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The Insider



EMCID DAY IS JUNE 12!



Suburbs as we know them are changing forever. Partially exacerbated by the effects of the pandemic, residents are leaving cities in droves in search of more favorable living conditions where more space, privacy, and affordability offer what some consider to be a more comfortable lifestyle. But as time goes on, and development sprawls, it's harder to tell where cities end and suburbs begin.

What was once seen as a slower way of life is seeing new developments and mixed-use centers that rethink density, walkability, sustainable impact, and diversity — all critical factors that are considered when planning some of the largest and most dense urban cores in the world. In 70 years will there even be such a thing as a suburb anymore? Or will these areas find a way to redevelop their own to become an extension of a city?

It's first important to define what these suburbs are — not just “city adjacents” like the conglomerate of urban centers located in urban Houston — but more stand-alone cities that have long been associated with urban sprawl and the reliance on automobiles and the dominance of low-rise, low-density, single-use, private buildings that characterizes them. While for many years, there were distinct architectural markers that clearly delineated what was urban and what was suburban, that boundary has begun to blur, making the city outskirts feel not so different than the cities themselves.

Our area is in transition. Though our boundary touches the city limits of Houston, we certainly do not want to be the impediment to quality development the way the city of Houston is thought of with developers. Who knows what the future development of Porter and New Caney hold, or even further reaches such as Splendora.

Whether you have just joined our community, been here like me for 18 years, or lived here 50 years, change is coming and it is accelerating. Former EMCID board member Dale Martin, who we lost way too soon, always said “government always works better for those who
2 participate.” We do receive comments and feedback from

our community from time to time but I again want to ask and ensure our organization is accomplishing what you as a resident of our community wants to see happen.

We have been approached about more park facilities, recreational opportunities, and better outdoor activity centers for younger kids, as well as, more activity opportunities for our teens. More restaurant and shopping development is always reflected in what the community wants. A large event center or facility to accommodate our local seniors' graduation ceremonies has been identified as a need on several occasions.

This input from our community provides a groundwork for our board to expand on these ideas to make our community a better place for us all. We will always continue to receive your ideas and thoughts with an open mind and ensure they are captured in our overall growth plan for our area and ensure your voice is included in the future development of our community.

The pandemic has changed the way many local governments are operating, but rest assured we will always be open to listening to our community's desires and wants. The underlying principle of local control is the foundation of why we were created — to not allow the city of Houston or the state of Texas to determine our area's development — and we can influence that aspect with your help. Please stay engaged with our organization and continue with the great ideas our board can execute. Thank you.



Josh McCurdy

Lowe's Distribution Center Progresses



Crews have worked for months to clear the land where the Lowe's Distribution Center will call home in the East Montgomery County Industrial Park in New Caney.

Lowe's Companies, Inc. is expected to open a 1.5 million sq. ft. regional distribution center in July which will bring approximately 200 jobs to the area and will be the largest industrial building in all of Montgomery County.



EMCID worked with real estate developer CRG to bring the home improvement company's project to East Montgomery County. CRG bought approximately 120 acres for the project.

"This is a more than \$65 million dollar investment in East Montgomery County," said Frank McCrady, EMCID President and CEO. "That investment provides jobs for our residents and value to our county, which helps fund schools and emergency services in our area."

Amazon Delivery Station Under Construction



Bringing hundreds of jobs to EMC, crews have been hard at work developing the location where Amazon's newest Delivery Station will be situated at 23339 Hwy. 59 in Porter between Martin Realtors and Rosewood Funeral Home.

The facility is part of Amazon's last-mile order fulfillment

process; packages are transported to delivery stations from Amazon fulfillment and sorting centers and then loaded into vehicles for delivery to customers.

"We are both excited and grateful to Amazon for seeing an opportunity to expand their growing network in this quickly developing area of Montgomery County," said Frank McCrady, president and CEO of EMCID.

The delivery station will create over 300 new, full-time jobs, paying a \$15 per hour starting wage and offering a variety of benefits packages from day one. Amazon is expected to open this location later this year.

These stations help Amazon speed up deliveries for customers. Amazon is expected to create more than 100 full-time and part-time jobs, as well as hundreds of driver opportunities for Amazon's Delivery Service Providers.

"We are excited to continue our investment in Texas with new delivery stations across Houston that will create hundreds of new job opportunities and provide faster and more efficient delivery for customers. We look forward to continuing our growth in Texas and want to thank local and state leaders for their support in making these projects possible," Daniel Martin, Amazon Spokesperson.

The Hill at Valley Ranch Announces Line-Up



The Hill at Valley Ranch, the 14-acre multi-purpose live event space at the Valley Ranch Entertainment District, will host a spring concert series, Bands in the Backyard. The series kicks off on Friday, April 30 and ends on Saturday, May 15 with a traditional crawfish boil.

