



Volume 8, Issue 2 March 2022

# The Insider

*Spring  
is for  
Brides.*

 THE  
ATRIUM  
CENTER



*The Atrium Center  
is for Receptions.*





Hello, first quarter 2022! As we move forward and tackle the new year, there are many opportunities that we should embrace to make East Montgomery County a great place to live and raise a family. The East Montgomery County Improvement District is an organization recognized across the country with excellence in business recruitment, community development, and providing educational opportunities for our local residents. Our organization is a certified Foreign Direct Investment community. We have companies from Mexico, Sweden, Denmark, South Africa, Ireland, Canada, and Korea that now make our little community their home.

This year I assumed the role of Chairman of the Southern Economic Development Council, which is the professional trade association for economic development for the 17 states in the southeastern area of the United States. Being selected to fulfill that role from among my 1,000 peers is an honor, yet it signifies the accomplishments of our organization in being recognized as a leader in the southeastern United States. Being a leader in our industry is a nice accolade, but leading an organization is one of the things I wanted to discuss this month.

Eight attributes in providing leadership in economic development also apply to any industry.

First, as a leader, we always place a strong emphasis on benefits, not features. In promoting East Montgomery County, for example, we highlight the tax benefits to the business and not necessarily the feature of being in a rural environment. Financial considerations always come first in business decisions for industrial development.

Second, we try to make our offer exclusive. Our area only has so much land, and as it is used up there is less available for additional development in the future; therefore, act now and there will be no concerns of land availability in the future.

Third, we ensure our message has a great subject line. In doing so, we clearly ensure the customer understands what we do, where we're located, and the benefits of the area around us.

Fourth, we provide guidance and strategies to companies regarding land development, facility development, and labor opportunities in our community.

Fifth, we ensure that we have clear, concise, and direct language in our marketing whether it be in English or any foreign language.

Sixth, we focus on the actual offer for business development. In doing so, we ensure that an actual offer is made and that it is clear and has no ambiguity or innuendos.

Seventh, we make the offer readable, as well as verbal to ensure no assumptions are made which could lead to closing difficulties.

Eighth, details are critical to ensure there is no miscommunication. Details are imperative, even to the point where we are familiar with our client's business needs as well as their family needs in making a decision. It must be the right decision for their family and their business for the transaction to make sense.

I hope you can apply these practices to your business and turn them into growth opportunities, as well as employ more residents of our community as you continue your success.



*Jack McCurdy*



# Business Briefs

## Two Hens Boutique Debuts in Splendor

Two Hens Boutique opened a new shop located at 14358 US-59 Business in Splendor next to Color Me Beautiful. The boutique features clothing, shoes, accessories, and more. Two Hens Boutique was a vendor at several of EMCID's holiday markets before following their dreams by opening a storefront in EMC.



## Hippo Burgers Expands Footprint to Northpark Drive



Hippo Burgers opened its newest location in EMC at 1310 Northpark Drive, Suite 900, next to Pinspiration Kingwood and Smallcakes Kingwood.

## Burger King, McDonald's Open in EMC

For residents looking for a quick meal, two new fast-food restaurants opened in EMC. A new Burger King opened in New Caney and is open 24 hours a day. The new restaurant is located at 20185 Hwy. 59, in front of La Michoacana and Planet Fitness. The new McDonald's is located near the Cumberland Crossing neighborhood and the intersection of FM 1314 and the Grand Parkway/99.



# Grant Cycle Opens

Twice a year, EMCID provides funding for nonprofit organizations and governmental agencies through Community Development Grants.

The District receives and reviews funding requests in March and September, for projects, programs, and items which improve the quality of life, community image, health and safety, and general welfare of residents, employers, and consumers within East Montgomery County.

The Community Development Grant applications are due by March 28 at 5 p.m. Applications submitted past 5 p.m. on this date will be rejected.

For more information, scan this QR code.



# Valley Ranch Academy Opens



Valley Ranch Academy opened its doors in January to provide childcare to kids ages 6 weeks to 5 years old and after-school and summer opportunities for children 6-12 years old.

Located at 21617 Valley Ranch Crossing in Porter, registration is open though there is limited space for infants



# The Atrium Center



Complete with updated paint colors and fixtures throughout the building, the Atrium Center is open for events, hosting its first wedding near the end of 2021. The Atrium Center is the perfect place for events like conferences, business meetings, quinceañeras, and weddings.

