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2024-2025 Guide
for the Midtown-Omaha
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Visit the Midtown Business Association’s website - www.MidtownBusinessAssociation.org - to learn about networking events, nominate area businesses for neighborhood improvement awards, apply for a facade improvement grant, renew your MBA membership online and more! A special shoutout to Sleight Advertising for enhancing the site.

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*On the Cover:
Enjoying ice cream from Coneflower Creamery
Midtown Crossing
Welcome to Dundee Mural
Photos by Joe Burns*



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President's Welcome



Midtown Omaha is known as a great place to work, do business and live. We attract business and engagement from people throughout the metro by being at the center of it all.

Our location - in the heart of the city - means we enjoy a rich history and an ever-changing future through our connections to downtown and surrounding areas. As our local population, transportation and zoning evolves, the Midtown Business Association keeps our membership connected with topics and activities that impact us. Together, we learn about and influence the bright future of our district.

Be sure to visit us at **midtownbusinessassociation.org** to learn how you can connect with local businesses and stay in the know. You'll find information about becoming a member, community and facade improvement grants, and relevant, local presenters who discuss topics important to our community and neighborhoods. Follow us on Facebook for updates on our membership and casual gatherings.

We look forward to connecting with you and working together as we continue to make Midtown a premier destination.

- Sidney Gnann, MBA President

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*Above,
left to right:
Steve Ranum,
Shelley Goergen,
Karen Burbach
and Tony Thomas.*



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A bit of history of the Midtown Business Association

1980 – A small group of merchants, encouraged by Clarkson Hospital and the University of Nebraska Medical Center, met to spruce up the neighborhood. They organized as the MedCenter Merchants Association – forerunner to today's Midtown Business Association – to urge companies to improve the appearance of their businesses.

Fast forward to....

Today – The MBA continues to advocate for a healthy Midtown business community that stretches from 52nd Street to Interstate 480 and Cuming Street to Center Street. Some of Omaha's most widely known neighborhoods exist within these boundaries, including the Blackstone District, Dundee, Gifford Park, Hanscom Park, Midtown Crossing and Saddle Creek.

Benefits of MBA Membership

NETWORK

with friends and colleagues at regularly scheduled events.

SHARE

your love and concern for the historical and vital Midtown area.

SUPPORT

the MBA's long-standing Neighborhood Improvement Awards, which recognize businesses for interior/exterior property improvements.

ATTEND

monthly luncheons to hear speakers of interest.

ADVOCATE

for a healthy Midtown business community.

**Learn more about MBA benefits – and become a member –
at www.MidtownBusinessAssociation.org
or contact us at mbaomaha@gmail.com**



Visit us on Facebook!

Award and grant opportunities





Above: The CORE (Campus Operations and Research Excellence) Building, will serve as the cornerstone of UNMC's new Saddle Creek Campus at the corner of Saddle Creek Road and Farnam Street.

"This project – and the neighborhood that will surround it – will revolutionize the Midtown area and the western edge of our Omaha campus."

**-Jeffrey P. Gold, MD
UNMC Chancellor**

transformation of Saddle Creek area

Changes coming along Saddle Creek Road in midtown Omaha will revitalize the historic site formerly home to Omaha Steel Castings.

The University of Nebraska Medical Center is spearheading development of the area bordered by Douglas, 48th and Leavenworth Streets just west of heavily trafficked Saddle Creek Road. In time, campus leaders will announce a name and identity for the area.

"This project – and the neighborhood that will surround it – will revolutionize the Midtown area and the western edge of our Omaha campus," said UNMC Chancellor Jeffrey P. Gold, MD. "More so, the new products, drugs, treatments and devices that are developed in these facilities, through academic innovation, private ingenuity and so much more, will benefit all of humankind for generations to come."

Key components of the project include:

The Innovation Hub at Catalyst, which will bring UNMC's UNeMed and UNeTech branches together to facilitate the growth of research and innovation. The hub also will allow entrepreneurs, investors and innovators to collaborate in the renovated 1906 Omaha Steel Castings industrial tract. The hub will be located within the Catalyst Building, which is owned and operated by developer partners Koelbel and GreenSlate. Remaining space will be unfinished and leased to a wide spectrum of biotech and technology startups.

