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The Insider

**A Logistics Solution:
The EMC Industrial Park**

Because of a lack of cars, certain additives for paint colors — specifically blue — certain breakfast cereals, various other food products, appliances and more, we've had to make some new decisions in the US market. Doctors cannot find medicines, airplanes are delayed while waiting for food deliveries, and even shortages of workers all factor into supply chain issues. We've heard a lot about the supply chain over the last year or two. What is it? The supply chain is the highway of manufacturing, so to speak, that includes transportation and logistics that get goods from where they are manufactured, grown or harvested to where they are going — to a business or individual who has paid for the finished good. Difficulty in finding these things has caused prices to go higher. The pandemic caused many factories across Asia and Europe that make these products or components of the products to shut down or reduce production due to worker shortages. Shipping companies responding to this decrease dropped their schedules dramatically in response to an anticipated decrease in product. This decision was a huge mistake.

When we were home in 2020, many of us decided to spend on experiences such as home improvement projects, adding a home office which included office chairs, printers, and other business equipment. We bought gym equipment, video games, paint and lumber for projects, kitchen items such as mixers and blenders to practice newfound cooking skills. All of these consumer purchases overwhelmed the system and caused a snowball effect.

Factories couldn't produce more of their products, so production stalled, and some facilities closed because the bits and pieces from Taiwan, Europe and Malaysia were not available. Once production resumed, finished products piled up in the warehouse due to shipping container shortages. If you remember, China was sending out masks and hospital gowns all over the world and those ships were returning to Asia with no product. A shipping container costing \$2,200 immediately surged to \$18,000 to move from Asia to the end market. In reality, mini containers were being bumped off the ships for higher-margin container shipping. Companies like Walmart, Home Depot, and others had to wait weeks or even months to get their containers full of product onto ships.

Then, once the products were on ships, there was no one at the ports to unload the containers. They were either quarantined or staying home due to COVID concerns. Truck drivers were quarantined and could not drive. All of these things continued to slow down the supply chain. Many companies responded by putting in additional orders. This again created packed warehouses of items going nowhere. Have you tried to get blue paint or order a blue car? Blue requires 15 chemicals, and the producer may have all but one, and it's stuck on a container ship off the port of Los Angeles. So that would cause a halt in production.

So when will we finally see things get back to normal? The standard answer I have heard from experts is by the middle of 2023. Here in East Montgomery County, our focus is on assisting supply chain companies to become more efficient



and in a better position for the future. One example is the 1.5 million sq. ft. Lowe's Distribution Center, which opened in August. We're currently negotiating with another company that needs 900,000 sq. ft. in the area to be more competitive across North America. These types of projects will continue to look to East Montgomery County, as companies strive to remain competitive. If their competitor develops a better supply chain, then they must respond and develop a supply chain that will keep them on par with their competitor. Job opportunities will continue to move to our area and the global economy inefficiencies will continue to make our area an attractive investment for nationally known companies looking to make EMC their new logistics home. Anticipating great things for our area in 2022 and beyond.



Future Frame Opens First USA Venture



As one of the newest businesses to open in the EMC Industrial Park, Future Frame USA designs and manufactures wooden frames for walls, floors, and roof trusses.

Since this is Future Frame's first venture in the United States, EMCID worked with the owners of Future Frame to find the perfect spot in its Industrial Park, between Gates Engineered Lubricants and the Lowe's Distribution Center operated by Saddlecreek Logistics. Future Frame's parent company is based in Ireland.

"Although Future Frame is a new company, it has decades of industry experts guiding it," Angela Mazzenga with Future Frame said. "Our General Manager has over 30 years of experience building Fully Packaged Off-site Solutions, and its partners have been producing Fully Packaged Off-Site Solutions in Europe for decades."

Using Future Frame's technology reduces the direct framing cycle time and overall build time through process improvements that eliminate redundancies and address potential problems before they happen. This allows for the exacting specifications of any project – residential or commercial – to be custom manufactured for a particular job.

As to why they chose to open in EMC, Angela added, "the location was extremely important to us, as strategic shipping lanes to access all markets within 200 miles was key. With the large distribution centers located here, this brings popularity to a solid workforce. Access to new company benefits also came into play."

New Dining Options Set for Industrial Park

As more businesses open in the East Montgomery County Industrial Park off Gene Campbell Blvd., the need for dining options continually increase. Therefore, EMCID worked closely with a developer to create restaurant choices for the area.

EMCID sold a tract of land to Brazos Management in 2021 to bring new food options benefiting businesses and nearby residential communities. EMCID's EMC Industrial Park consists of 800 acres with all the combined businesses making up the second-largest employer in EMC. The restaurants have not been named yet.



