

# STATE OF DOWNTOWN COLUMBUS

YEAR END 2019



*Prepared by*  
**Capital Crossroads & Discovery  
Special Improvement Districts**

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## ABOUT THIS REPORT

The Capital Crossroads and Discovery Special Improvement Districts track information that gauges the vitality of the central business district. Unless otherwise specified, the content included is specific to the Downtown District: the area bounded by I-670, I-71, I-70 and the CSX railroad tracks.

All information is believed accurate at the time received. Where outside sources are used, attribution is provided. SID staff monitors and interprets downtown data covering a variety of areas, and every effort is given to provide the most accurate information possible.

SID staff is available to provide custom research. Please contact Marc Conte at [mvconte@sidservices.com](mailto:mvconte@sidservices.com) or (614) 591-4507 for more information.

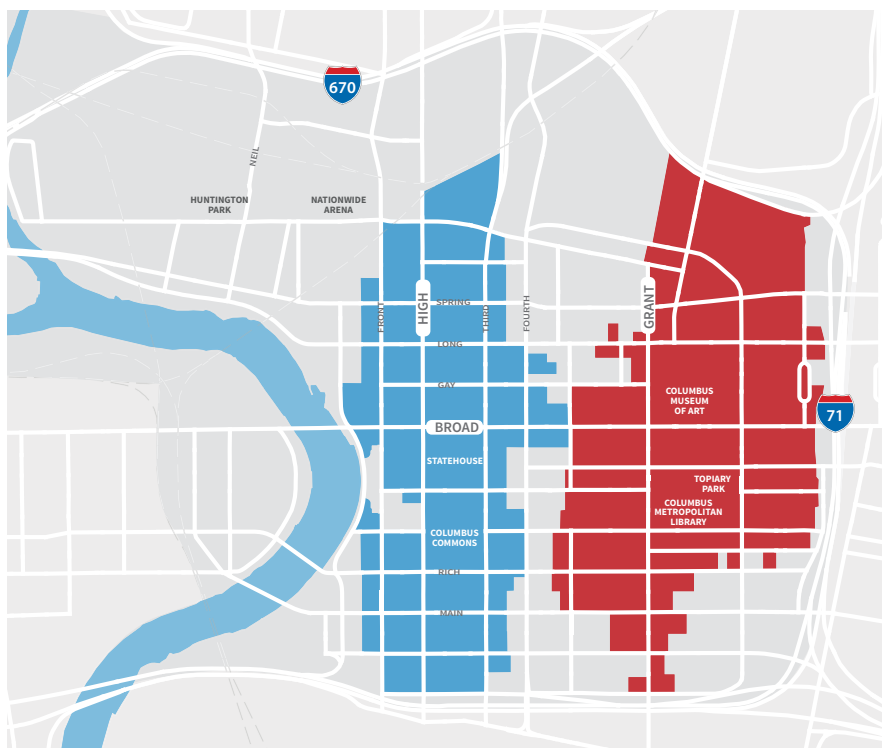
## ABOUT US

### Capital Crossroads Special Improvement District (CCSID)

is an association of more than 500 commercial and residential property owners in 38-square blocks of downtown Columbus. Its purpose is to support the development of downtown Columbus as a clean, safe and fun place to work, live and play.

### Discovery Special Improvement District (DSID)

helps property owners maintain a safe, vibrant, diverse, distinctive and walkable mixed-use neighborhood. DSID was formed in 2005 by property owners in the eastern area of downtown.






-  Capital Crossroads Special Improvement District
-  Discovery Special Improvement District
-  Downtown District

Photo credits: Michael Tomko, Andy Spessard, Columbus State Community College, CDDC, The Nicholas

Design: Bluewave Creative



## REPORT HIGHLIGHTS



## Major Investments

**\$1.7 BILLION**

PROPOSED

**40 PROJECTS****\$1 BILLION**

UNDER CONSTRUCTION

**30 PROJECTS****\$193 MILLION**

COMPLETED IN 2019

**12 PROJECTS****Housing  
& Residents****9,270**

RESIDENTS

**93.6%**APARTMENT  
OCCUPANCY**Employment  
& Office****86,665**

WORKERS

**14%**OFFICE VACANCY RATE  
(CLASS A, B & C)**Education****4**COLLEGES &  
UNIVERSITIES**34,155**

COLLEGE STUDENTS

**Retail****1**

NEW RETAILERS IN 2019

**240+**RETAIL GOODS &  
SERVICES BUSINESSES**Hospitality  
& Attractions****1,013**ROOMS PROPOSED OR  
UNDER CONSTRUCTION**66.5%**

OCCUPANCY RATE

**Transportation  
& Land Use****15,000+**EMPLOYEES ENROLLED  
IN DOWNTOWN C-PASS**444**COMPANIES ENROLLED  
IN DOWNTOWN C-PASS





## MAJOR INVESTMENTS

### HIGHLIGHTS

Construction began on significant investments in 2019, namely the new Columbus Crew SC soccer stadium and Hilton 2.0 hotel. These two projects alone total \$520 million. The Discovery District continues to see investments with seven projects under construction worth more than \$108 million. Projects under construction in Downtown top \$1 billion. The much-anticipated revised plans for the 26-acre Scioto Peninsula site were released in August. Master developer Columbus Downtown Development Corporation will move forward with a nine-acre first phase with selected developers Daimler Group (office/retail), Rockbridge (hotel) and Flaherty & Collins (residential/retail).

### \$1.7 BILLION

#### PROPOSED

##### **Notable Projects**

Scioto Peninsula Office/Hotel/Residential Phase 1 (\$272 million)  
North Market Tower (\$175 million)  
Abbott Laboratories Expansion (\$62 million)

### \$1 BILLION

#### UNDER CONSTRUCTION

##### **Notable Projects**

Columbus Crew Stadium (\$300 million)  
Hilton 2.0 (\$220 million)  
Former Light Plant (\$20 million)

