TABLE OF CONTENTS

LAND BANK OVERVIEW 3
STRATEGIC PILLARS 5
ACQUISITION PLANNING 7
COMMUNITY COMMITMENT 9
END-USE PARTNERSHIPS, PRIORITIES & POLICIES 11
FUND DEVELOPMENT 13
ORGANIZATIONAL EXCELLENCE 15
ORGANIZATIONAL OVERVIEW & TIMELINE 16
TRANSFORMING OUR CITY 19
OMAHA LAND BANK: A STRATEGIC, COLLABORATIVE SOLUTION

Vision into action - that is the promise – and the power – of a strong, collaborative Omaha Municipal Land Bank (OMLB). A merger of expertise, passion, and partnership dedicated to reinvigorating Omaha’s underserved neighborhoods, encouraging new community investment, and improving the quality of lives. Now and for future generations.

THE CHALLENGE

Omaha is a proud, progressive, and vibrant city – but we are not without our challenges.

Vacant, abandoned, and tax-delinquent lots and structures litter our city, resulting in depressed property values, loss of property taxes, higher crime rates, and compounded feelings of despair in our hardest hit neighborhoods.

- Nearly 2,500 parcels in Omaha have some level of code violation.
- More than half of all violations are concentrated in neighborhoods east of 42nd Street in North, South and Midtown Omaha.
- Each year, the City of Omaha demolishes 100 properties, and 142 currently have demolition orders.
- Today, demolition liens owed to the City of Omaha total $2,484,152.17.

An overriding public need to confront this dilemma prompted the Nebraska Legislature to pass the Nebraska Municipal Land Bank Act, which enabled the City of Omaha to create the Omaha Municipal Land Bank (OMLB).

Working in concert with our community partners – public, private, and nonprofit – we are eager to act, fiercely committed to returning vacant, abandoned, and tax-delinquent property to productive use.
OUR MISSION
To serve as a catalyst for transforming distressed properties into community assets.

OUR VISION
Make Omaha an even better place to live by perpetually turning problem properties into opportunities.
The OMLB Strategic Plan utilizes innovative goals, objectives, and strategies – along with the power of community partnerships – to return vacant and abandoned property to productive use and revitalize our Omaha community.

Five pillars connect to specific goals aimed at launching the OMLB Strategic Plan forward.

These Pillars are:
- Acquisition Planning
- Community Commitment
- End Use Partnerships, Priorities & Policies
- Fund Development
- Organizational Excellence

Find out more about each of these pillars on the following pages.

We help opportunity move in!
Acquiring properties is one of the OMLB’s core functions. We will ensure this role is carried out strategically and with maximum impact with guidance from an acquisition plan.

**OBJECTIVES**

The OMLB will create a data-driven acquisition plan to maximize the Land Bank’s revitalization efforts and provide direction for carrying out Land Bank real estate activities.

**STRATEGIC GOALS**

- Utilize available acquisition methods to acquire and assemble properties for reuse, redevelopment, and development
- Determine focus areas/acquisition criteria to guide the property selection process
- Ascertain annual acquisitions in an effort to minimize standing inventory costs and maximize our revitalization efforts
- Implement systems to provide support for the acquisition and ongoing management of the land bank property inventory

We work with the City Planning Department in their neighborhood focus areas like Neighborhood Action & Fact.

We work with the City Planning Department in their neighborhood focus areas like Neighborhood Action & Fact.

Strategic demolition can help us create land assemblies for a larger impact in a neighborhood.

Properties in the 2018 Opportunity Zones can be especially attractive to investors.

*Image from the U.S. Dept. of Treasury CDFI Fund*
The OMLB aspires to build and strengthen partnerships, working side-by-side with community members and organizations. Through a commitment to inclusive and transparent community engagement, the OMLB will ensure responsible stewardship of its properties before and after they are sold.

OBJECTIVES

The OMLB will clean, secure, and maintain its properties and ensure sold properties are developed promptly in accordance with agreements.

The OMLB will be an active resource in its community by providing insight into distressed property transformation, promoting cooperation, and striving to serve community needs.

COMMUNITY COMMITMENT

STRATEGIC GOALS

- Establish a strategic framework and clear policies for responsive asset management and monitor redevelopment compliance with these policies until properties are transformed.
- Create policies and metrics that set quality expectations for redevelopment of properties and measure development costs and potential for economic sustainability.
- Integrate community outreach messaging and marketing activities with all strategic efforts to build synergies, gain community support, sustain donor/stakeholder relationships, and increase momentum to further accomplish strategic goals.
- Explore and implement community engagement practices through strong partnerships with neighborhoods and organizations sharing similar community development goals, affirming a commitment to inclusiveness, transparency, empowerment, and respect.

< Development of our land assemblies is guided by community input.

OMLB staff doing a walk-through of a transformed property as the final step of compliance monitoring.

Informational booth at a community event.
The OMLB seeks partners to offer input, support our mission, and help ensure our strategies reflect community priorities and ambitions.

**OBJECTIVES**

The OMLB will foster and maintain quality end-use partnerships critical to achieving the Land Bank’s productive land-use goals and establish comprehensive end-use priorities and policies to guide the disposition process and provide transparency in disposition decisions.

