Short North Alliance Annual Report 2020

Providing support and leadership for small and local businesses in a year like no other.
About the Short North Alliance

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 and surrounding area. It is funded in large part by the Short North Special Improvement District and the 5th Avenue and 4th Street Special Improvement District, and is contracted annually to fulfill the Plan of Services for both special improvement districts.

The mission of the Short North Alliance is to nurture the Short North Arts District, High Street, East 5th Avenue, and North Fourth Street commercial corridors as vibrant, creative, and inclusive communities and leading arts destinations.

Advocate
For its success

Improve
Its public spaces

Engage
Its unique stakeholders

Sustain
Its resources and supportive relationships

Market
Its success and opportunities
With a multi-year streetscape improvements project and multiple significant developments wrapping up, businesses were looking forward to throwing open their doors to welcome back customers, old and new. Just while the figurative (and literal) dust was about to settle, our lives were disrupted in ways totally unimaginable. I recall asking businesses if there were any concerns related to the announced cancelation of the Arnold Sports Festival due to public health concerns surrounding a new virus pronounced COH-vid at our March District meeting. The prevailing feeling was one of indifference; no one was worried. I never could have imagined what the following weeks and months would bring.

At the Short North Alliance, our mission is to nurture the Arts District as a vibrant, creative, and inclusive community. At our core, we are about convening and connection—which can be difficult in a pandemic. Learning to throw away the playbook on how we have always done things is something we have had to do over and over again this year. While continuous reinvention is exhausting, we are asking, “Should we keep doing this simply because it is what we have always done?”

It is an important learning of this pandemic year. And we will keep asking that question even when we can convene again. In asking that question, we have used service to the community as our guidepost in what actions we take. The result is that we are an even more service-focused organization than before.

If there are two things the pandemic has taught us, they are how very deeply our community cares for each other, and our organization is willing and able to rise to the occasion, no matter what the calling. From mobilizing a supply chain of personal protective equipment and creating the Short North Arts District Local Business Gift Card Give Back program, to supporting clean up during waves of civil unrest and administering a $1 million dollar grant program for small businesses, our team has nurtured this community in the various ways it has needed all year.

Although the path forward is still a bit rocky, there is light ahead. I can’t promise our return to business will be swift or without obstacles. But, the one thing I do know is no matter the terrain, we won’t have to navigate it alone. Our team is here to help. And our business community is here for each other.

Betsy A. Pandora, MCRP, CTA
03 — Short North Arts District by the Numbers

100   58   118   24
Places to Eat & Drink  Places to Shop  Services & Salons  Arts, Galleries, & Exhibition Spaces
9     19   318   700
Lodging & Hotels  Community Groups  Total Businesses  Property Owners

4,934,187
Square Feet of Residential, Office, & Commercial Building Area

1,084,597   222,486
Website Pageviews, 32% decrease from 2019  Website Users, 36% decrease from 2019

36,441    70,490
Facebook Followers, 8% increase from 2019  Twitter Followers, 1% decrease from 2019

40,032
Instagram Followers, 13% increase from 2019
New Area of Service

In 2020, the Short North Alliance was selected to administer the plan of services for the newly created 5th Avenue and 4th Street Special Improvement District (54SID).

The new 54SID will enable the Short North Alliance to broaden the business and cultural communities it services, while fostering greater access to and continuity of services.

Our new boundary map highlights the existing and new areas served. Programs and Services will get underway in earnest in 2021 and will include efforts around branding, placemaking, public art, beautification, and safety.

Who’s Talking About the Short North Arts District?

The Short North Alliance helped to generate over 310 positive news stories for the Short North Arts District in 2020, including stories from these national news outlets: 10TV, 614 Magazine, 614Now, ABC6, Broadway World, Cleveland.com, Columbus Alive, Columbus CEO, Columbus Business First, Columbus Monthly, Columbus Underground, CBS News, Delaware Ohio News, Forbes, Fox28, MLS Soccer, NBC4, The Columbus Dispatch, The Lantern, Washington Blade, WOSU.