### \$193 MILLION

#### COMPLETED IN 2019

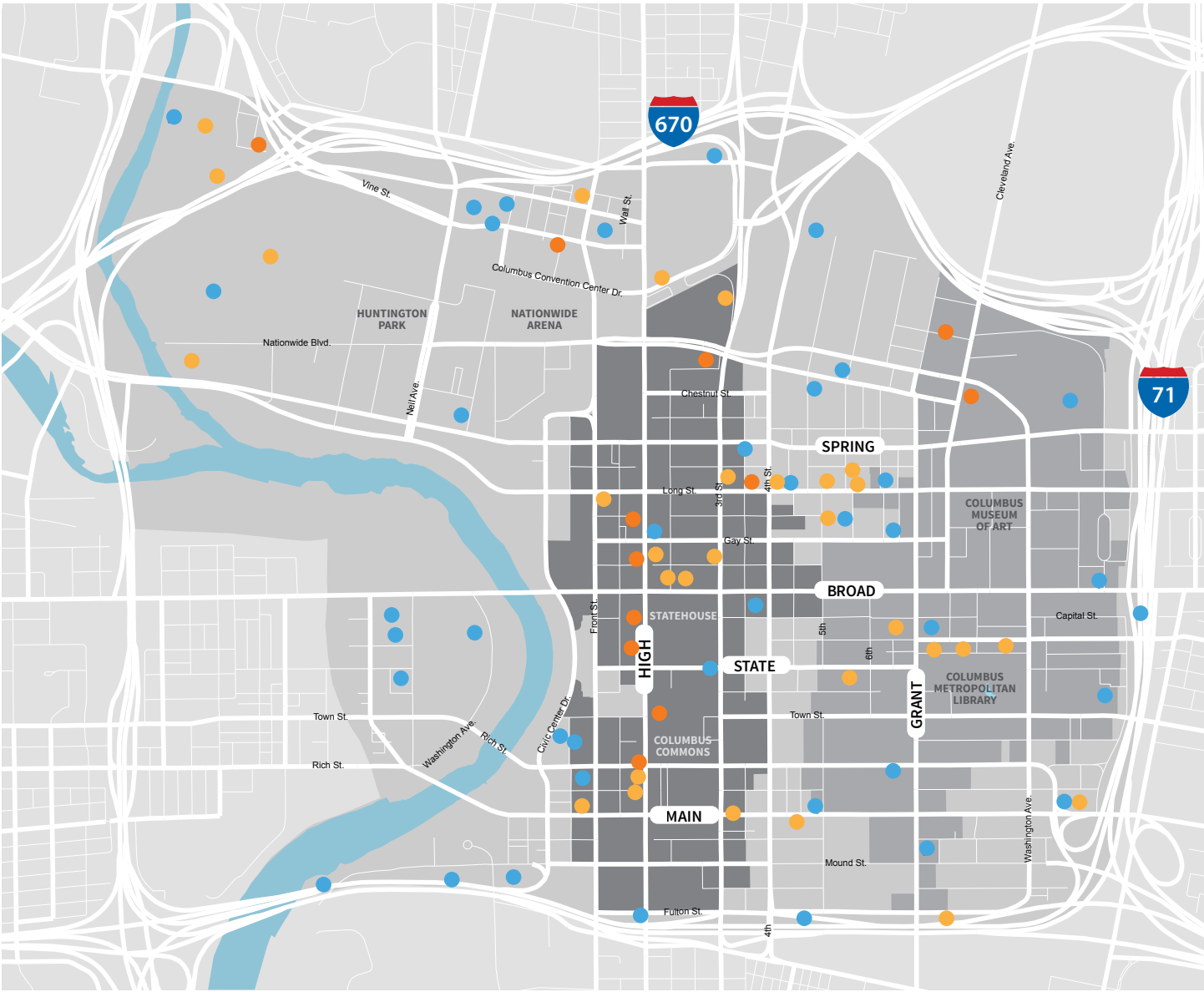
##### **Notable Projects**

The Nicholas Apartments (\$75 million)  
Mitchell Hall at Columbus State (\$34 million)  
Canopy by Hilton (\$24 million)

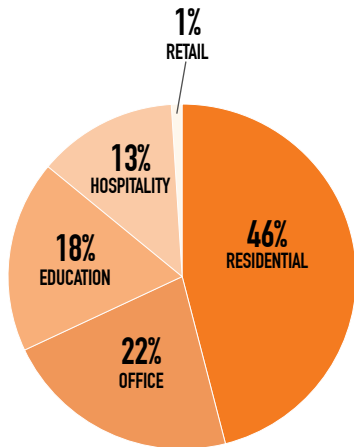
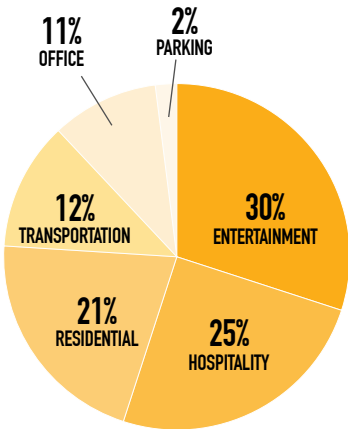
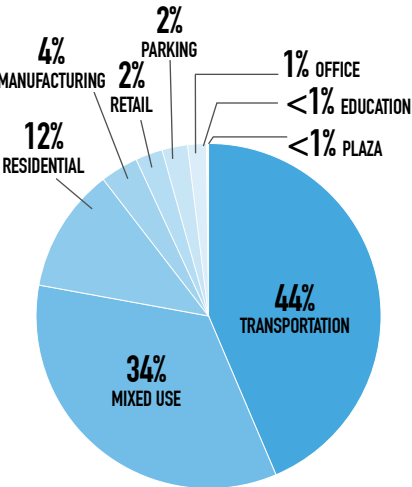




# MAJOR INVESTMENTS



● PROPOSED      ● UNDER CONSTRUCTION      ● COMPLETED IN 2019





## MAJOR INVESTMENTS

Proposed Projects	Location	Cost Estimate (Millions)	Use
Aquinas Hall Restoration	Jefferson & Spring	\$3	Education
Abbott Laboratories Expansion	5th & Mt. Vernon	\$62	Manufacturing
Capitol Square Office Tower Upgrades	3rd & State	\$3	Office
Former Winders Motor Sales Co.	4th & Long	\$2	Office
266 N. 5th St. Renovation	5th & Naghten	\$0.4	Office
200 Civic Center Upgrades	Civic Center & Rich	\$0.1	Office
Ice House Office	Neilston & Mt. Vernon	NA	Office
Scioto Peninsula Office/Hotel/Residential Phase 1	Belle & State	\$272	Office/Hotel/Residential
Confluence Village Office and Residential	W. Nationwide	NA	Office/Residential
PNC Plaza	4th & Broad	NA	Office/Residential/Retail
Chipotle HQ	Kilbourne & Vine	\$14	Office/Retail
Scioto Peninsula Parking Garage 1	Starling & State	\$28	Parking
Future Spruce St. Garage	Kilbourne & Vine	\$11	Parking
Scioto Peninsula Parking Garage 2	Starling & State	NA	Parking
6th & Long Garage	6th & Long	\$6	Parking/Retail
Franklin University Courtyard	Grant & Rich	\$0.5	Plaza
Parks Edge Phase 3	John H McConnell & Spring	\$30	Residential
Future Vine St. Residential	Kilbourne & Vine	\$23	Residential
White Castle Residential Phase 2	555 W. Goodale	\$12	Residential
Neighborhood Launch - 6th & Gay	6th & Gay	\$4	Residential
83 Normandy Ave. Residential	Normandy & Gay	\$3	Residential
220 E. Main St. Apartments	5th & Main	\$1	Residential
602 E. Town St. Apartments	Lester & Town	NA	Residential
600 E. Broad St. Apartments	Jefferson & Broad	NA	Residential
Scioto Peninsula Hotel/Residential Future Phases	Starling & State	NA	Residential
554 E. Main St. Apartments	554 E. Main	NA	Residential
North Market Tower	Park & Spruce	\$175	Mixed Use
Millennial Tower	Front & Rich	\$150	Mixed Use
White-Haines/Madison's	High & Gay	\$61	Residential/Retail
Grant & Mound Apartments	Grant & Mound	\$30	Residential/Retail
Capital University Apartments & Garage	Grant & Oak	\$40	Residential/Retail/Parking
COSI Connection Corridor	333 W. Broad	\$40	Retail
Former Arena Self Storage	4th & Goodale	\$2	Retail
Freedom a la Cart Café & Bakery	Lazelle & Spring	NA	Retail
70/71 Phase 6B-E - West Interchange	I-70 & 71	\$280	Transportation
70/71 Phase 2D - South Innerbelt	I-70 & 71	\$166	Transportation
70/71 Phase 6R - Outbound Downtown	I-70 & 71	\$107	Transportation
70/71 Phase 4R - Inbound Downtown	I-70 & 71	\$104	Transportation
70/71 Phase 4H - Fulton & Livingston	I-70 & 71	\$59	Transportation
70/71 Phase 3B - East IB Broad to Long	I-70 & 71	\$44	Transportation
<b>TOTAL</b>		<b>\$1.7 Billion</b>	

Projects Under Construction	Location	Cost Estimate (Millions)	Use
Crew Stadium	W. Nationwide	\$300	Entertainment
Hilton 2.0	High & Ohio Center Way	\$220	Hospitality
AC Hotel	511 Park	\$30	Hospitality
Rhodes Tower Modernization	30 E. Broad	\$50	Office
The Hayden Renovation	20 E. Broad	\$19	Office
White Castle Office 2	555 W. Goodale	\$12	Office
562 E. Main St.	Lester & Main	\$2	Office
33 N. 3rd St. Renovations	3rd & Lynn	NA	Office
Former Light Plant	555 W. Nationwide	\$20	Office/Retail
15 W. Cherry St.	Wall & Cherry	\$3	Office/Retail
101 E. Main St. Renovation	3rd & Main	\$3	Office/Retail
Convention Center East Garage	3rd & Nationwide	\$18	Parking
Parking Garage	Neilston & Long	\$4	Parking/Retail

