



The Insider

Fall Kicks Off With a Flurry of Festivals: Crowd Pleasers Back to School Bash, Fire & Ice and Fall Extravaganza

School supplies, snow, and costumes, oh my! This fall will be a busy one as far as festivals go for the East Montgomery County Improvement District, and that's good news for kids and parents alike. The community favorite Back to School Bash kicks off September 12 at the EMCID Complex with a distribution of school supplies packs to children in kindergarten through eighth grade. Each pack contains crayons, pens, pencils, notebook paper, folders and many other items. Along with school supplies, crowd favorites like rides and games, face painters, and clowns will be on hand. Don't forget to get the kids a free haircut, courtesy of the New Caney ISD cosmetology program. Also, take advantage of vision screenings for the kids, provided by Walmart.



In October, grab your cowboy boots and head to the East Texas Fire & Ice Festival on Saturday the 21st! Hosted at New Caney ISD's Texan Drive Stadium, you're bound to have a great time at this event, complete with fire, snow and great music featuring local talent like Jason Cassidy, the Kenny Martin Band, and Jimbo Williamson and the Bootleg Country Band. Plus, Zydeco and Tejano! Bring your lawn chairs and blankets to take it all in. We're also hauling in 90,000 pounds of ice to turn it into a snow sledding event you won't soon forget! New this year, Crazy Boy Coy is sure to impress crowds with his mad fire skills! As always, great rides and games for the kids. Although there are no admission or parking fees, you *will* need to bring enough money to satisfy your appetite and whet your whistle. Exciting local and area vendors will offer mouth-watering food. We're also excited to feature Back Pew Brewing's Saints and Sinners icy cold ones for purchase.



Save some room for more fun the following week as we hold our Fall Extravaganza back at the EMCID Complex. This annual free event, to be held Thursday, October 26, includes all the games, rides and activities kids have come to expect, plus a costume contest.

EAST TEXAS FIRE & ICE Festival

Saturday, October 21, 2017

**Texan Drive Stadium
21360 Valley Ranch Parkway
Porter, TX 77365**

- Moonwalks & More Midway 1 - 6 PM
- New Caney Elementary Jump Rope Team 1:15 PM
- Fire & Ice Sculpture Build 1:30 PM
- Crazy Boy Coy Fire Shows 2:00, 3:30, 5:00, 6:30 & 8:30 PM
- Jimbo Williamson & the Bootleg Country Band 2:30 PM
- Kingz One 4:00 PM
- Dr. Zog 5:30 PM
- Outstanding Citizen Award 7:00 PM
- Kenny Martin Band 7:30 PM
- Jason Cassidy 9:00 PM
- Fireworks Extravaganza 10:30 PM

A Message from Our President & CEO

Teens Play a Critical Role in Retail Development

It's difficult to fathom the critical role our teenagers play in retail development, but they do. With the student population projections for East Montgomery County on track for incredible growth, we've got to pay attention and adapt.

First, the numbers: demographic reports provided by Population and Survey Analysts (PASA) for New Caney and Splendora school districts predict a 47 percent increase in student enrollment between this fall and the fall of 2025, based on moderate growth. Most of that growth is in the Porter/New Caney area, with a projected 22,905 students by 2025, compared to Splendora's estimated 5,450. When we take a closer look, singling out teenagers, there are projected to be more than 4,100 additional teens in East Montgomery County in eight years.

Now, besides causing some headaches for parents, those teens will have a tremendous impact on the economy. A teenager's disposable income increases as their parents' overall income increases. This means that as we have more individuals who move to our area the overall median income will continue to increase, and the disposable income available to those teenagers will increase. Who has a teenager who is ever full at the dinner table? Or, who has a teenager who doesn't want another trip to popular high school hangouts, like the movies, shopping centers, or to go get the latest ice cream treat? Retail opportunities abound as our demographics grow. Retailers see this and market directly to those teens through internet and social media.

Here are some interesting facts about today's teens which will change how retail develops in our area, as well as, other areas in the future.

- Kids and teens influence more than 70% of family food choices in grocery purchases
- 39% of teens are employed part time and 57% of teens say they are saving money for a clothes purchase
- 41% of teens identify with an athletic apparel brand as their overall preferred brand, with Nike at the top
- 29% of teens nationwide live in households with a median income of over \$75,000
- Over 50% of households with teens subscribe to Amazon Prime

- 81% of teens visit Snapchat at least once a month

- 79% of teens visit Instagram at least once a month

- 56% of teens visit Twitter at least once a month

- 51% of teens visit Facebook at least once a month

- Teens gather their news content from YouTube and social media sources. YouTube reaches more teens and adults ages 18 to 34 than any other cable network.

