



The Insider

Jason Derulo, Flo Rida, 90s Hip Hop Artists to Headline New Music Festival

Rock the Ranch Music Festival is ready to excite audiences this May! Set to be an annual event hosted by the East Montgomery County Improvement District, the inaugural event will take place May 12 and 13 in the heart of the new Valley Ranch Town Center at the Grand Parkway and Interstate 69.

The event, which includes a BBQ cook-off, free-style motocross performances, street performers, and camping, will also showcase two nights of headline performances in the planned 12,500-capacity amphitheater.

Friday night Rock the Ranch will welcome Jason Derulo to the stage to bust out hits like "Want To Want Me," "Wiggle," "In My Head" and "Talk Dirty." GRAMMY nominated Flo Rida takes the stage Saturday with hits like "Low," "My House," and "Right Round." The I Love the 90s Tour will feature performances from Salt n Pepa, Vanilla Ice, All 4 One, Color Me Badd, Tone Loc, and Young MC.

Full weekend admission to the festival starts at just \$119; kids 12 and under are free. VIP packages and private concert cabanas are also available.

Single event day tickets will go on sale later this month.

To purchase tickets, visit:

<https://www.ticketfly.com/purchase/event/1408578>

For more information on Rock The Ranch Music Festival, visit:

www.RockTheRanchTX.com

EMCID will not hold the Spring Extravaganza this year so that it may focus its efforts on a fantastic Rock the Ranch Music Festival May 12 & 13!



WWW.ROCKTHERANCHTX.COM

A Message from Our President & CEO



Frank McCrady
President & CEO

Never Give Up on the Pursuit of Greatness

My favorite quote is one by Sir Winston Churchill, in which he conveys the message to never, never, never, give up. In the face of overwhelming odds a country's leader was reaching out to make the world aware the small island of England would never yield to a larger German force.

In most instances our community competes with larger communities such as The Woodlands, Houston, and Sugar Land for companies we are pursuing, and we cannot afford to give up. We must continue to say we can always do better. Our organization

and our Board cannot be complacent with what we have and pause, as the communities we serve are owed nothing less than our steadfast pursuit of greatness.

Greatness is coming with retail and commercial development, and East Montgomery County will be recognized as the new developing market that businesses will want to be a part of if we market our community correctly. We are on track with recruiting new retailers from outside our district. I was walking around Sam's Club on opening day in January and the excitement and appreciation our community had for this new store was evident as I rounded each corner of the warehouse. Kroger, Hobby Lobby and Chili's are next to open, so be prepared!

In our pursuit of new development, however, we cannot forget about the locally owned businesses that are already here. EMCID currently has employees who are undergoing extensive training in order to enhance our business retention plan that identifies expansion opportunities for businesses in our community. After modifying our plan, our employees will then reach out to our local companies. A business retention program must include a value proposition as to why a business should expand in East Montgomery County and not move elsewhere. An owner's decision to stay or go must be made based on relevant information to the business's operation and not on emotions.



“Our organization and our Board cannot be complacent with what we have and pause, as the communities we serve are owed nothing less than our steadfast pursuit of greatness.”

A business is more likely to stay when it has strong connections within a community. Whether those relationships are made through social media or face-to-face interactions, that willingness to work together demonstrates a community that's ready to grow together.

Let me tell you about one such example. EMCID received a grant from the Governor's Office of Small Business Assistance last year to inform businesses about our business services and financial incentives designed to create expansion opportunities for companies in the East Montgomery County area. We held four resource workshops last fall for business owners to explore expansion options; several great networking opportunities resulted from these events. One example was with local craft beer producer Bobby Harl of Back Pew Brewing and La Casita Mexican Restaurant's Steve Rodriguez. The two both attended a workshop in September. Harl wasn't aware that the restaurant — and potential client — was only a few miles down the road from his facility. By bringing these two business owners together in this setting, the men forged a new relationship that resulted in Back Pew's products being sold at La Casita and new business opportunities for both.

Working together is the key to ensuring local opportunities can be leveraged and businesses can flourish. We will never give up on that or our commitment to this community. We'd love to work with you. Please call our office if you are looking to expand your business or feel that we may be able to assist you with making a connection with another local business.