Sources: City of Columbus Department of Development, Developer and Architects

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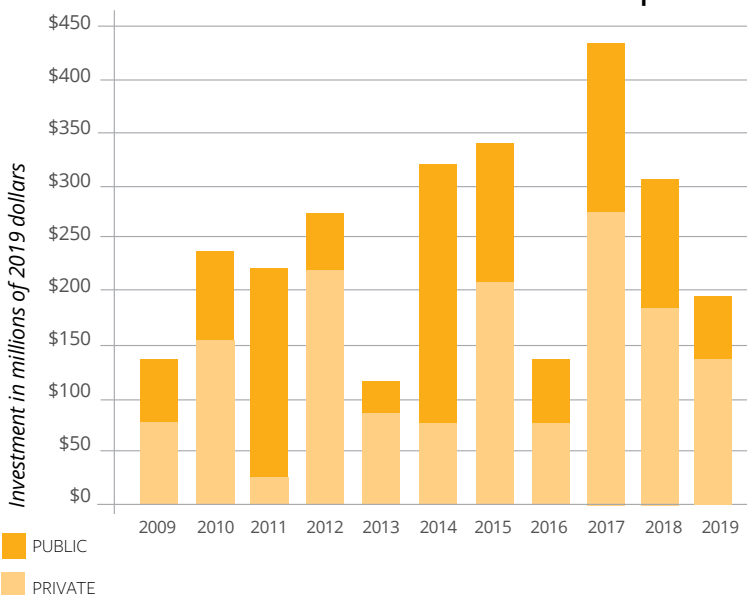


## MAJOR INVESTMENTS

White Castle Residential Phase 1	555 W. Goodale	\$16	Residential
330 Oak Street Apartments	330 E. Oak	\$10	Residential
92 N. 5th St. Renovation	5th & Gay	\$0.4	Residential
Xander on State	6th & State	\$35	Residential/Office/Retail
230 E. Long St. Apartments	5th & Long	\$25	Residential/Retail
Encova Residential Project	Washington & Oak	\$20	Residential/Retail
255 South High Apartments	High & Cherry	\$18	Residential/Retail
Grant Oak Apartments	Grant & Oak	\$16	Residential/Retail
Lifestyle Communities Matan Block	261 S. Front	\$15	Residential/Retail
150-156 N. 3rd St.	3rd & Long	\$15	Residential/Retail
The Harlow	4th & Main	\$15	Residential/Retail
174 E. Long St. Micro Living	4th & Long	\$12	Residential/Retail
Microliving @ Long and Front	55 W Long	\$11	Residential/Retail
274 E. Long St.	Neilston & Long	\$1	Residential/Retail
44 N. High St.	High & Gay	NA	Residential/Retail
70/71 Phase 2E - Fulton, ramps, widening	I-70 & 71	\$80	Transportation
70/71 Phase 2E&G - Fulton, Grant & Mound	I-70 & 71	\$36	Transportation
<b>TOTAL</b>		<b>\$1 Billion</b>	

Completed Projects in 2019	Location	Cost Estimate (Millions)	Use
Mitchell Hall at Columbus State	Cleveland & Mt. Vernon	\$34	Education
Mid-Ohio Market at Columbus State	Cleveland & Grove	\$0.4	Retail
Canopy by Hilton	77 E. Nationwide	\$24	Hospitality
Riffe Center Upgrades	77 S. High	\$11	Office
Huntington Center Upgrades	41 S. High	\$5	Office
COTA First Floor Renovation	High & Lynn	\$0.4	Office
White Castle HQ & Garage	555 W. Goodale	\$25	Office/Parking
Rise Brands HQ	4th & Long	\$2	Office/Parking
The Nicholas	High & Gay	\$75	Residential/Retail
Lifestyle Communities Beatty Block	213 S. High	\$15	Residential/Retail
111-115 Vine St.	Armstrong & Vine	\$1	Retail
DGX	High & Town	\$0.4	Retail
<b>TOTAL</b>		<b>\$193 Million</b>	

### Downtown Investments Based on Year Completed



### Major Investments 2009-2019

Year Completed	Private	Public	Total
2009	\$79	\$63	\$143
2010	\$154	\$81	\$235
2011	\$26	\$200	\$226
2012	\$217	\$57	\$275
2013	\$85	\$34	\$119
2014	\$80	\$246	\$326
2015	\$218	\$119	\$337
2016	\$82	\$51	\$133
2017	\$280	\$154	\$434
2018	\$180	\$126	\$306
2019	\$147	\$46	\$193
<b>TOTAL</b>	<b>\$1,549</b>	<b>\$1,176</b>	<b>\$2,692</b>

(In millions of 2019 dollars)

Sources: City of Columbus Department of Development, Developers and Architects



## MAJOR INVESTMENTS SPOTLIGHT



### Crew Stadium

Construction on the new \$300 million Columbus Crew SC Stadium broke ground October 10, 2019. Set to open summer of 2021, the 20,000-seat stadium will anchor a territory of 29 acres named Confluence Village with substantial commercial and residential components.

The new home for Columbus Crew SC is located on West Nationwide Boulevard, just west of Nationwide Arena (home of the NHL Columbus Blue Jackets) and Huntington Park (home of the Triple-A baseball team Columbus Clippers).

The downtown soccer stadium will include a continuous wraparound roof, four stands with various seating features, a closed-seating bowl, a 360-degree concourse and an event space. Beyond the stadium, the project includes a 40,000-square-foot outdoor plaza which will be open to the public.

The new Crew stadium, along with the \$210 million expansion of the Arena District north of Nationwide Arena, will complete revitalization of the area. What was once an expanse of old and deteriorating industrial buildings separating downtown from the Short North Arts District will be transformed into a thriving area to include 500,000 square feet of office space anchored by a new Chipotle headquarters.

According to Columbus Crew SC President Tim Bezbatchenko, the new stadium places the Crew in the heart of the city, helping to bring the team into the new era of Major League Soccer and boost attendance. Bars and restaurants, previously unavailable at MAPFRE Stadium, will be within walking distance for fans' pre- and post-game activities.

The land will eventually be controlled by a new public entity called the Confluence Community Authority, which will also own the stadium and surrounding district.





## HOUSING & RESIDENTS

19

### HIGHLIGHTS

Downtown's residential population continues to grow and is projected to hit 10,000 residents in 2020. New housing continues to fill up as it is built. The Nicholas and Lifestyle Communities' Beatty Block opened in 2019. Construction continues on Lifestyle Communities Matan Block, the Harlow and 255 South High Street. The Discovery District, on the eastern side of Downtown, is slated to add more than 500 residents by 2020 with the completion of Xander on State, apartments at 330 Oak Street and Encova's new residential development north of Topiary Park.

