



# Council Minutes – Regular Meeting

May 21, 2024

## CALL TO ORDER:

President Pro Tem Shull called to order the New Albany City Council Meeting of May 21, 2024 at 6:30 p.m. at the New Albany Village Hall, 99 West Main Street, New Albany, Ohio. Staff attending were City Manager Joseph Stefanov, Law Director Benjamin Albrecht, Finance Director Bethany Staats, Administrative Services, Administrative Services Director Adrienne Joly, Police Lieutenant Kris Daniels, Development Director Jennifer Chrysler, Public Service Director Mike Barker Public Services Engineer Justin Wilkinson, Chief Marketing Officer Josh Poland, and Clerk of Council Jennifer Mason.

## ROLL CALL:

The following Mayor/Council Members answered Roll Call:

Mayor Sloan Spalding	A
CM Marlene Brisk	P
CM Michael Durik	P
CM Chip Fellows	P
CM Kasey Kist	A
CM Matt Shull	P
CM Andrea Wilttrout	P

Clerk Mason reported that Mayor Spalding and Council Member Kist could not attend due to travel and requested to be excused. President Pro Tem Shull moved to excuse Mayor Spalding and Council Member Kist from the council meeting. Council Member Wilttrout seconded and council voted with 5 yes votes to excuse Mayor Spalding and Council Member Kist from the meeting.

## ACTION ON MINUTES:

Clerk Mason reported President Pro Tem Shull and Planner II Nichols caught 3 errors, none of which were substantive. Those errors were corrected on the original. Council adopted the 5/7/24 meeting minutes by consensus.

## ADDITIONS OR CORRECTIONS TO THE AGENDA:

NONE

## HEARING OF VISITORS:

New Albany Tourism Recap – Cherie Nelson, Executive Director, New Albany Chamber of Commerce introduced Chamber of Commerce Board Trustees: Board Chair Liz Morrison, Treasurer Thor Hess, and Trustee Mike Moran. A tourism focus was important to be a welcoming community and a was strong economic driver. Ms. Nelson described the Tourism Services Agreement and its origin with the city’s hotels. The Chamber of Commerce received 25% of the hotel/motel bed tax and the spent it in specific ways described in the report to attract people to visit New Albany. The chamber worked with the city to compliment economic development and business retention efforts. She described the dual role of chamber and tourism board activities. She presented the attached report.

Council Member Durik noted that the New Albany Chamber did a lot and the report looked good.



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President Pro Tem Shull stated he saw a lot of visitors at chamber events, like Oktoberfest, July 4, and the Tree Lighting Ceremony, and he always received positive feedback. He asked how much foot traffic the New Albany Chamber of Commerce had at their office.

Ms. Nelson responded that there were virtually no walk-ins during the winter. There were more in nicer weather. There was an event almost every weekend during the summer. Running both the chamber and tourism component, the chamber was trying to stay on the digital cutting edge and that's how most got the chamber's information.

Council Member Fellows observed that Oktoberfest was, by far, getting the most website traffic. He asked if there was any way to go out and try to get more corporate sponsors for Oktoberfest, knowing that it was drawing much more traffic than other events.

Ms. Nelson responded that could happen. They needed a location for the event first. It couldn't be on Market Street this year due to the construction. They had a tentative date and were hoping to make a decision in next week or so. They'd had prior and new sponsors interested. She solicited ideas from council.

Council Member Fellows stated he had some ideas. The goal for Oktoberfest would be that the city funded it – but to draw more money from sponsors than the city was providing. With the popularity and attention, he hoped for more sponsors.

Ms. Nelson replied there were also other ways to make it more profitable. Oktoberfest could book a bigger entertainer who generated ticket sales.

Council Member Fellows suggested one large sponsor, perhaps a brewery. The sponsor could take advantage of big draw of the event.

Ms. Nelson thanked council for always being open to talking to her, sharing ideas, and sharing feedback after events. At the next chamber report, she offered to do a recap of July 4 and Oktoberfest and share the metrics.

President Pro Tem Shull acknowledged the great working relationship between the city and the New Albany Chamber of Commerce. He appreciated it, he knew residents did, and now many visitors, too, got to enjoy that community feeling. He thanked Ms. Nelson.

### **BOARDS AND COMMISSIONS:**

**PLANNING COMMISSION:** Council Member Wilttrout reported the PC heard, for the second time, the New Albany Links Golf Club Final Development Plan (FDP) modification. The previous property owner cut down many 50- to 60-foot-tall trees that had prevented golf balls from landing on a nearby church and soccer field. The FDP required landscaping. The golf club was requesting the modification because the trees were gone and one could not plant trees that tall. A fence with netting had been installed and the applicant maintained it was sufficient. The church was requesting that the fence be bigger with more netting. There was a lot of public participation. At the applicant's request, the PC tabled the matter to June 17. The PC approved an application for a pool in the side of a Pamplin Court home. The lot was oddly shaped and there was not enough space in the backyard. The PC denied a FDP and 4 variances for a garage for 10 cars plus a living space on Reynoldsburg-New Albany Road.

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**PARKS AND TRAILS ADVISORY BOARD:** No meeting.

