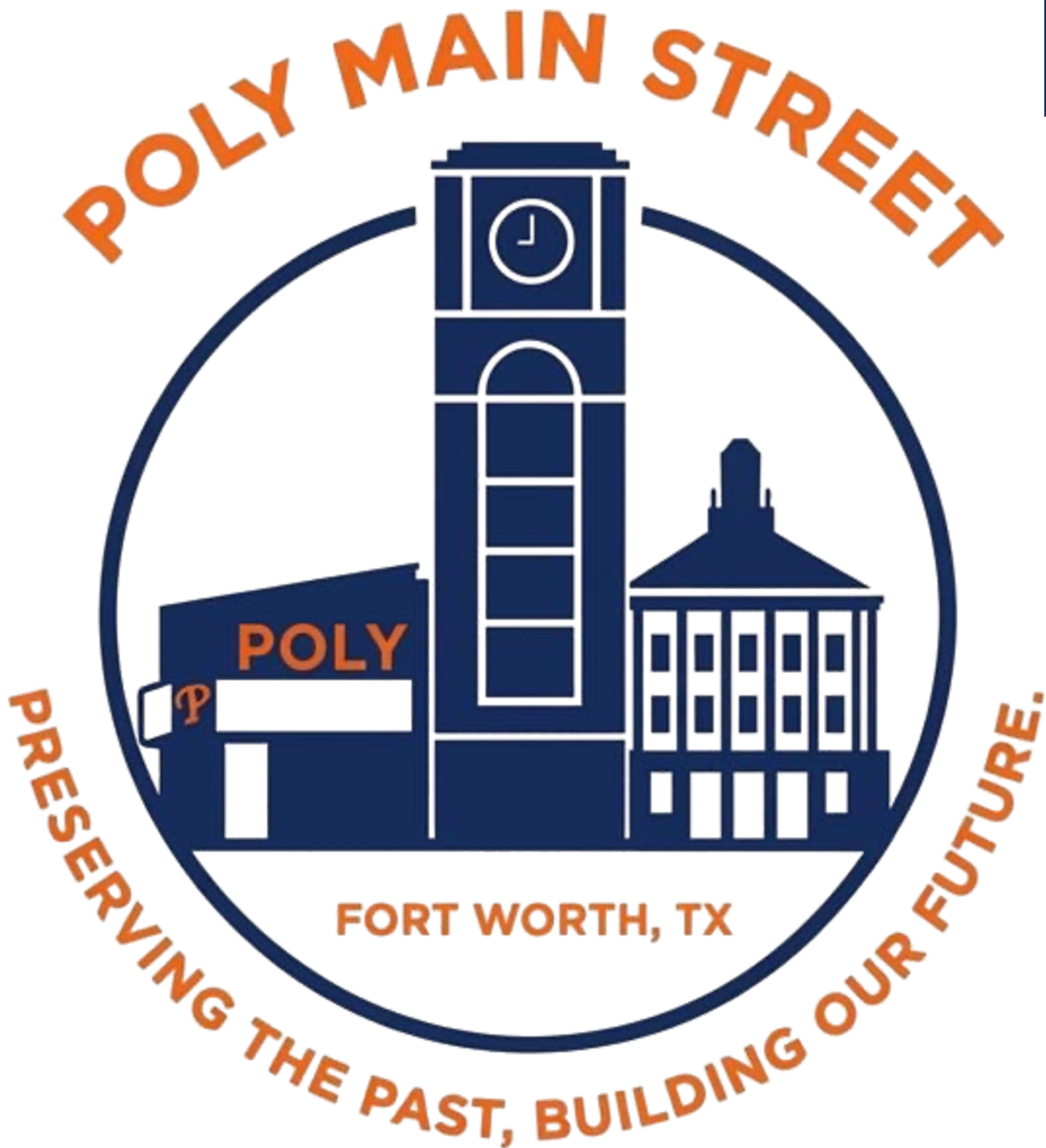


LOGO UNVEILING

Presented by Poly Main Street



PROJECT OVERVIEW

INTRODUCTION

The Poly Main Street initiative is a community-driven revitalization effort focused on strengthening the Polytechnic Heights district in east Fort Worth. Through a partnership between Texas Wesleyan University, the City of Fort Worth, Main Street America, local businesses, residents, and community organizations, the initiative seeks to enhance economic vitality, improve the built environment, and celebrate the unique identity and history of the neighborhood.



