

THE INSIDER

EMCTX.COM

EAST MONTGOMERY COUNTY IMPROVEMENT DISTRICT

Tricks & Treats Fall Fair in EMC!

pg. 7





**EMCID
TEAM**

SPOTLIGHT **Frank McCrady**

The Team Spotlight is a new feature of *The Insider*. Each issue will focus on one or two EMCID employees, written by their co-workers. We'll highlight their personality, character, work ethic and job.



by Kelley Matlage,
Chief Communications
Officer

He wanted to be a doctor when he attended the University of Arkansas, but one less than stellar semester early on led Frank to switch gears toward a future in business and finance.

It's probably where he should've been all along anyway. He had a keen business sense from an early age. During college Christmas break, he went to buy a handle for a broken hammer; it cost him \$5. Driving back to college, he drove past a handle company and

found out that a handle can be purchased at wholesale for 13 cents. Naturally, a new company was created, and Frank began providing over 40 types of replacement handles to a hardware store in the Raleigh/Durham/Chapel Hill area of North Carolina.

Fast forward past college and Frank was handling embassy and private banking just two blocks from the White House at Riggs National Bank in Washington, D.C., where legendary newsman Sam Donaldson and *Wonder Woman's* Lynda Carter often came inside for personal banking. His next stop would be Tulsa, OK where he'd lead the Economic Development Corporation for 10 years and be recognized by the U.S. Department of Housing and Urban Development for program innovation. After a brief stint in Salt Lake City, UT preparing it for the 2002 Winter Olympics, he saw an opportunity in East Montgomery County for a young improvement district.

After five years in existence, the East Montgomery County Improvement District could boast about a Walmart Distribution Center — the largest freezer west of the Mississippi River at the time — and 65 undeveloped acres along Gene Campbell Blvd. There were no plans for that land. But Frank had a vision: develop it into an industrial park and provide much needed jobs to East County residents. First, J.M. Maly, Inc. came, then Keysteel, and many more. Twenty years later, the industrial park is over 800 acres — and growing. There are 22 companies open for business, and eight more are in the process of building.

The park is now home to Lowe's Distribution Center — the largest Lowe's in the country and the largest industrial building in Montgomery County, at 1.5 million sf. In total, nearly \$300 million of property value is on the ground there today. With nearly 2,000 employees combined, the industrial park is the second largest employer in East Montgomery County.

Do you remember when Community Drive crossed over 59 and came to a dead end? Long before it was torn down to make room for the Grand Parkway, Frank was working with developer Danny Signorelli in 2005 on a small retail project called Valley Ranch, which would one day sit at the corner of 59 and Houston's third loop, the Grand Parkway. The plans called



Russell Ybarra, owner of Gringo's Tex-Mex, discusses the restaurant's success in New Caney at the Texas Restaurant Association's annual conference in Dallas, July 2022.



U.S. Rep. Kevin Brady speaks with Frank at a recent Greater East Montgomery County Chamber of Commerce luncheon.

for a grocery store and some other small fast food places and retail. But they put their heads together and figured out how to turn this small project into a grand development, providing amenities residents used to have to drive in to Houston or Humble to get. The Town Center broke ground in 2015. It is not fully built out, and bigger and better things are coming.

One of Frank's proudest accomplishments was the establishment in 2004 of the East Montgomery County Scholarship Foundation, which provides scholarships to all high school graduates and GED recipients within EMCID's



Frank McCrady accepts the gavel as the 2022 Chairman of the Southern Economic Development Council, August 2021.

boundaries. To date, more than \$5 million in scholarships has been provided through tuition credits at Lone Star College or tuition reimbursement for students attending other post-secondary educational opportunities.

Education is very important to Frank. Now, maybe if you're a college bud of his you wouldn't remember it that way. (Just kidding.) But those of us who know him professionally, know that he believes learning should never stop. He has always encouraged his employees to participate in additional training, pursue that special certification, or master's degree. Elected Chairman of the Southern Economic Development Council by 1,000 of his peers, he encouraged better communication and learning tools for its members, especially those running small economic development organizations. After all, it's typically the smaller organizations that don't have budgets for training or education, but they're the ones who most need it.



Board of Directors workshop, July 2022.

Frank is the consummate workaholic. He works while on planes, trains, and in automobiles — if someone else is driving. His cell number is known to just about anyone, and just about anyone will call it at all hours of the night from all over the world. He never wants to miss the call that could mean big opportunities for East Montgomery County. His mind is always on work, whether it's



Michael Byström (center), founder of Ymer Technology, speaks with Tomas Nyström (left), COO, and Frank after signing a contract to build its USA headquarters in New Caney, December 2018.

the 15 projects he's currently in negotiations with or the 20 projects he's pursuing at any given time. Weekends and vacations are simply terms; for him, they do not mean to cease thinking or working.

He loves to see that kind of drive in his employees — well, not *quite* that level of commitment. If you think Frank is a domineering uptight figure in the office, you'd be very wrong. One thing you'll hear from employees is that he's

one of the best bosses. He's always positive. He loves to joke and laugh. He's courteous, and truly has a servant's heart. He wants to hear different opinions, even if he doesn't agree with them. Overall, he treats and considers his employees and the community as if they're his family. We're kind of glad he didn't pursue medicine. "Dr. McCrady" just doesn't sound right, and his work family looks forward to his next 20 (or so) years here at EMCID!

