



The Insider



Chilling Out

Decisions, decisions for Isaiah Bustillo



As much as we love our community — the peaceful neighborhoods, great school districts, new restaurants and places to shop, and entertainment options — and think more businesses should move here, that alone doesn't cut it as a reason for a business to spend millions of dollars on an expansion project in East Montgomery County. Competition is fierce in the retail and industrial world, and, although our community is a great place to do business, we don't have CEOs standing in line and knocking on our door. That's why the East Montgomery County Improvement District, established 21 years ago to recruit businesses and promote job creation, must do the knocking and sell our community.

The case for a business expansion or relocation is always based on demographics, such as available workforce, labor costs, logistics, transportation, construction and land costs, and infrastructure development. In the case of retail, decisions are also driven by income and spending habits of residents within a certain radius, drive-times, and market potential. A business owner can't afford to put the company's success in jeopardy by making a poor decision. If our community is viewed as borderline or inadequate in one of the above areas, then we must sell our area by applying sound economic development practices and justify why our area is better than other alternative locations outside our district.

So how do we recruit businesses (and subsequently jobs) like Gringo's, Olive Garden, KeySteel and YMER Technology? Any business professional will tell you the first step in the process is to establish rapport with prospects. Face-to-face interaction. Travel and training account for two percent of our annual budget. We exhibit at as many as 10 trade shows a year. These industrial-, medical- or retail-based shows are where we meet decision makers and key influencers. We market what East Montgomery County, Texas has to offer. Guess who else is set up at these shows. Our competitors: Conroe, The Woodlands, Houston, San Antonio, Beaumont and El Paso. Why should we give these communities an advantage with a captive audience? We shouldn't.

It is critical we're visible to promote our area and sell its benefits over these other communities. It is imperative we're proactive. Our approach has worked extremely well thus far in driving the type of development you have asked for in our area. Shopping, dining, and entertainment and job opportunities are items you have identified to our Board as a priority. Our Board's presence at trade shows is very well received by prospects. While other communities in other booths have to tell a potential business they must go back home and discuss the project with their boards, we have board members present to sit down right then and there and ensure we have a positive meeting and concurrence that we feel the project fits the parameters of what we are looking for to enhance our area.

It's important that we project to others the types of projects we want for our community and not be complacent and accept what comes here on its own. If we are not proactive in trying to recruit the types of projects you have told our Board you want then we could find ourselves accepting mediocrity or worse. Developers could construct as they please, and we would wonder how we ended up with an adult establishment next to our residential areas, which are better suited for

Recruiting for Investment, Businesses & Jobs

family shopping and dining experiences.

A fair question about our travel is who or how many people should go? Our Board looks at the events we program for the year and our team determines an appropriate level of staffing based on average trade show attendance numbers over the past three years, which are historically available for the event. We have some retail shows which may have 30,000 attendees, one industrial show that has over 200,000 attendees, while other smaller, specialized shows may have 2,000 - 5,000 attendees. We also take into account the current economic environment. As for who goes, the people staffing the booth are representing our brand, which is our area and the incentives we offer. The board members and staff who attend these shows are those who best represent us and know our services inside out. They are also the ones who can ask the right questions and drum up business outside of the booth across the convention center.

Business recruitment is not cheap, and even though the travel budget is two percent of EMCID's entire budget, our methods and expenses related to this area are often the most scrutinized. Being a public entity, all of these questions are fair as we work for you, our community. Our approved budget is posted online, all of our expenses are presented at each board meeting in a public forum, and the Board has established travel policies, which reflect how we select hotels and airfare to ensure we are efficiently utilizing your tax dollars in recruiting companies to invest in our community. Typically, hotels are booked at the government rate or conference rate unless there is a compelling reason to stay at a different location. One such reason might be that a group of business prospects or site locators (those working with businesses to help determine a suitable location for a project) are all booked at one location and we are aware of that fact. Air travel is booked in advance as much as possible to take advantage of usually lower purchase fares. Other expenses are further detailed in the travel policy.