**9,270**

RESIDENTS

**6,888**

RESIDENTIAL UNITS

**93.6%**

APARTMENT OCCUPANCY

**\$300 MILLION**

PROPOSED

**2,463 UNITS**

PROPOSED

**\$209+ MILLION**

UNDER CONSTRUCTION

**1,670 UNITS**

UNDER CONSTRUCTION

**\$55 MILLION**

COMPLETED IN 2019

**353 UNITS**

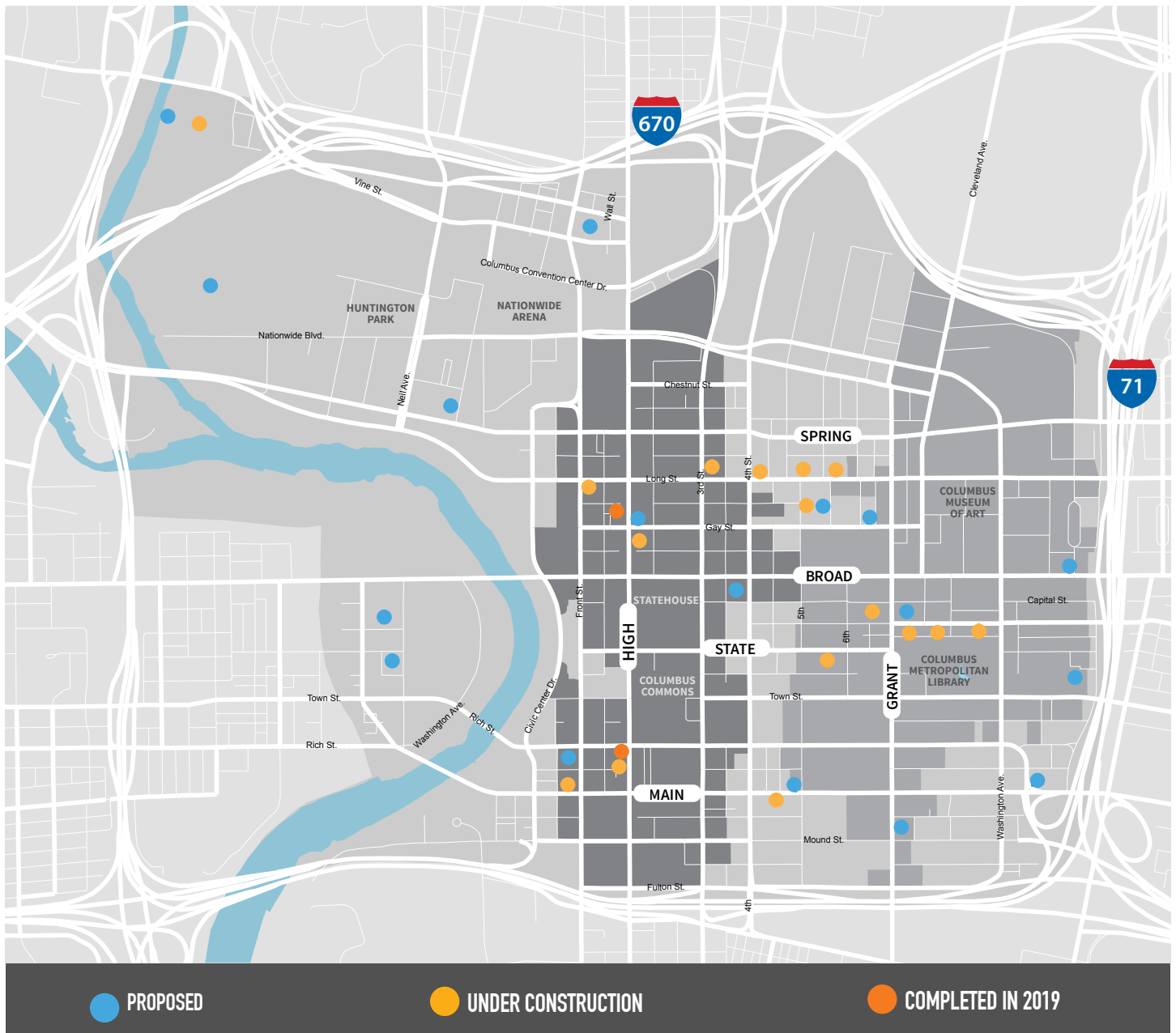
COMPLETED IN 2019

Source: US Census ACS 2018, CCSID, DSID

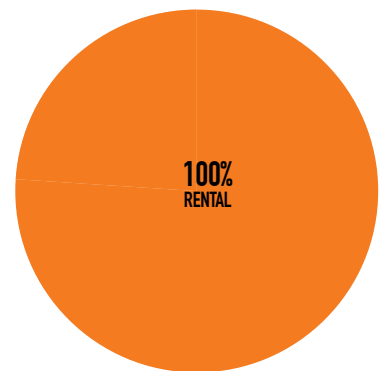
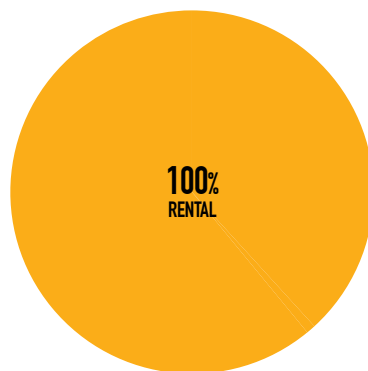
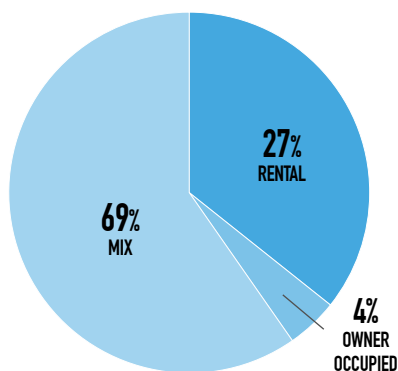




# HOUSING & RESIDENTS



Housing Unit Tenure Breakdown: Owner Occupied Vs. Rental







## HOUSING & RESIDENTS

Proposed	Address	Number Of Units	Tenure
Confluence Village Office and Residential	W. Nationwide	885	NA
Scioto Peninsula Office/Hotel/Residential Phase 1	Scioto Peninsula	550	NA
Grant & Mound Apartments	340 S. Grant	220	Rental
Millennial Tower	Front & Rich	179	Both
North Market Tower	45 Spruce	150	NA
Capital University Apartments & Garage	56 S. Grant	145	Rental
White Castle Residential Phase 2	555 W. Goodale	100	Rental
602 E. Town St. Apartments	602 E. Town	54	Rental
Parks Edge Phase 3	245 Parks Edge	50	Owner Occupied
White-Haines/Madison's	72 N. High	48	Rental
Neighborhood Launch - 6th & Gay	304 E. Gay	28	Owner Occupied
554 E. Main St. Apartments	554 E. Main	23	Rental
600 E. Broad St. Apartments	600 E. Broad	15	Rental
220 E. Main St. Apartments	220 E. Main	14	Rental
83 Normandy Ave. Residential	83 Normandy	2	Owner Occupied
Scioto Peninsula Hotel/Residential Future Phases	Scioto Peninsula	NA	NA
PNC Plaza	155 E. Broad	NA	Rental
<b>TOTAL</b>		<b>2,463 UNITS</b>	

Under Construction	Address	Number Of Units	Tenure
White Castle Residential Phase 1	555 W. Goodale	270	Rental
230 E. Long St. Apartments	230 E. Long	234	Rental
Xander on State	265 E. State	222	Rental
Grant Oak Apartments	66 S. Grant	200	Rental
Lifestyle Communities Matan Block	261 S. Front	150	Rental
The Harlow	195 E. Main	121	Rental
255 South High Apartments	255 S. High	120	Rental
330 Oak Street Apartments	330 E. Oak	93	Rental
Motorists Residential Project	65 S. Washington	92	Rental
150-156 N. 3rd St.	150 N. 3rd	79	Rental
174 E. Long St. Micro Living	174 E. Long	45	Rental
Microliving @ Long and Front	55 W Long	36	Rental
44 N. High St.	44 N. High	4	Rental
274 E. Long St.	274 E. Long	3	Rental
92 N. 5th St. Renovation	92 N. 5th	1	Owner Occupied
<b>TOTAL</b>		<b>1,670 UNITS</b>	

Completed in 2019	Address	Number Of Units	Tenure
The Nicholas	85 N. High	232	Rental
Lifestyle Communities Beatty Block	229 S. High	121	Rental
<b>TOTAL</b>		<b>353 UNITS</b>	

Sources: City of Columbus Department of Development, Developers and Architects



# HOUSING & RESIDENTS

## Population and Housing Units

	2018	2019
Rental	5,194	5,417
Owner Occupied	1,471	1,471
Total Housing Units	6,665	6,888
Population	9,000	9,270

## Sales of Owner-Occupied Units

	2018	2019
Sales of New Units	43	47
Median Sale Price - New	\$733,693	\$915,270
Median Price/Sq. Ft. - New	\$380	\$400
Sales of All Units	192	198
Median Sale Price - All	\$350,000	\$392,000
Median Price/Sq. Ft. - All	\$274	\$282

## Downtown Population Comparison

Area	2000 Population	2019 Population	2019 People Per Acre	Percent Increase	Land Area (Acres)
Columbus	3,488	9,270	6.2	166%	1,500
Cleveland	11,060	18,800	14.1	70%	1,332
Cincinnati	11,941	10,878	10.0	-9%	1,086

