



CITY OF OMAHA
CITY COUNCIL
Omaha/Douglas Civic Center
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June 30, 2023

Clerk of the Legislature
Mr. Patrick J. O'Donnell, Clerk
State Capitol
P.O. Box 94604
Lincoln, NE 68509-4604

Dear Mr. O'Donnell,

Enclosed, please find the reporting for the 2021-2022 South Omaha Turnback Tax Grant as required by Nebraska Revised Statute 13-2610:

- i. A description of the projects funded during the most recently completed calendar year – p. 2
- ii. A description of where such projects were located – p. 2
- iii. A description of the outcomes of such projects – pp. 3 – 9
- iv. A ten-year strategic plan on how the committee plans to meet the goals described in subdivision (3)(a) of §13-2610 – pp. 10 – 13

Please do not hesitate to reach out with any questions or concerns. Committee members can be reached via phone, 402-444-7025, or email, roger.garcia@douglascounty-ne.gov. You may also contact the City Council office directly at 402-444-5547 or email sarah.lara-toney@cityofomaha.org.

Sincerely,

Vinny Palermo
Grant Committee

Roger Garcia
Grant Committee

Victor Baez
Grant Committee

Sarah Dragon
Grant Committee

	Applicant	City	State	Zip	\$ Request	\$ Awarded	Project Name
1	Banister's Leadership Academy	Omaha	NE	68132	\$20,000.00	\$3,000.00	Juvenile Justice Family Navigator Program
2	Big Brothers Big Sisters of the Midlands	Omaha	NE	68102	\$7,500.00	\$3,000.00	Community-Based Mentoring in South Omaha
3	Boys & Girls Clubs of the Midlands	Omaha	NE	68131	\$5,000.00	\$4,000.00	SMART Moves at the South Omaha Club
4	Cinco de Mayo Omaha	Omaha	NE	68107	\$12,000.00	\$2,000.00	Parade: Recognizing Family History
5	City Sprouts	Omaha	NE	68131	\$16,580.00	\$5,000.00	South Omaha Urban Farming Internship
6	Completely KIDS	Omaha	NE	68105	\$10,088.00	\$5,000.00	South Omaha Youth Engagement Programs
7	El Museo Latino	Omaha	NE	68107	\$35,000.00	\$5,000.00	2022-Latino Arts in Nebraska: History, Culture and Arts
8	Estrellitas de Omaha	Omaha	NE	68107	\$10,000.00	\$2,000.00	El Grito de Independencia 2022
9	Father Flanagan's Boys' Home	Omaha	NE	68107	\$5,576.00	\$2,500.00	Lift Together with Boys Town - Common Sense Parenting Services
10	Girls Incorporated of Omaha	Omaha	NE	68107	\$10,605.00	\$5,000.00	College & Career Prep: Success Prep & Eureka!
11	Gomez Heritage PTO	Omaha	NE	68107	\$20,000.00	\$1,000.00	Gomez Heritage Outdoor Learning & Exploration Space
12	Heartland Hope Mission	Omaha	NE	68107	\$15,000.00	\$5,000.00	Hunger and Homelessness Prevention Program
13	Iglesia Cristiana Discipulos de Cristo	Omaha	NE	68107	\$13,740.00	\$2,000.00	School of Music
14	Jackson Boxing Club	Omaha	NE	68105	\$10,000.00	\$3,000.00	Operating Funds
15	La Casa del Pueblo	Omaha	NE	68108	\$12,000.00	\$2,000.00	South Omaha Juvenile Justice Forum
16	Latino Center of the Midlands	Omaha	NE	68107	\$10,000.00	\$4,000.00	Healing Circulos: Leadership Development Activities
17	Latino Peace Officers Association	Omaha	NE	68107	\$11,400.00	\$7,000.00	LPOA 20th Annual Easter Egg Hunt/Mentoring
18	Mexican American Historical Society of the Midlands	Omaha	NE	68107	\$10,700.00	\$3,500.00	Mestizaje in the Magic City - The Fusion of the American Experience
19	Miguel Keith Project	Omaha	NE	68134	\$1,000.00	\$1,000.00	Miguel Keith Park Veteran Brick Walk and QR Codes
20	Police Athletics for Community Engagement (PACE)	Omaha	NE	68107	\$29,147.50	\$19,000.00	2021 Athletic Programming Field Improvements
21	ReConnect, Inc.	Omaha	NE	68105	\$17,090.00	\$0.00	
22	Roberta & Bob Rogers Gallery	Omaha	NE	68108	\$5,150.00	\$2,000.00	Faces of South Omaha
23	Salvation Army Kroc Center, The	Omaha	NE	68107	\$25,464.00	\$4,000.00	Club Kroc Sponsorships and Extension, and New Kroc Teen Program
24	Santa Lucia Festival Committee, The	OMaha	NE	68108	\$10,000.00	\$2,000.00	The Italian Mural Project
25	Simple Foundation, The	Omaha	NE	68107	\$30,000.00	\$3,000.00	Safe Place to Play and Learn
26	South Omaha Neighborhood Alliance	Omaha	NE	68134	\$10,000.00	\$5,000.00	Magic City Plaza Mosaic Sculpture Project
27	South Omaha Veterans & Community Club	Omaha	NE	68107	\$30,000.00	\$17,000.00	Exterior Restrooms and Storage Area
28	Victory Boxing Club & Community Center	Omaha	NE	68107	\$25,000.00	\$19,000.00	Victory Boxing Club & Community Center Youth Program
					\$418,040.50	\$136,000.00	

