

# THE LAKESIDE WRITE-UP

*Morgan's Point Resort, Texas*

*live. work play. in mpr*



*Business Directory  
Morgan's Point Resort*

Morgan's Point Resort Economic Development Corporation

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

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



*Living in MPR...*



## Table of Contents

1. MPR Business Spotlight
2. Marketing with Email
3. Lake Belton Value to the Nation- Army Corp 2021 Report
4. Understanding Community Economic Development
5. Vendor, Sponsor, Donation, Volunteer Opportunities

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**MPR BUSINESS  
SPOTLIGHT**

## Why Every Small Business Should Be Marketing With Email

Shared by: SCORE (Rieva Lesonsky)

Recently, I was reminiscing with a former co-worker about our old jobs in magazine publishing. For years, we called freelance writers on the phone to give them assignments, then printed and mailed out contracts. Then one day, our employer installed a new invention: the fax machine. The whole office gathered around to learn how to use this amazing device.

- Now, of course, the fax machine seems as dated as the Pony Express.
- But is email marketing outdated?
  - With dozens of new marketing channels, from TikTok and SMS text messaging to Instagram Reels and livestreaming, sending your customers emails might sound hopelessly outdated.
  - But is it? Consider these email marketing stats:
    - 55% of consumers say email is their preferred marketing channel, reports Constant Contact.
    - 99% of people check their email daily, with some people checking it up to 20 times per day.
    - 53% of consumers have bought something from a retailer after getting an email about the product.
    - For every \$1 businesses spend on email marketing, they enjoy an average return on investment of \$36. That's right—thirty-six dollars.
- Why Email Works
  - There are several key reasons behind email marketing's continued prowess. For one thing, it's the primary means of official communication in most workplaces. You might be chatting on Slack 80 percent of the day, but when you contact a vendor or customer, you use email. Fear of missing out on a vital email keeps most employees glued to their emails all day.
  - Mobile devices have made us even more email-addicted. Now that we don't have to open the laptop to look at email, we're constantly checking our phones to get rid of that little red email alert. Mobile email opens mean even more opportunity for your business to make an impression on prospects.
- Why Entrepreneurs Need Email
  - Beyond its effectiveness, there's another reason every entrepreneur should use email marketing: It's a marketing method you can control.
  - Consider your social media feeds. How much time have you spent cultivating followers? You put in all that work, and the social media platforms control what your followers see (or even if they see your posts at all). You're not in charge—and an update to an algorithm can wipe out all your efforts.
  - With email, however, you're in control. You can email customers directly, with your success or failure in your hands.
  - Of course, you'd prefer success, right?
- Follow these best practices to get results from your email marketing:
  - Make it mobile-friendly: More emails are now opened on smartphones than laptops.
  - Shorter is better: A few paragraphs of text and one or two images are all you need.
  - Inspire action: Make sure your call to action (CTA) appears near the top of the email. Don't make readers scroll to find it.
- Another advantage of email: You can test different subject lines, offers, and more to find out what gets results. Use the analytics your email service provider offers to see what emails get opened and drive sales. You'll be able to fine-tune your email marketing messages and get better outcomes each time.

# Lake Belton's Value to the Nation Army Corp of Engineer's 2021 Report

## VALUE TO THE NATION FAST FACTS

### USACE RECREATION 2021 LAKE REPORT BELTON LAKE

Natural and recreational resources at USACE lakes provide social, economic and environmental benefits for all Americans. The following information highlights some of the benefits related to USACE's role in managing natural and recreational resources in Belton Lake.

#### LAKE DESCRIPTION

**Project Name:** Belton Lake  
**USACE District:** Fort Worth District  
**USACE Division:** Southwestern

**State:** Texas  
**Watershed:** Lower Brazos

#### SOCIAL BENEFITS

##### Facilities in FY 2021

- 26 recreation areas
- 121 picnic sites
- 208 camping sites
- 7 playgrounds
- 3 swimming areas
- 3 trails
- 16 trail miles
- 6 fishing docks and piers
- 18 boat ramps
- 522 marina slips

##### Public Outreach in FY 2021

- 110 public outreach contacts

##### Visits (person-days/nights) in FY 2021

- 1,084,124 in total
- 172,105 picnickers
- 424,185 campers/overnight visitors
- 406,267 swimmers
- 248,932 walkers/hikers/joggers
- 17,485 boaters
- 127,092 sightseers
- 128,971 anglers
- 600,904 special event attendees
- 239,215 others

##### Benefits in Perspective

By providing opportunities for active recreation, USACE lakes help combat one of the most significant of the nation's health problems: lack of physical activity.

Recreational programs and activities at USACE lakes also help strengthen family ties and friendships; provide opportunities for children to develop personal skills, social values, and self-esteem; and increase water safety.

#### ECONOMIC BENEFITS

##### Economic Data in FY 2021

Visitation per year resulted in:

- \$ 44,711,499 in visitor spending within 30 miles of the USACE lake
- \$ 33,604,521 in sales within 30 miles of the USACE lake
- 272 jobs within 30 miles of the USACE lake
- \$ 10,420,563 in labor income within 30 miles of the USACE lake
- \$ 16,514,815 in value added within 30 miles of the USACE lake
- \$ 9,614,101 in National Economic Development Benefits

With multiplier effects, visitor trip spending resulted in:

- \$ 53,115,879 in total sales
- 418 jobs
- \$ 16,427,503 in labor income
- \$ 26,489,035 in value added (wages & salaries, payroll benefits, profits, rents, and indirect business taxes)

##### Benefits in Perspective

The money spent by visitors to USACE lakes on trip expenses adds to the local and national economies by supporting jobs and generating income. Visitor spending represents a sizable component of the economy in many communities around USACE lakes.

