



2024 IMPACT REPORT

LETTERS FROM THE OUTGOING AND INCOMING BOARD CHAIRS

Serving as Board Chair of Seventy-Five North has been an incredible journey—one of growth, transformation, and deep purpose. Over the years, I have seen this neighborhood come to life, from empty lots to homes filled with laughter, from ideas to thriving spaces where people live, gather, and grow.

This transformation is about more than physical spaces; it is about people. I have witnessed how stable housing, economic opportunity, and strong community connections create ripple effects far beyond a single block or household.

In my time as chair, we have welcomed Sharlon Rodgers, our dynamic new CEO, enhanced governance structures, and deepened board engagement. These efforts position us for long-term success, ensuring Seventy-Five North remains a cornerstone of the Highlander community for generations.

As I transition from this role, I do so with immense pride and gratitude for the residents, partners, and leaders who

make this work possible. I look forward to continuing to serve on the board and supporting Seventy-Five North in new ways. I am especially honored to welcome Mrs. Sherrye Hutcherson as the new Board Chair, knowing her leadership will propel Seventy-Five North into its next chapter.

Thank you for allowing me to be part of this journey. I look forward to all that's ahead.



Dana Washington
Outgoing Board Chair



Stepping into the role of Board Chair for Seventy-Five North is both an honor and a privilege. This organization has long held a special place in my heart. As a founding board member, returning to this work feels like a second chance at goodness: a renewed opportunity to be part of something that fills my soul.

From the beginning, Seventy-Five North has been about people—loving our neighbors and creating pathways to stability and success. I am eager to support its continued growth alongside the incredible residents of Highlander.

Seventy-Five North is proof of what's possible when vision meets action. It is a powerful engine for lasting impact, bringing together high-quality housing, education, wellness, and economic opportunity to create a foundation for intergenerational prosperity.

Looking ahead, my focus will be on fostering long-term stability, building meaningful connections, and ensuring our efforts continue to serve this community's evolving needs. With fresh perspectives on the board and a strong team leading the way, I am confident we will continue building something exceptional.

I am deeply grateful for Mrs. Dana Washington's leadership, whose vision and dedication have positioned Seventy-Five North for lasting success. I look forward to building upon this momentum alongside our dedicated team and partners.

Thank you for your trust and support. I am excited for the road ahead and all that we will accomplish together.



Sherrye Hutcherson
Incoming Board Chair

A LETTER FROM THE PRESIDENT & CEO

Sharlon Rodgers
President & CEO



As I reflect on my first year at Seventy-Five North, I am filled with gratitude, optimism, and an unwavering commitment to the work ahead. Stepping into this role, I knew I was joining an organization with a rich legacy—a mission worth the fight. What fuels my passion most is the deep dedication of those who make this work possible: the residents, partners, and incredible team around me.

This past year has been one of learning, growth, and impact. We have celebrated major milestones, including completing the fifth phase of our original development plan and welcoming families into new homes where they will create lasting memories. We have also reimaged how we tell our story, relaunching our website to better connect with those we serve. Most importantly, we continue asking the hard but necessary questions: How can we make the most collective and sustainable impact? Are we meeting the needs that matter most to our residents?

Through every challenge, the strength of this community has been our north star. Real change happens when we listen, collaborate, and create opportunities together. That is why

we remain committed to fostering partnerships and ensuring those who call Highlander home shape its future.

Looking ahead, one word defines our path forward: impact—thoughtful, intentional, and deeply rooted in community needs. Just as importantly, we are committed to telling the story of that impact—through data, narratives, and community voices that illustrate real, lasting change. By sharing these stories, we hope to inspire even more people to be part of this work.

To those who have walked this journey with us—thank you. If you're looking for ways to get involved, there is always space at the table and we welcome you to be part of this movement.

Together, we are making a difference. And we are just getting started.

With gratitude,



Sharlon Rodgers
President & CEO, Seventy-Five North

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MIXED-INCOME HOUSING

A Vision Realized, A Community Transformed

In 2024, Seventy-Five North celebrated the completion of Highlander’s original multi-family residential development strategy with the addition of Davis Ridge. This achievement marks not just years of dedicated planning and execution but the realization of a vision rooted in a simple yet powerful belief: **high-quality, mixed-income housing can be a catalyst for community transformation.**

Since the first residents moved in, Highlander has become more than a collection of buildings—it has become a home. Children ride their bikes down safe streets, neighbors form bonds over shared experiences, and a sense of community continues to grow. The completion of Davis Ridge adds another chapter to this story, offering more families the opportunity to live in a vibrant, supportive neighborhood.

