

# Morgan's Point Resort Economic Development Corporation

Morgan's Point Resort City Council  
8 Morgan's Point Blvd.  
Morgan's Point Resort, TX 76513

September 10, 2024

Dear Mayor Green and City Council members:

Each year, the Morgan's Point Resort Economic Development Corporation is required to submit a budget and work plan to the City Council for review and approval (proposed budget is included in your September agenda packet). This document summarizes our proposed FY24 work plan. Our focus is business development- to encourage entrepreneurship in MPR and to build on the current City business plan to market City assets (Marina, Event Center, Community Pool) for rental fees and ticket sales. The MPR EDC Board of Directors is requesting a "Joint" board meeting prior to our EDC meeting on October 17. We'd like to discuss our project ideas, in detail, in order for City Council to have the information you need to approve our 2024-25 Work Plan. As I'm sure you know, the EDC is limited in the amount of funds we can spend per business project without City Council approval. The EDC has started the research phase and have six project ideas that can create business incubators, bring in additional hotel/occupancy revenue, along with short term rental fees.

## 2024-25 MPR EDC WORK PLAN *"Imagine the Possibilities"*

### Business Development

1. Commercial Property Development
2. Maximize City Assets
3. Revenue Diversification.
4. Community Outreach
5. City of Morgan's Point Resort Marketing Plan
6. Annual Report to City Council

A quick response to our request for a meeting is very much appreciated!

Sincerely,



Linda Bridges  
President, Board of Directors

**Mission Statement-** To create, retain, and reinvest resources in order to enhance well being in our community

**Vision Statement-** A desirable and welcoming community that supports business opportunities while honoring its small-town roots and vibrant lakeside lifestyle

**Goal-** Encourage business diversification, recognize the unique lakeside character of the City and promote development, redevelopment and rehabilitation that will strengthen and reinforce market niches