

2025

SHORT NORTH ALLIANCE
ANNUAL REPORT

OUR MISSION

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.

To champion the Short North Arts District, 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



WHAT'S INSIDE

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Letter from the President + CEO

If 2025 had a theme, it would be preparing for growth. More so than any year prior, the Short North Alliance has experienced our community's calls for expansion in services to balance the excitement, the demands, and the needs that come with immense growth. And with good reason. Last year, we saw over 10 million annual visitors. We surpassed that many in October of this year, we are projecting well over 11 million people will visit in 2025, and we project as many as 12 million for 2026 - all while the Short North has remained one of the most visited destinations among peer destinations in Central Ohio, seeing the highest volume of new business openings since the pandemic. With all of the sudden growth, like everywhere in Columbus, our community is working to scale up the systems and services to support all of the demands and new needs for our community that have accompanied more people. It's why we have invested in expanding every service we lead, in some cases numerous times in 2025.

“More so than any year prior, the Short North Alliance has experienced our community's calls for expansion in services to balance the excitement, the demands, and the needs that come with immense growth”



From adding to the hours of our Short North Ambassador Team, adding shifts to the Short North Crime Interdiction Team, expanding our event offerings, upping our business support options, and elevating our ability to tell the community's story through a new brand. And yet, more is needed. This is why in June of this year, our community locked arms to take the landmark steps to create the Short North Community Reinvestment Program. While we are excited to deliver more in 2025, what we are even more enthusiastic about is the impact that the further scaling up of our services in the new year will make. And we are inspired by the dreaming and innovation coming from all in our community toward imaging an even stronger future.

The pages that follow showcase the Short North Alliance's devotion to nurturing the Short North as a vibrant community where creation truly is calling. We are thrilled to have spent another year helping all in Columbus to answer the call.

Betsy Pandora

PRESIDENT + CEO, THE SHORT NORTH ALLIANCE

short north arts district overview



3rd The Short North has remained the third most visited destination among peer destinations in Central Ohio since 2018, with the downtown SID nearly equal to its visitorship, Easton as the market leader, and with the Short North seeing nearly 2x more visits in 2025 than Bridge Park.

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 by and contracted annually to fulfill the Plans of Services for the Short North and the 5th Avenue and 4th Street Special Improvement Districts.

by the numbers

What happens here at-a-glance

Over 6,115,310 square feet of residential, office, and commercial building area across 788 properties.



Who likes the Short North?

Metrics include Short North Arts District and HighBall Halloween owned channels.

Website Pageviews

1,586,753 (-8.5% from 2024)

Website Users

210,163 (-17.4% from 2024)

Facebook Followers

46,960 (+0.5% from 2024)

Instagram Followers

54,234 (+5.6% from 2024)

Who Is Talking About the Short North Arts District?

The Short North Alliance helped to generate over 489 news stories for the Short North Arts District in 2025, and tracked more than 2,658 media mentions.

Arts, culture, + events

23%

Business activity

35%

Safety + crime

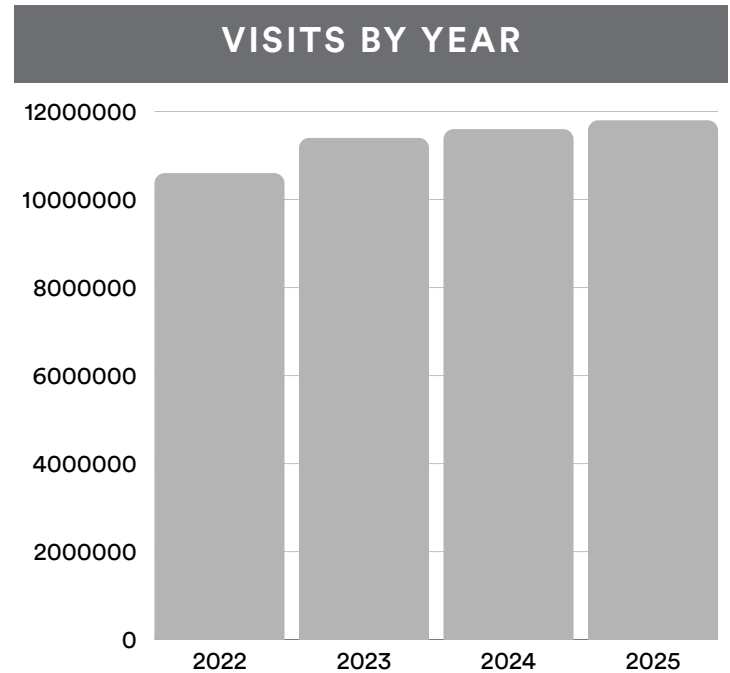
42%



Who is visiting the Short North?

Visits to the Short North increased for the 5th consecutive year in 2025, continuing a strong post-pandemic growth trajectory.

Short North visitors are diverse in many ways, representing identities, communities, and cultures from across Ohio and beyond.



