



# The Insider

## East Montgomery County Welcomes Cinemark Theatres

Cinemark at Valley Ranch burst into East Montgomery County ready to steal the show! A “ticket tearing” ceremony was held January 31, followed by a VIP invitation only movie event where members of the East Montgomery County Improvement District, The Signorelli Company, the Greater East Montgomery County Chamber of Commerce, and special guests were treated to popcorn and drinks before settling into all leather electronic Luxury Loungers at one of 10 wall-to-wall screens.

“Our community is definitely ready for this type of entertainment experience,” said Frank McCrady, President and CEO of EMCID.

The new NextGen™ prototype is the first Cinemark Theatre of its kind in Texas and the second in the nation. The theatre features the newest screen and customer service technology, online ticketing, self-serve concessions and expanded food and drink offerings, including beer, wine and Starbucks.

The 10-screen theatre opened to the public February 1.

Looking for deals? The first matinee of the day before 1 p.m. is just \$5. On Mondays, senior ticket prices are \$5 and on Tuesdays tickets are \$5 for everyone.



Above: Visitors arrive at the new Cinemark at Valley Ranch January 31. Middle: The ticket tearing ceremony signifying the theatre is officially open for business! From left to right: Ronnie Barrington, Cinemark at Valley Ranch General Manager; Rick Hatcher, President, Greater East Montgomery County Chamber of Commerce; Frank McCrady, President/CEO, East Montgomery County Improvement District; and Danny Signorelli, President/CEO, The Signorelli Company. Right: Rodney and Dina Powdrill enjoy popcorn and a movie while reclining in the Luxury Loungers.







## Time Is Of The Essence



*Frank McCrady  
President & CEO*

“Time is of the essence” is a term used frequently in real estate closing documents which places the burden on the developer or builder to understand there is a time limit for certain actions to occur. Our area is undergoing one of those periods where the time is now, and that prospective developers must understand that our community expects nothing less than the best.

Shaping what our community will look like must take careful planning now. Here’s why: industry standards usually don’t facilitate the total remodel of a restaurant until after 7 – 10 years. The basic life span of a hotel room is about 15 years before a total remodel of the facility is needed. That’s a long time to look at structures, especially if they’re not up to community standards. So, our primary effort must be to get it right the first time we deal with potential retail, restaurant or other amenity-type developments, because once they are built it is what our community will look like for an extended period of time.

Staff and board members within the East Montgomery County Improvement District and I talk to many residents about what you want, and of course everyone wants *it* now. A

comprehensive strategic development plan and development process must be clear and concise in order for our area to be considered a viable location for the developers coming to our area. I agree with you that there should be more shopping, dining and entertainment in our area, but keep in mind we are one of hundreds of communities which are pulling at the ear of these establishments that are selecting their next investment opportunity. We have had great success in the first round of development, and as population density and traffic counts continue to rise, upscale dining and better retail opportunities will follow.

Millennials, those who were born after Generation X, are driving many decisions for the future of retail. For one, e-commerce giant Amazon is their shopping experience of choice. While Amazon is a great retail distributor, it’s also a supply chain disruptor to Sam’s and other warehouse suppliers who are furiously trying to adapt to more competitive models. Amazon affects the suppliers of products to the brick and mortar stores and changes the way inventories and warehousing operations are managed. Our community has experienced the effect Amazon and Costco can have on Sam’s and how competitive and cutthroat the retail world can be. Look at Toys “R” Us trying to feel their way through changing shopping trends and markets. There are very few of us who have not been inside a Toys “R” Us store. Who would have thought a store of that magnitude would be financially struggling for its survival?