Bands in the Backyard

Friday, April 30th

5:30pm – 10:00pm

Featuring Folk Family Revival with special guest Heather Rayleen

Friday, May 7th

5:30pm – 10:00pm

Featuring Jesse Dayton with special guest Western Bling

Saturday, May 15th

4:00pm – 10:00pm

Featuring Bayou Roux with special guests Platinum Players Zydeco Band and Beau Bayou & Sabine Connection
Crawfish Boil

Tickets are \$10 and are on sale now at TheHillatVR.com

“We are excited to bring live music back to Valley Ranch with our Bands in the Backyard concert series,” said Danny Signorelli, President and CEO of The Signorelli Company.” Everyone has missed live entertainment and gathering with friends. This concert series was built specifically to bring the community together in an outdoor setting this spring – with great music, great food, and drinks. It’s time to get out and celebrate.”

In preparation to welcome guests to The Hill, the staff is taking several precautionary measures to promote the welfare of all people attending. Guests are encouraged to social distance and respect other attendees’ space. Hand-sanitizers and facemasks will be available at the main entrance and extra handwashing stations will be placed throughout the grounds.

The Bands in the Backyard will feature live music, local favorite cuisine, beverages and more. For a full list of events or to purchase tickets, visit TheHillatVR.com.



Shred It EMC To Be Held at EMCID on May 8

EMCID will host its sixth annual Shred It EMC, a free document shredding event, on Saturday, May 8 from 8 a.m. to 2 p.m. at the EMCID Complex parking lot, located at 21575 U.S. Highway 59 North (59 at the Grand Parkway) in New Caney.

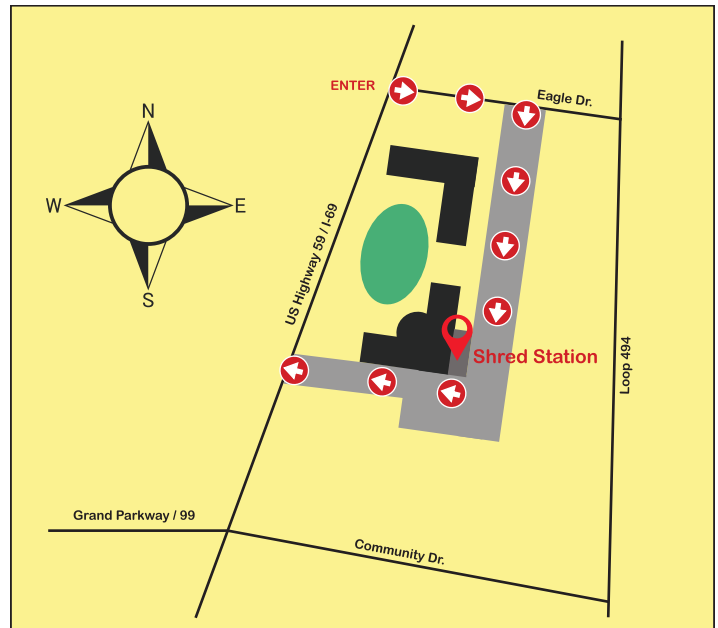
Vehicles should enter through Eagle Drive by the R.B. Tullis Library and drive straight back to the EMCID Complex. Vehicles will exit right onto the U.S. Highway 59 frontage road.

Acceptable to Shred

- Any office paper
- File folders
- Thin cardboard
- No need to remove staples, paper clips, rubber bands or small binders

Not accepted

- Thick cardboard
- Common trash
- Hazardous materials
- Plastics or metals
- CDs, DVDs



EMCID To Host Event at Big Rivers on June 12

No Fee for EMC! June 12, 2021, is EMCID Day at Big Rivers Waterpark; that means residents within the boundaries of the East Montgomery County Improvement District will receive free general admission to the waterpark and watch a fantastic fireworks show at night. The park will be open from 11 - 9 p.m.

General admission includes:

Boca Chica Bay Wave Pool, Rio GRAND River, Gator Splash, Hatchling Hill, Polliwog Puddle, Storm Surge, Comal Crush, Frio Falls, Pecos Plunge, Colorado River Racer, Sabine Scream, Wild Isle, Mystic Forest Maze, and Big Al's Farm.

General admission does not include:

Aerial attractions such as Eagle Challenge, Racoon Run, Hawk's Glide, Falcon Flight, Vulture's Dive, or Cougar Climb. Please reserve and pay here: <https://bigriverswaterpark.com/attractions/aerial-adventures/>.

Dry adventures such as Bullseye Archery, Blazing Axes, Big Rock Mining, bait for Big Al's Fishing Hole, feed for Tortoise Feeding, Gator Handling, Gator Interaction, and Animal Encounter. These can be paid for onsite.

