



# The Insider

## EMCID Forecasts **SNOW** for New Festival



EMCID is shipping in the snow for the East Texas Fire & Ice Festival!

The Farmer's Almanac says the United States will have an unusually cold winter. Whether that's true or not, EMCID can guarantee there will be snow in January! The highly anticipated fourth festival, East Texas Fire & Ice Festival, will take place Saturday, January 9 at Texan Drive Stadium in Porter. Festivities will kick off at 11a.m. with a Color Run, benefiting the East Montgomery County Scholarship Foundation. Next, get ready for some finger-licking good food, a KidZone — complete with a snow hill for sledding and a snowman-building competition — and retail vendors. Beginning at 1 p.m., get your groove on with several bands performing, including GRAMMY

Award winner Joe Diffie, J Paul, Jr. and the Zydeco Nubreeds, Cadillac Blues Band, Tejano band Kingz One and several others. The Fire & Ice Festival will also feature the largest fireworks show in East Montgomery County!

"As East Montgomery County grows, the caliber of our festivals will grow," said Frank McCrady, President/CEO of EMCID. "We really want the public to be proud of this event."

There are no admission or parking fees. To register for the Color Run, go to [www.emctx.com/festivals](http://www.emctx.com/festivals). For a schedule of events, turn to page 3.

### Performing



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# A Message from our President & CEO



*Frank McCrady  
President/CEO*

## Principles for Growth & Success in a Competitive Environment

Looking at the growth of our area will require three distinct characteristics for any business to thrive in a competitive environment.

First, new innovation is paramount for any organization that will be successful in the future. If you do not accommodate some innovation into your business model, you will be wondering how your competitors have gained an advantage on you and why business is going elsewhere. At EMCID, being able to accommodate a changing business climate and differing customer demands requires adept skills and savvy

decision-making skills to address fickle customer demands in the future.

Second, teamwork is necessary to efficiently produce a product that serves the customers' expectations and demands. Providing an environment, which facilitates a focused spirit and a participative office, will always yield a great product for the customer. Our Board and Staff continue to have a focused collaborative vision about how we can make East Montgomery County a great community — not simply a good community — through additional amenities, better shopping experiences, and dining opportunities. This shared purpose is a collaborative effort that addresses the customers' expectations and demands.

Third, the customer, this means you. You are our customer and we must never lose sight of what the community wants our area to be in the future. We can shape development and steer particular elements of developments into pleasing amenities and entertainment opportunities for our younger generation to enjoy. Please continue to provide feedback to our Board and Staff on what you see are positive or negative aspects to development and growth for our area. My coworkers, our Board and I will work every day to earn your trust by holding true to these principles of continual innovation, teamwork through a shared purpose, and customer focus.

Finally, and most importantly, this is the time of year for us to give thanks, to our friends, coworkers, spouses, our families, our country, and our Creator. Please take time to say thank you. So often a simple thank you can make such a difference in an individual's day or life, and they are the easiest couple of words to say, taking only a second of your time. Merry Christmas and God bless everyone over these precious holidays, and we look forward to more exciting announcements and additional amenities for our area in 2016!

A stylized, handwritten signature in dark ink, likely belonging to Frank McCrady.



## Community

### Safe Shopper Program

The East Montgomery County Improvement District has once again teamed up with our Constable's office to provide additional security during the holiday shopping season. The Board agreed at its October 14 meeting to pay up to \$50,000 for extra patrols as part of the Safe Shopper Program, an effort aimed at reducing shoplifting and other crimes in several high-traffic areas between October 15 and January 15, 2016. Part of the funds will also cover the purchase of two patrol bicycles to aid in maneuvering through strip center parking lots.

"We are proud to partner with EMCID to make this event successful," said Constable Rowdy Hayden. "We want to make sure that our citizens

are in a safe environment while shopping during this holiday season."

Last year, the Constable's office made 45 felony arrests and 78 misdemeanor arrests during the 13-week time period. The height of activity came between Thanksgiving and Christmas. However, one of the biggest arrests came November 6, 2014, when deputies patrolling the Wal-Mart area caught and arrested two people suspected of setting several mobile home fires.