Completion of the Catalyst site is expected in December 2024.

The CORE (Campus Operations and Research Excellence) Building, which will

serve as the cornerstone of UNMC's new Saddle Creek Campus at the corner of Saddle Creek Road and Farnam Street.

The facility will support computer-based research and wet lab-based research for drug discovery, oncology research and other strategic research areas at UNMC.

"The development of wet lab space in Omaha is a game changer for us," said UNeMed Corporation President and CEO Michael Dixon, PhD, noting it will spark the creation of startup companies that can grow and develop products. Completion of the CORE Building is expected in the first quarter of 2026.

The CORE Building is being designed to accommodate a future pedestrian bridge structure crossing over Saddle Creek Road, linking the Saddle Creek Campus to

the main academic health science campus.

During a fall 2023 groundbreaking, Omaha Mayor Jean Stothert said the CORE Building exemplifies UNMC's initiative, experience and commitment to the community, said. "The research and care that will take place here will impact ... patients, families and futures."

A **parking structure**, which will be constructed adjacent to the Catalyst and CORE projects, will be paid for, owned and operated by the City of Omaha.

Public improvements, which began in spring 2023, include new and improved roadway connections, sidewalks and street lighting. UNMC also is planning for additional landscaping along part of the western edge of Saddle Creek Road. The summer of 2024 will see work on a new intersection at Saddle Creek Road and Leavenworth Street to improve both traffic flow and traffic and pedestrian safety.



From left, Rebekah Gundry, PhD, director, UNMC Center for Heart and Vascular Research; Omaha Mayor Jean Stothert; UNMC Chancellor Jeffrey P. Gold, MD; Ken Bayles, PhD, vice chancellor for research at UNMC; and Michael Dixon, PhD, president and CEO of UNeMed Corporation, break ground on the CORE (Campus Operations and Research Excellence) Building.

A \$13.5 million grant from the U.S. Department of Transportation will help construct a **new pedestrian/bike trail** on the UNMC Omaha campus. The project, called the Midtown Medical Center Bikeway

Connection, will fund construction of two pedestrian walkways, over Saddle Creek Road and Leavenworth Street, that will connect the campus to the Field Club Trail and, through that, to the Keystone

and Papio trails, said Brian Spencer, executive director of campus development and planning for UNMC and Nebraska Medicine. The project could be completed as early as 2026.



The Innovation Hub at Catalyst will allow entrepreneurs, investors and innovators to collaborate in the renovated 1906 Omaha Steel Castings industrial tract.



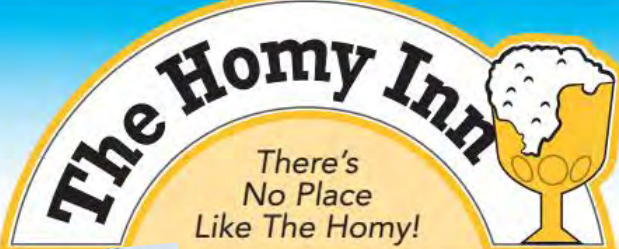


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Business Q & A

Midtown businesses share their experience working in the community



Ponderosa Cyclery

3901 Leavenworth St.

Vince Asta, owner/manager

Q. What attracted you to Midtown?

A. I grew up here, so I have strong nostalgia and interest in growing our bike shop here. Midtown is vibrant, filled with great people and great businesses. It has the best access to the city's trail system, the Field Club Trail being the crown jewel, of course.

Q. How long have you been in your current location?

A. We've been on Leavenworth and at the Field Club Trailhead for 3.5 years, nearing eight years of business total. We were on Farnam Street, just eight blocks north for our first four years.

Q. What do you most enjoy about being in the Midtown area?

A. The area is dense with beautiful houses and historic buildings, not to mention it's the most bike friendly part of the city. We're very excited about the future infrastructure plans for midtown and the City of Omaha.

Q. What are some of your favorite places/spaces in the Midtown area?

A. Field Club Trail for a fall bike ride, which we'll take to get hand pies from Carter & Rye and a burrito from Sunnyside, both located on Center Street.