“Our neighborhood is full of people from all backgrounds, and it is beautiful to see everyone have a nice place to live. To have all these programs, all these people, for the housing to be affordable, and for it to still remain such a clean and beautiful place to live, it is hard to find. I absolutely love it here.”

Mashara Valentine
Highlander Resident

The completion of Davis Ridge is not the final chapter of Highlander’s story—it is the foundation for what’s ahead. What started with the first Highlander homes has evolved into a thriving, mixed-income community, proving that prosperity truly starts with place.



Highlander Reimagined: Rebuilding and Reconnecting

Scan the QR code to take a tour of Seventy-Five North’s developments in the Highlander neighborhood.



Davis Ridge

Seventy-Five North, in partnership with Brinshore Development, has completed Davis Ridge, the fifth and final phase of Highlander’s original multi-family rental housing development plan. Located at the west end of 31st and Patrick streets, Davis Ridge introduces **41 high-quality apartment units**, further expanding housing opportunities for families and individuals in the Highlander neighborhood.



Single-Family, For-Sale Housing

In collaboration with Blair Freeman and various local contractors, Seventy-Five North completed the construction of **eight homes** in the Highlander neighborhood.



Neighborhood Mural

In partnership with local art group LaLa, Seventy-Five North and partners had the opportunity to work with four talented local artists to create a mural for the neighborhood’s Burdette and Wade development that celebrates and emulates the vibrant spirit of the Highlander community.

Artists: Weston Thomson, Betni Kalk, Avry Victor, and Anthony Peña



IMPACT AT A GLANCE

41	310	8	21	8
new multi-family rental units	total multi-family rental units	new single-family homes	total constructed and renovated homes	homes sold in 2024

CRADLE-TO-CAREER EDUCATION

Unlocking Potential and Preparing for Possibilities

For many families, summer presents a challenge. Recognizing this gap, Seventy-Five North developed a summer tutoring program at Highlander, offering free, high-quality learning just steps from residents' doors.

In 2024, the program:

- ▶ Served 18 elementary students
- ▶ Provided daily lessons in reading and math, taught by Howard Kennedy Elementary teachers
- ▶ Offered daily enrichment activities from community partners

Of those enrolled, 86% maintained or improved their reading and math scores from spring to fall, preventing typical summer setbacks. Additionally, two incoming kindergartners started school above grade level in reading and met or exceeded expectations in math.

“This program truly builds such a strong sense of community and fosters quality relationships between Kennedy teachers, neighborhood students, and their peers. These relationships help them not only improve academically but also encourage positive classroom behavior throughout the school year. They are always asking when tutoring will begin again!”

Alisha Peare

Highlander Summer Tutoring Lead Instructor

By eliminating barriers and providing high-quality instruction in a setting that feels like home, Highlander's youngest residents are empowered to thrive—both in the classroom and beyond.



Howard Kennedy

In its ninth year of reconstitution through a Community Partnership Agreement between Omaha Public Schools (OPS) and Seventy-Five North, Howard Kennedy has shown remarkable growth in both learning outcomes and student enrollment. In 2024, the school earned its second Apple Distinguished School award, which will be held from 2024 to 2027.



IMPACT AT A GLANCE: HOWARD KENNEDY

Reading Rank: Since 2016-2017, Kennedy has improved its reading scores ranking from 60th out of 60 OPS elementary schools to **37th**.

72% of Kennedy 5th graders scored proficient or above on the state science assessment.

Mobility Rate:

Decreased by

23.3%*

School Enrollment:

Increased by

51%*

Behavior Referrals:

Decreased by

83%*

* Since 2015-2016

Nourishment Nook

Starting in the 2024-2025 school year, Seventy-Five North is proud to support the Nourishment Nook at Howard Kennedy, a program focused on providing fresh, perishable food to neighborhood families. In the first four months of the school year, **158** food distributions were delivered to families.



