



# SHORT NORTH ALLIANCE ANNUAL REPORT 2018



## LETTER FROM THE EXECUTIVE DIRECTOR

Orange is a fascinating color - one that I have spent much time thinking about throughout 2018. One might have thought we were the Short North *Orange District*, as our mascot seems to have become orange barricades this past year. At times, I have watched as our enduring small business owners and benevolent visitors have become simply overwhelmed by the orange proliferation along High Street. There is no denying that this past year has been emotionally, financially, and physically challenging due to the influx of orange in our lives. Yet, surprisingly, the Short North orange tide has also been empowering. If one more deeply examines color theory, one learns that orange is the color of joy and creativity. It is an encouraging color that fosters wellness, stimulates creativity, and leads to feelings of happiness. By that definition, we might want to see more orange in our lives - though I think I speak for all of us when I say I will be happy to see the barricades depart our District.

The team at the Short North Alliance has the delicate job of wearing many hats. Throughout this last year, we have had to help our stakeholders across many levels to have hard conversations, practice patience, solve problems, be a space to vent concerns, and, above and beyond all else, cheerlead.

As I reflect back on 2018, I am remarkably proud of not only our Short North Alliance team - but of all in our community who have worked exceptionally hard all year long. As an organization, we led more public art projects, coordinated more District events and promotions, invested more in marketing, offered entirely new programs and services, and increased our existing service offerings more this year than any year prior. All while sustaining the net profits from our fundraising efforts, moving into two new offices spaces, expanding our administrative team, and diversifying our revenues.

The pages that follow not only report how we did in 2018, but they showcase how **orange is the new Short North Arts District.**

**Betsy A. Pandora, MCRP, CTA**  
Executive Director  
Short North Alliance

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### ABOUT THE SHORT NORTH ALLIANCE

The Short North Alliance (SNA) is a 501(c)3 non-profit 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.

Through its work, the Short North Alliance advocates for the District's success, improves the District's public spaces through creative placemaking, engages the District's unique stakeholders, sustains the District's resources, and markets the District to support its continued economic development.

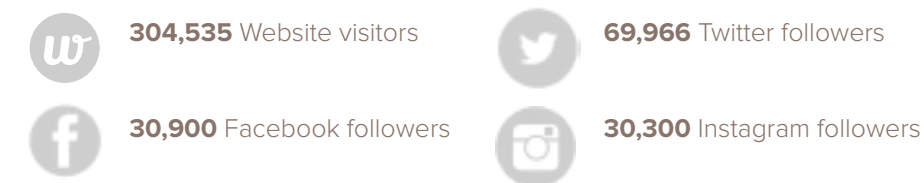
## THE SHORT NORTH ALLIANCE...

**ADVOCATES** for the Short North Arts District's success  
**IMPROVES** the Short North Arts District's public spaces  
**ENGAGES** the Short North Arts District's unique stakeholders opportunities  
**SUSTAINS** the Short North Arts District's resources and supportive relationships  
**MARKETS** the Short North Arts District's success and opportunities

### SHORT NORTH ARTS DISTRICT BY THE NUMBERS



### WHO LIKES THE SHORT NORTH ARTS DISTRICT?

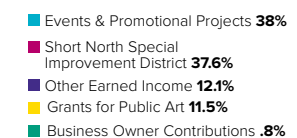


### WHO'S TALKING ABOUT THE SHORT NORTH ARTS DISTRICT?

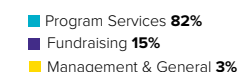
The Short North Alliance helped to generate over 450 positive news stories for the Short North Arts District in 2018, including stories from these national news outlets: *Cleveland Plain Dealer, Elite Daily, Food & Wine, Forbes, Intermezzo Magazine, Leiser Group Travel Magazine, Midwest Living, New York Post, Plain Magazine, Portsmouth Daily Times, Sky Magazine, Smart Meetings, Star Tribute, The Cincinnati Enquirer, The Iowa Gazette, Thrillist, Trip Advisor, and USA Today.*