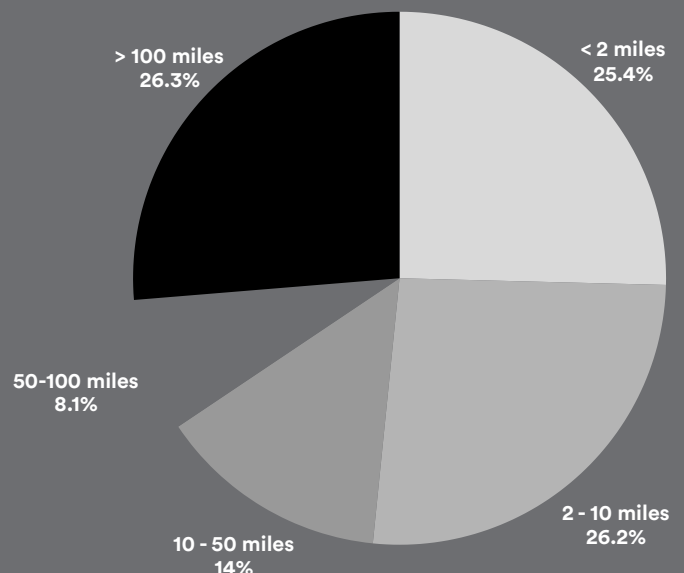
Visit trends

- In 2025, more locals visited the Short North than ever before, with nearly 1.8 million visits (15% of all visits) from residents of the zip codes that encompass the Short North.
- Visitors from Chicago, IL made up the highest volume of out-of-state visits.
- Locally, metro-area non-Columbus residents were most likely to come from Upper Arlington, Westerville, Dublin, Gahanna, and Hilliard with each of those municipalities contributing 1 - 2% of total visits.
- An average daily visit to the Short North was 3 hours and 15 minutes in 2025, and out-of-market visitors spent an average of 3.4 days in the Short North per visit.

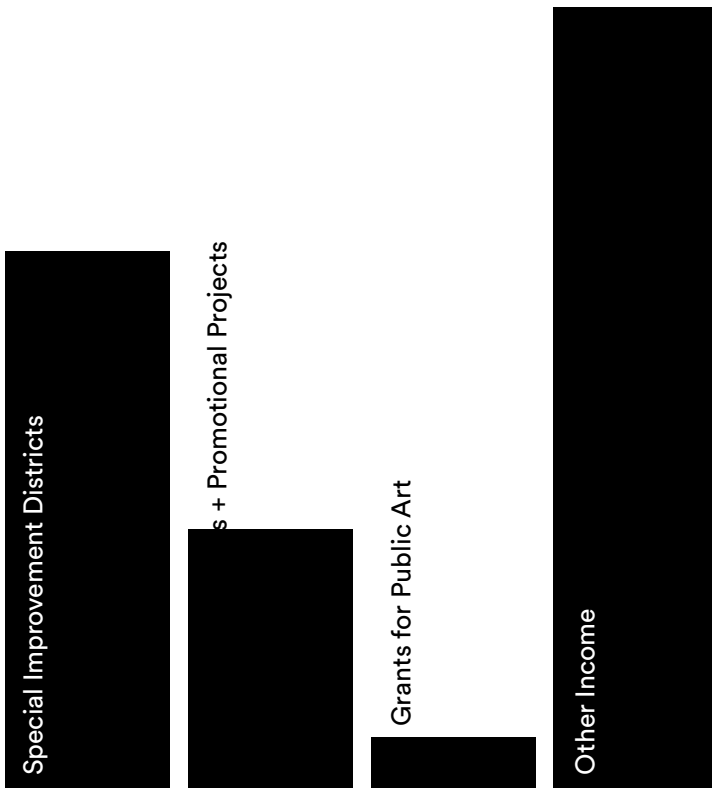
11,800,000

TOTAL VISITS

VISITOR TRAVEL DISTANCE

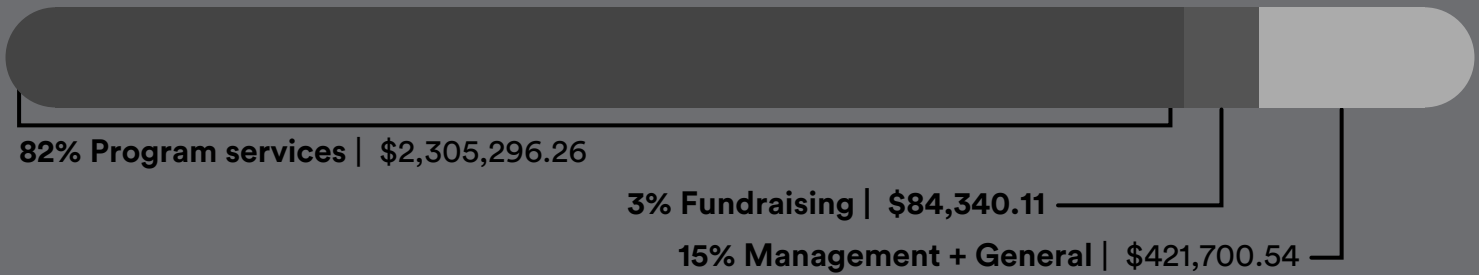


financial report



TOTAL 2025 REVENUE		
Special Improvement Districts	\$ 909,892.82	33.1%
Events + Promotional Projects	\$ 434,781.67	15.8%
Grants for Public Art	\$ 74,472.00	2.7%
Other Income	\$ 1,331,499.69	48.4%

Total 2025 Expenses | \$2,811,336.90



clean + safe



The Short North is where the city comes to shop, taste, and discover. Nearly one mile of walkable blocks are vibrant all year round thanks to the people and programs that manage public safety and caretake for the physical environment along High Street.