**ARCHITECTURAL REVIEW BOARD:** Council Member Durik reported that the ARB approved a paver patio on High Street with landscaping conditions, plus an additional new paver patio. The first patio was permitted but altered after approval. The second patio was not permitted. The ARB had no issues with designs, but discussed how the alteration and 2<sup>nd</sup> patio were built without approval. The ARB heard a request by the Columbus Public Library New Albany branch for a lighted sign on the northeast, back corner of their building, across from the Raines bridge. The ARB expressed concerns about the non-centered, lighted sign. Currently, there was tree in the back-center of the building and a parking space for delivery trucks on the northeast corner. There was discussion of moving the sign later which would leave holes in the wall. There was discussion of a potential back door to the adjacent garden. The library had no answer on future plans. Council members discussed how the proposed sign read and the road that used to run behind the library, replaced by the new park. The ARB suggested a sign on a post and did not approve the application as submitted. The application was tabled. The ARB approved signage for city offices at the Phelps House.

President Pro Tem Shull asked and Director Joly answered that the Phelps House sign read “City Offices,” and contained the city logo. Council Member Durik clarified that one sign was hanging on the building and the other was a post sign.

**BOARD OF ZONING APPEALS:** No meeting.

**SUSTAINABILITY ADVISORY BOARD:** No report.

**IDEA IMPLEMENTATION PANEL:** Council Member Wilttrout reported the IDEA Panel members were working on Juneteenth and getting positive feedback. She hoped to have sponsorship news soon. There would also be a t-shirt sale revenue generating opportunity. The event would take place on June 19 from 3 to 8pm at the Hinson Amphitheatre.

**CEMETERY RESTORATION ADVISORY BOARD:** No meeting.

**PUBLIC RECORDS COMMISSION:** No meeting.

**CORRESPONDENCE AND COMMUNICATION:**

NONE

**SECOND READING AND PUBLIC HEARING OF ORDINANCES:**

**ORDINANCE O-15-2024**

Mayor Spalding read by title AN ORDINANCE TO AMEND APPROPRIATIONS FOR CURRENT EXPENSES AND OTHER EXPENDITURES DURING THE FISCAL YEAR ENDING DECEMBER 31, 2024.

Finance Director Bethany Staats stated the purpose of this legislation was to provide for mid-year amendments to the 2024 appropriations resulting from an ongoing review of the city’s actual and projected revenues and expenditures compared to the 2024 Annual Budget Program and any previously approved amendments. The current ordinance received additional adjustments after the first reading. The total proposed increase to the General fund was approximately \$1.2 million. That increase consisted of \$562,000 to personal services and \$615,000 to

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operating and contract services. Another way to break this down was \$824,000 for increased operations and \$353,000 for one-time ongoing costs. The increase in appropriations to the General fund was expected to be fully funded by an increase in revenue over original estimates in the General fund for 2024. As of April 30, revenues in the General fund totaled approximately \$4 million greater than in 2023, representing a 37% increase. This did not necessarily represent how the rest of the year would go. It was strong evidence that projections would need adjustment. The finance department continued to evaluate and analyze the sources of the increase, including revenue from companies in the business parks, expiring abatements, construction withholding, and other factors. The 37% revenue increase far exceeded the 8% increase in expenses. Support for these adjustments, with details and marked changes, was in the legislative report.

Director Staats stated the appropriations increase included funds for the FOP contract, adjustments to IT for additional purchases for increased staff, additional funds for a new position in the communications division, and additional funds under Land and Buildings for renovations to the mayor’s court and council conference room areas. The remainder of the increases for the appropriation ordinance totaled \$5.9 million and were all related to capital. The majority was an increase for Market Street within the Windsor TIF fund and an increase for the Street Improvement Program, including the additional scope, with some business park funds. Within the Capital Improvement fund, the transfers netted to zero - the appropriation just moved money between projects.

President Pro Tem Shull asked and Director Staats confirmed that the city had planned to use the Windsor TIF fund money for the initial stages for the Market Street extension. The city was still finalizing the project and analyzing funding sources.

President Pro Tem Shull opened the Public Hearing. Hearing no comments or questions from the public, he closed the Public Hearing.

Council Member Wiltout moved to adopt the ordinance. Council Member Fellows seconded and council voted with 5 yes votes to approve Ordinance O-15-2024.

**INTRODUCTION AND FIRST READING OF ORDINANCES:**

NONE

**READING AND PUBLIC HEARING OF RESOLUTIONS:**

**RESOLUTION R-20-2024**

President Pro Tem Shull read by title A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ENTER INTO A MEMORANDUM OF UNDERSTANDING AGREEMENT AND RELATED MAINTENANCE AGREEMENTS WITH THE NEW ALBANY COMPANY FOR THE PURPOSE OF MEMORIALIZING CERTAIN COMMITMENTS RELATED TO THE MARKET STREET EXTENSION PROJECT.

Public Service Director Mike Barker stated the origin of this project came out of the 2020 strategic plan update after soliciting feedback about Village Center traffic and congestion. After much traffic modeling, staff felt the best way to mitigate congestion was to deemphasize the High St/US 62 intersection and offer an alternate route around the center of town. He described the layout of the Market Street extension project. A roundabout would be installed, Market Street would be extended, and Third Street would be redesigned to accommodate additional traffic. The intersection of Third Street and US 62 would be completely

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reconfigured to become the primary thru-way to Reynoldsburg-New Albany Road (RNA). The US 62/Third Street intersection would get a traffic signal and pedestrian safe crossing measures. Dublin-Granville Road would have stop conditions in both directions. The Market Street extension would have through movement past Dublin-Granville Road. This project would provide the opportunity to divert some traffic away from the SR 605/Main Street intersection and create a more direct route to and from SR 161, bypassing a portion of the Village Center.