Final reports submitted by 2021-2022 grant recipients are available electronically via Google Drive:
https://drive.google.com/drive/folders/1iKSRDKuDBjc_tJTeINorXGEnK2jWOhE?usp=sharing

Bannisters Leadership Academy | Juvenile Justice Family Navigator Program

Funds were used to provide stipends for program participants, as well as dinner and evening snacks for the twice-weekly in-person program on Thursday nights at the Kroc Center, whereby Family Navigators provide case management to 45 youth in the detention diversion program.

Big Brothers Big Sisters of the Midlands | Community-Based Mentoring in South Omaha

Funding was used to recruit, screen, and train more mentors in the community in order to match them with wait-listed participants. Funding also supported the existing 80 matches by ensuring program continuity with community partners such as OneWorld and the South Omaha Violence Intervention and Prevention.

Boys & Girls Clubs of the Midlands | SMART Moves at the South Omaha Club

Funding for SMART Moves develops youth's social-emotional skills to support health decision making and to avoid risky behaviors. The program is delivered in age-specific cohorts which allow program staff to tailor the curriculum according to participant needs and development. Participants engage classroom activities, role-playing scenarios, and field trips to develop the necessary skills to avoid street and gang violence.

Cinco de Mayo Omaha | Parade: Recognizing Family History

The theme of the Parade was 'Familia', with Mexican and Latina families recognized as the 2022 Grand Marshalls, and leading the parade down South 24th Street.

City Sprouts | South Omaha Urban Farming Internship

The Urban Farming Internship allowed fifteen young adults to develop workforce skills while learning the basics of urban farming and building a community. Funds paid for a second year intern to receive leadership training, while compensating the intern manager to complete daily tasks.

Completely KIDS | South Omaha Youth Engagement Programs

Grant funds were used to support program staff and purchase materials for the afterschool program at RM Marrs Middle School and the Stephen Center in South Omaha, serving homeless youth and their families.

El Museo Latino | 2022-Latino Arts in NE: History, Culture, and Arts

Funds were used to research, develop, and present the exhibition "2022 Latino Artists in Nebraska: History, Culture, and the Arts," during Hispanic Heritage Month, and featuring local, regional, and state-wide artists. The exhibit was accompanied by artist gallery talks, scholarly presentations, workshops, and bilingual guided gallery tours.

Estrellitas de Omaha | El Grito de Independencia 2022

Funds were used to help cover the costs of security, staffing, and staging El Grito de Independencia on September 16, 2022, at the Fiestas Patrias Omaha Festival and featured live entertainment, mariachi, los churros, and food and drink.

Father Flanagan’s Boys’ Home | Lift Together with Boys Town – Common Sense Parenting Services

Funds were used to purchase class materials for parents enrolled in the program, allowing them to learn about and develop skills to manage communication, discipline, decision making, relationships, self-control, and school success.

Girls Incorporated of Omaha | College & Career Prep: Success Prep & Eureka

Funds were used for program personnel costs, program supplies, and externship stipends for program participants, who were given hands-on work force training, placed in paid internships, and provided assistance with the college application processes.

Gomez Heritage PTO | Gomez Heritage Outdoor Learning & Exploration Space

Funds were used to create an outdoor learning and exploration space, including seating, sensory garden, plants, general landscaping, and required maintenance, allowing for use by Gomez Heritage Elementary and the community with the goal of reducing street and gang violence.

Heartland Hope Mission | Hunger and Homelessness Prevention Program

Funding was used to supplement purchasing food for the food pantry and increase staffing needed to interface with low-income families needing increased food assistance and additional support as stimulus programs end and inflation increases.

Iglesia Cristiana Discipulos de Cristo | School of Music

Funds were used to develop and implement the School of Music, allowing youth and young adults to learn how to play musical instruments for free while being involved with a community that allows them to make good choices and prevent gang affiliations from taking shape.

Jackson Boxing Club | Operating Funds

Funds were used to pay for new and updated equipment – including shoes, wraps, gloves, and clothing – for all program participants, as well as three months of rent at the facility.