2020 Short North Alliance Expenses - $1,324,392.00

- Program Services: $1,086,001.44 (82%)
- Management & General: $198,658.80 (15%)
- Fundraising: $39,731.76 (3%)

2020 Short North Alliance Revenue - $1,384,716.00

- Short North Special Improvement District: $479,445.00 (34.6%)
- Events & Promotional Projects: $428,285.00 (30.9%)
- Grants & Loans: $224,800.00 (16.2%)
- Other Earned Income: $190,851.00 (13.8%)
- Grants for Public Art: $47,500.00 (3.4%)
- Business Owner Contributions: $3,650.00 (0.3%)
04 — Cleanliness & Safety 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 5,500 hours this year keeping the Short North Arts District clean and safe. Here are some of their accomplishments over the last five years.

Clean Services
The decrease in foot traffic throughout the District experienced during the pandemic resulted in a reduced burden on our ambassador team for various cleanup efforts. Additionally, mostly mild winter weather also lessened the need for snow removal.

Starting in 2020, we began a new relationship with Bildsten Landscaping to provide maintenance of all of the new streetscape planter beds and watering services for all plantings. The result was also a better use of Ambassador time on general clean-up efforts while providing for most expertly cared for landscaping.

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Snow Removal (Man Hours)</td>
<td>145.98</td>
<td>39.87</td>
<td>23</td>
<td>124</td>
<td>131</td>
<td>37</td>
<td>-72%</td>
</tr>
<tr>
<td>Landscaping (Man Hours)</td>
<td>180.60</td>
<td>112.75</td>
<td>57</td>
<td>68</td>
<td>105</td>
<td>57</td>
<td>-46%</td>
</tr>
<tr>
<td>Graffiti Removed</td>
<td>2,952</td>
<td>1,877</td>
<td>1,867</td>
<td>4,268</td>
<td>4,886</td>
<td>2,067</td>
<td>-48%</td>
</tr>
<tr>
<td>Trash Cans Emptied</td>
<td>219</td>
<td>572</td>
<td>837</td>
<td>1,196</td>
<td>819</td>
<td>283</td>
<td>-65%</td>
</tr>
</tbody>
</table>

Visitor Services
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. This year, the pandemic made it difficult to interact with visitors in the way the Ambassadors are accustomed to. Despite the limitations of the pandemic, they still provided helpful service to patrons.

<table>
<thead>
<tr>
<th>Event</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality</td>
<td>258</td>
<td>267</td>
<td>559</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>2019</th>
<th>2020</th>
<th>% Change From 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality</td>
<td>998</td>
<td>359</td>
<td>-64%</td>
</tr>
</tbody>
</table>
Safety Services

District safety continued to be a priority in 2020. Many of our safety services decreased due to a substantial decrease in District patrons and less frequent calls for services from our businesses. The percentage decrease is directly correlated to the change in number of Ambassadors on duty. Additionally, due to businesses being temporarily closed and a significant decrease in District traffic, the following services decreased: business checks, hotline calls, incidents, and 311 requests.

<table>
<thead>
<tr>
<th>Event</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>% Change From 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Security Tours</td>
<td>4,346</td>
<td>7,555</td>
<td>10,429</td>
<td>7,983</td>
<td>-23%</td>
</tr>
<tr>
<td>Security Tours (Miles)</td>
<td>6,517</td>
<td>11,330</td>
<td>15,640</td>
<td>11,971</td>
<td>-23%</td>
</tr>
<tr>
<td>BLOOs (Email)</td>
<td>68</td>
<td>42</td>
<td>55</td>
<td>22</td>
<td>-60%</td>
</tr>
<tr>
<td>BLOOs (Text)</td>
<td>50</td>
<td>54</td>
<td>55</td>
<td>22</td>
<td>-60%</td>
</tr>
<tr>
<td>Business Checks</td>
<td>2,321</td>
<td>1,646</td>
<td>1,148</td>
<td>363</td>
<td>-68%</td>
</tr>
<tr>
<td>Hotline Calls</td>
<td>449</td>
<td>589</td>
<td>905</td>
<td>256</td>
<td>-71%</td>
</tr>
<tr>
<td>311 Requests</td>
<td>12</td>
<td>30</td>
<td>86</td>
<td>20</td>
<td>-77%</td>
</tr>
</tbody>
</table>

District safety continued to be a priority in 2020. Many of our safety services decreased due to a substantial decrease in District patrons and less frequent calls for services from our businesses. The percentage decrease is directly correlated to the change in number of Ambassadors on duty. Additionally, due to businesses being temporarily closed and a significant decrease in District traffic, the following services decreased: business checks, hotline calls, incidents, and 311 requests.