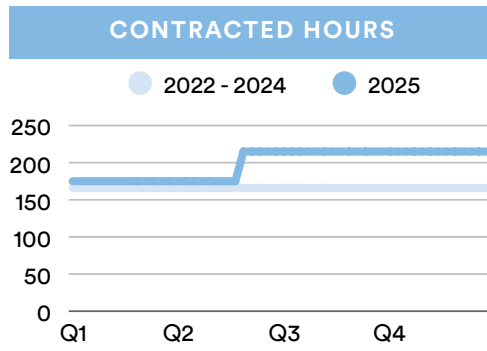
As an organization, we believe that safety in the Short North Arts District is a state where everyone is free of harm, thrives, and has their well-being protected and their diversity celebrated. Our programmatic decisions are rooted in this belief.

our programs

The Short North Ambassadors

The Short North Alliance, through an ongoing relationship with leading national vendor Block by Block, brings the Short North Ambassador program to the Short North. This team, staffed by ten full- and part-time Ambassadors, spent nearly 10,000 hours keeping the community clean and safe in 2025.

TOP CLEAN SERVICES	
SERVICE	COUNT
Bags of Leaves Collected	2,769
Bags of Litter Collected	2,771
Biohazards Removed	240
Blocks Cleaned	14,708
Hours of Power Washing	109
Hours of Snow Removal	148
Pieces of Graffiti Removed	397
Planter Bed Curbs Cleaned	2,115
Planters & Tree Grates Cleaned	8,202
Signs & Stickers Removed	1,464
Trash Cans Emptied	3,173



LOCATION OF CLEAN ACTIVITIES, BY ZONE		
LOCATION	COUNT	PCT
Zone 1	12,677	31%
Zone 2	14,318	35%
Zone 3	7,747	19%
Zone 4	6,223	15%

Contracted Hours

This year, the SNA expanded the team with over +1,600 contracted hours, two new positions, and promoted two Ambassadors to team lead positions to better meet the demands of a community whose workforce and visits both increased +10% since 2022.

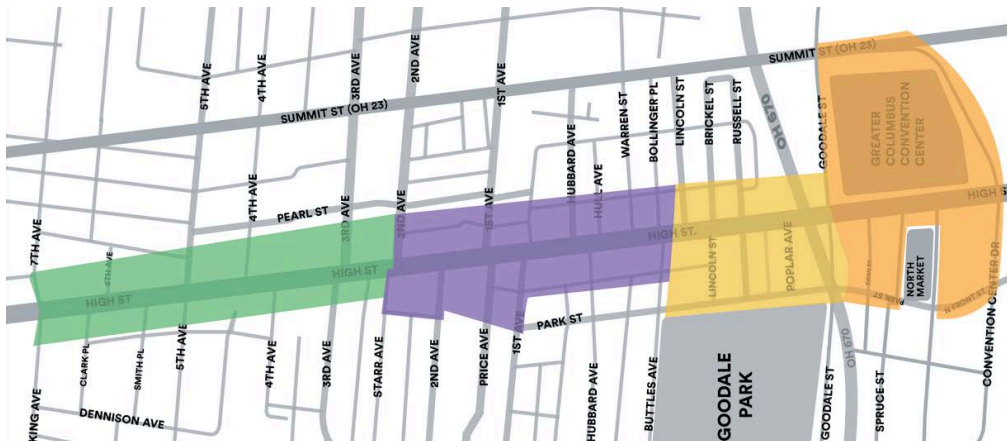
This enabled the team to be more responsive to special projects, improve response time to calls for service, and take on daily custodial tasks in targeted hotspots.

Service Zones

The Short North Arts District is divided into four zones that help to codify locations of cleaning services and safety incidents so we can better serve the area.

The zone boundaries are as follows:

- **Zone 1:** King Ave to Starr Ave on High St
- **Zone 2:** Starr Avenue to Buttles Avenue on High Street
- **Zone 3:** Buttles Avenue to Goodale Street on High Street
- **Zone 4:** Goodale Street to Convention Center Drive on High Street



Hospitality Services

For many, the Short North Ambassadors are the first point of contact people meet in the Short North Arts District. Ambassadors work continuously to provide information to visitors and serve as a welcoming voice to our neighborhood. Year over year we continue to see an emphasis placed on hospitality services. Hospitality services include any check-ins with visitors or residents in the Short North.

