



FIFTH AVENUE & FOURTH STREET SPECIAL IMPROVEMENT DISTRICT
2025 ANNUAL REPORT OF SERVICES

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A LETTER FROM THE BOARD

In 2025, property owners along Fifth Avenue and Fourth Street along with all those in our Italian Village, Weinland Park, and Short North communities benefited from the work and resources made possible by the Fifth Avenue and Fourth Street Special Improvement District. This year, we continued clean and safe programming through the work of the 54SID Ambassadors, installed a stunning new mural, amplified Fourth Street Fridays as a community-wide monthly moment, and supported an environment experiencing more visitors than ever before!

The pages that follow provide added detail on the services offered in 2025. We look forward to enhancing services even further in the 54SID in 2025 and beyond.

**Fifth Avenue and Fourth Street
Special Improvement District
Board of Directors**



WHO VISITS THE 54SID?

Data from Jan-Dec 2025 via Placer.ai

1.9M
unique
visits

+12%
more visits
over '24

824K
unique
visitors

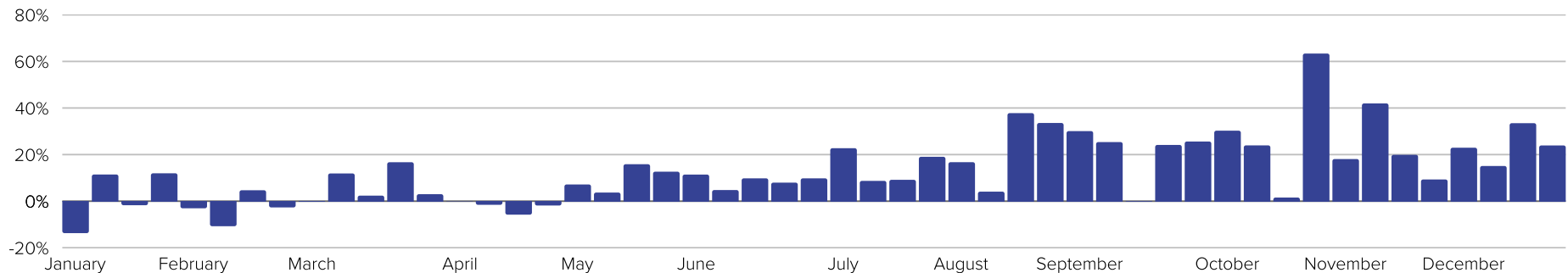
+50%
more social
followers

TOP ZIP CODES

Visitors from 423215 (Downtown), 43201 (Short North), and 43212 (Grandview Heights) made up 21% of visits in 2025.

STRONG GROWTH IN SUMMER AND FALL

For 34 consecutive weeks, starting May 5, visits to the SID were up compared to the same week last year.





54SID AMBASSADOR CLEAN AND SAFE PROGRAMS

The Short North Alliance runs the 54SID Ambassador Program, which is staffed by a team of three full and part time Ambassadors contracted through national vendor Block By Block. They spent **over 3,275 hours in 2025** keeping the 54SID service area clean and safe.

