



FIFTH AVENUE & FOURTH STREET SPECIAL IMPROVEMENT DISTRICT  
**2024 ANNUAL REPORT OF SERVICES**

# TABLE OF CONTENTS

Letter from the President	<b>02</b>
Visitor Snapshot	<b>03</b>
Clean & Safe Programs	<b>04</b>
Communications & Events	<b>08</b>
Public Art & Placemaking	<b>10</b>
54SID Resources	<b>11</b>



# A LETTER FROM THE PRESIDENT

In 2024, 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, hosted Go Fourth! to engage the community, and began planning for several key infrastructure and roadway improvements projects.

The pages that follow provide added detail on the services offered in 2024. We look forward to enhancing services even further in the 54SID in 2024 and beyond.

## Co Ingersoll

President, Fifth Avenue and Fourth Street  
Special Improvement District



# WHO VISITS THE 54SID?

Data from Jan-Dec 2024 via Placer.ai

**1.6M**  
visits

**607.5K**  
visitors

**2.7**  
average visits  
per visitor

**185 MIN**  
average  
time in SID

## VISITS PEAK AT MEAL TIMES

...with over 371,300 visits occurring between 12:00-1:00 pm and 427,400 between 7:00-8:00 pm in 2024.

## 7,923 AVERAGE VISITS ON SATURDAYS

...make Saturday the most visited day, with nearly 412,000 total visits happening on Saturdays throughout the year.

## 6.4% FROM 43201 ZIP CODE

...makes for the largest share, but visitors to the SID come from all over the central Ohio area.





# 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 who **spent over 3,000 hours in 2024** keeping the 54SID service area clean and safe.

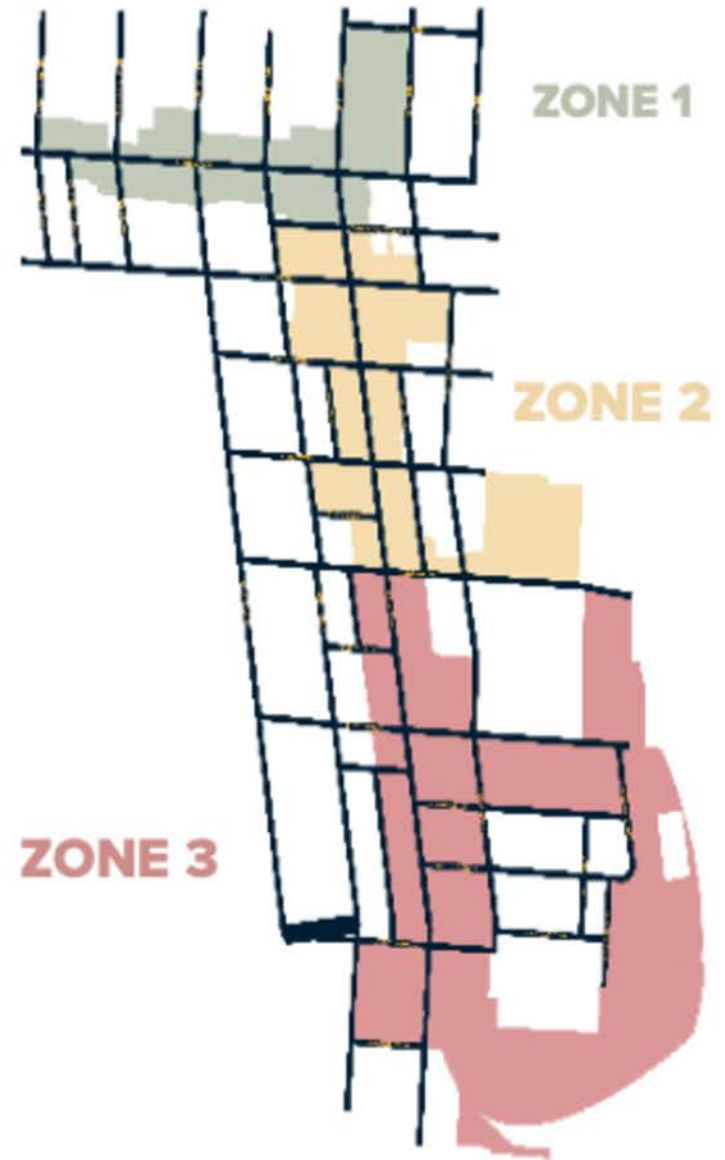
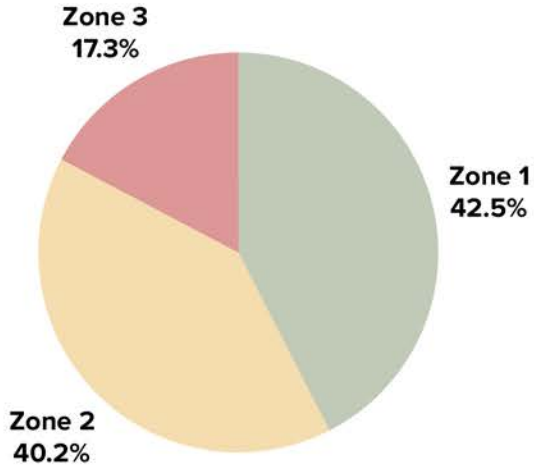
## TOP CLEAN SERVICES