05 — Incident Location & Resolution

The pandemic continued to increase concerns around safety and homelessness throughout the city. Changes in arresting procedures over minor misdemeanors, the continuation of the opioid epidemic, and the economic strain caused by the pandemic made several locations top areas for trespassing concerns.

Townhall and Tigertree are top incident locations because of the frequent illegal camping that occurs in these locations. Northstar Cafe, which primarily remained open for business, continued to call the Ambassador Hotline for miscellaneous incidents in/around their cafe, thus inflating their status as an issue area.
Generally, the distribution of various types of safety incidents throughout each year remains similar from year to year. In 2020, illegal camping accounted for 24% of all of Short North safety incidents, and vandalism accounted for 15% of incidents. This year, we saw a decrease in vandalism and graffiti in planter beds and destruction from late night activity and an increase in vandalism and graffiti from protests.

Ambassadors continue to provide a key service in helping to deter crime in the District, by observing over 28% of crime, and responding to the 47% of incidents that were reported via the Ambassador Hotline. Ambassadors cleared 23% of incidents and alerted Columbus Police Department in 19% of incidents. This year, ambassadors began logging reports from local police reports to accurately reflect Short North area data. These are accounted for in the Information Only reports.

<table>
<thead>
<tr>
<th>Top Types of Safety Incidents</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illegal Camping</td>
<td>17%</td>
<td>21%</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>Vandalism + Graffiti</td>
<td>0%</td>
<td>1%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Threatening or Intimidating Behavior</td>
<td>5%</td>
<td>12%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Theft</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Aggressive Panhandling</td>
<td>7%</td>
<td>9%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Suspicious Person</td>
<td>4%</td>
<td>6%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Disorderly Conduct</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Panhandling</td>
<td>11%</td>
<td>2%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Open Container</td>
<td>30%</td>
<td>12%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Method of Resolution</th>
<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Information Only Report</td>
<td>33%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ambassador Cleared</td>
<td>23%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ambassador Called &amp; Subject Cleared</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleared by Other Means</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPD Called &amp; Failed to Respond</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPD Called &amp; Subject Warned</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPD Called &amp; Subject Cleared</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EMS Called</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Police Called &amp; Citation Issued</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPD Called &amp; Subject Arrested</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Methods for Reporting Incidents in 2020</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotline Calls</td>
<td>47%</td>
</tr>
<tr>
<td>Ambassador Observed</td>
<td>28%</td>
</tr>
<tr>
<td>Informed by Other Means</td>
<td>20%</td>
</tr>
<tr>
<td>CPD Informed Ambassadors</td>
<td>3%</td>
</tr>
<tr>
<td>Walk Up</td>
<td>2%</td>
</tr>
</tbody>
</table>
06 —
Beautification, Public Art, Improvements, & Parking

**Beautification**

**Landscaping Partnership with Bildsten Landscape Services**
The Short North Alliance began a partnership with Bildsten Landscape Services as its landscape vendor for the District. Trained horticulturists designed and maintained seasonal plantings on High Street, in Poplar Park, in Chase Park, along Buttles Avenue, and in 28 of the new planter beds installed on High Street.

**Holiday Decor**
The Short North Alliance again partnered with Light Up Columbus for holiday decor found throughout the Short North Arts District in 2020. This year, the High Street 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 along with our iconic “Short North Pole” banners.

**Public Art**
2020 was a record year for public art projects in the Short North Arts District.

**Short North Arts District Art Trail**
In collaboration with Experience Columbus, the Short North Alliance made a new Short North Arts District Art Trail available digitally through Bandwango to allow visitors to explore public art with the help of a virtual self-led, tour-like experience. Additionally, the Short North Arts District Art Trail was incorporated into the CBus Art Walks app created to promote public art city-wide by the Greater Columbus Arts Council and Can’t Stop CBus.
Public Art

One World Mural Series
The Short North Alliance, along with 10 partner galleries, planned the seventh temporary mural series throughout the District. The Short North Arts District debuted a brand new mural series in June 2020. The series showcases the diversity of global artists and their experiences. This project was made possible with support from the Greater Columbus Arts Council, the Ohio Arts Council, and the Short North Alliance Art Fund.

Summer Spray
Throughout the summer of 2020, a new live mural-making experience debuted in the Short North Arts District called Summer Spray. During this 10-week event, a 1,280-square-foot mural was created by 11 local artists each weekend, from July 11 through September 13. The resulting installation remains located on West Goodale Street, between High Street and Park Street. This project was made possible with support from the Greater Columbus Arts Council, the Ohio Arts Council, and the Short North Alliance Art Fund.