City staff had been collaborating with The New Albany Company (NACO) to identify and implement a plan and schedule for the construction of the Market Street Extension project. The parties worked with mutual interest to move the project forward. The memorandum of understanding (MOU) established project responsibilities, time frames, and expectations. The city felt it made sense to divide the construction responsibilities of the projects to have an economy of scale, and where both projects could progress concurrently and save time. Phase 1 improvements, including improvements along RNA, on Market Street, and the construction of the roundabout, would be the responsibility of the city. Phase 2, including construction of the Market Street through what was currently the Wexner estate grounds – through new right-of-way which was dedicated to the city, and the regional stormwater basin, would be constructed by NACO. The intent was to align the schedules to reach opening day. Phase 3 of the project, not in the MOU, was the responsibility of the city, including improvements to the intersection at Dublin-Granville Road, reconstruction of Third Street, and realignment and reconnection of the Main Street intersection. Private improvements, including those on the church's and the eye doctor's properties, would happen concurrent with the city's phase 1 schedule.

Some of the higher-level details addressed within the MOU related to the land area and right-of-way the city needed to move forward. The MOU identified the collective commitments, the donation of right-of-way, and demolition of the driving school facility. The city worked with NACO to do advance clearing of land to support the extension. The MOU established a collective cost-sharing agreement and project schedule.

Subject to council's approval of this legislation, staff would implement the project schedule. The schedule was an estimate, but the city was tracking steadily towards the goal dates. The project still had to go out to bid and would be dependent on contractor availability. The collective goal was to hit the milestone dates. This legislation considered that Director Barker would presenting the MOU at this meeting and coming back to council with a resolution on June 18 to bid and award project. That would lead to bidding the project in late-July and early-August, awarding the project in early September, and potentially starting construction in early October of 2024.

Phases 1 and 2 had the same substantial completion time frame. The plan was for the extension to be open to public traffic by June 1, 2025, subject to final receipt of bids, schedules, and other availability issues. The city's intent was to complete phase 3 in mid-November of 2026. That project was scheduled out to make sure the city wasn't impacting RNA traffic at the same time as Main Street traffic at Third Street.

Director Barker stated there was still some unknowns in the project. The regional stormwater basins were identified and being fine-tuned. The parties would come back at a later date, when improvements were fully identified, to memorialize maintenance agreements between NACO and city. Generally, the city was

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responsible for infrastructure, including pipes to/from the basins. NACO would be responsible for the basin and any improvements within that area. Other enhancements may be more roadway-related or provide a larger public benefit, and those would be subject to future conversations and agreements. Per this legislation, subsequent maintenance agreements would be able to be approved in conjunction with this agreement.

Council Member Fellows asked and Director Barker answered that traffic origin/destination data did not predict a meaningful impact to east-west traffic through the city. This project would impact more north-south traffic, particularly those vehicles just passing through New Albany. The majority of traffic in New Albany didn't start or end in the city. This project would improve traffic movement in the Village Center as a whole. The target of this project was the SR 605/Main Street intersection because that was the crux of the congestion.

Council Member Fellows thought the project may pull traffic away from the school. Director Barker thought it was possible. When people found the new route convenient because there were fewer starts and stops, they would be more likely to follow the new route. Council Member Fellows thought drivers could better avoid school-hour congestion, but the new route may put more traffic on Market Street by Starbucks. Director Barker responded that the city's modeling showed the SR 605 corridor was where the incremental increase in volume was expected. He was not anticipating seeing an impact to Market Street, which was a pedestrian-oriented space and not a convenient through movement. This Market Street extension was configured for pass-thru traffic.

Council Member Fellows asked and Director Barker confirmed Third Street would enter US 62 with a stop sign. (*Clerk's note: After review, Public Service states this will be a traffic signal.*) It was likely that Third Street would be in construction in advance of 2026. Work in the summer of 2026 was scheduled to be specific to the work within Main Street, because that's where the city anticipated the largest traffic impact. The city wanted to do that work when school traffic was not a factor. By phase 3, the project would be far along, but the city was being intentional about phasing high-impact elements during summer.

Council Member Fellows stated that the city was pushing more traffic to Third Street, which would not be complete, during phases 1 and 2. Director Barker agreed. The intent was to maintain as much vehicle access as possible for the duration of construction. There would definitely be phases where the city would need to close down sections of Third Street. Public Services Engineer Wilkinson would be managing the project and another group would be actively administering the contract and coordinating with the church and other stakeholders. The city would communicate actively during construction and maintain traffic as best it could. Traffic management was a top priority.

Council Member Fellows noted the big gap from July of 2025 to November of 2026. Director Barker stated the gap was there because the city didn't want to be in a position where it was impacting traffic in important locations simultaneously, causing substantial disruption. The extended duration of project meant waiting for summer construction to benefit traffic flow.

President Pro Tem Shull asked and Director Barker confirmed that the completion of phase 2 included a connection to Dublin-Granville Road. The city would have to coordinate more details on that because

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phase 2 responsibilities overlapped at that intersection. It didn't make sense for one contractor to build half of it and another contractor to finish it. At a minimum, the city would maintain a temporary connection to allow through movement. The city wanted to retain access to Third Street until the contractor needed to be there. The connection was important and would be in place when it needed to be, but the city was still whittling down details about when that would happen. The city may have to move forward with some improvements to that intersection, in conjunction with phase 2, to tee up the future through movement.

