



2018 – 2019
Annual Report

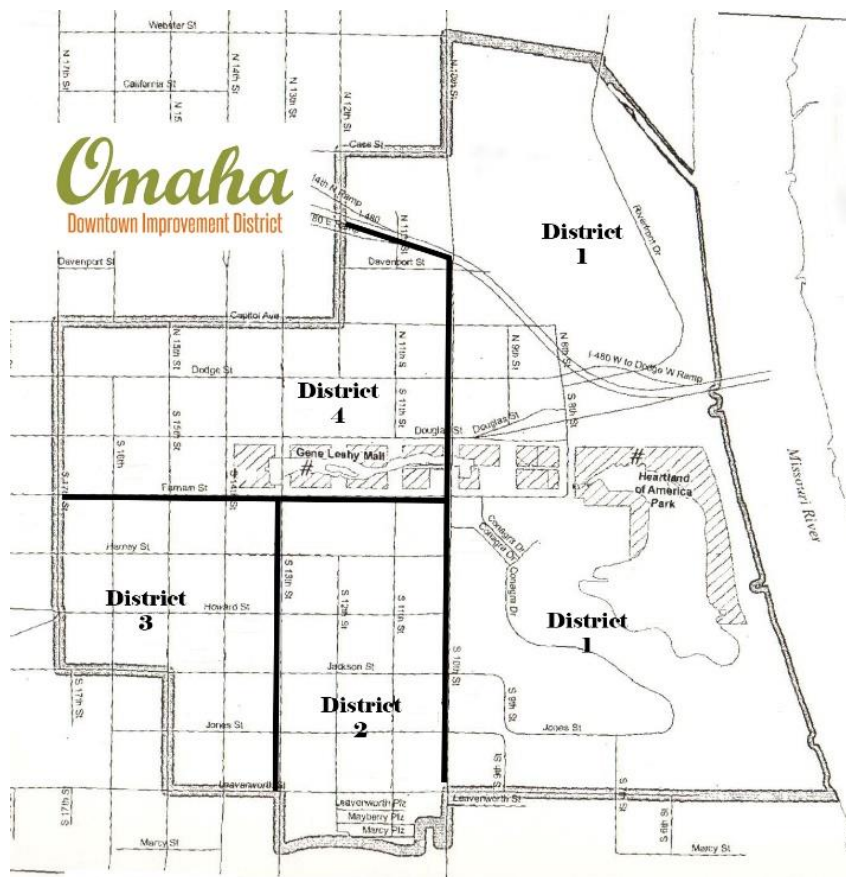
Omaha Downtown Improvement District

The Omaha Downtown Improvement District Association (ODID) was established by public election (Ordinance 6874) in 2007. The ODID Board of Directors is comprised of volunteer elected representatives from the various constituencies within the District: businesses, residents, and property owners all have seats.

The mission of the association is to support, preserve, create, and enhance a clean, green safe, and active, competitive, and thriving Downtown Omaha that attracts and retains businesses, employees, residents, and visitors.

The Clean & Green Team maintains clean and beautiful public spaces; the Downtown Ambassadors provide friendly assistance to visitors and residents; a privately contracted security team operates in the evenings and on weekends; and a highly effective advocacy program focuses on everything from working with residents to assisting businesses in day to day needs. The association is also deeply involved in local events and activities produced for the public and sponsors several regular activation programs such as outdoor exercise classes, art walks, and outdoor music concerts.

Downtown District Boundaries



2018 - 2019 Highlights

- Clean & Green Team Update
 - Additional full-time Gardner in April
 - New full-time team member in Nov.
 - Rebranded team and vehicles
 - 9 new dog waste stations
 - 5 new trees in The Old Market
 - Purchased 20 cigarette towers
 - Perennials purchased this year for flowerbeds
 - Featured on the Omaha World Herald front page April 16, 2018
- Increased security patrols to *Officer 1*: Thurs. to Sat. from 7 p.m. to 3 am & Sun. 3 pm to 11 pm; *Officer 2*: Thurs. to Sat. from 11 pm to 7 am & Sun. 11 pm to 7 am
- Updated and reorganized accounting program budgets for better public audit
- Participated in Omaha Gives! and raised close to \$1000
- Six new Ambassador team members
- Chaired the Old Market Fall Festival and Holidays in the Old Market committees
 - 15,000+ in attendance to Fall Festival event

New Equipment Purchased

- 2018 Blue Kawasaki Mule 5x 4x4
- 2015 Kawaskai Mule 610 4x4 equipped with 3500# winch & snow blade
- Little Wonder Walk Behind Power Vac
- Simpson 150-gal power washing trailer
- Toro 21" snow blower
- Two Stihl handheld blowers

