



OMAHA DOWNTOWN IMPROVEMENT DISTRICT

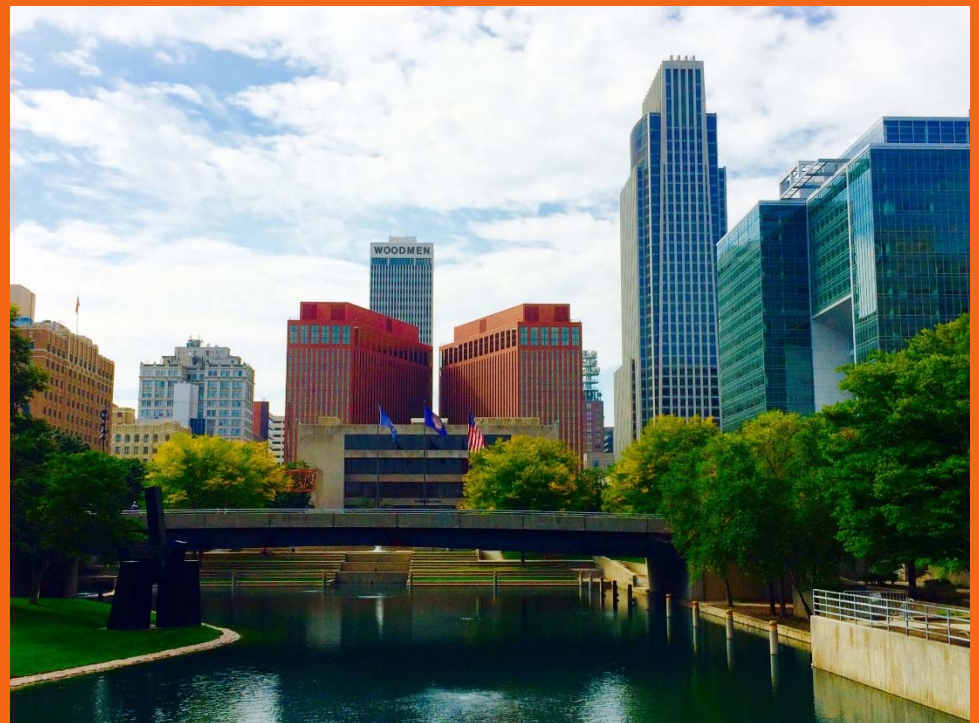
Omaha **DO!**
Downtown Improvement District

OUR MISSION

❑ Maintain the public realm

- Safe
- Clean
- Green
- Active

❑ Promote and advocate for Downtown businesses and residential communities



CLEAN & GREEN TEAM

PEDESTRIAN AMENITIES COMMITTEE

IMPROVED PUBLIC REALM MAINTENANCE GOALS:

- **Community Improvement Funds collaborative project with City Planning and Public Works**
 - Fix sidewalks, curblines, and tree beds
 - Update street and landscaping

- **Seasonal employees**
 - 2 Clean Team in Old Market
 - 2 Clean Team in Central Business District
 - 2 Green Team on plantings

SAFE AND SECURE TEAM

SECURITY COMMITTEE

IMPROVED SECURITY PROGRAMMING:

- **1 Frontline Officer** on Friday and Saturday nights in the summer months
- **1 additional officer during major events** (CWS, Summer Arts Festival, etc.)
- **Good Neighbor Advocacy**
- **Improve lighting and security measures at key locations**
- **Late Night Escort Service** (not “that” kind...)

VIBRANT PUBLIC SPACES

ACTIVATION COMMITTEE

IMPROVED EVENTS AND COMMUNICATIONS GOALS:

- **Passive activation**

- Tables and chairs to be put out and removed on specific days (Food Truck Rallies, weekends, sunny days, major event days)
- Public art, seating, trash cans, sidewalk enhancements

- **Direct activation: EVENTS**

- **Visibility of the Downtown Ambassadors**

- Brochures, signage, and uniform shirts

- **Communications & Promotions**

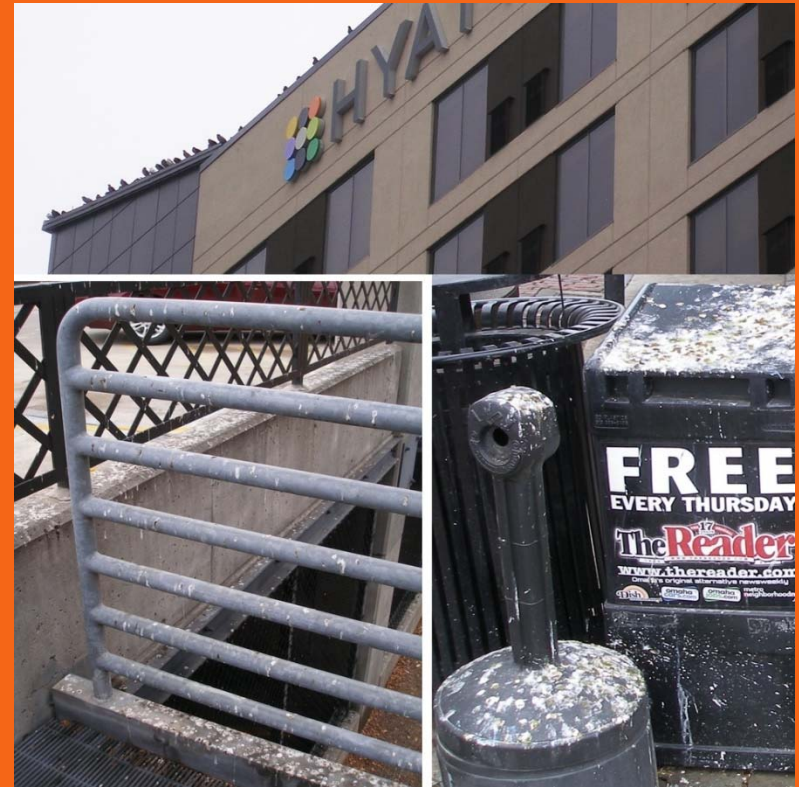
- Printed newsletters, an annual report, regular public meetings, and HOA presentations.

ISSUE-ORIENTED ADVOCACY

RESPONDING TO GROWTH & A MORE DENSE DOWNTOWN

- Capitol District/Entertainment District
- Transit projects
- Gene Leahy Mall infrastructure issues
- Homelessness issues
- Riverfront and North Downtown development
- Lagging Old Market infrastructure issues

EXAMPLES



EXAMPLES



OUR MISSION: TO PROMOTE A CLEANER, GREENER, SAFER, MORE ACTIVE DOWNTOWN THAT ATTRACTS AND RETAINS BUSINESS, EMPLOYEES, RESIDENTS, AND VISITORS.





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