

# THE LAKESIDE WRITE-UP

*Morgan's Point Resort, Texas*

*live. work play. in mpr*



*Business Network's Directory &  
Resource Guide to  
Morgan's Point Resort*



*Friends & Neighbors*

**OUR HOST FOR SEPTEMBER  
TWO LAKES GROUP-  
FATHOM REALTY!**

*September Round Table/Social*

Date:

Wednesday, Sept.14, 2022

Time:

6:00 PM to 7:00 PM

Where:

Two Lakes Group- Fathom Realty  
1626 Morgan's Point Road

Round table Discussion & Social  
An opportunity to share business  
solutions in MPR!

Seats are limited  
R.S.V.P.  
LIN1326@aol.com

*Living in MPR...*

## Morgan's Point Resort MASTER PLAN 2022-23

So, what is a Master Plan?

- A future vision and policy guide for our city
- A plan for a MPR's physical evolution
- A comprehensive analysis of all aspects of community development
- Long range- typically varies from 5 to 15 years.
- It's NOT a zoning bylaw or regulation, but a public policy document
- A Master Plan helps communities:
  - Manage growth and change
  - Provide for orderly and predictable development
  - Protect environmental resources
  - Set priorities for developing and maintaining infrastructure and public facilities
  - Strengthen local identity
  - Create a framework for future policy decisions
  - Promote open, democratic planning
  - Provide guidance to landowners, developers, and permitting authorities
- How does the process work?
  - Visioning and goal setting
  - Interviews with stakeholders and "topic experts"
  - Public Meetings
  - Focus Groups
  - Surveys
  - Internet tools (interactive story boards)
- Master Plan Committees need people with different opinions, backgrounds, interests, and a commitment to work together as a team.
- Recommendations need to be realistic, but long-term. Visionary ideas should not be dismissed simply because they are difficult to achieve.
- An Implementation plan needs some small but important steps that have broad support and can be accomplished right away.

## Working in and around our city...



### How to Develop Your own BUSINESS Master Plan - shared by Wendy Marx

Follow the link to read the complete article

<https://www.business2community.com/strategy/positioning-strategy-101-how-to-develop-your-own-master-plan-02448319>

What makes your brand special? That is the ultimate question, isn't it? If you want to stand out from your competitors and attract prospects to your brand, then you need a strong positioning strategy.

#### What is Positioning?

For starters, your positioning should answer these key questions...

- Who do you serve?
- What value do you offer?
- Why are you passionate about your business?
- What makes you different from your competition?

#### Why Positioning Matters

The right positioning strategy gives your sales team the tools it needs to tell your story effectively. This helps prospects to realize the value of your product or service and be eager to work with you. The result is a shorter sales cycle and loyal customers.

#### Nine Powerful Ways to Nail Your Positioning Strategy

1. Nail Your Positioning Statement Early
2. Define Your Audience
3. Know Your Competition
4. Be Brief
5. Make Your Statement Original
6. Stick to Your Core Values
7. Define Exactly What You Bring to the Table
8. Make It Easy to Understand
9. Get Feedback.

## Let's Play...25 Things to Do in MPR.

How many have you seen (or participated) in?

- Boat launch at Rogers Park
- Attended (or entered) the Library Art Show
- Watched the sunset at Oakmont Park
- Took a photo of a deer
- Toured the city from a golf cart
- Got creative for the holiday lighting contest
- Played a game of Disc Golf at Ansay Park
- Picked up a book at the Little Free Libraries
- Joined a water aerobics class
- Watched the fireworks at MPR SummerFest
- Helped hide eggs for the MPR Easter Egg Hunt
- Attended the Kid Fish Derby
- Entered the Nipper BBQ Contest
- Took a photo of a classic Volkswagen at "BusFest"
- Fished on Lake Belton or along the shoreline
- Went for a ride on a "WOW" at the lake
- Visited the MPR Marina
- Went for a swim in the MPR Pool
- Took a hayride with Santa & Mrs. Claus
- Watched the kids on the Kleypas Park zip line
- Participated in the MPR Library Summer Reading Program
- Dressed up for the Cops vs. Robbers with Nosey Neighbors "Hot on Your Trail 5K Run"
- Followed the Camp Kachina, Tanyard Springs and Mother Neff Paddling Trails
- Handed out candy at MPR's Halloween Festival
- Entered your chili in the FireHouse Chili Cook-Off

