

THE INSIDER

EMCTX.COM

EAST MONTGOMERY COUNTY IMPROVEMENT DISTRICT

What Does EMCID Do?

Understanding our process.

Back to School!

Get ready with supplies!





Welcome to July! As we begin the 27th fiscal year for the East Montgomery County Improvement District, I wanted to re-introduce you to EMCID. Back in 1997, legislation was signed creating the Improvement District with taxing authority (sales tax) to provide a means to develop the area, recruit businesses, and enhance the quality of life in the eastern half of Montgomery County. Since then, we've seen many changes to the economic and physical landscape that have stimulated growth, created jobs, and significantly increased ad valorem value benefiting Montgomery County Precinct 4, police, fire, and other ad valorem-based agencies. I'm going to spend the next several issues of *The Insider* explaining why we do what we do. In this issue, I'll discuss the importance of competition and quality developers.

Why We Do What We Do

Competition.

Many people ask why we travel so much and spend taxpayer dollars doing so? That is a fair question and easy to explain. There are two business recruitment options we could choose. First, the easy way would be to not do anything at all and wait to see what shows up in our community; business is coming anyway. That is a short-sighted strategy and one in which we do not have any influence in driving the businesses we want. The second option is to get out of the office and meet with companies we believe are a good fit for our community and incentivize the projects that are important to us.

Competition is prevalent in all businesses and industries. It's also the drive that makes us stand out and positions us to have the greatest success when marketing our community, which is critical for retail and shopping expansion opportunities. Other cities and communities all speak to the same developers, and everyone is vying for the same restaurants and retail stores. Therefore, we have to set ourselves apart in some way. That's why we set up a booth and attend trade shows like the ones the International Council of Shopping Centers holds. Everyone from brokers to developers and retailers to cities is there making deals.

In many instances, a restaurant or retailer will identify they're going to add, for example, 14 stores over the next two years. If we are not at a show to interact with these businesses, it would be very unlikely they would select little-known New Caney, Porter, or Splendora as one of their next Houston-area locations. A perfect example was persuading Gringo's to build its next location at Valley Ranch. We had a booth at the Texas Restaurant Association show in the summer of 2017 and met Russell Ybarra, the owner. We explained to him our community's extensive growth and future opportunities. Within a few months, construction was underway. Had we not been there speaking to Ybarra, his 13th restaurant likely would've been built in Katy instead, where, coincidentally, his next restaurant opened. Cities like Katy, Sugar Land, and Houston don't attend these shows because they're well-known among retailers. But we must be present and ensure our voice is louder and more consistent than our competitors.



Frank meets with Russell Ybarra at the Texas Restaurant Association

Quality Developers.

Quality developers are critical in ensuring that the developments placed on the ground are done to the expectations and satisfaction of the community. There are always developers out there wanting to build *something*, but that doesn't mean it meets our goals or desires regarding the development of East Montgomery County. We learned of a developer putting together several tracts of land at the intersection of SH 242 and Interstate 69 to build a massive trailer park. We have nothing against trailer parks, but we cannot allow that project to take place there. Looking at that site and understanding that the highest and best use of that property is retail- and entertainment-focused development, allowing a trailer park development would be below the standard for that site. We are currently partnering with a landowner to buy the site and develop it into a project our community can be proud of with additional recreational, shopping, and retail options.

Did You Know?

Look for other examples of EMCID's impact on the community through a social media campaign called *Did You Know?* Every week we'll introduce you to the businesses, projects, and programs of EMCID.

Facebook



@EMCID

Instagram



@EMCIDTX

X (fka Twitter)

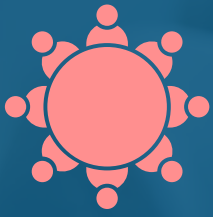


@EMCIDTX

LinkedIn



@emcidtx



Welcome the 2024-2026 EMCID

Board of Directors



Brenda Webb



Stephen Carlisle



Fred Wetz



Katherine Persson



emctx.com



Ron Willingham



Leonard Rogers



Crystal Moore



Liz Mullane

Ready to serve the community!



EMC BUSINESS HAPPENINGS

Taco Bell Opens on SH 242

Get your taco and cheesy gordita crunch fix at the new Taco Bell that recently opened at 22832 SH 242 in New Caney – across the street from Big Rivers Waterpark & Adventures and adjacent to Speedsportz Racing Park North Houston.