BACKGROUND & PURPOSE

Poly Main Street was established as part of the Main Street America program to support sustainable economic development and community revitalization within the Polytechnic Heights district. The initiative utilizes Main Street America's Four-Point Approach—Organization, Promotion, Design, and Economic Vitality—to guide strategic investments and collaborative efforts.

The purpose of the project is to preserve the area's rich heritage while creating new opportunities for residents, entrepreneurs, property owners, and visitors. Through beautification projects, business support, community engagement, and placemaking efforts, Poly Main Street aims to create a vibrant and welcoming district for future generations.



TWO CORRIDORS

The project focuses on two key corridors that serve as the backbone of the Polytechnic Heights district

East Rosedale St.

(Ayers Ave. to Beach St.)

- Serves as a major commercial and transportation corridor connecting residents, businesses, and visitors.
- Contains significant opportunities for business attraction, storefront activation, and economic growth.
- Functions as a gateway into the Polytechnic Heights community and Texas Wesleyan University.
- Supports efforts to strengthen neighborhood identity through beautification, signage, and public improvements.

Vaughn Blvd.

(East Rosedale St. to Highway 287 (Berry St.))

- Acts as a critical neighborhood connector linking residential areas, schools, businesses, and community gathering spaces.
- Provides opportunities for placemaking initiatives, pedestrian enhancements, and community-focused development.
- Supports quality-of-life improvements through public spaces, streetscape enhancements, and community programming.
- Reinforces the historic character and sense of place that make Polytechnic Heights unique.

MISSION & VISION

Mission

Poly Main Street unites neighbors, residents, students, and businesses to cultivate a thriving, connected, and purposeful community in East Fort Worth. 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.



KEY GOALS

Goal 1: Strengthen Economic Vitality

Supporting existing businesses, attracting new investment, reducing vacancies, and creating opportunities for sustainable economic growth throughout the district.

Goal 2: Enhance the Physical Environment

Through beautification, placemaking, property improvements, and investments that create a more attractive and welcoming district.

Goal 3: Foster Community Engagement

Increasing resident participation, strengthening partnerships, and creating opportunities for meaningful collaboration and volunteerism.

Goal 4: Promote the Polytechnic Heights Identity

Celebrating and promoting the unique history, culture, and character of Polytechnic Heights while building awareness of the district as a vibrant destination in Fort Worth.

Goal 5: Build Organizational Capacity and Sustainability

Through effective leadership, engaged committees, strategic partnerships, and diversified funding opportunities.

Together, these goals support the creation of a vibrant, connected, and economically resilient Polytechnic Heights district that honors its past while building toward a prosperous future.

WHAT WE'VE BEEN DOING THROUGH POLY MAIN STREET

- Launched a Community-Based Project Management Course at Texas Wesleyan University.
- Hosted a Business Mixer with 30+ business owners, residents, and community stakeholders.
- Partnered with Polytechnic Heights South Neighborhood Association on community engagement and neighborhood initiatives.
- Established the Executive Board and Advisory Board to guide district revitalization efforts.
- Hosted workshops and networking events for businesses, organizations, and residents.
- Developed the Poly Main Street brand identity and unveiled the official logo.
- Advanced placemaking and beautification concepts for key district corridors.

RENDERINGS

Vaughn Blvd.



CALL TO ACTION

We invite you to become an active part of the Poly Main Street movement.

You can get involved by:

- Attending Poly Main Street meetings and community events.
- Joining a committee or volunteer team.
- Supporting local businesses and entrepreneurs in Poly.
- Sharing ideas and feedback on future projects.
- Partnering with Poly Main Street through sponsorships, resources, or expertise.
- Encouraging neighbors, friends, and colleagues to participate in revitalization efforts.

Every contribution—whether large or small—helps move our community forward.

HOW TO STAY INVOLVED

Stay connected with Poly Main Street through:

- Community meetings and public engagement sessions.
- Volunteer opportunities and neighborhood events.
- Social media updates and newsletters.
- Partnerships with local organizations, businesses, schools, and Texas Wesleyan University.
- Future planning and revitalization initiatives throughout the district.

Together, we can continue building a district where residents, businesses, students, and visitors can thrive.

Facebook and Instagram @polymainstreet

Thank you!

Special thanks to:

- *Texas Wesleyan University*
- *The City of Fort Worth*
- *Main Street America*
- *Poly Main Street Executive Board and Advisory Board Members*
- *Committee Volunteers*
- *Community Partners and Sponsors*
- *Local Business Owners*
- *Southside Bank*
- *Residents and Neighborhood Leaders*

