

**North Omaha Turnback Tax Grant  
2025 Report**

June 30, 2025

Brandon Metzler  
Clerk of the Legislature  
Room 2018  
Nebraska State Capitol  
P.O. Box 94604  
Lincoln, NE 68509-4604

Dear Mr. Metzler,

Attached, please find the report submitted by the “North Omaha ‘Turnback Tax’ Grant Committee,” in fulfillment of the annual reporting requirements outlined in Neb. Rev. Stat. §13-2610. This report includes:

- (i) A description of the projects that were funded during the most recently completed calendar year (p. 2);
- (ii) A description of where such projects were located (p. 2-3);
- (iii) A description of the outcomes of such projects (p. 4); and
- (iv) A ten-year strategic plan (p. 5-9).

Sincerely,

The North Omaha Turnback Tax Grant Committee

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*This document submitted electronically via Agency Submission Report form at  
<https://nebraskalegislature.gov/agencies/index.php>*

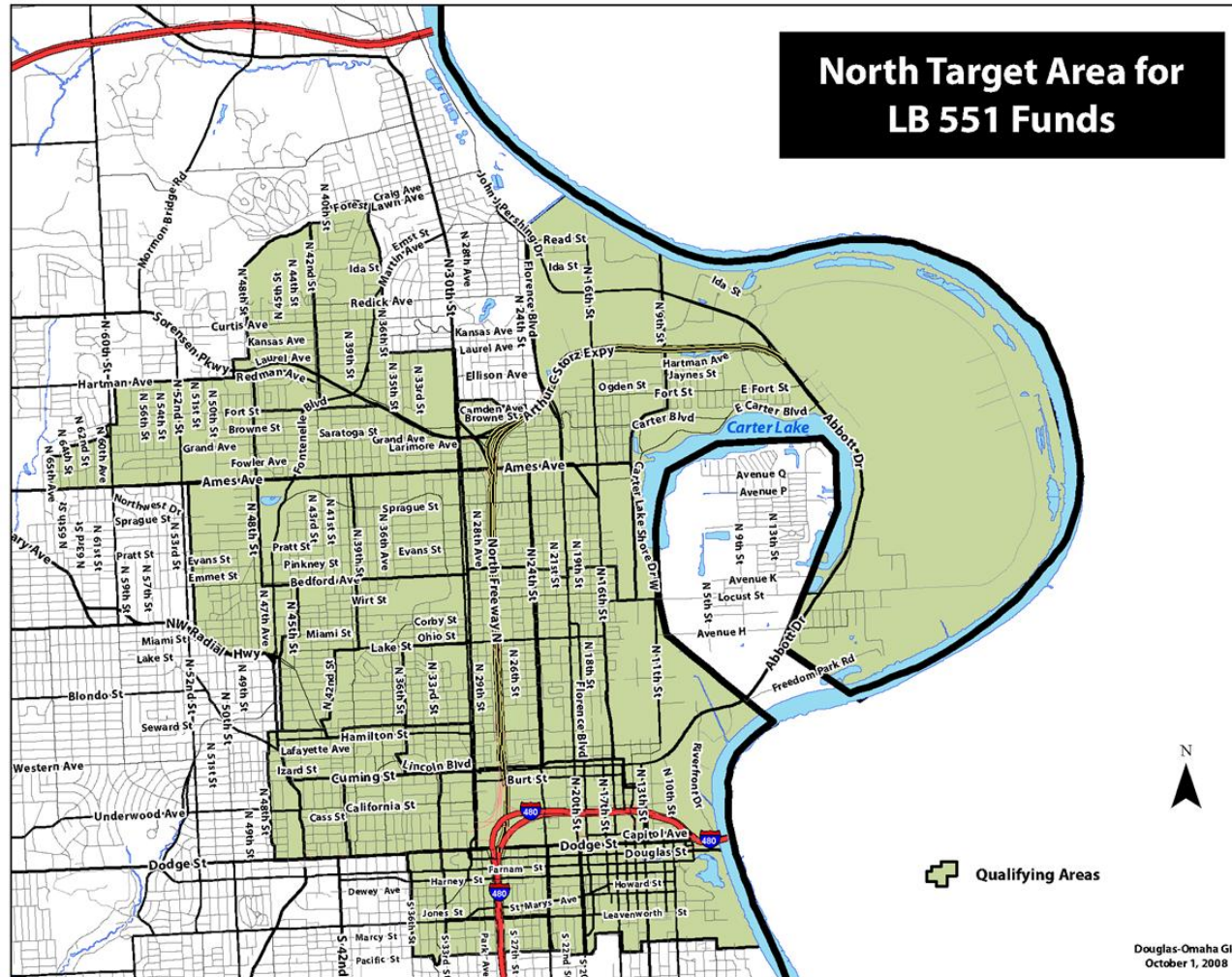
# North Omaha Turnback Tax Grant 2025 Report