- Teen boys will buy based on a display where teen girls will mix and match to create a desired look, with media content driving their decisions

- Teen's loyalty is to the best in the class of products, and their loyalty is not to brands. For instance, when a new feature or electronic product comes out, they will choose the new feature and not necessarily the same brand.

All of these statistics will determine how retail will become part of our area's economy in the future. It is disturbing but a reality.

So to understand how a teenager's brushing habits fit into development all you have to do is look at the grocery store's mix of toothpaste. Grocers will survey and know what percentage of kids may brush once a day and what percentage of children may brush twice a day. That information will derive what types and brands of toothpaste sell better and should be stocked on the shelves. Go one step further and you will find that children from a higher household income and a higher educated household brush twice a day, while children from a lower socio-economic demographic may not brush but once a day or less than daily. The retail world knows these things, and these are basic realities that affect the product mix we see on the shelves when we shop for our own necessities.

Teen dining habits and those of their older siblings — the millennials — have a higher propensity to eat out, which drives the mix of restaurant development. The term "fast-casual" is the new dining concept many newer restaurant projects are using to insure their product mix addresses a shorter dining time for these shorter-attention-span individuals, but with a fresher and healthier option for these discerning diners.

All of these factors will affect the development of our retail and dining options in the future, so be prepared for a different environment in our area and secondly, a product mix which will be healthier and provide a greater variety than we have experienced in the past — due to the purchasing power of teens and their slightly older counterparts.



*Frank McCrady
President & CEO*

A handwritten signature in dark ink that reads "Frank McCrady". The signature is fluid and cursive, with the first name being more prominent.

Economy

While You Were Busy This Summer...

Unless you've been living under a rock for the past few months (in which we wouldn't blame you for trying to stay cool), there has been tremendous development news in East Montgomery County. Two of the biggest pieces of news were the announcement that CHI St. Luke's Health will be expanding into our area with a facility at the Vivacity Medical District — a 186-acre development in Porter on Interstate 69 spearheaded by The Signorelli Company, developer of Valley Ranch, and the July opening of a second Walmart Supercenter, located off of the interstate and FM 1485 in New Caney (see page 4 for more). Vivacity will include more than 2.5 million sq. ft. of health, wellness and life science facilities along with hospitality, retail and other conveniences.

Since the last time this newsletter graced your mailbox, we've seen Nails of America, Chick-fil-A, Ideal Dental, Taco Bell and The UPS Store open in the Valley Ranch Town Center. We've also announced that Burlington, PetSmart and TJ Maxx will open this month, AT&T, Rack Room Shoes, and Five Guys Burgers and Fries should open this fall, while Bank of America, Cinemark Theatres, Mattress Firm, RC's NYC Pizza & Pasta, Schlotzsky's, T-Mobile, Ulta, Verizon and Whataburger are looking at opening later this year or early 2018.

Elsewhere in the District, a new Sonic Drive-In is being constructed at the Grand Parkway and FM 1314, and SmallCakes Cupcakery is expected to move in at the Shops at Northpark Drive, adjacent to the Dairy Queen.

We like seeing new stores open, and we hope you do, too! We'll keep them coming; you keep shopping and eating!



Valley Ranch Adds D.R. Horton Homes

The Signorelli Company, developer of the 1,400-acre master-planned community of Valley Ranch, announced in June the addition of D.R. Horton to its impressive collection of homebuilders.

D.R. Horton began construction on the newest phase of construction with 156 new homesites in Valley Ranch. The new one- and two-story, new home designs will be priced from the \$200s to \$300s and range in size from 1,864 to 3,172 square feet.

"They are a reputable company with over three decades of experience and are ranked the largest homebuilder in the United States. That's the kind of homebuilder we are thrilled to welcome to Valley Ranch," said Danny Signorelli, President and CEO of The Signorelli Company.

