

POLY

A PUBLICATION OF POLYTECHNIC HEIGHTS MSA 2023 SPRING ISSUE

2023 ANNUAL REPORT



THANK YOU

for partnering

**POLYTECHNIC HEIGHTS
MAIN STREET AMERICA
INITIATIVE IN FORT WORTH**
WORKING TO REVITALIZE AN OLDER
& HISTORIC COMMERCIAL DISTRICT
FORT WORTH, TEXAS 76105

Stimulate a vibrant and sustainable environment
Improve infrastructure
Enhance economic competitiveness
Create a culturally inclusive urban center
Position the area as a global destination
Foster innovation in the urban experience
Foster technology in the urban experience

WHAT WE BELIEVE AT POLY MSA

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. MAIN STREET AMERICA MODELS AND CHAMPIONS THIS VISION THROUGH OUR ACTIONS AND PROGRAMS.

Sandrea Shields, Program Manager - Polytechnic Heights Main Street America

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

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Polytechnic Heights Main Street

Working to revitalize an older and historic commercial district

A look into Main Street



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.

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Polytechnic Heights Main Street

The Marketing and Social Media Impact

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A REGION WHERE

COMPANIES & FAMILIES

PROSPER & THRIVE.

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A Grassroots Network

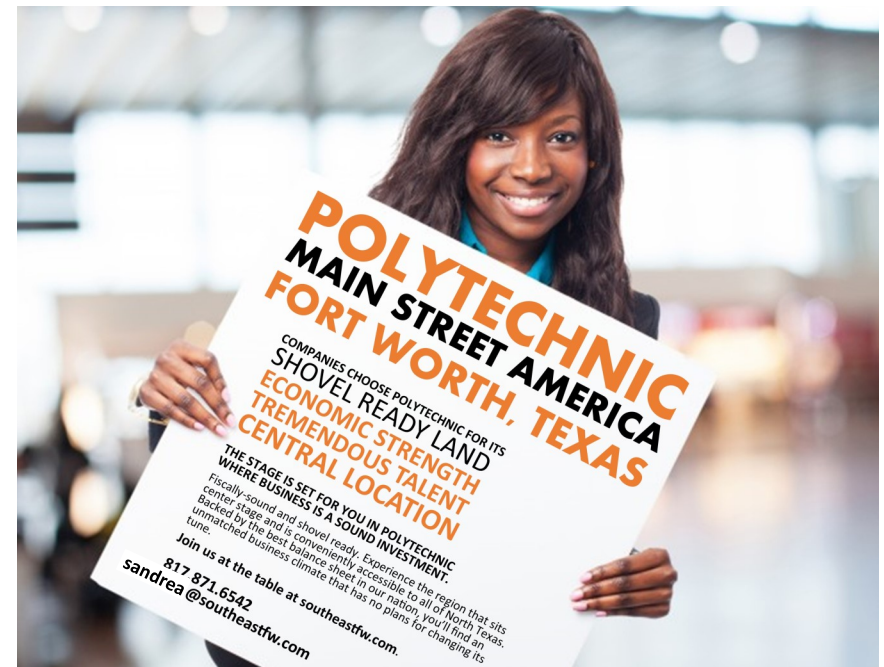
Made up of small towns, mid-sized communities, and urban commercial districts, the thousands of organizations, individuals, volunteers, and local leaders that make up Main Street America™ represent the broad diversity that makes this country so unique. Working together, the Main Street America Network 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.



Polytechnic Heights Main Street

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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Polytechnic Heights Main Street

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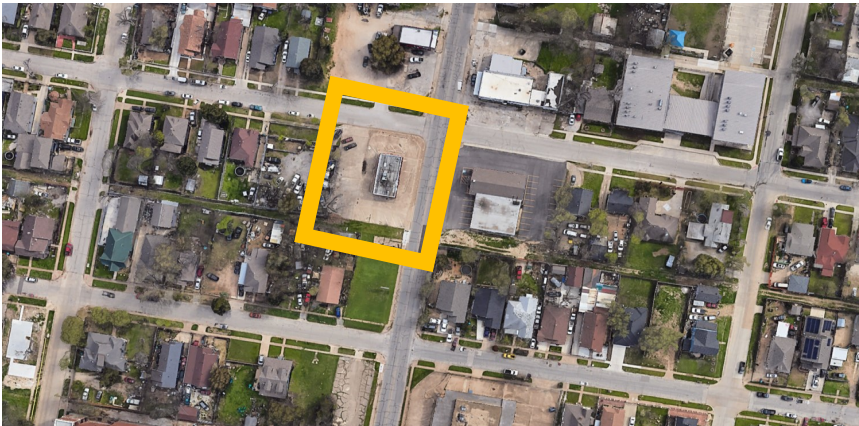
Polytechnic Heights Main Street

Silk Club FY24 Q2 PROPOSED

Partnership with local companies and artists to provide the following:

New Parking Lot
Add'l Outside Seating
Mural

New Curbs/Sidewalks
Better Lighting
Beautification (Plants)



Polytechnic Heights Main Street

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.