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MIDTOWN'S MURAL MAGIC

Colorful displays of street art are scattered across Midtown.

Throughout Omaha neighborhoods, you'll find thought-provoking murals of all sizes and colors. Some are in full public view, others hidden around corners – all are part of what makes Midtown unique. Take a moment to discover these open-air museums that captivate, enlighten and inspire.

While not an exhaustive list, we've highlighted a few of the artistic displays in the Midtown area. Visit these works of art and discover other gems along the way.



Completely Kids - 2566 St Marys Avenue



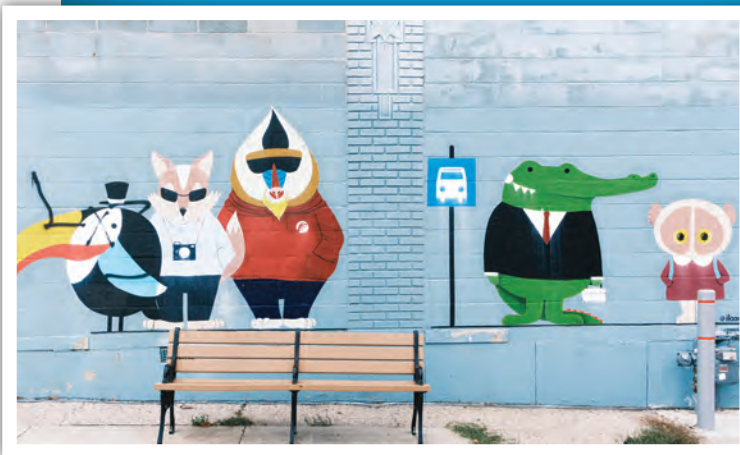
37th & Harney St.

Discover additional Midtown Murals

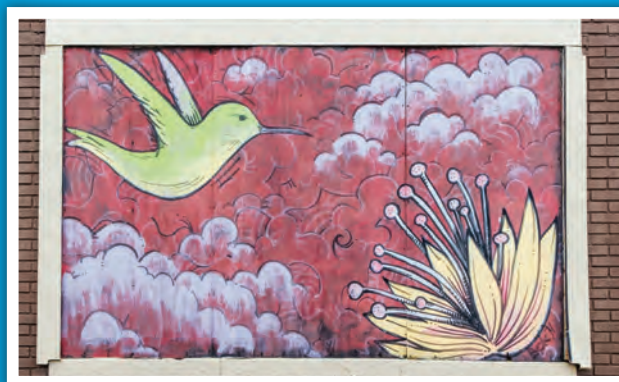
- State Farm - 4801 Center St.
- Dewey Park - 550 Turner Blvd.
- 4679 Leavenworth St.
- Moped - 60th & Grover St.
- Taste of India - 3572 Leavenworth St.
- Will Style Tailor Shop - 3521 Center St.
- Exclusive Repair - 4420 Leavenworth St.
- Family Dollar - 36th & Leavenworth St.
- Barrett's Barleycorn & Castle Barrett - 4322 Leavenworth St.
- The Down Under Lounge - 3530 Leavenworth St.
- The Pine Room - 5007 Underwood Ave.



Lyle's Pizzeria - 5213 Leavenworth St.



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Oak Investment Real Estate

3219 Leavenworth St.

John Heine, CCIM, JD,
commercial real estate broker and partner

Q. What attracted you to Midtown?

A. Oak Investment Real Estate is a collection of commercial real estate practitioners that have spent much of their practice in the Midtown area. It only made sense to locate our office here.

Q. How long have you been in your current location?

A. We have been at 3219 Leavenworth Street since Oct. 1, 2021.

Q. What do you most enjoy about being in the Midtown area?

A. The commercial real estate scene is always changing and developing. So much growth! We get a lot of excitement out of leasing projects, listing a commercial property, or helping a group assemble a site to purchase a property.

Q. What are some of your favorite places/spaces in the Midtown area?

A. My favorites tend to be food and drink oriented. To name a few: La Casa Pizza, Barrett's Barleycorn, Alderman's Bar, Proof, Meatball and The Mill Coffee & Tea.

