



# **CAPITAL**

## **CROSSROADS**

**SPECIAL IMPROVEMENT DISTRICT**

# A LOOK BACK AT 2021

**D**espite the continuing challenges from the COVID-19 pandemic in 2021, there were encouraging signs as some employees returned to the office and some in-person events and festivals resumed in downtown Columbus.

We remain committed to ensuring downtown is a great place to live, work, and play. We were fortunate to work with key partners to welcome people back downtown and let them know what downtown has to offer whether for work or for fun. We also continued to collaborate with community service providers to assist the number of people experiencing homelessness in the district.



**Our care for the community runs deep,** and that's especially evident in the unrelenting dedication of the Capital Crossroads Special Improvement District ambassadors and outreach specialists.

*Michael Cantelmo*  
EXECUTIVE DIRECTOR

In 2021, our clean and safety ambassadors devoted more than 40,000 hours of service, from graffiti and litter removal to safety escorts to homeless outreach and much more. In partnership with organizations like City of Columbus and the Columbus Coalition for the Homeless, we were able to provide important resources like portable restrooms and a warming center for those experiencing homelessness downtown.

As we move into our 21st year of operation, we know there is much to celebrate. **Downtown is open!** Broadway in Columbus shows have returned along with our beloved arts organizations, so our theaters are once again filled with music. We have hope for the year ahead as we strive to bring people back to work downtown and encourage others to take advantage of all our district has to offer.

## We look forward to continuing to serve & support downtown

businesses, residents, visitors, and stakeholders in the year ahead. It is through our partnered efforts that we'll breathe life back into downtown.

*[Signature]*  
CHAIR



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CAPITAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT

# OUR MISSION

The Capital Crossroads Special Improvement District is an association of 500 commercial and residential property owners in the core 249 acres of Downtown Columbus. Its mission is to support the development of Downtown Columbus as a clean, safe and fun place to work, live and play.

I-71

# FINANCIAL STATEMENTS

Completed audited statements for 2021 will be available in March or April. Please visit [DowntownServices.org](http://DowntownServices.org) and click on "Capital Crossroads."

## LEVERAGING SUPPORT

While property owner assessments provide the funds for much-needed services for downtown Columbus, additional support from grants, sponsorships, and community partners allows us to do even more!

**\$1,666,569**

Property Owner Assessments

**\$479,844**

Voluntary Contributions to General Operations

**\$209,011**

Grants

**\$160,356**

Earned Income & Investments

**\$154,552**

Other Cash Income

**\$18,298**

Grants & Earned Income for Pearl Market



## STATEMENT OF FINANCIAL POSITION

### ASSETS

#### Current Assets

##### Cash & Cash Equivalents:

Cash-undesignated 1,050,282

Accounts Receivable 312,517

Prepaid expenses 31,751

Total Current Assets \$1,394,550

#### Fixed Assets

Equipment & vehicles, at cost 622,998

Accumulated depreciation (553,812)

Net Fixed Assets 69,185

#### Other Assets

Beneficial interest in assets held by others 1,015,477

Total Assets \$2,479,212

### LIABILITIES & NET ASSETS

#### Current Liabilities

Accounts payable 418,295

Accrued expenses 68,418

Deferred revenue 102,518

Capital lease obligation, current portion 2,370

Deposits 6,730

Total Current Liabilities \$598,331

#### Noncurrent Liabilities

Capital lease obligation, less current portion 619

Total Liabilities \$598,950

#### Net Assets

Without donor restrictions 1,797,083

With donor restrictions 83,179

Total Net Assets \$1,880,262

**Total Liabilities & Net Assets \$2,479,212**

## STATEMENT OF CASH FLOWS

### CASH FLOWS FROM OPERATING ACTIVITIES

Change in net assets	\$25,769
Adjustments to reconcile change in net assets & to net cash provided (used):	
Depreciation	52,126
Loss on disposal of asset	—
(Increase) decrease in assets	
Accounts receivable	(148,274)
Prepaid expenses	(7,813)
Beneficial interest in assets held by others	(91,271)
Increase (decrease) in liabilities	
Accounts payable	253,277
Accrued expenses	(3,397)
Deferred revenue	84,427
Deposits	94
Net Cash Provided (Used) by Operating Activities	\$164,939

