

## BACKGROUND

4Urban.org works to increase the quality of life for urban communities across four pillars: community engagement, economic growth, leadership growth, and Get Out the Vote nonpartisan initiatives. With an identified need to increase cultural & historical understanding of North Omaha while increasing tourism and economic growth for North Omaha, 4Urban conducts a first-class, professional tour for the benefit of visitors, small businesses, and the Omaha Metro. 4Urban.org is a registered trade name of Black Votes Matter Institute

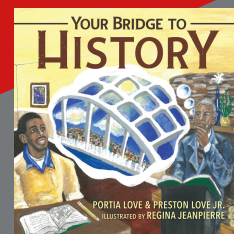
## OBJECTIVES

- To demystify North Omaha's reputation to greater understanding creating pathways to collaboration.
- To inform participants of North Omaha's rich heritage, legacy, and historical contributions
- Stimulate economic growth along North Omaha's key corridors
- To instill pride for North Omaha



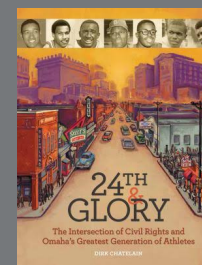
## PRESTON LOVE JR.

- Founder/Director, Institute for Urban Development
- Adjunct Professor, Black Studies, University of Nebraska, Omaha
- Regionally & nationally recognized author & lecturer
- Author of national award winning children's book: *Your Bridge to History*
- Advisor to Dirk Chatelain, author of *24th & Glory: The Intersection of Civil Rights and Omaha's Greatest Generation of Athletes*
- QR Code to our website:



## CONTACT

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**4URBAN.ORG**  
INSTITUTE FOR URBAN DEVELOPMENT

*presents*

# NORTH OMAHA LEGACY TOURS



*a cultural & historical tour of  
North Omaha, Nebraska*

**Individual & Group Rate  
RESERVATIONS**  
**(402) 812-3324 or**  
**[NorthOmahaTours.com](http://NorthOmahaTours.com)**



## TOUR OFFERINGS

- Classic Legacy Tour: 24th & 30th ST Corridors
- Meal & Stop Options
- Custom & Group Tours

## COLLABORATIVE VENUES

- Great Plains Black History Museum & Dreamland Ballroom
- North End Teleservices LLC
- Fair Deal Market
- The Omaha Star
- The Union for Contemporary Art
- Shirley Tyree Theater Project
- Revive! Omaha
- Carver Legacy Center
- Broomfield Rowhouse
- Terence "Bud" Crawford Gym & TBC Shop
- SPARK / Black Votes Matter Institute
- Carnation Ballroom
- Forever North Development
- CULXR House
- The Highlander & Big Mama's restaurant
- Urban League of Nebraska
- Malcolm X Memorial Foundation
- Historical Black Churches



# NORTH OMAHA LEGACY TOURS

30th St

24th St



Broomfield Row House



Forever North Mega Development

24th & Lake Street



REVIVE! Omaha

UNION

Shirley Tyree Theater Project



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