

Parsons Area Merchants Association

2022 Annual Report



Our Mission - - The Parsons Area Merchants Association strives to provide resource information to area businesses to promote commercial revitalization and stabilization within a diverse business environment.

Our Vision - The Parsons Area Merchants Association will establish a collaborative partnership of stakeholders to implement innovative resource business models to ensure continued business growth.

Organization & Networking

- **Board of Trustees Meeting Schedule** - the schedule for meetings of the full board is quarterly. The scheduled months are February, May, August and November, subject to change. Since May 2020, all PAMA trustee meetings have been virtual or hybrid virtual.
- **Monthly Stakeholder Meetings** - have been changed from a luncheon meeting to 9:00 meetings. Every other month a scheduled speaker presents relevant business or community related information. It is also an opportunity for stakeholders to share information and voice concerns. Meetings are held the first Wednesday of every other month. Since April 2020, all PAMA stakeholder meetings have been virtual.
- **Social Hour Networking** - what began as Third Thursdays changed to Third Tuesdays. It is an opportunity to network in a social environment and allows PAMA to highlight and promote area establishments. Social Hour Networking has been suspended since April 2020.
- **ParsonsArea.com** - the organization's digital platform has been updated to new branding and layout. The site is intended to share information with members, stakeholders, and supporters. It includes links to PAMA membership, calendar of monthly meetings and events, business resource information, and PAMA organization information.
- **PAMA Newsletter** - the PAMA Communications Committee put together a newsletter template and have rolled out the first two quarterly issues in 2022.

PAMA INCOME STATEMENT

January 1 - October 31, 2022

Revenues

| | |
|------------------------------|--------------------------|
| Memberships | \$928.32 |
| Scholarship Donations | \$500.00 |
| NCR Draw | \$6000.00 |
| <i>Total Revenues</i> | <i>\$7,428.32</i> |

Operating Expenses

| | |
|---|--------------------------|
| General and Administrative | \$823.39 |
| T-Shirts | \$525.31 |
| Annual Meeting | \$200.00 |
| Fruit Park Maintenance/Utilities/Planters | \$2091.65 |
| Insurance | \$1373.00 |
| Neighborhood Organization Support | \$300.00 |
| - PARC- Annual Event \$100.00 | |
| - Ganthers Place-February Event \$200.00 | |
| PAMA Scholarship | \$1,575.00 |
| <i>Total Expenses</i> | <i>\$6,888.35</i> |

NET INCOME

\$539.97

2022 Trustees

Kathy Green, President
Green Quarters, LLC

Curtis Davis, Vice-President
ICS, Information & Communication Services, LLC

Lisa Snyder, Secretary
Neighborhood Design Center

Carla Fountaine, Treasurer
Nationwide Children's Hospital

Donna Bates
Retired, State of Ohio

Aaron Kreais
Kreais Companies

Noah Mabry
Foreground Studios

Sarah Roell
Dynamic Flow Acupuncture

Tom Roesch
Iron Fortress Security

Ex Officio
Anne Heidrich, Columbus Metropolitan Library
Brian Higgins, Parsons Avenue Redevelopment Corporation

2022 Membership

GOLD MEMBERSHIP

Foreground Studios LLC

CORPORATE MEMBERSHIP

The Fort Columbus

Fuhr Software, Inc.

Green Quarters LLC

Gunzelman Architecture & Interiors

Nationwide Children's Hospital

MEMBERS

Carlie Boos

Bingo Bikes

Community Development for All People

Compton Construction LLC

DawgHouse Pizza & Bar

Donna Bates

Dynamic Flow Acupuncture

ICS Technology Solutions

Impact

Kreais Companies

Modern Ohio Realty

The Neighborhood Design Center

Parsons Avenue Redevelopment Corporation

Satya Wholesalers

Wild Ohio Brewing

Yellow Brick Pizza

2022 PAMA President Report

2022 sees Parsons Avenue and the surrounding South Side area experiencing increased growth as new businesses start up. Additionally, Castings Commerce Park held its ground breaking ceremony in November and increased mixed-use development is planned around The Fort on South High Street.

For the Parsons Area Merchants Association, we continued to operate this year with an all-volunteer administration. We are grateful to the PAMA officers, trustees and members that have stepped up to support the PAMA strategic goals by implementing one or more actions either as a part of a committee or as an individual. Specifically, we say farewell to Vice-President Curtis Davis and trustees Aaron Kreais, Noah Mabry, and Sarah Roell.

PAMA is also blessed to have great working relationships with our partners –

Columbus South Side Area Commission – PAMA has especially been engaged with the CSSAC Zoning Committee chaired by PAMA VP, Curtis Davis, until his retirement at the end of September and co-chaired since then by PAMA President, Kathy Green. PAMA also engages with the CSSAC Public Services Committee chaired by Erin Synk.