Dairy Queen Under Construction

The construction of the new Dairy Queen in New Caney continues to progress. Located on FM 1485 next to Popeye’s, the exterior build-out of the restaurant is complete and the franchise owner expects to open the restaurant as soon as utilities are connected, estimated in late-July/August, a Dairy Queen representative said. This will be the second DQ in EMC.

Greek Food Options in Porter

Nick The Greek celebrated the grand opening of their newest location in EMC – 25806 Loop 494 in Porter, next to Popeye’s. Nick the Greek focuses on traditional Greek dishes such as gyros, souvlakia, baklava, falafel and more.





BACK 2 SCHOOL

Drive Thru

Get ready with supplies!

**Kids in grades
pre-K through 8th!**

**2,500 school
supply packets!**

Thursday, August 1st, 5:00PM

Randall Reed Stadium, 21360 Valley Ranch Pkwy, New Caney, TX

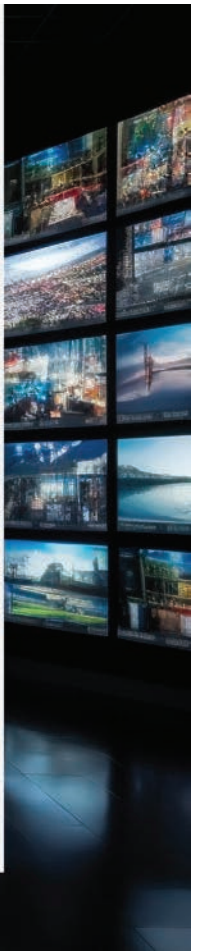


The Insider
InSights

Sign up today!

Be the first to know about breaking news on businesses, events, and other community news with EMCID's 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.



EMCID **Electronics '24** RECYCLING EVENT

SATURDAY, SEPTEMBER 21, 8AM-2PM
The Atrium Center | 21575 US 59, New Caney, TX

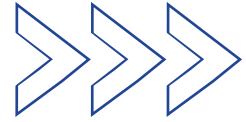
Computers, Desktops, Laptops, Monitors, TVs,
Gaming Consoles, Smartphones, Printers, Servers,
Routers and more electronic items accepted!





FROM THE COMMISSIONER'S DESK

Disaster Preparedness in Precinct 4



STAY IN TOUCH WITH US!



936-597-4444

contactp4@mctx.org

www.mctxpct4.org

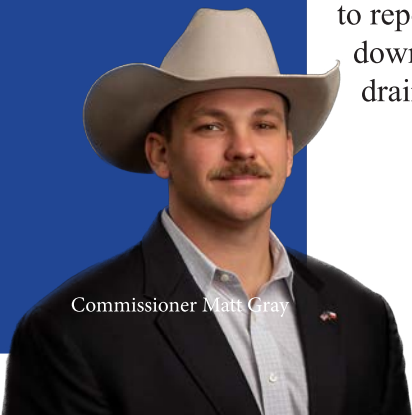
23628 Roberts Rd
New Caney, 77357

As we enter into hurricane season, and with flooding as one of East Montgomery County's top threats, your preparedness makes a difference in how you are able to respond in the event of a disaster. Commissioner Gray and the Precinct 4 team have been refining its disaster response, and the recent storms that occurred in May were a good example of putting that response to the test.

During an event, partnership and communication is key to ensure that the correct information is being shared by all. Precinct 4 works alongside our local first responders at the Emergency Command Center for East Montgomery County. This shortens the line of communication and allows a quicker response time for both first responders and Precinct 4 crews, who are staged and prepared with equipment such as high-water barricades and chainsaws.

Despite the best preparations, historical flooding and hurricanes can still cause damage and disruption. After a storm, Precinct 4's main responsibility is clearing our roadways from storm debris like down trees and repairing any streets that may have washed out due to high-water. In the event that a shelter is needed from evacuations, there is a procedure in place to coordinate with other local entities and activate a shelter in one of the Precinct 4 facilities.

Whether it's before, during, or after a disaster, Precinct 4 is here to help. Call 936-597-4444 to report anything from high water locations or down trees, to clogged culverts and potential drainage problems.



Commissioner Matt Gray



*****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 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.