**STRATEGIC GOALS**

- Foster quality relationships with potential end-use partners in an effort to maximize the transfer of properties for redevelopment, development, and other productive uses
- Foster relationships with community players to maximize our revitalization efforts
- Adopt end-use priorities to provide transparency for disposition decisions
- Adopt policies to streamline the property disposition process

We serve on MAPA Heartland 2050 Committees to align our work with other local and regional efforts.
OMLB will utilize public funding, philanthropic contributions, property tax recapture, property sales, tax certificate redemptions, and bonding authority to finance our efforts.

We recognize, in order for long-term sustainable change to occur in Omaha’s distressed neighborhoods, we need to build effective, ongoing fund development partnerships. Collaboration with and input from these stakeholders is critical to supporting the OMLB vision and achieving our mission.

OBJECTIVES

Create a comprehensive fund development plan to enable the OMLB to secure sustainable long-term funding for all operational and programmatic activities.

STRATEGIC GOALS

- Maintain quality relationships with existing investors/donors to secure future operational funding and potential programmatic funding
- Utilize relationships with existing investors/donors to recruit additional investors
- Establish a fund development committee to foster relationships with potential investors/donors and identify potential public revenue sources
- Utilize volunteers and/or identify staff needed to support our fund development activities

At the Sheriff’s Sale of tax-foreclosed properties.

Some of the 2014 tax-foreclosure properties coming into Land Bank inventory in late 2018 and early 2019.

Revenue from property sales helps fund additional acquisitions.
The OMLB is committed to developing and inspiring a highly skilled team of staff and volunteers who operate together with integrity and efficiency to fulfill the OMLB mission.

**OBJECTIVES**

Foster a culture where staff members, volunteers, board members, and other stakeholders operate under a shared set of values and are empowered to do their best work to meet organizational needs.

**STRATEGIC GOALS**

- Ensure equity, consistency, and alignment with OMLB mission and vision through periodic review of policies, procedures, evaluations, and programs
- Continually explore and identify shared services and opportunities for staff development
- Identify and implement processes to establish baselines, understand needs, and measure satisfaction levels of stakeholders and staff
- Collaborate with other agencies to serve as a catalyst for community development
- Implement practices and processes to maximize and celebrate accomplishments, encourage innovation, and provide ongoing support to staff members

Internal strategic planning helps us improve processes.

HBDI training and insights show staff how to work together better as a team.

< OMLB Board Members and staff at a Strategic Planning Session.
ORGANIZATIONAL OVERVIEW

The OMLB Board of Directors ensures the OMLB is working toward achieving its mission.

The Board consists of:
- Seven voting members appointed by the Omaha Mayor and confirmed by the Omaha City Council,
- The Omaha City Planning Director or designee, serving as a non-voting, ex-officio member, and
- Additional non-voting members as appointed.

An Executive Director manages the day-to-day operation of the OMLB with the OMLB staff. Together, their knowledge and acumen shape the direction of the OMLB.

TIMELINE

- Legislation introduced to enable land banks in Nebraska; bill did not pass
- Legislation reintroduced, passed unanimously and signed into law
- Omaha City Council unanimously passed ordinance creating the Omaha Land Bank
- City Council unanimously approved Board Member candidates
- First Land Bank Board Meeting held in December
- Board developed and approved bylaws, policies and procedures
- Initial funding secured
- Received 501c3 tax-exempt status
- Began strategic planning process

2012 2013 2014 2015
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Permanent Executive Director hired</td>
</tr>
<tr>
<td></td>
<td>First strategic plan published</td>
</tr>
<tr>
<td></td>
<td>Douglas County tax foreclosure interlocal agreement finalized</td>
</tr>
<tr>
<td></td>
<td>First properties acquired</td>
</tr>
<tr>
<td></td>
<td>First depository properties added to inventory</td>
</tr>
<tr>
<td>2017</td>
<td>First properties sold</td>
</tr>
<tr>
<td></td>
<td>Additional five full-time staff hired</td>
</tr>
<tr>
<td></td>
<td>Partnered with the Land Reutilization Commission</td>
</tr>
<tr>
<td></td>
<td>First property auction held</td>
</tr>
<tr>
<td>2018</td>
<td>First property transformations completed</td>
</tr>
<tr>
<td></td>
<td>Legislation to enable land banks statewide passed but was vetoed by the Governor</td>
</tr>
<tr>
<td></td>
<td>City demolition fund interlocal agreement approved</td>
</tr>
<tr>
<td></td>
<td>Tax foreclosure process started</td>
</tr>
<tr>
<td></td>
<td>Strategic plan updated</td>
</tr>
<tr>
<td>2019+</td>
<td>First land assemblies available for sale</td>
</tr>
<tr>
<td></td>
<td>Statewide land bank legislation reintroduced</td>
</tr>
</tbody>
</table>
TRANSFORMING OUR CITY

The OMLB exists to transform distressed properties into community assets. We strive to be a trusted community partner, accountable to our stakeholders, and a voice to help revitalize our Omaha community.

The long-term community impact of the OMLB can be measured by:
- Increases in property values, capital investment, real estate development, and community engagement, and
- Decreases in vacant lots, code violations, and crime.

The OMLB’s Strategic Plan is the first of many steps aimed at turning vision to action – and then community-altering impact. Now and for future generations.

FOR MORE INFORMATION

1141 North 11th Street
Omaha, Nebraska 68102
402.800.1240 | info@omlb.org
omahalandbank.org