Wall Alley Portal Public Art Project
Wall Alley Portal features over 2,500 square feet of murals by local artists Ashley Pierce and Josh Cummings, and a lighting installation by Light Up Columbus. The project brings a new sense of joy and safety to an alley in the northern end of the District. This project was made possible with support from the United Way Neighborhood Partnership Grant Program, the Short North Foundation, the American Electric Power Foundation, Short North Church, Rock City Church, and The Lykens Companies.

Be The Light Mural
The 14th new public art piece in the Short North Arts District this year was installed in October 2020 on the new Lincoln Parking Garage, located at East Lincoln Street and North Pearl Street. Local artist Adam Hernandez created the approximately 460-square-foot permanent mural, titled Be The Light, which features a hopeful message from Dr. Martin Luther King, Jr.: “Darkness cannot drive out darkness, only light can do that. Hate cannot drive out hate, only love can do that.” This project was made possible with support from The Wood Companies, the Short North Civic Association, The Short North Foundation, the Italian Village Society, the Greater Columbus Arts Council, and the Short North Alliance Art Fund.
Deliver Black Dreams
The Short North Alliance created a new installation at Greenwood Park (located between Magnolia Thunderpussy and BrewDog Short North) in the Short North Arts District as a collaborative showcase of a multifaceted racial equity campaign called Deliver Black Dreams. The project uses public art as a launch point for a sustained and future-oriented approach to achieving racial equity in Columbus, one that helps the community reimagine and design a city where everyone can live abundantly. A major visual expression component for Deliver Black Dreams is free, outdoor exhibitions in neighborhoods throughout Columbus of the Art Unites Cbus temporary murals created after the June protests. The project was made possible with support from the City of Columbus, American Electric Power Foundation, Huntington and Grange Insurance, with additional support from the Greater Columbus Arts Council and the Art Unites Cbus project and Orange Barrel Media.

District Improvements & Parking Programs
High Street Streetscape Improvements Project Finally Concludes
2020 saw the construction completed for Phase 3 (E. Second Ave/Starr Ave to King Ave) of the streetscape improvements on High Street. The project added 199 new street trees, more parking spaces, hundreds of new street lights, and nearly 56,000 square feet of additional public space.

Short North Arch Upgrades
In 2020, the iconic Short North Arches finally received a long-overdue lighting upgrade. Over 800 brand new LED bulbs, new wiring, and a new state-of-the-art programming system were installed, allowing for substantially more dynamic lighting displays to shine on these important assets for the community. Going forward, all lighting programming of the Short North Arches will be managed by the Short North Alliance. Custom shows can be scheduled for a small fee upon request by community groups.

Parking Programs
The Short North Alliance continued administration of parking and mobility programs for employees and visitors throughout 2020. These programs included:

- 142 Participating Businesses
- 4,301 Validations Redeemed
- 144% Increase in On-Street Validation Usage
- 10,995 Total Hours Parked in Garages Using Validation Stickers
- 820 Lime Scooter Discounts
- 780 Bird Scooter Discounts
- 390 Lyft Rideshare Discounts
- 42 COGO Bikeshare Membership Discounts
- 46 Employees Used Subsidized Parking
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 300 businesses on a daily basis, offering marketing support, District promotions, and engagement with visitors who come through the Short North Arts District each year.

Special Promotions

The Short North Alliance coordinated several District-wide promotions to unify businesses and engage visitors throughout 2020. They included:

- Short North Employee Appreciation Week, a week-long promotion that took place January 6-12, 2020 to provide discounts to employees of Short North Arts District businesses.
- A new local business promotion, the Short North Arts District Local Business Gift Card Give Back, occurred on Tuesday, May 12 and Monday, December 7-10 to provide much-needed relief to local businesses during the COVID-19 pandemic through gift card sales. $188,125 was injected into 91 local businesses in May, and $164,934 was injected in 80 local businesses in December.
- Holiday promotions including the Holidays on High online shopping guide and Instagram Contest, plus artist-designed holiday window displays on businesses in the District.