### SHORT NORTH ALLIANCE 2018 FINANCIALS

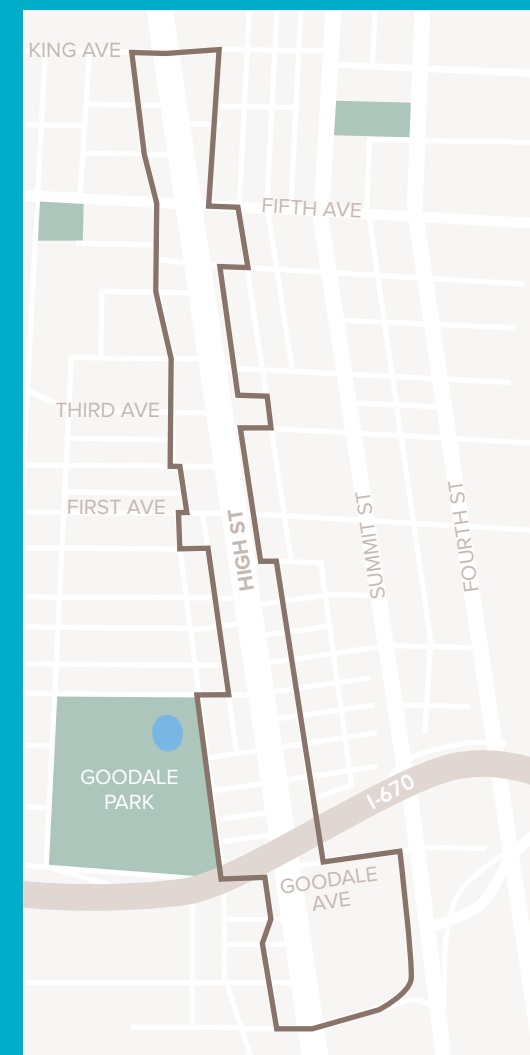
**TOTAL REVENUE: \$1,184,278.44**



**TOTAL EXPENSES: \$1,201,964.91**



### SHORT NORTH SPECIAL IMPROVEMENT DISTRICT BOUNDARIES



# 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 spent over 8,900 hours per year keeping the Short North Arts District clean and safe. Here are some of their accomplishments over the last six years.

## CLEAN SERVICES <sup>1</sup>

Event	2015	2016	2017	2018	% Change from 2017
Snow removal (man hours)	145.98	39.87	23	124	+439%
Landscaping (man hours)	180.6	112.75	56.8	68	+19%
Watering (man hours)	229.18	358.58	362.56	30	-92%
Gallons of Water Used	8,302	19,515	15,690	1,425	-91%
Graffiti removed	2,952	1,877	1,867	4,268	+129%
Trash cans emptied	219	572	837	1,196	+43%

## SAFETY SERVICES <sup>2</sup>

Event	2015	2016	2017	2018	% Change from 2017
Number of Security Tours	2,300	2,205	4346	7,555	+74%
Security Tours (Miles)	3,450	3,304.4	6,517.4	11,330	+74%
Be On The Lookout (Email)	34	57	68	42	-38%
Be On The Lookouts (Text)	13	26	50	54	+8%
Business Checks	2,212	2,310	2,321	1,646	-29%
Hotline calls (Total)	518	495	449	589	31%
Incidents	1,514	1,395	1,459	1127	-23%
311 requests	31	18	12	30	+60%