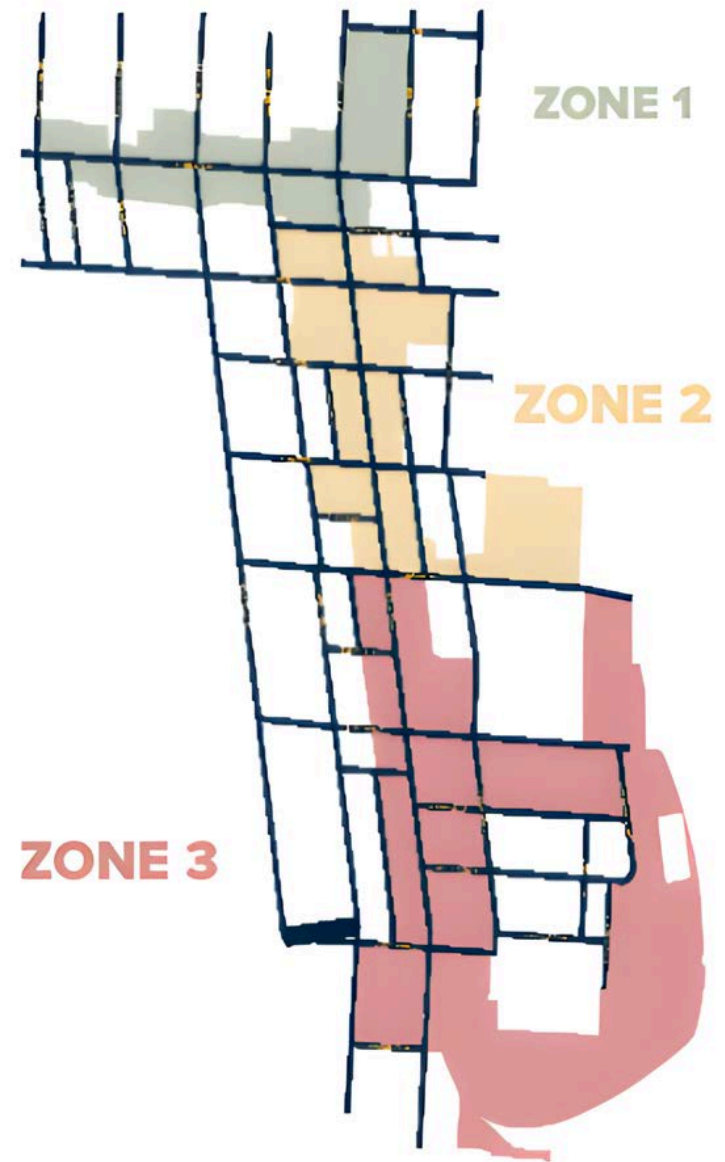
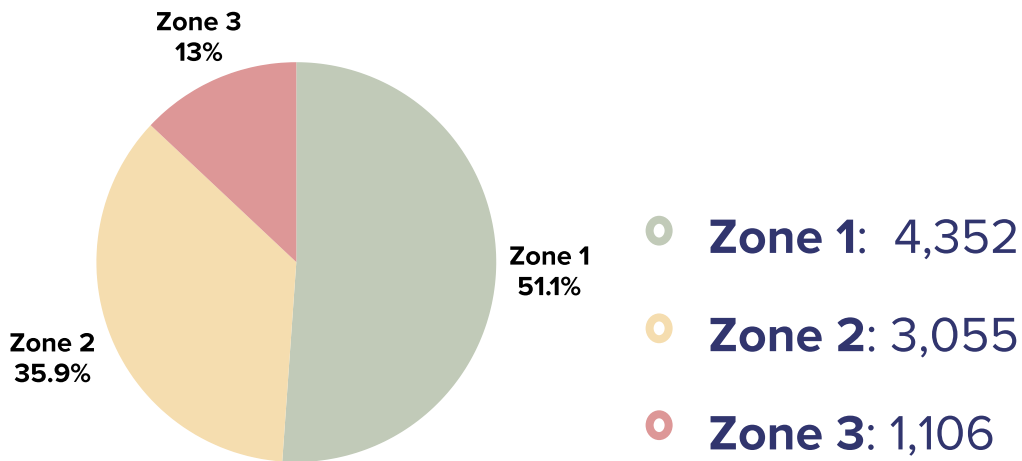
TOP CLEAN SERVICES

SERVICE	COUNT
Bags of Leaves Collected (in number of bags)	486
Bags of Trash Collected (in number of bags)	150
Graffiti Removal (in number of pieces removed)	47
Power Washing (in hours)	8
Sign and Sticker Removal (count of each)	107
Snow Removal (in hours)	33
Blocks Cleaned	5099
Scooters Relocated	363
Trash Cans Emptied (in number of cans)	1549

The 54SID service area is split into 3 zones that help to classify locations of cleaning services and safety incidents so we can better serve the area. The zone boundaries are as follows:

- **Zone 1:** E 5th Avenue from Courtland Avenue to N 5th Street
- **Zone 2:** N 4th Street from E Greenwood Avenue to E 1st Avenue and along E 2nd Ave from N 4th Street to the railroad tracks
- **Zone 3:** N 4th Street from E 1st Avenue to the Jeffery Park Development

LOCATIONS OF CLEANING SERVICES 2025



AMBASSADOR HOSPITALITY SERVICES

54SID Ambassadors work to provide information to visitors and serve as a welcoming voice to our community. In 2025, we recorded **10 hospitality-related** interactions.