President Pro Tem Shull understood Third Street would not be accessible at all times during construction, but stated it would be nice to have phase 2 done to make that connection. Director Barker responded that the city planned to be mindful of the timing, and that phase 2 improvements would be completed and become open to the public as soon as the connection had been made to Dublin-Granville Road. Access to the church's southern entry would be maintained as long as possible. The city committed to making the interior to the church site whole before doing anything to the roadway. The city didn't want a situation where the roadway and the church were in complete construction. The city was being thoughtful about these impacts.

President Pro Tem Shull asked and Director Barker answered the current plan for pedestrian access was a continuation of the pedestrian facilities on Market Street. Currently, there was a leisure trail on the north side and a concrete sidewalk on the south side. There were no specific bike accommodations in this section of Market Street. There would be a tree median section along the center of the roadway. City Manager Stefanov added that the speed limit would be designed for 25 mph.

President Pro Tem Shull stated, if the city was planning on walking paths on both sides, that was good. It made the roundabout easier to navigate. If the city decided not to have south side pedestrian access, that made the roundabout more difficult for crossing pedestrians.

Tom Rubey, Development Director for The New Albany Company, stated there would definitely be pedestrian connections on both sides of the Market Street extension.

President Pro Tem Shull opened the Public Hearing. Hearing no comments or questions from the public, he closed the Public Hearing.

Council Member Durik moved to adopt the resolution. President Pro Tem Shull seconded and council voted with 5 yes votes to approve Resolution R-20-2024.

**RESOLUTION R-21-2024**

President Pro Tem Shull read by title A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN INTERGOVERNMENTAL AGREEMENT WITH THE FRANKLIN COUNTY ENGINEER AND PLAIN TOWNSHIP RELATED TO THE PROPOSED WALNUT STREET AND SR605 INTERSECTION IMPROVEMENT PROJECT.

Director Barker displayed the intersection of SR 605 and Walnut Street. The east side of Walnut Street was offset to the north and not aligned. As traffic volumes increased, so had concerns about the safety of that intersection. There had been some accidents in the area. The city was approached by the Franklin County (FC) Engineer's office a while back to collaborate with a group of stakeholders, including the FC Engineer,

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Plain Township, the City of New Albany, and the Ohio Department of Transportation (ODOT). At this location, SR 605 was in ODOT's jurisdiction, Walnut Street was in the FC Engineer's jurisdiction. While this intersection was outside of New Albany's corporate boundary, the city recognized the safety issues and concerns of people who lived and worked in the city and this intersection served as a northern gateway.

In early stakeholder conversations, the parties planned on making a joint application for an OPWC grant. Subject to council approval, the city was willing to contribute around \$3.25 million to the project, the same as the county. Since then, Governor DeWine had provided \$5 million in state funding for the project. Now, the FC Engineer's office was no longer pursuing the OPWC grant because of the state funding. After state support, the city would contribute \$1.5 to \$1.6 million. As was customary with FC Engineer projects, the county would pay for the basic improvements, including standard lighting, signage, and concrete curbs. The FC Engineer allowed city to make requests for non-standard materials, like granite cobbles and New Albany-standard street lights and signage. Non-standard materials were not covered by grant proceeds. The city would get credit for what the standard materials would have cost and the city would pay the cost differential for New Albany-standard items. The city paying the cost differential was consistent with other projects.

The intergovernmental agreement established the cost sharing structure between the county, township, and city. It also included a provision that the existing right-of-way area in the intersection, yet to be acquired, would be annexed to City of New Albany and maintained by the city. This was beneficial because it allowed city control over the levels and timing of maintenance.

Council Member Fellows asked and Director Barker responded that the FC Engineer expected the project to start, generally, in 2025. The county often built roundabouts in a closure setting and were done in 3 months. The stakeholders would want to be sure to identify and put up signs for a detour – and make sure that detour aligned with all the other projects going on in the city. Director Barker was expecting 1 season of construction, probably active for 3 to 4 months, with punch list follow-up items after.

President Pro Tem Shull asked and Director Barker answered that the section of Walnut Street between Harlem Road and US 62 was not in the city's jurisdiction and the city did not maintain it.

President Pro Tem Shull opened the Public Hearing. Hearing no comments or questions from the public, he closed the Public Hearing.

Council Member Wiltout moved to adopt the resolution. Council Member Brisk seconded and council voted with 6 yes votes to approve Resolution R-21-2024.

Council Member Wiltout and President Pro Tem Shull agreed this would be a great project. It had been talked about for a long time. President Pro Tem Shull appreciated that the city would be annexing some land and could apply New Albany standards to the northern entrance to the city.

Council Member Fellows asked and Director Barker replied that he had talked to Chief Marketing Officer Josh Poland and other staff members about putting together a monthly report for the resident-centric projects. Staff's goal was to make the report available to council and residents. Staff was still working through what the report would like and where it would appear.