Short North Safe Campaign

The Short North Alliance led a new campaign in response to the COVID-19 pandemic encouraging the public to observe CDC-recommended guidelines for public health and safety. The campaign featured creative assets and copy that outlined all the ways visitors to the District could enjoy their visit while prioritizing the protection and safety of District employees, themselves, and other visitors.
Personal Protective Equipment Sourcing
The Short North Alliance helped to source Personal Protective Equipment (PPE) to local businesses when certain items were difficult to find at affordable prices. Over $2,900 worth of PPE was distributed to over 60 businesses. PPE included hand sanitizer from Middle West Spirits and masks from Aunt Flow, as well as safety glasses, gloves, and disinfectant cleaner.

Art by Appointment Campaign
The Short North Alliance led a new campaign encouraging the public to explore and shop at art galleries safely by private appointment in 2020. In addition to educating the public about private appointment options at District galleries, the campaign featured creative copy that promoted all of the diverse and unique ways one can enjoy and purchase art from galleries in the District.

Small Business Resources
In 2020, the Short North Alliance continued monthly meetings with the Small Business Advisory Council. The Council includes owners of small, local businesses of all types, and its goal is to advise the Short North Alliance’s advocacy and planning efforts as they relate to small businesses.

The Short North Alliance also continued to address the need for small business resources in response to concerns regarding the increased construction activity in the District, and sustained supportive programs and measures designed to help mitigate concerns related to increased District construction in 2020. They included sending the City of Columbus’ weekly construction e-blast to the business and property owners in the District to provide the most up-to-date information about various construction projects.

Additionally, in response to the community-wide civil unrest that began in June 2020, the Short North Alliance helped to source protective window covering boards for business storefronts to avoid property damage. Once the boards were no longer needed, we coordinated with business and property owners to collect the boards, then either stored boards with artistic works and messages for later use in the Deliver Black Dreams project or donated unmarked boards to Habitat for Humanity.

The Short North Alliance also created a Short North Arts District Business Slack Workspace to allow immediate communication between business owners and with the Short North Alliance about a range of topics, including safety, cleanliness, promotions, and general inquiries and updates. We also began sending regular communications about situations and circumstances unique to 2020, including:

• Informational Alerts for COVID-19-related information and updates, including business financial resources, state- and county-level mandates, and case numbers in Ohio
• Informational Alerts for information and updated regarding public gatherings, marches, and issue-based rallies following community-wide civil unrest that began in June 2020
The COVID-19 pandemic has had a sweeping impact on our business community. While historically the Short North Arts District sees a one-to-one turnover rate and an average of 25 businesses who close in a given year, business turnover was higher in 2020.

**Advocacy**

The Short North Alliance serves as an advocacy voice for businesses and property owners throughout the Short North Arts District. In 2020, we supported the community in numerous ways.

- Continued collaborations with Experience Columbus, the City of Columbus, and other Downtown Districts to advocate for increased police presence and initiatives that combat panhandling.
- Worked with the Columbus Police Department to implement a pilot policing program targeting chronic predatory homeless and other repeat offenders to address some of the most crime-saturated areas of the 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 came to them with financial challenges in 2020.
- Advocated that the City of Columbus invest in an upgrade in the lighting system for the iconic Short North Arches.
- Convened conversations with the Columbus City Attorney regarding noise disruptions on High Street.
- Advocated to the City of Columbus for the eventual creation of a $2 million dollar grant program for Downtown and Short North Businesses, providing nearly 100 small businesses in and around the Short North Arts District with $10,000 grants sources from Federal CARES Act funds.

**Development**

The COVID-19 pandemic has had a sweeping impact on our business community. While historically the Short North Arts District sees a one-to-one turnover rate and an average of 25 businesses who close in a given year, business turnover was higher in 2020.

**Business Turnover and Growth:** 15 Opened & 28 Closed

**New Development Announced or In Construction**

- The Pearl & Lincoln Public
- The 875 N. High St. Building
- Lux 23
Short North Alliance Events

The Short North Alliance organizes incredible annual events that 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. Given restrictions on mass gatherings due to COVID-19, events led by the Short North Alliance looked very different this year.

Gallery Hop
Gallery Hop is a celebrated Columbus tradition. Beginning in March 2020, the monthly Gallery Hop was one of the first events in the community to go virtual. We continued our seven-year partnership with the Greater Columbus Arts Council’s Street Performer Program, even online. Together, we invested over $3,000 to line the virtual 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 $5,000 in sponsorships of Gallery Hops throughout 2020.

