Every day, this is what we do.

The Short North Alliance is here to make the Short North Arts District the neighborhood everyone wants to visit and keep it the most vibrant spot in our region. Whether from Columbus, around Ohio, or beyond, we make it our goal to make sure you feel the impact of our work every day.

And, in 2015, the Short North Alliance invested a lot of time, energy, and resources in improving our ability to make that daily impact more meaningful. We refined our mission, revamped our website, refreshed the District’s branding, and unified property owners in support of renewing the Short North Special Improvement District - all so that we can better serve our community now and into the future.

Every dollar we spend, is spent on behalf of making the District a better place to live, work, shop, engage, and explore the very best in Columbus’ creative culture.

Every day we work, we’re working to support the 330+ businesses, 13,000 residents, 700 property owners, and 2.5 million annual visitors we call our community.

Every event we do, every promotion we create, every local and national publication we talk to, is intended to make the Short North Arts District the place to visit.

Every day, our community has a dedicated team in the Short North Alliance working towards creating a buzz for the District, shining light over unique businesses, making sure our arch-lit streets stay clean and safe, and keeping the Short North Arts District the art and soul of Columbus.

The pages that follow report how we did in 2015. We can’t wait for an even more prosperous 2016 in the Short North Arts District.
ABOUT THE SHORT NORTH ARTS DISTRICT

The Short North Arts District is the most vibrant spot in the City of Columbus and is home to over 300+ exciting businesses, the majority of which are locally owned or headquartered. It has received numerous national accolades, is considered a model for urban revitalization, and is known as “the art and soul of Columbus.”

WHO LIKES THE SHORT NORTH ARTS DISTRICT?

250,000 website visitors
27,000 Facebook followers
61,000 twitter followers
7,600 Instagram followers

2015

i fall in love at least 4 times when i’m in the short north

@Loscko
But seriously @ColumbusAlive - making an @shortnorth resident choose the best SN restaurant. That’s just evil.

@Chels_Espo
Absolutely love the short north!
It’s my “show off spot” whenever family or friends come into town. Nothing like submerging yourself in cool art and culture.

Liana Edmondson
@
alexanders_jewelers

The Short North Alliance (SNA) is a 501(c)3 nonprofit organization serving both the property owners and business owners of the Short North Arts District. It is funded in large part by the Short North Special Improvement District and is contracted annually to fulfill the Short North Special Improvement District’s Plan of Services.

The mission of the Short North Alliance is to nurture the Short North Arts District as a vibrant, creative, and inclusive community and leading arts destination.

The Short North Alliance will:
- Advocate (for its success)
- Improve (its public spaces)
- Engage (its unique stakeholders)
- Sustain (its resources and supportive relationships)
- Market (its success and opportunities)

Betsy A. Pandora, MCRP
Executive Director

Dana Cox
Marketing & Communications Manager

Melanie Kortyka
Events & Special Projects Coordinator

Michelle Gibson
Business & Visitor Services Coordinator

Sylvia Totzke
Visitor Relations Coordinator

Taylor Hutta
Events Intern

Tyler Wilson
Communications Intern

Susannah Tuthill
Events Intern

Greg Feldman
Short North Ambassador Operations Manager

Newton O’Neill
Short North Ambassador Operations Supervisor

Andy Miller
Short North Ambassador

Josh Gladden
Short North Ambassador

Robert Rubio
Short North Ambassador

Kim Young
Short North Ambassador

Sylvia Totzke retired after 10 incredible years serving the Short North Arts District, first with the Short North Business Association from 2005-2012 and with the Short North Alliance from 2012-2015. Her and husband Larry Totzke were amazing community advocates, heavily involved in many projects in Italian Village. We wish them all the best in their new home in Portland, OR.

The Short North Alliance Staff

Good Luck to Sylvia Totzke

Short North Arts District

By the Numbers

- Eating & Drinking: 95
- Shopping: 78
- Services & Salons: 16
- Arts & Galleries: 18
- Lodging & Hotels: 12
- Community Organizations: 15
- Total Businesses: 334

Over 3,000,000 square feet of residential and commercial building area contained within 1.2 square miles

Property owners are found within the Short North Special Improvement District
I love my eclectic neighborhood!

CLEAN & SAFE PROGRAMS

The Short North Alliance runs the Short North Ambassador Program which is staffed by a team of five full-time ambassadors who spend over 7,000 hours per year keeping the Short North Arts District clean and safe. Here are some of their accomplishments over the last three years.

