## **EXHIBIT B**

Economic Incentives Matrix

Land Use Designation (FLU) / Targeted Industry (Ti)  wintown  iller compact uses such as restaurants, boutique retail sales, commercial services, and tail uses (i.e. residential lofts)  memercial & Miked Use all sales, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services. Intertainment, dining, office, and retail destinations with planned residential nents.  Exed Use  we entertainment, dining, office, and retail destinations with planned residential	Strategic Plan Goals, Stretegies Goal 2, 11 Strategy 11a, 11e, 11f Goal 11, 12 Strategy 11a, 11e, 11g, 11f, 12a	Enterprise Zone?	Benefit District  Eligible	Tax Increment Financing  Up to 100% Property and Sales Tax, Up to 20 Years	Development District	Neighborhood Revitalization District Up to 100% of City's Share of Increased Property Tax for 10 years	Downtown Redevelopment District Tiered percentage of all increased property taxes for 10 years\	Tax Abatement  Up to 100% of Property Taxes, up to 10 years	Industrial Revenue Bonds	Neighborhood Improvement Dist
nwintown  Iller compact uses such as restaurants, boutique retail sales, commercial services, and tial uses (i.e. residential lofts)  mmercial & Mixed Use  all sets, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services.  entertainment, dining, office, and retail destinations with planned residential  ents.	Goal 2, 11 Strategy 11a, 11e, 11f Goal 11, 12 Strategy 11a, 11e,		Eligible	and Sales Tax, Up to		Share of Increased Property Tax for 10	of all increased property taxes for	Up to 100% of Property Taxes, up		
iller compact uses such as restaurants, boutique retail sales, commercial services, and tail uses (i.e. residential lofts)  mmercial & Mixed Use  ail sales, commercial services, medical, research, lab, technology, office, financial,  ants, entertainment, convenience stores, and automobile-oriented sales and services.  entertainment, dining, office, and retail destinations with planned residential  ents.	Strategy 11a, 11e, 11f  Goal 11, 12  Strategy 11a, 11e,	Y	Eligible	and Sales Tax, Up to		Share of Increased Property Tax for 10	of all increased property taxes for			
ail sales, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services. entertainment, dining, office, and retail destinations with planned residential ents.	Strategy 11a, 11e,				1			to 10 years	Yes	Yes
		Υ	Eligible	Up to 100% Property and Sales Tax, Up to 10 Years	Up to 2% Added sales tax for 10 years	Not Eligible	Not Eligible	Up to 75% of Property Taxes, up to 10 years	Yes	Yes
nents.	Goal 10, 11, 12 Strategy 11a, 11c, 11g, 11f, 12a	Y	Eligible	Up to 100% Property and Sales Tax, Up to 20 Years		Up to 100% of City's Share of Increased Property Tax for 10 years	Tiered percentage of all increased property taxes for 10 years	Up to 100% of Property Taxes, up to 10 years	Yes	Yes
mmercial, Mixed Use, Multifamily il sales, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services. entertainment, dining, office, and retail destinations with planned residential nents. Residential uses and densities including apartments, senior housing, assisted ucilities, villas, condos, and duplexes.	Goal 2, 10, 11, 12 Strategy 11a, 11d, 12a, 12b	Partial	Eligible	Up to 100% Property and Sales Tax, Up to 20 Years	Up to 2% Added sales		Tiered percentage of all increased property taxes for 10 years	Commercial: Up to 100% of Property Taxes, up to 10 years Residential: Up to 50% of Property Taxes, up to 10 years	Yes	Yes
mmercial, Mixed Use, Light Industrial, Multifamily iil sales, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services. entertainment, dining, office, and retail destinations with planned residential nents. Residential uses and densities including apartments, senior housing, assisted scilities, villas, condos, and duplexes. Emerging technologies as well as warehouse, titon, and manufacturing or any combination thereto.	Goal 11, 12 Strategy 11a, 11e, 11g, 11f, 12a	Y	Eligible	Up to 75% Property and Sales Tax, Up to 15 Years	Up to 1.5 % Added sales tax for 10 years	Not Eligible	Not Eligible	Up to 75% of Property Taxes, up to 10 years	Yes	Yes
ill sales, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services. entertainment, dining, office, and retail destinations with planned residential ments.	Goal 1, 2, 10, 11, 12 Strategy 1a, 11a, 11c, 11g, 11h, 12a, 12b	Y	Eligible	Up to 50% Property and Sales Tax, Up to 15 Years	Up to 1.5% Added sales tax for 10 years	Not Eligible	Not Eligible	Up to 75% of Property Taxes, up to 10 years	Yes	No
tht Industrial rging technologies as well as warehouse, distribution, associated office uses, and cuturing or any combination thereto. Offices	Goal 4 Strategy 12b	N	Not Eligible	Not Eligible	Not Applicable	Not Eligible	Not Eligible	Up to 50% of Property Taxes, up to 10 years	Yes	No
mmercial & Light Industrial ill sales, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services. Retail sales, commercial services mmercial, Mixed Use	Goal 2 Strategy 12a	N	Not Eligible	Not Eligible	Not Applicable	Not Eligible	Not Eligible	Up to 50% of Property Taxes, up to 10 years	Yes	No
ill sales, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services. entertainment, dining, office, and retail destinations with planned residential nents.	Goal 1, 2, 10, 11, 12 Strategy 1a, 11a, 11c, 11g, 11h, 12a, 12b	N	Eligible	Not Eligible	Up to 2% Added sales tax for 10 years		Not Eligible	Up to 75% of Property Taxes, up to 10 years	Yes	No
mmerce Cneter: Incentive Already in Place	7.5	1 1 1 1 1 1 1 1 1							-	1
mmercial, Mixed Use ill sales, commercial services, medical, research, lab, technology, office, financial, ants, entertainment, convenience stores, and automobile-oriented sales and services. entertainment, dining, office, and retail destinations with planned residential nents.	Goal 2, 11, 12 Strategy 11a, 11g, 12a, 12b	N	Eligible	Not Eligible	Up to 2% Added sales		Not Eligible	Up to 80% of Property Taxes, up to 10 years	Yes	No