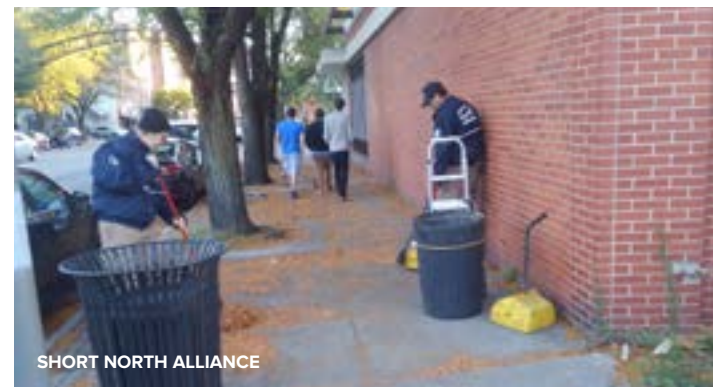
## VISITOR SERVICES <sup>3</sup>

Event	2015	2016	2017	2018	% Change from 2017
Hospitality	600	258	258	542	+103%

<sup>1</sup> In 2018, we saw an unusual amount of snowfall and rainfall. The snow removal hours increased and the watering hours decreased. Landscaping hours and the number of trash cans emptied also continued to increase at a comparable rate to past years. We saw an increase in graffiti throughout the District. Posters, handbills, and stickers account for 75% of graffiti removal.

<sup>2</sup> District safety continued to be a priority in 2018. The national opiate epidemic increases concerns around safety and homelessness throughout the city. However, we did see our number of safety incidents decrease in 2018. As a result, Short North Ambassadors invested a significant amount of their time toward crime prevention and safety support in 2018, increasing the number of security tours by 70%, covering over 4,000 more miles. We saw an increase in all other safety services as well in 2018 excluding BOLOs.

<sup>3</sup> For many, the Short North Ambassadors are the first point of contact people meet in the Short North Arts District. They work continuously to provide information to visitors and serve as a welcoming voice to our neighborhood. We saw our hospitality service double in 2018.



SHORT NORTH ALLIANCE



SHORT NORTH ALLIANCE

## INCIDENT LOCATION/RESOLUTION 2018 <sup>4</sup>

### Top 5 Types of Safety Incidents

2018	
Open Containers	136
Illegal Camping	239
Panhandling	21
Aggressive Panhandling	92
Public Intoxication	51
Threatening or Intimidating Behavior	136
Suspicious Person	58

### The Top 5 Locations for Recorded Safety Incidents <sup>5</sup>

Greenwood Park	117
Out of the Closet	49
Family Dollar	42
Dress for Success	36
High Five Spice Emporium	31

### Top Methods of Resolution for Safety Incidents <sup>6</sup>

Ambassador Cleared	53.20%
Cleared by other means	13.09%
Information only report	11.02%
CPD engaged & subject warned	10.67%
Ambassador called/ Cleared before arriving	9.39%
CPD called and failed to respond	2.63%

### Top Method of Reporting Incidents <sup>6</sup>

Ambassador Observed	50.14%
Hotline calls	23.40%
Informed by other means	22.48%
Walk up	2.77%
CPD informed Ambassadors	1.21%

<sup>4</sup> We again experienced the same top five safety incidents, with the exception of the fifth. Public Intoxication overtook Threatening or Intimidating Behavior. While the ranking order is unchanged, the percentage change of top incidents toward Panhandling and Aggressive Panhandling is staggering and directly related to the City of Columbus eliminating enforcement of existing anti-panhandling laws due to issues with constitutionality.

<sup>5</sup> The northern end of the District experienced a spike in safety issues throughout 2018. About 58% (up from 23% in 2017) of all safety incidents recorded in the District this year occurred in the blocks from Fourth to King Avenues (approximately .4 miles). The spike in this geography is attributed to several regular hotspots for vagrant gathering and increased homeless services offerings operating just off of High Street within this area.

<sup>6</sup> Ambassadors continue to provide a key service in helping deter crime in the District, with more than 50% of overall incidents being reported and cleared by Ambassadors.



SHORT NORTH ALLIANCE

# IMPROVEMENTS, BEAUTIFICATION & PUBLIC ART

In 2018, the Short North Alliance led several beautification and public art projects to enhance the public space in the Short North Arts District.