La Casa del Pueblo | South Omaha Juvenile Justice Forum

Funds were used to pay expenses, direct and incidental, related to sponsoring the South Omaha Juvenile Justice Forum for one year, allowing La Casa del Pueblo to continue the work of advocating for youth and families within the South Omaha community.

Latino Center of the Midlands | Healing Circulos: Leadership Development Activities

Funds were used to purchase supplies and pay for costs related to leadership development activities, including a leadership retreat, transportation, food, lodging and venue entry fees, and t-shirts for program participants.

Latino Peace Officers Association | LPOA 20th Annual Easter Egg Hunt/Mentoring

Funds were used to provide the free annual Easter Egg Hunt, including bounce house, youth activities, and food; as well as supplies for the LPOA Mentoring program including sports equipment and uniforms, printing program materials, and tournament fees.

Mexican American Historical Society of the Midlands | Mestizaje in the Magic City – the Fusion of the American Experience

Funds were used to present the exhibit Mestizaje in the Magic City – the Fusion of the American Experience, including room furnishings, source materials, associated personnel costs of facility and event management, and marketing materials for sponsor solicitation and event promotion.

Miguel Keith Project | Miguel Keith Veteran Brick Walk and QR Codes

Funds were used to complete the Veterans Sidewalk, creation of QR codes, and positioning of the code holders along the sidewalk to educate the public about Miguel Keith's life.

Police Athletics for Community Engagement (PACE) | 2021 Athletic Programming Field Improvements

Funds were used to make improvements to the soccer and basketball complexes, including grass seed, fuel, sprinkler repair, field marking, landscaping, bleacher repair, wind fencing, and walkways.

Roberta & Bob Rogers Gallery | Faces of South Omaha

Funds were used to facilitate three community printmaking workshops, creating a series of relief print portraits celebrating South Omaha's diversity, including costs for supplies for three staff per workshop, exhibit and marketing materials, and related operational costs.

Salvation Army Kroc Center | Club Kroc Sponsorships and Extension, New Kroc Teen Program

Funds were used in support of approximately 35 student Highland Elementary sponsorships and to expand the evening hours of the Club Kroc program, including swim camps and leadership programs designed to drive positive outcomes in the community's youth.

Santa Lucia Festival Committee | The Italian Mural Project

Funds were used to cover the costs of the Italian Mural Project, including contractor fees, design work, historical research, supplies and labor for 3 full-time artists and 3 paid interns, and marketing/public relations.

Simple Foundation | Safe Place to Play and Learn

Funds were used to increase participation in the Safe Place to Play and Learn program, including costs associated with hiring a Recruitment/Retention Coordinator, equipment for the virtual Academic Excellence Learning Lab, sport equipment for youth, general program and office supplies, travel and transport, and stipends for mentors, coaches, and speakers.

South Omaha Neighborhood Alliance | Magic City Plaza Mosaic Sculpture Project

Funds were used to create a mosaic sculpture in the center of Plaza de la Raza, including artist fees and travel stipends, art and building supplies, including custom tiles, ceramic tools, firing fees, and other sculpting materials.

South Omaha Veterans & Community Club | Exterior Restrooms and Storage Area

Funds were used to pay contractor fees and material supplies to construct exterior restrooms and a storage area next to the pavilion on property of the Veterans & Community Club, including wall framing, paint, plumbing, and electrical outlets.

Victory Boxing Club & Community Center | Victory Boxing Club & Community Center Youth Program
Funds were used to sponsor ten youth in the program, as well as program equipment, including tournament attire, travel expenses including food and lodging, and tournament registration for coaches and competitors.

South Omaha Turnback Tax Grant Strategic Plan: 2021 – 2031

I. Purpose

The strategic plan will ensure that the South Omaha Turnback Tax Grant Committee can continue to manage Turnback Tax Grant application and awards in a sustainable way. It provides a framework for sustainability by describing the South Omaha Turnback Tax Grant Committee's approach, roles and responsibilities, and reporting practices. This sustainability plan will support the Committee's commitment to reviewing grant applications and making awards to nonprofit organizations and small businesses in the South Omaha Community.

Per the revised Nebraska Convention Center Facility Financing Assistance Act (the Act), ten percent (10%) of the funds received by the City of Omaha in "turnback tax" from the State each year will be distributed to areas with a high concentration of poverty. Those funds are to be used to showcase important historical aspects of those areas or to assist with the reduction of street or gang violence in the target areas, or assist with small business and entrepreneurship in such areas.

II. Roles and Responsibilities

The South Omaha Turnback Tax Grant Committee is responsible for soliciting, reviewing, and awarding grant applications and reports on an annual basis.

The committee consists of four (4) voting members and one (1) non-voting member:

1. 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 (30) percent.

While currently vacant, the committee expects this position will be filled prior to the award determination meeting in November 2023.