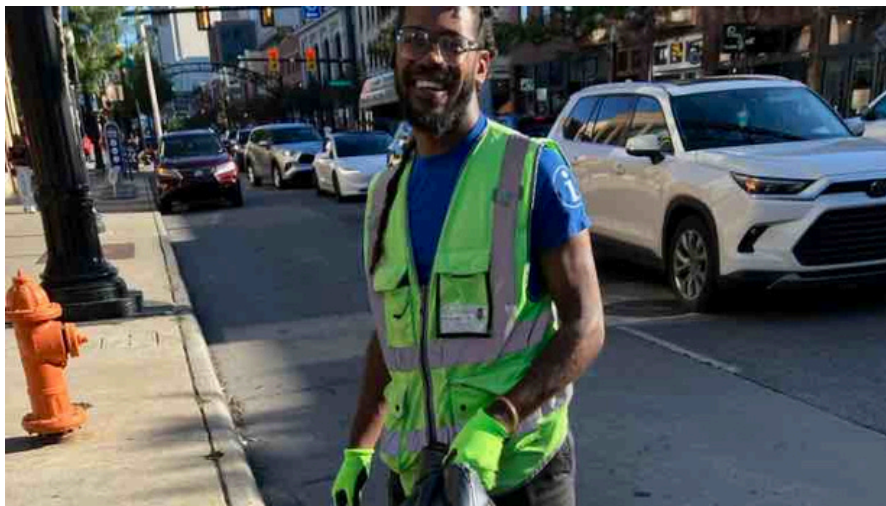
Hospitality Services

482

Safety + Crime Prevention Services

The Short North Ambassadors work to prevent safety incidents in the District through their presence on High Street and intervention in non-emergency situations. Additionally, they create relationships with community members experiencing homelessness and are often able to intervene with issues that arise regarding illegal camping, aggressive panhandling, or engaging neighbors in need of services.

As new ambassadors have joined the team in 2025, they have prioritized building relationships with business managers and employees through frequent check-ins, using each wellness check as an opportunity to identify and address the needs and concerns of the businesses in the Short North.



TOP PREVENTION SERVICES

SERVICE	COUNT
Business wellness checks	5,250
Ambassador hotline calls + texts	833
Safety escort services	13
Ambassador outreach contacts	701

TOP PREVENTION INCIDENTS

INCIDENT	COUNT
Panhandling + illegal camping	190
Responding to safety incidents	8
Juveniles + underage individuals	103

LOCATION OF PREVENTION ACTIVITIES, BY ZONE

LOCATION	COUNT	PCT
Zone 1	2,736	36%
Zone 2	2,390	32%
Zone 3	1,042	14%
Zone 4	1,418	19%

Short North Crime Interdiction Program

In 2025, the Short North Alliance continued to oversee the Short North Crime Interdiction Program, which began in 2021. The program was staffed by over a dozen special duty Columbus Police officers.

This team worked over 2,695 hours and engaged in over 598 safety incident interventions, including 63 arrests and 16 confiscated firearms, while preventing an untold number of violent crimes. In 2025, over half of this team's interventions were proactive, a strong indicator of violence prevention.

The program ran evenings from February 28, 2025 through November 30, 2025 from 11pm to 4am, Thursday through Sunday and select daytime hours on variable days. Daytime hours continued throughout December due to increased daytime needs.



Southeast RREACT Outreach

Also in 2025, the Short North Alliance continued a partnership with Southeast Healthcare RREACT (Rapid Response Emergency Addiction and Crisis Team) to offer dedicated peer support and social work outreach in our community at least five times each week to support individuals in crisis.

RREACT made 1966 engagements in the Short North in 2025, with the daily census of individuals sleeping on High Street in the Short North averaging between 15 and 30 throughout the year.

From August to November, those engagements resulted in 7 clients returning home to Cleveland, Alabama, West Virginia, North Carolina, Youngstown OH, and Indiana via provided Greyhound bus passes, 4 clients transitioning to housing/rooms, distribution of 13 blankets, 20 pairs of pants, 10 pairs of shoes, 30 pairs of socks, 20 shirts, and 355 COTA daily bus passes for clients.

crime statistics

Crime statistics are provided by the Columbus Division of Police and represent incidents occurring in the area from 5th Ave. on the north to Goodale St. on the south and Neil Ave. on west to N 4th St. on the east.

VIOLENT CRIMES

	2022	2023	2024	2025	2025 v 2024
Felony assault	17	20	19	18	-5%
Homicide	1	3	1	2	100%
Robbery (commercial)	3	0	4	5	25%
Robbery (individual)	14	23	15	16	7%
TOTAL	37	46	39	41	5%

PROPERTY CRIMES

Burglary (commercial)	23	29	32	43	34%
Burglary (from motor vehicle)	194	511	311	370	19%
Burglary (residential)	10	15	24	29	21%
Criminal damaging (motor vehicle)	16	110	111	92	-17%
Motor vehicle theft	72	123	108	88	-19%
TOTAL	315	788	586	622	6%

clean + safe corridors initiative

In partnership with the City of Columbus

This spring, the City of Columbus brought rapid blitzes of city resources to four neighborhoods, including the Short North. In the words of Mayor Andrew Ginther, “This was about partnering with neighbors and business owners to understand their needs, their concerns and their aspirations for the places where they live and work. With this knowledge, we’re even better equipped to continue to invest in the vitality and safety of these corridors.”

Throughout the initiative, Columbus crews filled potholes, picked up trash, addressed specific safety issues, inspected businesses, improved code violations and more.

OUTCOMES	
SERVICE	COUNT
Small Businesses Canvassed	94
CPD Citizen Contacts	682
Parcels Inspected	443
Trees Serviced	244
New Street Signs	14
Potholes Repaired	20
#s of Litter Removed	1,905

Programmatic Impacts

The City of Columbus’ Clean and Safe Corridors initiative activated in the Short North in June, conducting street repairs, enforcement efforts, and targeted cleanups before and after the Stonewall Columbus Pride March and Resource Fair.

Together, the city and the Short North took tangible, forward-thinking steps that show the City’s commitment to keeping the Short North safe, clean, and welcoming for everyone.



beautification, public art, + improvement

The Short North is the historic Arts District of Columbus, always creating what's next. It's a community of creators and appreciators mingling together and welcoming new ideas. From vibrant streetscapes and bold new murals, to the infrastructure that undergirds it all, the Short North Alliance is constantly working behind the scenes to keep vibrancy front and center.