Pictured, from left: Colleen Mason, Commercial Real Estate Broker, Partner, Michelle Gillott, Director of Operations, and John Heine, Commercial Real Estate Broker, Partner

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The Cottonwood Hotel

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Laurie Czyz, director of sales & marketing

Q. What attracted you to Midtown?

A. The Cottonwood Hotel is what first attracted me to Midtown. But as it relates to the actual area, I love the urban feeling – without all of the hustle and bustle of downtown.

Q. How long have you been in your current location?


A. I started at the hotel on Saint Patrick's Day 2023.

Q. What do you most enjoy about being in the Midtown area?

A. I like that I don't necessarily feel like I'm in Nebraska. I feel like I'm in some super-cool, hip town on the coast!

Q. What are some of your favorite places/spaces in the Midtown area?

A. Well the Cottonwood Hotel, of course. During the summer months, when the pool is open, it feels like you are in Vegas! And the Committee Chophouse is honestly my favorite restaurant. But there are many establishments in the Midtown area that I frequent – Mula, the Crescent Moon, and Bob & Willie's Wonderbowl, to name a few.



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Matt Sain, president

Q. What attracted you to Midtown?

A. I grew up here. My dad, Jack Sain, started the business at our original location (one of four now) at 46th Avenue and Leavenworth Street.

Q. How long have you been in your current location?

A. 1977

Q. What do you most enjoy about being in the Midtown area?

A. I live in Dundee and love the clients that live, work and shop locally, just as my wife, April, and I do.

Q. What are some of your favorite places/spaces in the Midtown area?

A. Dundee, Blackstone, Midtown Crossing, Elmwood Park, Memorial Park and Aksarben.




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Shelley Goergen, president and owner

Q. What attracted you to Midtown?

A. When I purchased my Fastest Labs franchise territory in 2019, I had the option to set up my office anywhere east of 42nd Street, including Council Bluffs. At the time, it was difficult to find the square footage, specifications and parking required by our franchise (and within my budget). I chose to be on Dodge Street, which has excellent accessibility and is near an ORBT bus stop. Our clients enjoy the convenience of being on Dodge Street, unless of course they want to make a left turn.

Q. How long have you been in your current location?

A. I signed the lease agreement in April of 2019, but because of the labor shortage with the trades in Omaha, our opening was delayed until late October 2019. Fun fact: This building used to be a Creighton Psychiatric Clinic.

Q. What do you enjoy most about being in the Midtown Area?

A. I enjoy the history and older vibe of the neighborhoods. It reminds me of growing up in Sioux City, where my family lived in a big, old, two-story home, similar to what you

see around this area. The convenience of being in Midtown has exposed me to places I had never been to like the Joslyn Castle and Film Streams and legendary California Tacos. I like the mix of "new" - like Midtown Crossing - and "old" - like Blackstone and Dundee and the convenience of the businesses on Saddle Creek Road. Watching the growth of the UNMC campus and the impact on our community is incredible.

Q. What are some of your favorite places / spaces in the Midtown area?

A. Enough can't be said about Midtown Crossing. I wasn't aware of all the events held at Turner Park, like the Night Market, Chili Crawl and Bocce Ball. Ray's Wings, Pa Mas and Yummy 365 are great. I am so impressed with the renovation at the Cottonwood Hotel. I played sand volleyball at Barrett's when I first moved here so the Philly sandwich holds a special place in my heart. The MBA had a nice event at The Mill on Leavenworth Street and, although I am not a coffee drinker, it's a great place to visit and have a tea or glass of wine. The renovated space is stunning!



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HIGHLIGHTING 2023 MBA SPEAKERS & NETWORKING

Please join us for open membership meetings, the fourth Thursday of every month at noon at Security National Bank, 32nd & Farnam Streets. MBA networking events occur quarterly. Check out www.midtownbusinessassociation.org for more information.