JOIN US FOR OUR  
ANNUAL CHRISTMAS OPEN HOUSE

MONDAY, DECEMBER 7

11 AM - 7 PM

EMCID COMPLEX

TASTY TREATS & SWEET EATS

NOSTALGIC SOUNDS & FRIENDS ABOUND!



*east texas*

**Fire** & **ICE**  
*festival*

Saturday, January 9  
Texan Drive Stadium  
21360 Valley Ranch Pkwy  
Porter, TX  
11 - 9:30 p.m.



*Schedule of Events*

- 11:00 am EMCID Color Run  
(register at [www.emctx.com/festivals](http://www.emctx.com/festivals))
- 11:30 am Food Vendors
- 12:00 pm KidZone & Retail Vendors
- 1:00 pm Presley Lewis
- 2:15 pm Sundance Head
- 3:30 pm KingzOne
- 4:45 pm Jason Cassidy
- 6:00 pm Cadillac Blues Band
- 6:45 pm **Fireworks**
- 7:15 pm J Paul, Jr. & the  
Zydeco Nubreeds
- 8:30 pm Joe Diffie

\*Schedule subject to change.  
Check [www.emctx.com](http://www.emctx.com) for updates.



## Community

### Community Development Grants to be Named and Awarded December 10

The Board of Directors recently considered applications for Community Development Grant funding from the applicants below. The Board will present checks at the December 10 regular board meeting to the applicants who have met the criteria set forth in the program and have been approved. The Board adopted a budget of \$150,000 for Community Development Grants for the 2015/2016 fiscal year.

<i>Applicant</i>	<i>Funds Requested</i>
Boy Scouts of America - Cub Scout Pack 911	\$1,303.00
Friends of the R.B. Tullis Library	\$6,000.00
Montgomery County Constable, Precinct 4	\$5,689.63
Motivation Education & Training, Inc.	\$20,173.57
New Caney ISD Education Foundation	\$50,000.00
New Caney ISD - White Oak Middle School	\$2,381.77
Roman Forest Police Department	\$680.05
Roman Forest Special Events Committee	\$9,032.94
Splendora ISD Police Department	\$4,891.00
Splendora High School Project Graduation	\$2,000.00
Splendora ISD Elementary Robotics Program	\$4,665.09
*Splendora Youth Baseball Association	\$39,529.38
VFW Piney Woods #4816	\$39,362.50
Woodbranch Police Department	\$17,222.35

*\*Spring 2015 application deferred to Fall 2015 grant cycle*

### Board Approves Splash Pad Park Locations

The Board of Directors chose at its October 14 meeting the cities of Roman Forest and Splendora as sites for EMCID's first splash pad parks. Through a careful demographic analysis and consideration of the Board's criteria, Leisure Development Partners, which conducted the study, concluded that the best location for a primary splash pad site in the District would be the EMCID/Valley Ranch location at U.S. Highway 59 and the Grand Parkway. The study determined the best secondary site was virtually tied between Roman Forest and Splendora. Because the Valley Ranch location is not ready for construction of a splash pad park, the Board decided to begin with the secondary locations. The directors will look into the appropriate size for each location and various amenities at a future date. A time line for construction has not been set, but the Board would like for the parks to be available for the public to use by next summer. Each splash pad will be free to the public.

## Economy



*Rob Stanchi, President, eControls*

### New Businesses

**eControls** is a fast-growing, technically-competent UL panel shop currently located in northwest Houston, but will soon be building a location in the East Montgomery County Industrial Park. The company makes explosion-proof electrical controls, such as disconnects, panelboards and motor starters.

The Board approved at its August 26 regular meeting to provide \$7,500 in incentives for the company to build a 10,000 sf facility on a tract of land at the East Montgomery County Industrial Park. The move to East Montgomery County will bring about 15 new jobs to the area.

**Randall Reed Planet Ford** will open a **Quick Lane Tire and Auto Center** on U.S. Highway 59 North, just north of Northpark in Porter. The 13,000 sf facility will include 10 service area bays and a car wash. About 25 jobs will be created.



