

Morgan's Point Resort Economic Development Corporation

8 Morgan's Point Blvd. Morgan's Point Resort, Texas 76513

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

Linda Bridges, President
Terry Harrah, Secretary
Greg Weisman, Director

Jason Johnson, Vice President
Scott Fournier, Member
Dennis Green, Ex officio

(All Morgan's Point Resort Volunteers)

April 1, 2024

To: Interim City Manager and Members of the MPR City Council

From: Linda Bridges, MPR EDC President

RE: Recent EDC activities & request for EDC and City Council Workshop to discuss an EDC proposed business development and community enrichment project: Tiny Business Village

EDC Recent Activities & Updates:

Board of Directors' meeting

- Next meeting is Thursday, April 18 @ 11:30 AM @ The Event Center (60 Morgan's Point Blvd.). **Will include a Notice of Public Hearing for the proposed Tiny Business Village Project.

Treasurer's Reports

- State and Federal reports have been filed
- IRS \$5,000 penalty for not filing for non profit status in 2011 (IRS requested an additional 60 days- should hear from them by mid March)

Recruit Board Members

- Received application from Ted Teegarden. Will vote on his application at the April 18th meeting (EDC will request City Council approval at their May meeting)

SAM.gov Unique Entity ID#

- Received our SAM.gov Unique Entity ID # V4XGFK1M3XA6. The ID does not expire and does not need to be renewed. It will simplify the process to apply for federal grants.

Articles of Organization, Bylaws, City Ordinances

- Need follow-up to include 501 (c) 4 status in all governing documents
- March 13- follow up inquiry from Alderman Allyn to verify EDC Sales Tax. City Ordinance 23-41 (attached) ordering election for ¼ of 1% sales tax and use tax for economic development in MPR. Includes projects that do not require public hearings.

Project updates:

- **Maximize City Assets**
 - **City of Temple FM 2483 Corridor Master Plan**
 - **April 1- Event Center "Curb Appeal" project-** Linda will complete a building permit for the privacy panel/landscaping @ the bathrooms project. The Master Gardeners have approved this project with their board. Linda has talked to Interim City Manager (Uryan) and City Maintenance (BJ). BJ is willing to help with getting the site ready to install the privacy panel/move sprinklers.
 - **"Mpretty" Beautification Project-** As part of our EDC's goal to beautify and encourage "curb appeal" at all private and public business locations, the EDC would like to consider applying for the T-Mobile Grant with the City- upgrades to Community Center. EDC Board approves of trash enclosure upgrades in the commercial district and would like to set an example by having a trash enclosure built at the event center. The grant is for \$50,000 and the project could include resealing and stripping the

parking lot, refurbish the gazebo and add hardscape around pool (City budget includes \$40,000 to redo main pool, but no funding for hardscape).

- **New Business Development**

- **March 21-** Third Saturday Market & Business Showcase @ Ansay Park. Currently have 25 vendors signed up for each day. Event is a research project for our EDC proposed Tiny business village. Market will be held on May 18 and June 15 from 5- 7:30 PM. Will request permission from City to post sign/feather flag at the Safety Center and at City Hall. *** Need 1 or 2 volunteers to help Linda get the vendors set up at Ansay Park- 3:30 – 5:00 PM. Please let Linda know if you are available to help on May 18 or June 15
- **April 1-** Talked with the property owner of CC's Liquor Store on March 6. He is ready to start refurbishing his building and get it rented. He is willing to consider a short term use of the building as an "incubator" for entrepreneurs. His goal is to pull a demo permit at the beginning of April.
- **April 1-** Tiny Business Village- Linda is submitting a report to City Council with a concept idea for the Village, including samples of other villages. Attached is a report on why the EDC wants to build the village and a first draft of a **"Pop Up Demonstration"** concept.
- **The Lakeside "Write Up"**. EDC newsletter Includes upcoming events, local business spotlight and business tips and "food for thought" economic community development ideas. April's issue includes:
 - Businesses- how to improve your sales pitch
 - Why Main Streets matter
- **Young Entrepreneur Project-** In the spirit of Pop Up Demonstrations, MPR EDC is participating in the MPR Library Summer Reading Program by offering a "makerspace" at the library. EDC has not been assigned a date yet, but the Reading Program will be on July 20 & 27 and August 3 & 10 (morning event). As soon as we get a date, Linda will be reaching out for a volunteer to help.

