

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>



Table of Contents

1. MPR Business Spotlight- Rent All LLC
2. Food For Thought- The Importance of Good Urbanism
3. What is placemaking? Why does a city need commerce?
4. Student Entrepreneurship Education and Certifications
- 5.- 6. Calendar of Events, Vendor, Sponsor, Donation, Volunteer Opportunities

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**MPR BUSINESS
SPOTLIGHT**



The Importance of Good Urbanism

Author: Jeff Siegler is a writer, speaker, and consultant concerned with the powerful role place plays in our lives. He is the founder of the civic pride consulting firm, Revitalize, or Die and co-founder of the organization Proud Places.

Good urbanism is, in essence, creating a built environment that is attractive, social, welcoming, and healthy for businesses and residents alike. It's the notion of designing places that help to make society stronger, make a city more resilient, elevate the lives of residents and provide people with places to be with one another. Because there is no community when people can't commune.

Good urbanism is the modern way of describing something that is as old as civilization. In fact, it is civilization. Far from being a new concept, your grandparents had good urbanism as did their parents before them. So don't let any idiot in your town try to dismiss the notion as being too progressive, it's the most conservative idea of all. Since humans started building cities, they understood that there is value in building them well. Why we ever accepted the idea that it wasn't worth the time, money or effort to build with quality is a little harder to understand. Inhabitants adapt to their surroundings, so the nicer the built environment is, the better off residents will be. Is it any surprise you find trashy people in trashy places. This is not an accident or an anomaly- we are simply a product of our environment.

So here's my advice- cities of every size better get real comfortable with the notion of good urbanism if they have any interest in remaining relevant. It's the secret sauce AND the silver bullet. See, when urbanism gets good, it does a whole host of things for a city all at once. It makes a place more attractive and in turn, more photogenic. If your town isn't cute in the age of Instagram, you might as well throw it in the sea. It makes a town more lovable, which makes people want to get involved and do their part to protect it. It makes a town easier to get attached too, which keeps the best and brightest from moving on down the road. It attracts new people, the kind that want to live in attractive places, the kind you probably want.

Good urbanism is a better economic development and tourism strategy than you currently have. It's also incredible for business. The better the urbanism gets, the more people want to show up, this just adds up to more customers (visitors and locals), more sales, more revenue. The best businesses are attracted to the best urbanism.

The other and most important thing that good urbanism does, is bring people together. Quality places attract people. Those great public squares call people out of their living rooms and backyards to come and be together. Those plazas beckon people with their charm and vibrancy to come spend time with other people- which is what our places need most. We need places to be with other people. We are desperate to be with other people and we don't have the places to do this anymore. We got rid of them and now are suffering the effects. As people spend less time around other people, we have grown less civil, we have become isolated and, at times, afraid and angry. People must be with other people and good urbanism is how we provide this.



What is Placemaking?

Placemaking is an approach to urban design that prioritizes people over infrastructure. It aims to create public spaces that inspire and promote social interaction and cultural exchange. Placemaking is a critical factor in development of a vibrant community.

Why Does a City Need Commerce?

Source: Essential Smart Growth Fixes for Rural Planning, Zoning, and Development Codes

Why does a city need commerce?

- Encouraging commercial development in towns helps to strengthen downtowns and solidify tax bases so the towns have adequate revenues to support community services such as roads and emergency services.
- A thriving shopping district creates an impression of vitality and wealth, producing a positive impression of the community overall.
- Creates local jobs
- Entrepreneurship- A community with successful small businesses inspires others to take that leap and develop their own passion.

Challenges (business or residential):

- Traffic, noise, lighting, parking; out of control growth

Small Town Solutions:

- Small local shops tend to require less maintenance from a city, as well as fewer public services. Clusters of small businesses in a walkable area, or near residential areas, may reduce car usage and encourage biking and walking for shoppers. Areas of the city designed for walking and outdoor shopping help reduce emission from vehicles, improve the air quality. Traffic congestion is lessened, making the streets safer and a better experience for those driving in the community. Small boutique shops offer more unique wares, clothing and accessories that are popular with shoppers in the community.
- Direct commercial growth to street corridors & shopping hubs. Keep customers out of residential areas, if possible.
- Develop performance standards to encourage home-based-businesses while minimizing any impacts. These standards could focus on concerns like traffic or parking rather than specific occupations or uses to avoid the subtle bias that can sometimes arise.