Community Development for All People – CD4P has several services operating on Parsons Avenue and are working on a new affordable housing project and South Side Café grand opening November 28. CD4P led the Avenue for All event again this year with plans to support also a 2023 event.

Community Housing Network – CHN has provided mowing services for the South Side fruit park as well as active volunteers for fruit park workdays.

Nationwide Children’s Hospital – Carla Fontaine serves as the PAMA Treasurer and chair of the Scholarship committee. NCH supports also our South Side Thrive partnership, funding for the new South Side monument and programming efforts on the South Side.

Neighborhood Design Center – Lisa Snyder serves at the PAMA Secretary and co-chair of the Governance and Communications committees. NDC has been instrumental in bringing the South Side monument to life with installation April, 2022. NDC also supports the city’s Power of One, 614 Beautiful and Small Business Agenda programs.

Parsons Avenue Redevelopment Corporation – Brian Higgins, ED, serves as an ex-officio PAMA trustee and is active in redevelopment projects on Parsons Avenue.

For 2023, we hope to expand capacity and pursue additional benefits for PAMA merchants and property owners. Please consider how we can best meet those needs and how you can contribute to these efforts. Wishing you all the best for the new year.

A handwritten signature in blue ink that reads "Kathryn J. Green". The signature is written in a cursive style and is positioned at the bottom left of the page.

2022 PAMA Accomplishments

- Communications committee:
 - Maintained updates to the PAMA website and PAMA emails
 - Created new PAMA postcards for distribution at events
 - Created new table runner design & selected tablecloth for use at events
 - Amplified messaging from Columbus Small Business Agenda
- Retained 72 % PAMA members (2021 vs. 2022) and attracted 4 new members
- Recorded all virtual Stakeholders meetings and updated YouTube PAMA channel
- Partnered with Ganther's Place for the February 2022 Chocolate Hop on Parsons Avenue
- Partnered with Community Development for All People on June 2022 Avenue for All event on Parsons Avenue
- Maintained Fruit Park per contract with COCIC utilizing Franklin County Master Gardener support and lawn maintenance by the Community Housing Network
- All 22 Fruit Park planters repainted by Heart of Ohio Tole Painters
- Supported the Neighborhood Design Center on the new South Side monument and associated sign
- Maintained Southern Ohio Chamber Alliance relationship - offering membership benefits to members, updating members via Stakeholder meetings
- Awarded one scholarship via Scholarship Committee
- Neighborhood Design Center supported city pilot program for Power of One southside businesses including support for design changes at Shrimp Lips and Mae's Market
- Contributed to Columbus South Side Area Commission (CSSAC) regular business and specifically commercial rezoning as growth comes to the south side
- Jointly submitted 614 Beautiful Grant application with Southeast Lions and All People Arts with support from CD4P, CSSAC and Nationwide Children's Hospital
- Identified microgrant opportunity to partner with Parsons Redevelopment Corporation to complete in 2023 using City of Columbus NCR funding

2022 PAMA Scholarship



Daizhon Cox was born and raised in Columbus, Ohio, and is currently a proud student of Columbus South High School. He is an 18 year old young man who has dreams of working in the judicial system. At a young age he had already experienced a difficult and challenging childhood. However, at the age of 9 years old, he began to develop qualities such as self-confidence, determination, and most importantly leadership. Time and life were necessary for him to learn how to use these qualities positively.

Daizhon has demonstrated exemplary initiative during his teenage years. In eighth grade, he applied for the Young Scholars program and was one of thirty students accepted out of 1000 applicants. The program is a comprehensive pre-Collegiate program created to strengthen the hard and soft skills of its Scholars.

He is a student who values his community and understands the responsibility students have in influencing their peers and creating an ideal academic atmosphere. As a result, this fall he sought out local ABC and NBC stations to interview him about one to two times a month. He believed there was a need to use his voice to positively highlight his school, while addressing the issues of the students.

His desire to help his community led him to seek a volunteer position with the office of Congresswoman Joyce Beatty. His involvement in sports has increased his self-confidence, and the discipline offered through playing sports has helped him grow personally. Playing sports has also allowed him time to self-assess. Daizhon is recognizing his strengths and weaknesses, while learning to value himself. His perseverance has allowed him to stay determined to accomplish his goals.

Personal experiences have motivated him to focus on how to prepare for his future while impacting others. He has been a member of the Youth Council Franklin County, the Sigma Beta Club, and a Student Ambassador for Columbus city schools. Each of these activities provide him with the opportunity to exhibit and hone his leadership skills. As a student leader he realizes the power of his voice and wants to use it for something worthwhile. In this position, he appreciates having a seat at the table and does not take for granted the opportunity he has to make decisions on behalf of the 50,000 Columbus City School students. Daizhon plans to attend college after graduating from high school. He will attend The Ohio State University fall 2022.