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### COUNCIL SUBCOMMITTEE REPORTS:

NONE

### REPORTS OF REPRESENTATIVES:

- A. Council Representative to MORPC: No report
- B. Council Representative to Joint Parks and Recreation: No report
- C. Council Representative to New Albany-Plain Local Schools: Council Member Wiltrout reported the board celebrated retirements of teachers and staff. The board gave an update from The Daimler Group regarding the Hamilton Quarter residential project, a mixed-use development with 450 units. NAPLS had a self-imposed restriction on residential development and were considering lifting that to benefit from the \$17 million-dollar tax incentive. Out of the 450 units, the developer was anticipating 35-50 students using metrics from the Market & Main apartment project. The board reached a settlement with the Plain Local Education Association in which the schools would add 2 teacher work days to the calendar without students. Superintendent Michael Sawyers emphasized there would be no change to the school start date. The board gave an update on plans for a new elementary school building housing 2 grades to be built on the varsity baseball field. Under current projections, the new building would come online in 2027. Final building plans would be presented at the board's June meeting. The board discussed the relocation of their transportation department. The board reviewed the 5-year financial forecast. The board discussed plans for travel, study abroad, and field trips.

President Pro Tem Shull asked and Council Member Wiltrout confirmed that the board was talking about relocating the softball and baseball fields. She thought they would be discussing the configuration of the fields at the June meeting or with a more comprehensive discussion of the athletic facilities. The board was hoping for a varsity sports stadium opportunity.

- D. Council Representative to Plain Township: No meeting.

### REPORTS OF CITY OFFICIALS:

- A. Mayor: No report.
- B. Clerk of Council: Clerk Mason polled council regarding the Ohio Division of Liquor Control permit requests from Griffins Floral Design regarding their new location and 24 Main regarding serving until 2:30 am. Council did not request a hearing for either permit request.
- C. Finance Director: Director Staats provided the April finance report. The report showed an increase of revenue in the General fund and a minimal increase in expenses. Withholding had increased approximately \$2.1 million and staff was researching that and other factors. Net profits and individual income tax withholding were indicative of how the businesses and economy were doing. She reviewed the trend analysis for the General fund. Council Member Fellows asked and Director Staats answered that staff was still analyzing whether the withholding increase was from construction workers. She did

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a quick pull of construction-related withholding data for 2023 on select contractors. It totaled approximately \$2.3 million and the city was continuing to analyze how that had impacted the General fund. She reviewed All Funds which had increased around \$5 million overall in 2024, \$3 million of which was in the General fund. She reviewed investment income and activity. The city had moved money between different funds to pay for state infrastructure projects. She reviewed city custodial accounts. The average yield at cost was faring well since the investment managers had leveled out some maturities and recently reinvested in higher yield products. The city’s STAR Ohio account rate was 5.58%. She reviewed the summary of All Fund cash transactions.

D. City Manager: No report.

E. City Attorney: No report.

**POLL FOR PUBLIC COMMENT:**

NONE

**POLL FOR COUNCIL COMMENT:**

Council Member Wiltout thanked staff and residents for their support of the US 62 Interchange Focus Area Plan. It was a great start, many ideas were shared. There was a meeting at Village Hall and an Open House last week. Over 150 people came out to the Open House. Development Director Jennifer Chrysler noted that the survey was still open. The city had received 281 responses so far, which was great for a focus area plan. President Pro Tem Shull observed people scanning the link and filling out the survey at the event.

**OTHER BUSINESS:**

NONE

**ADJOURNMENT:**

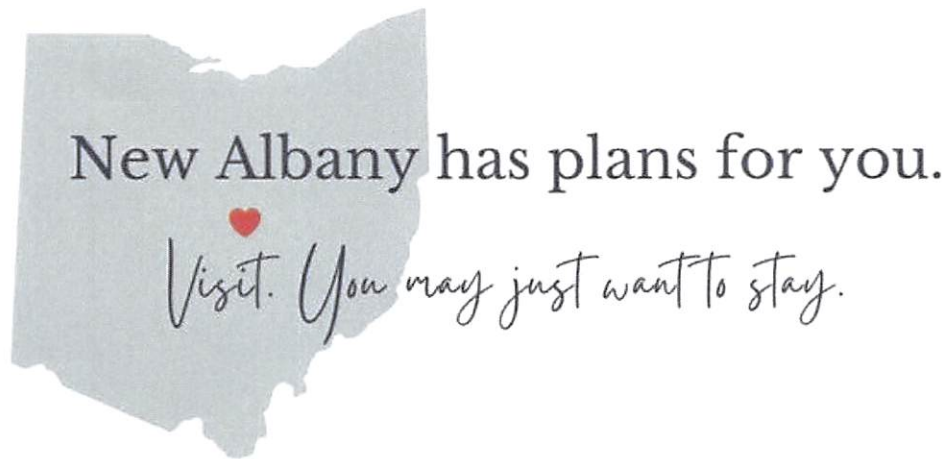
With no further comments and all scheduled matters attended to, Council Member Durik moved and President Pro Tem Shull seconded to adjourn the May 21, 2024 regular council meeting at 8:41 pm.



