

"If we don't invest today, corporations can't meet their needs in the future"

- HARVARD BUSINESS REVIEW



Corporate Investment Opportunities

ACCESSIBILITY • ARTS
BEAUTIFICATION • CAPITAL IMPROVEMENT

Omaha's Parks System is home to...

11,000+ ACRES

256 PARKS

125+ MILES OF PAVED TRAILS

16 AQUATIC FACILITIES

14 SPRAYGROUNDS

12 COMMUNITY CENTERS

8 GOLF COURSES

4 DOG PARKS

3 SKATE PARKS

2 CABLE FOOTBRIDGES

1 MARINA

BIKE TRAILS • DAY CAMPS
DISC GOLF • EVENTS • FISHING
FORESTRY • ICE RINKS • NATURE
CENTERS • SHELTERS & PAVILIONS
TEAM SPORTS LEAGUES • TENNIS
& PICKLEBALL FACILITIES • TRAP &
SKEET RANGE

How Omaha Compares Nationally

2025 ParkScore Index®

2025 Rank
41 out of 100

Points
57 out of 100



Omaha, NE

The ParkScore index is a national comparison of park systems across the 100 most populated cities in the United States. Published annually, the index measures park systems according to five categories reflective of an excellent city park system: access, investment, amenities, acreage, and equity. While the rankings provide fodder for friendly competition, the goal each year of publishing the index is to help leaders advocate for needed park resources and provide relevant data to inform local park improvement efforts. To facilitate a fair comparison across cities, the index aggregates across all public and private organizations supporting parks in each city.

This year, Omaha received a score of 57 points out of 100 based on an average of the five categories.

22

out of 100 points

Investment

The investment score indicates the relative financial health of a city's park system, which is essential to ensuring the park system is maintained at a high level. This value aggregates park and recreation spending across all agencies and organizations within the city, including monetized volunteer hours. In Omaha, a total of \$93 per capita is spent each year on publicly accessible parks and recreation, below average for this category.

55

out of 100 points

Acreage

The acreage score indicates the relative abundance of large 'destination' parks, which include large natural areas that provide critical mental health as well as climate and conservation benefits. There are two components to the acreage score. Of these, Omaha scores about average on the percentage of the city's overall area that is dedicated to parkland (49 out of 100 points), and about average on median park size (60 out of 100 points).

66

out of 100 points

Equity

The equity score indicates the fairness in the distribution of parks and park space between neighborhoods by race and income. This category is an average of two types of metrics. On the first set of measures, Omaha scores above average: 77 out of 100 points for people of color living within a 10-minute walk of a park and 71 points for low-income households. The second set of measures compare the distribution of park space. In Omaha, residents living in neighborhoods of color have access to 9% less nearby park space than those living in white neighborhoods (71 points out of 100). Residents living in lower-income neighborhoods have access to 38% less nearby park space than those in higher-income neighborhoods (43 points out of 100).

68

out of 100 points

Amenities

The amenities score indicates the relative abundance of six park activities popular among a diverse selection of user groups (kids, teenagers, adults, seniors). Overall for this category, Omaha scores above average, though it varies by amenity: basketball hoops (98 points out of 100), dog parks (13 points), playgrounds (59 points), senior and rec centers (38 points), permanent restrooms (31 points), and splashpads (85 points).

74

out of 100 points

Access

The access score indicates the percentage of a city's residents that live within a walkable half-mile of a park - the average distance that most people are willing to walk to reach a destination. With 81% of its population living this close to a park, Omaha scores above average in this category.

Our 2026 Investment Priorities

Civic Engagement • Healthy Living • Environment and Beautification
Accessibility to Quality Recreation Spaces for All Omahans

EQUITY • **AMENITIES**
ACCESS

Public Art

Exposure to art and music in parks aids in cultural preservation and makes seemingly ordinary places into noteworthy sites.