mill sent ment ment ment ment ment ment ment m	ities, villas, condos, and duplexes.  mercial, Mixed Use, Light Industrial, Multifamily sales, commercial services, medical, research, lab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services.  ertainment, dining, office, and retail destinations with planned residential tiss. Residential uses and densities including apartments, senior housing, assisted titles, villas, condos, and duplexes. Emerging technologies as well as warehouse, on, and manufacturing or any combination thereto.  mercial, Mixed Use sales, commercial services, medical, research, lab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services.  tertainment, dining, office, and retail destinations with planned residential nts.  industrial ing technologies as well as warehouse, distribution, associated office uses, and uring or any combination thereto. Offices  mercial & Light Industrial sales, commercial services, medical, research, lab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services.  tetail sales, commercial services, medical, research, lab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services.  tetail sales, commercial services, medical, research, lab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services.  tertailment, divide Use sales, commercial services, medical, research, lab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services.  tertailment, diving, office, and retail destinations with planned residential  ts, entertainment, convenience stores, and automobile-oriented sales and services.  tertainment, diving, office, and retail destinations with planned residential	itities, villas, condos, and duplexes.  mercial, Mixed Use, Light Industrial, Multifamily siales, commercial services, medical, research, lab, technology, office, financial, ts. entertainment, convenience stores, and automobile-oriented sales and services. Goal 1, 2, 10, 11, 12 strategy 12b itles, villas, condos, and duplexes. Emerging technologies as well as warehouse, on, and manufacturing or any combination thereto.  mercial, Mixed Use siales, commercial services, medical, research, lab, technology, office, financial, ts. entertainment, convenience stores, and automobile-oriented sales and services. Industrial services are such as the services and services. It is such as the services are such as the services are such as the services and services. It is such as the services are such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services and services. It is such as the services are such as the services a	itities, villas, condos, and duplexes.  mercial, Mixed Use, Light Industrial, Multifamily siales, commercial services, medical, research, Iab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services. ertainment, dining, office, and retail destinations with planned residential tits, villas, condos, and duplexes. Emerging technologies as well as warehouse, on, and manufacturing or any combination thereto.  mercial, Mixed Use sides, commercial services, medical, research, Iab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services. tertainment, dining, office, and retail destinations with planned residential strategy 1a, 11a, 11c, 11g, 11h, 12a, 12b y industrial green to the properties of the properti	itities, villas, condos, and duplexes.    12a, 12b	lities, villas, condos, and duplexes.  12a, 12b Partial Eligible 20 Years  12b Partial Eligible 20 Years  12c, 12c Partial Eligible 20 Years  12c Partial Elig	lities, villas, condos, and duplexes.  12a, 12b Partial Eligible 20 Years tax for 10 years mercial, Mixed Use, Light Industrial, Multifamily ales, commercial services, medical, research, lab, technology, office, financial, ts, entertainment, convenience stores, and automobile-oriented sales and services. The convenience stores and automobile-oriented sales and services. The convenience stores, and automobile-oriented sales and services. The convenience stores and automobile-oriented sales and s	lities, villas, condos, and duplexes.  129, 12b Partial Eligible 20 Years tax for 10 years years  tax for 10 years years  129, 12b Partial Eligible 20 Years  129, 12b Years  129, 12b Partial Eligible 20 Years	lities, villas, condos, and duplexes.  12a, 12b Partial Eligible 20 Years tax for 10 years years 10 years  10 years	Hills, willas, condos, and duplenes.  120, 12b Partial Eligible 20 Years tax for 10 years years 10 years Property Taxes, up to 10 years rectal, Mixed Use, Light Industrial, Multifamily ales, commercial services, medical, research, lab, technology, office, financial, st., entertainment, convenience stores, and automobile oriented sales and services, rectainment, dining, office, and retail estinations with planned residential tasks, commercial services, medical, research, lab, technology, office, financial, st., entertainment, convenience stores, and automobile oriented sales and services, medical, research, lab, technology, office, financial, st., entertainment, convenience stores, and automobile oriented sales and services, eretainment, dining, office, and retail destinations with planned residential tasks, commercial services, medical, research, lab, technology, office, financial, st., entertainment, convenience stores, and automobile oriented sales and services, eretainment, dining, office, and retail destinations with planned residential tasks, commercial services, medical, research, lab, technology, office, financial, st., entertainment, convenience stores, and automobile oriented sales and services, eretainment, dining, office, and retail destinations with planned residential tasks, commercial services, medical, research, lab, technology, office, financial, st., entertainment, convenience stores, and automobile oriented sales and services.  Soal 2  Soal 2  Soal 2  Soal 3  Soal 4  Strategy 12b  Not Eligible  Not	Histes, Willac, Conderd, and dupletes.  129, 12b Partial Eligible 20 Years tax for 10 years wears 10 years Property Taxes, up to 10 years Year 10 years wears 10 years Property Taxes, up to 10 years Year 10 years

