



2022-2024

Strategic Plan





Mission

Spark's mission is to help profoundly transform disinvested neighborhoods into thriving and prosperous communities.

Core values

1. Collaborative
2. Trustworthy
3. Passionate
4. Hardworking
5. Strategic

Our Vision is a greater Omaha metropolitan area where all neighborhoods have the foundational assets necessary to thrive and prosper.



Goals



Advocacy

Institutionalize a change in power differentials

1. Secure \$100MM in public funding for HCD (holistic community development) in Spark's service area
2. Pass 1+ development incentive & 1+ anti-displacement policy in Omaha



Capacity Building

Build infrastructure for power-sharing

3. 10 Developer Academy graduates with projects in Spark's service area, reflecting \$15MM in value
4. 15 BIPOC fellows from East Omaha leading projects and programs



Lending

Mitigate inequities in access to capital & the lending process

- 5. Deploy \$10.5MM+ in capital
- 6. Develop a Green lending product
- 7. Become a certified CDFI and CDE



Projects & Placemaking

Systematize holistic community-led development

- 8. Lead the acquisition & master planning of 2 catalytic real estate development projects, with a total value of \$20MM
- 9. Lead the completion of 4 major placemaking projects, 2 in North & 2 in South Omaha, with a total value of \$5MM+



Operations

Run an efficient and effective organization

10. Raise \$25MM in funds, including \$5MM for operations, \$2MM for capacity-building, \$8MM for projects, and \$10MM for lending
11. Net promoter score of 50 or more by our target markets
12. Be in good standing with all certifications, funding, and operational requirements

2024 Strategic Plan



Total Investment

\$60MM total investment;
\$15MM direct
\$45MM leveraged