## Improvements

### Completion of Phase 1 and Phase 2 High Street Streetscape Improvements Project

2018 saw the completion of Phase 1 (Goodale St to Nationwide Blvd) and Phase 2 (Goodale St to E. Second Ave/Starr Ave) long-awaited streetscape improvements on High Street. Once complete in 2019, the project will add 199 new street trees, more parking spaces, hundreds of new street lights, and nearly 56,000 square feet of additional public space.

### New Digital Kiosk Program

In partnership with Experience Columbus and Orange Barrel Media, the Short North Alliance fostered the installation of a new, city-wide digital wayfinding kiosk program for the District. The kiosks were installed in December 2018 and feature custom District branding and graphics, wayfinding, security, free wifi, and data collection that allows for visitors to have a better experience while enhancing safety and information sharing.

## Beautification

### Landscaping Partnership with Oakland Nurseries

The Short North Alliance launched a partnership with Oakland Nurseries as its landscape vendor for the District. Trained horticulturists from Oakland Park Nurseries designed and maintained four seasonal plantings for planters on High Street, in Poplar Park, in Chase Park, and along Buttles Avenue. We are excited to continue this partnership with Oakland Nurseries as we receive 28 new planting beds throughout the District that will be maintained throughout the year.

### Holiday Decor

The Short North Alliance again partnered with Light Up Columbus to add significantly to the holiday decor found throughout the Short North Arts District in 2018. This year, the Streetscape Improvements Project made it possible for us to add 75 lighted trees to High Street for the holiday season. We also installed a 16-foot LED-lit and programmable holiday tree in Poplar Park for our annual Tree Lighting Ceremony. We installed holiday banners on all of the arches, along with our iconic Short North Pole banners.



## Public Art

### I, Too Sing America: The Harlem Renaissance At 100 Mural Series

The Short North Alliance, along with 13 partner galleries and art institutions, planned the fifth temporary mural series throughout the District. The Greater Columbus Arts Council featured **I, Too Sing America: The Harlem Renaissance At 100** as a city-wide celebration of the Columbus Black arts community. In conjunction with this event, the Short North Arts District debuted a brand new mural series at the August 2018 Gallery Hop.

### Streetscape Public Art Projects

The Short North Alliance led three temporary public art projects during the Streetscape Improvements Project in 2018.

**ArtPaths**, temporary pedestrian barrier installations, engaged 11 students and faculty from the Columbus College of Art & Design to implement a public art walkway program that created 23 unique murals installed as one safe, engaging, interactive, visual art display on the internal spaces of 450 modular, temporary pedestrian water barrels or jersey barricades, occupying approximately 3,000 linear feet of High Street in areas under active construction.

**ShortPop**, temporary pop-up visual arts exhibitions, engaged the Paul Peterson Company, the Neighborhood Design Center, and visual artists Samantha Parker Salazar and Carol Boram-Hays to utilize construction materials as their media to create temporary, quarter-long pop-up art installations in the Short North Arts District. Each created two separate art installations at Greenwood Park and the Goodale Cap that were displayed from May-October 2018.

**The Short North Arts District Traffic Jam** engaged 19 arts groups to perform original pieces which tell the story of change on streets and in the Short North Arts District during a day-long event on Sunday, August 26, 2018. On this day, the busiest section of High Street in the Short North Arts District needed to be closed down due to both the Streetscape Improvements Project and the removal of a crane for a private development.

### Jubilation: The White Castle Public Art Project

Soon to be located on the White Castle Restaurant at 965 N. High Street, **Jubilation** is a new site-specific suspended sculpture that will be installed in the winter of 2018. Made of steel and LED lights by artist Stephen Canneto, **Jubilation** represents the vibrancy of the Short North Arts District that will prove to be a focal point in the area.



