

THE LAKESIDE WRITE-UP

Morgan's Point Resort, Texas

live. work. play. in mpr



*Business Network's Directory
Morgan's Point Resort*

Discover Morgan's Point Resort, Texas

Website: <https://mpr-edc.org>

Facebook Page: <https://www.facebook.com/MorgansPointResortEDC>

Morgan's Point Resort Business Network

Closed Facebook Group

<https://www.facebook.com/groups/739084993992075>



Living in MPR...



Vendor, Sponsorship, Donation & Volunteer Opportunities in MPR

1. December 1- Santa & Mrs. Claus
2. December 1-15- MPR COPS Silver Santa Drive
3. December 2- MPR COPS Holiday Bazaar
4. December 11-16- Judging for Auxiliary Christmas Lighting Contest, Signs placed Monday, December 18th.
5. January 25, 2024- Elder Explorers @ The Point Social- NO December social
6. April 13, 2024- Ladies Auxiliary Cops vs Robbers 5K Run - Walk, part of the Centex Race Series

Chasing Daisy Designs
MPR Resident

Earrings

www.ChasingDaisyDesigns.com



**MPR BUSINESS
SPOTLIGHT**

How to Prepare Your Small Business for the Holidays

- **Consider adjusting your hours:** The holiday season will likely be your busiest time of the year. Extending your hours by opening earlier and closing later could have a big impact on sales.
- **Be prepared for crowds:** You'll want to plan for an influx of customers by stocking up on inventory. Pro tip: Checking last year's orders could give you a baseline idea of the items you'll need, from shipping supplies to branded gift cards for shoppers (more on that later). Hiring seasonal employees is another effective way to account for higher demand.
- **Huddle up with your staff:** Now is the time to have a meeting with your employees. Remind them to greet each shopper when they enter and exit your business. Also, thank them and show appreciation for their work. After all, small business success is often a team effort.
- **Refresh your digital profile:** Your online information should be accurate so that customers know the basics, such as what you offer, where you're located, and how they can contact you. Make any necessary updates to your website, social media accounts, and review sites.
- **Optimize your social media:** Social media is the key to reaching today's customers, especially during the busy holiday season. Use your channels to promote your deals and share how you're preparing your store. Encourage shoppers to snap a selfie and tag your business using the hashtag #ShopSmall and #HolidayShopping. This can increase engagement on your posts, ultimately reaching new customers.
- **Set yourself apart:** It can be tough for small businesses to compete with big box stores. Make your marketing efforts shine by showcasing your singular brand aesthetic with customers. Do you have a unique product or service? A special way of creating an inviting space for shoppers? Share it!
- **Plan an event:** There's no better way to spread a little cheer in your community than by hosting an event. Set up an in-store activity that puts your products or services on display, and organize a holiday kickoff with refreshments and promotional items to draw shoppers in. Small Business Saturday, which takes place on November 25, is a great opportunity to do so. You can also identify other holiday events and determine how your business can participate.
- **Partner up.** Reaching out to other small businesses in your area to see how you can team up could have big implications on your sales. It could also go a long way toward building good faith and community. Want to embrace the spirit of the season and give back? Consider highlighting a local charity at your business.
- **Promote gift cards.** The numbers don't lie: More than half
- of American consumers buy gift cards as holiday gifts. Make sure they're a centerpiece of your holiday marketing strategy.
- **Track your success.** Once the season is over, take some time to analyze what worked and what didn't. This could set the tone for your strategy over the next year.

Shared by: SBA

Gearing up for MPR 2024 Events and Festivals

FOOD TRUCK VENDORS

How to Boost Your Sales at a Food Truck Festival. If you want to be one of the best food trucks at the events you attend, these tips can help you boost sales.

- Create special menu items
- Update your location online
- Simplify transactions
- Shorten the lines- use beepers
- Create memorable branding and signs
- Partner with other food trucks



Top 8 Tips For Food Truck Festival Marketing

- Use fliers and posters
- Form partnerships
- Email, social media, text message and print marketing can all be used to market your event.
- Get in the “Events” section of the newspaper
- Advertise your food truck
- Target potential customers
- Get everyone involved (employees, neighbors, friends, relatives)
- Find an event host- If you can get a local celebrity or someone with good social networking potential to host your event, you can greatly increase the final turnout.

