THE MAKINGS OF A HEALTHY NEIGHBORHOOD

Liveable neighborhoods are filled with community assets. We believe that holistic neighborhood development should include as many of these elements as possible:

- **Connectivity**
  - Multi-modal transportation connects the neighborhood to the city

- **Social**
  - Neighbors have strong relationships built on trust and supported by local leaders

- **Economic**
  - Accessible and high-quality employment and entrepreneurial opportunities are available to residents
  - High-quality, mixed-income, and beautifully designed buildings are available to meet the needs of the neighborhood
  - Quality educational and training opportunities exist for all learners
  - Accessible and high-quality employment and entrepreneurial opportunities are available to residents
  - Health and wellness resources are easy to access and affordable
  - Cultural assets are celebrated and create a unique identity and soul
  - Design standards are used that consider the needs of current and future generations

- **Culture**
  - Cultural assets are celebrated and create a unique identity and soul

- **Environment**
  - Design standards are used that consider the needs of current and future generations

Investing in neighborhood transformation

1141 N. 11th Street
Omaha, NE 68102
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**WHY SPARK**

We believe in the power of community. At Spark we listen to and value the people who live, work, and believe in their neighborhoods. We work in partnership to engage neighbors and stakeholders, using their priorities to drive the focus of holistic community development.

This looks different in each neighborhood - a mixed-income housing development, park renovations, or a commercial space rehabilitation are just a few examples of what we build.

Our work can be complex, but our mission is simple: to invest in neighborhood transformation.

**WHERE WE WORK**

North Omaha / South Omaha

We focus on areas that have a history of disinvestment and the potential to produce the greatest reward to residents and stakeholders.

We work in North and South Omaha, in neighborhoods that:

- Are located along current or future public transit corridors
- Have established neighborhood assets that can provide traction for Spark projects, including strong local leadership and master plans
- Are eligible for and able to maximize unique financial incentives, such as tax credits, tax increment financing, program-related investments, and other specialized tools

We work hand-in-hand with the communities we serve to make them places where people are healthy, safe, and flourishing.

**WHAT WE VALUE**

**COMMUNITY:**
We believe residents know what is best for their community and need to be engaged and empowered to set priorities, develop projects, and benefit from the results.

**SUSTAINABILITY:**
We believe in supporting high-quality development that promotes economic advancement, safety, walkability, healthy living, and environmental stewardship for current families and future generations.

**INTEGRITY:**
We believe in holding ourselves accountable to consistent moral principles of honesty and integrity and conducting our work in a manner that honors the culture and history of the communities we serve.

**WHO IS INVOLVED**

GOVERNMENT

LOCAL NONPROFITS

NEIGHBORHOOD RESIDENTS & BUSINESSES

COMMUNITY LEADERS

INVESTORS

REAL ESTATE DEVELOPERS

**WHAT WE DO**

We use a model of holistic real estate development that is sustainable and has been proven to work in other communities throughout the U.S.

We are strategic and accountable to specific criteria for where our current and future projects will exist and use a framework to structure our projects and to evaluate the impact of our work.

**CATALYZE**
Spark launches, leads, and evaluates projects that enhance existing neighborhood assets.

**ENGAGE**
Community engagement and empowerment are fundamental to Spark’s way of doing business. Spark listens and learns about community goals, builds trust, and enlists expertise.

**INVEST**
As a financial partner, Spark links private and public investments to local economic development opportunities and directly invests in projects.

**COLLABORATE**
Spark builds and participates in stakeholder coalitions to drive mutually beneficial neighborhood development outcomes where they may otherwise not occur.

**ADVOCATE**
Spark learns about our community, researches best practices, and shares what we discover.

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