### CASH FLOWS FROM INVESTING ACTIVITIES

Purchase of fixed assets	(12,525)
Net transfers (to) from beneficial interest in assets held by others	—
Net Cash Provided (Used) by Financing Activities	\$(12,525)

### CASH FLOWS FROM FINANCING ACTIVITIES

Principal payments of capital lease obligation	(2,211)
Net Cash Provided (Used) by Financing Activities	\$(2,211)
Net Increase (Decrease) in Cash and Cash Equivalents	\$150,204
Cash and Cash Equivalents at Beginning of Year	\$900,078
<b>Cash &amp; Cash Equivalents at End of Year</b>	<b>\$1,050,282</b>

## STATEMENT OF ACTIVITIES

### CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS

Revenue	
Assessments	1,666,569
Contributions	479,844
Promotions	41,548
Contracted income	65,706
Employee Pass Program	509,900
Grants	—
Interest	433
Miscellaneous	131,302
Right of way improvements	15,160
Gain/loss on investment held by others	79,057
Net assets released from restrictions	179,155

**Total revenue without donor restrictions** **\$3,168,674**

### Expenses

Clean and safe	1,874,295
Landscaping and maintenance	210,070
Communications and research	277,778
Employee pass program	509,900
Right of way improvements	—
CARES program	—
Public Restrooms program	65,774
General and administrative	234,945

**Total Expenses** **\$3,172,761**

### Change in Net Assets without Donor Restrictions

**\$(4,087)**

Change in Net Assets with Donor Restrictions	
Grant revenue	209,011
Net assets released from restrictions	(179,155)

**Change in Net Assets with Donor Restrictions** **\$29,856**

**Change in Net Assets** **\$25,769**

**Net Assets-Beginning of Year** **\$1,854,493**

**Net Assets-End of Year** **\$1,880,262**





# THE TEAM BEHIND

**98**  
power  
washing  
events

## THE CLEANING

Our clean ambassadors keep downtown tidy all year long, removing litter, leaves, snow and graffiti to ensure that Columbus employees, residents and visitors can move around downtown with ease. The ambassadors' cleaning services and landscaping services help keep downtown looking vibrant.



**76** graffiti tag  
removals

**18,000 hours**  
of cleaning services



**3,480** lbs of recycled  
materials



**540** hours spent in  
snow removal



**11** dog stations



**20,000** lbs of leaves  
and tree limbs



**20,000** animal  
waste bags



ur 2021 Capital Crossroads SID Ambassador of the Year, Johnny, uses his background in criminal justice to support downtown safety while working hard fulfilling his clean team responsibilities. He employs his observation and reporting skills to ensure the SID team always has a finger on the pulse of what's happening downtown.

"For the past eight or nine months, I've been able to see downtown through a whole different lens. I try to keep everybody safe and everything clean — just keeping the whole downtown area nice, neat and tidy. I've liked seeing how downtown has changed over the past couple years."



"For me, the best part of my job is always interacting with people and getting to know people."

This job really helps me serve and give back to the community."

JOHNNY | AMBASSADOR OF THE YEAR





# KEEPING DOWNTOWN BEAUTIFUL

If a bed of flowers or a perfect row of trees catches your eye in the Capital Crossroads district, it's probably the result of the thoughtful work of our landscape team.

Our Capital Crossroads landscape team spent the year doing the behind-the-scenes work that makes spending time downtown a walk in the park, from weeding to watering planters on a weekly basis to pruning the trees that line iconic areas like Gay Street and Nationwide Boulevard.

Our in-house arborist Jack has been a part of making the city beautiful for many years, and his knowledge from his work with the City of Columbus Forestry section informs his work for the SID.

**“This past year, we got a landscape grant from The Jeffrey Fund at The Columbus Foundation to plant hardier perennials**

in the Gay Street medians, from 3rd Street to Front Street — our proposal was to plant perennials that would come back every year so it wouldn't need annual planting. The Gay Street landscape renovation was our biggest project for the year.

“At the corner of 4th and Nationwide, it was looking a little shaggy, so I recommended that we replace some of the plant material in the median. We were able to use part of the grant for that also. Another grant from The Jeffrey Fund in 2022 will allow us to buy new shrubs and trees for the median. These efforts will improve the look of Nationwide Boulevard for years to come.”