2. 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 (30) percent.

Douglas County Commissioner Roger Garcia, representative of District 1 has filled this appointment since his election in 2021.

3. Two (2) residents of the area with high concentration of poverty, appointed by the aforementioned two members of the committee, shall be appointed for four (4) year terms. Resident Committee Members Victor Baez and Sarah Dragon were selected from a total of four (4) applicants residing within the target grant area.

4. 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 (30) percent...shall be a nonvoting member of the committee.

Working with the City Planning Department, census reports were reviewed to determine that Senator Tony Vargas, representative District 7, fills this nonvoting committee appointment.

Each member receives the following information:

1. General Information – a binder given to the member upon his/her appointment to the committee, includes target area map, the Act, applicants and award recipients from the

South Omaha Turnback Tax Grant
Ten Year Strategic Plan

previous two years, annual timeline of events, and other miscellaneous general grant information. This binder is updated periodically as new information is received.

2. Grant Applications – once the period has closed, all applications are tabbed in alphabetical order for committee members to review prior to the decision meetings.

Committee members review all applications prior to the public meeting/s to make award decisions. At the meeting/s, each member takes it in turn to summarize an application and requested amount, after which, the full committee has a discussion regarding potential award amount, including questioning the applicant as necessary. Grant awards may go through several rounds before being finalized based on the total amount available to award.

III. 2021 – 2022 Approach

As outlined in the Act, each area with a high concentration of poverty – North Omaha and South Omaha, respectively – shall establish a development fund and form a committee which shall identify and research potential projects to be completed in the area with a high concentration of poverty or in an area within close geographic proximity if the project would have a significant impact on the area itself.

In the most recent funding cycle of 2021-2022, once the Grant Committee was in place, public notice was provided on December 6, 2021, that 2021-2022 South Omaha Turnback Tax Grant Applications would be accepted December 20, 2021, through January 28, 2022. Public meetings were held at the South Omaha Library on February 16, 2022, and February 22, 2022, to review applications and make awards. Letters and awards were mailed on March 11, 2022, to twenty-seven applicants, totaling \$136,000.00. Funded organizations are required to submit a grant report describing how the award was spent, along with receipts, in November of the funded year.

IV. 2022 – 2023 Approach

The 2022-2023 Grant Cycle timeline is included below:

- September 21 - public hearing to open grant application
- September 21 - November 2 -- grant applications accepted
- November 7 - grants distributed to committee for application review
- November 14 - public hearing to review & award applications
- November 22 - grant financials and award amounts delivered to finance for check processing (*ten days for processing and printing, either December 8 or December 15*)
- December 9

V. Strategic Plan

A. Process

The grant period takes place September – December annually. The committee will hold an initial meeting in September to open the grant cycle, distribute applications, and answer questions from applicants. Applications will be accepted for a period of six (6) weeks, with the application being available online via the City and Douglas County website. The public will be made aware of the meeting and application availability via notice in The Daily

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Record, posted notices on the City and Douglas County websites, and an email to previous applicants.

Once the application period closes, the committee will have approximately two weeks to review applications individually before publicly meeting to review and make award decisions. Each meeting will be publicly noticed via The Daily Record, and the City and Douglas County websites, allowing applicants and the general public to attend and participate.

After the final meeting, recipient award amounts are delivered to the Finance Department, along with a copy of the application and W-9, for check processing. This takes approximately ten days, during which time award letters are processed and prepared for mailing upon receipt of checks from Finance.

Committee members will be (re)elected and (re)appointed in the following years, according to their election cycle and term limits:

- 2024 – Douglas County Commissioner, District 1; Resident Committee Members; Legislative Member
- 2023 – City Council, District 4 – the District 4 Council seat is expected to be vacated in August 2023, with a new council member sworn in prior to the award determination meeting in November 2023.
- 2028 – Douglas County Commissioner, District 1; Resident Committee Members; Legislative Member
- 2025 – City Council District 4 – the council appointed member will be up for election in 2025; if the seated member is re-elected, or a new council member elected, the individual will serve on the committee until 2029.

Additionally, the Committee will conduct an annual review of any amendment to the Act.

B. Goals

A committee formed under subdivision (3)(b) of the Act 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. Short- and long-term goals shall include:

- the solicitation and review of such applications for funding;
- annual review of recipient award reports to ensure effectiveness of award and consistency with Act guidelines;
- review of short- and long-term goals as needed to meet community needs

C. Action Plan

1. Seek community feedback regularly to assess and prioritize community needs
2. Ensure awards meet community needs by reviewing reports and maintaining regular communications with recipients

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3. Annual review recipients to determine whether consecutive funding limit has been reached under subdivision (3)(f) of the Act, and if it has, determine whether project is eligible for continued funding based on the criteria listed under subdivision (3)(f)i-iii.