Contact us today!
www.emctx.com/contact-us
281.354.4419

Economy

Sam's Club and Others Open at Valley Ranch Town Center; Kroger and Hobby Lobby to Open this Spring

EMCID's Board of Directors helped Sam's Club cut the ribbon to its New Caney store before its soft opening, which was held Wednesday, January 25. The store, located in the Valley Ranch Town Center, features new amenities not found at its other clubs, like a full service sushi bar and expanded seafood selection, organic and grass-fed beef and other premium meats, spacious walk-in coolers, upgraded café with a digital ordering station, and a health and wellness center with a pharmacy, hearing and optical center. Memberships range from \$45 - \$100.

“We couldn't be happier that Sam's Club is now a fixture in East Montgomery County,” said Frank McCrady, EMCID President and CEO. “This is a company that doesn't make mistakes when choosing locations. They've done their research, and they know our area and surrounding communities will support this store. That's good for shoppers who want to make smart buying choices. That's good for our residents who are looking for jobs. And it's certainly a great thing for our local economy.”

Club Manager Taylor Jones says out of his 200 employees, approximately 160 are from the East Montgomery County area.

Vroom! Speedsportz Races to an Anticipated April Grand Opening

Speedsportz Racing Park, a high speed European-style outdoor karting facility located at the Grand Texas Sports and Entertainment District in New Caney, hosted the EMCID directors in January. The tour and opportunity to race karts followed a successful soft opening of Speedsportz's half-mile concession rental track on December 26.

“We've had a really good turnout of people here since opening, and we couldn't be happier with the potential for long-term success here,” said Alan Rudolph, co-owner and President/Operations Manager of the park and the Alan Rudolph Racing Academy.

One race is about 10 minutes or 12 laps. Participants must be at least 12 years old and 55" tall.

“This will be an awesome addition to the growing amenities in East Montgomery County,” said



From left to right: EMCID Directors Stephen Carlisle, Leonard Rogers, Fred Wetz, Katherine Persson and Martin Zepeda, Club Manager Taylor Jones, EMCID Chairman of the Board Brenda Webb, Director Scott Hesson and President and CEO Frank McCrady.

Panda Express and Party City opened during the Christmas holidays. Sally Beauty Supply opened January 30.

Kroger Marketplace is scheduled for an April 5 opening. Hobby Lobby is expected to open in either April or May.



From left to right: Alan Rudolph, co-owner and President/Operations Manager of Speedsportz Racing Park and Alan Rudolph Racing Academy; Dale Martin, EMCID Director; Frank McCrady, EMCID President/CEO; Brenda Webb, EMCID Chairman of the Board; Fred Wetz, Scott Hesson, Stephen Carlisle, Leonard Rogers, and Martin Zepeda, EMCID Directors; and Ron Hill, Sales Manager of Speedsportz Racing Park.

Frank McCrady, President and CEO of EMCID. “We appreciate Alan and his effort to bring a venue of this quality to our community.”

(continued on page 4)

Economy

New Caney Customs for All of Your Custom Car and Hot Rod Needs



German native Holger Butzelar arrived in the area about 10 years ago and has managed to carry over the success of his classic car/parts sales and hot rod business in Europe across the pond to East Montgomery County doing business as New Caney Customs LLC.

He has mainly continued to export classic American cars and sell parts online because he operates out of his home.

"I specialize in hot rod parts for cars from 1930 to 1980. I keep all steering, lights and engine accessories in stock and can say that no one else has the inventory I have," he says. "I go to almost all of the big swap meets in Texas with my trailer set up."

There's just one problem, he says.

"I need a store front, displays, and space for the customer who wants to come in and buy items on the spot. There are a few small shops that can order parts, but no one has the stock I have in a radius of at least 250 miles."

He's getting that needed space at the East Montgomery County Industrial Park.

"Holger's got an amazing business exporting cars and parts to buyers across the globe," said Frank McCrady, President and CEO of EMCID. "EMCID saw an opportunity to help expand the success of his business with the addition of a store and warehouse where people can actually take a look at all he has to offer. That's what we're here for."

The East Montgomery County Economic Development Corporation, a subsidiary of EMCID, provided low interest financing for the construction of a facility. Butzelar expects to move to his new location by late summer.

