

WHEREAS, Chapter 372 of the Texas Local Government Code (the "Act") allows for the creation of public improvement districts; and

WHEREAS, on April 1, 2013, Deep Ellum Foundation, representing homeowners of Deep Ellum area, delivered to the City of Dallas a petition to renew the Deep Ellum Public Improvement District in accordance with the parameters of Chapter 372 of the Texas Local Government Code, as shown on the attached Map of the District (**Exhibit A**). City staff reviewed the petition and determined the owners of more than 60 percent of the appraised value of the taxable real property liable for assessment, and more than 60 percent of the land area of all taxable real property liable for assessment within the District executed the petition, in accordance with the necessary thresholds for the City Council to consider creation of the District; and

WHEREAS, on June 3, 2013, a memo was submitted to the Economic Development Committee regarding the renewal of the Deep Ellum Public Improvement District (PID); and

WHEREAS, pursuant to Section 372.007 of the Act, the City staff, with the assistance of the Deep Ellum Foundation verified the petitions, evaluated the creation service plan to determine whether the services should be made as proposed by the proposed service plan and found the plan to be viable; and

WHEREAS, the City desires by the calling and holding of such public hearing to provide a reasonable opportunity for any owner of property located within the District to speak for or against the renewal of the Deep Ellum Public Improvement District for a special assessment against each property owner of record for real property and real property improvements, exclusive of right-of-way, to provide funding for the District for the purpose of providing supplemental services and improvements.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

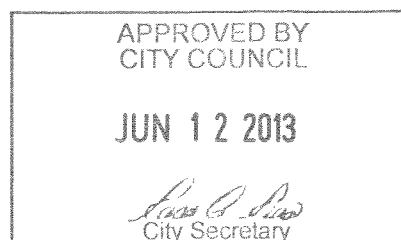
Section 1. That a public hearing shall be held at 1:00 p.m. on August 14, 2013, in the City Council Chambers, Dallas City Hall, 6th floor, 1500 Marilla Street, Dallas, Texas, at which time any interested person may appear and speak for or against the renewal of the Deep Ellum Public Improvement District (**Exhibit A**) providing for a special assessment against the property owners of record for real property and real property improvements, exclusive of rights-of-way, to provide funding for the District for the purpose of providing supplemental public services and public improvements (**See Exhibits B and C**).

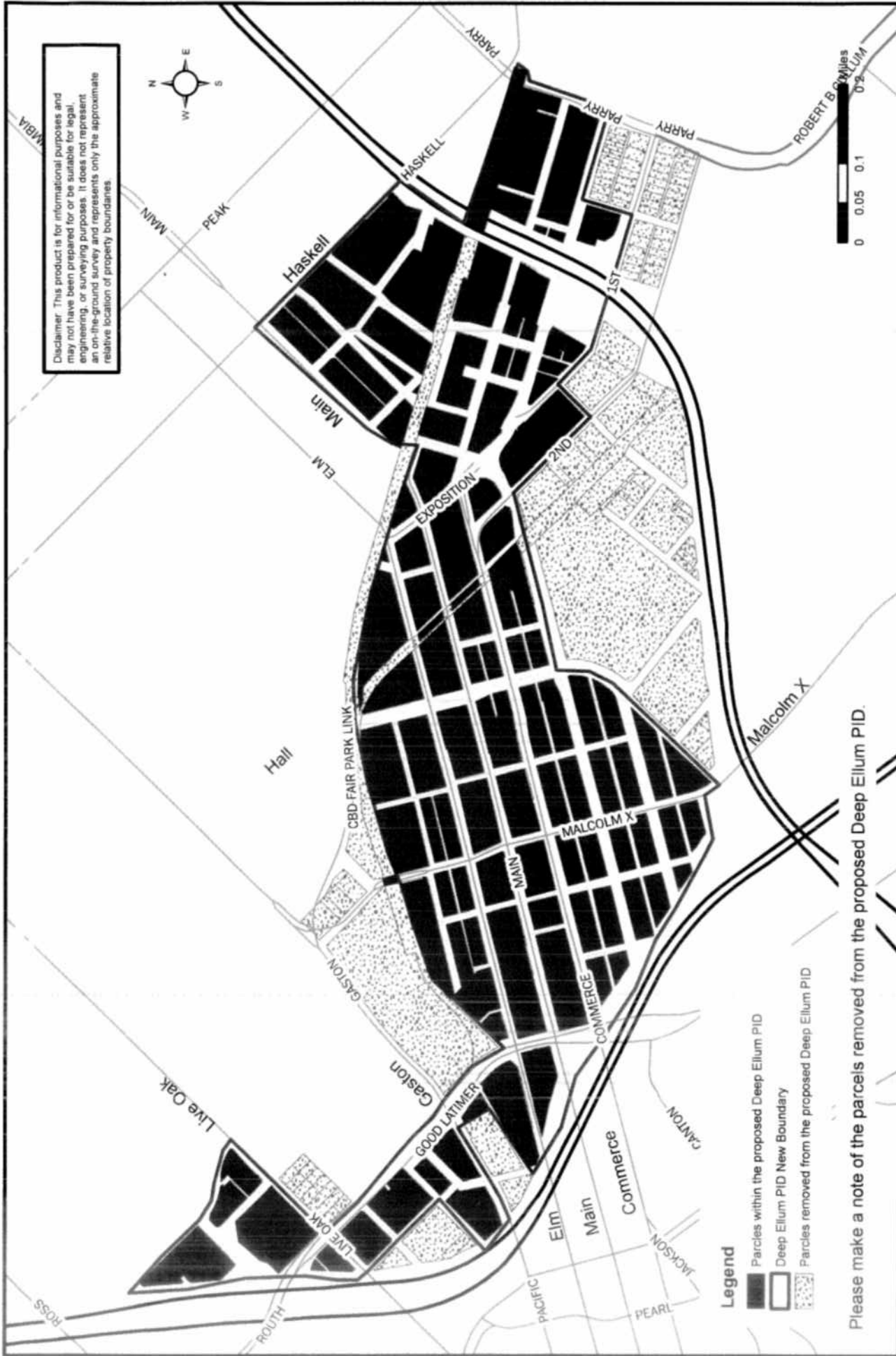
Section 2. That the facts and recitals contained in the preamble of this resolution are found and declared to be true and correct.

