

# **Morgan's Point Resort Economic Development Corporation**

8 Morgan's Point Blvd. Morgan's Point Resort, Texas 76513

Linda Bridges, President  
Terry Harrah, Secretary  
Greg Weisman, Director  
Jimbo Snyder, Ex officio

Jason Johnson, Vice President  
Scott Fournier, Director  
Ted Teegarden, Director

(All Morgan's Point Resort Volunteers)

**November 1, 2025**

**RE: 2025–2026 Work Plan Proposal**

**Dear Mayor Snyder and City Council Members,**

Each year, the Morgan's Point Resort Economic Development Corporation (EDC) submits its proposed budget and work plan for your review and approval. For FY2025–2026, we present a bold, community-rooted vision to strengthen local business, revitalize underutilized spaces, and celebrate the spirit of Morgan's Point Resort.

## **Imagine the Possibilities**

This year's plan is anchored by the **"Mpretty Community" Campaign**—a citywide initiative that blends beautification, entrepreneurship, and civic pride. Through this campaign, we aim to transform everyday spaces into vibrant destinations that reflect the creativity, warmth, and resilience of our residents.

### **Mission Statement**

To create, retain, and reinvest resources that enhance community wellbeing.

### **Vision Statement**

A welcoming lakeside city that supports business opportunity while honoring its small-town roots.

### **Strategic Goal: Establish the MPR Village Center**

A dynamic, multi-use destination that fosters connection, creativity, and commerce:

- Convert nonproductive property into a lively hub for gathering, play, and innovation
- Encourage business diversification while preserving MPR's unique character
- Promote healthy traffic flow that supports commercial vitality and protects residential areas

### **Business Development Focus**

We propose a shift from traditional recruitment models to local entrepreneurship and incubation:

- **Tiny Business Village** – Micro-retail spaces for local makers and entrepreneurs
- **Makerspace Pavilion** – A creative hub for classes, production, and collaboration
- **Outdoor Event Area** – Flexible space for entertainment, vendors, and tournaments
- **Mobile Bakery Setup** – A pilot concept to support food-based entrepreneurship

**Revenue Streams:** Rentals, leases, ticket sales, vendor fees, memberships, and sales tax

## Commercial District Enhancements

- **Four Corners Revitalization:** We propose targeted improvements to commercial properties in the Four Corners area, including façade upgrades, landscaping, lighting, and signage enhancements. These efforts will support existing businesses, attract new investment, and reinforce the district's role as a gateway to MPR's economic future.
- **HOP Bus Stop (Enclosed):** Community outreach to support transit access
- **DarkSky Texas Designation:** Outreach for Four Corners certification [darkskytexas.org](https://darkskytexas.org)

We remain committed to revitalizing Morgan's Point Resort through thoughtful planning, inclusive engagement, and imaginative execution. Thank you for your continued partnership in shaping a future that reflects the heart of our community.

Sincerely,

*Linda Bridges*

Linda Bridges

President

**Attached:** FY2025 Proposed Budget