

Morgan's Point Resort Economic Development Corporation

Strategic Position Statement (2026)

Purpose and Legal Framework

The Morgan's Point Resort Economic Development Corporation (EDC) operates under **Chapters 501 and 505** of the Texas Local Government Code and is recognized by the IRS as a **501(c)(4) social welfare organization**. This federal classification affirms the EDC's public-benefit mission; however, all activities remain governed by the powers and limitations established in state law and the Corporation's Articles of Incorporation.

Under Chapters 501 and 505, the City is authorized to create a **Type B development corporation** to promote new or expanded business enterprises **and** to support community-oriented and recreational projects that enhance quality of life and contribute to economic vitality.

The EDC functions as a **public instrumentality of the City**, guided by its 2011 Articles of Incorporation, Attorney General interpretations, and the Board's adopted **Mission and Vision**, which now serve as the central compass for all 2026 decisions.

Mission & Vision Alignment — The Foundation of 2026 Priorities

The EDC's Mission and Vision statements define Morgan's Point Resort as a community that values:

- A resilient local economy
- A welcoming, connected, and engaged community
- A vibrant lakeside lifestyle
- Opportunities for residents, volunteers, and small businesses to thrive

In 2026, these statements are the **primary filter** for evaluating every project — business-focused, recreational, or community-oriented.

A project must demonstrate:

1. **Mission Alignment** Does it strengthen economic vitality, support local business activity, or enhance community life?
2. **Vision Alignment** Does it move MPR toward a connected, engaged, resilient lakeside community?
3. **Statutory Alignment** Is it authorized under Chapters 501/505?
4. **Council Alignment** Does it support the themes in the City's adopted priorities?

This alignment framework ensures the Board remains consistent, transparent, and protected from scope drift or political pressure.

Current Context

Morgan's Point Resort continues to face infrastructure limitations — particularly the absence of a municipal sewer system — which restricts traditional commercial development and private investment. In response, the EDC has adopted a **pragmatic, mission-aligned approach** to economic activation within the City's existing assets.

Resident surveys showed strong support for activating the City's **35 acres on FM 2483**, the **Upper Marina**, and **Ansay Park**, which emerged as the community's top priority for improvement. While some residents initially questioned whether recreational improvements fit within the EDC's scope, the Board recognizes that **both business-oriented and recreational projects** are lawful when they enhance community life and support economic vitality.

Activating these City-owned assets — beginning with Ansay Park — directly supports:

- Small-business participation
- Vendor visibility
- Community commerce
- Tourism and resident engagement
- Recreational quality of life

Together, these areas form a cohesive, lawful, and community-supported foundation for the City's economic-development mission.

Strategic Focus

Given current infrastructure realities, the EDC recognizes that **Ansay Park** represents the City's most practical and legally eligible location for entrepreneurial, recreational, and vendor-based activity. The Board is comfortable proceeding with Ansay Park as the near-term activation focus, understanding that success will depend on creative programming and sustained community engagement.

In addition to park activation, the EDC will continue advancing several **non-capital, mission-aligned initiatives** that strengthen community identity, recreational life, and small-business participation:

- **Volunteer Identity Project** — Enhances recognition and engagement for City and event volunteers.
- **Home-Based Business Resource Guide** — Supports resident education and helps facilitate adoption of a compliant City ordinance.

- **Small Business Pop-Up Vendor Micro-Grant Program** — Provides targeted assistance for local makers and service providers participating in City-supported events.

These projects demonstrate the EDC’s commitment to **visible, inclusive, reversible, and mission-aligned** economic-development strategies that reflect resident priorities and City capacity.

Accordingly, the EDC’s near-term strategy emphasizes:

- Event-supportive infrastructure such as ADA-compliant access, utilities, and vendor spaces
- Business visibility tools, including digital signage promoting local events and vendor participation
- Recreational and community-oriented programming that enhances quality of life
- Collaborative work with City departments and volunteers to strengthen engagement
- Transparent coordination with City leadership to ensure decisions reflect infrastructure realities and fiscal capacity

Fiscal Stewardship

The EDC remains committed to responsible financial management. The Board will continue applying a disciplined approach to budgeting and reserves to ensure readiness for future projects that meet statutory economic-development criteria.

Funds will be managed to balance:

- Current community priorities
- Recreational and business-supportive initiatives
- Long-term capacity for future capital opportunities

All expenditures will align with the Articles of Incorporation, Chapters 501 and 505, and Attorney General guidance, ensuring compliance, transparency, and sustainability.

Outlook

Recognizing that large-scale commercial growth remains limited by infrastructure constraints, the EDC will concentrate on **non-capital projects** that foster entrepreneurship, tourism, recreation, and vendor participation within existing City assets.

Capital projects involving permanent infrastructure or long-term obligations will be initiated by **City Council**, with the EDC providing support and evaluation as appropriate.

Within this framework, **Ansay Park** and its associated improvements represent a practical, lawful, mission-aligned, and community-supported path forward — one that honors resident priorities, strengthens local engagement, and sustains Morgan’s Point Resort’s economic-development mission.