  
Jennifer H. Mason, Clerk of Council

 6/4/2024  
Matthew E. Shull, President Pro Tem      Date

# TOURISM SERVICES REPORT 2023



Presented to New Albany City Council  
May 21, 2024  
New Albany Chamber of Commerce

## NEW ALBANY, OHIO TOURISM SERVICES

### WHY TOURISM MATTERS

Tourism is a major economic driver for our state and for Franklin County. Annually, visitors make 49.6 million trips to Greater Columbus for conventions, trade shows, sporting events and leisure visits, spending \$6.6 billion and supporting nearly 75,000 jobs. Tourism supports one in every 12 jobs in Franklin County, and visitors pay \$1.13 billion in local, state, and federal taxes to support the arts, human services, and economic development in Franklin County.\*

### NEW ALBANY TOURISM SERVICES AGREEMENT SUMMARY

The New Albany Chamber of Commerce is the organization in New Albany designated to grow visitor spending and enhance the visitor experience. When New Albany's first hotel was built, the New Albany Chamber entered into a Tourism Services Agreement with the City of New Albany on May 16, 2013. This agreement was amended on January 1, 2016, for a period of 10 years extending through December 31, 2026.

In short, the City of New Albany pays the New Albany Chamber 25% of the collected transient tax, and the New Albany Chamber utilizes this income:

- for the promotion and publicity of the City, in order to bring the patronage and business of tourists and cultural, education, religious, professional and sports organizations into the City, for the benefit of the citizens of the City, and of the business community.
- to market, support and retain existing businesses, encourage, and otherwise facilitate new businesses to locate in the City and to offset the costs of public services provided to hotels and their customers.
- To encourage and facilitate new businesses to locate in the City, to market, support and retain and expand existing businesses and complement the City's efforts to do the same.

A robust tourism economy brings revenue that supports area infrastructure and compliments the chamber's mission of fostering a healthy business environment and promoting economic growth.

### TOURISM CHAMBER

The New Albany Chamber is the Visitors Center providing visitors, residents, and businesses with information on area lodgings, restaurants, shopping, event venues, and local events. Other materials and resources provided include maps, business directories, area travel guides, and local and state publications such as Healthy New Albany magazine, and Ohio Magazine. Examples of other tourism chambers:



\*Experience Columbus 2023 State of the Visitor Industry: Mid-Year Report

# NEW ALBANY, OHIO TOURISM SERVICES

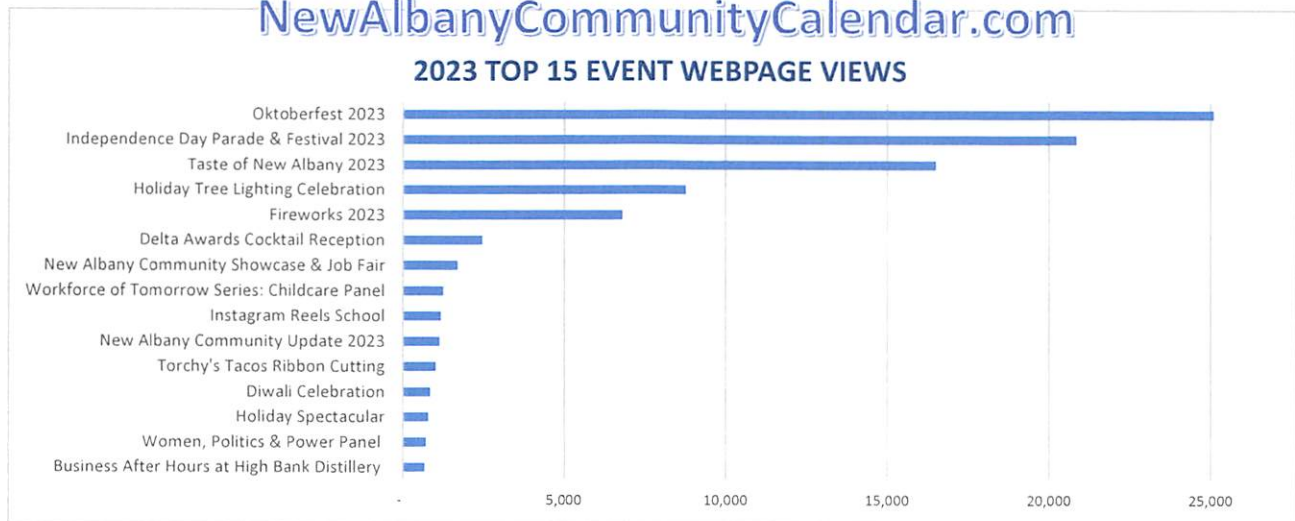


City of New Albany Hotel Transient tax collections in 2023 totaled \$601,216; of which the Chamber received 25% or \$150,304.



TOURISM PROMOTION	2023 ACTUAL
Community Advertising	\$ 21,522
Visitor Center & Event Promo	\$ 31,208
Professional Branding	\$ 13,848
Holiday Tree Lighting	\$ 29,472
Admin	\$ 54,254
<b>Total</b>	<b>\$ 150,304</b>

## NewAlbanyCommunityCalendar.com



## NEW ALBANY, OHIO TOURISM SERVICES

### CERTIFICATIONS & PARTNERSHIPS

- Executive Director and 2 staff members achieved Experience Columbus Insider (ECI) certification. Formerly the Certified Tourism Ambassador (CTA) program.
- Member of Experience Columbus. New Albany EAT SHOP STAY MEET guides are on display at the downtown, Easton Town Center and CMH Airport Visitor Centers.
- Corporate Friend Member of Columbus Young Professionals (CYP) Club
- Member of Johnstown Chamber of Commerce and Licking County Chamber of Commerce.
- American Chamber of Commerce Executives (ACCE) Member.
- Executive Director achieved IOM certification from the Institute for Organization Management in Jan 2024, completing U.S. Chamber of Commerce 4-year program.