ACT Preparation Seminar

In collaboration with Aim High Test Prep, Seventy-Five North hosted a six-week seminar to prepare a cohort of 8 North Omaha high school juniors and seniors for their college entrance exams. By the end of the program, **100%** of participants who completed the pre- and post- questionnaire felt more prepared for the ACT, and **two-thirds** reported increased confidence in their readiness for college.



COMMUNITY HEALTH AND WELLNESS

Connecting and Collaborating: Highlander Resident Committee

A thriving neighborhood is built through collaboration, shared vision, and strong resident leadership. In 2024, Seventy-Five North and neighbors worked together to establish a consistent, intentional engagement platform, empowering residents to coauthor the future of Highlander. This initiative, the Highlander Resident Committee, encourages residents to identify priorities, shape programs, and actively contribute to the neighborhood’s growth and well-being.

In its first year, the Resident Committee focused on understanding Highlander—celebrating its strengths while identifying opportunities for improvement. Members supported community programs and events, fostered relationships with Highlander businesses and organizations, and began laying the groundwork for new resident-led initiatives.

“I joined the Resident Committee to see how we can rebuild this area. We’re here because we want to draw neighbors in and show them that this area is changing. We want to show them that we can make decisions to improve it, but it takes the entire community.”

Linda Magett
Highlander Resident Committee Member

As the Highlander Resident Committee moves forward, its foundation of dedicated community members will continue driving meaningful change. Through collaboration, advocacy, and a commitment to strengthening Highlander, residents are leading the way toward a more connected and empowered neighborhood.



Highlander Community Day

2024 marked the biggest Highlander Community Day yet! With an estimated **700+ attendees** and over **30 community partners**, Seventy-Five North was proud to celebrate the progress of the Highlander community alongside neighbors.



Highlander Wellness Expo

Seventy-Five North partnered with No More Empty Pots, the University of Nebraska Medical Center, and Nebraska Medicine to kick off the summer with a neighborhood wellness event. The event brought together **23 community partners** to connect with neighbors, providing essential health and wellness resources while highlighting the interconnectedness of physical, mental, and community well-being.



Outdoor Fitness at Highlander

From June through September, Seventy-Five North hosted **28 free MixedFit** and **Yoga classes** open to the community. Attendance averaged **34 participants for MixedFit** and **36 for Yoga**.



Kids Cruisin' Kitchen

In partnership with the Salvation Army, the Kids Cruisin' Kitchen program offered free summer lunches at Highlander, ensuring all children had access to nutritious meals at no cost to families.



ECONOMIC VITALITY

Fueling Economic Opportunity for Local Entrepreneurs

Highlander Marketplace is more than a neighborhood market—it’s a platform for economic opportunity. By supporting local farmers and small business owners, it helps entrepreneurs expand their reach, grow sustainable businesses, and create economic inclusion.

In partnership with Whispering Roots, Big Garden, and Charles Drew Health Center, the marketplace makes fresh, locally grown food accessible to more neighbors by accepting EBT, WIC, and senior vouchers, while boosting revenue for farmers.

The marketplace also offers a space for local entrepreneurs to test and grow their businesses. In 2024, **15 vendors** showcased handmade goods, specialty foods, and other products. To encourage participation and boost sales, Seventy-Five North provides Highlander Bucks, which guests can redeem as credit toward purchases at the market.

By connecting small businesses with customers and lowering barriers to entrepreneurship, Highlander Marketplace strengthens the local economy, fosters financial mobility, and empowers the next generation of business owners.



Employer Spotlights

Heartland Workforce Solutions and Seventy-Five North have teamed up to present weekly Employer Spotlights—an opportunity for jobseekers to meet with hiring employers, connect with workforce experts, and receive a free resume review. Each spotlight event features a local hiring employer and is hosted at the Highlander Dining Room.



Part-time and Seasonal Job Fair

In partnership with Heartland Workforce Solutions, the Urban League of Nebraska, and the Omaha Housing Authority, Seventy-Five North hosted a successful Part-Time and Seasonal Job Fair at Highlander. Over **100 jobseekers** attended, ready to connect with **13 local employers**.



Makers Market at Howard Kennedy

As part of Howard Kennedy’s school-wide project-based learning curriculum, Seventy-Five North was proud to support the Makers Market. This event showcased months of hard work by K-5 students as they built their own businesses—from business planning and product development to logo design and communication strategies. Students had the opportunity to sell their products while developing essential business skills such as crafting sales pitches and handling transactions.