CLEAN SERVICES

<table>
<thead>
<tr>
<th>Event</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>% Change from 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snow removal (man hours)</td>
<td>150</td>
<td>243.15</td>
<td>145.98</td>
<td>-39.96%</td>
</tr>
<tr>
<td>Landscaping (man hours)</td>
<td>N/A</td>
<td>147.4</td>
<td>118.17</td>
<td>-19.83%</td>
</tr>
<tr>
<td>Watering (man hours)</td>
<td>211</td>
<td>144.4</td>
<td>229.18</td>
<td>100.33%</td>
</tr>
<tr>
<td>Gallons of Water Used</td>
<td>6821</td>
<td>8302</td>
<td>5002</td>
<td>-19.02%</td>
</tr>
<tr>
<td>Graffiti removed</td>
<td>981</td>
<td>18569</td>
<td>2815</td>
<td>200.62%</td>
</tr>
<tr>
<td>Trash cans emptied</td>
<td>2061</td>
<td>438</td>
<td>219</td>
<td>-90.00%</td>
</tr>
</tbody>
</table>

SAFETY SERVICES

<table>
<thead>
<tr>
<th>Event</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>% Change from 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security Tours (Number)</td>
<td>1344</td>
<td>1983</td>
<td>2136</td>
<td>7.72%</td>
</tr>
<tr>
<td>Security Tours (Miles)</td>
<td>2016</td>
<td>2971.6</td>
<td>3196.8</td>
<td>7.58%</td>
</tr>
<tr>
<td>Be On The Lookout (Email)</td>
<td>24</td>
<td>38</td>
<td>34</td>
<td>-10.53%</td>
</tr>
<tr>
<td>Be On The Lookouts (Text)</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Checks</td>
<td>1335</td>
<td>1699</td>
<td>2067</td>
<td>21.66%</td>
</tr>
<tr>
<td>Hotline calls (Total)</td>
<td>759</td>
<td>286</td>
<td>482</td>
<td>68.53%</td>
</tr>
<tr>
<td>Incidents</td>
<td>639</td>
<td>1982</td>
<td>1461</td>
<td>-26.29%</td>
</tr>
<tr>
<td>311 requests</td>
<td>31</td>
<td>18</td>
<td>31</td>
<td>72.22%</td>
</tr>
</tbody>
</table>

VISITOR SERVICES

<table>
<thead>
<tr>
<th>Event</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>% Change from 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality</td>
<td>636</td>
<td>425</td>
<td>552</td>
<td>29.88%</td>
</tr>
</tbody>
</table>

In 2015, we began a new partnership with Franklin Park Conservatory for district landscaping services allowing ambassadors to focus their time in other ways.

Short North Ambassadors invest a significant amount of their time toward crime prevention and safety support. Over the last three years, we’ve seen a decrease in the total number of safety incidents our team records in large part due to their eyes on the street.

For many, the Short North Ambassadors are the first point of contact people meet in the Short North. They work continuously to provide information to visitors and serve as a welcoming voice to our neighborhood.

INCIDENT LOCATION/RESOLUTION

The Top 5 Locations for Recorded Safety Incidents in 2015

- Greenwood Park (137)
- UDF (89)
- Family Dollar (66)
- Area around Stonewall Columbus (53)
- Buttles to Goodale (53)

Top 5 Types of Safety Incidents in 2015

- Open containers (322)
- Panhandling (191)
- Trespassing (168)
- Illegal Camping (147)
- Aggressive Panhandling (142)

Top Methods of Resolution for Safety Incidents in 2015

- Ambassador Cleared (55.9%)
- Cleared by other means (17%)
- Police engaged and warned subject (11%)
- Information only report (9.8%)
- Police called. Subject cleared prior to arrival (6.3%)

Top Method of Reporting Incidents in 2015

- Ambassador Observed: 67%
- Phone: 19%
- Walk Up: 8.8%
- Other: 3.5%
- Officer Observed: 1.7%

THE SHORT NORTH AMBASSADORS

Greg Feldman
Kim Young
Newton O'Neill
Robert Rubio
In 2015, the Short North Alliance led several beautification and public art projects to enhance the public space in the Short North Arts District.

**Partnership with Franklin Park Conservatory**

The Short North Alliance began a new partnership with Franklin Park Conservatory to completely reconstruct all planter beds that are maintained by the Short North Alliance, including a total redesign of the bed at the intersection of Wall Alley and Spruce Street. They also designed seasonal planters on High Street, Poplar Park, Chase Park, and Buttles Avenue.

