



The Insider

EMCID SHARES VISION FOR NEW FACILITY AT VALLEY RANCH

EMCID's Board of Directors laid out its plans for a proposed 78,500 sq. ft. facility at the Valley Ranch Town Center at a community forum held October 24 at the EMCID Complex. The meeting, which drew about two dozen community members, featured speakers Frank McCrady, EMCID President and CEO, Danny Signorelli, President of The Signorelli Company and developer of the Valley Ranch Town Center, and Greg Turner, of Turner Duran Architects.

The proposed 5-acre site is in the entertainment district of the Town Center. It's directly west of and adjacent to the planned 10,000-seat amphitheater.

Signorelli explained that in every successful mixed-use development, whether it's in Sugar Land or Dallas, there's a civic component — like a city hall — amongst the shopping and dining establishments. EMCID, with its business recruiting and economic development efforts, community grants, and educational initiatives, fulfills that civic component.

The proposed facility, poised to accommodate future growth and community needs, is much larger than the size of the current complex, which is about 33,000 sq. ft.

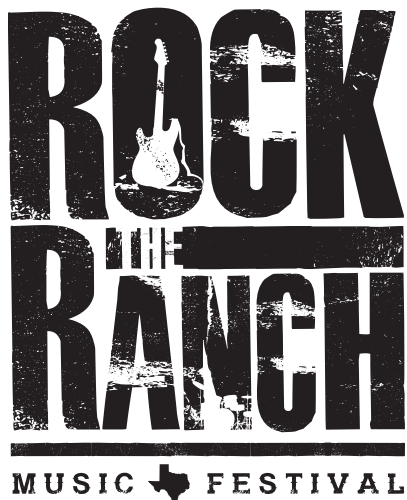


"In the last couple of years we've had to turn away people who wanted to use our facility for events because the building just didn't have the capacity," said McCrady.

The two story building — with the capacity to expand vertically in the future — would provide double the space for community events, more than double the size for Lone Star College's Lifelong Learning Academy, additional office space for EMCID, the Greater East Montgomery County Chamber of Commerce and non-profits. It would also provide about 2,500 sq. ft. in office space for elected state officials. The projected cost is just over \$19 million.

The Board began evaluating the functionality of the existing facility and looking at other options shortly after a Montgomery County jury awarded

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Are You Ready to Rock This Spring?

The East Montgomery County Improvement District is ready to ROCK YOUR WORLD! Coming this May at the Valley Ranch Town Center, Rock the Ranch Music Festival. It's a two-day festival May 12 and 13.

"This will be like no other festival in the area. It's two days of music, camping and fun!" said Kelley Mattlage, Director of Communications.

The camping element is new to the Houston area but is especially popular nationwide with some of the younger festival-goers. Of course there will still be plenty of entertainment elements the whole family will enjoy.

EMCID is working with The Signorelli Company to get the amphitheater at Valley Ranch ready for its first event in May. The venue's expected capacity is about 10,000 people.

Check out www.RockTheRanchTX.com for bands and entertainment, camping details and ticket information.

A Message from our President & CEO



*Frank McCrady
President/CEO*

Our Commitment to a Successful Future for East Montgomery County

By the time this newsletter is delivered, the presidential election will be over, and families as well as business owners will begin the process of adjusting priorities and business decisions based on a new administration and its policies in regards to running the country. With that in mind, it is my hope that the new administration expands programs for new business development and adopts policies that encourage small business growth. EMCID's promotion of a pro-growth climate with policies that encourage small business investment has been one of the leading factors among businesses that

look to East Montgomery County for expansion decisions. I absolutely respect our Board's unwavering commitment and time spent away from their families in order to make our community a better place. The Board makes many difficult decisions related to negotiating with businesses looking to locate to our area; there are a lot of factors you may not be aware of in that decision making process.

The ad valorem value of the project once complete. EMCID receives zero funding in property taxes. Our main source of revenue is from sales tax. Increases in ad valorem values, spurred through new construction projects in the area, benefit the school districts, Lone Star College, the Hospital District, the local ESDs, local municipalities and other service providers. An increase in property values of new construction means the Montgomery County Commissioners Court doesn't have to increase the property tax rate. The concept here is that a broader base of taxpayers results in more revenue, and therefore a tax rate increase is not necessary.