### Two Lakes Group-Fathom Realty

MPR Location: 1626 Morgan's Point Road

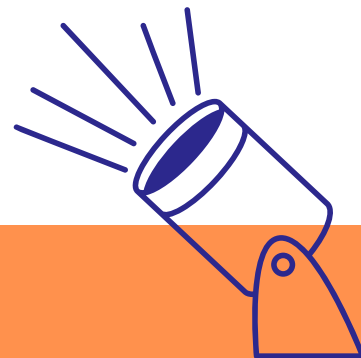
Blake Lufburrow

Phone: 254.415.4040

Website:

<https://blakelufburrow.fathomrealty.com>

Thank you, Blake, for hosting the September 14 Round Table/Social!



**MPR BUSINESS  
SPOTLIGHT**

MPR COPS Presents  
**SENIOR TROOPER TOM NIPPER**  
**BBQ THROWDOWN 2ND ANNUAL**





**ENTRY FEE**  
**\$175**  
 ONE (1) OR ALL MEATS  
 BRISKET  
 RIBS  
 CHICKEN  
**JACKPOT:**  
 BEANS \$20  
 DESSERT \$20

OCTOBER  
**14-15**  
 ANSAY PARK  
 MORGAN'S  
 POINT RESORT  
 CHECK-IN NO  
 LATER THAN  
 8AM SATURDAY  
 MORNING

**\$5,000**  
**GUARANTEE PAYOUT**

For questions and additional information:  
 BJ Scheible (254) 613-0240 or Lynn Milam (214) 725-1969

PRESENTED BY  
 FELLOWSHIP BAPTIST CHURCH  
 AND MPR COPS

**FREE EVENT**

**TRUNK or TREAT**



**3RD ANNUAL TRUNK DECORATING CONTEST**  
**SATURDAY, OCTOBER 29**  
**AT 6:30PM TILL 9:00PM**  
**FELLOWSHIP BAPTIST PARKING LOT**  
**2025 MORGANS POINT RD. MPR, TX 76513**  
 FOR MORE INFO CONTACT US [mprcops@gmail.com](mailto:mprcops@gmail.com)


MORGANS POINT RESORT

**NATIONAL NIGHT OUT**


NATIONAL NIGHT OUT PARTY IS OPEN FOR MORGANS POINT RESORT CITY RESIDENTS

**FREE EVENT**

**TUESDAY, OCTOBER 4**  
 6 PM TO 9 PM @ MPH  
 EMERGENCY SERVICE  
 CENTER



**COME JOIN MPR C.O.P.S**  
 FOR NATIONAL NIGHT OUT CELEBRATION



<https://morganspointresorttx.com/>

## Event Calendar

September 27- Under the Sea- Senior Expo at the Bell County EXPO Center- 8:30 AM- Noon

October 4- National Night Out Party for MPR residents only- 6-9 PM @ the Public Safety Center

October 8- "BusFest"- All Day @ Oakmont Park

October 14 & 15 - 2nd Annual Nipper Barbeque Cookoff- All Day @ Ansay Park

October 29- Trunk of Treat @ Fellowship Baptist Church 6:30 PM- 9 PM

October 31- Halloween Festival- costume contest

November 11- Set up for 4th Annual Library Art Show

November 12- 4th Annual Library Art Show- 9 AM- 9 PM @ the Garret & Mic Hill Event Center

November 12- Kick Off to Christmas Craft Fair (COPS) 9 AM- 1 PM @ Fellowship Baptist Church