

THE LAKESIDE WRITE-UP

Morgan's Point Resort, Texas

live. work play. in mpr



Business Directory
Morgan's Point Resort, TX

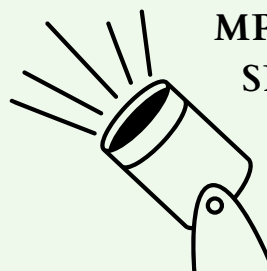
Morgan's Point Resort Economic Development Corporation
Website: <https://mpr-edc.org>
Facebook Page: <https://www.facebook.com/MorgansPointResortEDC>



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**MPR BUSINESS
SPOTLIGHT**

Why Communities Matter Now More Than Ever

<https://www.strongtowns.org/journal/2020/2/27/why-communities-matter-now-more-than-ever>

Excerpt from an article written by: Quint Studer

We once formed communities because we knew we needed each other. As I once heard someone say, history is just a series of different human combinations. Then, somewhere along the way, we forgot that essential truth. Now we're seeing that just because we can have literally everything delivered to our doorstep, it just doesn't feel good to be so disconnected. We're back to believing we need each other again. (As it so often does, history is circling back around.)

In big cities, small towns, and every size of community in between, I see people working to create that stability. We are realizing the value of having deep roots and personal connections with our friends and family. We want our children and grandchildren nearby (with good jobs to keep them there). We want lively downtowns with great restaurants, funky stores, cool living spaces, and plenty of fun things to do. And we're making it happen.

Here are just a few reasons why creating vibrant communities is more important than ever:

Investing in our communities fits our deep human needs. Living disconnected lives goes against human nature. We crave meaningful ties with each other and a sense of belonging. We just can't be truly happy without these things—without a group of people who know us, “get” us, and help us make sense of our lives. Vibrant communities bring people together. They're filled with opportunities for civic engagement and social interaction.

It naturally cultivates a “sense of place” that attracts people and opportunity. Vibrant communities are cool, unique, quirky. This matters because difference, not sameness, attracts people who want to visit and settle down. Today, companies go to where the talent is rather than asking talent to come to them. Communities need to do all they can to become places where people want to live and work.

It encourages start-ups and helps locally owned small businesses thrive... According to the U.S. Small Business Administration, small businesses create two out of every three net new jobs in the private sector. Plus, over half of all Americans own or work for a small business. Small business is the engine that powers communities. This is why vibrant communities not only make it easy for entrepreneurs to get started, but also provide leadership and skills training to make sure they can survive and succeed over time.

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Why Communities Matter Now More Than Ever

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...which in turn keeps local economies strong. Besides providing jobs, having lots of strong small businesses is good for the economy in other ways. Small businesses provide tremendous tax revenue. They keep dollars recirculating inside the community. Plus, their owners have a vested interest in the community and can be galvanized to help you solve larger problems and drive positive change.

It may literally make us healthier. There is lots of research showing that social isolation is terrible for our health, both mental and physical. One statistic I've seen a lot is that loneliness and social isolation can be as harmful as smoking 15 cigarettes a day. Vibrant communities are great for combatting loneliness. Plus, the emphasis on walkable downtowns and green spaces encourages exercise, which is great for our health.

It makes us better, more compassionate people. Too much focus on individualism makes us indifferent to the suffering of others. Civic engagement is the remedy. When we get engaged, we see the struggles of others who are our neighbors. Then we can be part of the solution.

It's better for the next generation. Vibrant communities care about their children and build ways to help them thrive. To give just one example, they deeply care about education—and more and more are realizing the importance of early brain development to a young person's future success. And of course, strong communities are likely to have more job opportunities so young people can come back home after college if they want to.

Finally, investing in communities just creates better places to live. Vibrant communities have more places to go, more opportunities to socialize, more people to meet. There's always something going on: a street fair, a holiday festival, a fun run. There's local color, character, and a distinctive sense of place. Neighbors care about each other and look out for the well-being of everyone. Who wouldn't rather live in a community that "gets" this?

Of course, no community is perfect. We're all flawed individuals who have decided to group together. We're all works in progress. But what matters is realizing that our communities can get stronger, more vibrant, more prosperous, and more livable. We have a human responsibility to invest in the places we call home. We do need each other after all—and we can work together to make life better for ourselves, our families, our neighbors, and everyone.



How to Drive Traffic to your Brick & Mortar

Shared by: US Chamber of Commerce

As more customers embrace online shopping, here are 10 ways you can increase foot traffic into your store's physical location.