Business Briefs



HomeGoods, Target to Open in Valley Ranch Town Center

According to permits filed with the state of Texas, HomeGoods and Target will join the list of stores in Valley Ranch Town Center situated between Academy Sports + Outdoors and Kroger. Construction is expected to begin on both sites in the first quarter of 2022; an opening date has not been released.

Little Caesars, Wing Stop Added to Caney Crossing Center

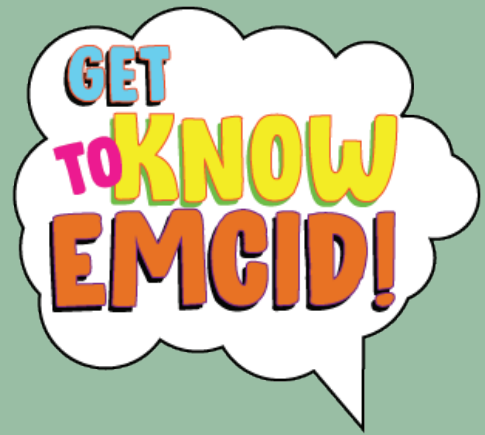
Both expected to open in the first quarter of 2022, Little Caesars and Wingstop will join the Caney Crossing center in front of the Walmart Supercenter New Caney - US 59. Caney Crossing Developer's Criss Cross Executive



Director Ryan Dennard added, "with the ongoing growth in and around New Caney, we expect retail and food choices to continue to expand at the Caney Crossing shopping center in the coming months."

BB's Tex-Orleans Opens Restaurant in EMC

After several months of remodeling, BB opened its doors at 25635 Hwy. 59. BB's specializes in Cajun food with a Texas twist such as fried shrimp, gumbo, po'boys, and redfish and shrimp covered with an Andouille cream sauce just to name a few menu items.



Q: Another Target Store and another Burger King both are nice additions to our community. However, wouldn't it be SO exciting to add some places not so common: a Trader Joe's, The Container Store, Ikea, Wendy's, Fuddruckers, etc.? ~ Tammie

A: It would be very exciting, Tammie! We've also heard a desire for a Whole Foods, Ruth's Chris, and Pappadeaux's. These higher-end additions to the community are big on everyone's lists — including ours. We'll get these types of establishments. But it'll likely be in 5-10 years. 'But our area is growing like crazy!' you say. Yes, but the market isn't ready. Demographics, psychographics (consumer personality and preferences), and traffic counts, as well as cuisine type and restaurant style all affect where a restaurant, for example, decides to open.

For instance, fast food restaurants are looking for a community with a 15-35 age range, whose decision to get food is spontaneous, unplanned and often connected to another activity like shopping. Their target community has a lower income profile, high population density and high foot traffic. On the other end of the spectrum is fine dining. These restaurants are looking for communities of 35 and older, high-income couples and executives dining out, are willing to pay high price points and have high service expectations. Their dining is typically pre-planned and booked in advance and they're willing to drive up to 30 minutes from home.

The age in our community is there (average age 34.3), but our household income isn't enough yet to be a good match for these places. While our average household income is about \$75,000 (a 13% increase over 2016!) and can definitely support fast food and casual dining, the National Restaurant Association defines a high-income household as one making at least \$100,000. As more people look to escape Harris County and others from outside the state move in, our demographics will become more in line with drawing higher-end dining and shopping.

Do you have a question for us? Scan the QR code and submit your question to be answered in a future *Insider*.



EMCID to Honor Law Enforcement Feb. 22

As a way to say “thank you” to local law enforcement officers, EMCID hosts the annual Law Enforcement Appreciation Dinner.

This year’s dinner will be held on Feb. 22 at the Nathaniel Center located at 804 Russell Palmer and will feature Will Summers as the guest speaker.

Following the attacks of 9/11, then SSG Will Summers participated in a heroic 12-man Special Forces team of “Green Berets” on an impossible mission into Afghanistan.

They would ride to war on horses to fight the enemy and liberate the strategic city of Mazar-i-Sharif within a matter of weeks. Along with follow-on special operations teams successfully overthrow the Taliban regime and put al-Qaeda terrorists on the run. This is considered one of the most successful unconventional warfare campaigns in modern history.



The “Horse Soldiers” are the design inspiration of the “America’s Response Monument,” a tribute to Special Operations Forces and Intelligence Community.

Currently living in Texas with his wife of 24 years and 10 of their 11 children, Will and his business partners, now operate a nationally growing craft distillery brand, featuring their award-winning Horse Soldier Bourbon which is available in 12 states currently and online.