The job creation factor for our local residents. We recently presented reimbursement checks to several local companies for their efforts on providing jobs for residents who live inside the EMCID boundaries. In our agreement, McDonald's at the Northpark/U.S. 59 location would be reimbursed one half of one percent in sales tax revenue for each year for a period of five years if it hired over 51 percent of its employees from within the EMCID boundaries. For the first year and a half of operations, an audit revealed that in fact 69 percent of McDonald's employees lived within the District. The new Brewinz, also at the same location, also met its obligation to hire at least 51 percent of its employees from within the boundaries.

Intangibles which you may not think about is that when our high school students have jobs in the area, that keeps them off the roads late at night driving into Humble or Kingwood for employment. Personally, having had three teenagers who worked while attending high school, I understand the importance of keeping our children closer to home where they're less likely to get into an accident.

Similar job creation programs are offered at the industrial park, which puts local residents to work for the companies there.

Education matters in East Montgomery County. You're probably not aware that with most of our incentives we offer to companies which locate

to our area we include a requirement for them to support the education of our students through donations to the East Montgomery County Scholarship Foundation. The Foundation, a non-profit subsidiary of EMCID, provides \$1,000 to each high school graduate and makes available other scholarships. This requirement by our Board ensures that these new businesses make a commitment to the future of education in East Montgomery County.

Overall aesthetics and vision for development is important in site opportunities. The Valley Ranch Town Center has committed particular areas as green space so the overall development is not just a parking lot of concrete like the mall to our south. In the industrial park, companies keep a 50 foot green space barrier between their site and all adjacent land development. We are consistently approached by large chemical and fertilizer companies looking for development opportunities at the industrial park. Our Board could have created hundreds of jobs by accepting those types of companies. But as we all live here, this is not the environment in which we would want our children or grandchildren exposed. Conscientious decision making is ensuring our area develops into a place we can be proud of and one that we can leave for our children and grandchildren to enjoy over their lifetimes.

It can be easy for some to second guess our elected officials' decisions when things don't always go as planned, but as you can see, a lot of deliberation goes into every project before every vote. It's not as easy as it looks; any one of them will tell you that. But they are looking out for our area's best interest and its continued success.

As always, when you have ideas or see opportunities for our area, give us a call or drop us an email at www.emctx.com/contact-us.

In closing, I would like to say Merry Christmas and emphasize and hope the family values we hold dear are conveyed to your family during this holiday season. Please take a moment to help those less fortunate through service or deeds of kindness. Please enjoy the shopping spirit this season but take time to share this special time with your family regarding the true meaning of Christmas.

A stylized, handwritten signature in dark ink, likely belonging to Frank McCrady, the President/CEO mentioned in the text.



Multi-agency Collaboration Leads to Business Expansion Seminars

EMCID hosted four seminars through the Growth of East Montgomery County Initiative that invited small business owners to learn about opportunities available for business development and expansion. The seminars were funded in part by the Small Business Service Provider grant that was awarded by the Governor's Office of Small Business Assistance and Texas Workforce Commission. EMCID, the Small Business Development Center, Lone Star College Career Services, and the Mission Northeast teamed up to provide information about where to seek free business planning assistance, available financial resources, and available local workforce options.



Although the final seminar was held November 3, assistance is always available free of charge. EMCID and its non-profit subsidiary, the East Montgomery County Economic Development Corporation, can provide financial incentives in return for the employment of underemployed and low to moderate income individuals in East Montgomery County. The Small Business Development Center offers help with creating a business or marketing plan and financial consulting. Lone Star College can help train employees and assist with obtaining job training dollars from the State of Texas Smart Jobs Program. Looking for employees? Lone Star College and Mission Northeast can locate skilled workers and match them up with employers' needs.



Businesses Receive Incentive Funds to Improve, Expand Into East Montgomery County



Several local businesses received financial incentives to improve or expand their businesses. The Board presented Back Pew Brewing Company owner Bobby Harl a check for \$15,000 — the first of three over three years. As per the agreement, Back Pew will contribute \$1,000 per year for five years to the East Montgomery County Scholarship Foundation (EMCSF) and will hire one additional employee who resides within the District.



Coals Smokehouse co-owners Clay and Shawna Coursey received \$20,000 in incentive funds August 11 to go toward the construction of their new restaurant on FM 2090 in Splendora. Per the agreement, half of the first 30 employees to be hired shall live within the District. The restaurant is projected to open by February 2017.



La Casita Mexican Restaurant owner Stevan Rodriguez received a check for \$12,000 September 8 to repair the parking lot of the establishment on FM 1314 in Porter. The EMC Economic Development Corporation gave the restaurant a \$10,000 loan to make other improvements. The agreement requires that La Casita hire one new employee from within the District over the next year and make a \$500 per year contribution to the EMCSF for six years.