**Ohio Travel**  
ASSOCIATION



### COMMUNITY PROMOTION, WORKFORCE & BUSINESS RETENTION

- The New Albany Chamber is the designated American Express Small Business Saturday™ Neighborhood Champion for New Albany and delivers a goodie bag of logo swag to local shops, restaurants every November.
- Q3 & Q4 Shop Dine Stay Local Social Media Campaign.
- New Albany Chamber submitted the application and coordinated site visit for New Albany to be designated Ohio Magazine Best Hometown.
- Purchases and maintains tourism specific URLs including visitnewalbanyohio.com, newalbanycareers.com, newalbanycommunitycalendar.com, newalbanyohioevents.com, newalbanyohioevents.org, and newalbanyohiojobs.com.
- Partners with City of New Albany and New Albany Company on print ads such as the full-page ad in Delta Sky Magazine 2018 and Columbus CEO New Albany Special Section Ad 2023.
- Displaying Welcome signs for large events drawing out of town visitors such as Pelotonia and Ohio Honor Ride.
- Partner with New Albany High School administrators to understand the various work/study and apprentice programs and assist in matching employers with students.



When Facebook searched for the right mix of technology infrastructure and can-do attitude, they found it at the New Albany International Business Park.

A world-class data center.  
An accelerated timeline.  
A solution powered by  
New Albany, Ohio.

Welcome to New Albany, Facebook. We're thrilled to have you join an expanding list of leading corporations who are choosing to locate their business in a place that's sized for success. Like so many others, Facebook was the strength of the business park's technological infrastructure. Including one of the nation's most robust and affordable fiber optic networks, triple electric feeds and the power of renewable bandwidth.



The data center will be one of the world's most advanced and will feature Facebook's latest Open Compute Project hardware design. In fact, power was at the heart of the decision. Because when Facebook wanted the opportunity to power its new data center with 100 percent renewable energy, New Albany developed a plan to make it happen. It's the latest in a long line of New Albany success stories. Will yours be next?

The New Albany International Business Park welcomes Facebook to its Information and Technology Cluster, where it joins other mission critical facilities for the AEP Transmission Operations Center, AEP's Disaster Financial Solutions, Ameritas Mutual Insurance, Nationwide Insurance and the TFC Technology Center. We invite you to learn more about the opportunities that rise in New Albany.

**NEW ALBANY**  
FOUNDED 1815

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Welcomes



## NEW ALBANY, OHIO TOURISM SERVICES

### COMMUNITY PROMOTION, WORKFORCE & BUSINESS RETENTION

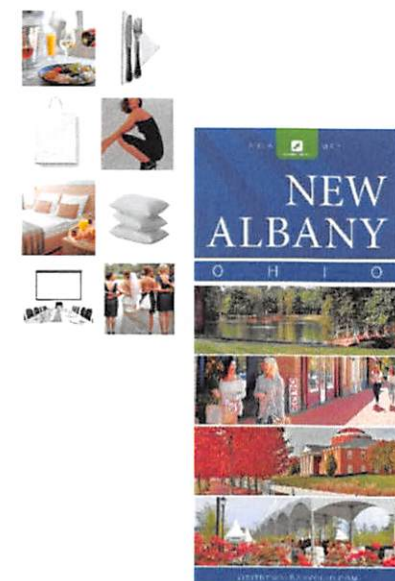
- Held a Workforce of the Future Series: Childcare Discussion Forum in September to start the discussion on childcare as a workforce issue with keynote speaker Lt Gov Husted. Started an exploratory taskforce and partnering with GROW Licking County to administer Childcare Survey Assessment to employers.
- The Chamber continues to partner with Pride New Albany and has supported the Business Ally program since 2022. Local businesses who participate get a special Business Ally decal to place on their window to show commitment to inclusivity.
- Held the Community Showcase & Job Fair in February 2023 with over 50 businesses and organizations participating.
- *NewAlbanyCommunityCalendar.com* continues to be the place to go online to find out what's going on in New Albany. There were 611 community (non-chamber) events submitted to the calendar, a 31% increase over prior year. There were 151,583 Event Page Views in 2023, 83% over prior year. Total Event Calendar searches were 119,973 in 2023 – a 106% increase from prior year.
- As the defacto New Albany Visitor Center, publications requested, distributed, delivered, and/or mailed in 2023 include:
  - 2,000+ EAT SHOP STAY Guides
  - 1,200+ New Albany Maps
  - 300+ Welcome/Information/Relocation packets
- Donated 800 light-up wristbands to the Plain Township Historical Society to give to 4<sup>th</sup> and 8<sup>th</sup> grade NAPLS students visiting the Ealy House Museum. Donated wristbands to City of New Albany for Parks Pass App contest awards.
- 2023 Digital Marketing Plan met and exceeded the goal of increased community exposure social media promotion and engagement; and increased event attendance.

<u>Social Media Channel</u>	<u>2022</u>	<u>2023</u>	<u>increase/decrease</u>
Facebook Page Followers	4,681	5,046	7.8%
Instagram Followers	2,383	2,698	13.2%
LinkedIn Followers	774	963	24.4%

- Touch base frequently with community and tourism partners including hotels to discuss occupancy rates, community event promotion and campaigns to increase “heads in beds.”
- Facilitate Touch Base Meetings with large area employers, sometimes with representative(s) of City of New Albany. The purpose being to get an overall update on the company, solicit concerns, issues, or suggestions, and assist in solving or finding a solution by connecting with the appropriate local, state, or federal resources. 2023 meetings included Google, Anomatic, Canine Companions, Amcor, AWS, and the New Albany hotels. Workforce talent recruiting and retention continues to be of primary concern.



