



The Insider

Commitment to East Montgomery County: Continued Growth at Valley Ranch Town Center Illustrates Successful Public-Private Partnership

Cinemark Theatres new 10-screen theater in the Valley Ranch Town Center's Entertainment District, at the intersection of I-69 and the Grand Parkway (99), went vertical this summer. It's an impressive sight with its massively tall outer walls. EMCID's Board of Directors viewed the physical progress earlier this year and received updates from Valley Ranch developer Danny Signorelli, President and CEO of The Signorelli Company.

"This new NextGen™ prototype is the first Cinemark Theatre of its kind in Texas and the second in the nation," said Signorelli. The theater will feature electric reclining seats with adjustable head and foot rests, and the newest screen and customer service technology, including online ticketing, self-serve concessions and expanded food and drink offerings.

Board members Brenda Webb, Dale Martin, Stephen Carlisle and Fred Wetz and EMCID President and CEO Frank McCrady gathered around a set of blue prints inside the onsite construction trailer with Signorelli and Brady Wilkins, Executive Vice President of the Commercial Division at The Signorelli Company. Wilkins explained that the theater, once established, will have the infrastructure already in place to expand by another four screens.



The Signorelli Company's President/CEO, Danny Signorelli, explains to the Board of Directors how Cinemark Theatres is the spring board for the Entertainment District in the Valley Ranch Town Center and many more family-friendly amenities for the future. (L-R): Directors Stephen Carlisle, Fred Wetz, Dale Martin, and Brenda Webb, Brady Wilkins, Exec. VP, Danny Signorelli, and Frank McCrady, EMCID President/CEO.

be there once completed in the coming years. The 240-acre mixed-use development currently includes anchor stores Sam's Club, Hobby Lobby, Kroger Marketplace, Academy Sports + Outdoors, Burlington, TJ Maxx PetSmart and Rack Room Shoes, plus several other retail, service-oriented businesses, and dining establishments.

"If anyone thinks that this [development] would be anything more than a residential neighborhood and a grocery store without EMCID's help, they'd be wrong."

— Danny Signorelli

"This really is an amazing amenity for East Montgomery County," said Webb, Chairman of the Board. "We are so blessed to be in the position we are in for growth and development. It's very exciting!"

What people can actually see at Valley Ranch Town Center is only about 25 percent of what will

While many are still trying to fathom the magnitude of the Town Center in transforming the area to a premier shopping, dining and entertainment destination, it may be even harder to understand how it all came to be in the first place.

"It was the careful and strategic forethought of EMCID board members and Frank [McCrady] years ago," Signorelli explained. **(continued on page 6)**

A Message from Our President & CEO

East Montgomery County, a “Community of One”

Many times you may have heard the Army marketing slogan of “We are an Army of One.” It is a reference to numerous individual soldier demographic backgrounds, varying operational specialties, and diverse unit missions all coming together to build synergy and accomplish one mission or goal for the team. Synergy has several specific components. These components are (1) shared vision, values and goals; (2) good leadership and followership; (3) trust, respect and compassion; and (4) a positive environment.

In our dealings in recruiting companies to move to East Montgomery County, Governor Rick Perry always had a Texas swagger to him and had one comment that makes me think of the cohesiveness of our community.

His comment was, “If you are not bragging then it is not true.” Seeing the resiliency of how our community dealt with Hurricane Harvey demonstrated to other communities how we take care of our own and that we are capable of executing relief efforts without waiting on others to help.

Other communities have asked and looked at how our community’s coordinated efforts were so quickly activated and began immediately assisting those in need. The synergy built with EMCID, the Montgomery County Precinct 4 office, the Constable’s Office, Sheriff’s office, law enforcement agencies from Roman Forest, Patton Village, Woodbranch, Splendora, ESDs 6 and 7, local nonprofits like Mission Northeast, Heaven’s Army, and numerous community-based local churches all coordinated efforts at that culminating moment to assist those in dire need. EMCID stocked numerous shelters with required necessities, and in the months following the storm has provided more than 10,000 meals to our community.



*Frank McCrady
President & CEO*

I also want to mention the dozens and dozens of regular community neighbors who reached out during recovery efforts to help families in need. Several individuals just handed us cash as we were checking out at Sam’s Club, purchasing requested items for the local shelters. To the numerous BBQ cookoff teams that simply just began cooking and providing meals to our community in need, I need to say a big thank you for your service. This is what a community does when our fellow man is hurting, and it was demonstrated in so many ways that a lot of individuals who live outside our community will never believe or truly comprehend.

The life cycle of a hurricane event follows the pattern of rescue for life and limb, then individual immediate needs relating to food and shelter, followed by a stabilization period, then a reset plan, and finally, execution of that reset plan. Our local agencies and fellow neighbors reached out and helped in all facets of these periods, and it was and has been an event in which our community should be proud of and have a sense of accomplishment as we are taking care of our own.