For more information about New Caney Customs, go to www.newcaneycustoms.com.

Splendora Salon to Expand Services



The Board of Directors presented Haley Overstreet, owner of Color Me Beautiful salon, a check for \$5,000 at the January meeting. The incentive funds will help cover expenses to expand her salon in Splendora, adding an area for men's haircuts.

(Speedsportz, continued from page 3)

The main park building where the public will enter, register and pay for races includes a gaming area, restroom and locker facilities, a training/instruction room, and a hall for group or corporate events. A race track viewing deck is also available.

A separate .8-mile performance track and facility is adjacent to the rental track. This area will be utilized by professional karters and those enrolled in the racing academy.

A grand opening for the entire park is scheduled for April. To learn more about Speedsportz Racing Park and the Alan Rudolph Racing Academy, go to www.speedsportzracingpark.com.

Community

Board Awards \$201,007.73 in Fall Grants, Proposes Changes to Grant Criteria for Spring

The Board of Directors presented checks in December 2016 and February 2017 to 15 agencies and organizations for 18 community development grants totaling \$201,007.73. The grants were approved at the Board's regular meetings in November and January. 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. Mini grants are available for up to \$5,000 and require no match from the organization. Regular grants are available for up to \$30,000. Non-profit applicants of this type of grant must have at least 33 percent matching funds for their projects; taxing entities must have at least 50 percent of matching funds.

The total 2016-2017 community development grant budget is \$250,000.

The Board of Directors implemented changes to the grant program, which may be found in detail on the application, available online at www.emctx.com or in the office. Applications for the Spring grant cycle are due by March 27 at 5 p.m.

	Boy Scouts Troop 1011/ Cub Scouts Pack 911 \$4,381.00 Storage building for camping equipment	Mission Northeast \$30,000.00 New parking lots	
	Boys Scouts Troop 1011 \$4,286.24 Expand the Youth Leadership Program	Montgomery County Constable, Pct. 4 \$10,000.00 (2 mini-grants) Upgrade outboard motor for inflatable rescue boat and new motor for air boat	
	City of Splendora \$14,406.00 Restroom facility at Heritage Park	Montgomery County, Pct. 4 Senior Center \$5,000.00 New TVs and upgraded sound system	
	Cub Scouts Pack 911 \$1,882.73 Canopy, tables and a turkey fryer kit	Patton Village Police Dept. \$29,894.50 New uniforms, body cameras, radios and non- lethal defense options	
	Friends of the R.B. Tullis Library \$6,000.00 Books, eBooks, books on CD and movies	Splendora FFA Booster Club \$26,610.66 Trailer for transporting student projects	
	Friends of Splendora Ag \$4,792.60 Materials for the annual Sporting Clay Shoot fundraiser	Splendora ISD \$5,000.00 A Chain Reaction Interactive Session, part of Rachel's Challenge	
	Heaven's Army of Resources & Recreation Center \$5,000.00 Toys and bicycles for annual Operation Giving Heart	Splendora ISD Police Dept. \$3,754.00 New bullet proof vests	
	Humble Area Assistance Ministries (HAAM) \$15,000.00 Food fairs and rent assistance for 12 families	Not pictured: New Caney New Horizons, Inc., \$30,000.00 Splendora ISD - Project ELL, \$5,000.00	

Community

Safe Shopper Program Deters Shoplifting, Allows Opportunity for More Felony Arrests



*Data not available from 1/12 - 1/31/2017 before publication went to print
 **Due to misdemeanor charges bumped up to felony charges for habitual offenders

EMCID and the Constable's office teamed up for a fifth year to provide additional security at high traffic shopping areas during the holiday shopping season, from October 15, 2016 to January 31, 2017, as part of the Safe Shopper Program. The Board approved \$50,000 for extra patrols.

Deputies arrested 28 shoplifters, 35 people on misdemeanor charges and 66 people for felonies through January 11*, or over an 89-day period. 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 span, that equals a 34 percent decrease in shoplifting occurrences, a 31 percent decrease in misdemeanor arrests and a 180 percent increase** in felony arrests over the past five years.