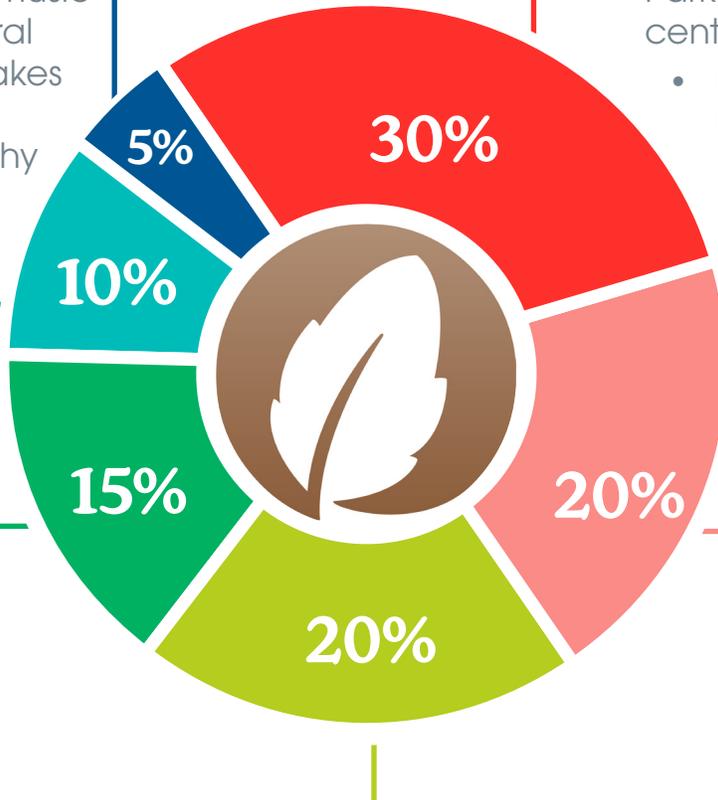
Administrative Fees

INVESTMENT • **EQUITY**
AMENITIES

Infrastructure

Parks, trails, and community centers, with priorities:

- Playgrounds at Fontenelle Park and Harper Valley
- Sprayground at Kountze Park
- Baseball Field at Churchich Park
- Gerald R. Ford (Historical) Birthsite restoration



INVESTMENT • **EQUITY**
ACREAGE • **ACCESS**

Environment & Land

Trees, public gardens, green spaces, park land, with priorities:

- Improve accessibility to parks by increasing number of parks or paths to reach them
- Maintain Omaha's upper tree canopy

INVESTMENT • **EQUITY**
AMENITIES • **ACCESS**

Programming & Scholarships

Physical and mental health, environmental education, with priorities:

- Support for youth outdoor education including day camps, golf, tennis, and swimming instruction
- Senior and recreation center programming and amenities

INVESTMENT • **EQUITY**
AMENITIES • **ACREAGE** • **ACCESS**

Greatest Need

Additional parks and recreation needs, with priorities:

- Parks and recreation equipment (specialty items not supported by the city budget)
- Aging facility upgrades

How Omaha Compares to Regional Cities of Similar Size

| City | Rank | Population | Number of Parks | Spending per Capita | Budget |
|------------------|------------------|----------------|-----------------|---------------------|----------------|
| Minneapolis, MN | 3 of 100 | 428,579 | 180 | \$324 | \$157.1M |
| Des Moines, IA | 14* of 100 | 213,096 | 201 | \$184 | \$18.4M |
| Milwaukee, WI | 18 of 100 | 563,531 | 156 | \$188 | \$43.0M |
| Kansas City, MO | 27 of 100 | 516,032 | 213 | \$158 | \$70.0M |
| Lincoln, NE | 29 of 100 | 300,619 | 168 | \$111 | \$33.0M |
| Omaha, NE | 41 of 100 | 489,265 | 256 | \$93 | \$40.1M |

* Though the City of Des Moines is not among the 100 largest cities in the United States, the ParkScore system specifies that Des Moines' score would rank 14th in the country. Additional data provided by Des Moines Park and Recreation.

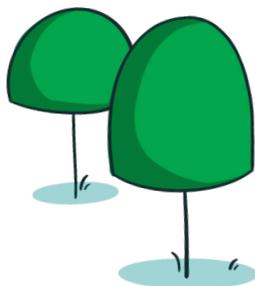
Why Invest?

"Parks contribute to population growth and economic vitality by boosting quality of life and making cities more attractive places to live and work. Investing in parks is vital to a city's attractiveness among peer cities competing for residents and businesses."

- The Trust for Public Land "Parks Investment and Economic Vitality Report," September 2024

Data is collected from the Trust for Public Land and the most recent individual city reports available. For more information on these and other cities visit **TPL.ORG**.

Population data according to the most recent US Census.



Current Investment