Where Entrepreneurship Education and Certification Come Together

Source: <https://www.unchartedlearning.org/>

Students today need more than subject knowledge—they need the ability to lead, solve problems, and adapt quickly. That’s why entrepreneurship education is such a powerful pathway to future readiness. It teaches practical business skills, fosters creative problem-solving, and empowers students through real-world, project-based learning.

Uncharted Learning student entrepreneurship programs are designed to help students build durable, transferable skills and earn meaningful credentials:

INCubatoredu prepares students for the Entrepreneurship and Small Business (ESB), and Applied Generative AI certifications from Certiport.

“Employers are seeking to hire people who have an entrepreneurial mindset. As AI takes on more and more productivity, people with entrepreneurial skills will become more and more valuable in order to solve problems for humans. The ESB certification helps a learner demonstrate to a potential employer that they have these needed skills.”

~ Nich Haber, Director Global Partnerships - Certiport

entreINCedu introduces students to Intuit’s Design for Delight (D4D) methodology that serves as preparation for the Intuit Design for Delight Innovator Certification, and also project management principles that are key foundations for the PMI Project Management Ready Certification. With these certifications layered into programs built on real-world learning, students aren’t just passing tests—they’re gaining relevant experience and stepping confidently into whatever comes next. Rodriguez shares, “The entrepreneurship certification is a great base for any student interested in business—but even if they’re not, it teaches them to think and solve problems in new ways.”

- Look no further than Belton ISD for more information on student entrepreneurship. Lake Belton High School is a school member of INCubatoredu.
- MPR EDC would like to offer a “real-world entrepreneurial learning experience” for students. Keep an eye out for more information on our proposed “Tiny Business Village”!

The logo features the words "TIME TO" in a bold, pink, sans-serif font, with "THRIVE" in a larger, bold, blue, sans-serif font below it. Both words have a thick blue outline.

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

Mark YOUR Calendar

- May 20- Taco Tuesday
- May 27- Water Aerobics Start
- May 29- MPR Explorers
- July 12-13- Quarterly Clean Up
- July 19 & 26, August 2 & 9- Summer Reading
- Sept 20- Chili Challenge
- Oct 1- National Coffee with a Cop
- Oct 4- Community Yard Sale
- Nipper BBQ Cook-off
- Oct 29- Fall Festival
- Nov 15- Library Art Show
- Nov 22- Pre Thanksgiving Bake Sale
- Dec 5- Santa and Mrs. Claus



TACO TUESDAY

May 20, 2025
6-8 pm or until sold out

RAFFLE FOR THREE HOME-MADE CAKES
1 TICKET FOR \$5
3 TICKETS FOR \$10

\$10
PER PLATE
CASH ONLY

6 Lake Forest Drive
Morgan's Point Resort Safety Center

To Benefit the Nipper Scholarship Fund
MPR C.O.P.S. is a 501 (c) 3 Non Profit Organization

What you
need to
know?

MPR's SummerFest

As of May 1, 2025, the City has decided not to sponsor the 4th of July Fireworks Celebration. Keep an eye out for other pop up vendor opportunities.

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



Conversation with
Nayda Santana, MPR
Government Relations
& Procurement
Director



GameTime

LIBRARY@MPRTX.US

Garrett & Mic Hill Event Center
60 Morgan's Point Blvd.

MPR EXPLORERS



@ THE POINT

- ✓ 9 AM- Morning Goodies & Sharing Stories About MPR
- ✓ 9:30 AM - 10:30 AM +/- Conversation with Nayda Santana, MPR Government Relations and Procurement Director
- ✓ 10:30 AM- Noon- Game time!



29
MAY

Bringing Neighbors
Together to Explore
New Vistas!

9 AM- NOON



**NO brush
until
further
notice...**



We'll take all you
got...except

BATTERIES, PAINT, TIRES, and NO CHEMICALS AT ALL
No Brush Until Further Notice

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



Morgan's Point Resort
Texas

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.