# BUSINESS & VISITOR SERVICES

The Short North Alliance provides a comprehensive roster of supportive services for businesses located within the Short North Special Improvement District's boundaries and those who are Friends of the Short North business members. We served over 325 businesses on a daily basis, offering marketing support, District promotions, and engagement with the more than 4 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 2018.

- Three established seasonal promotions including Winter Sale, End of Summer Sale, and Holiday Hop
- Holiday promotions including Small Business Weekend, the annual Holiday Hop Pop Up Shop, a Tree Lighting Celebration, and the new Short North Arts District Holiday Trail presented by Huntington
- Pride Hop for the participants of the annual Stonewall Columbus Pride Parade
- The Short North Arts District Wedding Wander, a promotion featuring wedding-specific goods and services found in the District
- Barkers & Beggars, a trick-or-treating promotion for costumed dogs

## Start with Art Campaign

In 2018, the Short North Alliance continued implementation of Start with Art, a promotional campaign aimed at building awareness of the arts in the District. The campaign consisted of targeted editorial and paid advertising ads using brand elements and messaging, and our interactive tour called the Short North Art Trail.

## District Tours

In 2018, we continued a visitor touring program in conjunction with The Ohio State University for their Columbus Ambassador program and for the College of Engineering Alumni, providing experiences that engage visitors with the arts and creative merchants in the District.

## Small Business Resources

In 2018, the Short North Alliance continued a continuing education series for small businesses called the Short North Arts District Small Business Boot Camp. The series features a mix of locally and nationally respected experts, along with District merchants, who share best practices on a variety of topics integral to promoting the success of small businesses. Topics in 2018 included:

- Planning for 2018 Tax Code Changes for Small Businesses with Elaine Grogan Luttrull, founder of Minerva Financial Arts and SNA Board Member
- Safety & Conflict Resolution featuring De-escalation Training with North Central Mental Health
- Top Small Business Marketing Trends and Tips for 2018 with Andrew Summerfield, founder of Summerfield Advertising

Additionally, the Short North Alliance discovered the need for several new small business resources in response to concerns regarding the increased construction activity in the District and created several supportive programs and measures designed to help mitigate concerns related to increased District construction in 2018. They included:

- Securing unprecedented commitments from the City of Columbus to invest in professional public relations, create a master schedule for all Short North construction projects, and require its Streetscape construction contractor to take supportive measures to expedite construction and ensure minimal impacts to business owners.
- Managing a weekly email and text communications with construction updates.
- Implementing a first-of-its-kind emergency loan program from Huntington Bank, with all fees to participate waived, exclusively for qualifying Short North businesses. Over \$800,000 in loans were given to small businesses, and the program was extended in 2018 to allow for increased participation.
- Continuing to host monthly meetings, called the Short North Construction Zone, with the City of Columbus and all private construction contractors doing work in the area to support coordination and troubleshoot issues.
- Implementing a \$50,000 marketing campaign throughout 2018 to drive visitor traffic to the District, informed by a market and consumer study completed in 2017.
- Securing public and private funding to lead a pilot Parking Garage Validation Program. Over 100 businesses participated in the program, which saw an average of 30% increase in utilization each month offered, with over 2,500 program users.

# ADVOCACY & DEVELOPMENT

The Short North Alliance serves as an advocacy voice for businesses and property owners throughout the Short North Arts District. In 2018, we supported the community in numerous ways. The Short North Arts District continues to thrive as Columbus' premier shopping, dining, and cultural destination. We continued to see unprecedented growth in new developments along High Street, while maintaining a ratio of businesses opening to closing of two to one.

## Advocacy

- Continued collaborations with Experience Columbus, the City of Columbus, and other downtown districts
- Advocated for the implementation of the Short North Parking Plan, along with the creation of the Short North Parking Benefit District, and a new contractual agreement with the City of Columbus to fund parking and mobility improvements programs for employees and visitors under the administration of the Short North Alliance.
- Worked with the Columbus City Attorney's office and the Ohio Department of Commerce to revoke the liquor licence and seek a nuisance abatement order to close a high-crime carryout in the northern end of the District.
- Advocated for a new user fee on admissions sold within the City of Columbus to increase public support for the arts, while protecting and exempting small businesses.
- Advocated for the protection of public parkland to prevent the privatization of public spaces in the Short North Arts District.
- Sent letters to Short North Arts District property owners appealing to them to offer rent, utility, or other financial support for small businesses who come to them with financial challenges in 2018.

