

# POLY

A PUBLICATION OF FALL IN LOVE WITH POLY

## 2024 ANNUAL REPORT



# THANK YOU

*for partnering*

**FALL IN LOVE WITH POLY  
A MAIN STREET INITIATIVE  
IN FORT WORTH, TEXAS**

WORKING TO REVITALIZE AN OLDER  
& HISTORIC COMMERCIAL DISTRICT  
FORT WORTH, TEXAS 76105

### WHAT DO WE BELIEVE POLY?

WE BELIEVE MAIN STREETS ARE FOR EVERYONE. AT THE CORE OF OUR APPROACH TO REVITALIZATION IS A COMMITMENT TO CREATING PLACES OF SHARED PROSPERITY, EQUAL ACCESS TO OPPORTUNITY, AND INCLUSIVE ENGAGEMENT. FALL IN LOVE WITH POLY, A MAIN STREET INITIATIVE, MODELS AND CHAMPIONS THIS VISION THROUGH OUR ACTIONS AND PROGRAMS

**Stacy E. Marshall - Fall in Love with POLY, A Main Street Initiative**

Polytechnic United Methodist Church | 1310 S Collard Street, Suite 314 | Fort Worth, Texas 76105

**v:** 817.871.6542 | **f:** 817.345.0470 | **e:** stacy@southeastfw.com | **w:** www.southeastfw.com

**SEFWI**  
SOUTHEAST FORT WORTH, INC.  
CHANGING NEIGHBORHOODS. CHANGING LIVES.

"An investment in Southeast Fort Worth is an investment in the Citizens of Fort Worth."

1150 S. Freeway, Suite 148 | Fort Worth, Texas 76104 | v: 817-871-6542 | f: 817-345-0470 | www.southeastfw.com

SouthEast Fort Worth, Inc. drives inclusive economic growth and job creation, supports business, and promotes southeast Fort Worth in a leading global city.

Companies Choose Southeast  
FOR ITS TREMENDOUS TALENT, CENTRAL LOCATION, AND ECONOMIC STRENGTH!

## Fall in Love with POLY

Working to revitalize an older and historic commercial district

### Our History

Main Street was established as a program of the National Trust for Historic Preservation in 1980 as a way to address the myriad issues facing older and historic downtowns during that time. Working with a nationwide network of coordinating programs and local communities, Main Street has helped over 2,000 communities across the country bring economic vitality back downtown, while celebrating their historic character, and bringing communities together.

An exciting new chapter for the organization began on July 1, 2013, when the Main Street program launched as an independent subsidiary of the National Trust for Historic Preservation. This transition enables Main Street to build on its three-decade record of success, with new leadership and new resources that will help communities respond to evolving needs and opportunities in the commercial district revitalization field.

In 2015, the Center launched a new program brand for the network of Main Street programs—Main Street America™—to reinvigorate our collective look, feel, and strategy to position Main Street as a leader locally, regionally, and nationally. Main Street America is based in Chicago, Illinois, with an office in Washington, DC, and field staff located throughout the country.

Stacy E. Marshall, President & CEO - Fall in Love with POLY, A Main Street Initiative

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Fall in Love with POLY  
A Main Street Initiative  
Working to revitalize an older and historic commercial district

Discover  
**SouthEastFW**

- A REGION WHERE
- COMPANIES & FAMILIES
- PROSPER & THRIVE.
- Come GROW with Us!



# Fall in Love with POLY

## The Marketing and Social Media Impact

Discover  
**SouthEastFW**

A REGION WHERE

COMPANIES & FAMILIES

PROSPER & THRIVE.

Come GROW with Us!



### A Grassroots Network

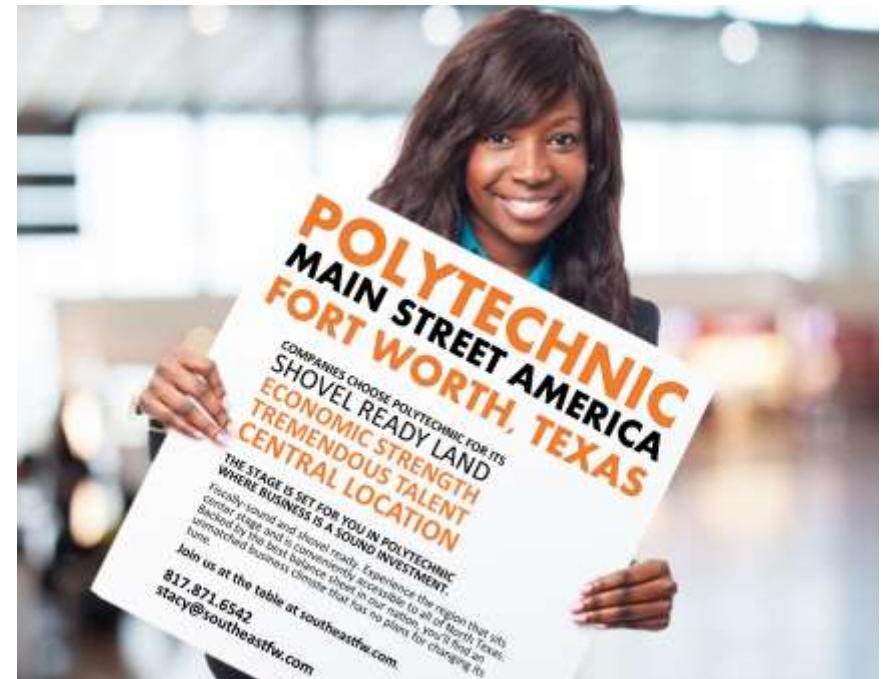
Made up of small towns, mid-sized communities, and urban commercial districts, the thousands of organizations, individuals, volunteers, and local leaders that make up Main Street America™ represent the broad diversity that makes this country so unique. Working together, the Main Street America Network helps to breathe new life into the places people call home.

### The Heart of Communities

The Main Street movement grew out of a recognition that a community is only as strong as its core. In an era when many people had given up hope about the commercial and cultural viability of downtown, and when suburbs, shopping malls, and big box retailers were dominating the American landscape, this seemed like an unlikely proposition. But, over the last four decades, the Main Street movement has proven that downtowns are the heart of our communities, and that a community is only as strong as its core.

### A Movement of Community Changers

Main Street empowers communities to set their own destinies. While revitalization is challenging work, the Main Street program offers a road-map for locally-owned, locally-driven prosperity. Across the country, thousands of communities have used the Main Street Approach to transform their economies, leverage local leadership, and improve overall quality of life.



# Fall in Love with POLY

Working to revitalize an older and historic commercial district

## What Are Transformation Strategies?



### Your Roadmap to Revitalization

Every community and commercial district is different, with its own distinctive assets and sense of place. The Main Street Approach™ offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization, and grows with them over time.

**Transformation Strategies** – generated through meaningful community engagement and informed by an analysis of the district’s market position — help to guide a revitalization program’s work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

Some "ready-to-use" strategies — called Catalyst Strategies — fall into two broad categories: those that are focused on a specific customer segment and those that are focused on an industry, product, or service segment.

### Examples include:

- Workers and Residents
- Elder Friendly and Aging-in-Place
- Family-Friendly
- Agriculture Center
- Arts (performing and visual)
- College Town
- Convenience Goods and Services
- Entertainment and Nightlife
- Knowledge Economy

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# Fall in Love with POLY

## Abandoned Buildings FY25 Q3 PROPOSED

Partnership with local companies and artists to provide the following:

- Façade Power Washing/Striped
- Better Lighting
- Beautification (Plants)
- New Curbs/Sidewalks
- New Mural



# Fall in Love with POLY

## The Marketing and Social Media Impact

### What Are the Four Points?



Transformation Strategies are implemented through comprehensive work in four broad areas, known as the Four Points.

**ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

**DESIGN** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

**PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

**ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

# Fall in Love with POLY

Working to revitalize an older and historic commercial district

## Stacy E. Marshall & Southeast Fort Worth, Inc.

managed Fall in Love with POLY in years one and two along with

John Dewar	Dee J. Kelly, Jr.	David Saenz
Sharon Douglas	Dan Lufkin	Jim Sager
Michelle Green-Ford	Lorraine C. Miller	Frederick G. Slabach
Randle Howard	Melissa M. Mitchell	Vernell Sturns
Michael Karol	Martin Noto, Jr.	Detra Whitmore

*(host committee)*

Southeast Fort Worth, Inc. Board of Directors  
 East Fort Worth Business Association  
 East Fort Worth, Inc.  
 EMPOWER ME INC.

Fort Worth Metropolitan Black Chamber of Commerce  
 Historic Handley Development Corporation  
 Neighborhoods of East Fort Worth Alliance  
 Renaissance Heights United  
 Ruiz Property Connection  
 Texas Wesleyan University  
 Vision East Lancaster

*(launch committee)*



*We believe that everyone deserves access to a vibrant neighborhood – a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong. Yet, we know that many Americans, whether in small towns or big cities, miss out on these benefits. Our collective mission is to make this right.*

Stacy E. Marshall, President & CEO - Fall in Love with POLY, A Main Street Initiative

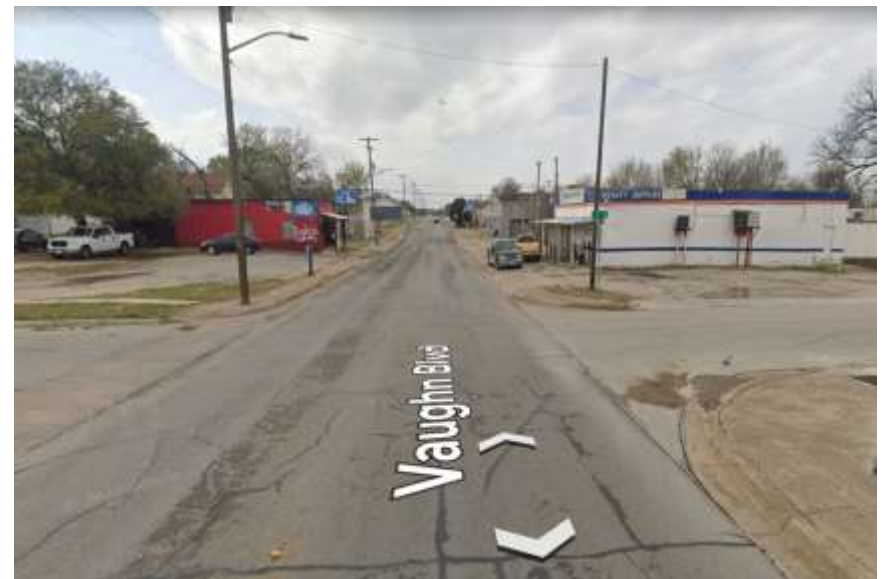
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# Fall in Love with POLY

Beauty Supplies & Rojera FY25 Q2 PROPOSED

Partnership with local companies and artists to provide the following:

Façade Power Washing/Striped	New Curbs/Sidewalks
Better Lighting	New Mural
Beautification (Plants)	





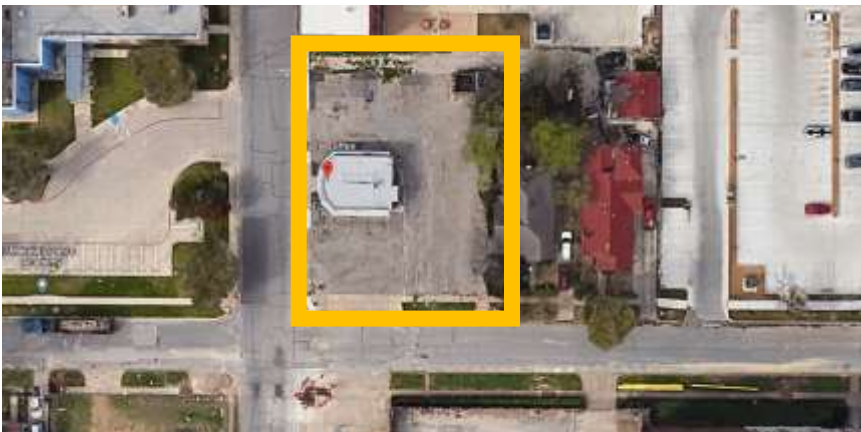
# Fall in Love with POLY

Black Coffee FY25 Q2 PROPOSED

Partnership with local concrete company to provide the following:

New Parking Lot  
Add'l Outside Seating  
Additional Mural

New Curbs/Sidewalks  
Better Lighting  
Beautification (Plants)



# Fall in Love with POLY

Working to revitalize an older and historic commercial district

## The Committees

### Outreach Committee | "Restoring Civic Value"

The **Outreach Committee** cultivates partnerships, encourages community involvement and creates a strong financial foundation.

*Sample Activities:*

- Pledge Drives - collect testimonials
- Annual Meeting - plan logistics
- Volunteer Community Outreach

### Promotion Committee | "Restoring Social Value"

The Promotion Committee upholds the District's unique characteristics and assets, marketing Poly as a destination, planning promotions to boost commerce.

*Sample Activities:*

- Hop Into Poly
  - Christmas in Poly
- Fall in Love with Poly  
Rootbeer Float Night

### Design Committee | "Restoring Physical Value"

The Design Committee supports transformation by enhancing visual and physical assets of the District, while making it feel welcoming and attractive.

*Sample Activities:*

- Planters/Banners
  - Local design guidelines
- Crosswalks  
Neighborhood Cleanups

### Economic Vitality Committee | "Restoring Economic Value"

The Economic Vitality Committee strives to enhance and diversify the economic base while establishing relationships with business owners.

*Sample Activities:*

- Coffee & Collaboration Business Events
  - Meet The Councilmember Events
- Various District Grants  
Business brochures

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# The Facts Today!

## Fall in Love with POLY, A Main Street Initiative

### Accomplishments

- **LED Lighting through ONCOR in the corridor**
- *Thanks to Councilmember Nettles*
- **Tree Program (Crape Myrtle)**
- *Thanks to Councilmember Nettles*
- **Façade updates/improvements on several buildings along Vaughn**
- **Partnership with Texas Wesleyan University "Service-Learning Dept."**
- **Partnership with the Downtown Fort Worth Rotary Club**
- *Thanks to community partnerships*
- **Nearly 6-acres for future mixed-use development opportunity**
- *Thanks to Lucas and Dennis Ruiz*
- **Marketing Campaign**
- **Social Media Campaign**

# 2023-2024 FILWP Budget

<b>Organization &amp; Administration</b>	95%
<b>Communications &amp; Community Partnerships</b>	3%
<b>Economic Development Planning &amp; Mobility</b>	2%

# 29 Community Connections

## Fall in Love with POLY, A Main Street Initiative Initiative

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Accelerate Fort Worth</li> <li>• City of Fort Worth</li> <li>• CREW Network</li> <li>• Community Design Fort Worth</li> <li>• Downtown Fort Worth, Inc.</li> <li>• East Fort Worth Business Association</li> <li>• East Fort Worth, Inc.</li> <li>• Fort Worth Chamber of Commerce</li> <li>• Fort Worth Economic Development Partnership</li> <li>• Fort Worth Hispanic Chamber of Commerce</li> <li>• Fort Worth Independent School District</li> <li>• FW Metropolitan Black Chamber of Commerce</li> <li>• Historic Handley Development Corporation</li> <li>• Housing Channel</li> </ul> | <ul style="list-style-type: none"> <li>• NCTRCA</li> <li>• Near Southside, Inc.</li> <li>• Neighborhoods of East Fort Worth Alliance</li> <li>• Real Estate Council of Greater Fort Worth</li> <li>• Renaissance Heights United</li> <li>• SBDC Tarrant County College</li> <li>• SCORE Fort Worth</li> <li>• Tarrant County</li> <li>• Texas Wesleyan University</li> <li>• The Fort Worth Report</li> <li>• Thrive In Fort Worth</li> <li>• United Way of Tarrant County</li> <li>• Vision East Lancaster</li> <li>• Visit Fort Worth</li> <li>• Workforce Solutions for Tarrant County</li> </ul> |
|--|--|

# Fall in Love with POLY

## Silk Club FY25 Q1 PROPOSED

Partnership with local companies and artists to provide the following:

- |                              |                         |
|------------------------------|-------------------------|
| Façade Power Washing/Striped | New Curbs/Sidewalks     |
| Parking Lot Cleanup          | Better Lighting         |
| Mural                        | Beautification (Plants) |



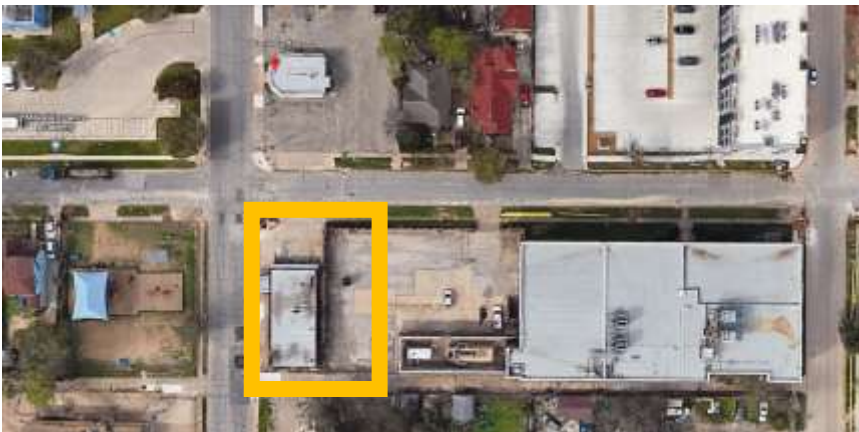


# Fall in Love with POLY

## Unique Cleaners FY24 Q4 PROPOSED

Partnership with local companies and artists to provide the following:

- |                              |                         |
|------------------------------|-------------------------|
| Façade Power Washing/Striped | New Curbs/Sidewalks     |
| Add'l Outside Seating        | Better Lighting         |
| Façade Painting              | Beautification (Plants) |



# Fall in Love with POLY

## City of Fort Worth Main Street Pilot Program 4 Points Metrics Report & Main Street Standards for Accreditation

### Economic Vitality

Research. Understand. Empower.

**Status of accomplishments: Narrative of what you have accomplished this year in regard to economic vitality. Tracking including but not limited to:**

- Number of businesses/entrepreneurs supported in district:  
**Confirming the metrics at press time. Review Achievements on page 18.**
- **Support:** *aided through training or technical assistance program run by organization, provided a connection, provided technical support, support through city permitting and/or development process, direct marketing of business, event that activated or supported the business.*
- Public/private dollars invested in district  
**Confirming the metrics at press time. Review Achievements on page 18.**
- New development/redevelopment projects aided support:  
**Confirming the metrics at press time. Review Achievements on page 18.**
- Convening or facilitating stakeholder meeting, letters of support for zoning or Urban Design Commission (UDC), or more (via narrative)  
**Confirming the metrics at press time. Review Achievements on page 18.**
- Mix of commercial vs non-commercial – goal of increase in commercial or denser housing  
**Confirming the metrics at press time. Review Achievements on page 18.**
- Number of new businesses established in district  
**Confirming the metrics at press time. Review Achievements on page 18.**
- New net jobs created in district  
**Confirming the metrics at press time. Review Achievements on page 18.**
- Number of vacancies filled or new leases  
**Confirming the metrics at press time. Review Achievements on page 18.**
- Increase in property values  
**Confirming the metrics at press time. Review Achievements on page 18.**
- New public infrastructure (dollars invested)  
**Confirming the metrics at press time. Review Achievements on page 18.**

# Fall in Love with POLY

City of Fort Worth Main Street Pilot Program  
4 Points Metrics Report & Main Street Standards for Accreditation

## Design

Research. Understand. Empower.

**Status of accomplishment:** Narrative around what you have accomplished this year in regard to design. *Tracking including but not limited to:*

- Beautification projects  
**LED Lighting. Sidewalks. Trash Clean Up with Texas Wesleyan University.**
- Façades rehabilitated  
**A Day of Service. November 8 or November 15, if it's a rain delay.**
- Permanent or semi-permanent public art projects  
**A Day of Service. November 8 or November 15, if it's a rain delay.**
- Historic preservation accomplishments  
**A Day of Service. November 8 or November 15, if it's a rain delay.**
- Design guidelines and/or form based code  
**Not Applicable at this present time.**
- New public infrastructure – streetscape, plazas, etc.  
**A Day of Service. November 8 or November 15, if it's a rain delay.**

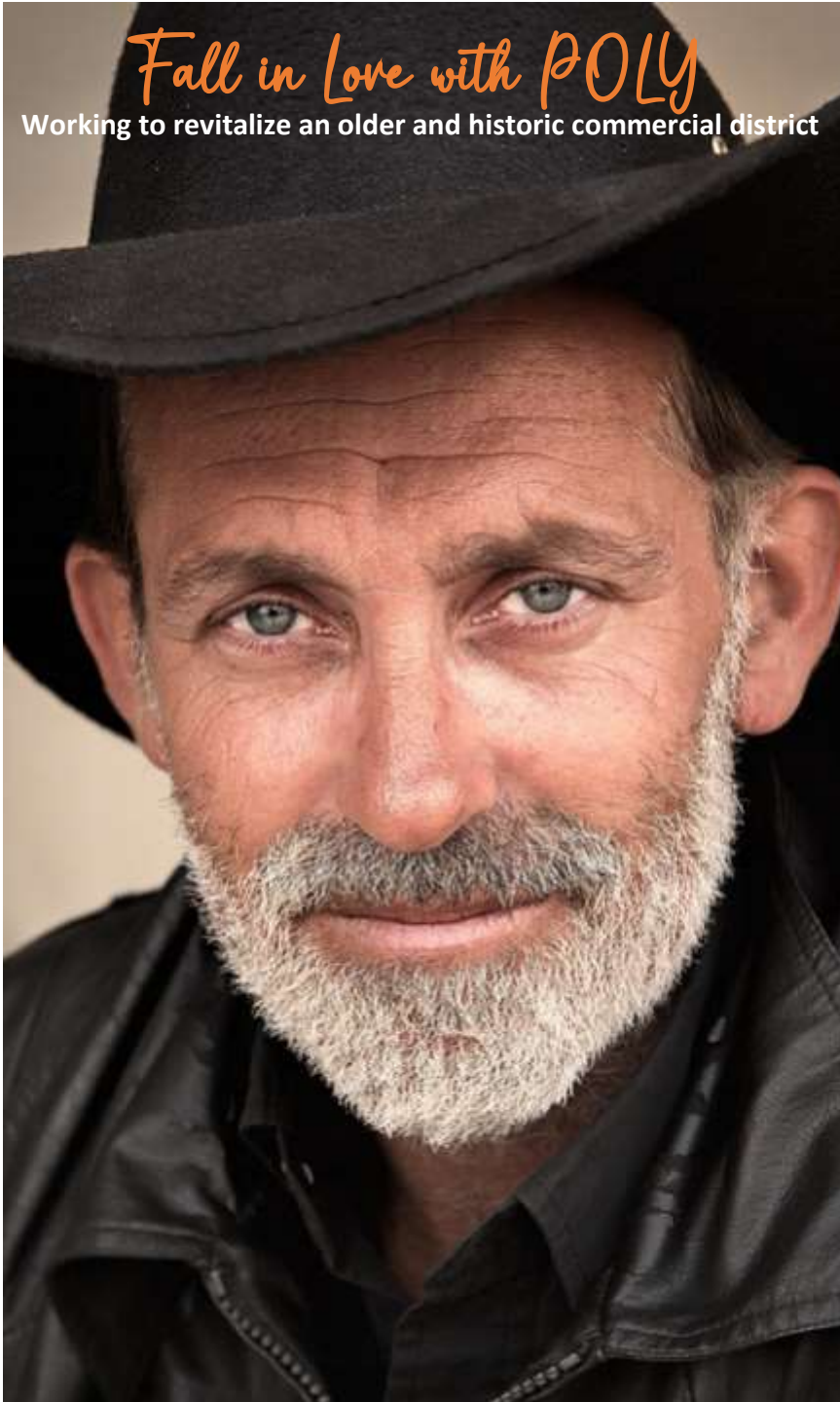


Fall in Love with POLY



Fall in Love with POLY  
Working to revitalize an older and historic commercial district





# Fall in Love with POLY

City of Fort Worth Main Street Pilot Program  
4 Points Metrics Report & Main Street Standards for Accreditation

## Promotion

Research. Understand. Empower.

**Status of accomplishment:** Narrative around what you have accomplished this last year in regard to promotion. *Tracking including but not limited to:*

- Events or festivals  
**Confirming the metrics at press time. Review Achievements on page 18.**
- Attendance at events  
**Confirming the metrics at press time. Review Achievements on page 18.**
- Business / vendor participation  
**Confirming the metrics at press time. Review Achievements on page 18.**
- *Summary of promotional/marketing efforts and reach:*
- New promotional items created  
**11 hardcopy marketing items produced.**
- Reach on digital media  
**3,700+ people**
- Traditional media pieces  
**Postcards, fliers, brochures, etc.**
- New/unique visitors to district & at events  
**Confirming the metrics at press time. Review Achievements on page 18.**



**WE ARE POLY**

**POLY**

A PUBLICATION OF FALL IN LOVE WITH POLY, A MAIN STREET INITIATIVE VOL. 001, ISSUE 1

**ON THE COVER**  
**Hon. Chris Nettles**  
 Councilmember, District 8  
 City of Fort Worth

**Save The Date**  
**IMPACTing SOUTHEAST FORT WORTH**  
 An Economic Development Luncheon  
 Featuring ROSS PEROT, JR & MIKE BERRY

Friday, September 20, 2024  
 11:30 AM

ACH Child and Family Services  
 Jo & Holt Hickman Center  
 3712 Wichita Street  
 Fort Worth, TX 76119

**Meet & Greet Information**  
 Membership Director  
 membership@southeastfw.com  
 817.871.6542

**Inside Our Issues**  
 Polytechnic Heights News  
 City of Fort Worth News  
 Tarrant County News  
 Area Business Spotlights  
 Workforce  
 Education  
 Professionals On The Move  
 Much, much MORE!

*Destination Poly Heights*

**EAT SHOP PLAY STAY**

# Fall in Love with POLY

Working to revitalize an older and historic commercial district

Follow the INVEST guidelines for good user stories!



- I** independent
- N** negotiable
- V** valuable
- E** estimable
- S** small
- T** testable

Discover **SOUTHEASTFW**

A REGION WHERE

COMPANIES & FAMILIES

PROSPER & THRIVE.

Come GROW with Us!





# Fall in Love with POLY

City of Fort Worth Main Street Pilot Program  
4 Points Metrics Report & Main Street Standards for Accreditation

## Organization

Research. Understand. Empower.

**Status of accomplishments: Narrative of what you have accomplished this year in regard to organization. Tracking including but not limited to:**

- Launch Committee (first year) and Board established a diverse representation of members (both organizationally, and in reference to stakeholder perspectives and skillsets)

### Stacy E. Marshall & Southeast Fort Worth, Inc.

managed Fall in Love with POLY in years one and two along with

John Dewar	Sharon Douglas	Michelle Green-Ford
Randle Howard	Michael Karol	Dee J. Kelly, Jr.
Dan Lufkin	Lorraine C. Miller	Melissa M. Mitchell
Martin Noto, Jr.	David Saenz	Jim Sager
Frederick G. Slabach	Vernell Sturns	Detra Whitmore

- Value expressed by stakeholders – rating value through surveys, (qualitative-quotes/testimonies, statements collected by participants) etc. **Not Applicable at this present time.**
- Number of participants in the trainings, both new and returning, and how they are tied to area i.e. business owner, property owner, neighbor, community partner **Confirming the metrics at press time. Review Achievements on page 18.**
- Number of volunteers serving on boards and committees **Confirming the metrics at press time. Review Achievements on page 18.**
- Total hours volunteered **Confirming the metrics at press time. Review Achievements on page 18.**
- Number of new and existing partnerships **Confirming the metrics at press time. Review Achievements on page 18.**
- Amount fundraised **Working to confirm the number under new leadership at this time.**

# Fall in Love with POLY

City of Fort Worth Main Street Pilot Program  
4 Points Metrics Report & Main Street Standards for Accreditation

## Other

Research. Understand. Empower.

Summary statement on your status of working towards or reaching the National Main Street Center's Standards for becoming an Accredited Main Street Community (goals by year 3).

- Broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors;  
**Completed and continuing to build on the support / relationships.**
- Well defined vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage;  
**Creating collaboratively with the community and in future meetings.**
- A comprehensive project implementation plan and an adequate operating budget to support it;  
**A plan has been created and the continuous work is being done.**
- Historic Preservation Ethic – old buildings, iconic historical sites, and/or historic cultural fabric that is core to the community's culture;  
**Creating collaboratively with the community and in future meetings.**
- Paid Professional Executive Director (40 hours+ / week);  
**Completed. Stacy E. Marshall is the President & CEO (Executive Director)**
- Active Board and Committees staffed by volunteers that align with the Main Street Four Point Approach;  
**Completed and reviewing new members semi-annually.**
- Adequate Operating Budget;  
**Completed and updating annually.**
- Program of ongoing training (Professional Development);  
**FY23 completed. FY24 and FY25 to be implemented FY24 Q4.**
- Reporting of Key Statistics (reinvestment)  
**FY23 completed. FY24 and FY25 to be implemented FY24 Q4.**







WE ARE POLY

# POLY

A PUBLICATION OF FALL IN LOVE WITH POLY, A MAIN STREET INITIATIVE VOLUME 1, ISSUE 3

## ON THE COVER

**Dennis Hall, Ph.D.**

Vice President for Student Affairs  
Dean of Students  
Texas Wesleyan University

Dr. Hall has the privilege of working with many hard-working colleagues across numerous functional areas including, Career Services, Residence Life, Student Activities, Orientation, Health Services, Campus Security, Campus Recreation, Student Conduct, Dining Services, and Esports.

## IN THIS ISSUE

**FREE workshops for businesses in Fort Worth's 76104 zip code!**

**FREE 1/2 DAY CONTRACT WORKSHOP on September 20th** to learn how to navigate the procurement process, from identifying RFPs to crafting competitive bids.

**FREE 1/2 DAY GRANT WORKSHOP on October 31st** to learn how to navigate the grant process, find the right opportunities, and craft winning proposals

For more information  
admin@redevelopmentgroup.com | 682.730.2642

## Inside Our Issues

- Polytechnic Heights News
- City of Fort Worth News
- Tarrant County News
- Area Business Spotlights
- Workforce Education
- Professionals On The Move
- Much, much MORE!

*Destination Poly Heights*



# Southeast Fort Worth, Inc.

Changing Neighborhoods! Changing Lives! **Changing POLY!**

## WELCOME FROM SOUTHEAST FORT WORTH, INC.

Southeast Fort Worth, Inc. has a regional outlook on Economic Development, extending its influence to improve the quality of life for residents, businesses, and visitors alike. Each neighborhood and individual in the City plays a vital role in enhancing economic development for southeast Fort Worth. On a macro-scale, economic development helps to revitalize neighborhoods, create entrepreneurial programs, enhance tourism, facilitate new jobs, and attract new retail, restaurants, and mixed-use developments. But most importantly, economic development increases city revenues that help pay for police/fire services, park programs, and cleaner streets. Economic vitality in southeast Fort Worth supports the excellent services that our residents and businesses deserve. Recent economic development accomplishments include:

### Businesses Started

- An estimated number of businesses created: 13

### Capitalizations (loans, grants, etc.)

- SEFWI received its second installment of \$45K for Main Street America

### Counseling Hours

- SEFWI worked with financial institutions and current/potential business owners for a total of 75 hours, and homeowners for a total of 225 hours.

### Workshops Delivered

- SEFWI worked with organizations on five Workshops totaling 10 hours.

### Jobs Created

- An estimated number of jobs created: 175

### Jobs Retained

- An estimated number of jobs created: 275

### New Project Accomplishments

- Renaissance Heights Campus
- New Car Wash
- Bank of America
- Numerous New Commercial Developments
- Housing channel 27 acres – 236 homes
- New O'Reilly Auto Parts store – Mitchell Blvd. / Berry Street
- Fort Worth National African American Museum & Cultural Center
- New Senior Living Housing
- Golden Chick
- Numerous Infill Housing

# Southwest Fort Worth, Inc.

Changing Neighborhoods! Changing Lives! **Changing POLY!**

## **SOUTHWEST FORT WORTH, INC.'S ECONOMIC DEVELOPMENT**

Economic Development takes the lead in increasing local revenues and diversifying Southwest Fort Worth's tax base. Economic Development is a collaborative effort that encompasses every City department.

## **PUBLIC-PRIVATE PARTNERSHIP**

Southwest Fort Worth, Inc.'s Economic Development manages the efforts of east Fort Worth and Fall in Love with POLY, A Main Street Initiative to develop strategies and initiatives that enhance visitation through tourism. Combined, these two organizations work to attract new businesses and developments, enhance consumer spending and visitation, facilitate new jobs, and maintain a vibrant, dynamic city.

## **HOW WE DO IT**

### **MARKETING AND SOCIAL MEDIA SUPPORT:**

- Assist small businesses with advertising to support local shopping and dining.

### **SITE SELECTION & MARKETING ANALYSIS ASSISTANCE:**

- Deliver detailed statistics, specific sites, and appropriate commercial neighborhoods for businesses and developers looking to relocate to southwest Fort Worth.

### **BUSINESS CONCIERGE SERVICES:**

- Provide guidance and assistance to businesses and developers during the City's entitlement process.

### **FACILITATION OF BUSINESS RESOURCES:**

- Connect businesses with Local, County, State, and Federal resources and programs.

### **ENTREPRENEURSHIP PROGRAMMING:**

- Create educational and networking opportunities to attract start-up businesses growing the entrepreneurial ecosystem.

### **TOURISM GROWTH:**

- Attract a new hotel and boost hotel occupancy by positioning southwest Fort Worth as a top domestic and international tourist destination to increase sales and transient occupancy tax revenues.

### **POLYTECHNIC HEIGHTS REDEVELOPMENT:**

- Leverage funds from the private sector to enhance infrastructure, safety, maintenance, marketing, events, and placemaking.

# Fall in Love with POLY

**In The Community: Research. Understand. Empower.**  
Local community leaders providing input





# Fall in Love with POLY

In The Community: Research. Understand. Empower.



**MEETING #2**

**COMMUNITY MEETING**  
**SAVE THE DATE**

**October 5, 2024 | 8:30 AM**

Texas Wesleyan University - Polytechnic United Methodist Church - Brangan Hall  
1310 S. Collard Street | Fort Worth, TX 76105

**About the Event :** We are seeking input from YOU, the community

Fall in Love with POLY, A Main Street Initiative, looks forward to working with you to develop the greater Polytechnic Heights Neighborhood Framework Plan to guide growth and investment throughout our community.

**WHAT TO EXPECT? :** MEET LEADERSHIP | VISION | MISSION | NEXT STEPS

**RSVP :** [stacy@southeastfw.com](mailto:stacy@southeastfw.com) or 817.871.6542

At Fall in Love with POLY, A Main Street Initiative, We Are  
**BUILDING STRONG NEIGHBORHOODS. CREATING GOOD JOBS.**

# Southeast Fort Worth, Inc.

Changing Neighborhoods! Changing Lives! **Changing POLY!**

## WHAT WE DO

- Facilitate sustainable job growth
- Enhance commercial activity
- Champion entrepreneurial startups
- Attract new investment
- Sustain vibrant neighborhoods
- Increase sales tax and transient occupancy tax (TOT) revenues
- Maintain Quality-of-Life for residents, businesses, and visitors
- Increase local revenues, and diversity southeast Fort Worth tax base



# SERVE

WITH US!



Join us for an educational, fun and excited day of service!

**NOVEMBER 8, 2024 | 8:00 AM**

Polytechnic United Methodist Church: Bragan Hall

3229 E. Rosedale St, Fort Worth, Texas 76105

For more information, please reach out to:

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Stacy Marshall at (817) 871-6542 ext. 2001



**SEFWI**  
SOUTHEAST FORT WORTH INC.  
SERVING NEIGHBOURHOODS. CHANGING LIVES.



## ACHIEVEMENTS FY#1

APPROVED Marketing Campaign	APPROVED Social Media	APPROVED LED Lighting	APPROVED Tree Planting

## ACHIEVEMENTS FY#2

PARTNERSHIPS	COMPLETION	MEETINGS	IN-PROGRESS	DRAFTED
<p>TX Wesleyan Univ. Service-Learning Dept.</p> <p>Downtown Rotary Club of Fort Worth</p> <p>Rotary Club of Western Fort Worth</p>	<p>The last of the LED lights were completed on Vaughn Blvd.</p>	<p>Community Updates Moving Forward</p> <p>October 3 - 6:00 PM Bragan Hall</p> <p>October 5 - 8:30 AM Bragan Hall</p>	<p>New Streets</p> <p>New Sidewalks</p> <p>New Streetscapes</p> <p>New Artwork</p>	<p>Strategic Plan Operational Plan</p> <p>IN-PROGRESS Master Plan (HDR Architects)</p>
<p><b>MAIN STREET GRANT AWARD</b></p> <p>\$10,000</p> <p>"Kudos" to Black Coffee for being selected for the Main Street Grant</p>				



# Fall in Love with POLY

In The Community: Research. Understand. Empower.

# Southeast Fort Worth, Inc.

Changing Neighborhoods! Changing Lives! **Changing Poly!**

**FALL IN LOVE WITH POLY**  
A MAIN STREET INITIATIVE

**COMMUNITY MEETING**  
**SAVE THE DATE**

**October 3, 2024 | 6:00 PM**  
Texas Wesleyan University - Polytechnic United Methodist Church - Brangan Hall  
1310 S. Collard Street | Fort Worth, TX 76105

**About the Event :** We are seeking input from YOU, the community

Fall in Love with POLY, A Main Street Initiative, looks forward to working with you to develop the greater Polytechnic Heights Neighborhood Framework Plan to guide growth and investment throughout our community.

**WHAT TO EXPECT? :** MEET LEADERSHIP | VISION | MISSION | NEXT STEPS

**RSVP :** 817.871.6542 or [stacy@southeastfw.com](mailto:stacy@southeastfw.com)

At Fall in Love with POLY, A Main Street Initiative, We Are **BUILDING STRONG NEIGHBORHOODS. CREATING GOOD JOBS.**

## PUTTING IN THE WORK | THE ACCOMPLISHMENTS

### MASTER PLANNING AND URBAN PLANNING WITH HDR

- Texas Wesleyan University
- Fall in Love with POLY
- Southeast Fort Worth, Inc.

The Polytechnic/Wesleyan village is located in southeast Fort Worth along East Rosedale Street between Collard Street and Conner Avenue in Council District 8 and Council District 11.

A two block span of storefronts are planned to be redeveloped to their former function as “main street” businesses that provide neighborhood retail outlets and professional service firms. The storefront redevelopment will serve as a catalyst to re-ignite other village improvements. The City of Fort Worth had secured a HUD Economic Development Initiative grant (\$961,212) to help fund the storefront redevelopment and other improvements in the village.

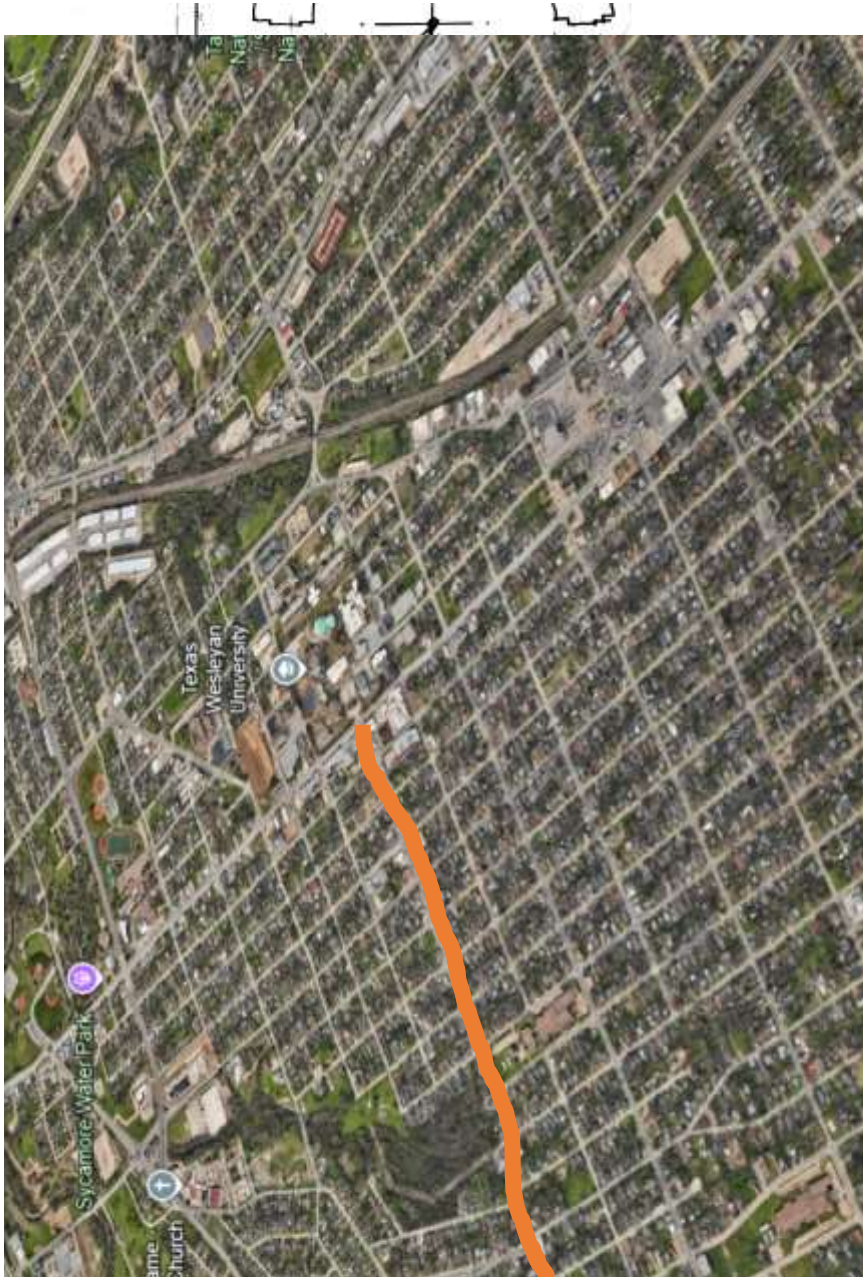
In 2008, this village received a grant award of \$50,000 to undertake a community-driven planning process to address various issues including development opportunities, transportation needs and priorities, residential and commercial design guidelines, etc. In addition, the North Central Texas Council of Governments (NCTCOG) Transit Oriented Development (TOD) Implementation Group program completed a technical assistance report that focused on market conditions and strategies to attract investment.

Area stakeholders supported a more diverse housing stock, with rental and ownership opportunities, and stronger pedestrian connections between residential, commercial, and educational areas. The advocacy and professional organizations that promote business development and investment in this village include Texas Wesleyan University, Polytechnic Community Development Corporation, and Southeast Fort Worth, Inc.

HDR has dusted worked with all entities to dust off the 2008 plan to reimagine a new plan, one that will encompass the current market and residents’ vision.

# Fall in Love with POLY

Vaughn: The AREA in the Historic Commercial District!



# Southeast Fort Worth, Inc.

Changing Neighborhoods! Changing Lives! **Changing POLY!**

## PUTTING IN THE WORK | THE ACCOMPLISHMENTS

### LMI COMMUNITIES

Our goal is to build southeast Fort Worth and surrounding communities by making investments in people and the places they live.

Our programs provide security, stability and freedom from the fear of homelessness for Fort Worth families. Through our development and transformation initiatives, we are connecting local families to resources they need to build generational wealth and be productive participants in their community.

### MASTER PLANNING AND URBAN PLANNING WITH HDR

Helping clients imagine the future, and then providing the integrated and forward-thinking services to achieve those goals is the hallmark of HDR's planning and consulting practice.

HDR knows that a comprehensive, implementable strategy sets the stage for successful solutions. That's why HDR considers all the factors that influence plans—technological, socio-cultural, scientific, economic and geo-political.

HDR strongly believes that decisions should be informed by evidence and solid data, wherever possible, and guided by the unique variables and needs that a project requires.

HDR approaches embrace a framework of integration and collaboration. They have the resources company-wide and through industry partners to expand their team with all necessary experts to ensure a robust and encompassing process. HDR global partnerships allows them to build unique teams for every engagement, capitalizing on different ways of thinking and seeing the world.

HDR works side-by-side to develop the best plan and path forward.