When people honor each other there is a trust established that leads to synergy, interdependence, and deep respect. All parties make decisions and take actions on what is right, what is best, and what is valued most highly. Our community is a champion in that arena.

So many may ask, where do we go from here? From a historical perspective this was a lifetime event in which we must ensure we do not forget how



Left top: Director Martin Zepeda unloads pet food at the Show Barn at Bull Sallas Park, which was set up as a shelter when Harvey hit. Left middle: President/CEO Frank McCrady and Director Scott Hesson unload a vehicle full of food and supplies at the shelter. Left bottom: Chairman of the Board Brenda Webb unloads toilet paper at the shelter. Next page top left: EMCID employees, directors and family members stock up at Sam’s Club on requested items for the shelter. Next page top right: A caravan of seven vehicles head from Sam’s Club to the shelter to deliver purchased food and supplies. This became the idea behind the EMCID CAREavan, a partnership with Hometown Chef to deliver prepared meals to people restoring their homes after the flooding. See more about the program on the next page.

Community



we as a community worked together to help others in their greatest time of need, and we must continue this spirit. It is critical we communicate our actions to the next generations. Speaking of which, it was refreshing to see our younger community members volunteering and assisting others.

In ending, please keep the East Montgomery County community spirit and light burning, and remember those who

are still hurting and rebuilding their lives as we approach the holiday season. Again, thank you all for everything you did for each other. It truly demonstrates that East Montgomery County is an area big in opportunity for growth but with a small town feel in the way we take care of each other.

Jack McCurdy

EMCID CAREEvan Created in Response to Aftermath of Hurricane Harvey

With the help of The Hometown Chef Catering Company and sponsorship from The Signorelli Company, EMCID provided more than 10,000 meals to residents worst affected by the floods following Hurricane Harvey. In an emergency meeting of the Board of Directors held September 4, members approved a partnership with Hometown Chef to drive into the neighborhoods in six identified zones where residents were struggling the most with cleanup efforts, and deliver hot meals twice a day. Thus, the EMCID CAREEvan was created.

Each day the CAREEavans' destinations were announced on EMCID's facebook page, facebook.com/EMCID, and its webpage, emctx.com/recovery.



Community

Fire, Ice, Star Wars and Bands Excite Audiences at Fire & Ice Festival



Community

Donnie Click Named Outstanding Citizen of the Year

EMCID's Board of Directors took the public opportunity at the East Texas Fire & Ice Festival in October to present the Outstanding Citizen Award to Donnie Click. The award was created by the Board to recognize individuals whose contributions have had a significant impact on the economy, community or education.

Click is well known in the community, having moved to Porter at the age of 3. Upon graduating from New Caney High School in 1978 he used the money he saved during his teen years to open Click's Tire Service.

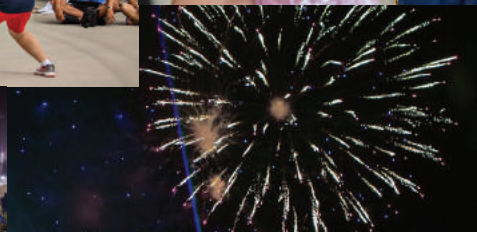
In December 2006, he established the Click Family Foundation. In addition to helping with various community assistance programs, the Foundation also supports wounded soldier recovery and funds college scholarships for local high school seniors.

To him, giving back is simply a reasonable expectation. He values his lifelong relationships and has an enormous heart of compassion for others. He never forgets a face or a name or another person's struggle. He is an asset to our community because he represents values so often overlooked in today's busy society. It is our privilege to know him, and it is our honor to call him friend.

Thank you, Donnie, for your lifelong commitment to enhancing East Montgomery County!



Debbie & Donnie Click



**EAST TEXAS
FIRE
& ICE
Festival**

Economy

Commitment to East Montgomery County continued



Valley Ranch TOWN CENTER

Signorelli pointed out that if it weren't for EMCID creating in 2008 an economic development zone, which provides incentives for economic development, he wouldn't have put tremendous resources into creating the Town Center. Instead, he said the tract of land would have been nothing more than a housing subdivision and a grocery-anchored strip center.

"In essence, what EMCID has done is level the playing field for East Montgomery County when competing with places like The Woodlands, Katy and so many other successfully developed areas," he said.

EMCID, along with every other political district, has an interest in doing what it can to provide a solid foundation for economic growth to take place within its borders for the benefit of its residents. The growth generates new jobs and helps to increase the quality of life for residents.

To some degree, the prosperity or stagnation of the economy will take place without much input or interference from governmental entities.

