

2024 ANNUAL REPORT

NORTH 24TH STREET BUSINESS IMPROVEMENT DISTRICT



BUSINESS IMPROVEMENT DISTRICT

MARCH 2025

WELCOME TO OUR 2024 ANNUAL REPORT

In 2024, the historic North 24th Street corridor continued its upward trajectory through the combined efforts of our Business Improvement District (BID) and the BID Association. This year marked significant growth as we welcomed two full-time team members, hosted a *Young Southeast Asian Leaders Initiative* Fellow, and continued to host an *Economic Recovery Corps* Fellow, bringing fresh perspectives to our work.

Our corridor – rich in history, culture, and entrepreneurial spirit – saw remarkable community cooperation, though challenges remain. Aging infrastructure, vacant properties, slow commerce, and safety concerns continue to require our attention as we work to revitalize this vital urban space.

Through targeted programs – including *Facade Improvement and Building Restoration*, *Crime Prevention Through Environmental Design*, and our *Streetscape Master Plan* – we're addressing these challenges head-on. Our mission balances economic development with the preservation of our cultural heritage, creating an inviting environment for all.

What truly defined 2024 was your involvement – residents, business owners, and all stakeholders whose participation strengthened the fabric of our community. Whether you attended meetings, supported events, or shared insights, you've been essential to our progress.

This report celebrates our achievements while outlining our vision for the future. We invite you to connect with us at connect@north24thstreetbid.com and explore ways to get involved. Your support remains instrumental as we continue the renaissance of North 24th Street.

Mission: The North 24th Street Business Improvement District Association (BID Association) champions the economic development, infrastructure improvement, promotion, and safety of the North 24th Street BID area, driven by community collaboration.

Vision: A catalyst for achieving a world-class destination in the community, culture, and economic development of the North 24th Street Business Improvement District (BID) area.

ENVIRONMENTAL CHANGE

In our fifth year, the North 24th Street BID continues to make significant investments in our corridor's physical environment through strategic partnerships and community collaboration. Our work is guided by leaders who live or work in our service area and share deep cultural, social, and historical connections to the community.

Working with the City of Omaha, the BID oversees improvements within our designated area from Meredith Avenue to Cuming Street (north to south) and 20th Street to 25th Avenue (east to west).

Our environmental enhancement initiatives create visible, positive change throughout the corridor:

N. 24th Street BID Area

- Commercial
- Residential
- Exempt

Streetscape Master Plan

Corridor-wide improvements will transform North 24th Street, creating a more welcoming atmosphere for visitors and businesses.

Facade Improvement & Building Restoration

Grants will revitalize numerous buildings, preserving historical character while enhancing our district's appeal.

Crime Prevention Through Environmental Design (CPTED)

Community cleanups regularly bring neighbors together, strengthening community bonds and pride in our shared spaces.

With a growing team, we continue to develop innovative approaches to environmental improvement that enhance the beauty and functionality of North 24th Street for everyone.

STREETSCAPE MASTER PLAN

OVERVIEW

With a focus on pedestrian safety and walkability, this multi-modal project addresses sidewalk and curb repair, traffic calming, lighting, stormwater management, green infrastructure, and parking solutions along North 24th Street from Meredith Avenue to Cuming Street. Enhancements like beautiful landscape design, historical theming, and integration of public art complete the master plan, bringing a unique identity to the corridor. The estimated cost is \$53M with a total of \$13M raised to date for Phases I and II, extending north and south beginning at 24th and Ohio Streets.

Traveled by an estimated 14,000+ vehicles each day, the corridor's enhanced streetscape design serves as a powerful economic catalyst driving the revitalization of the business district. Streamlined access between key areas increases foot traffic and attracts new businesses. This upgraded infrastructure strengthens local businesses, elevates property values, and generates new jobs – transforming the district into an attractive hub for investment, entrepreneurship, and tourism, and positioning it for sustained economic growth.

The *North 24th Streetscape Master Plan* works seamlessly and holistically with other BID initiatives like its *Facade Improvement and Building Restoration Program* – an economic development strategy for existing small business retention – and the *Crime Prevention Through Environmental Design (CPTED), Safety and Security, and Litter Control and Beautification* initiatives that offer strategies for public safety and cleanliness of the community, including the business corridor.



