

**City of Fort Worth  
Seven Year Service Plan  
Public Improvement District No. 18 - Tourism**

	<u>FY 20/21</u>	<u>FY21/22</u>	<u>FY22/23</u>	<u>FY23/24</u>	<u>FY24/25</u>
<b>REVENUES</b>					
PID Assessments	\$ 4,178,453	\$ 4,746,249	\$ 5,102,218	\$ 5,408,351	\$ 5,678,769
<b>EXPENSES</b>					
Incentives & Sales Efforts	\$ 1,855,554	\$ 2,111,062	\$ 2,271,249	\$ 2,409,008	\$ 2,530,696
Marketing and Research (Promotion/ Advertising)	1,443,208	1,641,937	1,766,526	1,873,673	1,968,319
Site Visits & Familiarization Tours	309,259	351,844	378,541	401,501	421,783
Cultural Enhancements through Marketing and promotion of the Arts	309,259	351,844	378,541	401,501	421,783
Operations & Administration	206,173	234,562	252,361	267,668	281,188
City Administrative Fee	55,000	55,000	55,000	55,000	55,000
<b>Total Budgeted Expenses</b>	<b>\$ 4,178,453</b>	<b>\$ 4,746,249</b>	<b>\$ 5,102,218</b>	<b>\$ 5,408,351</b>	<b>\$ 5,678,769</b>
<b>Net Change in Fund Balance</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Estimated Fund Balance, Beginning of Year	2,236,747	2,236,747	2,236,747	2,236,747	2,236,747
Estimated Fund Balance, End of Year	2,236,747	2,236,747	2,236,747	2,236,747	2,236,747
Reserve Requirement	618,992	696,409	791,042	850,370	901,392
<b>Over (Under) Reserve</b>	<b>\$ 1,617,755</b>	<b>\$ 1,540,338</b>	<b>\$ 1,445,705</b>	<b>\$ 1,386,377</b>	<b>\$ 1,335,355</b>