[How these numbers were calculated.](#)

#### ENVIRONMENTAL BENEFITS

##### Resources in FY 2021

- 11,510 land acres
- 12,290 water acres
- 136 shoreline miles

##### Benefits in Perspective

Recreation experiences increase motivation to learn more about the environment; understanding and awareness of environmental issues; and sensitivity to the environment.



Source: US Army Corps of Engineers, Institute for Water Resources  
<https://www.iwr.usace.army.mil/Missions/Value-to-the-Nation/>



## What is Community Economic Development?

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### What is a community?

A community is a geographically defined place where people interact. But a community is not only the physical space where people interact; it also provides important activities and functions that serve its residents. These community functions range from economic (provides goods and services) to socialization (the process through which the community transmits its knowledge, values, and behavior patterns to its residents) to social control (the process through which a group influences the behavior of its members to conform to its norms) to social participation (provides a venue through which residents can participate in their communities) to mutual support (provides help and support in times of need).

### What is economic development?

It is a process that influences growth and restructuring of an economy to enhance the economic well-being of a community.

Economic development is often associated with two objectives: (1) creation of jobs and wealth and (2) improvement of quality of life. The first objective typically leads to the second, but, generally, the focus is on the business aspects of communities.

Information shared by:  
Mississippi State University &  
University of Connecticut

### What is the difference between economic development and community economic development?

The difference boils down to one approach. Community development focusing on broader community issues including but broader than jobs and businesses. The economic development approach focuses mostly on jobs and businesses.

### What is community economic development?

“Community development can be understood as a planned effort to build assets that increase the capacity of residents to improve their quality of life. These assets may include several forms of community capital: physical, human, social, financial, environmental, political, and cultural.”

### Community Economic Development (CED) and Sustainability

Community and economic development are intertwined. It is important to distinguish them theoretically, but, in reality, they depend on one another to make a community sustainable. In other words, CED allows residents to mobilize and build assets to improve their quality of life in a sustainable way. If too much effort is placed on either at the expense of the other, the community will struggle and will not be sustainable. In this particular context, sustainability refers to engaging in practices that result in availability of resources, services, and quality of life for future generations. CED is a complex process. Multiple moving parts and players are involved, and it may take years to bear fruit. However, with committed leaders and a clear vision of where the community wants and needs to be, CED can move communities forward in a comprehensive way. Community challenges and opportunities emerge together; it is up to the community to decide if it will focus on the challenges or on the opportunities. CED is a process that allows a community to focus on both but, more importantly, to adapt to challenges and opportunities.

## Vendor, Sponsorship, Donation & Volunteer Opportunities in MPR

- March 28-Elder Explorers
- April 8- Solar Eclipse
- April 13- Ladies Auxiliary Cops vs Robbers 5K Run - Walk, part of the Centex Race Series
- May 18- Third Saturday Market
- June 15- Third Saturday Market
- June 30- SummerFest
- July 20 & 27 and August 3 & 10- Library Summer Reading Program

**ELDER EXPLORERS** @ THE POINT

Anyone Can Draw!

**AND** *GameTime*

- ✓ 9 AM- Coffee, Morning Goodies & Sharing Stories About MPR
- ✓ 9:30 AM - 10:30 AM +/- Art class with Barbara Wilson
- ✓ 10:30 AM- Noon- Game time!

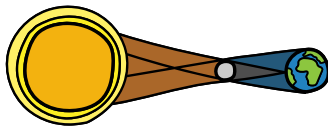
**LIBRARY@MPRTX.US**

**28 MARCH**

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

9 AM- NOON

Learn, SOCIALIZE & Be Entertained!  
Come and go as your time allows.  
Programs are geared towards senior citizens, but ALL ages are welcome.  
It's time to EXPLORE!



- Global Event: Total Solar Eclipse
- Local Type: Total Solar Eclipse in City of Morgan's Point Resort, Texas
- Begins: Mon, Apr 8, 2024 at 12:19 pm
- Maximum: Mon, Apr 8, 2024 at 1:38 pm 1.017 Magnitude
- Ends: Mon, Apr 8, 2024 at 2:59 pm
- Duration: 2 hours, 40 minutes
- Totality: 4 minutes, 2 seconds

**COPS vs. ROBBERS 5K RUN & WALK**

**CEN-TEX Race Series**

**WHEN:** SAT. APRIL 13, 2024  
**TIME:** 8:30 AM  
**WHERE:** OAKMONT PARK  
END OF TANYARD ROAD  
MORGAN'S POINT RESORT

Supporting the Fire Department and Community Outreach Projects  
*Come in Costume, or Come as You Are!*

**3rd SATURDAY Market**  
Business Showcase

**5-7:30 PM**

**THIRD SATURDAY**  
MAY 18 & JUNE 15  
**5-7:30 PM**

John Ansay Park  
Lake Forest Dr and S. Winecup Dr  
Morgan's Point Resort, TX 76513

Food & General Merchandise  
MPR Supporting Small Business!

Scan the QR Code for more information