## Apartment Rents and Occupancy

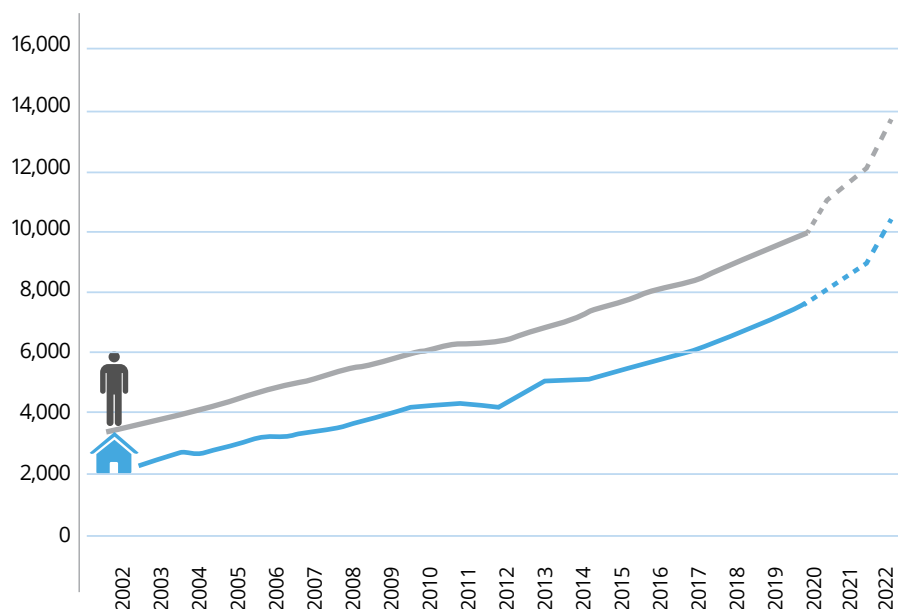
Area	Average Rent		Average Unit SF		Percent Occupied
	1-Br and Smaller	2-Br and Larger	1-Br and Larger	2-Br and Larger	
Downtown	\$1,402	\$1,930	730	1,255	93.6%
Central Ohio*	\$807	\$1,090	720	1,190	96.5%
US	\$1,460	\$1,700	752	1,126	94.1%

\*Excludes downtown area

Source: Vogt Strategic Insights

## Downtown Residents and Housing Units 2002-2022

(includes projection)



Source: Franklin County Auditor, Vogt Strategic Insights, CCSID & DSID

YEAR	Population	Housing Units
2002	3,619	2,251
2003	3,793	2,418
2004	4,078	2,764
2005	4,402	2,943
2006	4,722	3,247
2007	4,943	3,356
2008	5,314	3,670
2009	5,576	3,957
2010	5,991	4,127
2011	6,249	4,382
2012	6,322	4,371
2013	6,675	4,984
2014	7,080	5,109
2015	7,716	5,366
2016	8,100	5,743
2017	8,400	6,084
2018	9,000	6,678
2019	9,270	6,888
2020**	10,700	7,963
2021**	11,900	8,886
2022**	14,000	10,642

\*\* Projection 2020-2022

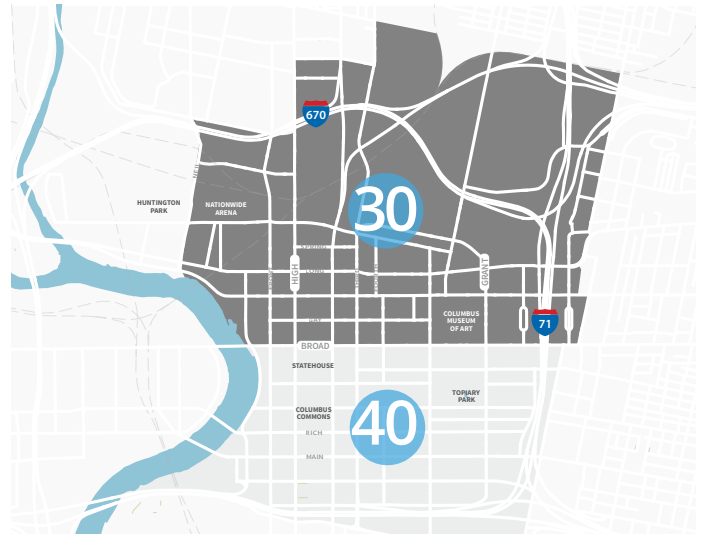




## HOUSING & RESIDENTS

### Downtown Residential Demographics US Census ACS 2018 Five-Year Estimates

Race of Downtown Residents	Downtown Tracts	Franklin County
One Race	94%	96%
White	66%	67%
Black or African American	21%	22%
American Indian and Alaska Native	0%	0.2%
Asian	5%	5%
Native Hawaiian and Other Pacific Islander	0%	0.04%
Some other race	1%	2%
Two or more races	6%	4%
Hispanic or Latino origin (of any race)	4%	5%



**Map of Census Tracts 30 and 40**

Data for Tracts 30 and 40 have been combined for this report and referred to as Downtown Tracts to represent the downtown residential population.

### Commuting Habits of Downtown Residents

Workers 16 years and over	4,986	651,953
Drive Alone	60%	81%
Carpool	6%	8%
Public Transportation	4%	2%
Walk	22%	3%
Bike	1%	0.5%
Other Means	1%	0.9%
Work at home	6%	5%
Mean travel time (minutes)	18.3	21.9

Population	Downtown Tracts	Franklin County
Total	7,312	1,275,333
Median Age	31.2 and 33.2	34
Male/Female	52%/48%	49%/51%

### Educational Attainment of Downtown Residents

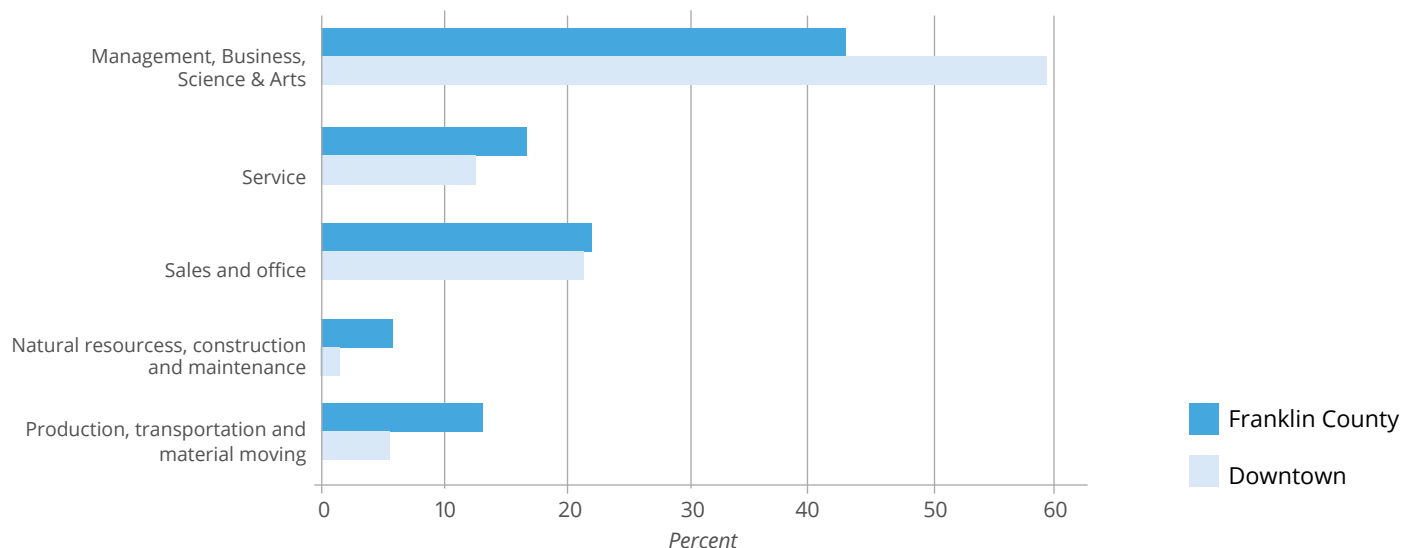
Population 25 years and over	5,866	848,603
High school graduate or higher	94%	91%
Bachelor's degree or higher	64%	39%

### Income and Benefits

(In 2019 Inflation-Adjusted Dollars)

Median household income	\$60,270 and \$42,198	\$61,253
Mean household income	\$82,778	\$83,161

### Occupation Downtown Tracts 30 & 40 of Downtown Residents





## HOUSING & RESIDENTS SPOTLIGHT



### The Nicholas

The Nicholas is located in the heart of downtown Columbus at 12 W. Gay St. Over the span of two years, the Nicholas replaced a large surface parking lot that was an eyesore for decades with a \$75 million six-story mixed-use development. The Nicholas offers 230 units including studio, 1-, 2- and 3- bedroom apartments, as well as 20,000 square feet of retail and restaurant space.

