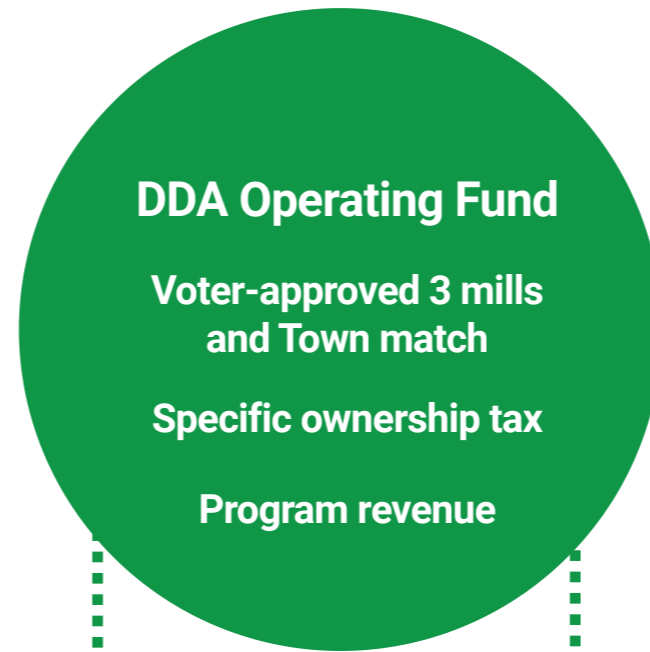
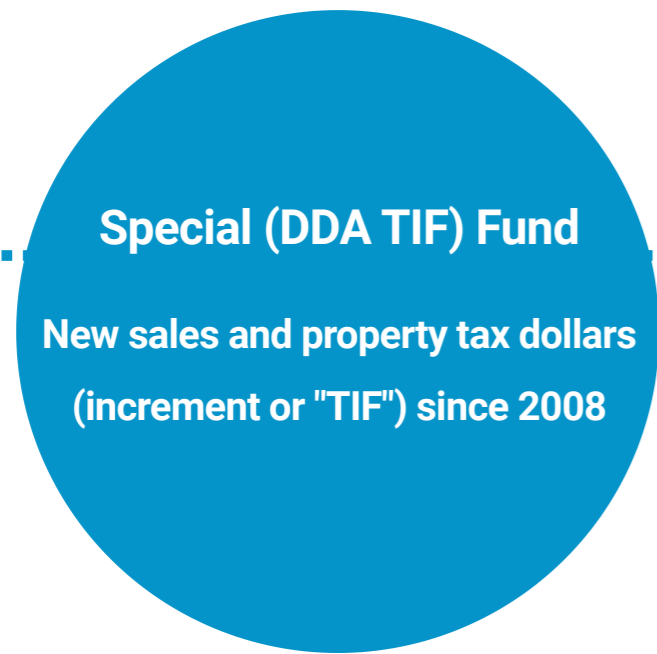
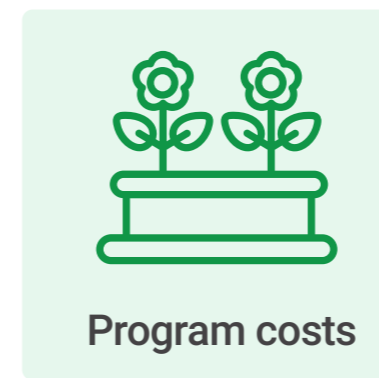
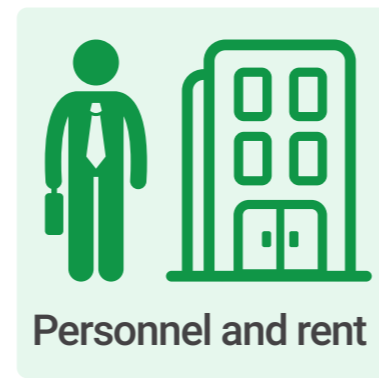


# Downtown Alliance finance structure:



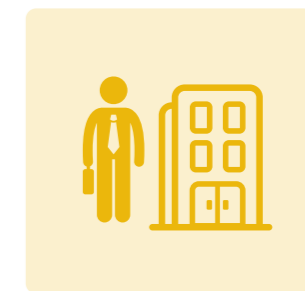
Separate nonprofit entity



Facade grants  
Carriage rides  
Flowerboxes/patios



**Event expenses:**  
Movies  
Concerts  
Car show  
Oktoberfest  
Festival Park events



**DMA-EDC contract:**  
Personnel  
Office lease  
Technology



**Other expenses:**  
Contract labor  
Marketing  
Insurance  
Admin items