Polytechnic Heights Main Street

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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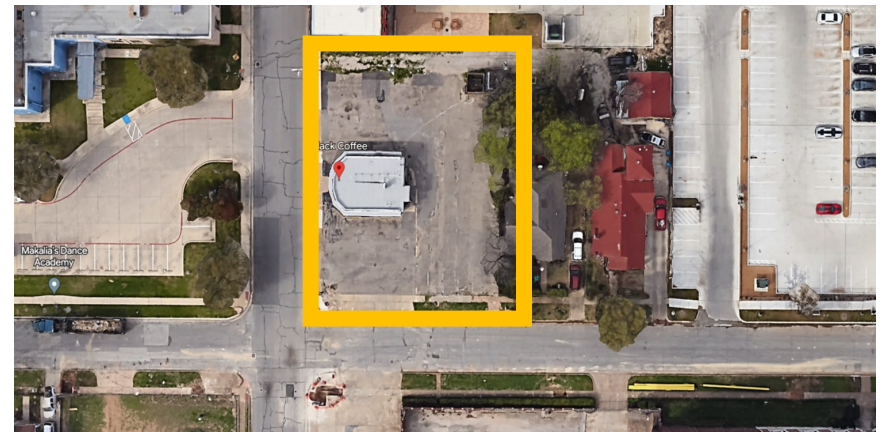
Polytechnic Heights Main Street

Black Coffee FY24 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)



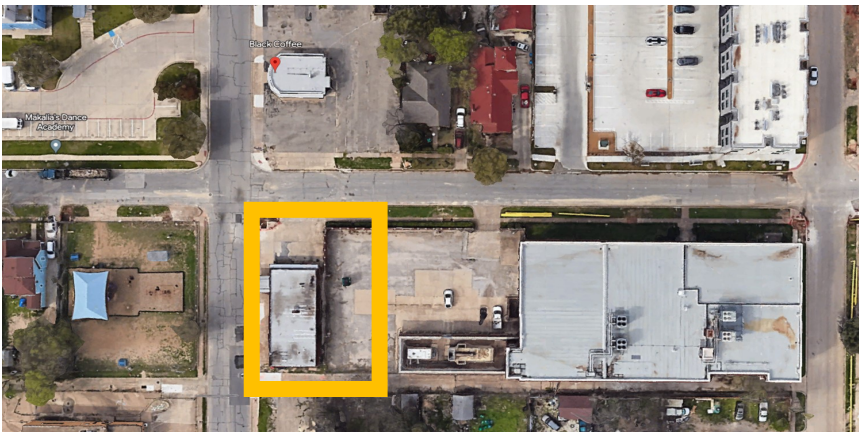
Polytechnic Heights Main Street

Unique Cleaners FY24 Q2 PROPOSED

Partnership with local companies and artists to provide the following:

New Parking Lot
Add'l Outside Seating
Façade Painting

New Curbs/Sidewalks
Better Lighting
Beautification (Plants)



Polytechnic Heights Main Street

Working to revitalize an older and historic commercial district

Sandra Shields & Southeast Fort Worth, Inc.
manages Polytechnic Heights MSA 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

(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)



Texas Wesleyan
UNIVERSITY

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

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.

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The Facts Today!

Polytechnic Heights Main Street America 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 Habitat for Humanity** to paint homes in the area
- **Partnership with Hearts and Hammers** to paint commercial buildings
- *Thanks to community partnerships*
- **Nearly 5-acres** for future mixed-use development opportunity
- *Thanks to Lucas and Dennis Ruiz*
- **Marketing Campaign**
- **Social Media Campaign**

2022 PHMSAI Budget

Organization & Administration (The Startup)	75%
Communications & Community Partnerships	15%
Economic Development Planning & Mobility	10%

27 Community Connections

Polytechnic Heights Main Street America Initiative

- AcceleratedDFW
- Big Brothers Big Sisters
- City of Fort Worth
- CREW Network
- Downtown Fort Worth, Inc.
- East Fort Worth Business Association
- East Fort Worth, Inc.
- Fort Worth Chamber of Commerce
- Fort Worth Economic Development Partnership
- Fort Worth Hispanic Chamber of Commerce
- FWISD
- FW Metropolitan Black Chamber of Commerce
- Historic Handley Development Corporation
- HOBY
- Housing Channel
- Near Southside, Inc.
- Neighborhoods of East Fort Worth Alliance
- Real Estate Council of Greater Fort Worth
- Renaissance Heights United
- Tarrant County
- Texas Wesleyan University
- Thrive in Fort Worth
- The Fort Worth Report
- Trinity Metro
- United Way of Tarrant County
- Vision East Lancaster
- Visit Fort Worth