The apartments feature luxury interior finishes such as distinctive quartz countertops with undermounted farmhouse sinks, open living spaces with 9-foot ceilings and expansive closet space.

An abundance of windows and corner units provide natural light in all areas of the building. Onsite amenities include: A business center with complimentary printing, high tech lounge seating with USB/outlet ports, a rooftop infinity edge swimming pool, an outdoor entertainment cabana with sundeck, garden terraces, paw spa, and a wellness-inspired group fitness room.

Covered parking with direct building access is available for an additional monthly fee. Apartments lease from \$1,118 to \$4,623 per month.





## EMPLOYMENT & OFFICE MARKET

### HIGHLIGHTS

Downtown continues to add jobs with a 1.6% increase in total jobs over 2018. It also experienced a slight decrease in the office vacancy rate for Class A, B and C properties from 14.9% down to 14%. Several office towers completed impressive renovations adding new tenant amenities such as rooftop lounges. While Downtown absorption was strong for the year, high vacancies still challenge some buildings around Capitol Square.

**86,665**

WORKERS

**14%**

OFFICE VACANCY RATE

**41%**

DOWNTOWN WORKERS LIVE IN  
THE CITY OF COLUMBUS

### NOTABLE COMMERCIAL LEASES

- Candid Company, 34 N. Third St. (33,258 sq. ft.)
- Coastal Ridge Real Estate, 80 on the Commons (20,000 sq. ft.)
- BBI Logistics, 80 on the Commons (19,000 sq. ft.)

### NOTABLE COMMERCIAL OFFICE BUILDING SALES

- 10 W. Broad St. (25 stories) to Oklahoma-based Square Deal Capital, Inc (\$61 million)
- 80 on the Commons (12-story complex) to Greenwich, Connecticut-based Starwood Property Trust Inc. (\$72 million)

Source: CBRE, US Census Bureau, Colliers International, Columbus Business First, CCSID, DSID



## EMPLOYMENT & OFFICE MARKET

### Quarterly Data (Class A, B, & C)

	1Q 2018	2Q 2018	3Q 2018	4Q 2018	1Q 2019	2Q 2019	3Q 2019	4Q 2019
Net Absorption	(98,464)	(10,497)	98,924	109,442	(23,829)	231,780	14,475	93,664
Vacancy Rate	14.2%	14.3%	14.7%	14.9%	15.1%	14.7%	14.8%	14.0%

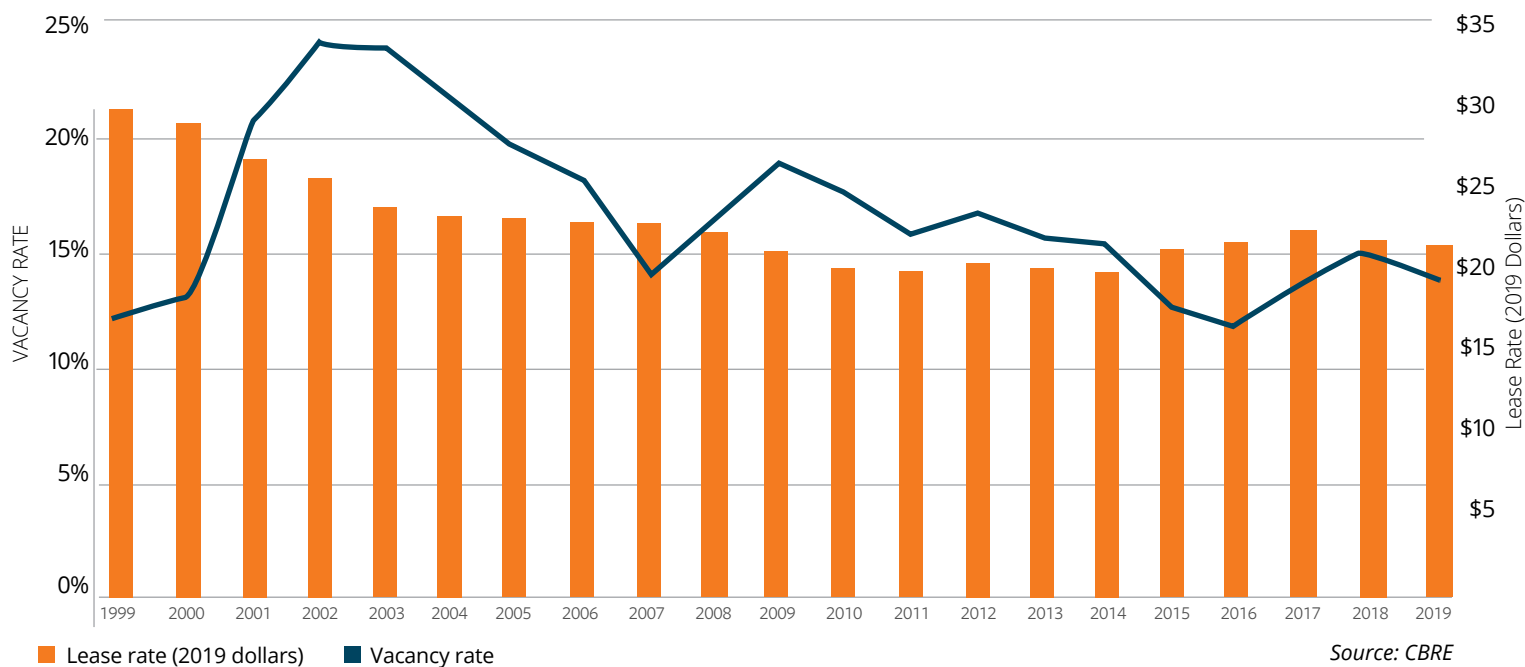
### Comparison with other Downtowns (Class A, B, & C)

City	Net Rentable Building Area (SF)	Vacancy Rate	2019 Net Absorption	Average Lease Rate
Columbus	12,606,724	14.0%	298,670	\$21.37
Cleveland (A & B only)	16,084,322	19.2%	10,737	\$19.80
Cincinnati	12,337,560	14.6%	129,313	\$21.04
Indianapolis	11,934,683	16.3%	(393,706)	\$22.56
Nashville	9,805,140	8.4%	402,610	\$30.41

### Comparison with Suburban Market (Class A, B, & C)

Location	Net Rentable Building Area (SF)	Vacancy Rate	2019 Net Absorption	Average Lease Rate
Downtown Columbus	12,606,724	14.0%	298,670	\$21.37
Suburban Columbus	25,501,307	15.1%	464,623	\$18.94

### Downtown Office Vacancy Rates And Lease Rates 1999-2019





# EMPLOYMENT & OFFICE MARKET

	Downtown		Franklin County		Metro	
Total All Jobs	Count	Share	Count	Share	Count	Share
	86,665	100%	764,957	100%	1,038,033	100%

## Jobs by Worker Age

Age 29 or younger	15,101	17%	188,285	25%	259,537	25%
Age 30 to 54	51,265	59%	423,208	55%	568,267	55%
Age 55 or older	20,299	23%	153,464	20%	210,229	20%

## Jobs by Earnings

\$15,000 per year or less	11,619	13%	164,703	22%	231,755	22%
\$15,000 - \$40,000 per year	20,034	23%	247,316	32%	340,951	33%
\$40,000 per year or more	55,012	63%	352,938	46%	465,687	45%

## Jobs By Worker Race

White Alone	69,272	80%	592,237	77%	833,647	80%
Black or African American Alone	12,701	15%	127,483	17%	147,255	14%
American Indian or Alaska Native Alone	120	0.1%	1,620	0.2%	2,210	0.2%
Asian Alone	3,245	4%	30,035	4%	37,464	4%
Native Hawaiian or Other Pacific Islander Alone	17	0.02%	382	0.05%	527	0.1%
Two or More Race Groups	1,310	2%	13,200	2%	16,930	2%