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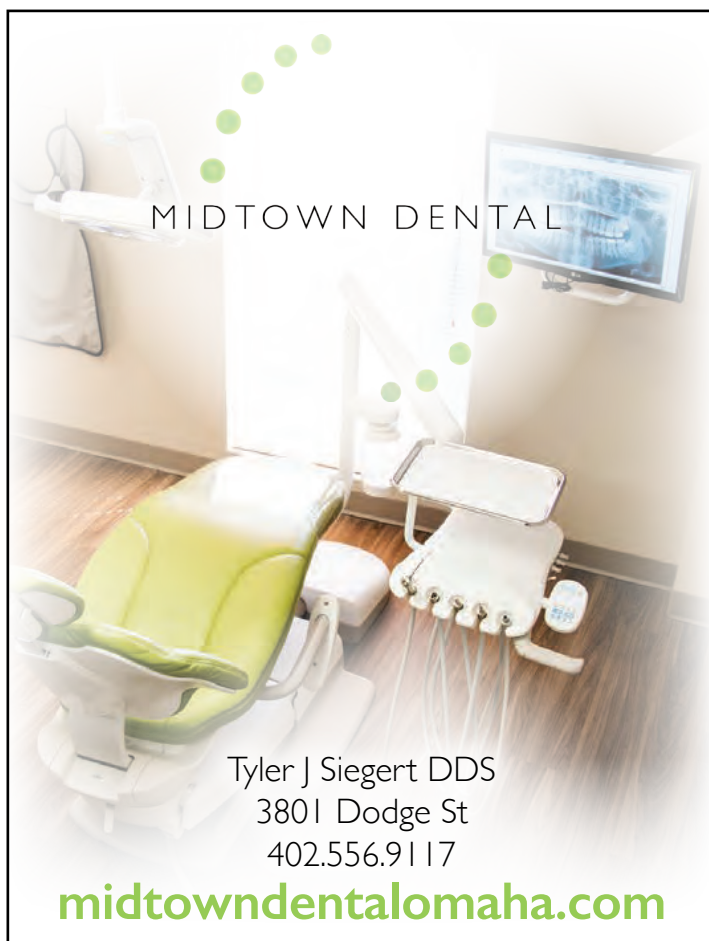
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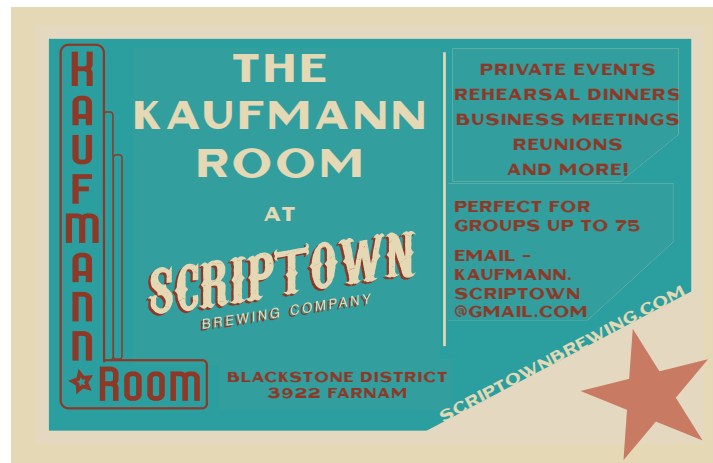
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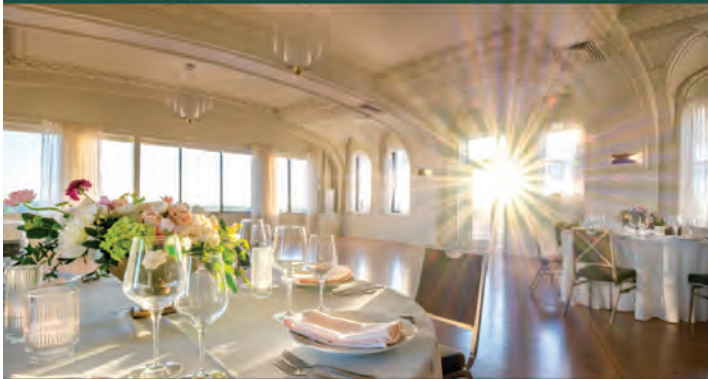


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