THE LAKESIDE WRITE-UP

Morgan's Point Resort, Texas

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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







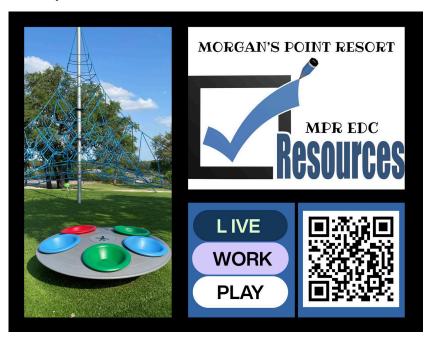
- 1. MPR Business Spotlight- Xtreme Steam Carpet & Tile Cleaning
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Xtreme Steam Carpet & Tile Cleaning Daniel Ralston, MPR Resident 254.239.7656



MPR EDC Resource Guide

Small businesses provide character and individuality to a community. Most of us think the brick-and mortar businesses along Morgan's Point Road & FM 2483 are the total of our business community. Not so! Our entrepreneurs have gotten creative in their marketing strategy: sell locally at fundraisers and city events, on-line sales (Etsy, eBay, Amazon etc.) or operate a pop-up store. Morgan's Point Resort is growing up and we can see it becoming a "Rural Lakeside Destination". Visitors look for souvenirs and who hasn't needed that last minute gift? Maybe a nice little Morgan's Point Resort Gift Shop is in our future?



Discover What's Inside the MPR EDC Resource Guide

Looking for a one-stop reference to everything Morgan's Point Resort has to offer? The MPR Economic Development Corporation has brought back a community favorite—our "old-fashioned" business phone book, reimagined for today's residents.

This handy guide includes:

- Local businesses and services
- Volunteer opportunities with MPR organizations
- M Destinations worth a visit
- 🎉 Upcoming events to mark on your calendar

Whether you're new to town or a lifelong resident, this guide is your invitation to connect, contribute, and celebrate all things MPR.

→ Scan the QR code to download the PDF and keep it close—it's your passport to local pride.

A Pop Up Demonstration (Bottom Up Approach) 15 years Later, the Bottom Up Approach to City Planning is Still Active on Broad St. Article Shared by: Strongtowns.org (Aug 6, 2025)

Fifteen years ago, neighbors in Memphis, Tennessee, came together to show what their street could be. For a weekend in 2010, they transformed Broad Avenue with pop-up shops, public art, and temporary bike lanes and crosswalks. What started as a demonstration became a catalyst. Long-term businesses moved in, and the city made permanent changes to the street design, including a protected bike lane. We wrote about it back then — and again and again since — because it embodies everything the Strong Towns movement is about: local action, tested with small bets, leading to lasting impact.

That pattern is still playing out today. Recently, city and regional planning student <u>Kelsey Huse shared comments</u> from residents about the bikeability of Broad Avenue. Specifically, she was interested in an intersection with Collins Street, a side road that connects to a nearby highway.

Residents cited issues with speeding, poor visibility, and cars blocking the bike lane. "How would you improve this intersection?" Huse asked.

Her post sparked thoughtful conversation, including a response from Joe Gilpin — a transportation consultant who was involved in designing the bike lane in 2012. He provided extra context about the original design of the bike lane and suggested simple, low-cost ways to improve the intersection. His suggestions weren't grand or defensive; they were humble observations rooted in people's experiences on the ground. For example, he suggested that the city could create a truck apron at the corner using speed bumps. This would tighten the turn radius for cars, forcing them to slow down, while still allowing larger trucks to make the turn. It's also a quick and easy change to make.

This is how local government should work. A resident raises a concern. Technical experts observe the issue, identify the contributing factors, and respond with <u>real responses that can be implemented right away</u> — not someday in a distant comprehensive plan. The next step is for city officials to enact these changes.

Broad Avenue has long been shaped by this kind of feedback loop. Back in 2010, the idea of it becoming a popular biking route was mostly a distant wish. Then came the paint, the posts, and the people. And it keeps getting better because local voices are still being heard. Residents are still seeing potential and testing ideas. Planners and consultants are still staying curious, even years later. And the city is still willing to listen, observe, and adjust — again and again.

That's the heart of the Strong Towns approach.

MPR Tiny Business Village



A Morgan's Point Resort Economic Development Corporation Project Idea
Tiny Business Village & Commercial District Enhancements
Questions & Answers

? What is the Tiny Business Village, and why is it important?

Answer: The Tiny Business Village is a modular, community-focused hub designed to support small businesses, create a place to gather for our residents, and encourage local spending. It reflects resident feedback from a successful Facebook Poll and aligns with strategic goals in the MPR Masterplan Draft and FM 2483 Corridor Plan.

? What challenges does the Village address?

Answer: MPR faces several hurdles: limited commercial land, sewer infrastructure constraints, and tight financial resources. The Village offers a scalable, creative solution that builds economic momentum without overwhelming existing systems.

? How much will the Village and amenities cost?

