

THE INSIDER

EMCTX.COM

EAST MONTGOMERY COUNTY IMPROVEMENT DISTRICT



*Ice Skating
Returns!*

pg. 4&5



Approaching 2023

What a year 2022 has been! Based on national news, you'd think it was the worst year ever: 40-year high inflation levels. Out of control gas and grocery prices. The Russian invasion of Ukraine. An interesting Winter Olympics held in completely locked down Beijing. The Elon Musk-Twitter feud. John Hinckley, Jr.'s freedom. A tragic mass school shooting in Uvalde. The deaths of former Soviet leader Mikhail Gorbachev and Britain's Queen Elizabeth II. Depressing, isn't it?

Not to downplay any of it, because we are all affected by major events, but we can take some relief and satisfaction in knowing that great things happened in East Montgomery County this year that will positively impact the area for years to come.

EMC 2022 Review

* Conference and Events Center

EMCID announced in April plans to build a conference center featuring a 55,000 sf. ballroom/exhibition hall, 20,000 sf. of meeting space, and another 25,000 sf. of pre-function and lobby space and outdoor courtyards. The project is expected to have a \$1.73 billion economic impact over the next 30 years.

* 64-Acre Park

In May, EMCID completed the purchase of 64 acres along FM 1485 and Caney Creek that will be developed as a dog park and hike and bike trails.

* Grand Parkway Segments H & I

TxDOT opened segments of the Grand Parkway that connect I-69 in New Caney to I-10 in Mont Belvieu. The highway expansion makes it easier for folks who live in adjacent counties and beyond to visit amenities in our area.

* Sales Strong in EMC

Sales tax revenue collected by EMCID, the fire departments, and cities of Patton Village and Splendora saw an increase of more than 16% over 2021.

* New Dining Options

This summer EMCID announced that Saltgrass Steak House will join the expanding lineup of restaurants at Valley Ranch Town Center, Houston's 4th ranked open air shopping center. Others like Rosati's, Jersey Mike's, and Grab 'N' Go Tacos opened across EMC.

* More Retail at Valley Ranch Town Center

Construction began on a new section of Valley Ranch that will connect Academy to a 135,000 sf. Target, HomeGoods, Victoria's Secret, and Carter's.

* Developers Take Over I-69/FM 1485 Corner

Criss Cross Development Group and Property Commerce began working jointly to develop the southwest portion of the intersection, which will add nearly 160,000 sf. of retail and dining from the site of the former middle school all the way to just south of Walmart.

* Husteel to Bring Jobs, Revenue to Splendora ISD

South Korean company Husteel is expanding operations in Splendora that will result in 100 jobs for residents, and the \$120 million project increases Splendora ISD's revenue by 8%.

* Value of Industrial Park Grows to Nearly \$300 million

With the addition of Lowe's, Multi-Seal, Multi-Wing, Future Frame USA, and a continually expanding New Caney Beverage, total property values in the industrial park are nearly \$300 million. That's more jobs for EMC and more revenue for our constables, fire departments, and school districts.

* Law Enforcement Dinner Grows

Our annual appreciation dinner and awards ceremony has grown so large and popular, we held it at the Nathaniel Center in Kingwood this year and will continue to do so until the conference center is built.

EMCID has promised positive things for the community. As we say in some of our marketing materials, **Better Shopping. Better Dining. Better Living.** We believe those things go hand in hand.

On a final note, as the holiday season and 2023 approach, I like to think that Christmas is actually more than a day; it is actually found throughout the year whenever faith overcomes doubt, hope overshadows despair, and love triumphs over hate. It is present when people bring love and understanding to the hearts of their fellow man. Let's resolve to keep the spirit of Christmas and strive to keep it present in our lives throughout the year.



SIGN UP for InSights!



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.



WELCOME, MULTI SEAL!

The East Montgomery County Improvement District (EMCID) Board of Directors welcomed its newest business, MULTI SEAL, to the EMC Industrial Park in New Caney with a groundbreaking ceremony.

MULTI SEAL is a family-owned company focused on making industrial and consumer tire sealants sold globally for more than 40 years. They also sell the FlatOut brand to consumers.

“We helped our customers save millions of dollars in tire repairs and replacements, service calls, damage to equipment, downtime, and fuel costs while significantly improving vehicle safety by maintaining proper tire inflation,” MULTI SEAL President Don Webb said.



MULTI SEAL worked closely with EMCID to find the perfect location. After an exhaustive search of available industrial buildings and land in the North Houston geography that would support the growth of MULTI SEAL, one option stood out above all the rest - EMC Industrial Park. “The explosive growth of EMC, industrial-business-friendly infrastructure, and proximity to the new Grand Parkway/99 all combined to make the EMC Industrial Park the logical choice. We feel like we are at the forefront of a major transformation in EMC. The staff at EMCID have been a joy to work with and are extremely helpful.”

“Our incentive package and land structure provided an investment opportunity that MULTI SEAL felt was beneficial in site selection,” said Frank McCrady, EMCID

President & CEO. “They are a great company with technologically advanced products and a great fit for our industrial park. Their expansion brings more jobs to East Montgomery County, and the company is poised to grow quickly.”

“As long-term residents of South Montgomery County, we were very interested in keeping our business in Montgomery County.” ~ Don Webb

For more information about MULTI SEAL, visit <https://multiseal.us/>.



December 16th - 25th Valley Ranch Town Center

22296 Market Place Drive, Ste. 100
New Caney, TX 77357



*Come enjoy our annual
Holiday Market!*

December 16th - 18th



Ice Skating is back!