## Development

### Business Turnover and Growth

*Businesses opened in 2018: 29*  
*Businesses closed in 2018: 17*

The following new developments were announcements or completed in 2018

### Completed

*The Brunner Building*  
*The Castle Mixed Use Building and Public Parking Garage*  
*The UDF Building*  
*Valencia On High Building*

### Announced or In Construction

*The Moxy Hotel and Office Building*  
*The Lincoln Commercial and Office Building*  
*The Pearl and Lincoln Public Parking Garage*  
*The 875 N. High St Building*  
*Redevelopment of IBEW Building*  
*Redevelopment of Bollinger Tower*  
*Redevelopment Yoga on High*  
*Redevelopment of North Market*



# 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 2018, the Short North Alliance was able to continue to amplify the magnitude and scope of Gallery Hop by continuing our five-year 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 the city's most respected performing arts institutions. Additionally, we generated over \$10,000 in sponsorships of Gallery Hops throughout 2018. In its 34th year, we've watched its profile continue to grow as Columbus' favorite night to celebrate art.

## Goods on Goodale

In 2018, the Short North Alliance led a monthly art and retail marketplace featuring over 30 vendors, performers, and artisans in Goodale Park, in partnership with the Friends of Goodale Park music series, to attract visitors to the District and provide our retailers with an alternative shopping space during the construction year.

## Short North Gala

The 12th Annual Short North Gala raised \$50,000 to support programs of the Short North Alliance. Over 500 attendees celebrated the artistry, diversity, and spirit of the Short North Arts District with a three-course meal that featured over 15 of the District's most exciting restaurants and confectioners.

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

**District Legacy:**  
Martha Marcom, Yoga on High

**Unsung Heroes:**  
Beverly and SJ Sevell, Sevell & Sevell  
Jack Decker, Victorian Village Commission

**Community Partner:**  
The Dream Center

**Business Beacon:**  
Scott Rousku and Torso  
Joan Schnee and On Paper  
Laura Harter and Short North Piece of Cake

## HighBall Halloween

In its 11th year, HighBall Halloween continued as a two-day extravaganza in the Short North Arts District, spanning High Street from Goodale Street all the way to Nationwide Boulevard. The event fostered nostalgia for all things 90s and emphasized Girl Power on Friday night, featuring Wannabe, a Spice Girls Tribute Band, as well as local female powerhouse musicians channeling the decade's tunes from grunge to pop and everything in between. Saturday night followed with an equally impressive lineup highlighting Columbus' music community, as well as the always fabulous Nina West and the always breathtaking Battelle Costume Couture Fashion Show.

The Short North Alliance worked with over 50 collaborators for the 2018 event, which featured one of the grandest sites yet, including an out-of-this-world installation from Columbus' own Otherworld, activations from national and local brands, a multitude of on-site photo booths, and three separate VIP experiences for guests. Despite the dreary weather of the weekend, thousands of HighBallers showed up and showed out, allowing the Short North Alliance to generate incredible regional and local attention and to secure over \$120,000 to support public art, beautification, and safety programs in the Short North Arts District.