The Atrium Center located at 21575 Hwy. 59 in New Caney is also where the East Montgomery County Improvement District, the Montgomery County Pct. 4 Constables detectives, and Greater East Montgomery County Chamber of Commerce Offices are housed.

Improvements to the venue included new carpet and event space furnishings, paintings by local artists to enhance the building's contemporary style, a bridal suite, and an enlarged outdoor space by the pond and fountains. In all, the venue includes about 15,000 square feet of leasable space, plus outdoor areas.

One of the newest additions – the bridal suite – allows for natural light to pour through the room and provides a space for brides and the bridal party to get ready for the big day in front of lighted mirrors, comfortable couches, and a private bathroom.

"In June 2021, we made the announcement that we were making some changes to the building, not remodeling, but kind of freshening things up, with new paint, new carpet," EMCID Chief Communications Officer Kelley Mattlage said. The majority of the budget for renovations went toward the addition of a fire-suppression system and other maintenance improvements to the two-decade-old building.

The updates also provided additional space for businesses and local organizations to host meetings and educational seminars and enough room for a convention or conference.





# Opens for Events



# EMCID Facilities, Vendors Manager Hired

Growing up in EMC, Matt Lyles has seen the area go through many changes, which is why he jumped at the chance to join EMCID as the Manager of Facilities and Vendor Services.

In 2019, Matt graduated with a B.S. in Ecological Restoration from Texas A&M University. Recently, Matt was working in Florida overseeing environmental work in swamps, woods, and the Everglades, when the opportunity to move back home presented itself.

As the Manager of Facilities and Vendor Services, Matt works with vendors on projects in the Atrium Center, including ongoing updates, and other EMCID properties. In the future, he hopes to improve facility efficiencies and green spaces within our properties and integrate his knowledge of ecology into EMCID's future projects.

Since he grew up in EMC, Matt will bring the perspective of a local and strive to preserve the traditions of East Montgomery County while simultaneously moving forward.

When he is not working, Matt enjoys fishing, woodworking, and spending time with his wife and daughter.





# EMCSF Donates to Pilot Program

To assist adults interested in job training certification classes, the East Montgomery County Scholarship Foundation (EMCSF) presented \$10,000 to the nonprofit, Mission Northeast, to provide these opportunities at Lone Star College-Kingwood.

The EMCSF Board voted to approve the funding to Mission Northeast to help adults further their education and job training at Lone Star College-Kingwood which is in line with the foundation's mission to furnish educational aid to the community. The EMCSF provides \$1,600 scholarships to all high school graduates from New Caney and Splendora ISDs as well as merit scholarships for current college students who received the \$1,600 scholarship.

“This program would be available for adults who do not qualify – age-wise – for the \$1,600 EMCID provides for area high school graduates,” Mission Northeast Executive Director Pam Dickson said. “An exciting aspect of our partnership is a mentoring program through LSC-K. We will begin having a twice-monthly representative from LSC-K available to meet with Mission Northeast clients to introduce them to higher learning opportunities.”



*From left, EMCSF Board Member Fred Wetz, Mission Northeast Board Member Jan Peterson, EMCID President/CEO Frank McCrady, Mission Northeast Executive Director Pam Dickson, EMCSF Chair Brenda Webb, LSC-K President Dr. Melissa Gonzalez, and EMCSF Vice Chair Dr. Cassandra Rincones.*

# EMCID Donates to EMC Fair Association

For the past four years, the East Montgomery County Improvement District added 10 percent to all auction sales at the East Montgomery County Fair Buyer's Auction. The add-on allows New Caney and Splendora ISD Ag students to take home all the money earned with their animals at auction.

The EMCID Board of Directors presented a \$54,665 check to the East Montgomery County Fair Association for the 2021 auction that benefited 134 students.

"We are very thankful for EMCID's support," Luther Sherrouse, EMCFA President said. "With EMCID's 10 percent add-on to all EMCFA auction sales, the students participating in the fair keep all the money earned during the sale instead of us having to take 10 percent to cover the costs of the fair. This helps our students tremendously."

The Directors first approved adding on 5 percent to everything sold at the EMCFA Association Buyers' Auction approximately 15 years ago. In 2017, the Directors voted to increase the add-on to 10 percent to every sale after the devastation from Hurricane Harvey.