Over Ten Years of Successful Service to Downtown

Advocacy

- Facilitated Public Meetings on Downtown Issues
- Legislative Support on Downtown Related Issues
- Solutions to Disputes between Constituents
- Providing info to the crafting of City Ordinances impacting Downtown

Business Support & Activation

- Welcome Ambassador Program
- Outdoor Exercise Classes at Riverfront and in the Gene Leahy Mall
- Food Truck Rallies
- Downtown Brand Development
- City Council Meeting Presence
- Old Market Association
- Downtown Omaha Inc.
- Subsidized Group Advertisements

Communications

- ODID Website Upkeep
- Major News Pushes
- Seasonal Mailed Newsletters
- Major Downtown Event Promotion
- Media Relations
- Social Media – ODID, Downtown Omaha, & Old Market
- Yearly Stakeholder Meetings & Survey
- Weekly Events Calendar Eblast
- Annual Report

Long-Term Strategizing

- Downtown Master Plan
- 16th Street Renovation
- Transportation Alternative Analysis
 - BRT
 - Downtown Circulator
 - Bike Lanes
- DID Strategic Planning
- Downtown Parking Study
- Gene Leahy Mall Improvements
 - Playground
 - 11 Street Bridge
- Deeper Community Involvement
- Riverfront Revitalization
- District Boundary Expansion
- Coordinating with other Core Neighborhood District

Cleaning & Maintenance

- Daily Litter Control
- Minor Maintenance and Painting
- Sidewalk Power wash Cleaning
- Graffiti Removal
- Trash Consolidation
- Recycling Opportunities
- Alley Repairs and Cleanup
- Minor Constituent Issues
- Liaison to Public Works & City Planning

Safety & Security

- Increased Security Patrols
- Information Sharing
- Public Crime Prevention Residential Forums
- Hospitality & Business Safety Forums
- Homeless Day Shelter Support
- Security Camera Installation Projects
- Improved Omaha Police Department Relations
- Improved Omaha Fire Department Relations

Landscaping

- Over 100 Trees Planted
- Arboretum Designation
- New Design Standards
- Annual Flower Program

Pedestrian Amenities

- Take A Seat! Public Art
- Pedestrian Recycling
- Sidewalk Grant Program
- Artistic Bike Racks
- Pedestrian & Vehicular Wayfinding

Downtown Omaha Stats



713

Downtown Businesses

Source: 2016 US Census Bureau



29,343

Employed in Downtown

Source: 2018 Bureau of Labor Statistics



\$1.5 Billion

Annual Sales Volume

Source: 2016 NE Department of Revenue



41,063

Parking Spaces in 136-block

On Street – 12%

Off Street – 88%

Source: ParkOmaha.com



14,927

Projected 2020 Population

2010 – 6,102

2013 – 13,560

*Source: 2017 Census & Applied Geographic Solutions
1-mile radius from 16th & Douglas*



4,080

Houses & Condos

2,813

Renter-occupied apartments

Source: 2016 city-data.com



Major City Plans

Riverfront Revitalization Project – A project with the City of Omaha and Heritage Services to improve the Riverfront and surrounding areas to fit the needs of the public. The programs with the most interest included bettering the connection with the river, waterfront trails, public restrooms, children's area, waterfront dining and much more. \$260 Million of private funding was raised to pay for this project. The City will contribute \$50 Million over 3 years.

Gene Leahy Mall: Ground broke – February 2019 with finish date projected in 3rd Quarter 2021

Heartland of American: Start 2nd Quarter of 2020 with finish date projected 3rd quarter 2023

Lewis & Clark Landing: Start 2nd Quarter of 2021 with finish date projected 1st Quarter 2023

ORBT – Omaha's first Bus Rapid Transit line, located on Dodge Street and connecting major destinations from Westroads Mall to the Old Market, is scheduled to begin service in 2020. 25 to 27 stations will offer more amenities than conventional bus stops; traffic signal technology will prioritize transit vehicles at major intersections plus designated travel lanes; and specialized vehicles departing every 10 minutes during rush hour will offer the highest level of transit service available in the region.

Continued Exploration for the Modern Streetcar – This 3.2-mile modern streetcar will serve as a "Downtown Connector" that will connect people and places between North Downtown, Downtown, Midtown and UNMC. Studies show this transit improvement could lead to more than one billion dollars in new development, thousands of jobs and significantly increase the residential population in Downtown Omaha. The Urban Circulator would accommodate 130-160 passengers per vehicle, it would share travel lanes and stops with buses, operate in mixed traffic and have room for bikes on board.