Each year, the Short North Alliance continues to improve, beautify, and maintain many elements throughout the community.



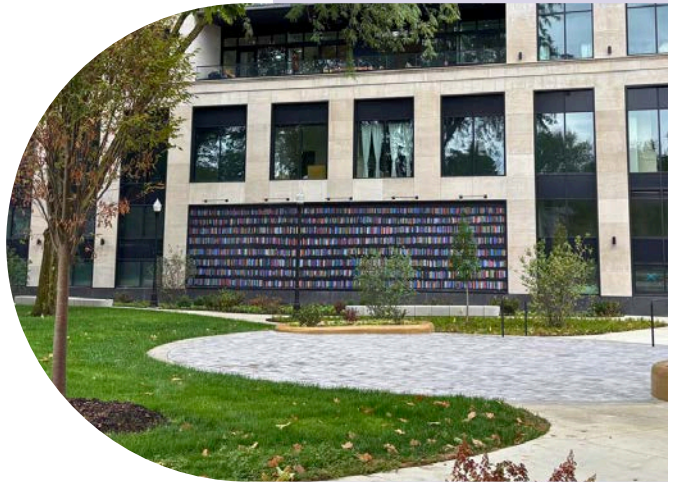
The Gathered Dedicated in Italian Village Park

Community members gathered to celebrate the completion of improvements in Italian Village Park and the dedication of a new mosaic tile mural by artist Andrew Hendrixon.

“The Gathered is bold, reflective, and quietly moving, a piece that belongs exactly where it is, right at the heart of a community that’s always evolving together.” [Chelsea Wiley](#), November 10, 2025, Columbus Navigator.

The mural was made possible with support from The Wood Companies, the Short North Alliance, and The Ohio Arts Council. Italian Village Park improvements made possible by the City of Columbus.

public art



Pride Circles Expansion

The first-of-its-kind in Columbus, the sidewalk mural “Pride Circles” (2021) was expanded in November 2025 to fully wrap the cornerstone of Stonewall Columbus. Artist Lisa McLymont’s inclusion of seven new identities in the circles reflects the ever-evolving and expanding LGBTQ+ community.

The expansion was made possible with support from The Heffner Fund of the Short North Foundation, the Short North Alliance, and Stonewall Columbus.



Summer Spray 2025

Ten diverse, emerging artists came together to create the sixth iteration of the Summer Spray temporary mural wall on The Cap at Goodale St. this summer. The theme, “Unbridled,” evoked messages of freedom, expression, safety, and love through the artists’ collaborations.

The project was made possible with support from the Greater Columbus Arts Council and the Short North Rotary, and the Short North Alliance.



beautification

Landscaping partnership with Bildsten Landscape Services

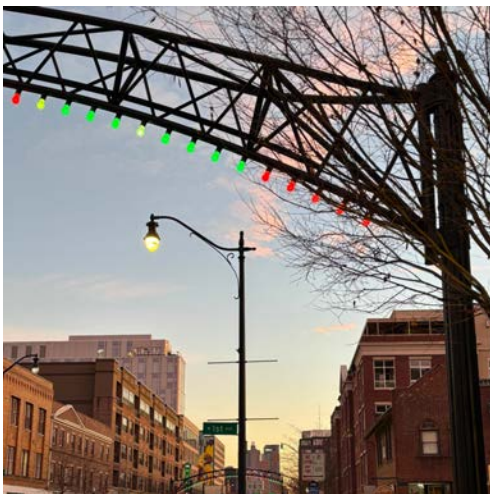
The Short North Alliance continued its partnership with Bildsten Landscape Services as its landscape vendor for the district. They designed and maintained seasonal plantings on High Street, in Poplar Park and Chase Park, and along Buttles Avenue, in 18 full color planter beds and over 140 smaller planter beds.

In 2025, the Short North Alliance began a multi-year project to address deferred maintenance. The first phase involved the removal of over 200 yards of depleted soil and old mulch to bring the soil volume back in line with the curbs of the beds and prepare for additional enhancements in the future.



Holiday Decor

The Short North Alliance again partnered with Light Up Columbus for installations of holiday decor throughout the Short North Arts District in 2025. Approximately 131 trees lit up the Short North from Mid-November to Mid-January, along with our iconic “Short North Pole” banners. We continued the addition of programmable lights on over 20 trees at key intersections, which allow for varying, vibrant displays throughout the District.



district assets + utilities



The iconic Short North arches were maintained through ongoing care from Light Up Columbus. In 2025, fewer than five outages of the arch system indicate that investments made in 2024 to improve arch functioning continue to work well to prevent internal overheating.

The Short North Alliance maintains 55 electrical outdoor outlets in the district, which provide electricity for holiday decorations and event programming throughout the year.

Additionally, the SNA maintains three yard hydrant systems which provide water for landscaping and power washing needs.

In 2025, the SNA provided care for nine new street trees, planted by the City of Columbus's forestry team, by watering them weekly from planting to dormancy.



parking + mobility

Located in the heart of Columbus, connecting downtown and campus, the Short North is at the core of the city's identity and geography. Easy on-street and garage parking make the Short North a welcoming destination when visitors can confidently navigate the transit tapestry. Whether they come here to live, work, or play, the The Short North Alliance works to inform and entice all to get to and from the Short North quickly and conveniently.