Community

Community Development Grants to be Named and Awarded in December

The Board of Directors recently considered requests for Community Development Grant funding totaling \$327,248.73 from the applicants below. The Board will present checks at the December 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 \$250,000 for Community Development Grants for the 2016/2017 fiscal year. Mini-grants, or those up to \$5,000, are available to governmental entities and non-profit organizations. Matching funds are not required. For grants between \$5,001 and \$30,000, taxing entities are required to have a 50% match; non-profits are required to have a 33% match.

Applicant	Funds Requested
*Boy Scouts of America - Pack 911	\$ 1,882.73
*Boy Scouts of America - Pack 911/Troop 1011	\$ 4,381.00
*Boy Scouts of America - Troop 1011	\$ 4,286.24
City of Splendora	\$14,406.00
East Montgomery County Firefighters Association	\$ 5,000.00
East Montgomery County Senior Center	\$ 5,000.00
East Montgomery County YMCA	\$ 5,000.00
Friends of Splendora Ag	\$ 4,792.60
Friends of the R.B. Tullis Library	\$ 6,000.00
Heaven's Army of Resources & Recreation Center	\$ 5,000.00
*Humble Area Assistance Ministries (HAAM)	\$30,000.00
*Impact Church New Life, Inc.	\$ 3,950.00
Mission Northeast	\$30,000.00
Montgomery County Constable Pct. 4	\$ 5,000.00
Montgomery County Constable Pct. 4	\$ 5,000.00
New Caney ISD Education Foundation	\$30,000.00
New Caney ISD Education Foundation	\$ 4,541.00
New Caney New Horizons, Inc.	\$30,000.00
*Northcrest Ranch POA	\$50,250.00
Patton Village Police Department	\$29,894.50
Roman Forest Police Department	\$ 2,500.00
*Splendora FFA Alumni	\$26,610.66
Splendora ISD	\$ 5,000.00
Splendora ISD	\$ 5,000.00
Splendora ISD Gifted & Talented	\$ 5,000.00
Splendora ISD Police Department	\$ 3,754.00
Splendora Wildcat Band Booster Association	\$ 5,000.00

*Spring 2016 application deferred to Fall 2016 grant cycle

New Facility, continued from cover page

EMCID more than \$4 million for property taken in eminent domain proceedings by the Texas Department of Transportation for the construction of the Grand Parkway.

Right: Members from the community look over charts that show projected population growth in East Montgomery County.

Putting Grant Funds to Use



Grant funds awarded in the spring of 2016 purchased speed monitors and trailers for the Precinct 4 Constable's Office.



Grant funds awarded to Commissioner Jim Clark's office in the spring of 2016 paid for the tennis courts at Bull Sallas park to be transformed into basketball courts.



Grant funds awarded to the New Caney ISD Education Foundation in the fall of 2015 went to the foundation's Cornerstone Grant, which helped transform campus libraries into areas offering students the use of 3D printers, LEGOs, robotics, claymation and green screens for video production.



Community

EMCID donates \$24,000 to East Montgomery County Fair Association Scholarships

EMCID has a longstanding history with supporting the students at the East Montgomery County Fair. Each September, EMCID attends the Buyers' Auction and adds on 5 percent to the amount each student's livestock, artwork, craft item or homemade food item fetches at auction. So, if the Grand Champion steer sells for \$20,000, EMCID adds on \$1,000. If the Reserve Champion cake sells for \$1,750, EMCID adds on \$87.50. The add-on amounts to half of the student's fee owed to the fair association, which means

more money in the pocket for our students to attend college! In 2016, EMCID added on a record \$24,000 to auction items. Since 2009, EMCID has provided \$136,300.77. Students, keep up the good work, and we'll continue to support you!

2009	\$12,137.75
2010	\$12,645.00
2011	\$13,088.85
2012	\$11,700.00
2013	\$19,556.25
2014	\$20,764.12
2015	\$22,408.80
2016	\$24,000.00



EMCID Chairman of the Board Brenda Webb holds up a bid sign at the East Montgomery County Fair Buyers' Auction September 17 while Director Martin Zepeda keeps tabs on the bidding.

Constables Working Extra Patrols This Holiday Season

Shoplifters and other criminals are once again finding extra security in place in East Montgomery County this holiday shopping season. EMCID and the Constable's office teamed up for a fifth year for the Safe Shopper Program, in which EMCID provides \$50,000 to cover the cost of additional patrols at high traffic shopping areas. This year's program began October 15 and will continue through January 31, 2017, which is two weeks longer than the programs for the previous two years. Patrols also extended to the Valley Ranch Town Center to cover the traffic at Academy Sports + Outdoors and expected activity at Sam's Club once it opens sometime

at the beginning of the year.