- **Community Outreach- Work Plan Goal #5**

- Linda reached out to Rev. Rachel from St. Cornelius Episcopal Church at The Haven about forming a Four Corners Business Owners Group to help build community spirit (possible 4 corner events). Will catch up with her after Easter. St. Cornelius is allowing us to post a sign at their property for the Third Saturday Market.
- Tiny Business Village- Form a steering committee with representatives from the community, city council, staff and EDC Board. (May 2024)

- **MPR City Council**

- **April 1-** Linda is submitting a report on activities over the past month and a proposal to meet and discuss how to move forward on the Tiny Business Village. Tentative date choices for City Council and EDC to meet are: April 11, 12, 16, 24 or 26 – evening meeting 6-8 PM or a Saturday morning 9-11 AM- April 13 or 27. Please let Linda know what days you are available to attend this meeting. Please RSVP.

Attached:

1. City Ordinance 23-41
2. Tiny Business Village (proposed project)

ORDINANCE 23-41

AN ORDINANCE ORDERING AN ELECTION TO BE HELD TUESDAY, NOVEMBER 2, 2010 IN THE CITY OF MORGAN'S POINT RESORT FOR THE PURPOSE OF SUBMITTING A ONE-FOURTH OF ONE PERCENT SALES AND USE TAX FOR ECONOMIC DEVELOPMENT WITHIN THE CITY OF MORGAN'S POINT RESORT; DESIGNATING THE PLACE OF HOLDING SUCH ELECTION; PROVIDING FOR NOTICES; PROVIDING A SEVERABILITY CLAUSE; AND DECLARING AN EFFECTIVE DATE

BE IT ORDAINED BY THE CITY OF MORGAN'S POINT RESORT, TEXAS;

1. That the City Council does hereby submit the following sales and use tax to legally qualified voters of the City of Morgan's point Resort at the City Election to be held Tuesday, November 2, 2010:

The adoption of a Section 4B sales and use tax at the rate of one-fourth of one percent to undertake projects as described in Section 2(11) and Chapter 505 of the Local Government Code, including but not limited to projects for the promotion of professional and amateur athletics and sports including stadiums, ball parks, auditoriums, projects related to entertainment, convention, tourist, and exhibition facilities, amphitheatres, concert halls, and public parks, park facilities and events, open space improvements, military facilities, including closed or realigned military bases, primary job training facilities for use by institutions of higher education, research and development facilities, regional or national corporate headquarters facilities, museums and related stores, restaurant, concession, and automobile parking facilities, related area transportation facilities, and related roads, streets, and water and sewer facilities, recycling facilities, and projects to promote new or expanded business enterprises that create or retain primary jobs, and public safety facilities, streets and roads, drainage, and related improvements, demolition of existing structures, development and expansion of affordable housing, and targeted infrastructure and any other improvements, expenditures, or facilities that are related to any of the above projects and any other project that the board determines will promote new or expanded business enterprises that create or retain primary jobs, and the maintenance and operations expenses for any of the above described projects.

2. The entire City shall constitute one election precinct for holding the election. The polling place designated for holding the election shall be the City's Community Center, 60 Morgan's Point Boulevard, Morgan's Point Resort, Texas 76513. The Presiding Judge and the Alternate Presiding Judge shall be appointed by written of the Governing Body.

The Presiding Judge shall appoint not less than (2) or more than (4) resident qualified voters of the City to act as clerks to properly conduct the election. However, if the presiding Judge appointed actually serves, the Alternate Presiding Judge shall serve as one of the clerks. In the absence of the Presiding Judge named above, the Alternate Presiding Judge shall perform the duties of the Presiding Judge.

Oral assistance in Spanish shall be made available to all persons requiring such assistance. Any person requiring oral assistance in Spanish should contact the Presiding Judge or the Early Voting Clerk.

The election shall be held in the City as prescribed by the applicable law and on the day of the election, the polls shall be open from 7:00 o'clock am to 7:00 o'clock p.m.

Early voting by personal appearance in the Election shall be for the period permitted by law, which shall begin on the 15th day and continue through the 4th day preceding the date of said Election. The hours designated for early voting by personal appearance shall be from 8:00 a.m. to 5:00 p.m. on each day for early voting which is not a Saturday, Sunday or official State holiday with the exception of Tuesdays, which shall be from 7:00 a.m. to 7:00 p.m.