At the end of the day, travel expenses can be analyzed and reviewed, and it is inherent that you as our community feel comfortable that our strategy is sound. Travel is expensive, but doing nothing is even costlier. Our job is to produce results and develop our community the way you want — the

way you envisioned when you voted to create EMCID in 1997. We hope you are enjoying the new shopping experiences and dining options currently available and those that have been announced due to our efforts. Please do not hesitate to provide feedback to our Board on other businesses and amenities you would like to see in our community or pursued to enhance the growth of our community. We all live here together, and it is important that we clearly understand the actions we take today will impact the next generation. So we must get it right and create the right environment to make certain opportunities are available for their growth and prosperity in our community.



*Frank McCrady
President & CEO*

A handwritten signature in dark ink that reads "Frank McCrady". The signature is fluid and cursive, with a large, stylized "M" and "C".

Business

Hot Diggity Dog: Wienerschnitzel to Open First Houston-Area Franchise in New Caney

Who would have thought that the “World’s Most Wanted Wiener” would be East Montgomery County’s favorite, too? We made the first announcement that Wienerschnitzel would be opening a restaurant at Caney Crossing in front of the Walmart Supercenter in New Caney on our Facebook page June 6, and you loved it! The post reached 207,042 people and 1,475 people shared the post, 619 people reacted to it, and 427 commented. The developer, Criss Cross Commercial Group, expects the restaurant to open sometime this fall.

Other places that opened this summer or are coming:

Marco’s Pizza, May 13
Ulta Beauty, June 1
Pizza Cucinova, June 13
Menchie’s Frozen Yogurt, June 25
RC’s NYC Pizza & Pasta, August 20
Verizon, August 21
Airi Poke & Ramen, August
Big Rivers Waterpark/Gator Bayou, August
Sub Zero Ice Cream, September 1
Gringo’s Mexican Kitchen, October
Yummy Tummy Pastries, October
Freddy’s Frozen Custard & Steakburgers, Fall
Buffalo Wild Wings, December 17
Olive Garden, 2019

**Dates are accurate prior to printing of publication. Dates may change.*



What you had to say...

Sandy Bishop Stalinsky Oh my goodness!!! I am so excited!! Where!! I want it now!! 🤩 When???



Diana McQueen Greer Oh my gosh best hot dogs EVER

Heather Calliham One fast food place I have missed since moving here in 2006. Can't wait. Plus it's more job opportunities for those in town.



Community

Board Provides \$84,778 in Funding to Local Organizations

The Board of Directors presented checks in June to seven non-profit organizations, the City of Splendor and the Patton Village Police Departments totaling \$84,778. 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. Details and applications for the Fall 2018 cycle can be found online at www.emctx.com or in our offices. They are due to the office no later than September 24.



BSA Troop 1011
\$5,000

City of Splendor
\$22,675



\$350,000 available for community grants this fall!

More winners...



Community

Board Presents Another \$90,124 in Second Round of Hurricane Preparedness Grants



The EMCID Board of Directors handed out checks to the Precinct 4 Constable's Office and Splendora Police Department in July for items requested that will aid first responders in emergency situations, such as a hurricane or flooding event.

With \$55,190 the Constable's Office will purchase a Zodiac rescue boat, outboard motor and trailer, dry/wet suits, rescue personal protective equipment, and a rescue jet ski towable sled.

The Splendora Police Department will purchase with its grant of \$34,934 a drone capable of transporting up to eight pounds of items such as medicine, water, or food in situations officers can't get to. The drone will also be fitted with a thermal imaging system. Grant funds also go toward drone pilot training.

Immediately following the floods from Hurricane Harvey, the Board of Directors voted to authorize up to \$200,000 for special grants available to first responders for hurricane preparedness efforts.

In January the Board presented checks totaling just over \$100,000 to the Porter Fire Department and Precinct 4 Constable's Office.



Top: Chief Deputy Barry Welch accepts a check for \$55,190 on behalf of the Constable's Office. Bottom: Sgt. Troy Teller accepts a check for \$34,934 on behalf of the Splendora Police Department.