SERVICE	COUNT
Bags of Leaves Collected (in number of bags)	153
Bags of Trash Collected (in number of bags)	224
Graffiti Removal (in number of pieces removed)	75
Power Washing (in hours)	12
Sign Removal (in number of signs)	43
Snow removal (in hours)	54
Sticker Removal (in number of stickers)	335
Blocks Cleaned	5568
Scooters Relocated	998
Number of Trash Cans Emptied	725

The 54SID service area is split into 4 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 4th 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 2024



## AMBASSADOR HOSPITALITY SERVICES

54SID Ambassadors work to provide information to visitors and serve as a welcoming voice to our neighborhood. In 2024, we recorded **23 hospitality-related** interactions.

# SAFETY SERVICES

The 54SID Ambassador Team also assists with safety incidents in the District 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 with the greatest frequency in 2024.

## TOP PREVENTION SERVICES

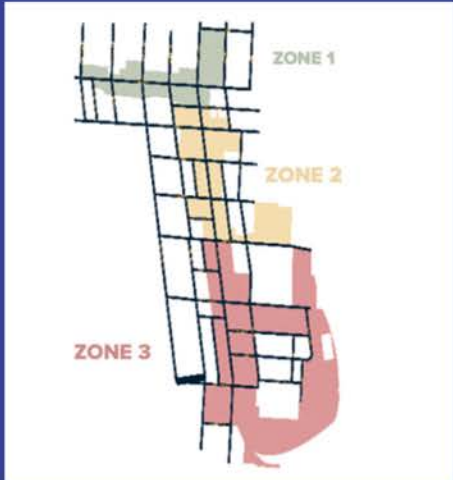
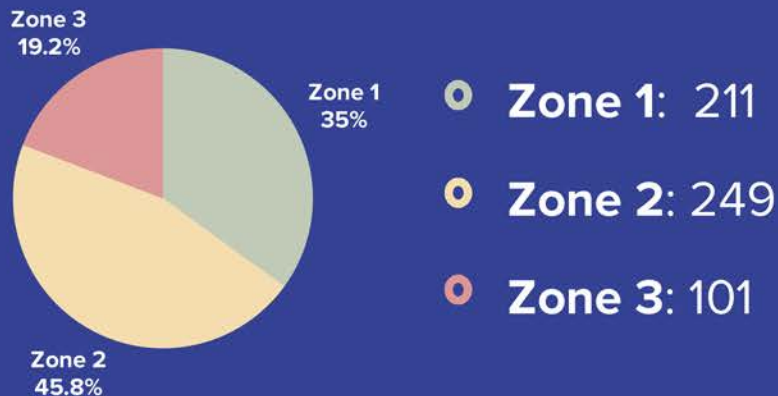
SERVICE	2024
BUSINESS WELLNESS CHECKS	514
AMBASSADOR HOTLINE CALLS AND TEXTS	11
SAFETY ESCORT SERVICES	1
AMBASSADOR OUTREACH CONTACTS	1

## TOP PREVENTION INCIDENTS

INCIDENT	2024
ILLEGAL CAMPING	3
PANHANDLING	1
NOISE COMPLAINT	6

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

## LOCATIONS OF PREVENTION INCIDENTS BY ZONE



# OTHER SAFETY RESOURCES

As an organization, we believe that safety is a state where everyone is free of harm, thrives, and has their well-being protected and their diversity celebrated. Issues involving violent crimes, late at night, were of concern this year. As a result, additional shifts and patrols of special duty police officers were added to target and address site specific crime concerns.