Our Streetscape Infrastructure Team conducts a Red Flag Meeting

**WANT TO GET MORE
INVOLVED WITH THE NORTH
24TH STREET BID? SHOW
YOUR INTEREST!**

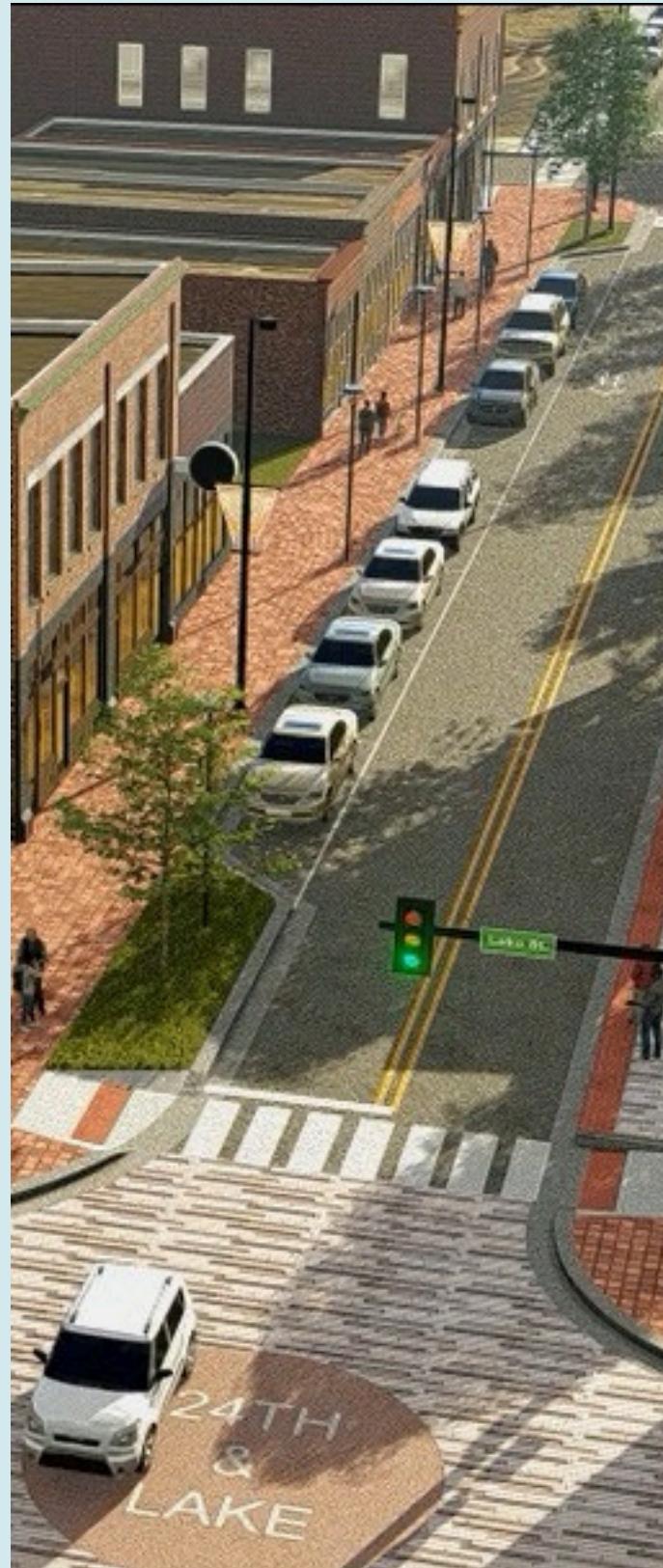


2024 STREETSCAPE PROGRESS

Communication and collaboration were our top priorities during 2024. The year kicked off on January 29 with a presentation by the City of Omaha Public Works Department that recast the project phases to align with funding availability. The *Streetscape Master Plan* aligns with and puts action behind other key community plans like *Forever North Housing and Multi-Modal Transportation Strategy*, *MetroNEXT*, the *North Omaha Trail Project*, and *Vision Zero Omaha*, in the areas of infrastructure and transit, economic growth, and community and culture, to create comprehensive positive change along the corridor. We met with those plan developers throughout the year to provide information updates, identify opportunities for shared resources, and avoid duplication of effort.

The City Public Works Department hosted monthly *Internal Coordination Meetings* that included representatives from several departments and other stakeholders involved in infrastructure-related projects within the BID area. The meetings allowed us to track project progress, communicate project changes, and coordinate action plans at key points in project delivery.

Our goal is to maintain consistency between the BID's vision for the streetscape and the resulting road design. In September, the BID participated in an NDOT *Red Flag Meeting* as one step to ensure consistency. That meeting aligned with our Phase I segment to identify potential environmental constraints or restrictions and any required mitigations.



Confluence virtual rendering of potential streetscape improvements, looking North from 24th and Lake Streets

STREETSCAPE ECONOMIC IMPACT

2025 PROJECTS

- Phase I Ohio to Sahler progresses to Design Phase
- Community engagement will resume in Q1 of 2025 to inform the Design Phase
- Preliminary plans in hand June 2025



By improving the public realm, this infrastructure investment empowers local businesses, sparks new jobs, and invites people to explore, invest, and build in the district – **laying the foundation for a thriving, resilient local economy.**

– Che Barnett, Economic Recovery Corps (ERC) Fellow



STREETSCAPE BENEFITS



\$26,800,000
Wages & Benefits Paid



\$81,700,000
Economic Impact



230
Direct Jobs Created



237
Indirect Jobs Created



Streetscape Master Plan Zones rendered by Confluence, Cuming Street to Meredith Avenue, North to South

