

EXHIBIT B
DAA REQUEST TO AMEND SAP FY24-25

	SAP Ordinance 20230720-164		Proposed Amendment		Proposed Amended SAP		% Change from SAP	Explanation
PSE: Cleanliness, Safety	\$ 6,872,359	43%	\$ 753,936	\$	7,626,295	48%	10.97%	Increased spending in safety and cleanliness is a direct response to downtown stakeholders' calls for added Downtown Ambassador and safety resources on the ground. As a result, we are substantially increasing the number of Downtown Ambassadors – from 60 to 91 FTEs – including the launch of a new Safety Patrol and an increase in cleaning & maintenance staff.
PSE: Homelessness	\$ 666,502	4%	\$ 128,403	\$	794,905	5%	19.27%	Increased spending in homelessness will allow for completion of the HEART (Homeless Engagement Assistance Response Team) pilot, planned to run through July 31, as well as expansion of the program to a year-round program with a larger geographic area. The program proactively engages with and addresses the needs of people experiencing homelessness downtown.
Built Environment	\$ 703,705	4%	\$(117,311)	\$	586,394	4%	-16.67%	Projections in original SAP were higher than current budget allocations.
Mobility	\$ 558,422	4%	\$ 39,092	\$	597,514	4%	7.00%	Projections in original SAP were higher than current budget allocations.
Research	\$ 526,824	3%	\$(6,156)	\$	520,668	3%	-1.17%	Projections in original SAP were higher than current budget allocations.
Active Urbanism	\$ 2,629,118	17%	\$(894,649)	\$	1,734,469	11%	-34.03%	Decreased spending in Active Urbanism by not funding signature projects such as Writing on the Walls (mural arts), Musicians Activating Spaces (live music pop ups downtown), Urban Art Experience (festival for artists), and Downtown Storefront Activation (vacant storefront popups).
Promotion / Communication	\$ 1,636,731	10%	\$ 143,013	\$	1,779,744	11%	8.74%	Projections in original SAP were higher than current budget allocations.
Admin	\$ 2,300,919	14%	\$(46,328)	\$	2,254,591	14%	-2.01%	Projections in original SAP were higher than current budget allocations.
	\$ 15,894,580	100%	\$	\$	15,894,580	100%		