**Holiday Decor**

The Short North Alliance added significantly to the holiday decor found throughout the Short North Arts District in 2015, adding two lighted and decorated live fifteen foot trees at Poplar Park and Greenwood Park, distributing over 100 poinsettias plants and window clings to district businesses, and hanging holiday banners on the arches.

**Public Art**

The Short North Alliance collaborated with District galleries on the installation of the third temporary mural series. The series, titled Blank Spaces, features 19 diverse murals from District galleries and partner arts groups. It was supported by the Greater Columbus Arts Council, the Short North Foundation, and The Day Companies and added double the amount of murals to the District’s Northern End.

Additionally, the Short North Alliance’s Public Art Committee worked hard to advocate for permanent works of art in the District in 2015. Through their advocacy, they were able to find a permanent home for the 200 Tiles Public Art Work created in partnership with ROY G BIV Gallery to commemorate the City’s 2012 Bicentennial. The work will be installed on a new building constructed at Prescott and Pearl Avenues next year.

The committee also secured a partnership with The White Castle Corporation, Borror Properties, and the Columbus Young Professionals Club to develop a $100,000 public art project at the intersection of Second Avenue and High Street in conjunction with the redevelopment of the Short North White Castle Property. The committee led an initial call for artists in 2015, with artist selection and construction to occur in 2016.

Finally, through the committee’s advocacy, they were able to secure a commitment from the City of Columbus to develop a half a million dollar public art plan for the Short North Arts District to identify projects and locations for public art works in tandem with the final design of the High Street Streetscape Improvements. A consultant will be hired to load the planning process in 2016.

The Short North Alliance provides a comprehensive roster of supportive services for businesses located within the Short North Special Improvement District’s boundary and those who are Friends of the Short North Business Members. We served over 330 businesses on a daily basis, offering marketing support, district promotions, and engagement with the more than 2.5 million annual visitors coming through the Short North Arts District.

**Special Promotions**

The Short North Alliance coordinated several district-wide promotions to unify businesses and engage visitors throughout 2015. They included three established seasonal promotions (Winter Sale, Summer Sale, and Holiday Hop), new holiday promotions (Tree Lighting Celebration, Santa Saturday, and Wrap It Up Saturday), and a visitor driven promotion in conjunction with the National Gay Softball World Series (Beat the Heat Retail Week).

**Start with Art Campaign**

Throughout 2014, the Short North Alliance convened conversations with the District’s galleries in order to develop a promotional campaign aimed at building awareness of the arts in the District. In 2015, the Short North Alliance implemented the Start with Art Campaign. The campaign consisted of targeted editorial and ads using brand elements and messaging, videos highlighting individual galleries, a new section of ShortNorth.org, and the Arts Passport - all to encourage beginning experiences in the District with art.

**New Tools**

The Short North Alliance invested in two new tools that allowed businesses to better communicate and tell their story in 2015. In April, we relaunched an all new ShortNorth.org website that is mobile responsive, more user friendly, and designed to get visitors to engage in all facets of the District with each visit to our site. Also this spring, we invested in a text alert system for our businesses, allowing them to sign up to receive “Be On The Look Out” messages on their phones.
Advocacy
The Short North Alliance serves as an advocacy voice for businesses and property owners throughout the Short North Arts District. In 2015, we supported the community in numerous ways.

- Worked with State and City legislators to educate them about the negative impacts of open container legislation and succeeded in getting language included in state legislation creating strict requirements for public safety and health in future open container districts.
- Encouraged the City of Columbus to create limitations for push cart vendor locations in congestion zones such as the Short North Arts District.
- Secured approximately $10,000 in support from the Columbus Foundation to fund a pre-planning process and framework document to be used to guide the development of a Short North special improvement District for another five years.
- Obtained petitions from over 73% of property owners in the Short North Arts District to help co-finance a transformative streetscape improvement project and renew the Short North Special Improvement District for High Street.
- Obtained millions of dollars in City of Columbus Capital Improvements dollars and supplemental support from the Franklin County Convention Facilities Authority and Franklin County engineers to fund design and development of streetscape improvements for High Street.
- Advocated for the continued investment in structured parking garages and parking policy and technology improvements for the Short North Arts District, the first of which to be implemented in 2016.

Development
The Short North Arts District continues to thrive as Columbus’ premier shopping, dining, and culture destination. 2015 saw unprecedented growth in our business community and announcements for new developments along High Street.