**339** flower baskets



**64** planters



**6** bike shelters



**Nationwide Blvd**  
from High St to 3rd St  
**Gay St Medians**  
from 3rd St to Front St





# KEEPING DOWNTOWN SAFE & SECURE

SID safety ambassadors work tirelessly to make downtown a safe and comfortable place for employees, residents and visitors. Their days entail not just taking measures to eliminate nuisances, but providing a friendly face and a welcoming environment downtown.

**S**hepherd is a safety ambassador who is proud to work with the people of downtown Columbus, especially those who are underserved or going through a difficult period in their lives.

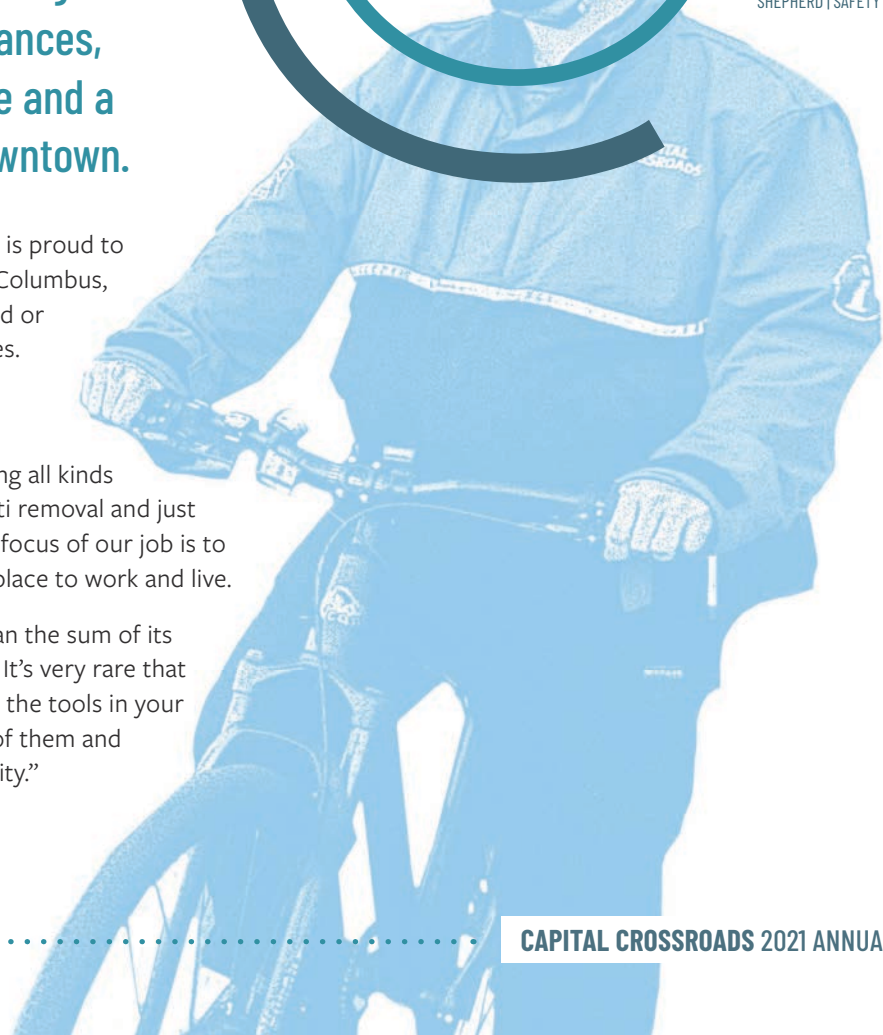
“We work directly with the public, from pedestrians to individuals experiencing homelessness to property owners, providing all kinds of services — from safety escorts to graffiti removal and just about everything in between. The primary focus of our job is to really just make downtown a safe and fun place to work and live.

“Art is creating something that’s bigger than the sum of its parts, and for me this job really is artwork. It’s very rare that you come across an organization that puts the tools in your hands and allows you to make something of them and create something greater in your community.”



“I love my job. I love being able to create something with it.”

SHEPHERD | SAFETY AMBASSADOR







**7,259 miles**  
of Bike Patrol



**20**  
Safety  
Escorts

**158** Pedestrian  
Outreach Assists

**"I'm most excited for everyone to come back. I know we're fighting through the throes of COVID, but downtown is such a beautiful place when it's in full swing with events, showcases and conventions.**

What I really look forward to most is getting back to where the community is out and about and everyone's walking around enjoying each other's presence." SHEPHERD | SAFETY AMBASSADOR



**646**

Quality of Life  
Issues Resolved\*



**276**

Wellbeing  
Checks Performed



**9,962**

COTA Bus  
Stop Checks



**22,000**  
**hours**

of Safety Service

\*Includes trespassing, suspicious persons, aggressive panhandling, mental disturbances, fights, narcotic complaints, and open containers.