Section 3. That such public hearing shall be published in the official newspaper of the City of Dallas and mailed to the property owners of the District before the 15th day before the public hearing.

Section 4. That after the closing of the public hearing, the City Council may consider a resolution approving the creation of the Deep Ellum Public Improvement District providing for a special assessment against the property owners of record for real property and real property improvements, exclusive of rights-of-way, to provide funding for the District for the purpose of providing supplemental public services and public improvements, approving the Service Plan for 2014-2020, designating the Deep Ellum Foundation as the management entity of the District and providing an effective date.

Section 5. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and is accordingly so resolved.





DALLAS
ECONOMIC
DEVELOPMENT

Area Redevelopment Division
214.670.1685
dallas-ecodev.org

Created: 10/20/2011

Deep Ellum PID Proposed Boundary Map Exhibit A

DEEP ELLUM PUBLIC IMPROVEMENT DISTRICT Service Plan 2014-2020							
	2014	2015	2016	2017	2018	2019	2020
REVENUES AND RESERVES							
Fund balance from previous year	\$25,000.00	\$30,000.00	\$35,150.00	\$40,454.00	\$45,917.50	\$51,545.00	\$57,341.50
Net assessment revenue	\$327,000.00	\$337,000.00	\$347,000.00	\$357,000.00	\$367,000.00	\$377,000.00	\$387,000.00
Interest on cash balances	\$3,000.00	\$3,090.00	\$3,183.00	\$3,278.00	\$3,376.50	\$3,478.00	\$3,582.00
Other income and contributions	\$2,000.00	\$2,060.00	\$2,121.00	\$2,185.50	\$2,251.00	\$2,318.50	\$2,388.00
TOTAL INCOME AND RESERVES	\$357,000.00	\$372,150.00	\$387,454.00	\$402,917.50	\$418,545.00	\$434,341.50	\$450,311.50
EXPENDITURES							
Improvements ¹	\$65,000.00	\$68,000.00	\$71,000.00	\$74,000.00	\$77,000.00	\$80,000.00	\$83,000.00
Transportation and related expenses ²	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00
Business Development and Recruitment ³	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00
Marketing and Promotion ⁴	\$123,000.00	\$128,500.00	\$134,000.00	\$139,500.00	\$145,000.00	\$150,500.00	\$156,000.00
Public Safety ⁵	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Administration	\$48,000.00	\$49,500.00	\$51,000.00	\$52,500.00	\$54,000.00	\$55,500.00	\$57,000.00
Financial audit and insurance	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
TOTAL EXPENDITURES	\$327,000.00	\$337,000.00	\$347,000.00	\$357,000.00	\$367,000.00	\$377,000.00	\$387,000.00
FUND BALANCE/RESERVES	\$30,000.00	\$35,150.00	\$40,454.00	\$45,917.50	\$51,545.00	\$57,341.50	\$63,311.50
* The DEID is authorized by the city council thru 2013. Expenses for 2014 thru 2020 are estimates pending successful renewal of the DEID in 2013							
1. Graffiti control, landscaping, park improvements, trash pickup and neighborhood improvements							
2. Acquisition, construction, operation and maintenance of mass transportation facilities and wayfinding signage							
3. Business development and recruitment to promote the District as the Deep Ellum Entertainment District							
4. Marketing, website, and other promotional activities							
5. Distinctive lighting and signage							



Deep Ellum Foundation
2630 E. Commerce
Dallas, TX 75226

130950

Exhibit C

Deep Ellum Public Improvement District Assessment Plan

The cost of the services and improvements provided by the Deep Ellum Public Improvement District (DEPID) will be paid primarily by special assessments against property in the District. Annual assessments will be based on the total value of real property and improvements as certified by the Dallas Central Appraisal District.

The estimated annual assessment rate for the next seven (7) years will be \$0.12 per \$100.00 of appraised value as determined by the Dallas Central Appraisal District. The annual assessment rate shall not exceed \$0.15 per \$100.00 valuation.

The District shall pay the costs of the services and improvements by special assessment against the real property and real property improvements. The City of Dallas is not responsible for payment of assessment against exempt City property in the District. City right-of-way, railroad right-of-way, City parks and cemeteries are not specially benefitted and therefore are not subject to PID assessment. Payment of assessments by other exempt jurisdictions and entities must be established by contract.

Deep Ellum PID assessments will be collected by Dallas County for the City of Dallas, in accordance with the management contract between the City of Dallas and The Deep Ellum Foundation.