IMAGES BY T. DASHFIELD



TROY A. MUELLER

# SHORT NORTH ARTS DISTRICT EVENTS BY MONTH

## January

6th: Gallery Hop  
15th-21st: Short North Winter Sale  
16th: Winter Business Social

## February

3rd: Gallery Hop

## March

3rd: Gallery Hop

## April

7th: Gallery Hop  
28th: Short North Gala

## May

6th: Gallery Hop  
20th: Goods on Goodale

## June

2nd: Gallery Hop  
15th-17th: Stonewall Columbus  
Pride Festival  
17th: Goods on Goodale  
22nd-24th: Community Festival

## July

4th: Doo Dah Parade  
7th: Gallery Hop  
8th, 15th,  
22nd, 29th: Goodale Park Music Series  
22nd: Goods on Goodale

## August

4th: Gallery Hop  
5th & 12th: Goodale Park Music Series  
11th-19th: Short North Summer Sale  
19th: Goods on Goodale

## September

1st: Gallery Hop

## October

6th: Gallery Hop  
7th: Columbus Day Parade  
26th-27th: HighBall Halloween

## November

3rd: Gallery Hop  
24th-25th: Short North Arts District  
Small Business Weekend

## December

1st: Holiday Hop  
1st-31st: Short North Arts District  
Holiday Trail  
7th: Short North Special  
Improvement District  
Annual Meeting



LAUGHLIN'S BAKERY



IMAGES BY T. DASHFIELD



IAN C. POWELL PHOTOGRAPHY



IMAGES BY T. DASHFIELD

# SHORT NORTH ALLIANCE BOARD OF DIRECTORS

**Joel Pizzuti, President**

The Pizzuti Companies

**Collin Castore, Vice President**

Seventh Son Brewery,  
The Barrel & Bottle

**Julia Hansen, Secretary**

Hilton Columbus Downtown

**Kirk Trowbridge, Treasurer**

Clarus Partners

**Michelle Brandt**

Brandt-Roberts Galleries

**Wilson Browning**

Beecher Hill

**Anjali Chavan**

Battelle

**Nate DeMars**

Pursuit

**Dr. Jane Flores**

Elemental Vet

**Elaine Grogan Luttrull**

Columbus College of Art &  
Design

**Kim Meacham**

The Paper Daisy Flower  
Boutique

**Maria Mercurio**

Franklin County Convention  
Facilities Authority

**Maren Roth**

Rowe Boutqjue

**Karla Rothan**

Resident

**Tony Slanec**

OHM Advisors.

**Nancy Sully**

City of Columbus

**David Teed**

Diogenes Capital

**Yohannan Terrell**

Warhol & WALL ST

## SHORT NORTH SPECIAL IMPROVEMENT DISTRICT BOARD OF DIRECTORS

**Ricky Day, President**

The Day Companies

**Mark Wood, Vice President**

The Wood Companies

**Susan Jennings, Secretary**

North Central Mental Health

**Tom O'Leary, Treasurer**

Resident

**Bradley Howe**

Short North Fitness

**Chris Gegas**

Short North Real Estate

**Michelle Larsen**

City of Columbus

**Nick Montell**

The Greystone on High

**Mark Wagenbrenner**

Wagenbrenner Development

## THE SHORT NORTH ALLIANCE STAFF

**Betsy A. Pandora, MCRP, CTA**

Executive Director

**Caitlyn Dunn, CTA**

Deputy Director, District Projects  
& Operations

**Becca Goodburn, CTA**

Events & Development Manager

**Melanie Kortyka, CTA**

Events & Special Projects Manager

**Michelle Gibson, CTA**

Outreach & Communications Coordinator

**Sara Wolff, CTA**

Marketing & Communications Manager

**Caitlyn Fuentes**

Events Assistance

**Ashley McKnight**

Intern

**Emma Cline**

Intern

**Ann Faris**

Intern

**Drason Sillin, CTA**

Short North Ambassador  
Operations Manager

**Tyler Malott, CTA**

Short North Ambassador  
Operations Supervisor

**Shaunna Lindsay, CTA**

Short North Ambassador

**Zaija Nadal, CTA**

Short North Ambassador

**Zachary Botkins**

Short North Ambassador

**Jesus Reyes**

Short North Ambassador

**Chris Molina**

Short North Ambassador

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