# PARTNERING FOR A SAFER DOWNTOWN

The SID collaborates with the Columbus Division of Police to place more safety personnel downtown to address disturbances and provide a reassuring presence for the public.

**S**pecial Duty Officer Pabis has been an invaluable asset to the SID team since 2016. In the years since, he's reduced criminal activity and provided a reassuring presence in Capital Crossroads.

**"The outreach and safety ambassadors who work for the SID are incredible.**

One safety ambassador, **Darrell**, can talk to anyone better than anyone I've ever seen. I went to the academy for eight months and I've been on the street for almost seven years, and this guy talks to people like I've never seen before. He's just so good at what he does."



We are grateful to Officer John Pabis and the Columbus Police Department for their continued support in making downtown a safe and thriving city.

**5,000+ hours**  
patrolling SID boundaries



**"For the average citizen, it has gotten a lot safer since I started working downtown in 2016. Lisa and the SID ambassadors have done a great job at making downtown safer and filling in gaps.**

SPECIAL DUTY OFFICER PABIS







# THE VALUE OF OUTREACH

**Our homeless outreach specialists have helped hundreds of people downtown access shelter, important services, and a better path forward.**

**B**ill, one of the SIDs' two full-time outreach specialists, assists those experiencing homelessness with everything from securing housing to connecting to social services to assisting with application fees and transportation.

**Like the rest of the city, our outreach specialists faced challenges this past year.**

"Since COVID, everything has changed. A lot of the food sites don't allow people to come in anymore. And we just had a really big change at the end of 2021 with The Open Shelter moving out of downtown. But there are a lot of good things that have happened recently, too.

"There's a lot more interest and support for outreach services. We now have a part-time peer homeless advocate that the SIDs fund.

Mark used to be homeless, but he's been in supportive housing now for three years and he relates to these folks. He's been there, done that, and he tells them like it is.

He's able to talk people into seeking shelter who have been outside for ten years. He is doing amazing work. My other colleague, Ryan, is doing amazing work, too. We work so well together! It's so rewarding."



BILL | FULL-TIME OUTREACH SPECIALIST

**"The big cookie for our folks is housing — getting people off the street.** Everything else is kind of icing on the cake, so to speak, whether we give out bus passes, help with gloves and hats, do wellness checks where people are sleeping and stuff like that.

# OUTREACH CONTINUED

With the partnership of organizations like the Center at Maryhaven, the Columbus Coalition for the Homeless, Mount Carmel, and local supportive housing locations, Bill and his colleagues have been able to continue making a big difference for those experiencing homelessness in Downtown Columbus. Bill is looking forward to preventing homelessness and reducing common cyclical patterns now that the SID has added part-time specialists to help people with addiction disorders.



**900**

COTA passes provided



**530**

people engaged on the street



**174**

people linked to emergency shelter



**65**

birth certificates secured



**51**

individuals linked with housing

## WARMING CENTER

Thanks to the Columbus Coalition for the Homeless, people experiencing homelessness downtown this year were able to take refuge from the Ohio winter at the Warming Center.

Providing access to hot beverages, hygiene supplies, shower and laundry services and other important resources, the Warming Center was made possible with funding from the City of Columbus, Franklin County, the Community Shelter Board, and the Columbus Downtown Development Corporation.

**In addition, the SIDs' outreach specialists and Coalition's caseworkers were on site to help connect people to resources.**

**628 people** assisted at warming stations 



## PORTABLE RESTROOMS

To help reduce incidents of human waste cleanup, the SID placed nine portable restrooms in high-traffic locations downtown. Funding for the restrooms was provided by United Way of Central Ohio, the City of Columbus, ADAMH, and Encova Insurance.



The Pearl Market continued to shine in 2021, providing an opportunity for downtown employees and residents to take a break from their weekday and grab lunch, artisanal wares or fresh produce to take home.

Ohio Support Services, Ohio Custodial Maintenance, the Credit Union of Ohio, and the Franklin County Farm Bureau provided financial support for the Pearl Market operations.