## 2023-24 Award Summary

Organization	Project Title	Award Amount	Mailing Address	City
1 A Mother's Love Inc	EmpowerHer Workforce Development Program	\$ 9,000	1299 Farnam St, Ste 341	Omaha
2 African American Empowerment Network	Fourteenth Annual Christmas in the Village	\$ 10,000	2401 Lake Street, Suite 110	Omaha
3 Best Burger. Omaha	Best Burger. Operations Investment	\$ 5,000	2112 N 30th Street	Omaha
4 Black Power Redevelopers	Black Power Redevelopers	\$ 4,000	4507 S 15th Street	Omaha
5 Bold Beauty Hair and Beauty Supply	Bold Beauty Hair and Beauty Supply	\$ 5,000	1210 North 26th Circle	Omaha
6 Bryant Resource Center, Inc.	Revitalization of Bryant Center and BRC Basketball Courts	\$ 5,000	3504 N 58th Street	Omaha
7 Compete Insitute of Socioeconomic Policy and Education	Project Access	\$ 5,000	2417 Burdette Street, Ste 203	Omaha
8 Destruction Dance Drill Team	Destruction Dance Drill Team Outreach	\$ 5,000	4330 N. 31st Avenue	Omaha
9 Doll House Fashions	Investment capital for Doll House fashions	\$ 10,000	2310 N 24th St, Suite 2	Omaha
10 FOTS Families of The Stolen	Gone But Not Forgotten Community Walk	\$ 4,000	4138 Burdette St	Omaha
11 Freedomtainment Inc	Omaha Freedom Festival a Celebration of Juneteenth	\$ 10,000	6720 N 30th Street	Omaha
12 Gateway Transitional Housing	Gateway Transitional Housing Improvement Plan	\$ 10,000	6337 North 33rd Street	Omaha
13 Georgias House of Hope	Ban the Bullying Initiative	\$ 5,000	6513 Boyd street	Omaha
14 Golden Rule Living LLC	Teen Probation Day Reporting Center	\$ 8,000	3024 Myrtle Ave	Omaha
15 Great Plains Black History Museum	GPBHM Community Exhibits & Presentations	\$ 5,000	2221 North 24th Street	Omaha
16 HALLINS Corporation	LOVAM Jazz Festival	\$ 8,000	3515 Fontenlle Blvd	Omaha
17 Island Chill	Food addition to the Island Chill beverage truck	\$ 10,000	5001 N 42nd St	Omaha
18 Ital Vital Living LLC	Ital Vital Living Health Hub Expansion	\$ 7,800	2323 North 24th Street	Omaha
19 Malcolm X Memorial Foundation	Annual Malcolm X Birthday Celebration	\$ 5,000	3448 Evans Street	Omaha
20 Midlands African Chamber	MAC Xcelerator Economic Inclusion Program	\$ 5,000	7930 Blondo Street, Suite 100	Omaha
21 North Omaha Community Partnership	Youth Job Training and Mentorship Program	\$ 10,000	2406 Fowler Ave, Suite 312	Omaha
22 O. NE Mentoring Academy	Mentoring Mindfulness for at-risk youth	\$ 5,000	4313 Saratoga St	Omaha
23 Omaha Branch NAACP	NAACP Juneteenth Parade, Awards and Recognition, Sister Circle	\$ 5,000	2221 N 24th St	Omaha
24 Queens Butterfly House	QUEENS Mitigation Project	\$ 7,500	4723 North 129th Avenue	Omaha
25 Stable Gray	Expansion of Photo and Video Studio	\$ 10,000	3223 N. 45th Street	Omaha
26 The Keys Foundation	Confidently Me Mentorship Program	\$ 5,000	PO Box 31594	Omaha
27 The Union for Contemporary Art	Exhibition and Performing Arts Seasons	\$ 10,000	2423 N 24th St	Omaha
28 Walkers Convenience Mart	Walkers Convenience Mart	\$ 10,000	3932 North 16th St	Omaha
<b>TOTAL</b>		<b>\$ 198,300</b>		

*Note:* Addresses listed are provided by applicant organization and do not necessarily encompass site(s) of project activities. Funds are distributed to areas with a high concentration of poverty and recipients eligible for funding complete projects in the target area highlighted in the attached map on page 4.