SAFETY SERVICES

The 54SID Ambassador Team also assists with safety incidents in the SID by being an extra presence on the streets served. Additionally, they create relationships with community members experiencing homelessness and are often able to intervene with any issues that arise regarding illegal camping, panhandling or noise complaints. The following services were provided by 54SID Ambassadors in 2025.

PREVENTION SERVICES

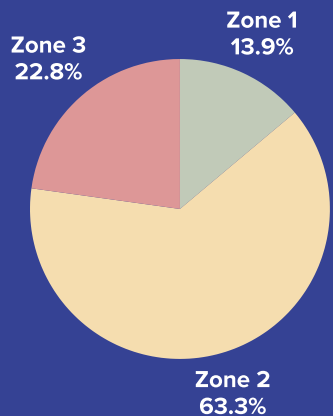
SERVICE	
BUSINESS WELLNESS CHECKS	850
AMBASSADOR HOTLINE CALLS AND TEXTS	12
AMBASSADOR OUTREACH CONTACTS	9

PREVENTION INCIDENTS

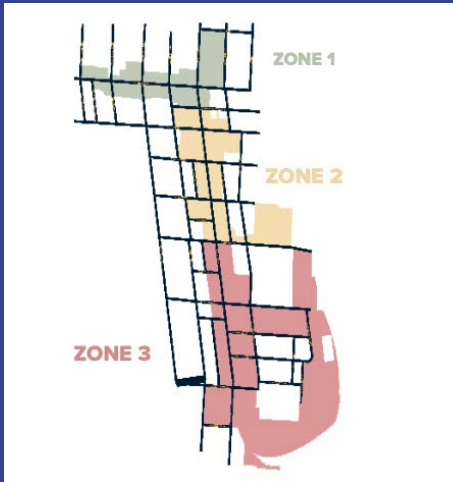
INCIDENT	
ILLEGAL CAMPING	2
OTHER SAFETY INCIDENT	3

54SID Ambassador Hotline magnets were distributed to all commercial businesses and at community meetings in the 54SID area to support awareness and increase access to services.

LOCATIONS OF PREVENTION INCIDENTS BY ZONE



- Zone 1: 123
- Zone 2: 561
- Zone 3: 202



OTHER SAFETY RESOURCES

In response to community priorities, instances of vehicular break-ins, and break-ins of occupied properties, shifts and patrols of special duty police officers were directed to target and address site-specific crime concerns. Encampment hotspots on the periphery of the SID boundary were identified and targeted for remediation by the City of Columbus, resulting in a reduction in encampment activities.



CRIME PROFILE FROM LEXISNEXIS COMMUNITY CRIME MAP

The data below represents incidents occurring in a half mile radius from the intersection of E 2nd Ave. and N 4th St., Jan. - Dec.

CRIME TYPE	2021	2022	2023	2024	2025
HOMICIDE	1	0	1 (100%)	2 (100%)	3 (50%)
ASSAULT	14	9 (-36%)	6 (-33%)	17 (183%)	16 (-6%)
ROBBERY (COMMERCIAL)	0	0	2 (200%)	3 (50%)	5 (67%)
ROBBERY (INDIVIDUAL)	14	12 (-14%)	12	9 (-25%)	13 (44%)
BURGLARY (RESIDENTIAL)	10	19 (90%)	5 (-74%)	18 (260%)	38 (111%)
BURGLARY (COMMERCIAL)	2	2	1 (-100%)	7 (600%)	11 (57%)
THEFT	19	31 (63%)	28 (-10%)	139 (396%)	109 (-22%)
MOTOR VEHICLE THEFT	69	59 (14%)	58 (-2%)	78 (34%)	97 (24%)
TOTAL INCIDENTS	129	132 (2%)	113 (-14%)	273 (142%)	292 (7%)

COMMUNICATION & EVENTS



In 2025, the Short North Alliance shifted from one annual block party to supporting a series of ongoing monthly business-driven activations, Fourth Street Fridays, to inspire more local and repeat visitorship to the SID.