CNI CHOICE NEIGHBORHOODS IMPLEMENTATION GRANT

Partnering for Progress: Shaping the Future of North 30th Street

In 2024, Seventy-Five North gathered with residents, partners, and community leaders to celebrate the continued progress of the Choice Neighborhoods Implementation (CNI) Grant along the North 30th Street Corridor. Hosted at the former site of Spencer Homes, the event honored the neighborhood's past and affirmed a shared vision for its future—one focused on transformation that goes beyond buildings, empowering people to shape their choices and aspirations.

Through collaboration with the City of Omaha, Brinshore Development, and the Omaha Housing Authority, we remain committed to creating a neighborhood where residents have access to high-quality housing and opportunities to build a better future.

“This milestone signifies a pivotal moment, one that transcends mere construction. Thanks to HUD and the dedication of our partners, we are creating more than housing—we are nurturing a community of choice. A place where residents are empowered to actively participate in shaping their surroundings and choosing a better home, a better neighborhood, and a better future for years to come.”

Sharlon Rodgers
President & CEO, Seventy-Five North

As we look ahead, our focus is on fostering a high-quality living experience that respects the history, culture, and resilience of this community. Together, we are working toward a future full of possibilities, where every corner reflects the strength and spirit of those who call this neighborhood home



Year 5 of the CNI Grant

In collaboration with the City of Omaha, the Omaha Housing Authority, and Brinshore Development, Seventy-Five North was proud to work alongside former residents of Spencer Homes in the fifth year of the Choice Neighborhoods Implementation Grant.



Community Conversations

The North 30th team partnered with local community development agency, Heartland Next, to facilitate a series of engaging conversations that empowered community members to shape the naming and branding of the two phases of Spencer Homes' redevelopment. Through these discussions, the identities of the buildings were born: Malcolm's Place and MLK Square.



Spencer Homes Redevelopment

The first phase of Spencer Homes' redevelopment, Malcolm's Place, welcomed its inaugural residents in 2024. With a blend of townhomes, apartments, and commercial spaces, the development will open its doors to more neighbors as construction wraps up in 2025. The second and final phase of the redevelopment also broke ground in 2024. Once completed, the two phases will introduce a total of **140 mixed-income rental units** along with commercial amenities.



Curb Appeal Program

The Curb Appeal Program offers homeowners in the North 30th Street area the opportunity to apply for funding to enhance the exterior of their homes. In 2024, a total of **\$260,620** was distributed among **14 homeowners**, enhancing both individual properties and the broader community.



ORGANIZATION

Our Team is Growing!

Please help us welcome Seventy-Five North's new team members!



Erin Crnkovich
*Office Manager and
Assistant to the CEO*

Shaneka Whitlock
*Career Readiness Coordinator
Co-hired with Heartland
Workforce Solutions*

Welcome, New Board Members!

Seventy-Five North welcomed three distinguished professionals to our Board of Directors in 2024, each bringing invaluable expertise and leadership to our organization.



Sherrye Hutcherson
*Executive Vice President
Bellevue University*

Phil Skei
*Assistant Director, City of Fresno
Planning & Development Department*

Dr. Sherritta Strong
*Assistant Vice Chancellor of Inclusion
Nebraska Medicine*



Inspire Awards Recognition

Seventy-Five North's Director of Community Relations, Kashya Burrell, was recognized with the Emerging Leader Award at the Omaha World-Herald's Inspire Awards. This award honors young women under 30 who have made significant contributions to their community, and Kashya's recognition is a testament to her dedication to Highlander and its residents.

Kashya's ability to bring people together, amplify resident voices, and create opportunities for engagement has been instrumental in the transformation of Highlander. Her recognition as an Emerging Leader is a celebration of what is possible when passionate, community-driven leadership aligns with a mission of empowerment.



A New Look for SeventyFiveNorth.org

Seventy-Five North's website has been designed with the community in mind. The redesigned site highlights stories from neighbors, features a dynamic Highlander events calendar, and provides information about our initiatives. This platform is built to keep everyone connected and engaged, reflecting the heart of our community and making it easier than ever to stay informed about what's happening at Highlander.



**Scan to visit our
new website!**

seventyfivenorth.org



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