D.R. Horton joins homebuilders CastleRock Communities, Highland Homes, First America Homes and Legend Homes in Valley Ranch, where homes are priced from the \$180s to \$400s. Parks, lakes, trails, a community clubhouse with pool, plus excellent New Caney ISD neighborhood schools add to the appeal of Valley Ranch. Valley Ranch is planned to include approximately 2,500 homes and townhomes and 1,000 multi-family residences upon completion.



Rendering of the Vivacity Medical District



In addition to new homes by a variety of respected homebuilders, Valley Ranch is home to the 240-acre Valley Ranch Town Center, a regional retail destination that will include over 85 popular stores and restaurants, an Entertainment District with a 10-screen NextGen® Cinemark theater, a planned amphitheater, family-oriented game venue, and New Caney ISD's Texan Drive Stadium and Natatorium, plus hotels, parks and other civic centers.

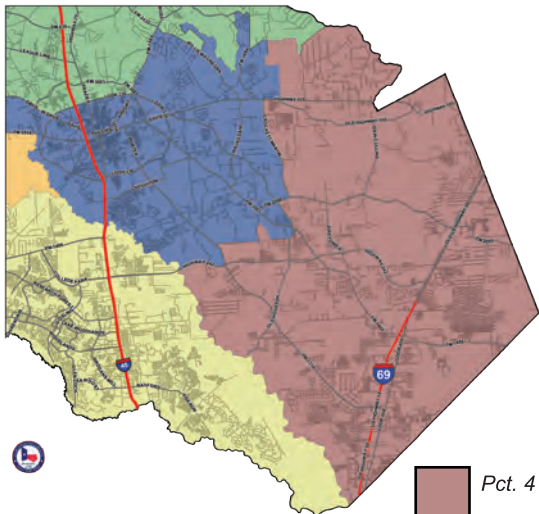
Economy

New Caney Walmart Supercenter Opens With Fanfare, Excitement



The new Walmart Supercenter in New Caney at U.S. Highway 59 opened July 19, and the excitement hasn't slowed. Cars still fill the parking lot even at off hours. The store created 300 new jobs for the area. Photos courtesy: Greater East Montgomery County Chamber of Commerce

Liquor Initiative Heads to a November Vote



Montgomery County Commissioners voted in July to place a liquor initiative for Justic of the Peace Precinct 4 on the November ballot after business and community leaders gathered more than 4,700 signatures in a petition certified by the county elections office. Currently, Precinct 4 is the only one in the county that prohibits the sale of liquor for off-premise only consumption. Residents will vote yes or no to “the legal sale of all alcoholic beverages including mixed beverages.” The area in pink on the map to the left is Precinct 4. Only residents who live within those boundaries will be able to vote on the measure.

Tuesday, October 10 is the last day to register to vote in the general election. Early voting begins Monday, October 23. Election day is Tuesday, November 7. To check your voter registration status, look at a sample ballot, or find your voting locations and times, go to www.mctx.org/election.



Wedding Receptions



Private Parties



Luncheons & Dinners

Reserve the EMCID Complex for your event!

www.emctx.com/services/facility-rental

281.354.4419

Community

Board Presents More Than \$500,000 in Checks to Fire Departments



In continued efforts to enhance fire service to East Montgomery County, the Board of Directors presented a portion of the sales tax revenue collected to the East Montgomery County and Porter fire departments at its July meeting. As with both Emergency Services Districts, a set amount is paid monthly. At the end of EMCID's fiscal year in June, the balance of the .25% sales tax revenue due is paid. The East Montgomery County Fire Department (ESD 7) received a check for \$120,114.93 in July, for a total payout of \$353,118.93 for the year beginning April 2016 and ending March 2017. The Porter Fire Department (ESD 6) received a check for \$392,366.60 in July, for a total payout of \$1,090,338.56 for the year beginning April 2016 and ending March 2017.

Board Provides \$46,500 in Funding to Local Organizations

The Board of Directors presented checks in June to five non-profit organizations and two police departments for community development grants totaling \$46,500. The grants were approved at the Board's regular meeting in May. Grants are funded twice a year to governmental entities and non-profit 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. Applications for the Fall 2017 cycle can be found at www.emctx.com/services/community-development. They are due to the office no later than September 25.