**\$1,602**

Produce Perks distributed (+37%)

**1,956**

SNAP distributed (+39%)

**1,010**

weekly shoppers (+6%)

**8** farmers

**31** vendors

**\$174**

average daily sales per vendor (+10%)



**\$100,000**  
total season sales (+5%)



# DOWNTOWN C-PASS

downtown  
**cpass**

We aim to make navigating the city as easy as possible, and that's why the property owners in the Capital Crossroads Special Improvement District and the Mid-Ohio Regional Planning Commission have partnered with COTA to offer the Downtown C-pass. Eligible employees can use the C-pass to access the entire bus system any day, any time, on any route for work or play.

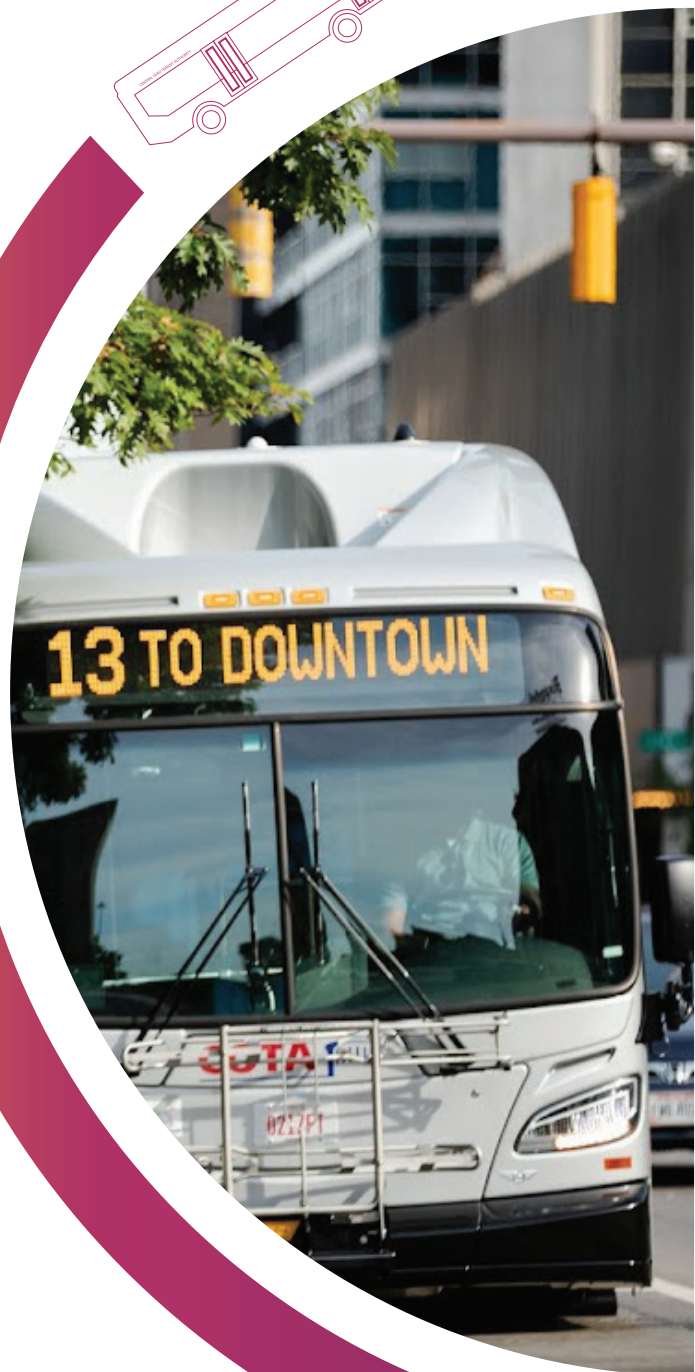
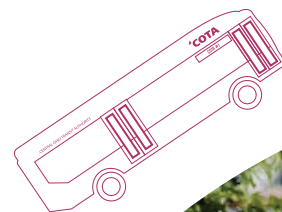
As we enter a new year, we look forward to employees returning to work downtown. With more people traveling to the office, traffic will increase and on-street parking will be harder to find.

**C-pass provides employees with an easy way to commute and helps them save money on parking, gas, and car repairs.**

Riding COTA during the pandemic is also safer than you might think, based on numerous studies.