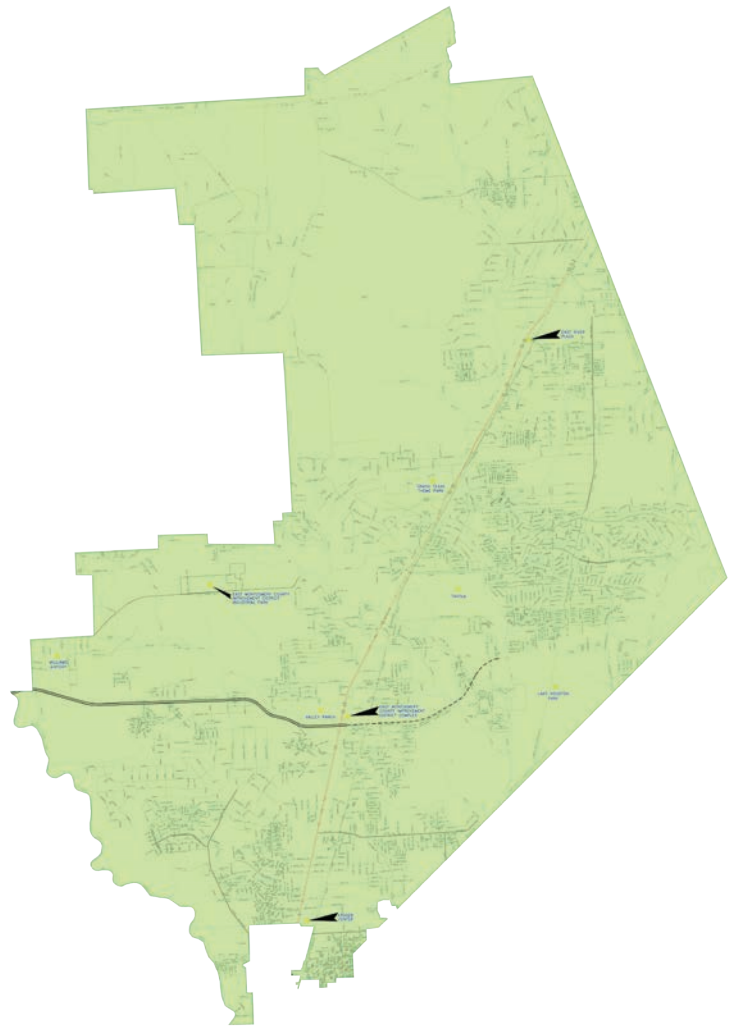
Secondly, millennials demand more. To just get them out of the house is a challenge. These individuals seek an immersive experience in order to leave the comforts of home and their iPad — shopping in an outdoor natural environment, a feeling of satisfaction they have found a good deal, and a sense that the business they are patronizing has a genuine concern for others (they're not just trying to sell a product).

Our developers are responding to all of those things. What you will see in our major commercial development nodes, such as Valley Ranch, Kingwood Parc, Grand Texas, Tavola commercial development tracts, and several others across the district will be more natural vegetation, shading features, water features and impactful landscaping which will bring down the ambient temperature around 10 - 15 degrees. Indoor shopping is not on the radar for millennials and retailers know this trend very well. This new type of developer is astute to changes in shopping trends as they do not want empty stores in their development.

One consideration I would ask of you is to shop locally as much as you can in our own community, as this positively affects our developments and the retailers attracted to them. The more traffic to an area, the higher demand for additional stores and different types of stores. Shopping locally also directly benefits EMCID's ability to program locally generated sales tax funds to local projects such as education, community development, and economic development of our area as it grows. Shopping outside the boundaries in Kingwood or in the city limits of Houston shifts your local tax dollars to Harris County. What are the EMCID boundaries? Our southern boundary starts roughly at Northpark Drive and I-69 and goes north along the freeway to the county line. The eastern boundary is the Montgomery County line and our western boundary is the western boundary of New Caney and Splendora ISDs. A complete boundary map that you can zoom in is on our website at <http://www.emctx.com/about-the-area/maps>. If you ever find yourself wondering if a particular business is located within EMCID boundaries, feel free to call our office at 281-354-4419.

Thank you for shopping locally and growing our community in a positive manner; doing so funds shopping centers, residential communities, splash pad parks, grants for our first responders and non-profit organizations, festivals, and the first year of tuition for every student in our community who attends Lone Star College (or up to \$1,600 for those who go off to college). Thank you again for believing in our community by supporting it.