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The Atrium Center Adds Event Coordinator

After college and moving out-of-the-state for a few months, Arianna Fake knew coming back to East Montgomery County – where she grew up – would be the perfect place for her first home and start her professional career.

Arianna worked as a communications intern and a seasonal staff member at A Holiday to Remember with EMCID in 2020 before being hired on in 2021 as an event coordinator for the Atrium Center. A New Caney High School graduate, Arianna jumped at the chance to work at the Atrium Center, where EMCID's offices are located since she believes that EMC is a growing community with great schools and plenty of opportunities to grow.

She recently completed her wedding venue professional certification through Wedding MBA, the gold standard of education and excellence within the wedding industry, which will further help her serve brides and other clients to the best of her ability when they book an event at the Atrium Center.

At the Atrium Center, Arianna's responsibilities include client booking, client consults, sales, and event planning to name a few of her duties. She serves as the frontline for clients looking to book with the event venue, walks them through the space, aids in the layout of their event and event timeline, along with keeping track of their documents and payments.

When she is not coordinating events, Arianna enjoys photography, travel, and reading, but most importantly, loves spending time with her family and friends when possible.



Bridal Open House Set for Jan. 30

The Atrium Center welcomes all brides-to-be and anyone who may be interested in hosting their special event at the venue to attend an Open House on Sunday, Jan. 30 from 2-5 p.m. Open House guests will have the chance to tour the venue including the bridal suite, outdoor reception areas, the atrium among other event spaces in the Atrium Center. For more information, visit atriumcentertx.com.



Received something sparkling
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AtriumCenterTX.com

Lessons Learned through EMC Teen Court

One of the main things Justice of the Peace Precinct 4 Jason Dunn wanted to accomplish was getting local high school students involved in judicial processes. Thus, Judge Dunn's Teen Court was launched and is held once a month in his courtroom in EMC.

EMCID sponsors refreshments and dinner for Teen Court participants to enjoy before court begins.

"Teen Court was something I wanted to do before taking office and thought it might take a little while to get started, but we were able to get it off the ground quickly. We are thankful to EMCID for the sponsorship that helped to move this program along," said Dunn. "We met with the New Caney and Splendora ISDs' administrators to come up with a way to recruit students, who are in law enforcement-type classes, to participate in Teen Court."

Since the beginning, they have had approximately 40 students volunteer to participate in Teen Court where they simulate different roles such as the prosecutor, the defense team, bailiff, jury members and even the judge.

The cases in Teen Court are real citations issued to minors for things such as speeding, minor in possession of alcohol or minor in possession of drug paraphernalia to name a few of the cases that appear on the juvenile docket.

"The juvenile on the docket either pleads guilty, not guilty or no contest. If they plead not guilty, they will have a trial down the road or will have to pay the fine. If they plead guilty or no contest, the juvenile has the option to go through Teen Court if it is their first offense," said Dunn. "We make sure that Teen



Court is beneficial for the juvenile before we start them with the program. For example, if a juvenile is caught with drug paraphernalia, the fine could be \$450 which they may not be able to afford nor can their parents, so teen Court is helpful to everyone involved."

According to Dunn, the parent must come with the juvenile to Teen Court where the juvenile does have to testify and then a jury of the juvenile's peers will assess the penalty. The juvenile then has 90 days to complete whatever judgment was handed down and then the charge is removed from their record.

"We want to make this a learning experience to benefit our teens here in EMC," said Dunn. "Plus, I think it makes much more of an impact when they receive a penalty from their peers. Jury service in Teen Court can also help pay down a fine."

Dunn even has several prosecutors from Montgomery County come in to help mentor the students participating in Teen Court.

In the future, Dunn wants to bring in prominent members from the community to serve as a judge during Teen Court to see how the process works and receive more community support for the program.

"Teen Court is all about participating," said Dunn. "I truly believe this will be very beneficial for teens in East Montgomery County and is humbling for teens who have received a citation. This is a great opportunity for students to learn more about the court system, how it works and consequences for their actions."





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Important Dates

January - February 2022

EMCID Regular Board Meeting
Martin Luther King Jr. Day (EMCID Office Closed)
The Atrium Center Open House
EMCID Regular Board Meeting
President's Day (EMCID Office Closed)

January 13*
January 17
January 30
February 10*
February 21

5:30 p.m. The Atrium Center, Suite 200A
2-5 p.m. 21575 Hwy. 59, New Caney
5:30 p.m. The Atrium Center, Suite 200A

**Dates subject to change*

Please visit www.emctx.com/community/festivals for an up-to-date listing of events.

The Insider is a bi-monthly newsletter produced by the East Montgomery County Improvement District. Please direct questions or comments to: Kelley Mattlage, Chief Communications Officer, kmattlage@emctx.com.