TIPS FOR EVENT HOSTS (By [Social Tables](#))

These 5 key questions can help guide your decision making and event planning process. You’ll find the answers vary widely by event, because no two food truck events are the same” that’s part of their fun. But once you know the basics and the variables to consider, you’ll be able to book food trucks for all of your events ”no muss, no fuss”.

1. Learn the cost to rent a food truck for an event and set your budget. Choose the meal type (catered or attendee pay)
2. Decide how many food trucks you’ll need for your event. A reasonable starting estimate is one food truck per 200-300 attendees.
3. Find the best food trucks for your event.
4. Be sure you meet food truck regulations
5. Station the food truck (or trucks) in the right place.



MPR EDC's "Young Entrepreneur Connection"

Do you have a teen who has the entrepreneurial spirit? Why not encourage them to find a like-minded friend (or two) and start an on-campus "Entrepreneur Club"



Goal: Creating a pathway to take a young entrepreneur's idea from the classroom to:

- create real student businesses (sales, services, product making etc.)
- *solve MPR community problems & needs* (social, environmental, municipal, business opportunities)

Why should we encourage students to participate in entrepreneurship education?

Research has demonstrated overwhelming that students who have agency (ownership & control of learning that students have over their education) are more motivated, experience greater satisfaction in their learning, and consequently, are more likely to achieve academic success.

- Students set goals
- Initiate action
- Reflect & redirect
- Internalize self-efficiency

The programs support student social emotional well-being, empower students to become agents of change and equip them to solve problems, empathize with people who might not look like them, and pick themselves up after adversity (Former Superintendent Dr. Tom Leonard of Eanes Independent School District, Texas).

Instructional models that work are those that are:

- Competency-based learning environments
- Project-based, interest-based and purpose-based learning models
- Work & service-learning experiences

A Philosophical Shift to K-12 learning:

Authentic youth entrepreneurship programs like INCubatoredu are part of a growing movement that believes that giving students the opportunity to build a business from the ground up and solve authentic problems for people provides them with the meaningful, real-life experiences that they not only crave but absolutely must have for life-long success.

Yearlong INCubatoredu courses begin with something real. Teams of students brainstorm a problem in their communities. Their assignment is to create a product or service that addresses that problem, then try to convince actual investors to provide real financial backing to take that product to the market place.

Shared by: Uncharted Learning (INCubatoredu.org) & Whiteboard Advisors (Belton ISD is a member of INCubatoredu)

HOW YOU CAN HELP
THE NEXT GENERATION
OF ENTREPRENEURES?

Sign up to be a mentor!

MPR EDC is partnering with Belton ISD!

Be part of Belton ISD's entrepreneurship program and volunteer to serve as a mentor!

Belton Independent School District
400 N Wall Street, Belton, TX 76513
254-215-2000 <https://www.bisd.net>



Are you a good fit for the role of a mentor?
Can you offer an internship at your business?

The following are the top characteristics of an ideal Mentor. You may be a good fit for the role if you agree with the following statements:

- I want to help aspiring entrepreneurs who are looking to start a business.
- I like being a sounding board to small business owners who are looking for advice and guidance.
- I have flexibility with my schedule and a few hours per week available so that I can volunteer.
- Expanding my social network is important to me.
- I'm retired and I want more of that sense of satisfaction I had from accomplishments when I was working full time in my career.
- I want to belong to a group of like-minded professionals, working together to help a worthwhile cause.
- I want to make a meaningful contribution to society.
- I am motivated to give back.

IDEAL Mentor Qualifications

- Has real business experience and expertise to share and has the time to do so.
- A good communicator
- May be retired from a full-time career or working part-time or full-time in the business world
- Good listener, kind, patient and empathetic.
- Interested in lifelong learning and keeping business skills "sharp".
- Intellectually engaged, active and self-motivated.