*Jack McCurdy*



## Opened Recently & Coming Soon

AT&T  
Cinemark Theatres  
EXP Controls  
Express Family Clinic  
Five Guys Burgers & Fries  
Mattress Firm

NC Customs, LLC  
Shogun Japanese Grill & Sushi Bar  
TMobile  
Whataburger

### \*March

Bank of America  
Ross Dress for Less  
Schlotzsky's  
YMER Technology

### \*April

Menchie's Frozen Yogurt

### \*April/May

Marco's Pizza  
Pizza Cucina

### \*May

Toasted Yolk Cafe  
Big Rivers Waterpark  
Gator Bayou Adventure Park

### \*June

SmallCakes Cupcakery  
Sub Zero Ice Cream

### \*July

Airi Poke & Ramen  
RC's Pizza & Pasta  
Ultra

### \*Summer

Buffalo Wild Wings  
Gringo's Mexican Kitchen  
Freddy's Frozen Custard

### \*TBD

Ace Hardware

*\*estimated openings*



# Economy

## No Insurance? No problem. Express Clinic Offers \$50 Office Visits

Can't get in to see your primary care provider? Tired of waiting long hours at the ER for minor emergencies? Express Family Clinic opened in February at the Valley Ranch Town Center. It provides medical services for the entire family that are fast, friendly and affordable. Services include urgent care, school physicals, weight loss, and treatment of minor illnesses and allergies. Office visits are \$50, with treatments and procedures offered for a fraction of the cost charged by other providers. Express Family Clinic does not accept insurance, but it will provide the paperwork if you'd like to file it yourself. You will never get a bill from the clinic. It's that simple. The clinic is staffed by knowledgeable and caring nurse practitioners. Express Family Clinic has two other locations in Spring and Conroe. The office is open Monday - Friday from 9 a.m. - 5 p.m. No appointment is necessary. Learn more at [www.expressfamilyclinic.com](http://www.expressfamilyclinic.com).

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## EXP Controls Moves from Houston to East Montgomery County Industrial Park

Rob Stanchi is proud of his new building at the East Montgomery County Industrial Park.

He recently showed it off — from office space and kitchen to warehouse and assembly areas — to the EMCID Board.

"We moved from the northwest Houston area to New Caney because we wanted more space in a quiet area in a development that is controlled and upscale," said Stanchi, owner of Electrical Controls of Houston, Inc. DBA EXP Controls, a company that makes and customizes commercial electrical control panels.

The company started in January of 2008 and grew from humble beginnings into a major provider of electrical custom assemblies.

"We are known for building hazardous area motor starters and panelboards, stainless solutions for corrosive environments, and motor control center buckets for any MCC that has ever been built. We are an ISO 2008:9001 corporation and hold four UL licenses."

The new office in New Caney opened January 2. The company currently has nine full time and two part time employees.





# Economy

## Big Rivers Waterpark Set to Make a Splash Memorial Day Weekend



Grand Texas held a groundbreaking ceremony for Big Rivers Waterpark and Gator Bayou Adventure Park in December to a crowd of excited business and community members. The parks will encompass 80 acres of the 630-acre Grand Texas Sports & Entertainment District at Highway 242 and Interstate 69 in New Caney.

“It’s great to see the concentrated efforts of the development team come to fruition. Adding Big Rivers Waterpark and Gator Bayou to the existing Speedsportz Racing Park and Grand Texas RV Resort will make Grand Texas one of the most exciting destinations in Houston,” said Monty Galland, CEO of the 630-acre Grand Texas Sports & Entertainment District.



