



EST. 2022

HISTORIC
NORTHSIDE



DISTRICT

2023

Historic Northside District
Annual Report

Prepared By :

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ABOUT US

Established in 2022, the Historic Northside District is a Main Street America commercial revitalization program led by the Fort Worth Hispanic Chamber of Commerce in partnership with the City of Fort Worth. The goal is to revitalize the Historic Northside commercial corridor by retaining and recruiting businesses, improving commercial properties and streetscapes, and attracting consumers. In addition, the Historic Northside District hopes to assist businesses and coordinate sustainable community-driven revitalization efforts.

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ORGANIZATION

- **Launch Committee:** Made up of 12 individuals who helped form the project and hire the Project Manager.
- **Board Selection Committee:** Made up of three individuals who are responsible for selecting board members out of nearly 40 applicants.
- **Four Points Committees:** Over 40 people have committed to volunteering to be part of one of the committees to help move the project forward with action-based responsibilities.
- **Volunteers:**
 - Total headcount of over 70 volunteers
 - Total time donated of over 300 hours
 - Volunteer value of \$9,540 based on 2023 value of volunteer time
- **Trainings/Community Meetings:**
 - Feb 18th - Community Launch; 100 attendees
 - August 5th - Community Asset Mapping; 65 attendees
 - September 28th - Main Street Year 1 Assessment; 35 attendees
 - October 19th - Main Street Business Owners Mixer; 40 attendees
- **Partnerships:** Formed new partnerships with Artes De La Rosa, Northside Neighborhood Association, National Latino Law Enforcement Organization, Joe T. Garcia's, QuikTrip, El Patron, Casa Azul, Hugo's 5 De Mayo, Casa Ritas, Troy Filmz, Cañas y Flores, Chick-Fil-A Stockyards, All Saints Catholic Church, Boys & Girls Club, NBT Financial, City of Fort Worth, and the Fort Worth Police Department's Northwest Division.
- **Fundraising:** Raised a total of \$65,795 through grants, sponsorships, and Sonidos Market



Nearly 250 people have attended our community meetings and events, where we discussed the Main Street Project and collected actionable input and feedback.



ECONOMIC VITALITY

FUNDRAISING

• Grants:

- Selected as one of six national recipients of the **GM on Main Street** grant which awarded **\$25,000** for a placemaking initiative



• Sponsorship:

- Raised a total of **\$29,500** through various sponsorships for 2023 Sonidos Del Summer
 - Silver Sponsorship **\$5000**
 1. Cañas & Flores
 2. Gorrondona & Associates, Inc.
 3. The Rios Group
 4. Arca Continental Coca-Cola Southwest Beverages
 - Bronze Sponsorship **\$2500**
 1. Joe T. Garcia's
 2. QuikTrip
 3. NBT Financial
 4. NLLEO Fort Worth Chapter

• Revenue

- Raised a total of **\$11,295** through the Sonidos Market at the Sonidos Del Summer Concert Series at Marine Park
- Revenue came from vendor fees that the vendors, organizations, and food trucks paid to be a part of the event
- Total of 91 vendors for all three dates

NOTE: Revenue was split three ways and donated to the Northside Neighborhood Association and Artes De La Rosa (**\$3,675 each**), demonstrating our intent to support community organizations.



SPONSORSHIPS

Sponsor	Category	Description	Amount
GM	Grant	Main Street grant	\$25,000.00
Gorondona	Silver	Silver-level sponsorship for Sonidos	\$5,000.00
QuikTrip	Bronze	Bronze-level sponsorship for Sonidos	\$2,500.00
NLLEO	In-Kind	Sponsoring part of police expense	\$2,000.00
Boys & Girls Club	In-Kind	Mobile clubhouse experience	\$0.00
Arca Continental	Silver	Silver-level sponsorship for Sonidos	\$5,000.00
NBT	Bronze	Bronze-level sponsorship water and giveaways	\$2,500.00
Joe T Garcias	Bronze	Bronze-level sponsorship for Sonidos	\$2,500.00
Rosa Rios Group	Silver	Silver-level sponsorship for Sonidos	\$5,000.00
Caña & Flores	Silver	Silver-level sponsorship for Sonidos	\$5,000.00
Troy Filmz	In-Kind	Content for all three Sonidos dates	\$0.00
TOTAL			\$54,500.00

The community came together to make the first-ever Sonidos Del Summer unforgettable. Support from local businesses, sponsors, vendors, residents, and partner organizations made this event a success. Preparations for 2024 Sonidos Del Summer have been kickstarted by a \$10,000 grant from Arts Fort Worth!