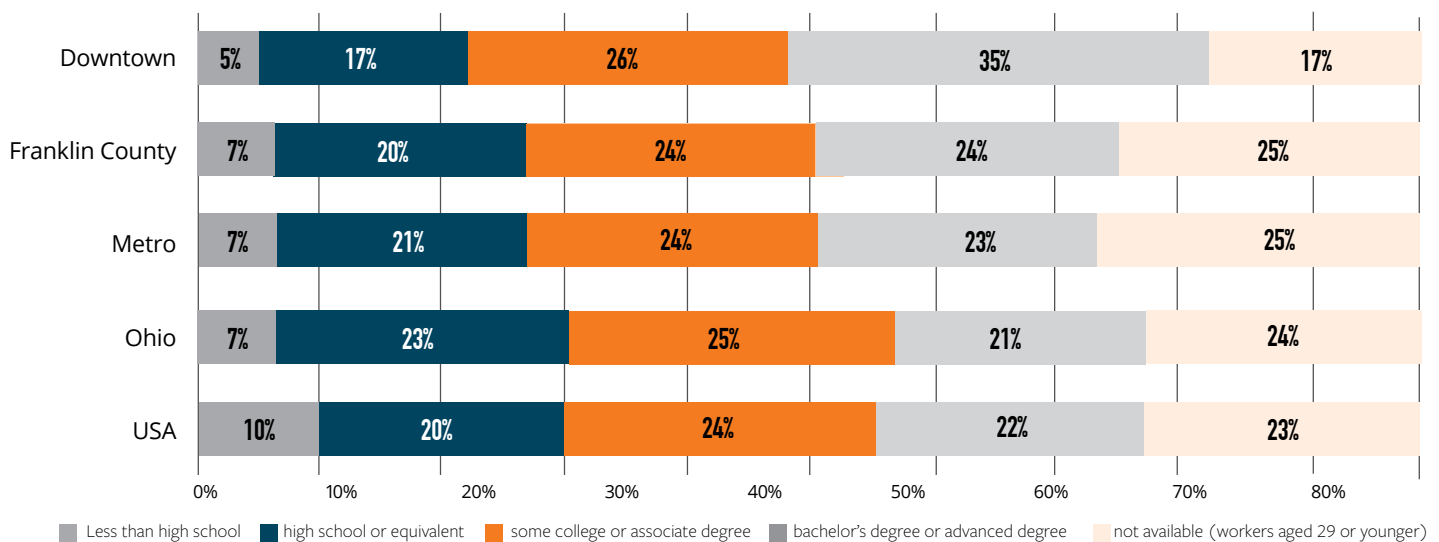
## Jobs by Worker Ethnicity

Not Hispanic or Latino	84,635	98%	740,745	97%	1,006,903	97%
Hispanic or Latino	2,030	2%	24,212	3%	31,130	3%

## Jobs by Worker Sex

Male	41,658	48%	378,574	49%	519,472	50.04%
Female	45,007	52%	386,383	51%	518,561	49.96%

## Jobs By Worker Educational Attainment



Source: US Census Bureau, OnTheMap Application 2017





## EMPLOYMENT & OFFICE MARKET SPOTLIGHT



### Rise Brands

Rise Brands CEO Troy Allen has had his eye on 134 E. Long St. since moving to Columbus in the early 2000s. Converting the historic building into his company's new headquarters gave him the opportunity to bring his vision to life.

Prior to renovating the century-old building, Rise Brands was located just down the road at 123 E. Chestnut St. and, after several years of continued growth, they outgrew their previous location. According to Mike Clark, Marketing Manager at Rise Brands, "the new office is a beautiful coworking space that is much more conducive to our creative environment."

While the exterior was engineered to maintain as much of the original design as possible, the building has an entirely new interior featuring an open floor plan throughout all four floors.

"It is the perfect location as it is in the epicenter of downtown and close to our two flagship locations," said Clark, as it is located next to Pins Mechanical Co. and six blocks from 16-Bit+Arcade.

Rise Brands has some experience in restoring historic buildings. Pins Mechanical's downtown location was originally the Columbus Tire Company while their Nashville location was the original Gibson Guitar factory. Rise Brands has grown from its original concept in downtown Columbus to 11 locations nationwide with plans to add locations in Cleveland, Indianapolis and Easton Town Center.





# EDUCATION

## HIGHLIGHTS

Enrollment remains strong at downtown's colleges and universities with more than 34,000 students pursuing higher education. Columbus State is taking a wholistic approach to supporting students by opening the Mid-Ohio market and working with community partners to address barriers to education. In March of 2020, Columbus State will have Issue 21 on the ballot which is a bond levy to generate funds to modernize and improve facilities at Columbus State.

**4** INSTITUTIONS WITH **34,155** STUDENTS

### COLUMBUS STATE COMMUNITY COLLEGE

**27,672** STUDENTS

TOP MAJOR: NURSING

### FRANKLIN UNIVERSITY

**4,921** STUDENTS

TOP MAJOR: BUSINESS

### COLUMBUS COLLEGE OF ART & DESIGN

**1,093** STUDENTS

TOP MAJOR: COMMERCIAL/ADVERTISING ART

### CAPITAL UNIVERSITY LAW SCHOOL

**469** STUDENTS

TOP MAJOR: JURIS DOCTOR

Source: Universities, College Navigator  
\*Unofficial Fall 2019 enrollment



## EDUCATION SPOTLIGHT



### Mid-Ohio Market

Columbus State Community College is taking a holistic approach to supporting students. Nearly half of Columbus State students report food insecurity, or a lack of consistent access to enough food for an active, healthy life. Food insecurity can often be a barrier for earning a degree or credential. To address this, Columbus State opened the Mid-Ohio Market for students and area residents who are struggling to provide food for themselves and their families.

Students can more fully concentrate on their education without worrying about consistent access to fresh produce and other staples. Mid-Ohio Market is currently open 11 a.m.-4 p.m. Mondays and Thursdays, 3-7 p.m. Wednesdays, and 9 a.m.-noon one Saturday a month. There is no limit on the number of times a person can visit.

In addition to seeking to address food insecurity, Columbus State is also engaging in partnerships to support students facing issues such as unreliable childcare, unaffordable healthcare, transportation concerns, and other hardships. The goal is to improve academic outcomes by moving students to financial stability and economic mobility. Toward that end, Columbus State partners with Mid-Ohio Foodbank, AmeriCorps, Catholic Social Services, Columbus Metropolitan Housing Authority, Equitas Health, Franklin County Job and Family Services, and the Supplemental Nutrition Assistance Program (SNAP).





## RETAIL

### HIGHLIGHTS

Restaurants continue to dominate Downtown's retail sector with little growth in other areas. 2019 saw eight new restaurants, four of which are housed in hotels. A welcome addition to the retail sector is DGX, a new concept from Dollar General. The primary barrier to retail growth is the lack of ready to lease and affordable retail space that is clustered with other retail space. Newly completed projects and projects under construction will add new retail inventory which is promising for retail growth.

1

NET NEW RETAILER

11

AVERAGE NET NEW RETAILERS  
EACH YEAR SINCE 2009

### NEW BUSINESSES:

89 & Pine  
Belly Burger  
Buckeye Chili & Smokehouse  
Central Market House  
District North  
Dogtopia  
DGX  
Goodale Station  
Nosh  
Seven Studios (expansion)  
The Botanist  
The Woodbury  
Vine + Forage



*Eliá*  
ATHENIAN GRILL

Authentic Greek  
Food

20 N. High Street



## RETAIL SPOTLIGHT



### DGX

Since Highpoint opened in 2013, the Robert Weiler Company hoped to add a mini-grocer that could provide fresh produce, grab-and-go food, and home goods to its apartment tenants as well as the downtown community. "Because our office is downtown, we had seen firsthand how hard it could be to find these options," said Vice President Alex Marsh.