Programming

Planning

Design

Environmental
Approval

ROW
Acquisition

Plans Package

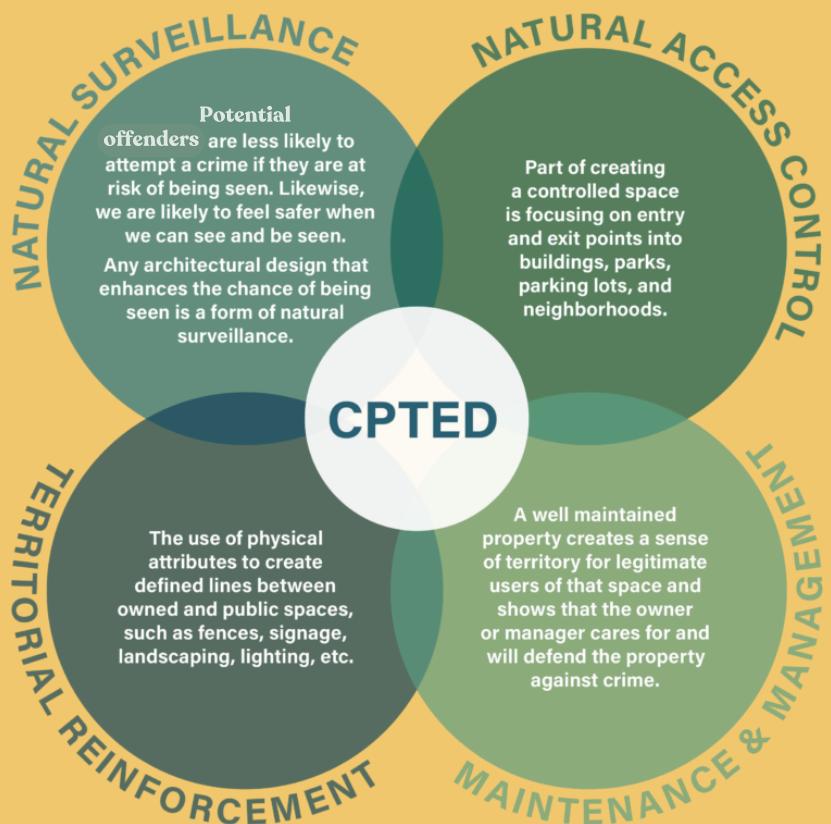
Let and
Construction

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

OVERVIEW

Since June 2020, the North 24th Street Business Improvement District (BID) has implemented *Crime Prevention Through Environmental Design* (CPTED), a globally recognized, evidence-based approach to reducing crime through environmental improvements. This low-cost, grassroots strategy leverages community meetings, cleanups, and infrastructure enhancements to make the corridor safer and more inviting.

CPTED is built on four key principles: **natural surveillance, access control, territoriality, and maintenance**. The BID also integrates Second Generation CPTED, which expands on these principles by incorporating social engagement and placemaking, thereby fostering a stronger sense of community ownership and safety. By tailoring these strategies to North 24th Street, the BID aligns with successful CPTED programs in cities like Philadelphia, PA, Flint, MI, and Seattle, WA, which have demonstrated measurable reductions in crime.



To oversee and expand these efforts, the BID hired a CPTED Program Coordinator to merge two existing programs – *Litter Control and Beautification* and *Safety and Security* – into a comprehensive strategy that enhances public safety while promoting economic growth.

The *Litter Control and Beautification Initiative* addresses **maintenance** and **territoriality** by improving the physical environment and fostering pride in the corridor. The BID supports these principles through community cleanups, weekly groundskeeping, Good Neighbor Letters, and reporting city code violations to maintain cleaner, safer public spaces.

2024 LITTER CONTROL & BEAUTIFICATION PROGRESS



126 Volunteers
participated in Community Cleanups



18 Good Neighbor Letters
written requesting improvement



360+ Hours
volunteered in cleanups



750+ Bags of Trash
collected from North 24th Street

The *Safety and Security Initiative* reinforces **access control, natural surveillance, and territoriality** through improved lighting, increased signage, and direct engagement with local businesses and law enforcement. Monthly *Safety and Security Meetings* focus on solutions like Omaha Public Power District's *Dusk-to-Dawn Lighting Program*, Omaha Police Department's *Closed Property* signage, and speed mitigation measures. Additionally, *Community Conversations* provide an open forum for discussing security concerns and developing solutions in partnership with businesses and residents.

2024 SAFETY & SECURITY PROGRESS



91 Total Participants
in *Safety and Security Meetings*



22 Closed Property Signs
on North 24th Street



2 Temporary Feedback Signs
installed on North 24th Street



Initiated Grease Stain Removal
through municipal engagement

By combining strategic maintenance, safety enhancements, and active community engagement, the BID is creating a safer, more vibrant North 24th Street, one where businesses can thrive and residents feel a stronger sense of ownership and security.

2023-2024 CRIME DATA

Offense	2023 Totals	2024 Totals
Arson	0	2
Assault Offenses	93	135
Burglary/Breaking & Entering	5	8
Counterfeiting/Forgery	0	0
Destruction/Damage/Vandalism	40	53
Embezzlement	0	0
Fraud Offenses	4	6
Homicide Offenses	2	2
Kidnapping/Abduction	1	0
Larceny/Theft Offenses	36	78
Motor Vehicle Theft	16	6
Not Reportable/All Other	112	117
Robbery	3	3
Sex Offenses	3	3
Grand Total	315	413

CPTED COMMITTEE MEMBERS

Linda AlSharif - Heart Ministry Center
Bobby Brumfield - Leonum Advisors
Bridget Hadley - City of Omaha / resident
Joey Lynch - Union for Contemporary Art
Octavia Jones - Heart Ministry Center
Samantha Harter - Omaha Police Department
Samantha Jackson - North End Teleservices
Shannetta Bland - North End Teleservices
Teresa Negron - YouTurn Omaha
Capt. Kenneth Fox - Omaha Police Department
Tom Ward - North 24th Street BID
LaVonya Goodwin - North 24th Street BID
Willie Stennis - North 24th Street BID

FACADE IMPROVEMENT & BUILDING RESTORATION

OVERVIEW

Since the passage of the National Historic Preservation Act (NHPA) in 1966, facade improvement and building rehabilitation programs have emerged as vital tools to encourage historic preservation and enhance the exterior appearance of buildings and storefronts within communities. These initiatives target commercial, residential, and mixed-use properties, both within and outside designated historic districts, and offer financial incentives to stimulate participation.