DESIGN

MARINE PARK BEAUTIFICATION

- **April 26th - Cleaning of the pavilion**
 - Conducted by CFW Parks & Rec and Graffiti Abatement teams
- **April 27th - Painting of the pavilion**
 - Led by CFW Graffiti Abatement team plus Ivan as a volunteer
- **April 29th - Community Beautification Day at Marine Park**
 - CFW Parks & Recreation team assisted with tools, labor, and donated mulch for the flower beds
 - \$500 worth of flowers and plants purchased by Historic Northside District to be planted by volunteers
 - 25 volunteers helped for 4 hours each, from 8am to 12pm
 - 5 Parks & Rec team members
 - 120 total hours of labor worth \$3,816 based on 2023 value of volunteer time



Facade Improvements:

- 1216 N main St - La Coqueta, purchased by Juan Rodriguez and partner. Improvements are already underway.
- 1332 N Main St - Mulholland building purchased by local investors, improvements beginning Fall 2023.

Historic Preservation:

- 1332 N Main St - Mulholland building purchased by local investors, applied for Historic Tax Credits, Historic Preservation.



The improved Marine Park pavilion was a hit in the community! It was ready just in time for the first Sonidos Del Summer concert, thanks to CFW staff and local volunteers!

PROMOTION



- **Sonidos Del Summer:**

- **May 6th - Bidi Bidi Back to the Park**

- 1,600 attendees based on [Placer.AI data](#) provided by City of Fort Worth
 - 663 event page responses on the [Facebook event](#)
 - Over 68,000 combined post impressions on Facebook and Instagram

- **June 3rd - Amor y Cumbia**

- 2,200 attendees based on [Placer.AI data](#) provided by City of Fort Worth
 - 556 event page responses on the [Facebook event](#)
 - Over 37,000 combined post impressions on Facebook and Instagram

- **July 1st - Northside 4th**

- 2,700 attendees based on [Placer.AI data](#) provided by City of Fort Worth
 - 469 event page responses on the [Facebook event](#)
 - Over 55,000 combined post impressions on Facebook and Instagram

- **Media Coverage:**

- **Univision 23 DFW**

- [Sonidos Del Summer - May 6th Live Invite on Contigo en La Comunidad](#)
 - [Sonidos Del Summer - Northside 4th Live Coverage](#)

- **Troy Filmz**

- [Bidi Bidi Back to the Park Recap Video](#)
 - [Amor y Cumbia Recap Video](#)

- **Fort Worth Report**

- [Bidi Bidi Back to the Park](#)
 - [Historic Northside Main Street](#)

- **Social Media Platforms:**

- Facebook - 882 followers
 - Instagram - 460 followers

Sonidos Del Summer garnered a total of over 160,000 impressions on social media. Additionally, local media coverage brought attention to the event and the Historic Northside District. Promotion efforts resulted in a total of over 7,000 people visiting Marine Park to enjoy Hispanic/Latino music, food, and vendors.

@HISTORICNORTHSIDEDISTRICT

SONIDOS DEL SUMMER
AT MARINE PARK
9303 NW 20th Street

5 PM - MARKET OPENS
6 PM - 1ST PERFORMANCE
8 PM - HEADLINER

06 MAY **BIDI BIDI BACK TO THE PARK**
Celebrating 30 years since Selena took the stage in Marine Park!
HEADLINER: SELENA FOREVER TRIBUTE BAND

03 JUNE **AMOR Y CUMBIA**
June is the month of love and there's no better way to celebrate than with Cumbia!
DOUBLE-HEADLINER: FRECUENZIA & QUIMIKOZ

01 JULY **NORTHSIDE 4TH**
A full-day 4th of July celebration in the Northside - Parade and Block Party!
HEADLINER: LATIN EXPRESS

FREE EVENT

IN PARTNERSHIP WITH:

HISTORIC NORTHSIDE DISTRICT
BOYS & GIRLS CLUBS OF DALLAS TARRANT COUNTY
MAIN STREET AMERICA
FORT WORTH
Artes Rosa
NSN
gm
FORT WORTH HISTORIC CHAMBER OF COMMERCE



STAY IN TOUCH



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