Accomplishments

Age: 60

Born: West Berlin, Germany

Title: President/CEO

EMCID employee since: 2002

Degrees: Bachelor of Science in Business Administration in Finance and Real Estate, University of Arkansas; Master of Science in Human Resources, Webster University

Military: Retired Lt. Col. U.S. Army Reserves (29 years)

Wars: Operations Desert Shield, Desert Storm, Enduring Freedom, and Iraqi Freedom

Special Training: Command and General Staff College, Army War College coursework, National Defense University
Recognitions: Recognized as Commander of Best Army Reserve Unit in the Nation, 1992; Honor graduate of Advanced Officer Course, 2nd in class

Professional Organizations:

Southern Economic Development Council, Chairman 2022; Texas Economic Development Council, National Community Development Council board member, Industrial Asset Management Council, International Economic Development Council, Rotary Club of East Montgomery County, past president; Transatlantic Business Investment Council

- Named after his father and grandfather (Frank McCrady III).
- Caretaker to his 91 year old mother.
- Collects stamps and coins.
- Loves fishing, hunting, golf and anything outdoors.
- Considers himself an American history expert.
- Avid Razorback fan.
- Attended 7th grade in Richmond, KY's high school gym after an F4 tornado demolished his elementary school April 3, 1974.
- Loves Halloween.
- Favorite Movie: Chariots of Fire .
- Favorite food: shellfish, oysters.
- What inspires you? "Witnessing personal perseverance and success – people who beat the odds and never give up."



Business

BRIEFS & HAPPENINGS

what's going on in and around our community.



THE SUGAR SHACK

1963 Northpark Drive
Kingwood, TX 77339

Enjoy snow cones, cake balls, snow shakes, and frozen lemonade at The Sugar Shack. They opened where Swamp Donkeys Crawfish and Seafood is during crawfish season. They plan to remain open when Swamp Donkeys re-opens.



VICTORIA'S SECRET

21383 Market Place Drive
New Caney, TX 77357

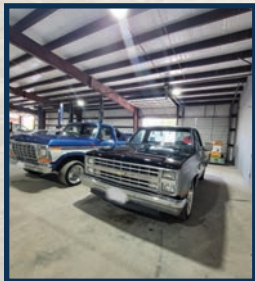
Victoria's Secret will join the retail options in Valley Ranch Town Center, near where HomeGoods is under construction. The store is expected to open later this year. The new Victoria's Secret will also be located near Target which is under construction.



RAISING CANE'S

Eagle Dr. & Grand Parkway
in Valley Ranch Town Center
New Caney, TX 77357

Raising Cane's representatives confirmed they will build a restaurant located at Eagle Dr. and Grand Parkway/99 in Valley Ranch Town Center across the street from Whataburger. Construction is set to begin in October with a 2023 opening date.



SAUL'S AUTO REPAIR

21820 E. Wallis Drive
Porter, TX 77365

Saul's Auto Repair celebrated its grand opening at a new location in Porter. After years of hard work, they were able to move to a larger shop to meet their growing needs. Saul's Auto Repair can help with anything from oil changes to engine tune-ups, major engine repairs, and any automotive service needs.



Be the first to know about breaking news on businesses, events, and other community news with EMCID's newest eNewsletter, *InSights*!

Before it's online or on social media, InSights will hit your inbox, so make sure you sign up to receive the newsletter.

InSights is also a great way to share important news and events with our community between The Insider editions.

Scan the QR code to sign up for EMCID's newest communication tool — *InSights* — an eNewsletter you can read any time of the day.



Let Us Know:

The East Montgomery County Improvement District wants to know where you receive your information regarding EMCID, whether it is news about our organization, upcoming events, spotlights on local businesses, or important news about your community.



Please scan the QR code to participate in our survey so we can determine better ways to communicate with our community. We look forward to hearing from you!

Newly Elected Directors



Liz Mullane, Stephen Carlisle, Leonard Rogers, and Crystal Moore – were sworn in during the EMCID Board of Directors meeting in June. Outgoing board member Martin Zepeda congratulated the two new directors and wished them well in representing EMC. Welcome to our newest board members, Liz Mullane and Crystal Moore.

GOT ELECTRONIC JUNK?

Saturday, September 24, 2022
8am-2pm
21575 US 59, New Caney, TX 77357

2022 ELECTRONICS —RECYCLING EVENT—



ACCEPTING THE FOLLOWING ITEMS:

Computer Displays,
Routers, Modems,
Laptops, Desktops,
Servers, Smartphones,
Fax Machines, Mice,
Gaming Consoles, TVs,
& various other
electronics.

Valley Ranch Town Center
New Caney, TX
22296 Market Place Dr, Ste. 100



EMCHoliday.com

Dec. 16-25



\$1,600

Scholarship

Educating the Future of EMC!

The 2022-2023 school year is underway. Don't forget to file for reimbursements if you did not attend Lone Star College or double-check that you have submitted all your information for the East Montgomery County Scholarship Foundation's \$1,600 scholarship. This scholarship is available to graduates from within EMCID's boundaries and can be used at any college, university, or trade school.

FAST FACTS:

In 2004, EMCID created the EMC Scholarship Foundation, a nonprofit organization, to promote the social and cultural development of the area through education.

“



EAST MONTGOMERY COUNTY
SCHOLARSHIP FOUNDATION

Scholarships Granted:

\$5,576,869.33

Saturday, October 15, 2022
Valley Ranch Town Center
22296 Market Place Dr., Ste. 100 | New Caney, TX

Fall Fair

**FREE
FAMILY FUN!**



FOOD TRUCKS

AUTUMN MARKET

FACE PAINTING

TRICK OR TREATING

**& COSTUME
CONTEST**





*****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

GROW YOUR BUSINESS!



- CASH INCENTIVES
- SALES TAX REBATES
- LOW INTEREST LOANS
- RETAIL, COMMERCIAL,
& INDUSTRIAL PROJECTS

CONTACT US TODAY!
WWW.EMCTX.COM



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.