## CRIME PROFILE FROM PLACER.AI

*Crime Profile data is from a 3rd party provider and is updated on a daily basis. The data below represents incidents occurring in a half mile radius from the intersection at E 2nd Ave. and N 4th St. between January 1 and December 31 of the listed year.*

CRIME TYPE	2021	2022	2023	2024
SHOOTING	5	9 (+80%)	11 (+22%)	18 (+64%)
ASSAULT	72	106 (+47%)	67 (-37%)	64 (-4%)
ROBBERY	17	17 (0%)	9 (-47%)	0 (-100%)
BURGLARY	16	20 (+25%)	20 (0%)	15 (-25%)
THEFT	210	250 (+19%)	275 (+10%)	120 (-56%)
VANDALISM	42	58 (+38%)	72 (+24%)	44 (-39%)
<b>TOTAL INCIDENTS</b>	<b>362</b>	<b>460 (+27%)</b>	<b>454 (-1%)</b>	<b>261 (-43%)</b>



# COMMUNICATION & EVENTS



In 2024, the Short North Alliance executed its third rendition of Go Fourth! A Block Party For All.

# GO FOURTH! 2024 RECAP

The third annual “block party for all” was held on September 23, 2024

- The event, geared toward kids and adults alike, expanded its footprint this year, taking place in the parking lots of Seventh Son Brewing, Budd Dairy Food Hall, and Habibi Grill on September 23rd.
- Go Fourth! featured excellent local musicians, and increased overall programming as compared to 2023 through an expanded vendor market and added activities.
- Children and their families could be seen creating masterpieces with the Franklin Park Conservatory, learning to walk on stilts, playing their first instrument, or even adopting a pet throughout the day just to name a few of the uniquely incorporated elements.
- Messaging for Go Fourth! was amply communicated to residents and neighborhood visitors alike using traditional email and social media campaigns, print mailings, and earned press coverage.
- Signage and flyers distributed to local businesses also encouraged folks to visit the 54SID area and attend the event.

**2,000**

*people  
attended*

**7,000**

*day-of foot traffic  
in the 54SID*

**+58%**

*profit  
year-over-year*

## EARNED MEDIA RESULTS

- 7 proactive placements
- 6 media outlets
- 23.7M people reached



## PUBLIC ART & PLACEMAKING

A large scale, permanent mural was the highlight of public art projects in the 54SID in 2024. We continue to maintain existing artworks, and plan for new innovative, bold public art and placemaking projects for the area.



The mural, titled *Polished*, was created by artist Jeremy Jarvis. It is a bold, abstract work inspired by the site's industrial heritage, using vibrant contrasts and modern design to foster engagement and create a strong sense of place. The design seamlessly integrates with the architecture, reflecting both the community's past and its forward-thinking future. As a nod to the D. L. Auld company, which operated on the starting in 1920, the composition subtly resembles a classic chrome hood ornament and the front grille of a vintage car.

Jeremy Jarvis, owner of Jarvis Art Studio, grew up in Southeast Michigan. His inspiration to create lead him to Chicago, where he attended The School of the Art Institute of Chicago. He then attended the Columbus College of Art and Design in Columbus, Ohio, where he attained his B.F.A. in Fine Art.