Short North Gala
Unfortunately, the 14th Annual Short North Gala had to be postponed until 2021 due to mass gathering restrictions and public health concerns.

Virtual HighBall Halloween
The 13th annual HighBall Halloween experienced its first year as a virtual event. The event featured hosts Nina West of RuPaul’s Drag Race and NBC4’s Monica Day and Matt Barnes, five returning Costume Couture designers, performances by MojoFlo and Virginia West and the West Family, and a Virtual Public Costume Contest. Virtual HighBall Halloween generated needed resources to help support both the artists it employs and the District in 2020.
### 2020 Short North Arts District Events By Month

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2020</td>
<td>4 Gallery Hop</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Employee Appreciation Week</td>
</tr>
<tr>
<td>February</td>
<td>2020</td>
<td>1 Gallery Hop</td>
</tr>
<tr>
<td>March</td>
<td>2020</td>
<td>7 Gallery Hop</td>
</tr>
<tr>
<td>April</td>
<td>2020</td>
<td>4 Virtual Gallery Hop</td>
</tr>
<tr>
<td>May</td>
<td>2020</td>
<td>2 Virtual Gallery Hop</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 Gift Card Give Back</td>
</tr>
<tr>
<td>June</td>
<td>2020</td>
<td>26-28 Virtual ComFest</td>
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<tr>
<td>July</td>
<td>2020</td>
<td>11, 18, 25 Summer Spray Live Mural-Making</td>
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<tr>
<td></td>
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<td>19 One World Gallery Opening</td>
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<tr>
<td>August</td>
<td>2020</td>
<td>1 Virtual Gallery Hop</td>
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<td>1, 8, 15 Summer Spray Live Mural-Making</td>
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<td>22, &amp; 29</td>
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<tr>
<td>September</td>
<td>2020</td>
<td>5 Virtual Gallery Hop</td>
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<tr>
<td></td>
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<td>5 &amp; 12 Summer Spray Live Mural-Making</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19 Virtual Doo Dah Parade</td>
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<tr>
<td>October</td>
<td>2020</td>
<td>3 Virtual Gallery Hop &amp; Virtual Stonewall</td>
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<tr>
<td></td>
<td></td>
<td>Columbus Pride Festival</td>
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<td></td>
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<td>31 Virtual HighBall Halloween</td>
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<tr>
<td>November</td>
<td>2020</td>
<td>7 Virtual Gallery Hop</td>
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<tr>
<td>December</td>
<td>2020</td>
<td>5 Virtual Holiday Hop</td>
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<td></td>
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<td>12 Gift Card Give Back</td>
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</table>
### 2020 Short North Alliance Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilson Browning</td>
<td>President</td>
<td>Beecher Hill</td>
</tr>
<tr>
<td>Collin Castore</td>
<td>Vice President</td>
<td>Seventh Son Brewery, The Barrel &amp; Bottle</td>
</tr>
<tr>
<td>Anjali Chavan</td>
<td></td>
<td>Battelle</td>
</tr>
<tr>
<td>Nate DeMars</td>
<td></td>
<td>Pursuit</td>
</tr>
<tr>
<td>Julia Hansen</td>
<td></td>
<td>Hilton Columbus Downtown</td>
</tr>
<tr>
<td>Maren Roth</td>
<td>Secretary</td>
<td>Rowe Boutique</td>
</tr>
<tr>
<td>Elaine Grogan Luttrull</td>
<td>Treasurer</td>
<td>CCAD</td>
</tr>
<tr>
<td>Mary Jo Hudson</td>
<td></td>
<td>Squire Patton Boggs LLP</td>
</tr>
<tr>
<td>Tony Slanec</td>
<td></td>
<td>OHM Advisors</td>
</tr>
<tr>
<td>William Poindexter</td>
<td></td>
<td>Huntington National Bank</td>
</tr>
<tr>
<td>Jim Russell</td>
<td></td>
<td>The Pizzuti Companies</td>
</tr>
<tr>
<td>Kim Meacham</td>
<td></td>
<td>The Paper Daisy Flower Boutique</td>
</tr>
<tr>
<td>Nancy Sully</td>
<td></td>
<td>City of Columbus</td>
</tr>
<tr>
<td>David Teed</td>
<td></td>
<td>Resident</td>
</tr>
<tr>
<td>Karla Rothan</td>
<td></td>
<td>Resident</td>
</tr>
<tr>
<td>Maria Mercurio</td>
<td></td>
<td>Franklin County Convention Facilities Authority</td>
</tr>
<tr>
<td>Margaret Wunderlich</td>
<td></td>
<td>Sherrie Gallerie</td>
</tr>
<tr>
<td>Yohannan Terrell</td>
<td></td>
<td>Warhol &amp; WALL ST.</td>
</tr>
</tbody>
</table>