FOURTH STREET FRIDAYS

Where the weekend begins

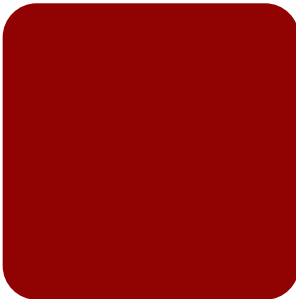
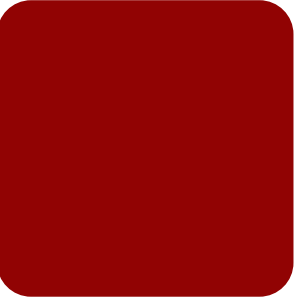
2025 DATES: 06.27.25, 07.25.25, 08.22.25, 09.26.25, 11.28.25

LOCATION: Budd Dairy Food Hall, and the North Fourth St business corridor

Fourth Street Fridays is a monthly open-air evening featuring local flavors, creative entertainment, and special gatherings hosted by small businesses along North Fourth Street.

The event originated in June 2024 as an organic, business-driven monthly happening to encourage visitorship to the N 4th St corridor.

For the one-year anniversary, the Short North Alliance initiated a months-long series of enhanced activations occurring during the event, including ticketed movie screenings, live performances, and business four square gamification activity for visitors!



31,190

total attendance

+17%

over average Friday visits

\$20K+

raised & reinvested back into programming



EARNED MEDIA RESULTS

- 17 proactive placements
- 5 media outlets
- 6.5M people reached



PUBLIC ART & PLACEMAKING

Two new public art projects were initiated in the SID in 2025. With support from Columbia Gas's NiSource Charitable Foundation, two projects were developed to reimagine and beautify the sites of prominent gas meter infrastructure.

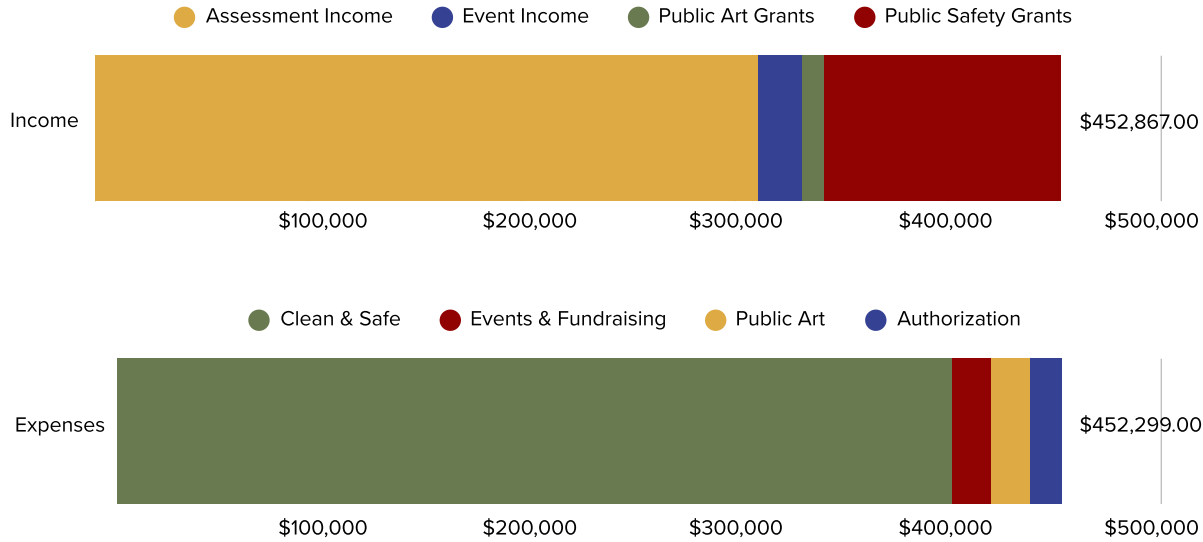


In November, a painted mural was installed at 224 Auden Ave. by Columbus artist Yorckh Jacome. Yorckh, an experienced muralist who is a newcomer to the Columbus art community, was inspired by the industrial history of the Jeffery Mining Co. in the design of his painted mural.