"Growth, however, can't be taken for granted," said McCrady. "EMCID's job as an economic developer is to influence the way in which our area grows as a result of commercial, retail and industrial expansion. If we didn't exist — if we did nothing — East Montgomery County would develop with less than desirable



Left: Brady Wilkins, Executive Vice President of the Commercial Division at The Signorelli Company, and Danny Signorelli, President and CEO, discuss future plans for the Entertainment District at Valley Ranch Town Center. Above: The Signorelli Company and the Board of Directors celebrate the walls of Cinemark Theatres going up this past August. From left to right: Stephen Carlisle, Danny Signorelli, Brenda Webb, Brady Wilkins, Dale Martin, Frank McCrady and Fred Wetz.

establishments which may not be conducive to the family values of our residents. We don't want that; residents certainly don't want those types of businesses around their children.

"In addition to steering positive development to the area, we use our local sales tax revenue — \$.01 - \$.015, depending on the area of the District — to provide incentives to those developments or businesses we feel are a good fit for the community," McCrady explained. "Incentives are well thought out tools utilized by our Board of Directors; they're investments that provide the most efficient use of taxpayer dollars in attracting and retaining certain types of economic activity that will create jobs and provide a greater tax base, which benefits not only EMCID, but public services like our fire departments, law enforcement and others."

It's these types of incentives that drove Signorelli to think bigger, and work with EMCID to imagine, plan, and construct the Valley Ranch Town Center.

Not only will it be nearly 2 million sq. ft. of retail and dining when completed, but it'll include The Pointe, a 550-unit multifamily complex with an on-site dog park, lakefront views and attached garages. It's within walking distance to New Caney ISD's Texan Drive Stadium, the planned amphitheater, and, of course, Cinemark Theatres, which is anticipated to open by February.

"Without this partnership between EMCID and Signorelli that was formed more than a decade ago, we wouldn't have the economic activity going on at the Grand Parkway and I-69. We wouldn't have the jobs and opportunities to shop in our own community," said McCrady. "As Danny said, we'd have some homes and a grocery store. I think it's a pretty great relationship that has benefitted our community in ways we haven't yet even realized."



EAST MONTGOMERY COUNTY SCHOLARSHIP FOUNDATION

Former Splendora Valedictorian Speaks at Gala

Amanda Mitchell Hill, Splendora's 2004 valedictorian, gave the keynote address at the East Montgomery County Scholarship Foundation's annual gala. The event to recognize the Foundation's supporters and raise additional funds was held November 2 at the EMCID Complex with a crowd of about 85.

As featured speaker Amanda Hill took the podium, guests learned that she was raised by her grandparents, and following the death of her grandfather, grew up in extreme poverty, without electricity or running water. She worked three jobs while in high school to help make ends meet, but quickly learned that the only way she'd ever find a way out of the dire circumstances she was in was through opportunities in education. She graduated first from her class from Splendora High School — three weeks after earning an associate's degree from Lone Star College - Kingwood. She used her \$1,000 scholarship from the Foundation and other scholarships to fund her education at Baylor University.

She returned to Splendora to teach, but her ambitions and desire to help children in situations familiar to her childhood drove her to law school. Upon graduation she worked in the Montgomery County District Attorney's Office and the County Attorney's Office. She opened a private practice in 2016 handling juvenile, criminal and probate matters — all legal areas she said would have helped her growing up had she had access to them.

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Entertainment.....Buster Brown Propane Service
Floral.....Jim Clark, Commissioner Pct. 4
Table Linens.....Plains State Bank
Wine.....Porter Drug & Alcohol Screening



Pictured top to bottom: Justin and Amanda Hill; Foundation director Dale Martin introduces his former student, Amanda Hill; former Splendora superintendent Leon Cubillas chats with school district employee Deitra Inkster and board member Kimo Manzella and wife Misty; Lone Star College - Kingwood employees Cassandra Rincones, Maribeth Stitt and Diane Blanco prepare for dessert.





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

Happy Holidays & Blessings in the New Year!

Important Dates

December 2017 - February 2018

EMCID Christmas Open House	December 4	11 - 7 p.m.	EMCID Complex Atrium
Greater EMC Chamber Luncheon	December 6	11:30 a.m.	EMCID Complex Atrium
EMC Scholarship Foundation Meeting	*December 14	12 p.m.	EMCID Complex Conference Rm.
EMC Economic Development Corporation Meeting	*December 14	1:30 p.m.	EMCID Complex Conference Rm.
EMCID Regular Meeting	*December 14	6 p.m.	EMCID Complex Board Room
Christmas/New Year's Holidays (Complex closed)	Dec. 22 - Jan. 1		
EMCID Regular Meeting	*January 11	6 p.m.	EMCID Complex Board Room
Dr. Martin Luther King, Jr. Day (Complex closed)	January 15		
Greater EMC Chamber Luncheon	February 7	11:30 a.m.	EMCID Complex Atrium
EMCID Regular Meeting	*February 8	6 p.m.	EMCID Complex Board Room
Greater EMC Chamber Casino Gala	February 16	6 p.m.	Texan Drive Stadium
Presidents Day Holiday (Complex closed)	February 19		
Law Enforcement Officers Dinner & Awards	February 26	7 p.m.	EMCID Complex Atrium

**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.