Funding continued from page 4



Friends of
Splendora Ag
\$5,000

Mia's Hope
\$5,000



Patton Village PD
\$12,003

Knights of
Columbus #13166
\$5,000



Society of St.
Stephen
\$12,003

SISD Education
Foundation
\$5,000



Splendora Youth
Baseball Assoc.
\$20,100

Events

Electronics Recycling Event

Saturday, September 8 | EMCID Complex | 8-2 PM
21575 U.S. Highway 59 | New Caney, TX 77357

Accepting

- Computer Monitors
- Routers, Hubs, Mice & Keyboards
- Laptops, Printers, Switches
- Power Cords, Cable Boxes
- Fax Machines, Telephones
- Servers
- Cell Phones
- Ink Jet Cartridges, Toner Cartridges
- TVs (CRT TVs up to 60 inches)

Properly dispose of your electronics at the event sponsored and hosted by the East Montgomery County Improvement District!

**Individuals are responsible for the destruction of hard drives before dropping off.*

FREE EVENT



Tuesday, September 11

5-8 p.m. | EMCID Complex
21575 U.S. Highway 59 | New Caney, TX

Free School Supplies Packs
for K-8th Grade Students

(student must be present to receive)

- Rides & Games
- Clowns & Face Painting
- Kid activities

*Free Parking at New Caney ISD Annex

EAST MONTGOMERY COUNTY SCHOLARSHIP FOUNDATION

SEPTEMBER 20, 2018
EMCID COMPLEX

Gala

INDIVIDUAL TICKETS &
SPONSORSHIPS AVAILABLE

WWW.EMCTX.COM

281.354.4419

Events

There are a ton of things to do this fall, courtesy of the East Montgomery County Improvement District! From recycling, to free festivals, raising money for scholarships or snow sledding, there's truly something for everyone! On September 8, we'll hold our first Electronics Recycling Event (see page 6). We've teamed up with CompuCycle, and we're really excited about it. The following week, we hold our annual Back to School Bash (see page 6), complete with free school supplies packs for up to 1,000 students, rides and games. On September 20, the East Montgomery County Scholarship Foundation will host its gala to raise money for scholarships for local high school students (see page 6). Individual tickets are \$75; table sponsorships begin at \$1,000. On Saturday, October 6 get ready for the best event of the year: the East Texas Fire & Ice Festival! We're bringing back your favorites like snow sledding and fire performers, but we've also added an ice skating rink, a snow maze, a BMX bike show, dog tricks and Ice Wars: Battle of the Carvers! Later in October is the Fall Extravaganza with free candy, games and a costume contest. For more information on our festivals, go to www.emctx.com/festivals.



2018

EAST TEXAS FIRE & ICE Festival

Saturday, October 6, 2018 | www.emctx.com/festivals



Please join us for our

FALL extravaganza

Tuesday, October 30 | 5 - 8 pm | 21575 US Hwy. 59, New Caney



*****ECRWSS****

Local
Postal Customer

PRST STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

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



Saturday, October 6

Valley Ranch Town Center

West of the Future Amphitheater

www.emctx.com



Important Dates

September 2018 - November 2018

Labor Day Holiday	September 3		
Greater EMC Chamber Luncheon	September 5	11:30 am	EMCID Complex Atrium
Electronics Recycling Event	September 8	8 - 2 pm	EMCID Complex Parking Lot
Back to School Bash	September 11	5 - 8 pm	EMCID Complex
EMC Scholarship Foundation Meeting	*September 13	12 pm	EMCID Complex Conference Rm.
EMC Economic Development Corporation Meeting	*September 13	1:30 pm	EMCID Complex Conference Rm.
EMCID Regular Meeting	*September 13	5:30 pm	EMCID Complex Board Room
EMC Scholarship Foundation Gala	September 20	6 pm	EMCID Complex Atrium
Greater EMC Chamber Luncheon	October 3	11:30 am	EMCID Complex Atrium
East Texas Fire & Ice Festival	October 6	2 - 8 pm	Valley Ranch Town Center
EMCID Regular Meeting	*October 11	5:30 pm	EMCID Complex Board Rm.
Free Children's Immunizations	October 23	9:30 - 1:30 pm	EMCID Complex Atrium
Fall Extravaganza	October 30	5 - 8 pm	EMCID Complex
Election Day	November 6	7 - 7 pm	Various Locations
Greater EMC Chamber Luncheon	November 7	11:30 am	EMCID Complex Atrium
EMCID Regular Meeting	*November 8	5:30 pm	EMCID Complex Board Room
Veterans Day Holiday (Observed)	November 12		
Thanksgiving Holidays	November 22-23		

**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 & Community Development, kmattlage@emctx.com.