American Holbrook Post
Legion 615 - \$5,000



American Auxiliary Unit
Legion 615 - \$5,000



Girl Scout Troop 116007
- \$500



The Women's Center,
LSC-Kingwood - \$5,000



Woodbranch Village PD
- \$5,000



Montgomery Co. Youth
Services - \$6,000



Roman Forest PD - \$20,000

**\$350,000 in grants available for
community development in 2017-2018**



EAST MONTGOMERY COUNTY SCHOLARSHIP FOUNDATION

EMCID Board, Foundation Increase Scholarship Amount to \$1,600

In a move aimed at helping local students seeking post-secondary education and training, the Boards of Directors of EMCID and the East Montgomery County Scholarship Foundation (EMCSF) approved increasing the amount of the scholarship available to all graduates and GED recipients within EMCID boundaries from \$1,000 to \$1,600. The EMCSF provides the scholarship; currently, a majority of the Foundation's funds come from yearly contributions by EMCID. The EMCSF is a non-profit charitable subsidiary of EMCID.

"We want all students in East Montgomery County to be able to pursue higher education — whether it's at a two or four year college, a trade school or certification program — to better themselves and the community," said Frank McCrady, EMCID President/CEO. "The \$1,600 in scholarship money for tuition would allow, for example, a student to attend full-time classes for a full year at Lone Star College, which equates to 24 credit hours."

Funds may be used at a two- or four-year college, trade school or toward a certification program.

At the June 20 Board of Directors meeting, members approved a 2018 fiscal year budget that increased contributions to the EMCSF from \$600,000 the previous year to \$705,000.

"It is a privilege to work with a board and staff who understand the importance of an educated workforce in our community," said Dale Martin, who is Vice Chairman of the Board and an educator in the Splendora ISD.

The new amount would be available beginning with the graduates of May 2018.

Currently the EMCSF, with contributions from EMCID and area developers and businesses, make available \$1,000 scholarships to each 2016 and 2017 graduate of New Caney and Splendora school districts, graduates of private schools or home schooling programs who reside within EMCID boundaries, and GED recipients who reside within the boundaries. Also available are paid internships for high school seniors and a \$500 merit-based scholarships available to college students who received previous scholarship funding from the EMCSF.

East Montgomery County

Scholarship Foundation

Gala

Thursday, November 2
EMCID Complex

Sponsorships and Tickets Available Now
www.emctx.com/scholarships/gala

GET A FREE*YEAR OF TUITION!

Receive a credit or tuition
reimbursement of up to **\$1,600!**

**\$1,600 scholarship amount is available beginning
with May 2018 graduates.**

To be eligible, must be a graduate of New Caney or
Splendora school districts or a student who resides
within the EMCID boundaries and graduates from
a private school or home schooling programs, or a
GED recipient who resides within the boundaries.

**Based on the 2017-2018 tuition & fees schedule
for Lone Star College System*

For more information call 281-354-4419 or visit
www.emctx.com/services/educational-development



EAST MONTGOMERY COUNTY
SCHOLARSHIP FOUNDATION





*****ECRWSS****

Local
Postal Customer

PRST STD
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Important Dates

September 2017 - November 2017

Labor Day Holiday (EMCID Complex Closed)	September 4		
Greater EMC Chamber Luncheon	September 6	11:30 a.m.	EMCID Complex Atrium
Back to School Bash	September 12	5 - 8 p.m.	EMCID Complex
EMC Scholarship Foundation Meeting	*September 14	12 p.m.	EMCID Complex Conference Rm.
EMC Economic Development Corporation Meeting	*September 14	1:30 p.m.	EMCID Complex Conference Rm.
EMCID Regular Meeting	*September 14	6 p.m.	EMCID Complex Board Room
Greater EMC Chamber Luncheon	October 4	11:30 a.m.	EMCID Complex Atrium
EMCID Regular Meeting	*October 12	6 p.m.	EMCID Complex Board Room
East Texas Fire & Ice Festival	October 21	1 - 11 p.m.	Texan Drive Stadium
Fall Extravaganza	October 26	5 - 8 p.m.	EMCID Complex
Free Children's Immunizations	October 31	9:30 - 1:30 p.m.	EMCID Complex
Greater EMC Chamber Luncheon	November 1	11:30 a.m.	EMCID Complex Atrium
EMC Scholarship Foundation Gala	November 2	6 p.m.	EMCID Complex
EMCID Regular Meeting	*November 9	6 p.m.	EMCID Complex
Veterans Day Holiday (Observed)	November 10		
Thanksgiving Holidays	November 23 -24		

**Dates subject to change*

Please visit 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, kmattlage@emctx.com.