The Early Voting Clerk for voting in the Election shall be with Bell County Clerks Office. Early voting by personal appearance shall be conducted at as follows: Bell County Annex, Temple Annex, Killeen Annex, Killeen Community Center, Salado Civic Center and Harker Heights Parks & Recreation.

Applications from voters to vote by mail in the Election shall be addressed to Bell County Clerks Office P.O. Box 480, Belton, Texas 76513.

The Early Voting Ballot Board shall consist of the Presiding Judge and Alternate Presiding Judge and other members, appointed by the Presiding Judge, who are eligible to serve in accordance with the Election Code.

3. Voting in the election for the proposition shall be by the use of paper ballots, which will be printed in both English and Spanish and which shall conform to the requirements of the Texas Election Code. The ballots shall be printed to permit voters to vote "FOR" or "AGAINST" the aforesaid proposition, which shall appear on the ballot substantially as follows:

PROPOSITION

"The adoption of a Type B sales and use tax in the City of Morgan's Point Resort, Texas, at the rate of one-fourth of one percent to undertake projects as described in Section 2(11) and Chapter 505 of the Local Government Code, including but not limited to projects for the promotion of professional and amateur athletics and sports including stadiums, ball parks, auditoriums, projects related to entertainment, convention, tourist, and exhibition facilities, amphitheaters, concert halls, and public parks, park facilities and events, open space improvements, military facilities, including closed or realigned military bases, primary job training facilities for use by institutions of higher education, research and development facilities, regional or national corporate headquarters facilities, museums and related stores, restaurant, concession, and automobile parking facilities, related area transportation facilities, and related roads, streets, and water and sewer facilities, recycling facilities, and projects to promote new or expanded business enterprises that create or retain primary jobs, and public safety facilities, streets and roads, drainage, and related improvements, demolition of existing structures, development and expansion of affordable housing, and targeted infrastructure and any other improvements, expenditures, or facilities that are related to any of the above projects and any other project that the board determines will promote new or expanded business enterprises that create or retain primary jobs, and the maintenance and operations expenses for any of the above described projects."

4. All residents qualified voters of the City shall be permitted to vote at the election and on the day of the election, such voters shall vote at the designated polling place. The election shall be held and conducted in accordance with the provision of Texas Election Code, as amended and the provisions of the Local Government Code, as amended, and as may be required by any other law. All election materials and proceedings shall be printed in both English and Spanish.
5. Not later than the 21st day before election day, a copy of the notice, which must include the location of polling place, shall be posted on the bulletin board used for posting notice of the

meetings of the Governing Body of the City of Morgan's Point Resort. The notice shall remain posted continuously through Election Day. Notice of the election shall also be given by publishing the notice at least once, not earlier than the 30th day or later than the 8th day before Election Day in the official newspaper of the City.

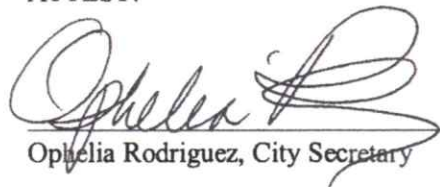
Notice of the election shall be in English and Spanish in the manner required by law.

6. The recitals contained in the preamble hereof are hereby found to be true and such recitals are hereby made a part of this Ordinance for all purposes and are adopted as a part of the judgment and findings of the City Council.
7. All ordinances resolutions, or parts thereof, which are in conflict or inconsistent with any provision of this Ordinance are hereby repealed to the extent of such conflict, and the provisions Of this Ordinance shall be and remain controlling as to the matters ordained herein.
8. This Ordinance shall be construed and enforced in accordance with the laws of the State of Texas and the United State of America
9. If any provision of this Ordinance or the application thereof to any person or circumstance shall be held to be invalid, the remainder of this Ordinance and the application of such provision to other persons and circumstances shall nevertheless be valid, and this City Council hereby declares that this Ordinance would have been enacted without such invalid provision.
10. It is officially found determined, and declared that the meeting at which this Ordinance is adopted was open to the public and public notice of the time and place, and subject matter of the public business to be considered at such meeting, including this Ordinance, was given, all as required by Chapter 551, as amended, Texas Government Code.
11. This Ordinance shall be in force and effect from and after the date of its adoption, and it is so ordained.