Last year, deputies arrested 42 shoplifters, 40 people on misdemeanor charges and 46 people for felonies over a 93-day period which began October 15, 2015 and ended January 15, 2016. In the first year of the program, over a 29-day period in 2012, deputies arrested 26 shoplifters, 36 people on misdemeanors and 12 people for felonies. When averaged out over a similar time period, that equals a 42 percent decrease in overall arrests.

"Fewer arrests in this program mean there are fewer crimes being committed," said Frank McCrady, EMCID President/CEO. "We're very pleased with the results of the Safe Shopper Program, and we'll continue to support it if it means we've got a safer place to shop, dine and raise a family."



JOIN US FOR OUR ANNUAL

Christmas Open House

MONDAY, DECEMBER 5 FROM 11 AM - 7 PM
EMCID COMPLEX

Community

Fall Extravaganza Breaks Record for Festival Attendance

Ghosts, goblins, Teenage Mutant Ninja Turtles, princesses, Wonder Woman, cheerleaders and their parents packed the EMCID Complex and parking lot for the Fall Extravaganza, held October 27. An estimated 5,000 to 6,000 people attended. We hope you had fun!

Winners of the Costume Contest:

1 mo. - 3 years
1st - William Autrey
2nd - Aiden Carver
3rd - Tucker Bodenhamer

4 - 8 years
1st - Caelynn Gilbert
2nd - Luis Castillo
3rd - Addison McClain

9 - 14 years
1st - Logan Mladenka
2nd - The Bouches
3rd - Madison Mendoza



Education

Pay Day Coming for EMCID Interns

Students from New Caney, Porter and Splendor high schools have completed their 10-week internships with EMCID and will receive \$750 each at the upcoming December meeting of the Board of Directors. The East Montgomery County Scholarship Foundation, a non-profit subsidiary of EMCID that provides scholarship to students, created the Work Study Program in 2015. The students, who are



Jordan Butler



Cindy Flores



Karoline Jones

seniors, may choose to intern in business/accounting, communications or festivals and events. Jordan Butler (New Caney), Cindy Flores (Porter), and Karoline Jones (Splendor) all selected to work under the direction of Sandy Seelye, special events coordinator. Each intern performed various tasks in preparation for and the day of EMCID events, such as the Back to School Bash, Fall Extravaganza and the Scholarship Foundation Gala.

For more information about the Work Study Program, go to www.emctx.com/scholarships/work-study-program.

*This Important Message Brought to You by the East Montgomery County Scholarship Foundation
& the East Montgomery County Improvement District.*



← **This is Eric.**

Eric is a college student.

Eric missed the deadline for the \$500 Merit Scholarship.

Eric has no money for tuition.

Don't be like Eric.

This is Josh. →

Josh is also a college student.

Josh applied for the Merit Scholarship by March 1.

Josh has an extra \$500 for tuition.

Josh is smart.



Be smart like Josh.

apply now

This \$500 merit-based college scholarship is available to up to 20 students who:

- 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, 2016.
 - Be a previous recipient of EMCID/EMCSF funding.
 - Demonstrate leadership and service, financial need.

Deadline to apply is March 1, 2017
www.emctx.com/scholarships/applications



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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 2016 - February 2017

Christmas Open House	December 5	11 - 7 p.m.	EMCID Complex
Greater EMC Chamber Luncheon	December 7	11:30 a.m.	EMCID Complex
EMC Scholarship Foundation Meeting	*December 8	12 p.m.	EMCID Complex
EMC Economic Development Corporation Meeting	*December 8	1:30 p.m.	EMCID Complex
EMCID Regular Meeting	*December 8	6:30 p.m.	EMCID Complex
Christmas/New Year's Holidays	December 23 - January 2	Closed	
Greater EMC Chamber Luncheon	January 4	11:30 a.m.	EMCID Complex
EMCID Regular Meeting	*January 12	6:30 p.m.	EMCID Complex
Martin Luther King, Jr. Holiday	January 16	Closed	
Greater EMC Chamber Luncheon	February 1	11:30 a.m.	EMCID Complex
EMCID Regular Meeting	*February 9	6:30 p.m.	EMCID Complex
Greater EMC Chamber Gala	February 17	6 p.m.	Kingwood CC
Presidents Day	February 20	Closed	
Law Enforcement Appreciation Dinner	*February 27	6 p.m.	EMCID Complex

**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.