From boosting your curb appeal to offering refreshments, there are many ways you can draw shoppers to your brick-and-mortar store.

Small business owners with a physical location are always looking for ways to drive more customers into their stores. Some of the best ways to increase foot traffic to your store involve differentiating yourself from your competitors and offering a unique in-store experience. The Chamber aims to bring you inspiration from leading respected experts. However, before making any business decision, you should consult a professional who can advise you based on your individual situation.

- Utilize digital channels- If you want your retail store to be a success, you have to incorporate social media as a marketing strategy. Social media is a great way to build engagement with your customers and keep your store in their minds. You can do this in a variety of ways — from showing behind-the-scenes photos and videos to hosting contests and giveaways. And don't forget to regularly promoting your products: Studies show that 56% of customers who follow brands on social media do so because they want to browse through the company's products.
- Improve your curb appeal- One of the easiest ways to attract more customers to your store is by improving the curb appeal. Make sure customers can easily access your store and that the front entrance is well-landscaped.
- Spruce up the front of your store with inviting and aesthetically pleasing decorations, such as brightly colored flower pots during the spring and summer months, or seasonal and festive decor during the fall and winter months.
- Claim your Google Business listing- When it comes to driving local traffic to your store, Google can be a very effective tool. However, you need to claim your Google Business listing first. That way, your store will show up anytime a local customer searches for a business similar to yours. Once you've verified your business, you can start encouraging your customers to leave reviews. This will give your business credibility and will help new customers find you.
- Offer discounts and rewards- Everyone loves a good discount, so offering a promotion for a limited time is a great way to encourage customers to visit your store. Share your promotion through email and social media, and let customers know they can redeem the discount in-store.

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How to Drive Traffic to your Brick & Mortar

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- Encourage customers to buy gift cards- With the holidays quickly approaching, now is a great time to start encouraging your customers to purchase gift cards for friends and family. Gift cards are often given out around the holidays, and this is a great way to reach new potential customers who may have never heard of your store before. Some of the best ways to increase foot traffic to your store involve differentiating yourself from your competitors.
- Host an event- Offering special events can be a great way to encourage customers to stop by your store. For instance, if you sell workout clothes, why not host a free yoga class in-store? Lululemon does this frequently to incentivize customers to stop by one of their locations. You can also partner with other local businesses to co-host events. The point is, find a way to make your store a fun and inviting place customers will be excited to visit.
- Let customers buy online and pick up in-store- Most customers love online shopping but hate paying for shipping. A great way to remedy this is by giving customers the option to purchase items online, then pick them up in-store. One survey found that 57% of customers will utilize this service to avoid paying for shipping costs. If you decide to offer this service, make it as frictionless as possible for your customers. Have the merchandise ready to go once they arrive and train your staff on how to handle the occasional return.
- Provide USB chargers- If you want to earn some serious goodwill with your customers, start providing free phone charging stations inside your store. You can advertise this as a unique perk on social media and your website. You'll be sure to make an impression the next time a customer enters your store with their battery under 10%.
- Create an entertainment area for kids- If you run a store that caters to moms with small children, set up an entertainment area somewhere in your store. This doesn't have to be elaborate; it could just be a table where kids can color. That way, parents can enjoy their shopping experience and will be more likely to return to your store.
- Set up a comfortable lounge area- Finally, shopping can be tiring for many customers. If you want to stand out, consider setting up a comfortable lounge area for your customers where they can relax. And you can sweeten the deal by offering complimentary tea and coffee.

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



We'll take all you got...except

BATTERIES, PAINT, TIRES, and NO CHEMICALS AT ALL

MPR QUARTERLY CLEAN UP @ "THE PIT"

NEXT TO THE SAFETY CENTER

6 LAKE FOREST DRIVE

2025

January 11-12

April 12-13

July 12-13

October 11-12

OPEN

8 AM- 5 PM

Morgan's Point Resort
Texas



WORK in
PROGRESS

- Roses for Hoses 5K Run
- Kid Fish
- Summer Reading
- Chili Challenge
- Community Garage Sale
- National Night Out
- Nipper BBQ Cook-off
- Trunk or Treat
- Library Art Show
- Santa and Mrs Claus

The Lakeside Write-up is a monthly update, provided free of charge, devoted to a variety of topics of interest to Morgan's Point Resort, Texas, businesses, entrepreneurs & residents. The views and analyses presented herein do not necessarily represent the policies or the endorsement of the Morgan's Point Resort Economic Development Corporation. Articles are intended only as a discussion and overview of the topics presented.