Continued funding through a grant from the City of Columbus department of parking services enabled continued services for employees, residents, and visitors throughout 2025.



Our programs

Garage Validation Program

In 2025, parkers received their first hour of parking at no cost through our validation program when entering the garage between 9am - 5pm any day of the week. We maintained participation from 4 garages and over 80 businesses, who collectively issued 7,644 validations.

In November 2025, the program expanded to a 2-hour free parking benefit for any transaction that begins between 7am - 7pm, dramatically increasing the reach of the perk.

Visitors saved an estimated \$30,500 on parking with validation in 2025.

Employee Mobility Benefits Program

This popular program makes parking, transit, and ride share discounts available to employees working in and around the Short North Arts District. The Lyft pass program, in particular, grew so popular in 2025 that it needed to be paused during the peak summer season due to funding limitations. Fortunately, additional grant funded from the City of Columbus enabled programs to continue again in the late fall through the winter.

\$10 Lyft Pass	2,010 rides taken
Garage Parking Subsidy	6 monthly passes issued
\$25 Spin Credit	16 credits issued
\$25 Veo Credit	19 credits issued
Short North C-Pass	153,521 rides taken



Short North C-Pass Program

Individuals who live or work in the Short North Parking Benefits District are eligible to receive free, unlimited rides on COTA routes throughout the system's service area.

In 2025, the Short North C-Pass program grew exponentially with 617 new riders receiving passes and over 200,000 rides taken on 2,106 active passes.

212,349 rides taken in 2025

+44% more rides than 2024

business support

High Street's historic buildings are home to hundreds of independent shops, local restaurants, and artful experiences. As the city's incubator for bold new ideas for the last fifty years, the Short North is where each storefront tells a unique story. The Short North Alliance supports each one through an array of services and collaborations.



short north.org

Event Listings

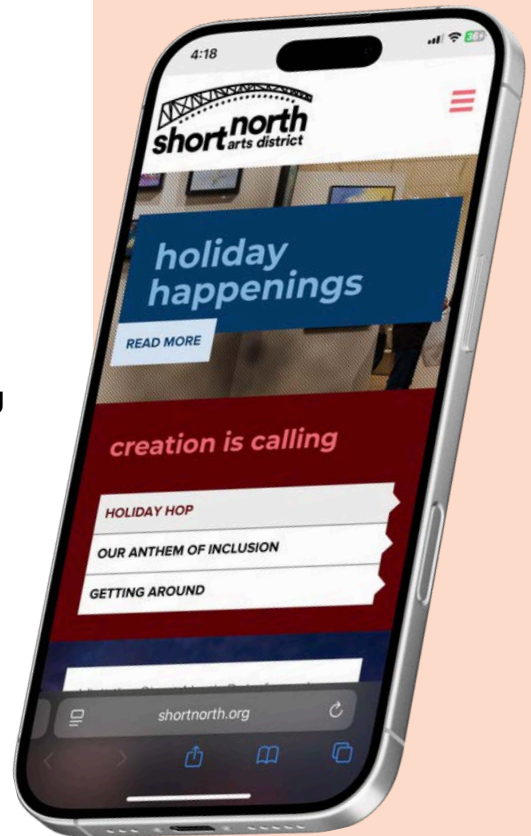
We proactively seek out and share events happening at and with local businesses through listings on ShortNorth.org, uplifting 560+ events in 2025

Business Profiles

Each business has a custom profile created on ShortNorth.org to drive web traffic, build awareness, and improve search engine optimization

Job Board

As a resource for growing businesses in the Short North, we host a job board on ShortNorth.org regularly updated with new local opportunities



Fans of the Short North EMAIL MARKETING

Our weekly email newsletter, Fans of the Short North, highlights what's happening around the Short North Arts District by offering an overview of sales, events, promotions, and other news from the district's many businesses and organizations.

In 2025, over 300 business features were shared through this channel, reaching an weekly audience of over 11,500 individuals who share an affinity with the Short North Arts District.

social media marketing

Our team assists by presenting the diverse offerings of the business community in consistent, timely social media updates.

- Round ups, tags, takeovers, and collaboration across social channels
- Daily Stories updates
- Advertising for events and Short North offerings
- Trend spotting and consultation

Meeting a Milestone

In 2025, we surpassed 50k followers on our @ShortNorthArtsDistrict Instagram account.

Instagram Takeovers

The @ShortNorthArtsDistrict account is an ideal place to showcase all the amazing businesses that call the Short North home and is one of the most followed in Columbus. We collaborated on 7 takeovers this year, using our platform to uplift a participating business and help them reach a new audience.



market health

In 2025, the Short North experienced the highest volume of business openings since the pandemic of 2020-2021.

Districtwide, storefront vacancy rates remain steady, with dramatic improvements mid-district, and fluctuation in vacancy north of 2nd Avenue. The vacancy landscape is constantly shifting, and several promising openings indicate a continued strong interest in investing in the Short North.

Numerous and diverse new business opened or re-opened in 2025 from institutions like the Columbus Museum of Art at the Pizzuti, to local nonprofits like The Scatter Joy Studio, Little Gay Bookstore, and Studio West, from local bites at Metsi's, Frenchi's Deli, and Tertulia Cafe, to neighborhood amenities like DHL ServicePoint and Dublin Cleaners, not to mention national chains like Starbucks.

