

MPR EDC Monthly Activities
June 4, 2024- July 1, 2024
Discover Morgan's Point Resort, TX website: <https://mpr-edc.org>

Board of Directors' meeting

- Next meeting is Thursday, July 18 @ 12:30 AM @ The Event Center (60 Morgan's Point Blvd.)
*****time change**

Tiny Business Village

- June 20- City Council Alderman Roxanne, attended our board meeting. We had a great conversation (along with playing "devil's advocate) on the tiny village. This will take quite a lot of work to have a successful project, but all in attendance felt that it will be worth the time, money and effort to create something new and exciting for MPR
- June 25- Linda attended the Planning & Zoning meeting to ask for PnZ help to see what hurdles we might come up against with using "The Pit" property. Talked about signs, parking, restrooms & the challenge of building a "first class" project.
- June 26- At the June 20th EDC Meeting, we talked about how it would be beneficial if we could find out what the sales are for similar tiny business villages. Linda sat in on a webinar with <https://www.placer.ai>. The company can offer data: 1. Optimize store performance with retail foot traffic analytics; 2) Future of retail; 3) Maximize revenue for commercial real estate; 4) Tourism & Local Business. Placer.ai is going to do a test for us and analyze SummerFest on June 30 and give us foot traffic data (and where our attendees came from). Placer.ai is contacting Linda on July 8 to review SummerFest. The EDC welcomes all Council members and Staff to attend the demo. This program offers useful Civic information and can help the EDC/City recruit businesses "best suited" for the MPR commercial district.

Project updates

- **Maximize City Assets**
 - **City of Temple FM 2483 Corridor Master Plan-** June 29- draft completion has been extended to August/September ***will be a great resource for Tiny Business Village planning
- **New Business Development**
 - **Third Saturday Market-** June 15- we only had 17 vendors (and it was really hot!), but I think the event went pretty well for holding it at Ansay Park (concerned with not receiving main street drive by customers). Looked to be the same amount of people attending as on May 18. Belton Journal did a great article on the EDC.
 - **Community Outreach-** June 15- we had 2 more residents and 2 vendors sign up to be kept "in the loop" about the tiny business village.