

# Parsons Avenue Banner Project

614 Beautiful Grant Submission



# Project Overview

- This 614 Beautiful grant application will support the creation of 80 new banners for the Parsons Avenue Neighborhood Commercial Revitalization corridor (Livingston Avenue to State Route 104)
- Columbus South Side stakeholders will engage businesses and community members to support the creation, implementation & maintenance of the banners and to ensure a cleaner Parsons Avenue street front is maintained to support them
- The Parsons Area Merchants Association (PAMA) is the applicant and will be the fiscal agent for the project and will hold required insurance

# Parsons Avenue Revitalization

Parsons Avenue is the main commercial corridor for South Columbus serving a culturally and economically diverse community. The 2.5 mile corridor's business district serves as a gateway to over a dozen neighborhoods. Parsons Avenue is a designated Columbus Neighborhood Commercial Revitalization (NCR) corridor. Parsons Avenue is also part of one of the five MORPC designated transit corridors for the central Ohio area.

Businesses and community have a rich history on the South Side with some people living & working here for years as well as newer businesses & residents arriving every year as Columbus continues to grow.

PAMA maintains the South Side monument installed in spring of 2022 at the north edge of the corridor and the South Side Fruit Park installed in 2018 at the south edge of the corridor.

Past beautification efforts have included a banner program from 1992 (few remain which are faded and long past due for replacement) and a previous Plant Pride on Parsons effort since discontinued although planters remain on the South Side in community gardens and in the South Side Fruit Park.

# Partnerships

PAMA is a 501c6 not-for-profit organization whose mission is to support businesses & properties in the Parsons Avenue corridor and throughout South Columbus  
President: Kathy Green



Southeast Lions is a 501c3 non-profit organization founded in 1940 with a local membership driven by community need to address area challenges and provide funding/services  
President: Tom Grote, Sherri Palmer



All People Arts is a 501c3 non-profit arts organization seeking to engage and unite the people of South Columbus and beyond in expressing, creating and experiencing art. Opportunities are provided for talented local artists to be compensated and offer art through workshops & exhibits for the community.

Co-Administrator: Adam Brouillette



# Letters of Support

Columbus South Side Area Commission purpose is to afford additional voluntary citizen participation in decision making in an advisory capacity to the City Administration and City Council. The CSSAC is composed of representatives of 9 Columbus South Side districts as well as at-large members for a variety of initiatives.  
Chair: Jim Griffin



Community Development for All People has long worked to make Parsons Avenue, and the entire South Side, into a place where all people can live and thrive. CD4P have anchored several of their ministries on Parsons Avenue for that purpose, and host an annual street festival celebrating Parsons as the "Avenue for All."  
Executive Director: Mike Premo



Nationwide Children's Hospital is a pediatric medical center located on Parsons Avenue. Nationwide Children's works to increase the area's quality of life with supportive initiatives  
Community Relations VP: Carla Fountaine



# Creation of Banners

- Creation of designs for the banners will be facilitated by All People Art and will include one common banner with Parsons Avenue text and seven other banner designs to be created via community engagement
- All People Arts will engage the artists to work on the banner designs by mid-January
- Two community meetings will be conducted in late January/Early February to allow smaller community groups to work with each artist to determine images that best reflect South Columbus
- Artists will work together in late February to ensure an engaging set of designs can be rendered by the selected vendor in March/early April (6 weeks duration)

# Installation Timeline & Event

- Target installation is planned for the last week in April to coincide with the Columbus Clean Up date targeted for April 30, 2023
- The Southeast Lions and Parsons Avenue Merchants Association will support the 'unveiling' of the banners on Parsons Avenue and will organize the community clean up in coordination with Keep Columbus Beautiful
- Event details will include a kick off rally with donated refreshments
- Funds will be raised to pay for refreshments and volunteer t-shirts independent of the 614 Beautiful grant funding

# Maintenance Plan

- Quarterly Parsons Avenue clean ups to be facilitated by the Southeast Lions
- Quarterly communications to area businesses encouraging site clean ups including landscape maintenance and exterior cleaning to be facilitated by the Parsons Area Merchants Association (PAMA)
- The Southeast Lions will inventory the banners and brackets to determine any that are missing or damaged
- Funds for ongoing banner repair/replacement will be raised by the Southeast Lions and PAMA as needed
- Banners expect to have an 8 year lifespan



# Overall Budget

Item	Vendor	Unit Price	Quantity	Total
Double sided banners	Flag Lady	\$76.08	80 \$	6,086.40
Bracket kit (have 25 existing)	Flag Lady	\$104.00	58 \$	6,032.00
Screen charge for eight designs	Flag Lady	\$200.00	8 \$	1,600.00
Installation (2 workers with bucket truck/hour)	Flag Lady	\$155.00	8 \$	1,240.00
Traffic control (Columbus Police officer/hour)	CPD	\$125.00	8 \$	1,000.00
City permit	Columbus	\$250.00	1 \$	250.00
Design for banner (8 designs)	All People Arts	\$350.00	8 \$	2,800.00
Total				\$20,000.00
614 Beautiful Grant Request				\$10,000.00
Matching Funds (SE Lions, Nationwide Children's Hospital)				\$10,000.00