- Beauty Boutique on High
- Forno Kitchen + Bar
- Second Sole
- The Hippie Hut Guitars & Things
- The Joseph
- Borror Properties
- Leasing Office
- Campus Parc Drive Capital
- Kit + Ace
- Klarna
- Late Night Slice Patio
- Pies & Pints
- Pizzuti Companies
- Red Giraffe Designs
- Store 5a
- Tai Tiki
- The W Nail Bar
- Brassica
- Hammond Harkins Galleries
- Made & Co.
- Pursuit
- Stack City Burgers
- Cub Shrub
- Industrious
- Bryant Legal, LLC
- CamTaylor Realtors
- Farmeron
- Kilter Design
- Knockout Branding
- NextChapter
- Regan Walsh Career & Personal Coach
- Storyforge
- Lone Wolf
- Righno

Best year yet for revenue. Continued to grow customer base and position our company for growth.

A Short North Business Owner from the 2015 Annual Business Survey

Businesses opened in 2015: 34
- Beauty Boutique on High
- Forno Kitchen + Bar
- Second Sole
- The Hippie Hut Guitars & Things
- The Joseph
- Borror Properties
- Leasing Office
- Campus Parc Drive Capital
- Kit + Ace
- Klarna
- Late Night Slice Patio
- Pies & Pints
- Pizzuti Companies
- Red Giraffe Designs
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- Bryant Legal, LLC
- CamTaylor Realtors
- Farmeron
- Kilter Design
- Knockout Branding
- NextChapter
- Regan Walsh Career & Personal Coach
- Storyforge
- Lone Wolf
- Righno

Businesses exited in 2015: 19
- Co+Op
- Flora Home + Garden
- Lumos Gallery
- National Check Cashers
- Salon Hotel Lily
- Smart Fix
- Terra Gallery
- Big Rock Bridal Atelier
- Bio Blood
- Bungalow Home
- Cork & Brew
- Surly Girl Saloon
- Whence Co.
- Kife Shoe Boutique
- Mac Worthington Gallery
- Ray’s Living Room
- A Gal Named Cindy Lou
- Rigsby’s Kitchen
- The Archive

New in 2105
These developments were announced or completed in 2015.

- Completed
  - The Joseph Hotel & Office Building
  - Donatos Building Phase 1
  - Convention Center Parking Garage

- Announced or in Construction
  - Redevelopment of Stonewall
  - Redevelopment of Former Little Brothers & Bio Blood Components
  - Redevelopment of Haiku Parking Lot
  - Convention Center Renovations & Expansion
  - Wood Companies Redevelopment of City Owned Parking Lot at High and Lincoln
  - Wood Companies Redevelopment of Lot at Pearl and Lincoln
  - White Castle and Redevelopment of City Owned Parking Lot at High and Second
  - Former Ibel Agency Building
  - Donatos Building Phase 2
You can count on #shortnorth to always be where the action is in Cbus!
@bethyw

SHORT NORTH ALLIANCE EVENTS

The Short North Alliance organizes some incredible events which promote and support the Short North Arts District. Every dollar we raise through special events and promotions allows us to further invest in our efforts to make the Short North Arts District a vibrant, safe, and inclusive community.

Gallery Hop

Gallery Hop is a celebrated Columbus tradition. In 2015, the Short North Alliance was able to continue to amplify magnitude and scope of Gallery Hop through a largest partnership with the Greater Columbus Arts Council's Street Performer Program. Together, we invested over $10,000 to line the streets of Gallery Hop with independent performers from around Columbus as well as some of Columbus most respected performing arts institutions. Additionally, we generated over $20,000 in sponsorships of Gallery Hops throughout 2015. In its 31st year - we’ve watched its profile continue to grow as Columbus favorite night to celebrate art in the Short North Arts District.

Short North Gala

The 9th Annual Short North Gala raised nearly $40,000 to support programs of the Short North Alliance. Over 550 attendees celebrated the artistry, diversity, and spirit of the Short North Arts District with a three course meal that featured over of the District’s most exciting restaurants and confectioners.