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2023-24 Award Final Reports

Final reports submitted by 2023-24 grant recipients are available electronically via the following link:

<https://drive.google.com/drive/folders/1MwLDzmqhQtFOnyN1WkZeONK7tj6hKElIH?usp=sharing>

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## Committee Strategic Plan

### **I. Purpose**

Nebraska’s Convention Center Facility Financing Assistance Act provides that ten percent of the collected tax funds “turned back” to the City of Omaha from the State of Nebraska shall be equally distributed to areas with a high concentration of poverty. An “area with a high concentration of poverty,” is defined as an area within the corporate limits of a city of the metropolitan class consisting of one or more contiguous census tracts, as determined by the most recent federal decennial census, which contain a percentage of persons below the poverty line of greater than thirty percent, and all census tracts contiguous to such tract or tracts, as determined by the most recent federal decennial census. Census data designates two distinct geographic areas in Omaha that meet this definition: “North” and “South” regions, respectively. Per statute, each area shall establish a development fund and form a committee which shall identify and research potential projects to be completed in the target area and make final determinations on the use of the funds received for such projects. This document pertains specifically to the practices and strategies of the Turnback Tax Grant Committee serving the region in North Omaha.

Nebraska’s Convention Center Facility Financing Assistance Act further provides that funds shall be used for three purposes: to 1) showcase important historical aspects of an area with a high concentration of poverty, 2) assist with the reduction of street and gang violence in such areas, or 3) assist with small business and entrepreneurship growth in such areas. The Act stipulates that 55% of the funds shall be allocated for the first two purposes while 45% shall be allocated for the third purpose.

The North Omaha Turnback Tax Grant Committee’s strategic plan documents the Committee’s practices, responsibilities, and targets to uphold the purposes of the funds distributed in eligible areas in the community of North Omaha.

### **II. Roles and Responsibilities**

The North Omaha Turnback Tax Grant Committee is responsible for soliciting, reviewing, and awarding grant applications and reports on an annual basis. Statute dictates the Committee’s membership to consist of four voting members and one non-voting member:

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*A. The member of the city council whose district includes a majority of the census tracts which each contain a percentage of persons below the poverty line of greater than thirty percent.*

Councilmember LaVonya Goodwin, representative of District 2, fills this appointment upon her inauguration to the Omaha City Council in June 2025.

*B. The commissioner of the county whose district includes a majority of the census tracts which each contain a percentage of persons below the poverty line of greater than thirty percent.*

Douglas County Commissioner Chris Rodgers, representative of District 3, has filled this appointment since his election to the Douglas County Board of Commissioners in 2005.

*C. Two residents of the area with high concentration of poverty, appointed by the aforementioned two members of the committee, shall be appointed for four year terms.*

Inaugural Resident Committee Members were solicited in September 2021 and applications were accepted through October 12. Candidates were interviewed by committee members in a public meeting held on November 1, 2021. Ernest White and Rodney Johnson were selected to serve as resident members and public notice of the appointments was made November 12, 2021.

*D. The member of the Legislature whose district includes a majority of the census tracts which each contain a percentage of persons below the poverty line of greater than thirty percent.*

Senator Terrell McKinney, representative of District 11, fills this nonvoting committee appointment.

Each member attends meetings of the North Omaha Turnback Tax Committee and participates in the review of grant applications, reports, and the planning and development of other activities and documents, as needed, in coordination with staff.

### **III. Historical Approach**

Generally, the North Omaha Turnback Tax Committee prepares a grant application document to be released to the public in early fall, in conjunction with hosting a public hearing to solicit project ideas from the public. After applications have been received, committee members individually receive applications for review and then gather as a group to make the final determination regarding the annual

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distribution of funding to such projects. Applicants are notified about their award status in winter and then staff process award payments for recipients. Recipients submit interim and final reports regarding their funded projects. Unique factors, including limitations to public gatherings during the COVID-19 pandemic and the appointment of new Committee members, have, on occasion, impacted the timeline of these annual activities.