While revitalizing neglected commercial districts and neighborhoods often begins with individual property owners and businesses improving single buildings or storefronts, comprehensive plans incorporating facade improvement programs significantly accelerate these revitalization efforts. The impact of these programs is evident in new signage, paint schemes that highlight a building's historic character, updated doors and windows, and the restoration of deteriorated exterior structures. These improvements translate into economic reinvestment, strengthened locally-owned businesses, increased circulation of dollars within the community, and the attraction of new businesses and shoppers to the area.



FACADE IMPROVEMENT & BUILDING RESTORATION PROGRAM

The North 24th Street Business Improvement District (BID) encompasses 505 properties within a 2.3-mile area. According to the Douglas County Assessor, the majority of built structures in this area are in fair or poor condition. The BID's *Facade Improvement and Building Restoration Program* aims to address the area's critical infrastructure needs, including the structural integrity of failing buildings, improved facades, historic restoration, and interior enhancements. The program also provides training opportunities to foster economic growth and enhance community pride among small business owners and commercial property owners.

RESTORATION PROGRAM PROGRESS

In 2023, the BID applied for approximately \$37 million from the *North and South Omaha Recovery Grant* (NSORG) to support the renovation and historic preservation of buildings and businesses within the district to revive 36 buildings contributing to the North 24th and Lake Streets Historic District. In 2024, the BID was awarded \$2 million from NSORG to implement the *Facade Improvement and Building Restoration Program*. This program will distribute subaward funds to at least three commercial property improvement projects, administer at least five business training workshops, and fund personnel to manage the program.

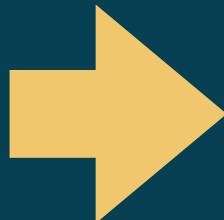
In September, the BID welcomed Deni Putra Maharta, a Fellow with the *Young Southeast Asian Leaders Initiative*, through an award from the United States Department of State. In October, Willie Stennis joined as the Program and Operations Manager. As a result of these additions to our team, we have researched and compared local, state, and national facade improvement and building restoration programs, developed the initial program application draft using best practices, and secured a grant management platform.

We have maintained active engagement with BID stakeholders to ensure program success. To gauge interest and needs, we mailed 106 postcards to stakeholders announcing the program and requesting participation in our *Facade Improvement and Building Restoration* program survey. We received 33 survey responses, which have been used to assess stakeholder needs and define program criteria.

Funded through a City of Omaha Community Development Block Grant awarded in 2021, the facade improvement of Goodwin's Spencer Barbershop demonstrates how facade changes can revitalize a building while maintaining its historic charm.