## Economy

### EMCID Welcomes Big Thicket Veterinary Clinic

EMCID and the public welcomed Dr. Zach Stevenson and the Big Thicket Veterinary Clinic to New Caney in October. The clinic is located at 18403 FM 1485 West.

An Oklahoma native and graduate of Oklahoma State University, Dr. Stevenson has been in practice since 2003. After spending a year specializing in equine medicine in West Virginia, he decided to pursue opening his own small and large animal practice in either Oklahoma or Texas. After looking at several clinics, he bought the Big Thicket Veterinary Clinic in Cleveland in 2004.

Eleven years later, he felt the time was right to expand. "New Caney is a growing area that needs a veterinarian. Why not go after the opportunity?" said Dr. Stevenson.

He looked to EMCID for financial support to help make his expansion possible.

"Whatever we can do to help," said Frank McCrady, EMCID President/CEO. "The medical field — whether geared toward animals or humans — is an area where services are lacking in our community, and we want to change that," said McCrady. "The Board has



*From left to right: Kyle Kaufman, Isidor Ybarra, Frank McCrady, Dr. Zach Stevenson, Nikki Hughes, Katherine Persson, Brenda Webb and Martin Zepeda.*

actively recruited these types of businesses. In the next couple of years I think you'll see many more attractive amenities."

The East Montgomery County Economic Development Corporation, which is a subsidiary of EMCID, can offer low-interest loans for businesses that want to expand or relocate in East Montgomery County and provide jobs to our residents.

Big Thicket Veterinary Clinic in New Caney is open weekdays (except for Wednesdays) from 8 - 12 p.m. and 1 - 5:30 p.m. It is open Saturdays 8 - 12 p.m.

### Neighbors Emergency to Open in 2016

Neighbors Emergency Center will open a location within the 1400-acre master-planned community of Valley Ranch in Porter in the next few months. Construction is taking place adjacent to the Ashley's Texaco at U.S. Highway 59 South and Valley Ranch Crossing Drive. Neighbors locations, which are all staffed by board certified physicians and are open 24 hours, include private treatment rooms equipped with HD TVs, modern decor, a comfortable waiting area, peaceful pediatric treatment rooms and more.

"We're excited to be coming to Porter in early 2016," said Dr. Paul Alleyne, Neighbors Emergency Center Chief Medical Officer. "There is a big demand for quality convenient healthcare in your hard working community. Typically, hospital emergency room wait times are long and we feel that Neighbors Emergency

Center will be able to serve Porter and the surrounding communities well with our patient-centered 24 hour emergency care."

"EMCID's Board has consistently looked for opportunities for development of additional medical services in the area," said Frank McCrady, EMCID President/CEO. He added, "We are excited about future job opportunities in the medical field being available to East Montgomery County residents."

Neighbors Emergency Center will be looking to recruit for positions ranging from registered nurses to laboratory technicians.



# Education



*Jacob Butler*



*Edgardo Correa*



*Frankie York*

## Internship Coming to End

They've filled up candy machines for festivals, unloaded hundreds of backpacks, taken pictures, poured through 16 years of Board minutes to create a timeline of events, and categorized the thousands of businesses in East Montgomery County. EMCID's interns have definitely been busy. The Work Study Program was authorized by the East Montgomery County Scholarship Foundation (EMCSF) to give three students from East Montgomery County the opportunity to learn about EMCID and its impact on the community, economic development, and education, and to also learn skills in business, communications and event planning. Each intern, upon completion of the program, will receive \$750.

Jacob Butler, a senior at New Caney High School, interned at EMCID under the direction of Sandy Seelye, Special Events Coordinator. "He's been a great asset to have around here — especially during the Back to School Bash and Fall Festival," said Seelye.

"This program has been an experience of a lifetime," said Butler. "EMCID has taught me so much about the work that goes into planning major events in the community." Jacob says Seelye also told him about the \$1,000 scholarship the EMCSF offers to all graduates. "Being a senior I was excited to hear this good news!" After graduation, Butler plans to go to college in Texas or Oklahoma and major in animal science.