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FLU: Commercial. Mixed Use			- 1									
TI: Retail sales, commercial services, medical, office, financial, restaur	ants, entertainment, Goal 2, 10, 12		- 1			Up to 1.5% Added			Up to 75% of Property Taxes, up			
14 convenience stores, active entertainment, dining, with planned reside		N	Į.	Eligible	Not Eligible	sales tax for 10 years	Not Eligible	Not Eligible	to 10 years	Yes	No	
			1									
FLU: Commercial, Mixed Use			- 1									
TI: Retail sales, commercial services, medical, office, financial, restaur	ants, entertainment, Goal 2, 10, 12		1			Up to 1.5% Added			Up to 50% of Property Taxes, up			
15 convenience stores, active entertainment, dining, with planned reside	ntial components. Strategy 12a, 12b	N		ligible	Not Eligible	sales tax for 10 years	Not Eligible	Not Eligible	to 10 years	Yes	No	
			1					- 02	(			
FLU: Multifamily	Goal 1, 2, 10, 11,	12	- 1		Up to 100% Property							
TI: Residential uses and densities including apartments, senior housin	g, assisted living Strategy 1a, 11a,	11c,			and Sales Tax, Up to	Up to 1.5% Added			Up to 80% of Property Taxes, up			
16 facilities, villas, condos, and duplexes.	11g, 11h, 12a, 12	b N		ligible	20 Years	sales tax for 10 years	Not Eligible	Not Eligible	to 10 years	Yes	No	
FLU: Light Industrial	Goal 1, 2, 10, 11,		- 1								- 10	
TI: Emerging technologies as well as warehouse, distribution, and man			- 1			Up to 1.5% Added			Up to 50% of Property Taxes, up			
17 combination thereto.	11g, 11h, 12a, 12	b N		ligible	Not Eligible	sales tax for 10 years	Not Eligible	Not Eligible	to 10 years	Yes	No	
FLU: Commercial			- 1									
TI: Retail sales, commercial services, medical, research, lab, technolog			- 1									
restaurants, entertainment, convenience stores, and automobile-orie			- 1			Up to 1.5% Added			Up to 50% of Property Taxes, up			
18 Multi-Family Residential	Strategy 12a, 12b	N		ligible	Not Eligible	sales tax for 10 years	Not Eligible	Not Eligible	to 10 years	Yes	No	
FLU: Commercial, Med. Density Residential									*			
TI: Retail sales, commercial services, medical, research, lab, technolog			- 1									
restaurants, entertainment, convenience stores, and automobile-orie			- 1			Up to 1.5% Added			Up to 50% of Property Taxes, up			
19 Single Family, & Multi Family Residential	Strategy 12a, 12b	N		ligible	Not Eligible	sales tax for 10 years	Not Eligible	Not Eligible	to 10 years	Yes	No	
FLU: Commercial			- 1									
TI: Retail sales, commercial services, medical, research, lab, technolog	v. office, financial. Goal 2, 10, 12		- 1			Up to 1.5% Added			Up to 50% of Property Taxes, up			
20 restaurants, entertainment, convenience stores, and automobile-orie		. IN	F	ligible	Not Eligible	sales tax for 10 years	Not Fligible	Not Eligible	to 10 years	Yes	No	
to restaurate, entertainment, convenience stores, and determinent one	strately 220, 220		ĺ	. III III III III III III III III III I	THOSE EMBRIDIC	1	Troc Englishe	Trot Engine	10 20 (00)	1.05	1110	
FLU: Commercial, Mixed Use												
TI: Retail sales, commercial services, medical, research, lab, technolog	v. office, financial. Goal 2, 10, 12					Up to 1.5% Added			Up to 50% of Property Taxes, up			
21 restaurants, entertainment, convenience stores, and automobile-orie		N	E	ligible	Not Eligible	sales tax for 10 years	Not Eligible	Not Eligible	to 10 years	Yes	No	
GOALS					Strategies		-			-		
Economic Development Goals Relating to all Incentives					Economic Development Strategies Relating to all Incentives							
Increase prosperity of De Soto residents					Increase quality of life through economic development							
Increase economic activity within De Soto.						Prioritize Growth & Attraction of Targeted Industries & Desired Uses						
Increase tax base and maintain tax base diversity and resiliency.					Stimulate Private Investment in our Community.							