Projected Program Improvements for 2020

Clean & Green Team

One new seasonal Clean & Green Team employee to focus on litter in the Central Business District plus weed and water throughout the District



Security

Increase coverage to:

- One additional security officer Sunday to Thursday
- Two additional officers Friday & Saturday nights year-round
- Two to four additional officers during the high-volume month of June
- Working with OPD to schedule off-duty officers at strategic locations during the month of June

Activation

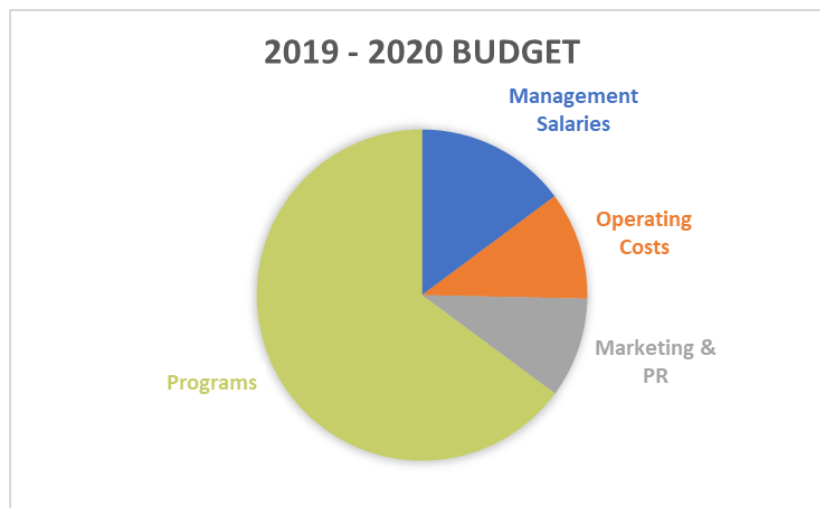
Increased efforts to assist organizations within the District to improve and promote activation events with economic development emphasis

- Holidays in the Old Market
- Capitol District Summer Series
- YMCA Outdoor Bootcamp
- Personal Self-Defense classes



ODID Budget

Description	2018-2019 Budget	2019-2020 Budget
Management Salaries & Benefits	\$78,000	\$81,000
Liability Insurance	\$12,500	\$15,000
Office & Operating Costs	\$20,000	\$22,500
Audit/Tax/Bookkeeping	\$18,000	\$20,000
Communication Staff	\$31,500	\$40,000
Membership Subscription & Staff Development	\$4,000	\$4,000
Website, Promotions & Marketing	\$8,000	\$8,000
Public Relations Meetings	\$1,000	\$1,500
Clean & Green Team Staff	\$170,500	\$205,615
Clean Supplies	\$5,000	\$5,000
Clean Equipment	\$15,000	\$30,000
Recycling/Dumpsters	\$1,500	\$1,500
Flowers & Mulch	\$10,000	\$2,000
Trees	\$10,000	\$15,000
Private Security	\$65,000	\$85,000
Ambassadors Program	\$5,500	\$5,500
Activation Events	\$2,000	\$5,000
Total Expenses	\$457,500	\$546,615
Assessment Funding	\$411,505	\$485,152
Voluntary Contributions	\$45,000	\$50,000
Less estimated not collected	(\$10,000)	(\$10,000)
Transfer from Reserves		\$21,463
Total Receivable	\$446,505	\$546,615



Deliberate frugality over the past three years has allowed us to build up enough savings that we can now self-fund several of our most pressing needs. This budget addresses smaller needs in several other programs & aggressively expands our Clean & Green Team and private security team.

2019 - 2020

ODIDA Board of Directors

LARGEST ASSESSED PROPERTIES REPRESENTATIVES

Matthew Bosch
Union Pacific

Tim Malik
*First National
Bank*

Kristyna Engdahl
MECA

PROPERTY OWNERS

John Coolidge
Ward 1

Caroline McBride
*Ward 2
Secretary*

Dan Emanuel
*Ward 3
President*

Arnold Reeves
*Ward 4
Treasurer*

Nicole Fox
Ward 1

Mark Mercer
Ward 2

Bill Owen
Ward 3

Bob Ortmann
Ward 4

BUSINESS TENANTS

Elizabeth Kittell
Pretty in Patina

Patty Bain
Marriott Downtown

Jeff Jorgensen
Tannenbaum

John Sova
*RDG Planning & Design
Vice President*

RESIDENTS

Becky Wells

Bill Goodwin

David Johnson

Dayton Headlee

Sam Giustra

OTHER

Keith Backsen
Visit Omaha

Brian Littler
Old Market Association

ODID Staff



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Maintenance Supervisor
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Colin Wynn
Gardener

Mike Schon
Groundskeeper

Mark Christensen
Clean Team



Omaha

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