*Repairs were also made to the public art installation Zoetrope of Life by Virginia Kistler to correct for wind damage that occurred to the piece early in the year.*

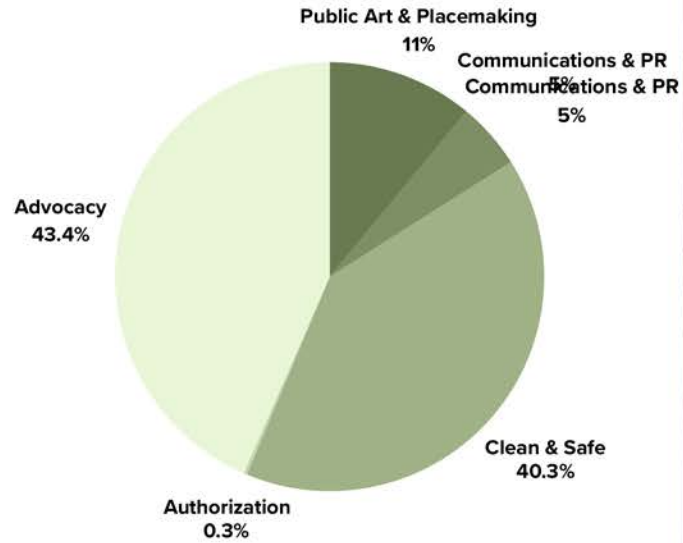
*Located at 1206 N 4th St: 4th & 5th Apartments, this mural is a project of the Fifth Avenue and Fourth Street Special Improvement District and the Short North Alliance.*

*Made possible with support from the Fifth Avenue and Fourth Street Special Improvement District and Thrive Companies*

# 54SID RESOURCES

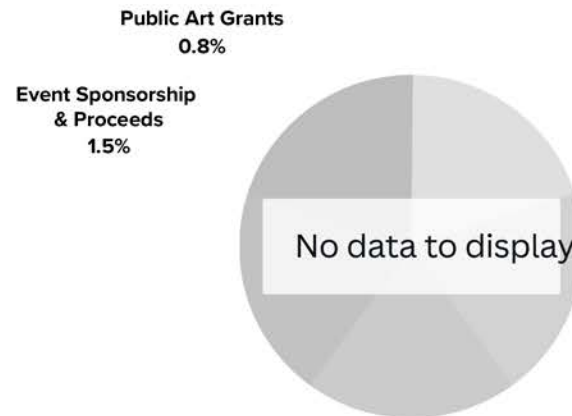
2024 annual assessment collections for the 54SID totaled \$292,116.00

Funding was allocated in the following ways for 2024:



In 2024, \$1,505,000 million was leveraged to amplify 54SID resources.

Funding was secured in the following ways:



## FIFTH AVENUE & FOURTH STREET SPECIAL IMPROVEMENT DISTRICT

# BOARD OF DIRECTORS

**Co Ingersoll, President**  
Thrive Companies

**Kaileigh Pickett, Vice President**  
Borrer

**Leah Evans, Treasurer**  
Homeport

**Collin Castore, Secretary**  
Resident

**Matt Canterbury**  
Daimler

**Jason Fain**  
Resident

**Quinn Fallon**  
Little Rock Bar

**JR Kern**  
Capital Equities

**Kevin Lykens**  
The Lykens Companies

**Sandra Lopez**  
City of Columbus

**Regina Smith**  
Italian Village Society

## 2024 SHORT NORTH ALLIANCE STAFF

**Betsy A. Pandora, MCRP**  
Executive Director

**Rachel Kengeter**  
Deputy Director, Projects & Operations

**Johnny Riddle**  
Director of Advancement

**Nicole Kaunitz**  
Director of Marketing & Creative Services

**Tyreese Bowman**  
Outreach & Engagement Manager

**Lauren DeCamillo**  
Events & Projects Manager

**DonWaun Valdry**  
Block by Block Short North Ambassador, Operations Manager

**Blake Allen**  
Block by Block Short North Ambassador, Team Lead

**Alpha Ba**  
Block by Block Short North Ambassador

**Antonio Banks**  
Block by Block Short North Ambassador

**Larry Bogovich**  
Block by Block Short North Ambassador

**James Horton**  
Block by Block Short North Ambassador

**Arthur Williamson**  
Block by Block Short North Ambassador

### SHORT NORTH ALLIANCE

Administrative Office  
875 N. High Street  
Columbus, OH 43215

### 54SID SAFETY OFFICE

1181 Mt. Pleasant Ave  
Columbus, OH 43201

P/614.299.8050 F/@5THAND4TH  
IG/@FIFTHANDFOURTH X/@5THAND4TH  
WWW.FIFTHANDFOURTH.ORG