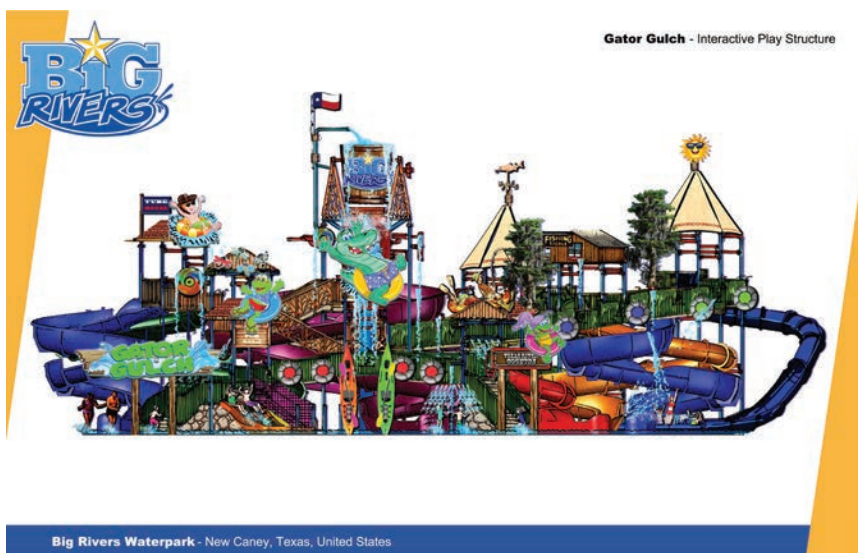
According to Galland, Big Rivers will feature the largest lazy river in the Houston area; the largest interactive play structure in Texas; a wave pool capable of generating the tallest waves in Houston; and a variety of waterslides and activities for guests of all ages. Guests will even be able to learn about Texas’ rivers through entertainment, interactive activities, and theming.

For the gutsy adventure lover, Gator Bayou will bring a new outdoor experience to the Greater Houston Area, open year round. The park will feature zip lines, challenge courses, nature trails, a seven story free fall tower, additional water attractions, and eco-tourism activities. Gator Bayou also incorporates educational aspects regarding Texas wildlife with an alligator habitat as a focal point. Guests will also be able to relax with activities such as cane pole fishing, a petting zoo, pony rides, and a giant maze.

The parks are scheduled to be completed by this summer.

Additionally, Bonaventure Hospitality is building a Best Western Premier hotel on I-69 near Speedsportz Racing Park. It is expected to open this summer as well.

For more information on Grand Texas developments, visit [www.GrandTX.com](http://www.GrandTX.com).



# Community

## Board Awards Nearly \$160,000 in Fall Grants to the Community

The Board of Directors presented checks in December to 12 organizations for various community-based projects totaling \$157,807.11. Grants are funded twice a year to governmental entities, non-profit corporations and other organizations for projects that improve the quality of life for residents in East Montgomery County. Mini grants are available for up to \$5,000 and require no match from the organization. Regular grants are available for up to \$30,000. Non-profit applicants of this type of grant must have at least 33 percent matching funds for their projects; taxing entities must have at least 50 percent of matching funds.

The total 2017-2018 community development grant budget is \$350,000, an increase of \$100,000 from the previous year.

Grant applications may be found online at [www.emctx.com/services/community-development](http://www.emctx.com/services/community-development) or picked up in the office. Submissions for the Spring grant cycle are due by March 26 at 5 p.m.



*Grant recipients pose for a picture in the EMCID Complex Atrium December 14, 2017.*

American Legion Holbrook Post 615 - \$5,000  
Attendance of 15 boys to the Texas Boys State 2018 program.  
American Legion Auxiliary Unit 615 - \$3,800  
Attendance of eight girls to the Bluebonnet Girls State 2018 program.  
City of Roman Forest - \$30,000  
Upgraded and additional picnic tables and benches, trash cans, grills, a message board and benches around trees in the city park.  
Cub Scout Pack 39/EMC Fire Department - \$2,066  
New Pinewood Derby track.  
Cub Scout Pack 803 - \$2,347.50  
Pack 803 and American flags and poles, Pinewood Derby equipment, leader reference books and summer camp fees.  
East Montgomery County Fire Department - \$5,000  
Life-saving equipment and personal protective equipment for the five tactical medics on the East County Strategic Response Team.  
East Montgomery County Sports Association - \$30,000  
Bid for a Dixie Youth Baseball State Tournament in East County, large enclosed trailer for basketball equipment, and a cover for existing batting cage facilities.

