

Morgan's Point Resort
Economic Development Corporation
8 Morgan's Point Blvd. Morgan's Point Resort, Texas 76513

Linda Bridges, President
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(All Morgan's Point Resort Volunteers)

Date: April 28, 2025

To: Incoming Mayor Snyder, MPR City Council & City Manager Dennis Baldwin

RE: EDC request to be added to the MPR City Council May 13, 2025 Regular Meeting agenda for a "yea or nay" vote on the following MPR EDC projects:

1. Support a **Tiny Business Village** on public property, located within the 35 acre pit for a term of 3 years (with an option to extend). Business plan to follow. ** Map attached
2. Support a MPR EDC hosted **Work-From-Home** community outreach event to include members of City Council, City Staff and Planning and Zoning Committee. **No-Impact Home Based Business Registration (draft) attached

Tiny Business Village:

MPR EDC has researched multiple locations (public and private) over the past year and completed a SWOT analysis for each location. The EDC Directors decided by majority vote at their April 16, 2025 Regular meeting, that a portion of the public property along Lake Forest Drive is the only location that meets the majority of the EDC Village goals:

- ✓ Use Tactical Urbanism (Pop Up Demonstration) to propel positive community change
- ✓ Unused public property can be put to good use.
- ✓ Locate small business and entrepreneurs in the commercial district for best customer visibility
- ✓ Reduce traffic in the neighborhoods by holding events in the commercial district
- ✓ Make low-stakes space for entrepreneurs (people in the community with crazy ideas and the passion to run with them) to fail quickly, learn, and get back to innovating
- ✓ Redirect the flow of capital so that it stays in the community longer; grow local capacity and provide greater community benefits
- ✓ Create a placemaking space that gives residents and guests multiple reasons to visit and linger in the Village on a regular basis, by including entertainment and makerspace venues

Work-From-Home

MPR EDC recognizes the home as a viable location for entrepreneurs, inventors, creators and home-based businesses. The EDC encourages the City Council to update its current Home Occupation Ordinance to create a fair playing field for work-from-home residents and to design an ordinance to maintain the residential character of neighborhoods while allowing for limited commercial activities that do not disrupt the quality of life for residents. In order to mitigate any misunderstandings between neighbors, the EDC has volunteered to host a "Work From Home 101" class to discuss the City's current Home Occupation ordinance, recommended updates to the ordinance and Texas H.B. No 2464 bill- No Impact Home Based Business (currently pending in committee).

Thank you,
Linda Bridges, MPR EDC President

Attachments:

Tiny Business Village Map and MPR EDC Proposal (Lake Forest Drive)

Example (Photo) of a 4 chalet village with walking path

Articles from Strongtowns.org:

- The Numbers Don't Lie: New Study Proves That Tactical Urbanism Can Boost Local Economy
- Activating Community Spaces Through Events and Positive Habits

No Impact Home Based Business Registration Form- draft

H.B. No. 2464