### Short North Special Improvement District Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ricky Day</td>
<td>President</td>
<td>The Day Companies</td>
</tr>
<tr>
<td>Tyler Puhl</td>
<td>Vice President</td>
<td>The Wood Companies</td>
</tr>
<tr>
<td>Susan Jennings</td>
<td>Secretary</td>
<td>North Central Mental Health</td>
</tr>
<tr>
<td>Tom O'Leary</td>
<td>Treasurer</td>
<td>Matt Canterbury</td>
</tr>
<tr>
<td>Matt Canterbury</td>
<td></td>
<td>Borror</td>
</tr>
<tr>
<td>Chris Gegas</td>
<td></td>
<td>Short North Real Estate</td>
</tr>
<tr>
<td>Marianne Lannan</td>
<td></td>
<td>The Lamp Shade</td>
</tr>
<tr>
<td>Michelle Larsen</td>
<td></td>
<td>City of Columbus</td>
</tr>
<tr>
<td>Nick Montell</td>
<td></td>
<td>They Greystone</td>
</tr>
</tbody>
</table>

### 5th Avenue & 4th Street Special Improvement District Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Wagenbrenner</td>
<td>President</td>
<td>Thrive Companies</td>
</tr>
<tr>
<td>Paul Pardi</td>
<td>Vice President</td>
<td>Avenue Partners</td>
</tr>
<tr>
<td>Ashley Meyers</td>
<td>Secretary</td>
<td>Resident</td>
</tr>
<tr>
<td>Leah Evans</td>
<td>Treasurer</td>
<td>Homeport</td>
</tr>
<tr>
<td>Quinn Fallon</td>
<td></td>
<td>Little Rock Bar</td>
</tr>
<tr>
<td>Todd Kemmerer</td>
<td></td>
<td>Capital Equities</td>
</tr>
<tr>
<td>Keven Lykens</td>
<td></td>
<td>The Lykens Companies</td>
</tr>
<tr>
<td>Keileigh Steiner</td>
<td></td>
<td>Borror</td>
</tr>
</tbody>
</table>

### 2020 Short North Alliance Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Betsy A. Pandora</td>
<td>Executive Director</td>
<td></td>
</tr>
<tr>
<td>Caitlyn Dunn</td>
<td>Deputy Director, District Projects &amp; Promotions</td>
<td></td>
</tr>
<tr>
<td>Becca Goodburn</td>
<td>Events &amp; Development Manager</td>
<td></td>
</tr>
<tr>
<td>Michelle Gibson</td>
<td>Communications &amp; Outreach Coordinator</td>
<td></td>
</tr>
<tr>
<td>Casey Needham</td>
<td>Creative Services &amp; Marketing Manager</td>
<td></td>
</tr>
<tr>
<td>Lily Benedetti</td>
<td>Intern</td>
<td></td>
</tr>
<tr>
<td>Turner Shroot</td>
<td>Intern</td>
<td></td>
</tr>
<tr>
<td>Kaitlyn Babich</td>
<td>Social Media Intern</td>
<td></td>
</tr>
<tr>
<td>Morgan Henry</td>
<td>Social Media Intern</td>
<td></td>
</tr>
<tr>
<td>Abbey Leising</td>
<td>Photography Intern</td>
<td></td>
</tr>
<tr>
<td>Drasen Sillin</td>
<td>CTA</td>
<td>Short North Ambassador Operations Manager</td>
</tr>
<tr>
<td>Zach Duhl</td>
<td>CTA</td>
<td>Short North Ambassador</td>
</tr>
<tr>
<td>Tracy Steigerwald</td>
<td>CTA</td>
<td>Short North Utility Ambassador</td>
</tr>
<tr>
<td>Short North Alliance</td>
<td>Administrative Office</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Safety Office</td>
<td></td>
</tr>
</tbody>
</table>

Short North Alliance

Administrative Office
886 N. High St, 4th Floor
Columbus, OH 43215

Safety Office
1181 Mt. Pleasant Ave.
Columbus, OH 43201