Each new business that opens in the Short North is invited to attend an orientation session with the SNA staff to learn how to get involved, utilize our services, and share their business goals and dreams.

looking ahead

Planned openings and developments

- Designs for an upgraded Marquee for the The Garden Theatre were announced in 2025.
- The Victorian Gate Condominiums upgraded front facades in 2025.
- 610 N. High Street was redeveloped and reopened in 2025.
- The first openings of the expansion and new development of The Merchant Building with its North Market's expansion are expected to open in late 2026.
- Several properties on Park Street from Vine Street to Goodale Street will see renovation, redevelopment, and new business activity in 2026.
- Experience Columbus will move their executive offices and open a new Welcome Center in early 2026.

advocacy + development

The Short North Alliance serves as an advocacy voice for businesses and property owners throughout the Short North Arts District. We aim to harness the potential and maximize the opportunity that our city's growing population and popularity have to offer while staying true to our history and values.

The Short North Alliance considers the needs of business and property owners, residents, and visitors from near and far in approaching its advocacy and development initiatives. In 2025, we supported the community in numerous ways.

new community authority

The Short North is investing in what matters, not just for today, but for the future of a neighborhood that defines how Columbus shows up to the world.

In June 2025, Columbus City Council authorized the formation of the Short North New Community Authority to help us achieve a cleaner, safer, more vibrant Short North. And in September, Columbus City Council included 110 parcels in its territory by petition of their owners. This enabled the Short North Community Reinvestment Program.

The program, which launched November 1, will allow for a small percentage of some purchases to help do good for all in our community. Every dollar collected stays in the neighborhood to support the people and places that define the Short North as the creative backbone of Columbus. An unprecedented effort, novel relative to other state-wide applications, the Program is an exciting addition to support the growing needs in the Short North through new expansion services due to launch in 2026.

new community authority created

Petition to City Council after dozens of info sessions, meetings, and outreach sessions among business owners, community members, and city-led public hearings.

august 2025

properties join the territory

110 parcels, approximately 200 businesses included, with additional businesses voluntarily participating in the program.

community reinvestment collection begins

Charge turns on
2-hr free garage parking begins

november 2025

Q1 2026

new + enhanced services begin

Additional safety, cleaning, beautification, and placemaking services begin to come online



additional advocacy



- Continued collaborations with community members, the Mayor’s Office, City Council, and property owners through the continuation of the Short North Violence and Injury Prevention Work Group all to address various safety issues.
- Initiated a new work group focused on Crisis Response and Prevention to address the growing volume and intensity of challenges relating to community members experiencing housing, addiction, and mental health crises - resulting in a Crisis Prevention Plan for the Short North.
- Secured \$250,000 from the City of Columbus, \$250,000 from the Franklin County Convention Facilities Authority in Public Safety Grants, and grants from ADAMH, The Crane Group, The Columbus Foundation, and other private businesses to continue proven safety strategies and address new challenges in the Short North Arts District for the fourth consecutive year.
- Fostered additional City of Columbus policy planning and code considerations around mobile food vending regulation.

brand identity

In February 2025, a refreshed brand identity for the Short North Arts District was introduced to the public.

This brand identity was created in response to findings of a 2023 market study that allowed us to better understand the needs of our evolving community. Diligent research and careful design by the team at TENFOLD allowed us to adopt new Brand Standards and Guidelines for our organization and for the Short North Arts District community.

Central to this work was the unveiling of a new identity that shifts how we define the Arts, embracing creation in all its forms and acknowledging its origination, inspiration, and realization in the Short North:

“creation is calling”

This has become our anthem of inclusion – creation calls to everyone, and every visit brings new discoveries.

Throughout the remainder of 2025 we adopted this messaging and visual identity by both updating our owned marketing channels and connecting with partners, businesses, and organizations influenced by and influential to the Short North community, to enhance the impact of this refresh beyond our organization.

events + experiences

Every season brings new reasons to gather in the Short North. From bedrock community festivals to bold open-streets celebrations, each weekend fills the blocks with color, sound, and flavor--each event a chance to discover something new.

The Short North is where passion transformed a neighborhood into the cultural spine of Columbus, and it's always creating what's next.



Gallery Hop

Now in its 41st year, Gallery Hop remained “the best arts event in the state” by highlighting local, regional, and national visual artists through cutting-edge exhibitions in the numerous galleries and arts institutions that call the Short North Arts District home. Additionally, Gallery Hop continued to showcase the creative call of the neighborhood through musical performances, fashion pop-ups, and culinary artistry.

The 2025 Gallery Hop season featured a total of 71 performances by 122 street performers over 9 months.

The Short North Alliance also secured a \$10,000 grant from the City of Columbus Recreation and Parks Department's Special Event Support Program, and \$27,000 from the Greater Columbus Arts Council, and \$15,000 from the Music Everywhere program.

Beginning in June 2025, the Short North Alliance introduced an enhanced opportunity for local artists and artisans to connect with the thousands of attendees and sell their creations at the Gallery Hop Mini Market. The Mini Market location was intentionally chosen to activate dark spaces in the Short North. Both the Cap on Goodale St. and the vacant retail space at 883 N High St. hosted Mini Markets in 2025. Over five months, the Gallery Hop Mini Markets showcased over 100 small businesses.