*Goodwin's Spencer Barbershop
before restoration*

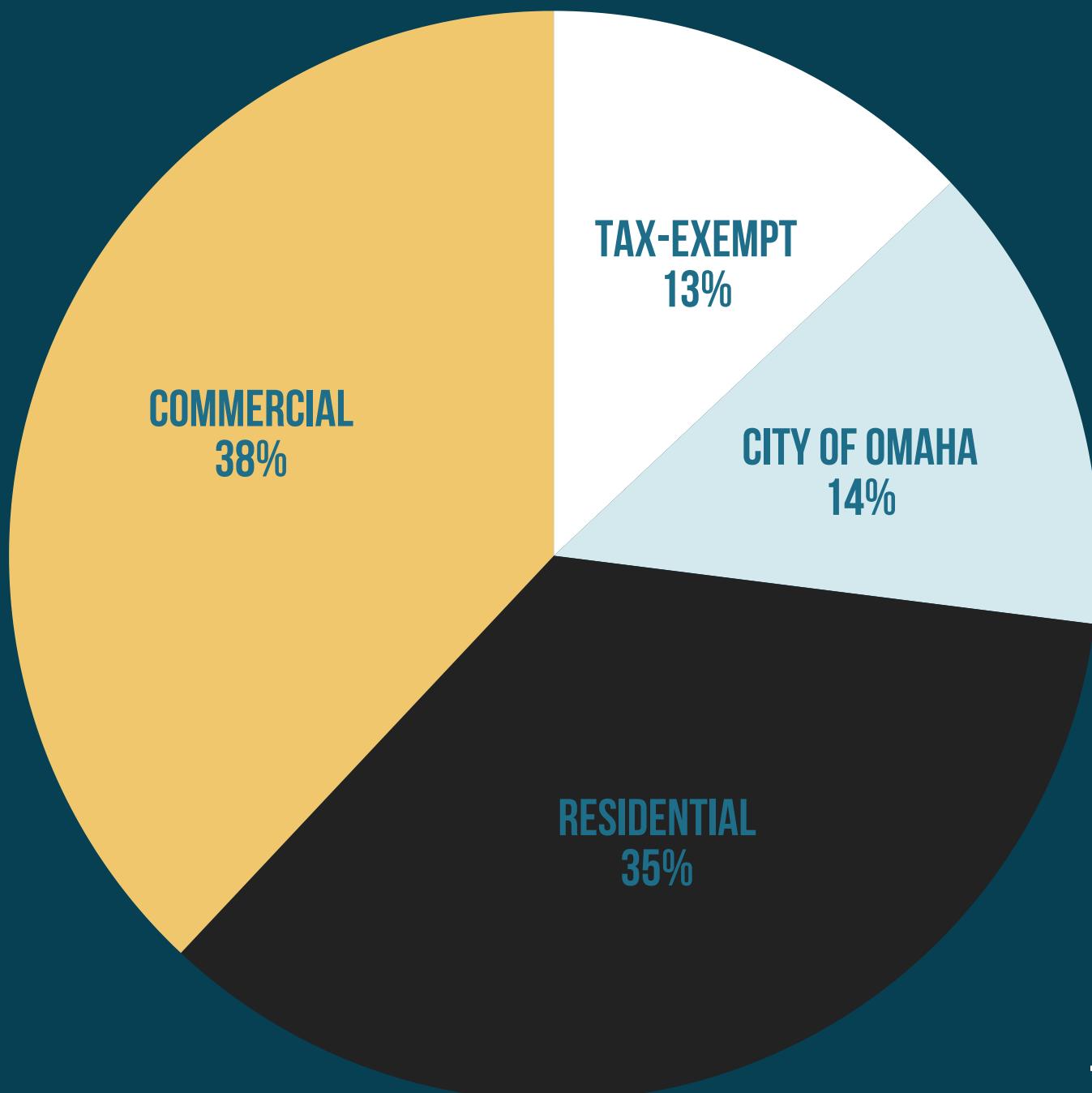


*Goodwin's Spencer Barbershop
after restoration*

2025 OBJECTIVES

- Finalize *Facade Improvement and Building Restoration Grant Program* application and manual in Q1
- Establish a Subaward Selection Committee
- Launch the *Facade Improvement and Building Restoration Grant Program* in Q1
- Host four training workshops by the end of Q4
- Select and complete the first round of “Quick Win” projects in 2025

NORTH 24TH STREET BID PROPERTY COMPOSITION



ECONOMIC RECOVERY CORPS

A New Partnership for Economic Transformation

The *Economic Recovery Corps Program* (ERC) is made possible through a cooperative agreement with the U.S. Economic Development Administration. The International Economic Development Council directs the ERC Program in partnership with six leading national organizations from across the economic development landscape.

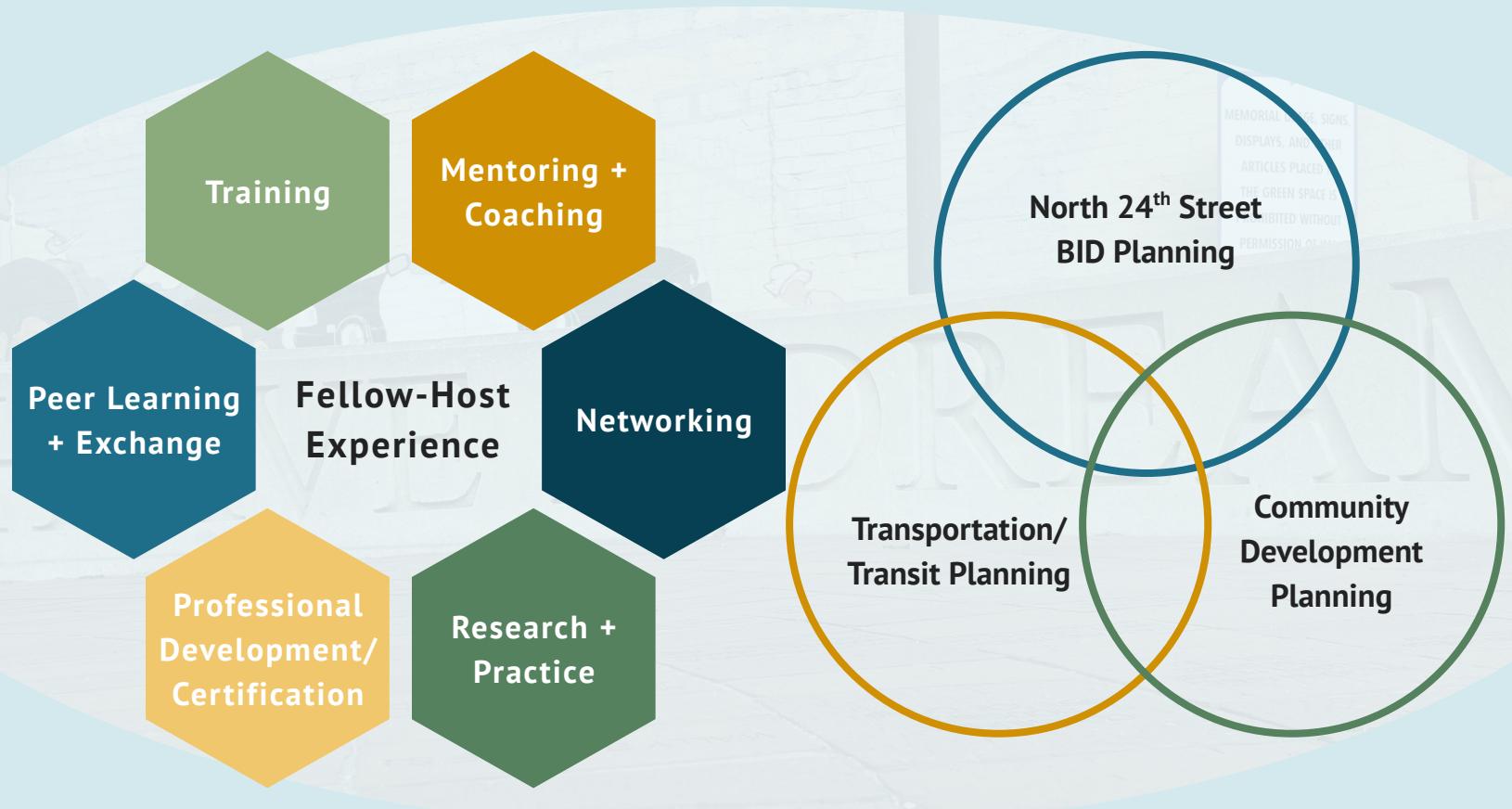


Economic Recovery Corps Fellows Group Photo

The North 24th Street Business Improvement District Association, supported by the City of Omaha Office of the Mayor and the Metropolitan Area Planning Agency, competed against – and was selected from – more than 500 communities nationwide to participate as a Host Organization for the ERC. To help with capacity building and accelerate locally driven economic development projects, the program provides \$250,000 in-kind to sponsor a fellow for 2.5 years.

