

Exhibit D
Downtown Austin Alliance
Proposed Use of Excess Operational Reserves

Description	Amount
Economic ROI Analysis/value of downtown	\$150,000
Downtown promotion and application launch	\$150,000
Downtown survey (third-party)	\$75,000
Republic Square Operations	\$31,310
Photography and videography to support downtown promotion	\$56,000
Enhanced art and music programs and activations	\$210,000
Tree inventory	\$46,000
TOTAL	\$718,310

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