*From left, EMCID Directors Dr. Katherine Persson, Martin Zepeda, Leonard Rogers, EMCID President/CEO Frank McCrady, EMCID Director Ron Willingham, and EMCFA President Luther Sherrouse.*

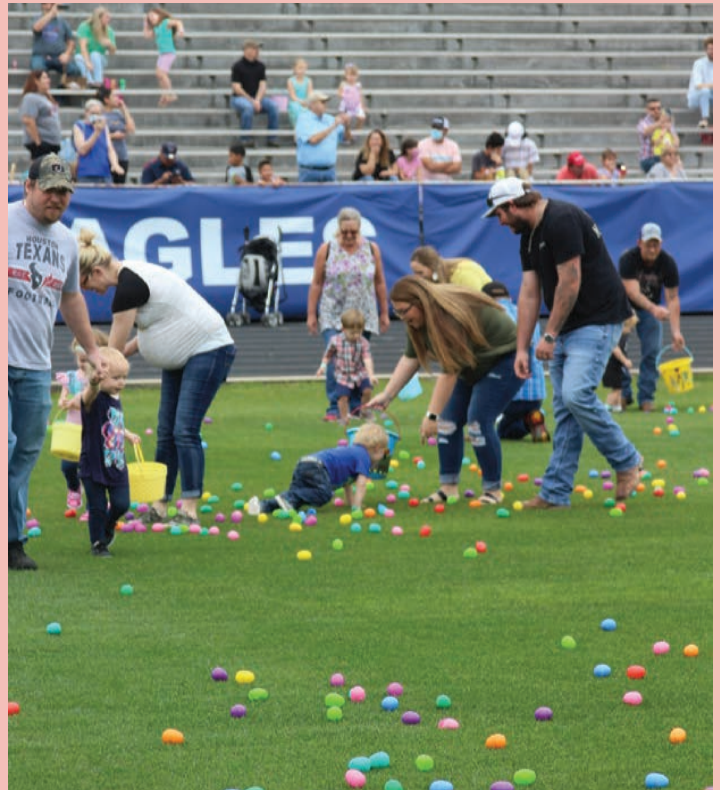
# Egg Hunt, Mini-Market to be Held April 9

More than 80,000 eggs and a spring mini-market await you at EMCID's FREE Eggcellent Event on Saturday, April 9 at Don Ford Stadium located at 22784 Hwy. 59 in Porter. On-site egg hunt registration and market begin at 9 a.m. Egg hunts start at 10.

There will be four different egg hunts starting with children with disabilities and those two years old and younger at 10 a.m. Children ages 3-4 years old will participate in their egg hunt at 10:30 a.m., 5, 6, and 7-year olds hunt at 11 a.m., and the egg hunt for children 8-12 years old will be at 11:30 a.m.

In addition to the egg hunt, guests can shop at several local vendors set up to sell something for everyone in the Spring Mini-Market. Vendors such as Collections by Mimi, Peace, Love, & Jam Society, Los Muertos Beard Company, Scrunchie Daze, KDLu Designs, and So Stinkin' Cute will be there to name a few.

The Mini-Market vendors will be open from 9-12 p.m.



# Community Development Grants Awarded



*The EMCID Board of Directors presented checks to recipients of the 2021 Fall Community Development Grants. The following organizations were awarded grant money for projects within EMCID's boundaries: City of Woodbranch Village Police Department, Community Assistance Center, Mission Northeast, New Caney High School Project Graduation, New Horizons - New Caney, Porter Spartan Women Basketball Boosters, Splendora Athletic Booster, Splendora High School Project Graduation, and Porter Veterans of Foreign Wars 4816.*





\*\*\*\*\*ECRWSS\*\*\*\*

Local  
Postal Customer

PRST STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM Retail

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



**\$1,600**  
**for all graduates**  
**within the**  
**EMCID boundaries**



## Important Dates

### March - April 2022

EMC Scholarship Foundation Meeting	March 10*	12 p.m.	The Atrium Center, Suite 200
EMC Economic Development Corp. Meeting	March 10*	1:30 p.m.	The Atrium Center, Suite 200
EMCID Regular Board Meeting	March 10*	5:30 p.m.	The Atrium Center, Suite 105
EMCID's Eggcellent Event & Spring Mini-Market	April 9	9-12 p.m.	Don Ford Stadium
EMCID Regular Board Meeting	April 14*	5:30 p.m.	The Atrium Center, Suite 105
Good Friday (EMCID Offices Closed)	April 15		

*\*Dates subject to change*

Please visit [www.emctx.com/community/festivals](http://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](mailto:kmattlage@emctx.com).