

THE LAKESIDE WRITE-UP

Morgan's Point Resort, Texas

live. work. play. in mpr



Business Directory
Morgan's Point Resort, TX

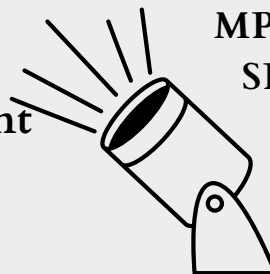
Morgan's Point Resort Economic Development Corporation
Website: <https://mpr-edc.org>
Facebook Page: <https://www.facebook.com/MorgansPointResortEDC>



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**MPR BUSINESS
SPOTLIGHT**

Character Counts

How to Create a Sense of Place in Your Community

Shared by: [Quint Studer \(Excerpt\)](#) <https://StrongTowns.org>

Sameness inspires no one. Different attracts, excites, and engages us. This is true of residents and tourists alike. No one wants to live in a place that's just like every other place, and there's no reason for anyone else to visit it, either.

This truth should be driving your development. No one comes to a town for a wonderful mall or a highway lined with big box stores. Residents may use these things and find them valuable—but we also need fun, lively, walkable, livable downtowns. We need quaint shops. We need locally owned restaurants. We need cool architecture. We need character.

The less you look like everyone else and the more you look like yourself, the better off you'll be. In fact, creating a distinctive sense of place is your competitive advantage. When a community's leaders keep their focus on creating a unique place that people want to be, the local economy tends to thrive. Businesses want to move in. Young people don't have to leave to find jobs. The best talent flocks to such communities.

When you cultivate a sense of place, not only will citizens spend their dollars at home, you'll attract tourists as well. They'll have a good time. And because you're giving them something to talk about, they'll come back—and they'll generate great word of mouth that makes others want to visit, too.

It's obvious when a community has created a strong sense of place. They know who they are and are always telling their story. They're authentic. They're warm and welcoming. They're quirky and colorful. They have a sense of energy and life that you can feel when you walk around. So how do you create that? Here are a few tips:

- Visit other places that are hopping. Notice what they did, but don't try to replicate it exactly. Do your own version. Borrow their smart ideas and their projects if they fit, but infuse them with a sense of your unique culture.
- Take a good hard look at your downtown. How can you make it more vibrant? Is it walkable? Is there a great intersection that residents and visitors perceive as the center of life and activity in your downtown?

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Character Counts

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- Make sure people have a reason to come downtown (programming). Often we think too big with programming, but events don't have to be expensive. Just make them specialized and unique, not "canned."
- Know your story and tell it in a meaningful way. How can you immerse people in the experience of what makes your town unique? Take a cue from other towns that have done this. Hershey, PA, is known for the Hershey Company, and it has built its whole identity on a "chocolate" theme.
- Assess what you have. What can you preserve instead of rebuilding? Are there old buildings that could be repurposed? People love to work, eat, shop, and stay in renovated factories and warehouses. Old buildings have a sense of character that's hard to replicate.
- Think about what's missing. Do you need a coffee shop or a craft beer brewery? Connect the dots with the resources you already have and figure out how to get the right kinds of businesses into your downtown.
- Get creative about helping entrepreneurs who have great ideas. Consider holding a small business challenge to spark new local businesses. Get creative with financing: One idea is to charge rent that moves up and down based on revenue, which eliminates some of the risk entrepreneurs face. And remember, it's not just about getting businesses started but keeping them successful over time. Make sure they have access to ongoing training in leadership and other crucial skills.
- Remember that little things mean a lot. Small fixes can make a big difference. Just like a fresh coat of paint makes a home look new again, planting some trees or repairing a dilapidated landmark can have a huge impact on how your community looks. Green and clean matter. And first impressions count, so make sure your community has a good "front door" like a gateway or attractive sign to welcome visitors.
- Finally, make sure citizens are deeply engaged in your plans. What you're trying to build won't work unless the community as a whole is on board. So communicate, be transparent, and invite feedback and ideas at every turn. The real heart of a community is its people—so get yours excited and activated, and they'll do their part in creating the sense of place you want and need.

HOME BASED BUSINESSES & THE ADA

Shared by: Mikol Maitland, Architect and Certified Accessibility Specialist (Excerpt)

<https://www.ada.gov/resources/title-iii-primer/>

<https://www.ada.gov/law-and-regs/regulations/title-iii-regulations/#top>

Do you run a home based business that requires clients or customers to access specific areas of your home on a regular basis? If so, you could be required to comply with the Americans with Disabilities Act (ADA) and be subject to a civil rights lawsuit.

Maybe you run a small day care facility from your home, provide tutoring services, or private music lessons on a regular basis. Under the ADA law, you are open to a civil rights lawsuit if the portion of your residence used specifically for the business is not “barrier free.” For the most part, this means getting someone from their mode of transportation to the entry point of your business area, and into your place of business by means of a barrier free pathway, but depending on the type of home based business you run will determine the level of compliance you are required to meet.

A Certified Accessibility Specialist can survey your home based business and provide you with a report which could ward off opportunistic civil attorneys.

Believe it or not, your business website is another category that falls under the ADA that most small business owners are unaware of. The Americans with Disabilities Act was passed in 1990, just before the Internet really took off. As the Internet became more prevalent, the U.S. government realized that the ADA should cover websites also. In 1996 the Department of Justice made the following statement:

“Covered entities under the ADA are required to provide effective communication, regardless of whether they generally communicate through print media, audio media, or computerized media such as the Internet. Covered entities that use the Internet for communications regarding their programs, goods, or services must be prepared to offer those communications through accessible means as well.”

Simply, if your business has 15 or more employees and has a website, steps must be taken to allow access to your website for persons with disabilities. Although most home-based business websites will not meet this criterion, a CAsP can also assess your business website to ensure you are in compliance.

There have been many news stories lately regarding the issue of the Americans with Disabilities Act and how predatory attorneys are impacting local small businesses. Anytime a business is forced to close it is an unfortunate occurrence; however, all businesses with public access are simply required to comply with the ADA or be exposed to a civil rights lawsuit. This is pretty much everyone with an “open” sign in their window.

Calendar of Events- Fun times, Important Information, Vendor, Sponsorship, Donation & Volunteer Opportunities in MPR

- Elder Explorers @ The Point (No socials in Nov & Dec)
- Nov 15 (set up) & 16 (event) Mary Ruth Briggs Library Art Show
- Nov 23- Ladies Auxiliary Pre-Thanksgiving Bake Sale
- Dec 6- Santa and Mrs Claus
- Dec 16-20 Christmas Lighting Contest





**CITY OF MORGAN'S
POINT RESORT**



**FRIDAY
12.6.24**

6-8 PM

**SANTA &
MRS. CLAUS**

— ◆ — ◆ —
GARRETT & MIC HILL EVENT CENTER
 60 MORGAN'S POINT BLVD.
 — ◆ — ◆ —



COMING SOON



CHRISTMAS LIGHTING CONTEST
December 16-19, 2024
 Morgan's Point Resort, TX



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