*Pop on a pair of skates
& take a spin on the
ice for some wintry fun!*



Hours of Operation

12/16: 5PM-10PM

12/17: 11AM-10PM

12/18: 11AM-8PM

12/19 - 12/23: 2PM-8PM

12/24: 11AM-4PM

12/25: 4PM-8PM

**MIDNIGHT SKATING IS
12/17: 11:30PM - 1:30AM*





Train Rides



A Visit from Santa



Selfie Stations



Snow Slides



Letters to Santa



Holiday Market



North Pole Cafe

Winter games, selfie opportunities, & much more at our enchanted holiday event! Plan your family trip to your new winter tradition; A Holiday to Remember, today!

ONE NIGHT ONLY!

MIDNIGHT SKATE

Saturday, December 17th
11:30PM – 1:30AM



*For more information,
visit EMCholiday.com*





Business

BRIEFS & HAPPENINGS

what's going on in and around our community.



JERSEY MIKE'S SUBS

21690 Hwy. 59, Ste. 200
New Caney, TX 77357

Jersey Mike's Subs opened its newest location in EMC in Valley Ranch Town Center. Guests have the option to enjoy hot and cold subs with toppings like the “juice” – a red wine vinegar and olive oil blend.



WENDY'S

23619 Hwy. 59
Porter, TX 77365

Construction began in August on a Wendy's restaurant to be located in Porter. Located in front of Spec's Wines, Spirits & Fine Foods, and Harbor Freight Tools, the fast food restaurant is expected to open in 2023.



CARTER'S

Valley Ranch Town Center
New Caney, TX 77357

Carter's will join the retail lineup in Valley Ranch Town Center. It will be a co-branded concept with OshKosh B'gosh, and located near the HomeGoods and Target stores.. The store is expected to open in November.



CRUMBL COOKIES

Valley Ranch Town Center
New Caney, TX 77357

Crumbl Cookies will soon begin developing a new location in EMC, next to Grab N Go Tacos in Valley Ranch Town Center. Besides the usual chocolate chip and sugar cookies, Crumbl features new cookie recipes frequently, often weekly, in addition to the current recipes being updates and improved.

EMCID TEAM SPOTLIGHT

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.



Zevin Starks

Operations Coordinator
(The Atrium Center) since 2022

A dedicated volunteer at various nonprofit organizations, Zevin Starks wanted to follow his passion for giving back by ensuring guest satisfaction at the Atrium Center.

After working for Shield Event Services at several EMCID events, Zevin was hired in 2022 as the Operations Coordinator at the Atrium Center.

He is heavily involved with each event to ensure the client's expectations are exceeded and that what the customer planned is what they are seeing, experiencing, and enjoying on the day of the event.

Prior to his most recent experience, Zevin's work was mainly volunteering, such as helping at the Aldine Education Center by shelving books in their library store, Hurricane Harvey relief, and assisting with the Bread of Life organization to pass out goods to those in need.

Zevin is a graduate of the University of Houston with a Bachelor of Science in Supply Chain and Logistics Technology.

Outside of work, Zevin enjoys fishing and spending time outdoors. He is a car enthusiast and enjoys seeing great builds, no matter the brand or model. Zevin also enjoys go-karting and paintball, anything that gives him a little rush, reminding him that you only live once and go for it!



by Jennifer Green,
Communications and
Community Relations
Specialist

Dawn Humphrey

Receptionist
(EMCID) since 2022

Born and raised in Splendora, Dawn Humphrey re-joined the workforce as the receptionist at the East Montgomery County Improvement District to better serve the community she loves.

For the past 18 years, Dawn has raised her twins – Anthony and Sarah – who recently graduated from Porter High School. She previously worked for 16 years in the building materials industry as an office and customer service manager and seven years in the HVAC industry as an administrative assistant.

Dawn brings her extensive office managerial experience to EMCID and is responsible for answering the phones, scheduling, and ensuring everything is in order at EMCID's offices.

When she is not at work, Dawn loves spending time with her family, going on weekend adventures, and watching the latest movie releases. She also enjoys scrapbooking and making heart pillows for the Cardiac ICU unit at Texas Children's Hospital.

This is INTERESTING!

- **Hometown:** Houston, Texas
- **Favorite Movies & TV:** *London Has Fallen*, *Rush Hour* (film franchise), *Stomp the Yard*, "Martin", "The Boondocks"
- **Favorite Foods:** (Japanese A5 Wagyu or Ribeye) Steak w/mashed potatoes, Chicken Alfredo w/fettuccine noodles
- **Favorite Songs:** "No Diggity" (Blackstreet), "I Know I Been Changed" (Keedron Bryant & Symba), "Cause I Love You" (Lenny Williams), "A Long Walk" (Jill Scott), "Love Yourz" (J Cole), "Poison" (BBD)
- **Favorite Books:** *The Lightning Thief* (Rick Riordan), *Prisoner of Cell 25* (Michael Vey), *Antigone* (Sophocles)
- **Other Facts:** Played baseball and football in high school. Loves driving. Dislikes limp wrist handshakes; a firm believer in having a firm handshake.



This is INTERESTING!

- **Favorite Movies & TV:** *Top Gun* (both films), *Something the Lord Made*, *Fast and Furious* (the franchise), *Star Wars*, *The Notebook*
- **Favorite Foods:** Tex-Mex, Seafood, Good ol' home cookin'
- **Favorite Songs:** "Marina del Ray" (George Strait), "You Look So Good in Love" (George Strait), "How Great Thou Art" (Carrie Underwood), "A Broken Wing" (Martina McBride), "Shameless" (Garth Brooks)
- **Favorite Books:** *When Crickets Cry* (Charles Martin)
- **Other Facts:** Dawn is continuing education, pursuing her Associates of Arts at Lone Star College-Kingwood.



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



Apply for a
\$1,600
Scholarship!



For all graduates within the EMCID boundaries!

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.