2015 SHORT NORTH ARTS DISTRICT EVENTS

January

- January 3, 2015: Gallery Hop
- January 16-17, 2015: Short North Arts District Winter Sale
- January 17, 2015: Annual Winter Business Social

February

- February 3, 2015: Gallery Hop
- February 7, 2015: Short North Arts District Winter Sale

March

- March 7, 2015: Gallery Hop

April

- April 4, 2015: Gallery Hop
- April 26, 2015: Short North Gala

May

- May 2, 2015: Gallery Hop

June

- June 6, 2015: Gallery Hop
- June 19-21, 2015: Stonewall Columbus Pride Festival
- June 26-28, 2015: Community Festival

July

- July 4, 2015: Gallery Hop
- July 4, 2015: Doo Dah Parade
- July 24-August 1, 2015: Short North Summer Sale
- July 26, 2015: Goodale Park Music Series

August

- August 1, 2015: Gallery Hop
- August 13, 2015: Beat the Heat Retail Week
- August 22, 2015: GWS Closing Party

September

- September 5, 2015: Gallery Hop
- September 27, 2015: Short North Mural Series Launch and Tour Event

October

- October 3, 2015: Gallery Hop
- October 23-24, 2015: highBall

November

- November 7, 2015: Gallery Hop
- November 20, 2015: Short North Tree Lighting
- November 20, 2015: Short North Black Friday Promotion
- November 28, 2015: Small Business Saturday

December

- December 5, 2015: Gallery Hop, Holiday Hop
- December 11, 2015: Short North Special Improvement District Annual Meeting
- December 13, 2015: Santa Saturday
- December 19, 2015: Wrap It Up Saturday

This year we honored the service and contributions of the following:

- Unsung Heroes:
  - Julie Hallan, Friends of Goodale Park
  - Dr. Daniel Koch, OD, Columbus Eyeworks
  - Larry & Sylvia Totzke, Italian Village Society & Short North Alliance

- Business Beacon:
  - ROY G BIV Gallery

- Architectural Star:
  - The Pizzuti Companies

- Community Partner:
  - Central Ohio Transit Authority under the leadership of Curtis Stitt

highBall

highBall celebrated its 8th year in 2015. As the third year as a two day event, the Short North Alliance worked with over 50 collaborators to present another stellar set of programs that dazzled residents and visitors alike during the nation’s fiercest costume party. We saw over 20,000 attendees and secured nearly $70,000 to support programs of the Short North Alliance at highBall in 2015. Additionally, the event generated incredible national media, social media, and regional attention for the Short North Arts District.
Do patios get better than this?
I don't think so.

#Oddfellows
#ShortNorth

@_StefanieAnne
@emmastoned
@nativecoldpressed
@nmertz1 @righnoboutique

Website
In April of 2015, the Short North Alliance relaunched a whole new Shortnorth.org website with the intentions of making information about the Short North Arts District clearer and more accessible while encouraging people to diversify the experiences they have when they visit the district.

When comparing April 2015 through the end of 2015 with the same year prior, we saw the following in our website analytics:
- 3.78% increase in overall Sessions
- 1.25% increase in overall Users
- 16.56% increase in page views
- 20.49% increase in Session Duration

Monthly, we see significant spikes in website traffic related to Gallery Hop happening in the District. Analytics also show that Highlight is instrumental in driving traffic to our website - with peak use for each month occurring on the days of those events.

Social Media
The Short North Alliance activity uses social media to communicate about and promote the District. Here are some of the notable statistics regarding the reach of our social media efforts in 2015:

Facebook
- 14.5% increase in likes from the year prior
- Record Setting Organic Post Reach: 34,997 on 6/18/15 (Chicago Sun Times: Can Columbus Be the New Brooklyn?)
- Second Most Successful Organic Post: Marriage Equality for All/Love Wins post reached 25,377 people organically (6/26/15)
- Third Most Successful Organic Post: Experience Columbus feature on tacos in Columbus reached 24,256 people organically (5/26/15)
- Most Successful Organic and Paid Post: Start with Art video posted on March 6, 2015 reached 59,584 people (25,408 organic; 34,176 paid); viewed by 19,421 people (6,936 organic, 12,485 paid)

Twitter
- 14% increase in followers from year prior
- Monthly impressions averaged 20,000 during Gallery Hops

Instagram
- 147.26% increase in Instagram followers from year prior

COMMUNICATIONS REACH
The Short North Alliance works daily to share the story of the District with our many social media followers and the public at large. Here are some of the stats on the reach of our communications this year:

2015 NOTABLE PRESS
614 Magazine Columbus
Capital Style
Cleveland Scene
Columbus Alive
Columbus Business First
Columbus Monthly
Columbus Underground
Fox News
Meaningful Cities
NBC 5 Chicago
Now It’s Dark
Philadelphia Gay News
Sara Estas: Travel writer
Star Tribune (Minneapolis)
The Columbus Dispatch
The Lantern
USA Today
WOSU Public Media
Yelp

OVER 50 STORIES, AVERAGING 1 PER WEEK