- Goal 2: Increase local recreation and leisure options for community members.
- Goal 3: increase quality childcare options for working parents through partnerships.
- Goal 4: Maintain highly educated workforce and community of lifelong learners.
- Goal 5: Reduce crime and increase feeling of safety in De Soto.
- Goal 6: To protect life and property through the prevention and quick suppression of fires.
- Goal 7: To protect health and life through the provision of ambulance services.
- Goal 8: Mitigate and respond to natural and man-made disasters.
- Goal 9: Maintain quality, extensive park system.
- Goal 10: Improve safe connectivity by creating direct paths between places for all modes of transportation.
- Goal 11: Diversify quality housing stock that caters to many types of people at many points in their life.
- Goal 12: Encourage development and redevelopment that maintains the character of De Soto while accommodating new options,
- opportunities and services for the community.

Strategy 1b: improve quality, resiliency and efficiency of wastewater services and drinking water.

Strategy 4a: Ensure development Incentives do not negatively Impact school district.

Strategy 9a: Require neighborhood parks, open space in new developments. (Code & Policy Review)

Strategy 11a: Promote the diversity of housing stock to include more Missing Middle housing, Infill, ADUs and smaller-scale, more attainable options

Strategy 11b: Preserve areas for large-lot single family home developments to maintain lower density in certain areas.

Strategy 11c: Encourage starter homes to draw in first-time home buyers and young families.

Strategy 11d: Encourage senior housing to support older residents' desire to stay in the community and increase availability of housing.

Strategy 11e:Strengthen the existing housing stock to Improve neighborhood Image

Strategy 11f: Protect and preserve existing affordable workforce housing units, preventing their conversion into more expensive housing options.

Strategy 11g: Incentivize production of workforce housing that is attainably priced by sharing risk, reducing gaps in the private market, and creating housing partners

Strategy 11h: Plan and build new facilities to accommodate demand for services and accommodate growth.

Strategy 11f: Protect and preserve existing affordable workforce housing units, preventing their conversion into more expensive housing options.

Strategy 12a: Increase the Number of Building Permits Issued Annually

Strategy 12b: Recover full cost to serve new development