



Capital Crossroads
Special Improvement District

2019 ANNUAL IMPACT REPORT

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Capital Crossroads SID supports the development of downtown Columbus as a clean, safe and fun place to live, work and play.

STAFF:

Kacey Brankamp, Downtown C-pass Program Director

Michelle Chippas, Director of Communications & Engagement

Marc Conte, Deputy Director of Research, Planning & Facilities

Lisa Defendiefer, Deputy Director of Operations & Advocacy

Mark Klingler, Downtown C-pass Program Coordinator

Jack Low, Landscaping Specialist

Cleve Ricksecker, Executive Director

Sam Sharkey, Pearl Market Manager

**To reduce costs, Capital Crossroads and Discovery Special Improvement Districts share staff.*

Capital Crossroads SID

23 N. Fourth St., Columbus OH 43215
(614) 591-4565 | DowntownServices.org



DOWNTOWN IS ON THE RISE:

Since its inception in 2002, Capital Crossroads Special Improvement District (SID) has been dedicated to supporting the development of downtown Columbus as a clean, safe and fun place to work, live and play. The countless

efforts the SID undertakes to improve downtown are only possible because of the contributions of downtown business owners and residents.

These property owners continue to show strong support for the work of the SID and recently reauthorized the SID for the fifth consecutive time. And with the significant growth in the core of downtown that we have experienced over the past few years, including thousands of new residential units, our services are more essential than ever.

A big part of why our downtown is one of the cleanest and safest in the country is because of our team of dedicated ambassadors. And our homeless outreach coordinators continue to provide crucial support for people experiencing homelessness.

Downtown C-pass, which provided free unlimited access to COTA for eligible workers in the SID, has made a huge impact by doubling ridership. C-pass is a cost-effective and environmentally friendly way to help people commute downtown that has become a national model. And because it has reduced the need to add more parking it has helped increase office leasing activity, especially around Capitol Square. In all, more than 445 employers have signed up for the program and an estimated 15,000 employees have registered for a C-pass. You can learn more about the many accomplishments and services of the SID made possible by downtown property owners by visiting DowntownServices.org.

Sincerely,

Kermit Whitfield

Chair, Board of Trustees

Capital Crossroads Special Improvement District

SPECIAL THANKS TO OUR MAJOR VOLUNTARY CONTRIBUTORS AND PARTNERS:



AT YOUR SERVICE



LEVERAGING SUCCESS

Property owner assessments provide much-needed services, and with the help of grants, sponsorship and community partnerships, Capital Crossroads SID can **do even more.**

\$2,093,017
Property owner assessments



**IN-KIND
CONTRIBUTIONS**
\$1,186,925

\$503,919
Voluntary contributions
to general operations

\$402,701
Voluntary contributions
and grants to
Downtown C-pass

**OTHER
CASH INCOME**
\$1,173,687

\$77,424
Grants and earned
income for Pearl Market

\$193,061
Earned income and
investments

SAFETY AND SECURITY



We have a team of professionals keeping downtown safe and secure. Our safety ambassadors patrol downtown by bike in conjunction with special duty police officers. Our award-winning security network tracks downtown activity by radio in real-time. Together they can respond to situations quickly.

746 SAFETY
ESCORTS

29,618
SAFETY
SERVICES HOURS

206 Police collaborations



9,231 MILES OF
BIKE PATROLS

840 QUALITY OF LIFE CONCERNS
RESOLVED

Hosted **6** neighborhood safety meetings



CLEAN AND BEAUTIFUL

CLEANING AND LANDSCAPING



Our clean team keeps downtown looking great year-round. They remove litter and leaves as well as power wash and remove first-floor graffiti. They also remove snow from crosswalks and handicap ramps during winter. Finally, they keep downtown looking beautiful with landscaping on Nationwide Boulevard, Gay Street, the planters around Capitol Square and the High Street hanging baskets.



4.6
TONS LEAVES
COLLECTED

861
GRAFFITI TAGS AND
HANDBILLS REMOVED

511 HOURS
SNOW REMOVAL

 **403**
PLANTERS & BASKETS
MAINTAINED

12,305
CLEANING HOURS



PEARL MARKET

Pearl Market brings fresh local produce, farm products, and local artisan-made goods to the urban heart of Columbus. Located on Gay Street at Pearl Alley, it's a unique and fun destination for downtown employees, residents and visitors.



35
OHIO
VENDORS

41
MARKET
DAYS

\$4,707
AVERAGE DAILY
MARKET REVENUE

3,400
AVERAGE WEEKLY
ATTENDANCE



Accepts:



HERE TO HELP



HOMELESS OUTREACH

Our outreach specialists connect people experiencing homelessness with shelter, permanent housing and other assistance. They have helped hundreds of people downtown access services and move off the streets. Our specialists engage people on the street, in our office, at the Open Shelter and at the Main Library throughout the week.

4,160
HOURS
HOMELESS
OUTREACH

Worked with
240
clients at the
Main Library



710
COTA PASSES PROVIDED
TO PEOPLE IN NEED

Secured **48** IDs or birth certificates

Found emergency shelter for **31** people

Helped **96** clients move off the street



960 PEOPLE HELPED
AT THE OPEN SHELTER



Downtown C-pass was launched by property owners in the Capital Crossroads Special Improvement District (CCSID) in partnership with the Central Ohio Transit Authority (COTA) and the Mid-Ohio Regional Planning Commission (MORPC) to boost office leasing without additional parking and to reduce employee turnover.

440+
Companies
enrolled

15,250
Employees are
registered

1.9M
Rides

25K
Rides
per week

RIDERSHIP DOUBLED

Among eligible
employees, growing
from 5% to between
10% and 14%.

C-PASS IS HELPING EMPLOYERS:

34%
of surveyed
companies report
C-pass is helping
retention.

34%
of surveyed
companies report
C-pass is helping
recruitment.

52%
of surveyed companies
report that C-pass has
boosted employee
morale.

FINANCIAL STATEMENT

For the Year Ended December 31, 2019

COMPLETED STATEMENT OF FINANCIAL POSITION FOR 2019 & 2018:

	2019	2018
ASSETS		
Current Assets:		
Cash and Cash Equivalents:		
Cash undesignated	\$ 598,279	\$ 599,355
Total cash and equivalents	598,279	599,355
Accounts Receivable	123,994	253,509
Prepaid expenses	5,745	134,615
Total Current Assets	728,018	987,479
Fixed Assets:		
Equipment and vehicles, at cost:	571,953	527,811
Accumulated depreciation	(435,473)	(366,949)
Net Fixed Assets	136,479	160,862
Other Assets:		
Beneficial interest in assets held by others	1,153,887	1,018,037
Total Assets	\$2,018,385	\$2,166,378
LIABILITIES AND NET ASSETS		
Current Liabilities:		
Accounts payable	63,803	202,478
Accrued expenses	31,753	31,305
Deferred revenue	106,248	91,222
Capital lease obligation, current portion	2,062	-
Deposits	6,994	7,575
Total Current Liabilities	210,859	332,580
Noncurrent Liabilities:		
Capital lease obligation, less current portion	5,200	-
Total Noncurrent Liabilities	5,200	-
Total Liabilities	216,059	332,580
Net Assets:		
Without donor restrictions	1,788,226	1,673,298
With donor restrictions	14,100	160,500
Total Net Assets	1,802,326	1,833,798
Total Liabilities and Net Assets	\$2,018,385	\$2,166,378

