2019 ANNUAL IMPACT REPORT

Capital Crossroads
Special Improvement District

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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 SID

SPECIAL THANKS TO OUR MAJOR VOLUNTARY CONTRIBUTORS AND PARTNERS:
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

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
$1,186,925 IN-KIND CONTRIBUTIONS
$1,173,687 OTHER CASH INCOME
$503,919 Voluntary contributions to general operations
$77,424 Grants and earned income for Pearl Market
$402,701 Voluntary contributions and grants to Downtown C-pass
$193,061 Earned income and investments

$77,424 Grants and earned income for Pearl Market
$193,061 Earned income and investments
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.

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.

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.

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.
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.

**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.

**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**
- **240** worked with clients at the Main Library
- **960** people helped at the Open Shelter
- **710** COTA passes provided to people in need
- **48** secured IDs or birth certificates
- Found emergency shelter for **31** people
- **96** clients move off the street

**Rides**

- **440+** companies enrolled
- **15,250** employees are registered
- **1.9M** rides
- **25K** rides per week

**Homeless Outreach Results**

- **4,160** hours of homelessness outreach
- **240** clients worked with at the Main Library
- **960** people helped at the Open Shelter
- **710** COTA passes provided to people in need
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**Homelessness 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.

**Homeless Outreach Stats**

- **4,160 hours** of homelessness outreach
- **240** clients worked with at the Main Library
- **960** people helped at the Open Shelter
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**Homeless Outreach Benefits**

- **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.

**COTA PASSES PROVIDED TO PEOPLE IN NEED**

- Secured **48** IDs or birth certificates
- Found emergency shelter for **31** people
- **96** clients moved off the street

**Open Shelter**

- **710** COTA passes provided to people in need
- Secured **48** IDs or birth certificates
- Found emergency shelter for **31** people
- **96** clients moved off the street

**Main Library**

- Worked with **240** clients at the Office Library
- Helped **96** clients move off the street
- Helped **31** people find emergency shelter
- Secured **48** IDs or birth certificates
- Worked with **240** clients at the Main Library
- Helped **96** clients move off the street
- Helped **31** people find emergency shelter
- Secured **48** IDs or birth certificates
## COMPLETED STATEMENT OF FINANCIAL POSITION FOR 2019 & 2018:

### ASSETS

#### Current Assets:

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash undesignated</td>
<td>$598,279</td>
<td>$599,355</td>
</tr>
<tr>
<td>Total cash and equivalents</td>
<td>598,279</td>
<td>599,355</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>123,994</td>
<td>253,509</td>
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<tr>
<td>Prepaid expenses</td>
<td>5,745</td>
<td>134,615</td>
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<tr>
<td>Total Current Assets</td>
<td>728,018</td>
<td>987,479</td>
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</table>

#### Fixed Assets:

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment and vehicles, at cost:</td>
<td>571,953</td>
<td>527,811</td>
</tr>
<tr>
<td>Accumulated depreciation</td>
<td>(435,473)</td>
<td>(366,949)</td>
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<tr>
<td>Net Fixed Assets</td>
<td>136,479</td>
<td>160,862</td>
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#### Other Assets:

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beneficial interest in assets held by others</td>
<td>1,153,887</td>
<td>1,018,037</td>
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</table>

**Total Assets**

<table>
<thead>
<tr>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,018,385</td>
<td>$2,166,378</td>
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</tbody>
</table>

### LIABILITIES AND NET ASSETS

#### Current Liabilities:

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>63,803</td>
<td>202,478</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>31,753</td>
<td>31,305</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>106,248</td>
<td>91,222</td>
</tr>
<tr>
<td>Capital lease obligation, current portion</td>
<td>2,062</td>
<td>-</td>
</tr>
<tr>
<td>Deposits</td>
<td>6,994</td>
<td>7,575</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>210,859</td>
<td>332,580</td>
</tr>
</tbody>
</table>

#### Noncurrent Liabilities:

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital lease obligation, less current portion</td>
<td>5,200</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Noncurrent Liabilities</strong></td>
<td>5,200</td>
<td>-</td>
</tr>
</tbody>
</table>

**Total Liabilities**

<table>
<thead>
<tr>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>216,059</td>
<td>332,580</td>
</tr>
</tbody>
</table>

#### Net Assets:

<table>
<thead>
<tr>
<th>Description</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without donor restrictions</td>
<td>1,788,226</td>
<td>1,673,298</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>14,100</td>
<td>160,500</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>1,802,326</td>
<td>1,833,798</td>
</tr>
</tbody>
</table>

**Total Liabilities and Net Assets**

<table>
<thead>
<tr>
<th>2019</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>$2,018,385</td>
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