

Plan of Services

Reauthorized Short North Special Improvement District, Inc.



Summary of Plan

The Short North Special Improvement District of Columbus ("District") proposes a Plan for Services ("Plan"), to commence January 1, 2012, and expire after December 31, 2016, and to be delivered in such manner as will be determined from time to time by the District's board of trustees (the "Board"). The Plan will provide for environmental maintenance, improvements designed to make the District more attractive, promotions, cleaning, and member services. The Services Plan will be implemented in three phases, which are expected to occur as follows:

- Phase I from 2012 through 2013,
- Phase II through 2014,
- Phase III from 2015 through 2016.

The service plan phases correspond with the expected completion of 1) the Convention Hotel and 2) the completion of the Pizzuti project (hotel, garage, office tower and gallery). However, the actual dates of completion of the projects will govern the precise timing of implementation of the phases of the Plan.

Background

The Short North Special Improvement District (SNSID) was originally formed in the year 2000 with a 12-year term. Initially, the primary focus of the SNSID, in partnership with the City of Columbus, was the realization of the now iconic High Street arches. Over the years, the SNSID also provided a variety of ongoing services that focused on the cleanliness and appearance of the Short North (such as graffiti removal, streetscape improvements, and floral plantings). The current SNSID term ends December 2011. Inspired by the sterling examples of the Capital Crossroads SID and the Discovery SID, the board of the SNSID has come to realize that the organization can play a much more dynamic role in the support of business success, residential quality of life, tourism attraction and inter-district economic development. A key dimension of the proposed reauthorization will be the merger of the Short North SID with Short North Business Association.

A SID is a self-help tool, governed by Chapter 1710 of the Ohio Revised Code, allowing property owners within a self-defined district to organize and assess themselves the cost of providing area-wide services. If owners representing 60% of the front feet along public streets and alleys within a district agree to create a SID and provide services, then all owners within the district are required to contribute their fair share of the cost.

Property owners along High Street from Convention Center Drive to Smith Place petitioned Columbus City Council in 1999 to create a SID and, later that year incorporated the Short North SID. Property owners then elected a board of trustees. On December 3, 2010 trustees of Short North SID voted to propose the service plan described in this document.

Plan for Services

The District intends to deliver the following services as determined from time to time by the District's board of trustees:

Environmental Maintenance

Services that are often provided in response to a call from a member:

- Washing and power washing of sidewalks and other pedestrian rights of way
- Washing and power washing of public telephones, benches, trash containers, and other fixtures in pedestrian rights of way
- Removal of weeds and litter
- Sidewalk sweeping
- Sweeping and washing of pedestrian rights of way, as needed, to remove vomit, urine, beverage spills, and other organic materials
- Graffiti removal from fixtures in pedestrian rights of way
- Graffiti removal from the pedestrian level of building facades that front public streets and alleys
- Limited snow and ice removal

- A system to report and correct the failure of public and private entities to deliver services or maintain property, including the City of Columbus, private property owners, private trash collectors, and other service providers
- Coordination of City of Columbus and other services
- Removal of a safety or health hazard
- Removal of flyers, handbills, posters and other forms of posted litter in pedestrian rights of way

Supplemental Security

Services that make the district safer and improve perceptions of safety, such as:

- Community “ambassador” services for the general public, including directions, assistance, general information and hospitality
- Efforts to reduce panhandling and intimidating behavior
- Outreach services to connect street people to services and help them move off the streets
- Coordination of security functions, including communications with the Columbus Division of Police, private security operated by members and district ambassadors
- Linked communications, including web sites and radio networks
- Crime advisories

Improvements

Installation of improvements that make the District more visually appealing and interesting, for example:

- Container gardens and hanging planter baskets on or near pedestrian walkways
- Planting beds in selected locations
- Public art
- Gateway features
- District “signature” components (such as banner program and district emblems)

Promotions

Services to promote the image of the District, for example:

- Sponsored media campaigns
- Directories of services and attractions
- Way-finding kiosks along public right of way
- Dissemination of crime statistics and information about safety services
- Public relations and earned media
- Data collection and information management
- Commercial marketing assistance, including awareness marketing that “packages” the Short North
- Cooperative programs with members
- Electronic and printed marketing materials
- Information kiosk for special events, conventions and holidays
- Former, stand alone, Short North Business Association promotional activities will be incorporated into the responsibilities of the newly merged organization (Short North SID merged with the SNBA)

Member Services

Services that add value to membership in the SID, strengthen the cohesiveness of the District, and improve communication among members of the District and governmental or quasi-governmental agencies; for example:

- Access to data and information collected by the District
- Aggregate purchasing of common-area services not furnished by the District
- Advocacy of property owner interests to governmental and quasi-public entities
- Assistance as needed in response to requests by members
- Membership lists

Budget

The cost of the Plan in Phase I will be \$363,500 per year	
Private properties within the SID Boundaries	\$299,000
City properties within the SID Boundaries*	\$5,000
*-assumes city parcel #010 003663 tax liability transfers to Pizzuti project in 2011	
Convention Center assessment	
FCCFA portion	\$10,000
City portion	\$25,000
Continuation of City of Columbus gap-funding contribution established in 2000	\$10,000
Voluntary contribution from Convention Hotel and Pizzuti projects	\$14,500

The cost of the Plan in Phase II will be \$386,800	
Private properties within the SID Boundaries	\$299,000
City properties within the SID Boundaries	\$5,000
Convention Center contribution	
FCCFA portion	\$10,000
City portion	\$25,000
Convention Hotel assessment - project completed and annexed	\$31,800
Continuation of City of Columbus gap-funding contribution established in 2000	\$10,000
Voluntary contribution from the Pizzuti project	\$6,000

The cost of the Plan in Phase III will be \$398,000 per year. Revenues will be generated as follow:	
Private properties within the SID Boundaries	\$299,000
City properties within the SID Boundaries	\$5,000
Convention Center contribution	
FCCFA portion	\$10,000
City portion	\$25,000
Convention Hotel assessment	\$31,800
Pizzuti project assessment - project completed and annexed	\$17,200
Continuation of City of Columbus gap-funding contribution established in 2000	\$10,000

Phases and related budgets are subject to timing adjustments to take into account the actual dates of completion of the above-mentioned Convention Hotel and Pizzuti projects. In all years, ancillary funds generated by the activities of the former Short North Business Association from events, fund raisers, upper-tier memberships, etc..., will augment the District budget.

Trustees will be given discretion on how to allocate funds among the services to be provided. Trustees will produce an annual report for members of the District, describing how funds are to be allocated.

Area to Be Served (see attached map)

Unless otherwise directed by the District's board of trustees, services for properties that are exempt from District assessments under Chapter 1710 of the Ohio Revised Code will be provided only if such properties have requested inclusion in the District or have committed in voluntary payments, in lieu of being included in the District, for each service to be provided. Properties outside the District may contract with the District to provide services, provided that the contract price covers no less than the full cost of providing such services.

The Plan will be executed within the area described in the attached Exhibit A and shown in the map in the attached Exhibit B. In Phase II the SID area will grow to encompass parcels on which the Convention Hotel will be constructed. In Phase II the SID area will grow to encompass parcels on which the Pizzuti project (hotel, garage, office tower and gallery) will be constructed.

Method of Assessment

Pursuant to Ohio Revised Code Section 1710.06, the costs of the Plan shall be assessed against properties in proportion to the benefits that may result from the Plan. The determination of the special assessments for each calendar year of the Plan shall be made as of May 1 of the preceding calendar year. The special assessment amount for each parcel shall be based upon the values then shown on the records of the Franklin County Auditor. The front footage, land area and building improvements area each tax parcel shown on the records of the Franklin County Auditor shall be presumed to be accurate, unless and until rebutted by more accurate information.

1. Base Formula

- a. The total annual assessment will be assessed against the benefited parcels in proportion to the land area and building improvement area of the parcels as reflected on the records of the Franklin County Auditor.

2. Assessment Limits

- a. No parcel shall be assessed more than \$35,000 in any year
- b. With respect to a tax parcel, the members' proportionate share of the cost of the Plan and of the special assessment will not be less than 7.5 cents per square foot, or more than 12.5 cents per square foot (for the larger of either the parcel land area or the gross floor area of building improvements situated on such tax parcel).
- c. All adjacent parcels that are owned or leased as of January 1, 2011 by the same or related business entities and operated as a single business enterprise shall be treated as a single parcel.
- d. Condominium properties shall be treated as a single parcel.

3. Boundary Changes

- a. If the SID boundaries expand beyond the proposed boundaries put forth in this plan, the total annual assessment shall increase to a number equal to \$357,000 plus assessments generated by additional parcels. Additional assessments shall be calculated using the formula above.
- b. If the SID boundaries contract from the proposed boundaries put forth in this plan, the total annual assessment shall be \$357,000 less the amount generated by properties excluded in the new boundaries, using the formula above.