A second mural was designed by Columbus artist Joseph Leonard, and will be installed as a vinyl mural in the spring of 2026 to ensure adequate installation conditions. Joseph's cheeky design references the gas meter itself as an art piece, evoking levity and curiosity along the sidewalks of N 4th St.

Both murals are projects of the Fifth Avenue and Fourth Street Special Improvement District and the Short North Alliance, made possible with support from the NiSource Charitable Foundation.

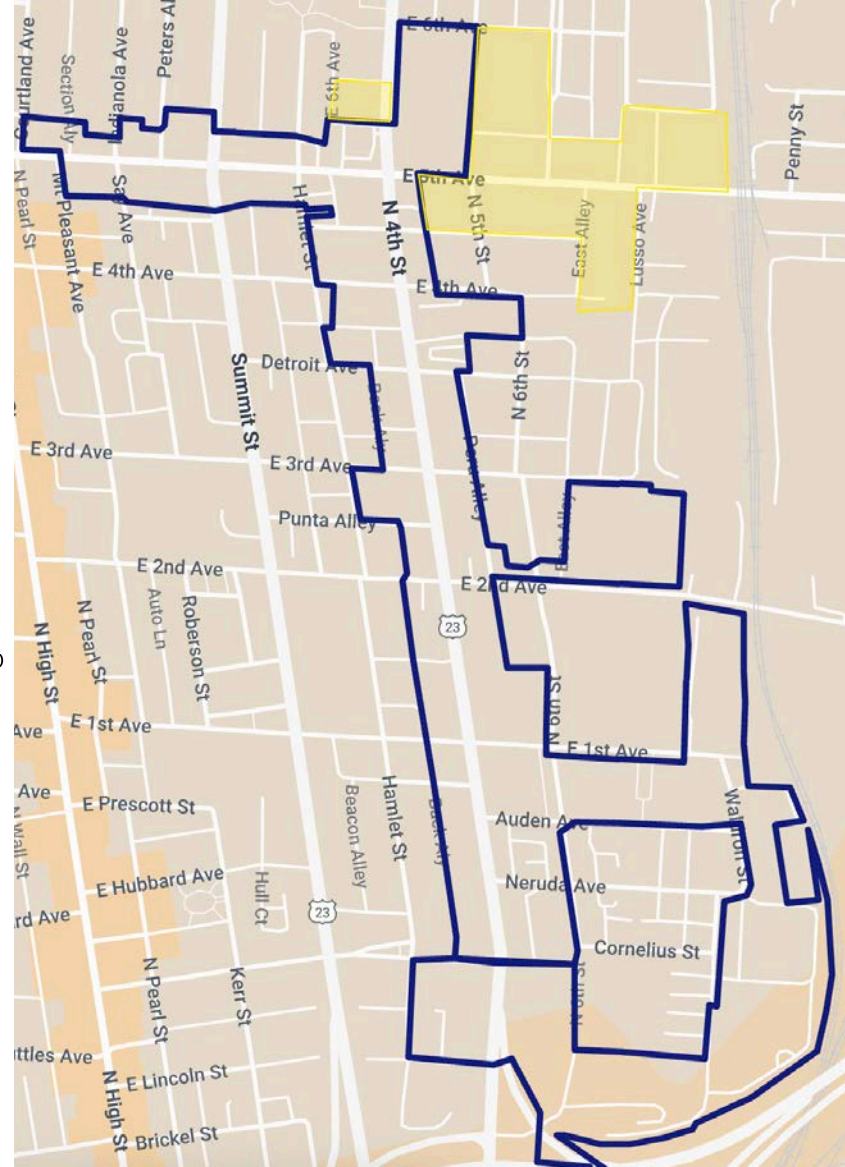
54SID RESOURCES



RENEWAL OF THE 54SID

In 2025, property owners petitioned to renew and expand the 54SID through 2028. This will not only allow for an expansion of services over the next two years, but more property along Fifth Avenue to be served.

New parcels to be served in 2026 are highlighted in yellow on the map.



FIFTH AVENUE & FOURTH STREET SPECIAL IMPROVEMENT DISTRICT

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Block by Block Short North Ambassador Team Leads

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George Hoang

James Horton

Jaylen Jones

Gerald Shields

Caliph Sifford

Arthur Williamson

Block by Block Short North Ambassadors

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