Edgardo Correa, a senior at Porter High School and very active in career and technical education, wanted to advance

his business skills by interning with Tara Martin, Office Administrator. "Edgardo is a very driven and busy student," she said. This fall, Correa was elected to serve as national Parliamentarian for SkillsUSA, an organization that helps to prepare high school students for the workforce. "He's very bright, and I hope that we provided an opportunity for him to learn first-hand about the business world," said Martin.

Correa said Martin taught him step-by-step the tools to be successful. "My mentor, Tara Martin, demonstrated a tremendous amount of knowledge over the importance of economic, community and educational development in East Montgomery and the role EMCID plays." Correa plans to enroll at the University of Texas and major in



*Jacob Butler unloads a shipment of backpacks for the Back to School Bash in September.*

business administration.

Frankie York, a senior at Splendora High School, was instrumental in collecting information for a timeline of notable events and developments that will be featured on EMCID's website sometime next year, as part of a project for Kelley Mattlage, Director of Communications. "Not only did she pour through hundreds of pages of meeting minutes, she interviewed former board members to ask their opinions on EMCID's accomplishments and overall progress in East Montgomery County," said Mattlage.

"My expectations going into this opportunity were far below what I received!" said York. "I expected to come to a dull office and be given work that I was uninterested in. I was completely blown away with the environment of the office and the friendly staff making every moment I was in the office more enjoyable than the day before!"

York juggled her internship with duties in the National Honor Society, Student Council, and Varsity basketball. She plans to attend college in Texas and pursue a career in sports broadcasting.

For more information about the Work Study Program, go to [www.emctx.com/scholarships/work-study-program](http://www.emctx.com/scholarships/work-study-program).



# Education



Edgardo Correa stops for a picture outside the EMCID building to document his first day on the job.



Frankie York snaps some pictures at the Back to School Bash. Those pictures are on our facebook page.

*"I would recommend the work study program to my underclassmen! I hope others have an opportunity to learn about our very own community in a personal and behind-the-scenes kind of way."*

— Frankie York



## Receive Money for College Through EMCID!



### **\$500 Merit-based Scholarship**

This scholarship is available to up to 20 deserving college students who demonstrate academic excellence, leadership and service, and financial need. To be eligible, the applicant must:

- \* Have a cumulative college-level GPA of 2.75 on a 4.0 scale
- \* Have a minimum of 48 college-level credits completed by December 31, 2015
- \* Be a previous recipient of EMCID/EMCSF funding
- \* Demonstrate leadership and service
- \* Demonstrate financial need

Apply beginning February 1, 2016 at [www.emctx.com/scholarships/applications](http://www.emctx.com/scholarships/applications).



### **\$1,000 Scholarship**

This scholarship is for high school graduates or GED recipients. To be eligible, the applicant must:

- \* Have graduated or received a GED from New Caney, Porter or Splendora high schools, a private institution or a home schooling program within the EMCID boundaries
- \* Use the scholarship within 2 years of graduation/receipt of GED

Go to [www.emctx.com/scholarships/applications](http://www.emctx.com/scholarships/applications) to find instructions for how to receive a financial credit at any Lone Star College campus or how to be reimbursed for tuition and fees at any other educational institution.





\*\*\*\*\*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

### December 2015 - February 2016

Christmas Open House	December 7	11 - 7 p.m.	EMCID Complex
EMC Scholarship Foundation Meeting	*December 10	12 p.m.	EMCID Complex
EMC Economic Development Corporation Meeting	*December 10	1:30 p.m.	EMCID Complex
EMCID Regular Meeting	*December 10	6:30 p.m.	EMCID Complex
Christmas/New Year's Holidays	December 24 - January 3	Closed	
East Texas Fire & Ice Festival	January 9	11 - 9:30 p.m.	Texan Drive Stadium
EMCID Regular Meeting	*January 14	6:30 p.m.	EMCID Complex
Martin Luther King, Jr. Holiday	January 18	Closed	
EMCID Regular Meeting	*February 11	6:30 p.m.	EMCID Complex
Presidents Day	February 15	Closed	
Law Enforcement Appreciation Dinner	February 22	6 p.m.	EMCID Complex

*\*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, [kmattlage@emctx.com](mailto:kmattlage@emctx.com).