**capital\_crossroads\_discovery** Why drive when the roads are so slippery? Use your Downtown C-pass to get to work. COTA offers you a safe and easy way to get to the office.



**387** companies enrolled

**12,568** participants



# WELCOME BACK DOWNTOWN CAMPAIGN

In 2021, the SID, in partnership with the Columbus Downtown Development Corporation and the City of Columbus, introduced a cohesive marketing campaign that paired beautiful imagery with a resounding message: **Downtown is Open!**

This message reached across the region, on screens and on street corners — from display ads and social media to stunning posters placed strategically throughout the city. The eye-catching visuals and welcoming content spoke to our audience's desire to get out of the house and experience new adventures downtown.



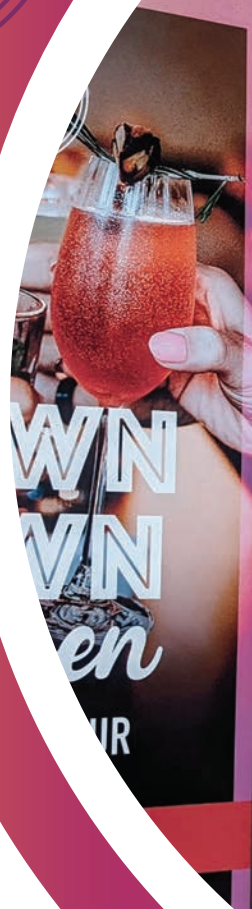
**capital\_crossroads\_discovery** Rediscover the heart of Columbus this summer. Whether you're an art lover, foodie, theater goer, fitness buff, parent extraordinaire or live music fanatic, there's something for everyone in Downtown Columbus. We're open for you!



@capital\_crossroads\_discovery



1,757,954  
impressions



7,890 clicks

44 local business features

12 local organization features

# WE ARE HERE TO HELP

We want to make sure residents, workers and visitors enjoy their time downtown.

**Flag us down on the sidewalk or give us a call for assistance with:**

- Directions
- Safety escorts
- Restaurant/shop recommendations
- Panhandling
- Intimidating behavior
- Animal or human waste
- Trespassing
- Homeless outreach services
- Graffiti removal

Call us at

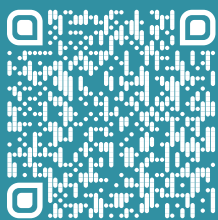
## 614.228.5718

Monday–Saturday

### 5:30<sub>am</sub> – 11:30<sub>pm</sub>

Sunday

### 9:30<sub>am</sub> – 8:00<sub>pm</sub>



### Keep in touch

Scan now to send us your email and we'll keep you up to date on everything happening downtown from events and discounts to ambassador updates.

[downtownservices.org](http://downtownservices.org)

## BOARD OF TRUSTEES

<b>Tyler Steele</b>	Chair   Hines
<b>Robert McCarthy</b>	Vice Chair   Bricker & Eckler
<b>Jason Gay</b>	Treasurer   CAPA
<b>Juan Laginia</b>	Secretary   Sonesta
<b>Susan Ungar</b>	Immediate Past Chair   Resident
<b>Tom Matheny</b>	Ex-Officio   Downtown Residents' Association of Columbus
<b>James Schimmer</b>	Ex-Officio   Franklin County Economic Development
<b>Elonie Christian</b>	Trustee   Huntington National Bank
<b>Sue Darby</b>	Trustee   YMCA of Central Ohio
<b>Mark Grime</b>	Trustee   Lifestyle Communities
<b>Mark Lundine</b>	Trustee   City of Columbus
<b>Tony Mathena</b>	Trustee   Continental Real Estate Companies
<b>Christopher Matousek</b>	Trustee   Nationwide
<b>Angel Mumma</b>	Trustee   COTA
<b>Doyle Rausch</b>	Trustee   Vorys
<b>Mark Stonebraker</b>	Trustee   Capitol Square Limited
<b>Amy Taylor</b>	Trustee   CDDC/Capitol South

## STAFF

<b>Kacey Brankamp</b>	Director, Special Projects & Downtown C-pass
<b>Michelle Chippas</b>	Director of Communications & Engagement
<b>Marc Conte</b>	Executive Director
<b>Lisa Defendiefer</b>	Deputy Director of Operations & Advocacy
<b>Nick Sinclair</b>	Markets at Pearl Manager
<b>Mark Klingler</b>	Program Coordinator, Downtown C-pass

