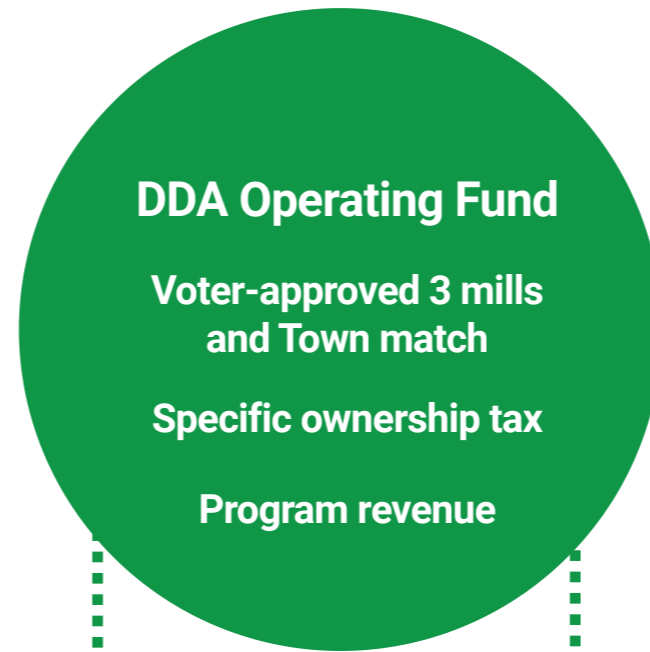
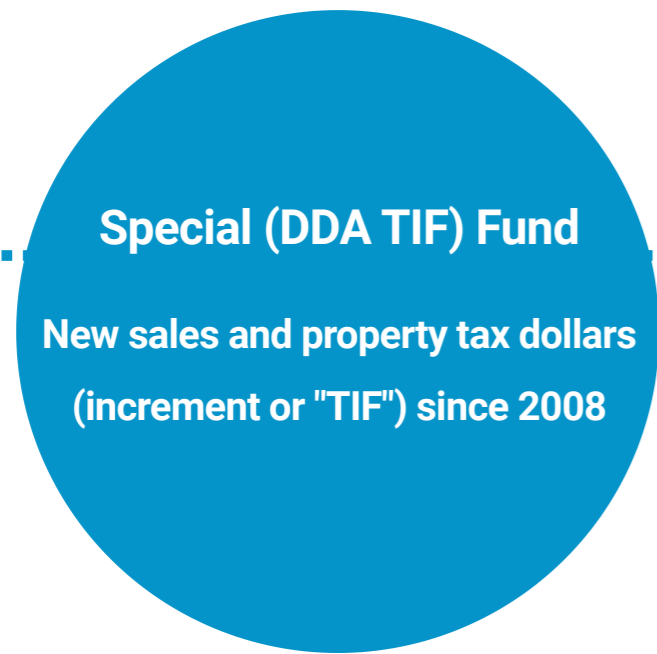
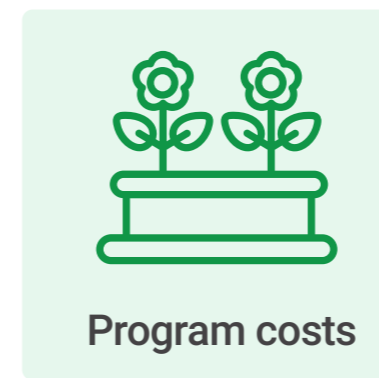
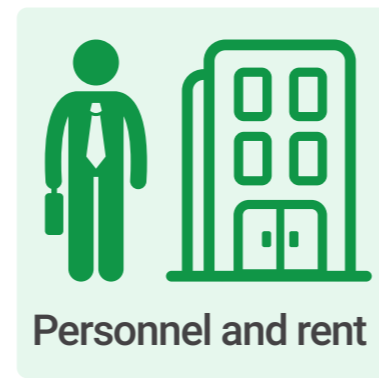


Downtown Alliance finance structure:



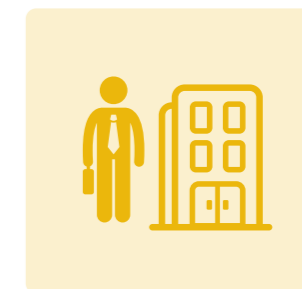
Separate nonprofit entity



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