PASSED AND ADOPTED, this the 17th day of August 2010.


W. Jafed Bryan, Jr., Mayor

ATTEST:


Ophelia Rodriguez, City Secretary

Morgan's Point Resort
Economic Development Corporation
8 Morgan's Point Blvd. Morgan's Point Resort, Texas 76513

Linda Bridges, President
Terry Harrah, Secretary
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(All Morgan's Point Resort Volunteers)

Date: April 1, 2024

To: Interim City Manager and members of the MPR City Council

From: Linda Bridges, MPR EDC President

RE: Proposed Economic Development & Community Enrichment Project "Tiny Business Village"

At our January 18, 2024 EDC Board of Directors meeting, the members voted unanimously to build a "Tiny Business Village" (to include an area for a pop up market and a food truck park) on Lake Forest Drive near the MPR Safety Center.

Following guidelines from Team Better Block (in partnership with AARP Livable Communities Program), we would like to start the planning stage of a "Pop Up Placemaking Demonstration" on May 1, 2024. Stages 1-3 to be completed by April 30, 2025.

Background information:

The term "placemaking" refers to work of improving a particular public space or overall area to make it more of a destination and shared gathering place. A pop up demonstration (also known as "tactical urbanism", "do it yourself urbanism" or "better blocks")- typically involve community members working together to bring attention to overlooked spaces, address neighborhood issues or demonstrate desired improvements with a public or sometimes private spaces such as a vacant building or underused lot. This can be done through a rapid prototyping process- a "pop-up demonstration"- that uses lighter, cheaper, easily available materials to build interventions that temporarily improve a space. By seeing and doing, local leaders and residents can propel positive community change. After all, when it's possible to illustrate a new idea through a temporary installation or demonstration, a proposed enhancement is better understood, supported and achieved. Pop-up projects can be organized and implemented quickly or over time. The demonstrations can take many forms, and there are many ways a pop-up project can help solve common problems, such as stagnant economic activity, dangerously designed streets or lack of community involvement. (information shared in the AARP Pop-Up Placemaking Tool Kit).

Reasons to do a pop up demonstration:

There are many reasons to create a "Tiny Business Village" pop up demonstration:

- To test new ideas- infrastructure projects are complicated and costly. It makes sense to pilot innovative ideas to determine the best solution
- To engage community involvement- a sense of community and belonging can be hard to achieve when there is no place for residents to gather on a day-to- day basis. A pop up village can serve as an open invitation to people of all ages to "pop in" for a visit.
- To make the case for public support- a pop up demonstration can raise awareness about a need and inspire residents and officials to pursue solutions.
- To strengthen the local economy- The MPR EDC's #1 goal is to shift away from traditional economic development models of attracting outside corporations to fostering local entrepreneurship. Pop-ups provide a way to highlight and energize nascent makerspaces, small business incubators and local artisans and restaurateurs.

- To Manage reinvention and growth
- To engage new residents
- To accelerate decision-making- overthinking and over-analyzing a situation can slow the decision-making process and overall progress. The value of a pop up demonstration is that it's not permanent. Decisions can be made faster, ideas can be tested and mistakes can be made and corrected. Whatever happens lessons will be learned so improvements can move forward
- To inspire change- the ultimate goal is for a pop up project's demonstrated benefits to become a permanent features that improve the community.

Preliminary concept of a tiny business village: (examples of existing tiny business villages and comments from the locals)