Pre-registration for free general admission on EMCID Day is encouraged for hassle-free entrance on the day of the event, however, on-site registration will be available.



*Note: Addresses will be verified to determine eligibility for free admission.



Business Briefs and Happenings

Yellow Brick Nursery opens in New Caney

With the popularity of gardening and plants on the rise, so is the popularity with nurseries and gardening centers.

Yellow Brick Nursery, located at 18540 Hwy. 59 near Caney Creek Self Storage in New Caney, is the newest nursery in EMC.

The nursery features trees, flowering plants, and succulents perfect for any yard as well as potting soil and fertilizer.



Burn Boot Camp to Open in Centre at Northpark

The Burn Boot Camp - Kingwood is opening a new location in the Centre of Northpark located at 1414 Northpark Drive, Suite E next to Poke Yana. The gym focuses on 45-minute workouts dedicated to inspiring and empowering women.



Marco's Pizza, Invincible Fitness Occupy Center

Marco's Pizza opened a new location at 21920 FM 1314 in Porter near the Grand Parkway 99 and the Cumberland subdivision. Marco's creates pizzas from dough made daily as well as salads, subs and pizza bowls for pizza without the crust.

Joining Marco's, Invincible Fitness will be located within the same shopping center. Invincible Fitness will feature a spacious gym floor for free weights, strength machines, cardio machines and more. The opening date has not been released yet.



Poke Yana Opens in Centre at Northpark

Create your own poke bowl featuring fresh fish, shrimp, or chicken at the new Poke yana located at 1414 Northpark Dr. next to Italiano's Restaurant and Monarch Health & Wellness Boutique.

To start, choose the base – rice or salad – then choose a protein, mix-ins like vegetables and toppings. They also have other menu items such as a sushi burritos, tapioca milk tea, miso soup and seaweed chips.



Splendora Cafe & BBQ Opens New Location

The new Splendora Cafe & BBQ location is open at 23085 Speed St. in front of Speedsportz Racing Park North Houston in New Caney.

The new location replaces the previous location in Splendora, but features the same menu favorites that customers have come to love.



EMCID Hires Director of Venue and Events

With more than 14 years of experience in venue and event management focused on life safety, event and venue details, logistics, guest and client services; Ryan Bonifas is excited to bring his knowledge to EMCID as the Director of Venue and Events.

Before landing at EMCID, Ryan oversaw multiple event and production departments, most notably at Fair Park in Dallas and the Fort Worth Symphony. He also managed and produced a wide variety of events such as festivals, concerts, endurance racings, consumer shows, meetings, and conventions.

Ryan, a communications graduate from the University of Texas at Arlington, is a member of the International Association of Venue Management, a Certified Venue Professional, has attended Venue Management School and Venue Management School Graduate Institute.

"I genuinely could not be more excited to be apart of the next chapter of East Montgomery County," said Ryan. "At the end of the day, events are about an experience for the guest.

I'm looking forward to bringing my professional background and knowledge to the area to help amplify our events to the community."

Additionally, Ryan is actively working to introduce the EMCID Complex building as a wedding and event center. He has worked to enhance the features of the building and showcase local artists who will have art hanging throughout the venue in the future.

Ryan enjoys spending time with his wife, Alicia, and son, Brooks. Ryan spends time playing just about every sport with his son and cheering on his hometown sports teams – the Dallas Mavericks and the Texas Rangers.



EMCID Directors Present Check to Gringo's



EMCID Board Members presented a check to Alfred Flores Jr., Gringo's General Counsel and Sr. VP Administration, as a part of an incentive agreement that Gringo's Mexican Kitchen open a New Caney location in 2018 in exchange for hiring at least 51% of its employees from East Montgomery County.



*****ECRWSS****

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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**



**EAST MONTGOMERY COUNTY
SCHOLARSHIP FOUNDATION**

Important Dates

May-June 2021

Shred It EMC	May 8	8 a.m.-2 p.m.	EMCID Complex
EMCID Regular Board Meeting	May 13*	5:30 p.m.	EMCID Complex, Suite 103
Memorial Day (EMCID Complex Closed)	May 31		
EMC Scholarship Foundation Meeting	June 10*	12 p.m.	EMCID Complex, Suite 102
EMC Economic Development Corp. Meeting	June 10*	1:30 p.m.	EMCID Complex, Suite 102
EMCID Regular Board Meeting	June 10*	5:30 p.m.	EMCID Complex, Suite 103
EMCID Day at Big Rivers Waterpark	June 12	11 a.m.-9 p.m.	Big Rivers Waterpark

**Dates subject to change*

Please visit www.emctx.com/calendar 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.