442,023	\$ 2,564,125	\$ 2,692,331	\$ 2,826,947	\$ 2,968,295	\$ 29,277,039
Event Funding Application Pool	7.5%	\$ 1,239,643	\$ 1,301,625	\$ 1,366,707	\$ 1,435,042	\$ 1,506,794	\$ 1,582,134	\$ 1,661,240	\$ 1,744,302	\$ 1,831,518	\$ 1,923,094	\$ 2,019,248	\$ 2,120,211	\$ 2,226,221	\$ 21,957,779
Operations/Research/Administration	5.0%	\$ 826,429	\$ 867,750	\$ 911,138	\$ 956,695	\$ 1,004,529	\$ 1,054,756	\$ 1,107,494	\$ 1,162,868	\$ 1,221,012	\$ 1,282,062	\$ 1,346,165	\$ 1,413,474	\$ 1,484,147	\$ 14,638,519
Total Expenses	100.0%	\$ 16,528,576	\$ 17,355,005	\$ 18,222,755	\$ 19,133,893	\$ 20,090,588	\$ 21,095,117	\$ 22,149,873	\$ 23,257,367	\$ 24,420,235	\$ 25,641,247	\$ 26,923,309	\$ 28,269,474	\$ 29,682,948	\$ 292,770,388

Appendix 3 - Tourism PID/Coordination with DCVB

- ✓ 7.5% of the PID budget supports arts/cultural affairs through an “event application pool” with funding approaching \$1.2 million for FY 2016-17 and an estimated \$1.3M for FY 2017-18.
- ✓ With additional outreach efforts, participation and funding support for organizations/events increased from 17 approved applications in FY 2012-13 to 53 in FY 2014-15; this number is expected to be surpassed in the current fiscal year.
- ✓ These event applications represent approximately 277,000 room nights and \$39 million in hotel lodging revenue.