In 2024, Che Barnett relocated to Omaha to join the BID Association as our ERC Fellow. Her work focuses on advancing three BID programs – the *North 24th Streetscape Master Plan*, promoting the District's *Cultural Assets and Tourism Opportunities*, and *Organizational Capacity Building* – framing each program as an economic driver and creating performance metrics to document and support their success. The end goal is to enhance the urban experience for businesses, residents, and visitors in the district.

CREATING A FRAMEWORK FOR ECONOMIC DEVELOPMENT



During 2024, the BID conducted a review of existing studies, plans, and policies from various entities that impact North Omaha and the BID area. The purpose was threefold:

1. Understand what had been done and by whom
2. Connect the BID's work to regional transportation and economic development, including the regional *Comprehensive Economic Development Strategy*
3. Identify intersections, duplication, and opportunities to partner or fill gaps between the plans

The resulting report demonstrated coordinated effort between transportation/transit planning and community development, with the BID clearly positioned to lead business improvement without duplicating efforts from other agencies, while having unique, complementary roles in the transportation/transit and community development realms.

EQUITABLE ECONOMIC DEVELOPMENT

One goal of the ERC is to address deep-rooted disparities across urban, rural, and tribal communities. Concepts of equity are often described and measured using three key interconnected elements: Access, Process, and Outcome (APO). During 2024, we focused APO on Equity of Process for the *Streetscape Master Plan*. Equity of Process is characterized by the fair and intentional involvement and inclusion of all stakeholder groups in economic development decisions affecting their communities, including planning processes, development of policy and regulation, and implementation of initiatives and programs.

Actions taken during 2024 towards equity included the BID's attendance at City Public Works *Internal Coordination Meetings* for the streetscape improvements, our participation in an environmental *Red Flag Meeting*, and a review of funding award contracts for the streetscape managed by the City of Omaha.

WORK IN 2025

ERC advances new methods for economic development that promote economic resilience and transformative change. Reporting on metrics, key performance indicators, and baseline data for the BID's economic development work, advancing marketing and promotion efforts, and continuing our work with key collaborators will be highlights of 2025.



Che Barnett and LaVonya Goodwin lead a breakout session during a federal resources training event in Washington, D.C.

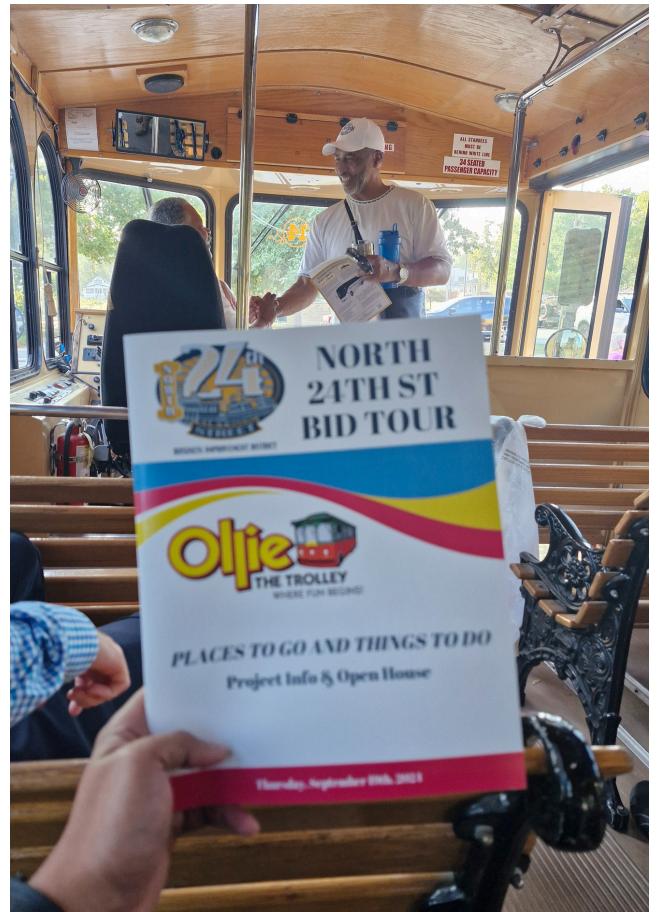
COMMUNITY INVOLVEMENT



North 24th Street BID Community Cleanups offer free dumpster access to residents and businesses in the area



Our quarterly 24th & Good Morning networking events engage and connect business owners



The North 24th Street BID hosted its first Ollie the Trolley Tour to celebrate corridor progress and future developments



BID board members and U.S. Representative Don Bacon toured the North 24th Street corridor's expansion sites for the Streetscape Master Plan

TAX ASSESSMENT – INCOME

BID Income Sources January - December 2024

GOVERNMENT GRANTS

City of Omaha	\$ 5,795.90
International Economic Development Council (In-Kind)	90,000.00
North and South Omaha Recovery Grant Program	15,121.10
Special Tax Assessment	13,086.00
Total Government Grants	124,003.00