Shared by: SCORE.org

Vendor, Sponsorship, Donation & Volunteer Opportunities in MPR

Morgan's Point Resort
Santa & Mrs Claus
 Friday, December 1st, 6pm-8pm
 Garrett & Mic Hill Event Center



Bring the Kids for Pictures with Santa
 Children's Activities
 Cookies & Cocoa
 Caroling Hayrides with Mrs Claus

December 1st

Morgan's Point Resort
MPR C.O.P.S.
 Community Outreach for Police Support

HOLIDAY BAZAAR

DEC 2
 9 AM- 1 PM

GARRETT & MIC HILL EVENT CENTER
 60 MORGAN'S POINT BLVD.
 MORGAN'S POINT RESORT, TX 76513

COMPLETE YOUR HOLIDAY SHOPPING
 WHILE SUPPORTING LOCAL VENDORS

Ladies Auxiliary Holiday Lighting Contest December 11-16
Signs placed December 18



MPR C.O.P.S. Senior Santa Drive 2023
December 1-15
 Drop off Donations & Senior Santa Recipient Sign Ups
 @ MPR City Hall
 8 Morgan's Point Blvd, open M-F, 7 AM- NOON & 1 PM- 4 PM)

Call Lynn Milam 214.725.1969
 if you need items picked up or to provide your details for the senior stockings
 ***Recipients must be MPR residents

Final day for donations and sign ups is December 15th. Thanks!

Senior Wish List



Christmas stockings	Books
Calendars	Jumbo playing cards
Bandages	Small flashlights
Lip balm	Pocket planners
Small note pads	Jar openers
Drink insulators	Disposable face masks
Compression socks	Large piece jigsaw puzzles
Jumbo puzzles	Hand sanitizers
	Box tissues

MPR C.O.P.S.

VOLUNTEERS NEEDED

Morgan's Point Resort
Community Outreach for Police Support

MPR C.O.P.S. is a 501 (c) 3 Charity. Member dues are just \$10!
 Mail your check payable to MPR COPS to:
 6 Lake Forest Drive, Morgan's Point Resort, TX 76513
 **Please include your name, address, phone & email

Working together facilitating a strong supportive bond with the MPR Police Department and our community

CONTACT US @ MPRCOPS@GMAIL.COM

Vendor, Sponsorship, Donation & Volunteer Opportunities in MPR

We ♥ Love our Firefighters We ♥ Love to Let Them Know It!

LADIES AUXILIARY NEEDS VOLUNTEERS!

Be part of a community of fellow volunteers!

SUPPORTING MORGAN'S POINT RESORT VOLUNTEER FIRE DEPARTMENT

Ladies Auxiliary MPRVFD is a 501 (c) 3 charity
 Contact Karen Stagner @ 409.750.0102
<https://www.facebook.com/LadiesAuxiliaryMprvfd>

MORGAN'S POINT RESORT VOLUNTEER FIREFIGHTER'S ASSOCIATION

501 (c) 3 Non Profit Organization



The MPRVFA is made up of firefighters and supporters of the MPR Fire Dept. Our mission is to support our community's greatest asset in times of need: the Volunteer Firefighter. We conduct our support in two ventures: Advocacy and Fundraising.

Our Association is always accepting of external support of Civic-Minded Individuals or Organizations. Have a skill or an Asset you think can support our mission? Please contact one of our Director's at Large with your support idea for us to organize a quorum and find a way for us to utilize your supports.



501 (C) 3 NON PROFIT
<https://www.facebook.com/MPRVFA>

question@mprvfa.org
<http://www.mprvfa.org/>

Join Us

at the MPR Library

8 Morgan's Point Resort Blvd.
254.780.1334
<https://www.morganspointresorttx.com/379/Library>

**Open 7 AM- 4 PM
Monday-Friday**

We've got the book for you!

MORGAN'S POINT RESORT

TIME TO Explore

Last Thursday
9 am-noon

- Keep up to date with MPR news & events
- Meet new friends
- Guest speakers
- Fun & Games
- Entertainment

About us

The "Elder Explorers @ The Point" is a new group for seniors (but all ages are welcome!). We invite you to a monthly gathering in MPR to learn "a thing or two", socialize and be entertained!

Garrett & Mic Hill Event Center
60 Morgan's Point Blvd.

Contact us
library@mprtx.us

NO Elder Explorer December 2023 Social. Next get together will be January 25, 2024.