VISITORS AT GALLERY HOP

January	14,700
February	34,300
March	52,000
April	39,300
May	34,200
June	15,900
July	10,900
August	18,400
September	29,600
October	27,100
November	34,900
December	80,600



Hops on High

In 2025, Hops on High returned for a second year and continued to make an impact on the creative and business community in the Short North Arts District.

Over the three open streets events, more than 180 artists, artisans, small businesses, and organizations shared their wares and messages with attendees

144,400

TOTAL VISITS

MAY

- 76 vendors participated in the May Hops on High Marketplace
- 25 performances by 33 performers filling the Short North Arts District with music and art
- Immersive experiences and hands-on activities by local nonprofit organizations and businesses from around the city
- 30+ Short North businesses served as stops on the Hop Trail (our launch of the digital experience)

SEPTEMBER

- 85 vendors participated in the September Hops on High Marketplace
- 21 performances by 42 performers filling the Short North Arts District with music and art
- 30+ Short North businesses served as stops on the Hop Trail
- Summer Spray concluded with a closing reception at the Pop-up Gallery followed by a tour of the mural

DECEMBER

- 120 vendors participated in the Holiday Hop Marketplace
- # performances by 22 performers filling the Short North Arts District with music and art
- 30+ Short North businesses served as stops on the Hop Trail
- Ice sculpting, provided by Forno

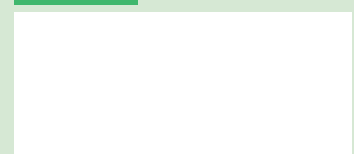
MAY



SEPTEMBER



DECEMBER



The Short North Gala

The 17th annual Short North Gala was held in 2025, providing another unforgettable evening for over 400 attendees at the new Hilton Columbus Downtown.

The 2025 Gala was filled with experiential elements and unique performances, including multiple photo moments from ZenGenius, aerialists and stilt walkers from Amazing Giants, and musical performances provided by Pursuit.

- **MIDDLE WEST SPIRITS** provided custom cocktails.
- **HILTON** provided an exquisite 3-course meal.
- **ADAMAH CERAMICS** donated 7 sculptures, awarded to the 2025 Short North Gala Honorees.
- **15 SHORT NORTH CULINARY PARTNERS** added festive and delicious elements to the Taste of the Short North appetizer and dessert hours.
- **27 CENTRAL OHIO BUSINESSES** donated gift cards, merchandise, and experiences to the Silent Auction.

We celebrated an incredible set of honorees who contributed to our local community in so many ways. Honorees in all categories are nominated by the community.

ARCHITECTURAL STAR

- CASTO + Lucky's Market

BUSINESS BEACONS

- Columbus Food Adventures - Bethia Woolf + Andy Dehus, Founders
- Pursuit - Nate DeMars, Founder

COMMUNITY PARTNERS

- North Central Mental Health
- The Columbus Division of Police, Under the leadership of Chief of Police Elaine Bryant

UNSUNG HEROES

- Jason Henry - Friends of Goodale Park, President
- Deb Roberts - DooDah Parade, Chairperson

The event raised nearly \$60,000 to support enhanced programming in the Short North.



HighBall Halloween

In its 18th year, HighBall Halloween returned to the Arnold Plaza at the Greater Columbus Convention Center with an

Virginia West made her highly anticipated return to the HighBall Halloween stage, along with co-emcees Matt Barnes, Joe Spear, and various special guests. Live performances by The West Family, Fleetwood Gold, Anna and the Annadroids, Sarah Cowan, and Doomsdale High got the crowd excited for a night filled with wild sights and sounds.

- Seven local designers' talents were put on display in the Costume Couture Fashion Show as they presented their costume-inspired fashions with three couture costumes that were made to dazzle alongside a stunning couture showpiece.
- Six bars and restaurants served as "Potion Patios", expanded outdoor dining and gathering spaces with pop-up bars and custom cocktails provided by Middle West Spirits
- 50+ local artisans and makers brought creations to the one-of-a-kind HighBall Bazaar vendor market.
- 70+ of the best dressed attendees participated in the 2025 Public Costume Contest.

45,730
TOTAL VISITS



2025 SHORT NORTH ALLIANCE STAFF

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President + CEO

Rachel Kengeter
Deputy Director, Projects + Operations

Johnny Riddle
Director of Advancement

Nicole Kaunitz
Director of Marketing + Creative Services

Lauren DeCamillo
Events + Experiences Manager

Basil Ratliff
Graphic Designer + Content Coordinator

DonWaun Valdry
Block by Block Short North Ambassador,
Operations Manager

Blake Allen
Block by Block Short North Ambassador,
Team Lead

Larry Bogovich
Block by Block Short North Ambassador,
Team Lead

Antonio Banks
Block by Block Short North Ambassador

George Hoang
Block by Block Short North Ambassador

James Horton
Block by Block Short North Ambassador

Jaylen Jones
Block by Block Short North Ambassador

Gerald Shields
Block by Block Short North Ambassador

Caliph Sifford
Block by Block Short North Ambassador

Arthur Williamson
Block by Block Short North Ambassador

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Cameron Mitchell Restaurants

Nicci Hicks
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Sole Classics, Canvaas

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