



NORTH OMAHA VISITORS CENTER



THE INVESTMENT THESIS: ASSET RICH, INFRASTRUCTURE POOR



THE SOUL OF OMAHA

North Omaha possesses extraordinary cultural and historical assets—the “Soul of Omaha”—yet has historically lacked the mechanisms to translate heritage into resident prosperity.



THE INFRASTRUCTURE

NOVC is the corrective infrastructure. We are not just a destination; we are a pipeline designed to ensure tourism dollars flow directly into the hands of local businesses, workers, and entrepreneurs.

“This isn’t charity tourism. This is community-led economic development.”

OPERATIONAL CAPACITY: THE PHYSICAL FLEET & FACILITY

As of January 2026, the physical 'hardware' of the ecosystem is deployed and operational.



THE HUB

- 2,900 sq ft facility at 2305 N. 24th Street (Build-out complete)
- Presentation Space & Training Classrooms
- Martha's Coffee Shop fully operational

THE FLEET

- 54-Passenger Luxury Charter Bus
- 25-Passenger Shuttle Bus
- 7-Passenger Courtesy Van

Key Insight: These assets allow NOVC to control the entire visitor lifecycle—from transportation to education to dining.



24th St



**Forever North
Mag's Development**

Urban League of
Nebraska

24th & Lake Street



REVIVE!

UNION

Shirley Tyne
Theater Project

HIGHLANDER
ACCELERATOR

Facebook: North Omaha Visitors
Center & Martha's Coffee Shop
Instagram: @northomahavisitors



WHERE HERITAGE MEETS OPPORTUNITY

NOVC connects tourism to workforce development and measurable economic impact in North Omaha.





**Come Discover
the Soul of Omaha!**

COME DISCOVER THE SOUL OF OMAHA



JOIN US IN BUILDING THE INFRASTRUCTURE FOR NORTH OMAHA'S FUTURE.

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NorthOmahaVisitorsCenter.com Social: @NorthOmahaVisitors

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