Answer: The Village has a phased budget approach. Start with a pop up market/small venue event space. Many amenities are designed to generate income—such as signage advertising—and can be phased in based on budget and demand. We're exploring cost-sharing strategies to keep the project lean but effective. Village ballpark cost: \$125,000. In comparison, the Klepas Park Kiddleland remodel had a cost of over \$350,000

? What amenities are proposed along with the Village?

Answer:

- Commercial property acquisition (Four Corners area)
- · Wayfinding signage to promote city assets
- Enclosed HOP bus stop for workforce/shoppers
- Digital sign for events, paid business ads and community messages

MPR Tiny Business Village

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A Morgan's Point Resort Economic Development Corporation Project Idea

Tiny Business Village & Commercial District Enhancements

Questions & Answers

? What's the timeline for implementation?

Answer:Over a three year period, phase 1 can begin in the upcoming quarter with property planning and Village construction. Enhancements will be developed in parallel or phased based on approvals, budget, and available partnerships.

? How will you attract vendors and tenants to the Village?

Answer: We've already received community interest and will roll out a targeted vendor recruitment campaign focusing on local creators and entrepreneurs. Flexible lease terms and marketing support will help ensure long-term success.

? How will infrastructure limitations be handled?

Answer: The Village layout is modular and can be tailored to fit within current constraints. We're committed to working with City staff on infrastructure planning

? Why prioritize this project now?

Answer: The Tiny Business Village is a timely opportunity that meets City needs: boosting local business, inviting community engagement, and leveraging resident enthusiasm. With Council's partnership, we can turn momentum into sustainable progress.



Why It Matters

The Mary Ruth Briggs Library is a beloved resource for residents of all ages. But right now, it's tucked inside City Hall—with limited space, hours, and access. A dedicated library building could:

- Offer after 5 pm weekdays & Saturday hours for working families
- Provide space for community meetings and programs
- Create a welcoming hub for literacy, connection, and lifelong learning

Our Vision

The Friends of the Mary Ruth Briggs Library are launching a community-driven plan to build a dedicated, purpose-built library facility—right here in Morgan's Point Resort.

We will be working with:

- City Council and Staff for site planning and logistics
- · Residents and Volunteers to raise funds and spread the word
- Grantmakers and Donors to secure funding for construction

What's Happening Now

We will be asking the City to help us explore placing a modular library building on the lot next to City Hall. That means:

- Getting guidance from Planning & Zoning and Code Enforcement
- Determining the building size and parking capacity
- Ensuring the site meets City codes and zoning requirements

This info helps us apply for grants and build a responsible, community-centered proposal.

How You Can Help

✓ Join the Friends of the Library ✓ Volunteer at our events ✓ Spread the word to neighbors ✓ Attend City Council meetings and show your support

Upcoming Fundraisers

Oktoberfest Block Party (Oct 4, 2025) (Cinco de Mayo Celebration (May 2, 2025) Both events support the Library Building Fund and bring our community together!

Let's Build It Together

This library belongs to all of us. With your help, we can create a space that reflects the heart of Morgan's Point Resort.

Questions or ideas? Reach out to the Friends of the Mary Ruth Briggs Library Pollow us on Facebook



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

- Sept 16- Taco Tuesday
- Sept 20-Firehouse Chili and Salsa Competition
- Oct 1- National Coffee with a Cop
- Oct 4- Community Yard Sale
- Oct 4- MPR Page Turner's "Oktoberfest Party"

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- Oct 17 & 18 Nipper BBQ Cook-off
 NEW date for BBQ Cook-off
- Oct 29- Fall Festival
- Nov 15- Library Art Show
- Nov 22- Pre-Thanksgiving Bake Sale
- Dec 5- Santa and Mrs. Claus



CALLING ALL VENDORS

The non-profit organizations in MPR could sure use your support!

- MPR COPS- Taco Tuesday-Set 16
- Ladies Auxiliary- Firehouse Chili & Salsa- Sept 20
- Friends of the Mary Ruth Briggs Library- Page Turner's Party- Oct 4
- MPR COPS-Nipper BBQ Cook-Off- Oct 17 and 18



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



Join the Ladies Auxiliary, i support of the MPR Fire Department, on Saturday, September 20 8 am to 1 pm for the Firehouse Chili & Salsa Competition



Scan the QR Code for more information:

- Registration
- Vendor Agreement
- Supporter Agreement
- In Kind donation
- FD Challenge Solicitation

Nofunte ERS, needed





Friends of the Mary Ruth Briggs Library are planning an old fashion "Block Party" at Ansay Park. Bring your own chair, shade. It's time to relax and connect with MPR neighbors, family & friends. See you on Saturday, Oct 4 from 1-6 pm!

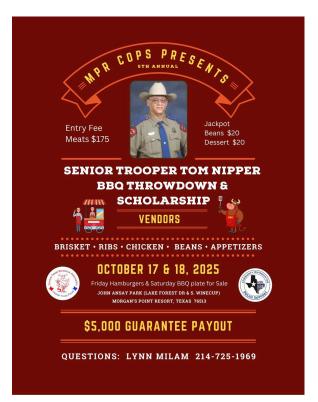








Nipper BBQ Cook-Off: Vendor Sales, Burger & Brisket Plates, Raffle & Competition Entries. All fundraising activities support the MPR Police Department









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.