- <https://www.muskegonwesternmarket.com> *"We take pride in our role as a catalyst for economic development and community engagement. By offering a diverse range of businesses in one centralized location, we create a dynamic marketplace that attracts locals and visitors alike. Our chalets showcase a wide array of products and services, from artisanal crafts to innovative technologies, ensuring there's something for everyone."*
- <https://marketvillage-tionesta.com/about.html> *"The goal was to create healthy traffic in the downtown that would help boost sales at our existing businesses, spur new businesses, encourage facade improvements, and attract a developer to the site," Julia said. "It's working! Our coffee shop and art gallery extended their hours and saw a boost in sales. A vacant building was purchased and is being renovated for mixed-use. We have a lot more traffic in our downtown, and that depressing vacant lot is now vibrant and attractive. The original intention of the project was that it be a temporary solution, but the community loves it! Artisans are selling their products; tourists are coming to see 'the Village'; residents and seasonal residents are coming back to the downtown; a couple of the shops have hired part-time help. This project shows that "pop-ups" work and are good for a community!"*
- <https://downtownbatavia.com/batavia-boardwalk-vendor-info/> *The Batavia Boardwalk Shops Incubator Program is designed to attract small businesses, create more retail shopping, and bring people into Downtown Batavia for both this unique destination and the rest of our downtown. Rent & Shop Hours: Each 12 x 12 Boardwalk Shop will be leased from May through December. Rent for each shop is \$2900 plus a \$500 security deposit for the 2024 season. Minimum Required Hours ***Please note the dates and times below are the minimum requirements. Vendors may stay open longer than the times listed. Monday through Thursday hours are optional. Batavia Boardwalk Shops will be open May 10 – December 22, 2024. Hours May – December Friday: 10 am to 5 pm Saturday: 9 am to 5 pm Sunday: 11 am to 4 pm These days and hours are MANDATED. Please consider who can cover your shop if you cannot be there.*
- <https://www.gulfcoast.org/listings/anchor-square-shopping-complex/3185/> *Anchor Square Shopping Complex is the Gulf Coast's newest specialty shopping and dining destination located in the heart of downtown Pascagoula. Anchor Square is a collection of 16 Mississippi Cottages arranged around a charming boardwalk and town green and home to an eclectic mix of shops, restaurants, galleries, and studios. 2011 Community Economic Development Award Recipient. Potential benefits to tiny business villages:*
 - *It pulls down barriers to entry so people can try a business idea for significantly less money. That means a failure can be a learning experience, not a financial catastrophe.*
 - *It also means more people can participate. If it takes a few thousand dollars instead of tens of thousands to get started, more people can try.*
 - *Businesses that could never afford their own storefront can afford a tiny business. Your artisans, crafters, food producers, and other tiny enterprises benefit from the added sales and exposure that couldn't otherwise afford to access.*
 - *This smaller business can be a stepping stone to a larger business because of what business owners learn and what they earn.*
 - *It converts a nonproductive empty lot into a lively business place.*



MORGAN'S POINT RESORT TINY BUSINESS VILLAGE PROPOSED PROJECT 2024

Year One:

- Organize a “pop up market & business showcase” to locate possible entrepreneurs and test the waters for resident interest. Third Saturday Market & Business Showcase- scheduled for May 18 & June 15 from 5:00 pm- 7:30 pm @ John Ansay Park
- Texas Code 505.158- regarding over \$10,000 expenditures and timeline for public hearing (if required).
 - April- EDC Workshop with City Council **first EDC public hearing @ April 18 Board of Directors Meeting
 - May & June- City Council public hearing, if required; EDC set up community engagement event
 - July- City Council- request project be included on Agenda for go-ahead; EDC form a steering committee (EDC Board, representative from City Council & Staff, residents)
- Primary Concept:
 - Create a new “tiny main street” with store front permanent structures (would like to start with 6 “shed” buildings) for incubator businesses.
 - Area for food trucks (3- trucks/trailers with picnic tables and shade sails)
 - Area for temporary pop up tent market
 - Decomposed granite parking lot for customers & vendors, walkway around village
 - Very basic fencing for village area
 - Portable bathroom and power to each shed business (air-conditioning and heating)
 - Form a tiny business village business association to enable tenants to work together for advertising and special events.
 - Write Rental Agreement Plan- One year leases etc.

Year Two:

- Add additional buildings, as funds allow
- Consider adding a larger building for rent- classes, showcases etc.
- Add a “Sail” covered gazebo and outdoor benches to offer opportunities for “up and coming” entertainers
- Add an outdoor game area (corn hole etc.)

Year Three:

- Add additional buildings, as funds allow.
- Add a walking path with benches in and around the Tiny Business Village to create a “place to gather” for residents and guests, alike

Annual evaluation of pop-up project:

Not every pop up demonstration will or can become a permanent community fixture. But the impact of the effort can be and often is, lasting because it inspires change.

- Look into adding a septic system vs. use of portable bathrooms
- If sewer becomes available in the MPR Commercial area, consider hooking up additional shed businesses than can offer food services. If a formal mixed use development is approved, shed businesses can be incorporated into the design. If traditional construction is planned, sheds can be sold