CONTRIBUTIONS, GIFTS, GRANTS, AND SIMILAR

Corporate	18,443.95
Foundations	101,000.00
Individual Donations	7,766.20
Total Contributions, Gifts, Grants, and Similar	127,210.15

INVESTMENT INCOME

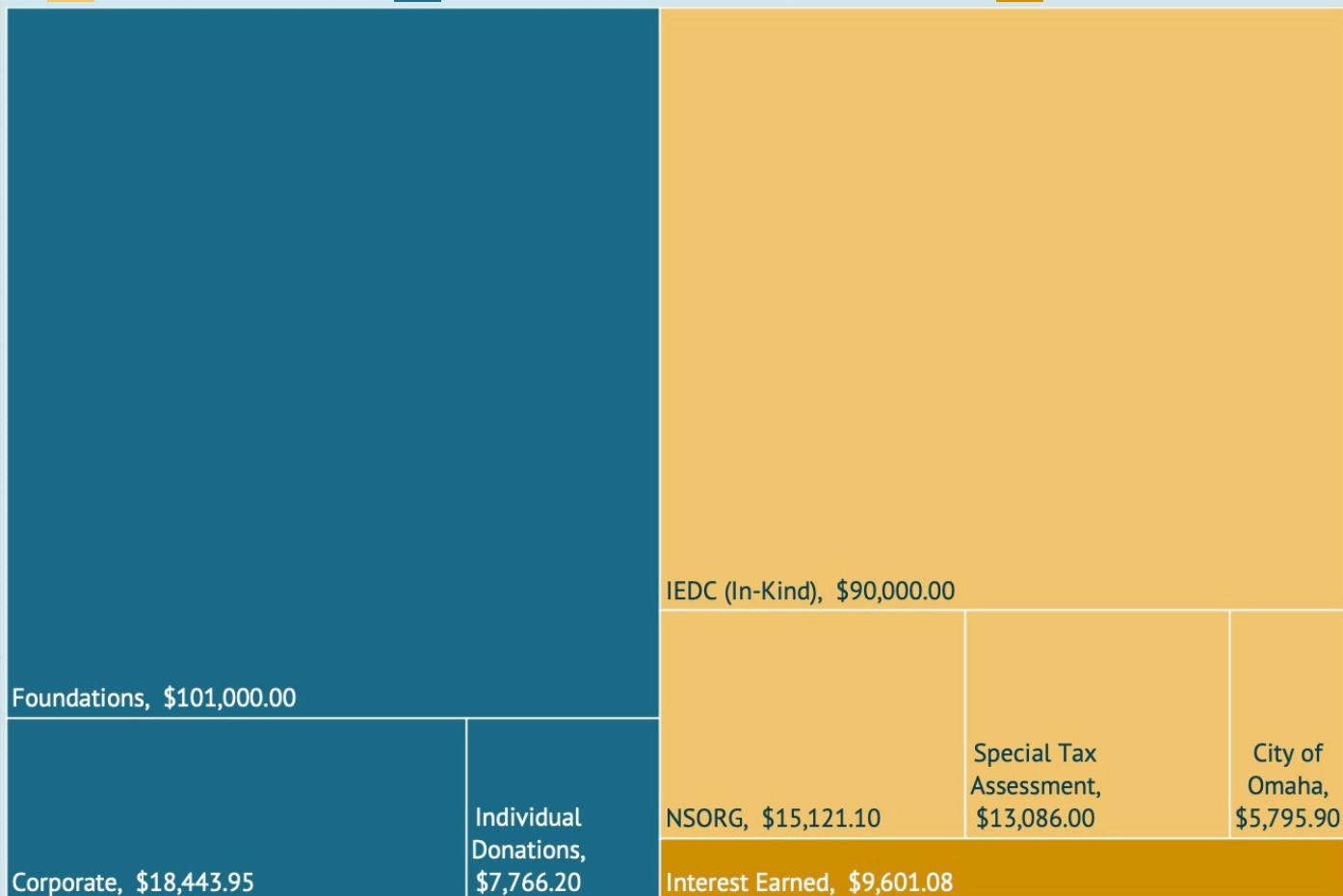
Interest Earned	9,601.08
Total Investment Income	9,601.08

TOTAL INCOME	\$ 260,814.23
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Government Grants