Polytechnic Heights Main Street

Abandoned Buildings FY24 Q2 PROPOSED

Partnership with local companies and artists to provide the following:

New Parking Lot
Add'l Outside Seating
New Mural

New Curbs/Sidewalks
Better Lighting
Beautification (Plants)



Polytechnic Heights Main Street

Beauty Supplies & Rojera FY24 Q2 PROPOSED

Partnership with local companies and artists to provide the following:

New Parking Lot
Add'l Outside Seating
New Mural

New Curbs/Sidewalks
Better Lighting
Beautification (Plants)



Polytechnic Heights Main Street

In The Community: Research. Understand. Empower. Local students providing input



Polytechnic Heights Main Street

In The Community: Research. Understand. Empower.



Polytechnic Heights Main Street

In The Community: Research. Understand. Empower.



Polytechnic Heights Main Street

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 the organization. *Tracking including but not limited to:*

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

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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. We are a start up in research phase.
- 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
138 business owners, property owners, and community partners
- Number of volunteers serving on boards and committees
17 business owners, neighbors, and community partners
- Total hours volunteered
27 community partners
- Number of new and existing partnerships
27 community partners
- Amount fundraised
\$75K

Polytechnic Heights Main Street

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:
4 including Ruiz Property MGMT, Black Coffee, and Unique Cleaners

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
Not Applicable at this present time. We are a start up in research phase.
- New development/redevelopment projects aided support:
Not Applicable at this present time. We are a start up in research phase.
- Convening or facilitating stakeholder meeting, letters of support for zoning or Urban Design Commission (UDC), or more (via narrative)
Not Applicable at this present time. We are a start up in research phase.
- Mix of commercial vs non-commercial – goal of increase in commercial or denser housing
Not Applicable at this present time. We are a start up in research phase.
- Number of new businesses established in district
Not Applicable at this present time. We are a start up in research phase.
- New net jobs created in district
Not Applicable at this present time. We are a start up in research phase.
- Number of vacancies filled or new leases
Not Applicable at this present time. We are a start up in research phase.
- Increase in property values
Not Applicable at this present time. We are a start up in research phase.
- New public infrastructure (dollars invested)
Not Applicable at this present time. We are a start up in research phase.

Polytechnic Heights Main Street

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
Not Applicable at this present time. We are a start up in research phase. We have identified seven projects to begin in FY24 Q1.
- Façades rehabilitated
Not Applicable at this present time. We are a start up in research phase. We have identified seven projects to begin in FY24 Q1.
- Permanent or semi-permanent public art projects
Not Applicable at this present time. We are a start up in research phase. We have identified seven projects to begin in FY24 Q1.
- Historic preservation accomplishments
Not Applicable at this present time. We are a start up in research phase. We have identified seven projects to begin in FY24 Q1.
- Design guidelines and/or form based code
Not Applicable at this present time. We are a start up in research phase.
- New public infrastructure – streetscape, plazas, etc.
Not Applicable at this present time. We are a start up in research phase. We have identified seven projects to begin in FY24 Q1.



Polytechnic Heights Main Street

Polytechnic Heights Main Street

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
Not Applicable at this present time. A start up in research phase.
- Attendance at events
75 neighborhood meetings, 3 festivals, 12 faith-based community events
- Business / vendor participation
7 with Texas Wesleyan University
- *Summary of promotional/marketing efforts and reach:*
- New promotional items created
42 hardcopy marketing items produced.
- Reach on digital media
325+ people
- Traditional media pieces
Postcards, fliers, brochures, etc.
- New/unique visitors to district & at events
27 that have never been in the Polytechnic Heights community.

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A REGION WHERE

COMPANIES & FAMILIES

PROSPER & THRIVE.

Come GROW with Us!



Polytechnic Heights Main Street

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;
To be created collaboratively with the community in future meetings.
- A comprehensive project implementation plan and an adequate operating budget to support it;
A plan and budget has been created and the 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;
Information is being collected to create an ideal solution / approach.
- Paid Professional Executive Director (40 hours+ / week);
Completed. Sandra Shields is the Program Manager (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 will be updated annually.
- Program of ongoing training (Professional Development);
FY23 complete w/ Asset Mapping / Launch meeting. FY24 to start Q1.
- Reporting of Key Statistics (reinvestment)
FY23 completed. FY24 to be implemented in Q1 and complete in Q4.



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