EMCID Presents Check to ESD #7



The Board presented a check in January for \$300,000 to Chief Howard Rinewalt and ESD #7 President Jan Peterson on behalf of the East Montgomery County Fire Department. The funds are part of EMCID's continued support of ESD #7 and expanded fire protection for residents in New Caney and Splendora.

A Huge Thank You to the Sponsors of the
East Montgomery County
 Scholarship Foundation

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Rotary

The Rotary Club
 of East Montgomery County
 will celebrate its 20th anniversary
 Saturday, March 25 at 11 a.m.
 at the
 NCISD Texan Drive Stadium
 Community Room.
 Tickets are \$40/person.
 Contact Dr. Rose Austin at
 roseaustin5910@yahoo.com or
 (713)502-9188 for more information.

Education

Local Businesses, Community Leaders Support Scholarships Through Foundation

Businesses and the community came together in November to celebrate the success of the East Montgomery County Scholarship Foundation's (EMCSF) work to provide every high school graduate in East Montgomery County a scholarship. A gala, featuring two scholarship recipients as guest speakers, was held at the EMCID Complex November 1. To date, the EMCSF, which is a non-profit charitable organization under EMCID's umbrella, has paid out more than \$2.8 million in scholarships since its inception.

The EMCSF gives \$1,000 scholarships to all graduating seniors from New Caney ISD and Splendora ISD, along with those who graduate from private school, home-school programs or get a GED.

In addition to the \$1,000 scholarship awarded to local graduates, EMCSF offers a \$500 merit-based scholarship to college students and a \$750 internship program.

"Because of the participation of all the past and present donors, the EMCSF is excited about the growing and expanding minds of the future leaders of our community and this great nation," said Brenda Webb, Chairman of the Board.

Megan Silva Hartwick, a 2010 New Caney High School graduate and 2015 Lamar University masters degree recipient, and Nia Ramirez, a 2012 Splendora High School graduate and current undergraduate at Sam Houston State University, spoke at the gala about the opportunities afforded to them through the financial assistance from the EMCSF.

Danny Signorelli, CEO of The Signorelli Company and developer of the Valley Ranch Town Center, received a plaque of appreciation for his support



Top picture: Brenda Webb, Chairman of the EMCID Board of Directors and the EMCSF, presents Danny Signorelli with a plaque of appreciation for his overall sponsorship of the gala and pledged financial commitment to the Foundation. Above: Nia Ramirez and Megan Silva Hartwick, guest speakers and scholarship recipients.

of the scholarship foundation through his commitment to provide the foundation with \$7.5 million.

\$1,000 FOR **SCHOOL**

GRADUATE or GET YOUR GED & IT'S YOURS!

Use the EMCID scholarship at any college, trade school or university.

Apply at www.emctx.com/scholarships/applications.

An educational development initiative of the East Montgomery County Improvement District & the East Montgomery County Scholarship Foundation.



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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

March 2017 - May 2017

Deadline to Submit Merit Scholarship Applications	March 1	5 p.m.	EMCID Complex
Greater EMC Chamber Luncheon	March 1	11:30 a.m.	EMCID Complex
EMC Scholarship Foundation Meeting	*March 9	12 p.m.	EMCID Complex
EMC Economic Development Corporation Meeting	*March 9	1:30 p.m.	EMCID Complex
EMCID Regular Meeting	*March 9	6 p.m.	EMCID Complex
Daylight Saving Time Begins	March 12	2 a.m.	
Spring Break	March 13 - 17		NCISD, SISD, LSC
Rotary Club of EMC 20th Anniversary Celebration	March 25	11 a.m.	Texan Drive Stadium
Deadline to Submit Grant Applications	March 27	5 p.m.	EMCID Complex
Greater EMC Chamber Luncheon	April 5	11:30 a.m.	EMCID Complex
EMCID Regular Meeting	*April 13	6 p.m.	EMCID Complex
Good Friday Holiday	April 14		
Free Children's Immunizations	April 26	9:30 - 1:30 p.m.	EMCID Complex
Greater EMC Chamber Luncheon	May 3	11:30 a.m.	EMCID Complex
EMCID Regular Meeting	*May 11	6 p.m.	EMCID Complex
Rock the Ranch Music Festival	May 12 - 13		Valley Ranch Town Center
Memorial Day Holiday	May 29	Closed	

**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.