Contributions, Gifts, Grants, and Similar

Investment Income

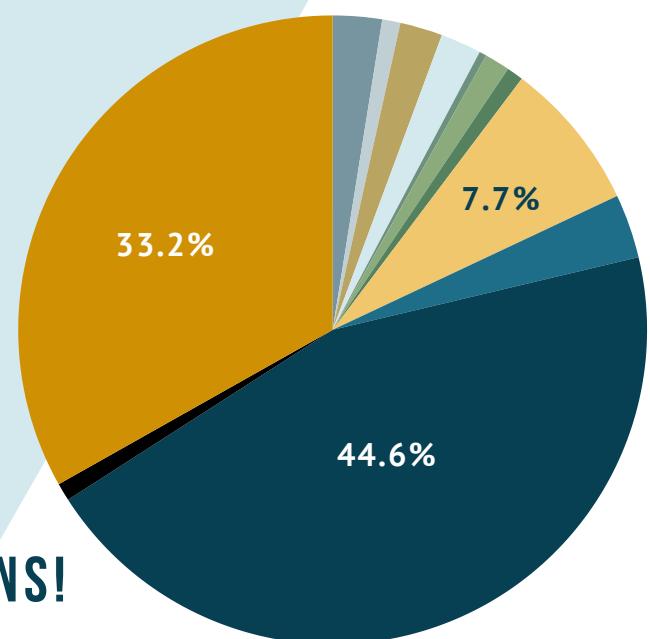


TAX ASSESSMENT – EXPENSES

BID Functional Expenses January - December 2024

Advertising and Promotion	\$ 7,335.46
Insurance	2,727.81
Office Expense	6,355.82
Occupancy	6,102.49
Conferences, Conventions, and Meetings	1,078.54
Travel	3,777.61
Information Technology	2,480.07
Fees for Services	22,454.73
Payroll Taxes	9,554.81
Salaries and Wages	129,698.89
Pension Plans	2,668.61
Other Expenses	96,392.85
TOTAL EXPENSES	\$ 290,627.69

- Advertising and Promotion
- Insurance
- Office Expense
- Occupancy
- Conferences, Conventions, and Meetings
- Travel
- Information Technology
- Fees for Services
- Payroll Taxes
- Salaries and Wages
- Pension Plans
- Other Expenses



THANK YOU FOR YOUR CONTRIBUTIONS!

ASSESSMENT
REVENUE &
COMMERCIAL
PROPERTY
CONTRIBUTIONS

Assessment and
billing of
property owners
by City of Omaha

Property owners
pay assessment
fees to City of
Omaha

North 24th BID is
reimbursed by
City for
approved
expenses from
assessment
revenue

OUR NEW BOARD MEMBERS



Jewel Rodgers works as a Development Manager for Noddle Companies and also privately develops along North 24th Street, including North Omaha's Tierra Park (2413 Spencer St.).



Sarah Long works as the Director of Rehabilitation Services and Non-Invasive Cardiology for Creighton University Medical Center-Bergan Mercy Campus. Sarah graduated from Creighton University with a Doctorate in Physical Therapy and an Executive MBA.



Anthony Ashby is the President of CHI Health Immanuel. Anthony also volunteers with many organizations, including Omaha-Council Bluffs American Red Cross and the Mayor's Community Advisory Board, helping to develop a Strategic Plan for Diversity, Equity, and Inclusion for the City of Omaha.



Teresa Coleman-Hunter, MPA, JD, is the Executive Director and CEO of Family Housing Advisory Services Inc., which works to improve the quality of life and eliminate poverty for low to moderate-income individuals. Teresa serves on many local non-profit boards.

BOARD MEMBERS

BID BOARD

LaVonya Goodwin

Local Affiliation: Goodwin's Spencer Barbershop Owner
Board Title: President



Michael Maroney

Local Affiliation: Omaha Economic Development Corporation
Board Title: Treasurer



Ralph Kleinsmith

Local Affiliation: Lozier Corporation
Board Title: Secretary



Dr. Ralph Lassiter

Local Affiliation: Mt. Moriah Baptist Church
Board Title: Member



Jewel Rodgers

Local Affiliation: Noddle Companies and local developer
Board Title: Member



Sarah Long

Local Affiliation: CHI Health Creighton University Campus
Board Title: Member



BID ASSOCIATION BOARD

Ralph Kleinsmith

Local Affiliation: Lozier Corporation
Board Title: President



Bentley Swan

Local Affiliation: Swan Development, Carnation Ballroom
Board Title: Treasurer



Teresa Coleman Hunter

Local Affiliation: Family Housing Advisory Services
Board Title: Secretary



LaVonya Goodwin

Local Affiliation: North 24th Street BID Association
Board Title: Executive Director



Doysa Whitaker

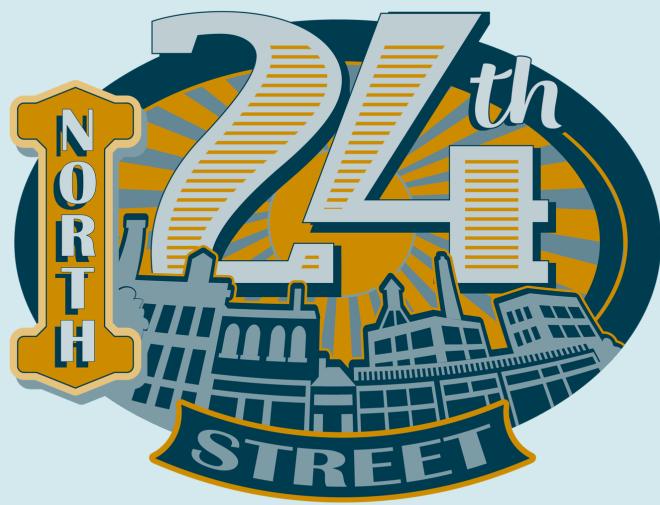
Local Affiliation: Prince Hall Grand Lodge
Board Title: Member



Anthony Ashby

Local Affiliation: CHI Immanuel
Board Title: Member





BUSINESS IMPROVEMENT DISTRICT

This report is a testament to the power of collective action. To our dedicated donors, residents, business owners, and all stakeholders of the North 24th Street Business Improvement District:

THANK YOU!

Your involvement – whether through joining us for events, sharing insights, or donating your time or financial resources – has been essential to our progress. You have actively strengthened the fabric of our community, turning our shared mission into tangible success.

The renaissance of the North 24th Street corridor is truly a community effort. We are grateful for your partnership and look forward to continuing this vital work together.

GIVE A GIFT:

