

Fort Worth Main Street Three-Year Pilot Program Update

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Economic Development Department

Purpose

To demonstrate how **Main Street America**, the **City of Fort Worth**, and **local partners** are using revitalization to build neighborhood-led economic development capacity, leverage public investment, and deliver measurable outcomes in revitalization target areas.

Main Street In Fort Worth

- **Main Street America (MSA)** serves as technical assistance and capacity building partner, providing training, tools, and best-practice frameworks.
- The **City of Fort Worth** is a strategic and funding partner, aligning redevelopment work with City economic development priorities, supporting policy and zoning alignment and investing in catalytic projects for **community led revitalization**.
- Our **community partners** are the primary implementers, working in their communities to directly enhance economic vitality.

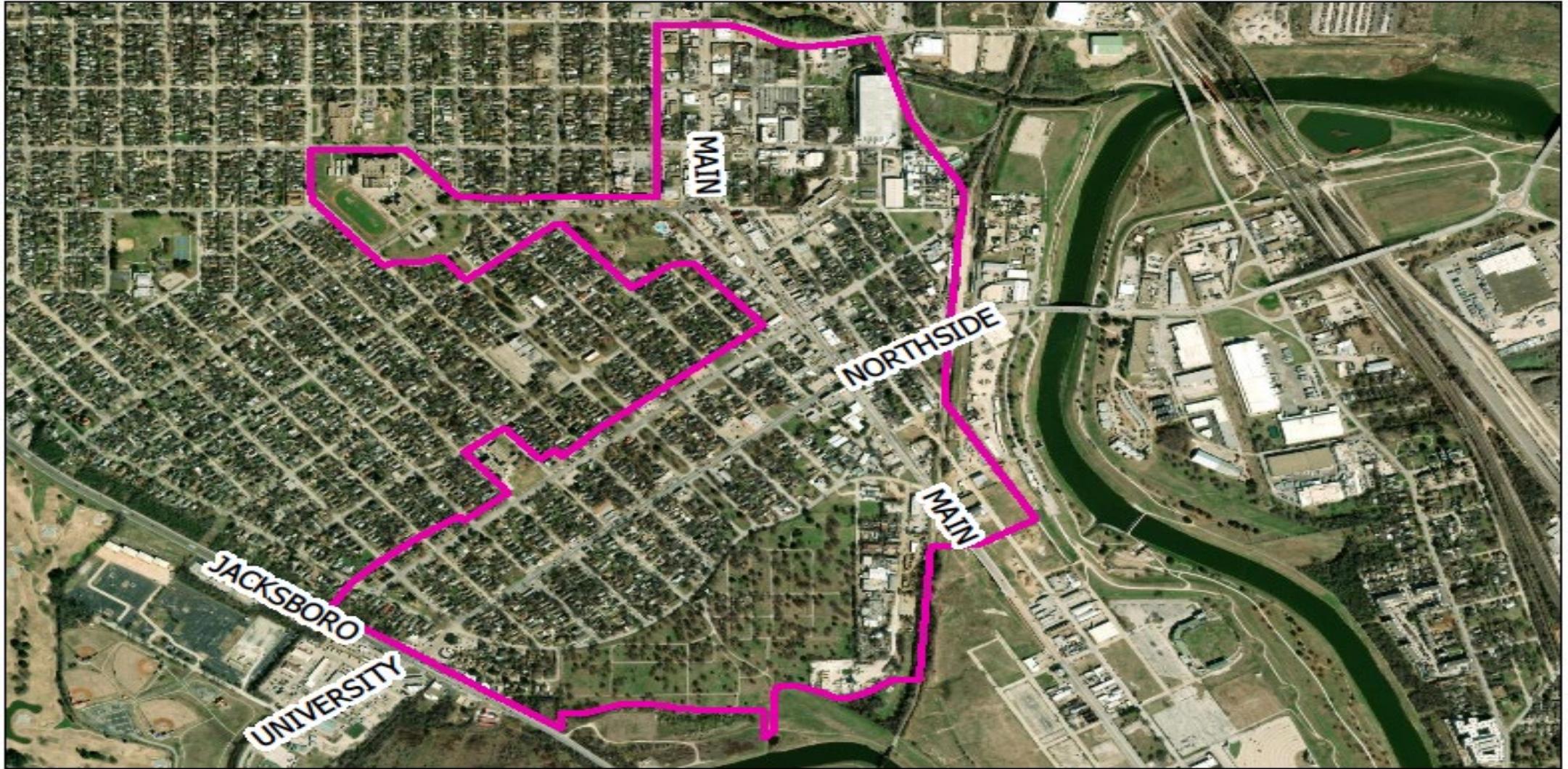
Fort Worth Main Street Pilot Program 2023 – 2025

- Main Street America contracted as vendor \$110,000.
- Pilot Program included two competitively selected communities: Historic Northside and Polytechnic Heights.
 - The City evaluated corridors based on defined boundaries, historic/commercial density, economic need, and walkability.
 - Selections were data-driven and based on readiness, capacity, and return on investment potential.
- Program focused on using asset-based tactics to preserve cultural heritage, historic features, local businesses.

Fort Worth Main Street Pilot Program 2023 – 2025

- As part of the Pilot Program, districts received the following training:
 - **Main Street 101:** Community Asset Mapping, Board Roles & Responsibilities, Volunteer Recruitment & Retention, Transformation Strategy, Zoning & Development Workshops.
 - **Local leaders training:** upskilled to define and implement revitalization projects that complement local government plans.
- Each district was provided administration and project implementation funds from the Fort Worth Local Development Corp.

Northside Main Street



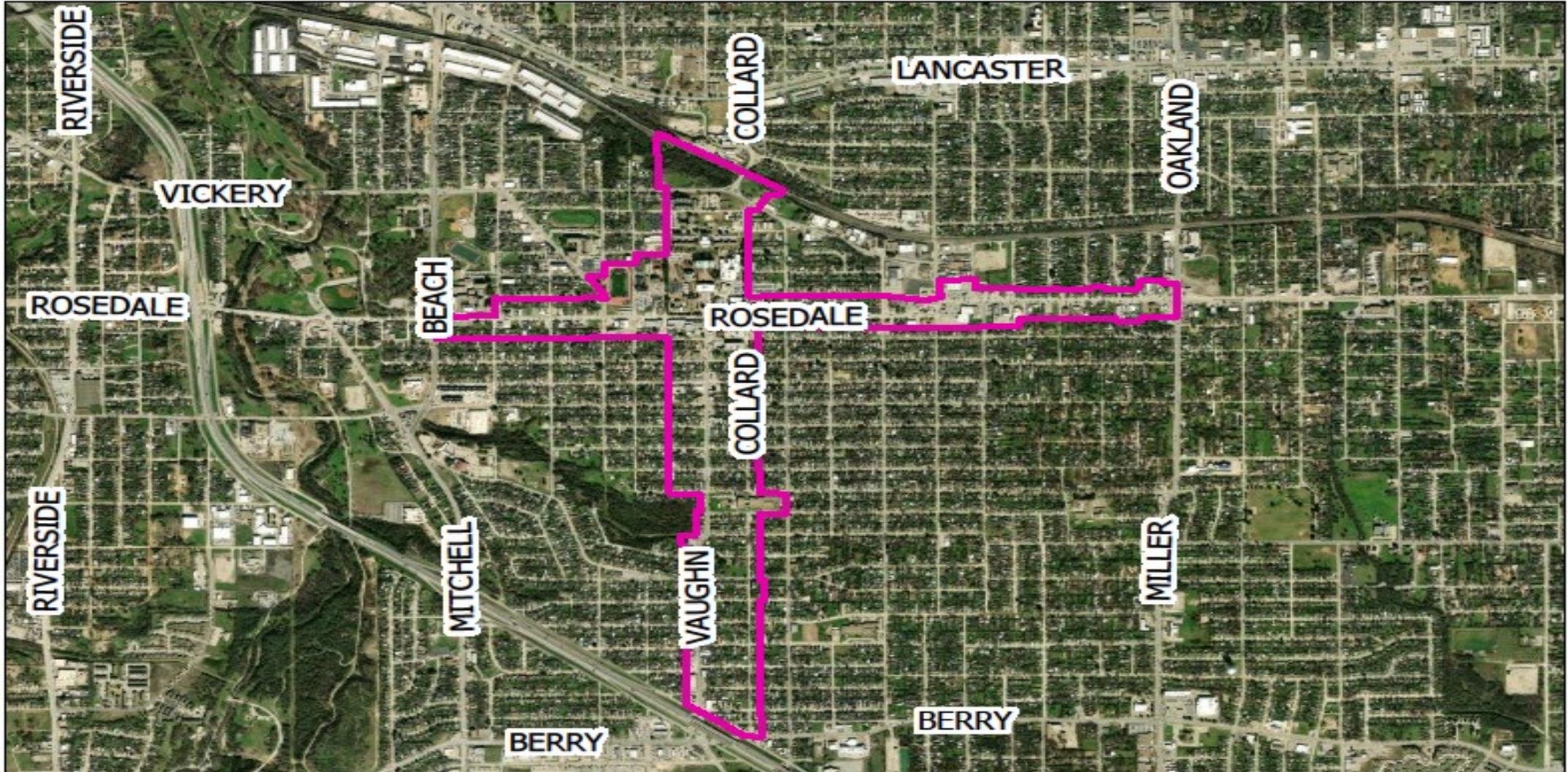
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 Northside Main Street Boundary

LDC Main Street Funding: Historic Northside

Funding	FY 2023	FY 2024	FY 2025	Pilot Program Total
Administration	\$45,000	\$45,000	\$30,000	\$120,000
Project Implementation	\$20,000	\$80,000	\$50,000	\$150,000
			Total	\$270,000

Polytechnic Main Street



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 Polytechnic Main Street Boundary

LDC Main Street Funding: Polytechnic

Funding	FY 2023	FY 2024	FY 2025	Pilot Program Total
Administration	\$45,000	\$45,000	\$30,000	\$120,000
Project Implementation	\$20,000*	\$80,000*	\$50,000*	\$150,000*
Total				\$270,000

* SEFW Inc. unused funds for 2023 – 2025.

Pilot Program Goals

- District organizations would be fully structured and sustaining themselves.
- The program would increase stakeholder involvement and support execution of priority projects.
- Communities would begin seeing tangible transformation through strategic economic development.
- Fundraising and external investment would be underway to continue growth beyond the initial city funding.

Polytechnic Main Street Program

Dr. Dwala Chandler, Texas Wesleyan University

Poly Main Street

Mission

Poly Main Street unites neighbors, residents, students, and businesses to cultivate a thriving, connected, and purposeful community. Through beautification, communication, and collaboration, we empower partners to honor Polytechnic Heights' legacy and unique identity while creating opportunities for all to live, work, play, and prosper.

Vision

To create a vibrant, mixed-use district that fosters entrepreneurship, celebrates the neighborhood's identity and traditions, and supports generational growth — a welcoming place where residents, businesses, and visitors can thrive, build prosperity, and enjoy a high quality of life.

Poly Main Street: Updates

- Transitioned leadership to **Texas Wesleyan University** (TXWes) as the managing entity for the Transformation Strategy.
- Launched **Community-Based** Project Management course, embedding students in revitalization projects.
- Completed the **Transformation Strategy** development with MSA.
- Hosted a Logo Design Vote to **engage** all stakeholders.
- Establishing bylaws for Poly Main Street operations.
- Creating a **nonprofit** foundation to lead fundraising.

Poly Main Street: Updates

- Established boards to implement the Main Street Four Point Approach:
 - Organization – Building leadership and capacity.
 - Promotion – Telling the district’s story.
 - Economic Vitality – Supporting business growth.
 - Design – Enhancing the visual character of the district.
- Implementing programs through **TXWes Jack Morton Business Accelerator**, including business-planning workshops, financial literacy, marketing, and compliance training.
- Assisting in revitalization of two commercial buildings.

Poly Main Street: Updates

- Built new collaboration between Texas Wesleyan University, City, business owners, property owners, and community residents.
- Selected as a **2025 American Express Neighborhood Champion**, supporting Shop Small efforts.
- Collaborated with local business owners to assess needs and opportunities.
- Proposed outdoor fitness court with a safe gathering place.

Historic Northside Main Street Program

Dee Lara O'Neal, Fort Worth Hispanic Chamber of Commerce

Northside Main Street

Vision

A Northside known for its culture, small businesses, and shared stewardship—where growth supports the neighborhood rather than replacing it.

Transformation Strategy Priorities:

- Build community leadership and strengthen partnerships to ensure residents, businesses, and partners participate in shape corridor development.
- Support small businesses and corridor vitality through visibility, participation, and coordinated economic strategies.
- Preserve what matters and grow organizational capacity by using appropriate design tools and strengthening long-term stewardship.

Northside Main Street: Updates

- Established boards.
- Initiated rezoning efforts.
- Exploring the creation of a public improvement district (PID).
- Events drawing **24,000+** visitors over three years, injecting new customers.
- **14** projects completed, underway, or planned: **\$84M+** in capital investment.
- **302** jobs and **121** new or expanded businesses along the corridor.
- Helped business owners to align building improvements with district marketing.
- Completed corridor beautification.

Northside Main Street: Updates

- Strategic planning with Freese & Nichols and Ash + Lime.
- Sonidos Summer Concert Series (**10,000+ attendees**).
- Installed cultural murals at Mercado Plaza, Marine Skate Park, MLB mural.
- Events like Posadas raised **\$7,500** sponsorships and **\$10,000** for local businesses.
- **\$535,584** raised over three years (excluding FWLDC funds).
- Working toward incorporation as an **independent** nonprofit to support long-term stewardship and governance.

From Pilot to Platform: What Comes Next

- FWLDC authorized a two-year extension of program and **up to \$300,000 (combined)** in program funds in June 2025.
- Main Street America contracted as vendor (\$60,000) to continue support services to supplement City efforts.
 - Includes ongoing technical assistance, district workshops, and field learning sessions.
- Fort Worth will focus on executing strategic work plans that move both Main Streets to **self-sustainability**.
- New program agreements with each district that include tracking **metrics** and measurable KPIs.
 - Private funds raised, jobs created, vacant buildings activated, etc.

LDC Main Street Funding: Polytechnic

Funding	FY 2026	FY 2027	Total
Administration	\$30,000	\$30,000	\$60,000
Project Implementation	\$80,000*	\$70,000*	\$150,000*
Total			\$210,000

* Unused funds carried over from the 2023 – 2025 Program Year.

LDC Main Street Funding: Historic Northside

Funding	FY 2026	FY 2027	Total
Administration	\$30,000	\$30,000	\$60,000
Project Implementation	\$35,000	\$35,000	\$70,000
Total			\$130,000

CFW Community Development Efforts

- Continue to support neighborhood and community revitalization efforts in Main Street districts and other corridors.
- Initiate conversations with Texas Main Street to determine how to better align Fort Worth's efforts with the state's existing program.
- Continue to develop additional tools to support Fort Worth communities in their economic and community development efforts.
- Evaluate revitalization strategy as part of economic development strategic plan.

Questions?