Friends of the R.B. Tullis Library - \$8,000  
Reading materials, audios and videos.  
Humble Area Assistance Ministries (HAAM) - \$26,600  
Rental and utility assistance to 36 families in East Montgomery County affected by Hurricane Harvey, 10 food fairs, in the community, monthly food assistance for participants in HAAM's education program, and books, supplies, transportation and uniforms for students pursuing certification programs.  
Mission Northeast, Inc. - \$30,000  
Canopy/covering between the organization's two warehouses, parking lot improvements, and a new commercial refrigerator.  
New Caney ISD Education Foundation - \$4,999.36  
Advanced laboratory equipment and tools for college level hands-on engagement in the classroom.  
Splendora Police Department - \$9,994.25  
Life-saving tactical gear, infrared cameras and two computers.



# Community

## EMCID Grant Puts Books in the Hands of Students



115 first graders at Piney Woods Elementary in Splendora received new hardcover books thanks to an EMCID grant to the Women's Center at Lone Star College - Kingwood.

"I cannot adequately describe how appreciative the teachers and principals have been with these new materials — not just at Piney Woods, but at the other 12 elementary schools in Splendora and New Caney ISDs," said Diane Blanco, of The Women's Center.

In all, the center has donated more than 4,000 new books to the school districts with the \$5,000 grant from EMCID last spring and a \$650 grant from the Rotary Club of East Montgomery County.





# SPRING EXTRAVAGANZA

*egg hunt, games, rides, activities*

thursday, march 22 🐣 5 - 8 pm  
emcid complex

*free event*





\*\*\*\*\*ECRWSS\*\*\*\*

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East Montgomery County Improvement District 21575 U.S. Highway 59, Ste. 200, New Caney, TX 77357 281.354.4419

## Important Dates

### March - May 2018

Texas Primary Election	March 6	7 - 7 p.m.	Various Locations
Greater East Montgomery County Chamber Luncheon	March 7	11:30 a.m.	EMCID Complex Atrium
EMC Scholarship Foundation Meeting	*March 8	12 p.m.	EMCID Complex Conference Rm.
EMC Economic Development Corporation Meeting	*March 8	1:30 p.m.	EMCID Complex Conference Rm.
EMCID Regular Meeting	*March 8	6 p.m.	EMCID Complex Board Room
Spring Extravaganza	March 22	5 - 8 p.m.	EMCID Complex
Deadline to Submit Community Development Grants	March 26	5 p.m.	EMCID Complex, Suite 200
Good Friday (Complex closed)	March 30		
Greater East Montgomery County Chamber Luncheon	April 4	11:30 a.m.	EMCID Complex Atrium
EMCID Regular Meeting	*April 12	6 p.m.	EMCID Complex Board Room
Project Connections	April 16	5:30 - 8 p.m.	EMCID Complex Atrium
Free Children's Immunizations	April 24	9:30 - 1:30 p.m.	EMCID Complex Atrium
Greater East Montgomery County Chamber Luncheon	May 2	11:30 a.m.	EMCID Complex Atrium
Local Election Day	May 5	7 - 7 p.m.	Various Locations
EMCID Regular Meeting	*May 10	6 p.m.	EMCID Complex Board Room
Shred It EMC	May 12	8 - 2 p.m.	EMCID Complex Parking Lot
Memorial Day (Complex closed)	May 28		

*\*Dates subject to change.*

Please visit [www.emctx.com/calendar](http://www.emctx.com/calendar) for an up-to-date listing of events.

*The Insider is a quarterly newsletter produced by the East Montgomery County Improvement District. Please direct questions or comments to: Kelley Mattlage, Director of Communications & Community Development, [kmattlage@emctx.com](mailto:kmattlage@emctx.com).*