

**MORGAN'S POINT RESORT ECONOMIC DEVELOPMENT CORPORATION  
2020-23 MPR EDC STRATEGIC PLAN HIGHLIGHTS**

**Goal #1- Maximize Current Assets**

**Identified Current Assets- 100%                      Solution for unoccupied buildings- 0% until sewer solution**

2020

- Identified 16 commercial buildings- 4 unoccupied. We have five parks- 4 with great locations on the lake, but all seem to have too many challenges to bring in economic development (Army Corp, bathrooms, sewer, traffic, parking etc.)

2021

- EDC worked with CC's liquor to increase septic system capacity in order to bring in a Child Daycare Center

2022

- Recommended to PnZ that the city address dilapidated signs & commercial trash enclosures. EDC approves the city hiring CTCOG to write the ordinances.

2023 (January-May)

- CC's Liquor store is the only unoccupied building. Due to current septic capacity, bringing in another liquor store (grandfathered) is the only option until a larger septic system is installed. Wastewater is the problem for bringing in new business.

**Goal #2- Enhance Recreational Parks**

**Kleypas Kiddie Land- 100% Complete-    Plans for another park 0%**

2020

- \$341,212 Kleypas Park Kiddie Land project was approved. Funded by EDC & City funds and Texas Parks & Wildlife Grant. \$92,897 spent in 2020
- Status of Army Corp lease for Oakmont Park

2021

- \$170,197 spent on Kleypas in 2021

2022

- \$23,488 spent on Kleypas Park to finish Phase I of the project
- City installed 50 amp power in Kleypas Park to kick off a Food Truck Pilot Program
- Bathroom in Ansay Park was remodeled and The Resort Disc Golf Course was installed. 690 people registered their game on the Udisc app over the past year and we estimate that twice that many people stop by for practice, including many children and do not registered their game.
- Ned EDC Board members vote to pivot from park projects and focus on wastewater solutions and economic development.

2023 (January-May)

**Goal #3- Improve Lakeside Development**

**Roger's Park- 0%    Old Captain's Table- 0%    Food Trucks- 15%-    Festivals- 10%**

2020-21

- No progress. City seems to be reluctant to increase revenue at the pool and marina. Traffic and parking are a problem at both Kleypas and Oakmont Park. Limited things we can do at Rogers Park without Army Corp approval (no lease signed).

2022

- EDC approved funds to hire an appraiser for the Old Captain's Table. Difficult to appraise, as there is no property to compare since no restaurant revenue over the last 20 years etc. Appraiser and Broker gave opinions on the value of the house- less than half of the asking price.
- Food truck pilot program initiated. Without a high-traffic location with bathrooms and covered tables, it will be hard to bring in food trucks other than for special events, such as SummerFest. Two Lakes Realty offers a free space on their property, and the snow cone truck did OK during the summer in front of the pool

2023 (January-May)

- Approved \$20,000 for an industry/retail analysis, - split between Texas A & M Central Texas and HdI Companies. We have 5 goals that include verification of our list of properties available for commercial growth, types of businesses to recruit to MPR, business expansion ideas, ideas for Old Captain's Table and Downtown revitalization ideas. We made contact with University of Texas, Austin, to see if they could help, but no volunteers from the university to help us visualize "what could be" at the Pit

**Goal #4- Access Sewer Solutions and Secure Grant**

**Access Sewer Solutions- 100% in 2022 with BVRT. Grants/funding - TBD**

**Public Hearing 0%**

2020

- Special meeting was held with CTCOG to discuss a solution for both wastewater and ground water storage. Council decided that an analysis was needed and asked EDC to work with CTCOG for projections.
- EDC reached out to Temple to discuss a regional wastewater solution. Met with KPA Engineering and a recommendation was made for MPR to tie into Temple’s wastewater along FM 2384 rather than build our own stand alone plant. Covid happened and negotiations stalled.
- Reached out to J & B Holdings LTD (Jim Howe) for a possible partnership with MPR to bring in a new sewer system at the area of “The Pit”, MPR Four Corners and J & B Holdings Properties (behind The “Pit”) 102.2 acres. Sewer would enable J & B Holdings a higher density development than with required ½ acre for septic.
  - Grant- Worked with Texas Water Board (Austin) to secure a low interest loan. Last 2 years would be forgiven (grant) if all payments current and on paid on time. Applications accepted annually in March. Did not make the deadline due to discussion on whether or not this was the best option.

2021

- Grant? None

2022

- Participated in discussions with BVRT to bring a wastewater solution to MPR
- Grant?- TBD

2023 (January-May)

- Approved a partnership with city of Temple & 4 developers from the area for a Wastewater Feasibility Study (\$15,000). As of April, 4 developers have decided to back out of study. New pricing based on number of acres. City of MPR Council will have to approve a \$12,000 buy in to continue to keep MPR part of the study. This study includes the Four Corner’s area specifically and could take up more than a year for the results. If City chooses this option, City will be responsible for all cost of building and maintaining the infrastructure.
- Approved an EDC Resolution recommending that City Council approve a BVRT private-public partnership.
- Grant? Not considered, at this time.

**Goal #5- Improve community and business awareness through online marketing**

**Facebook- 100% in 2020 Website- 100% in 2022 Branding 0% PR Campaign 10% in 2023**

2020

- Hired a social media marketing person to create an EDC Page- Focus on local businesses. \$300/month
- EDC has a designated webpage on the City Website, mostly EDC paperwork is posted, along with photos of current projects (Kleypas Park)

2021

- Work plan idea of starting a Chamber of Commerce became a Business Network- supervised by a volunteer. An on-line business newsletter and business directory were started. Both are included on the city website, along with a flyer highlight on the website home page.
- Participated in Ribbon Cuttings for Firefly Yoga and Two Lakes Realty. Advertised on Facebook.

2022

- Business owners recommend that the EDC have their own website where they can advertise their business etc. The new EDC President recommends a format of “Live.Work.Play” in MPR and the website includes the business directory, a personal view of why we live in MPR, what it takes to bring your business to MPR, vendor opportunities and fun things to do in MPR.
- Changed the name of the Facebook page from EDC to “Discover MPR” In addition to promoting local businesses, things to do in MPR, we promote the cardboard recycling program- an idea of the Business Network
- EDC Director volunteered to take over the postings on Facebook

2023 (January-May)

- Added a new closed Facebook Group for the Business Network. As of April, we have 106 business people who have asked to join. Advertisements for businesses, along with business solutions are posted on the group.
- City website has added links to social media channels from current website, but looking for a more “user friendly” website design. City has hired a Communications & PR employee who will be in charge of “messaging” for the City.