Enter DGX, a new concept from Dollar General Stores. DGX stores are geared toward urban areas and feature a smaller footprint. The first location opened in Nashville in 2016. Other locations include Raleigh, Philadelphia, and Cleveland. The DGX model focuses on immediate consumption, including grab-and-go foods, coffee and soda in addition to basic groceries, pet supplies, candies and snacks, paper products, home cleaning supplies, and an expanded health and beauty section.

"DGX is a great addition to our Highpoint project and we are happy to have more options for the downtown residents and employees working in the area," wrote Marsh.

Highpoint is now completely leased with a variety of tenants including Winan's Coffee, Condado, Swan Cleaners, DGX, Tooth Family Dentistry, AT&T, and Posh Nails.

"All of these businesses should be open by the end of the year and bringing more energy and activity to downtown," Marsh shared.





## HOSPITALITY & ATTRACTIONS

### HIGHLIGHTS

Downtown has more than 400 hotel rooms under construction, well above the average of 233 rooms per year over the last five years. Downtown's hotel occupancy dipped from the previous year by 4% (70.1% in 2018). Columbus hosted the American Society of Association Executives (ASAE) Conference, bringing 4,500 visitors and \$500 million in revenue to the city. Historically, 20% of executives attending the ASAE Annual conference go on to book their own conference in the host city within the next five years.

**10 MILLION**

DOWNTOWN VISITORS IN 2019

**1.2 MILLION**

VISITORS TO NATIONWIDE ARENA

**17**

HOTELS DOWNTOWN

**4,223**

HOTEL ROOMS DOWNTOWN

**623**

HOTEL ROOMS UNDER CONSTRUCTION

**390**

HOTEL ROOMS PROPOSED

**66.5%**

HOTEL OCCUPANCY DOWNTOWN

**\$106.61**

DOWNTOWN AVERAGE DAILY RATE

*Source: Experience Columbus, CCSID, DSID*





## HOSPITALITY & ATTRACTIONS SPOTLIGHT



### Downtown Columbus Hotels

Canopy by Hilton opened in 2019 increasing downtown hotel inventory by 167 rooms, with total capacity now at 4,223 rooms at 17 properties. Two hotels are under construction: The AC Hotel by Marriott will add 160 rooms by early 2021, and the expansion of the Hilton will add 468 more rooms by 2022.

The Crowne Plaza completed a major renovation of over \$21 million. It included completely redoing guest rooms and public areas as well as adding meeting space and a large state-of-the-art fitness facility. As part of the renovation, The Crowne Plaza launched a

restaurant and bar called Vine + Forge (shown above). The space is sleek and modern with new elements such as a fireplace to make it warm and inviting.

Downtown leads hotel sector growth in the Columbus area, with 19% growth in capacity in the past five years. Hosting the American Society of Association Executives and the increased convention business that stems from that conference, such as the 2023 Professional Convention Management Association and the 2024 Public Library conference, make downtown's hotel capacity critical.





## TRANSPORTATION & LAND USE

### HIGHLIGHTS

The Downtown C-pass program continues to experience enrollment and ridership growth. Companies report it helps recruit and retain talent and 17 companies reported it impacted their decision to renew or sign a lease in a C-pass eligible building in less than a year. . Meanwhile COTA saw its ridership grow by 1.2% giving the transit authority its highest ridership since 1988. Downtown has a variety of alternative transportation options including CoGo Bike Share and scooters from Lime, Bird and Roll with new companies looking to enter the Columbus market.

### CENTRAL OHIO TRANSIT AUTHORITY (COTA)

**19,141,454** RIDES IN 2019  
(HIGHEST RIDERSHIP SINCE 1988)

### COGO BIKE SHARE \*since July 2013

**320,514** TRIPS TAKEN

**567,000** POUNDS CARBON SAVED

**834,792** MILES RIDDEN

**35 MILLION+** CALORIES BURNED

### CITY OF COLUMBUS SCOOTER RIDES

**210,392** SCOOTER RIDES ORIGINATED IN  
THE CENTRAL BUSINESS DISTRICT

**3** SCOOTER OPERATORS – BIRD, LIME & SPIN

### DOWNTOWN C-PASS

**443** COMPANIES PARTICIPATING

**15,165** EMPLOYEES ENROLLED

**1,236,149** RIDES IN 2019

Sources: COTA, CoGo Bike Share, CCSID





## TRANSPORTATION & LAND USE SPOTLIGHT



### COMMUTING CHAMPION Candid Co.

When Candid Co. was looking to expand from its New York City home office, it was important to maintain its company culture. Columbus won out over Austin and Indianapolis among others. When it came time to expand its Columbus operations, remaining in the Downtown C-pass eligibility area was an important factor.

Vice President of Operations Andy Schultz is a champion of Downtown C-pass. According to Schultz, the C-pass program, along with proximity to bus routes, was part of the site selection process when Candid recently expanded to the former Dispatch building at 34 S. Third St.

“Our employees really love being downtown,” said Schultz. “Part of the success of Candid establishing a downtown office has been the Downtown C-pass program.”

While Candid offers parking as an employee benefit, they find many associates choose to take the bus with their

C-pass for two main reasons: ease of commuting and cost savings in terms of gas and vehicle maintenance.

“Commuting to downtown and parking downtown can be a burden,” Schultz continued. “Our associates don’t want to deal with it. They find the bus dependable and a lower stress option.”

An added benefit is the ability to use their C-pass outside of work for personal trips. “Our associates use it for family trips to the zoo, a ball game. It has added value beyond commuting to work,” said Schultz.

Candid knows the C-pass offers a competitive advantage for hiring quality associates, a point of pride for the company. Its recruiters bring up C-pass when talking with prospective employees who live in the suburbs and wouldn’t consider working downtown.

“We now have a good number of employees that use the program,” said Schultz.



# DOWNTOWN C-PASS 2019 IMPACT

Downtown C-pass is an innovative program launched by downtown property owners in partnership with the Mid-Ohio Regional Planning Commission and the Central Ohio Transit Authority (COTA). It offers free, unlimited transit access to eligible employees in downtown Columbus.

440+

Companies  
enrolled

15,100+

Employees and  
residents enrolled

1.7M

Rides since  
inception

25K+

Rides  
per week

52%

of surveyed companies  
report knowing that  
**employees had  
relinquished parking**  
because they now  
take the bus.

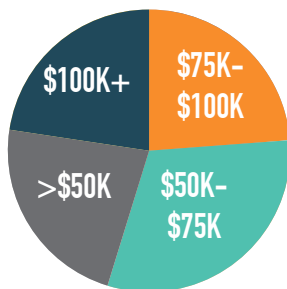
RIDERSHIP  
DOUBLED

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

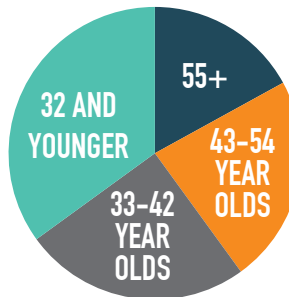
17

Companies reported  
**C-pass impacting  
their decision to  
renew or sign a lease**  
in C-pass eligible buildings  
within the first year.

NEW RIDER  
INCOME  
LEVELS ARE  
DIVERSE:



NEW  
RIDERS  
SKEW  
YOUNGER:



93%

OF NEW RIDERS  
HAVE ACCESS TO A  
PERSONAL VEHICLE  
and choose to  
ride COTA to work.

NEW RIDERS are most **motivated by saving money** (83% agree strongly), followed by **convenience** (50% agree strongly).

## 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.**

Each year, C-pass users  
switching from driving  
to COTA will collectively  
save more than

350,000

GALLONS IN FUEL

and prevent emissions  
of approximately

6.8 MILLION  
POUNDS OF CO<sub>2</sub>

# SEE SOMEONE WHO NEEDS HELP DOWNTOWN?

CALL OR TEXT FOR A DOWNTOWN OUTREACH SPECIALIST

(614) 228-5718



CARING  
CONNECTIONS

Last year, Downtown outreach specialists helped nearly 200 people find housing or access social services.

23 N. Fourth St. Columbus, OH 43215 | [DowntownServices.org](http://DowntownServices.org)

**Customer Service Hotline: (614) 228-5718**