EAT. SHOP.  
New Albany, Ohio  
STAY. MEET.





Welcome to  
New Albany, Ohio

Our excitement is working.



New Albany, Ohio

Our excitement is working.



GREAT CAREERS • GREAT COMPANIES

NEW ALBANY CHAMBER

NewAlbanyChamber.com



Our excitement is working.

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NewAlbanyCareers.com





**Eat** Blue Agave, Bob Evans Restaurant, Brax-Dog New Albany, Buttery Hall, City Barbeque, Eagles, Pizza, Elko's Wood Fired Kitchen & Tap, Fox in the Snow, Fresh, High Bank, Hudson Co., Hudson 29 Kitchen + Drink, Jeff's Place New Albany, Jimmy John's Gourmet Sandwiches, Johnson's Best Ice Cream, Local Condos New Albany, Madeline Myzostrom New Albany Dairy Queen, Pamela Bread, Pease Love Juice, Robbers Wings, Rusty Bushel Restaurant & Tavern, Starbucks, The Barn at Rocky Fork, The Goat, WINK Frozen Custard

**Shop** 54SPIRIT Ace Hardware New Albany, Ag-Pro, Duchess, Elko's Cooper, Griffin's Floral Design & Wine Shop, Haystack Gallery, Hollywood Food, Home Source Custom Drapes & Blinds, Learning Express, Oakland Nursery, Red Top Farms, Simply Quartered, The UPS Store, Trunk Warehouse, Trunk Boutique, Vinodivino Bike Works

**Stay** Courtyard by Marriott New Albany, Hampton Inn & Suites New Albany, Homel Suites by Hilton New Albany

**Meet** Gracefully Addressed Events, Janssen Farms, Lane 57 Event Venue, New Albany Country Club, New Albany Links Golf Club, Philip Hall Center for Healthy New Albany, The Estate at New Albany



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NEW ALBANY, OHIO

# 2022 DELTA AWARDS

2022 DELTA AWARD RECIPIENTS

**OUTSTANDING SMALL BUSINESS**  
HAYLEY GALLERY

**OUTSTANDING MEDIUM BUSINESS**  
THE ESTATE AT NEW ALBANY

**OUTSTANDING LARGE BUSINESS**  
GOOGLE NEW ALBANY DATA CENTER

**OUTSTANDING CITIZEN**  
LINDSAY HARRIS

**OUTSTANDING PROGRAM**  
FRY OUT CANCER

**OUTSTANDING STUDENT**  
THOMAS BOHMAN

**OUTSTANDING YOUNG PROFESSIONAL**  
LIESL HUENEMANN

NEWALBANYCHAMBER.COM

Each year, the New Albany Chamber of Commerce honors businesses and community leaders for their significant contributions to the community. Recipients are selected by a panel of judges. The awards ceremony is held at the annual meeting of the chamber. Recipients are invited to attend the annual meeting and are recognized by the chamber. Recipients are also featured in the chamber's newsletter and website. Recipients are also featured in the chamber's newsletter and website. Recipients are also featured in the chamber's newsletter and website.

*Congratulations!*



**PUBLIC INVITED! RESIDENTS, STUDENTS, JOB SEEKERS, VOLUNTEERS**

New Albany, Ohio

# COMMUNITY SHOWCASE & JOB FAIR

**EMPLOYERS, BUSINESSES, NON-PROFITS: RESERVE YOUR SPACE TODAY!**

**FEBRUARY 9, 2023**  
4:30pm - 6:30pm  
Church of the Resurrection

**NEW ALBANY CHAMBER**  
NewAlbanyChamber.com

**LEADERSHIP NEW ALBANY**

Leadership members include: Michelle Johnson, Erin Parker, John McLaughlin, Kelly Gannon, Michelle Johnson, Erin Parker, John McLaughlin, Kelly Gannon, Michelle Johnson, Erin Parker, John McLaughlin, Kelly Gannon, Michelle Johnson, Erin Parker, John McLaughlin, Kelly Gannon, Michelle Johnson, Erin Parker, John McLaughlin, Kelly Gannon, Michelle Johnson, Erin Parker, John McLaughlin, Kelly Gannon.



New Albany has plans for you!

VisitNewAlbany.com

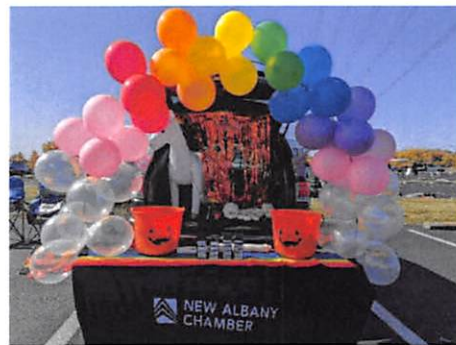


2ND ANNUAL  
**TRUNK OR TREAT**  
SATURDAY, OCTOBER 15, 2022  
3PM TO 6PM AT BEVELHYMER PARK  
PARKING AVAILABLE IN RED AND PURPLE LOTS

CANDY

FOOD

FUN



JOIN US FOR A Fabulous Evening IN NEW ALBANY

THANK YOU TO OUR SPONSORS