Application documents have historically been submitted to the Committee in paper form and copies were divided and distributed in paper form to each Committee member, while two sets of copies were retained for staff purposes. In 2022, applicants uploaded and submitted their applications through an online webform. In 2023 and 2024, grant applications were submitted using a new online portal, which allowed for applicants to save their progress over time and prepared applications in a uniform format for reviewers. Applicants completed fields in a webform and uploaded the completed grant application document and supporting documentation as attachments to the form. Applications were organized into a digital drive and Committee members received a direct link to the drive to review all materials submitted by applicants.

### **IV. 2025 – 2026 Approach**

The committee has tentatively targeted August 25, 2025 to release the annual grant application and hold a public hearing. The public will be made aware of the meeting and application availability at minimum via notice in *The Daily Record*, posted notices on the City and Douglas County websites, an email to recipients from the previous cycle, and other methods of notification outlined in statute. This hearing may be made available for virtual participation by members of the public.

Applications will be accepted until September 29, 2025 (tentatively). During that time, the application will be available online via the City and Douglas County websites.

Once the application period closes, the committee will review applications individually before publicly meeting on or about November 6, 2025 to review and make the final determination regarding the annual distribution of funding. This meeting will also be publicly noticed via *The Daily Record*, and the City and Douglas County websites and may be made available for virtual participation by members of the public.

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After the final meeting, applicants will be contacted regarding the outcome of their application and official notice of award is anticipated to be issued by or during the week of December 15, 2025. Recipient award details and applicant documentation will be provided to the City of Omaha's Finance Department for the preparation of award checks for disbursement in the first calendar quarter of 2026.

This upcoming cycle the Committee continues to refine the content of the application, particularly in terms of gathering relevant information for specific applicant types (e.g., nonprofit vs. business). The application is now implemented as a fully digital, web-based application form accessible by portal login. The Committee intends to continue refining the online application process while also developing a similar process whereby interim and final reports may be submitted by recipients in the same portal as the application. In making changes to the application and reporting process, the Committee weighs considerations, including accessibility for prospective applicants, streamlined administrative activities, ease of access for reviewers, and reduction of waste.

The volume of grant applications submitted to the North Omaha Turnback Tax Grant Committee has increased more than four fold in four years (from 19 applications in 2020, to 37 in 2021, 68 in 2023, and 90 in 2024) while the amount of funds available for allocation has not grown at the same rate (from \$149,260 in 2020 to \$237,811 in 2024). As this pacing continues, the Committee is challenged to distribute limited funds among many worthy applicants and, further, to make awards per the statutory distribution (45% allocated for businesses and entrepreneurship and 55% allocated for historical and violence reduction purposes) even when overall requests may not be similarly proportioned.

The Committee continues to examine processes to effectively and efficiently review applications and make awards. In particular, the Committee has discussed formalizing and implementing application evaluation criteria to align with funding priorities and compliance with statutory eligibility. The Committee also continues to refine the reporting requirements of recipients in order to gather relevant detail regarding awarded project progress and outcomes.

Additionally, the terms of the Committee's two resident members expire in late 2025, after the conclusion of the grant application cycle. With staff support, the Committee will make preparations for resident appointments in accordance with statutory guidance.



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### **V. Strategic Goals**

The Committee shall solicit project ideas from the public and shall hold a public hearing in the area with a high concentration of poverty. The committee shall research potential projects and make the final determination regarding the annual distribution of funding to such projects. The Committee shall distribute appropriated funds in areas with a high concentration of poverty to showcase important historical aspects of such areas, to assist with the reduction of street and gang violence in such areas, and to assist with small business and entrepreneurship growth in such areas and shall observe statutorily dictated proportions of said funding distribution. The Committee shall ensure awards meet community needs and are responsive to the statutory charge by reviewing reports and maintaining regular communications with recipients and shall annually review recipients to determine whether consecutive funding limit has been reached and whether project is eligible for continued funding based on the statutory criteria. Additionally, the Committee shall conduct an annual review of any amendments to the Convention Center Facility Financing Assistance Act and Committee members shall be (re)elected and (re)appointed, according to their election cycle and term limits.