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INSIDER

EAST MONTGOMERY COUNTY IMPROVEMENT DISTRICT

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LOVE • JOY • HAPPINESS • ENJOYMENT • PLEASURE

EAST MONTGOMERY COUNTY

IN THE REARVIEW (2024) | OFFICERS OF THE YEAR | PRESERVING HISTORY

Message from the President

Frank McCrady



As we slowly get used to writing 2025 for the date, the excitement is building about the amazing growth and new amenities coming to our community. Let's first, however, reflect on the positive changes in 2024.

In the rearview

Frank McCrady, President/CEO



Obviously, the tremendous population growth we've experienced drives additional retail and restaurant development. In the northern area of our district, Splendora is a hotbed with places like Tractor Supply, Taco Bell, Whataburger and Popeyes popping up along the FM 2090 corridor.

Heading south, the SH 242 corridor has added, or will add, Taco Bell, Domino's, McDonald's and McCoys Building Supply.

Along 1485 West, Dairy Queen is bringing ice cream opportunities, and Criss Cross Commercial Group is adding additional retail and medical offices where the old Keefer Crossing Middle School track used to be.



Continuing south to the Valley Ranch Town Center, Chuy's opened with great fanfare, and Lumos, an innovative entertainment venue providing activities for the whole family and corporate events, began construction on its premier 45,000-square-foot high-tech venue.



After a devastating fire in November 2023, Rusty Buckle BBQ, on Community Dr., announced it would rebuild bigger and better than ever. Construction is ongoing, with plans to add "Brunch at the Buckle" on Sundays and The Iron Skillet, a new breakfast and drive-thru. Owner Allen Rhoden also said he plans to rebrand to The Rusty Buckle Craft BBQ & Texas Cuisine to highlight an expanded menu.



In our industrial park off Gene Campbell Rd., Gyro Guys opened, delighting some of the nearly 2,000 people who work out there at Lowe's and Walmart Distribution centers, to name some of the larger employers, who want something to eat.

In the Northpark/front of Kingwood area, the Pickleball Zone opened in mid-November with outstanding success. Seriously, owner Tony Bender says people are lined up outside hours before the facility opens. And Nick the Greek opened in the Kroger shopping center.

Regarding industrial development in 2024, V Steel and Catalyst Trading Company both purchased property with plans to build new facilities.



Looking ahead to this year, GCP Paper USA, the Mexican paper company, will begin construction on its more than 600,000-square-foot facility, with overall value approaching \$400 million upon completion. The company makes toilet paper and other products for stores like HEB, Wal-Mart, Sam's, Costco, and Aldi. Also, a local developer will construct a spec building in the industrial park with about 30,000 square feet, to lease. Italiano's is expected to begin build-out on its second location in EMC, at the industrial park on Gene Campbell.

Of course, our biggest project, the convention center, is underway. The 210,000-square-foot facility will host conventions, conferences, meetings, weddings, galas, graduations, and a number of other events. Projects like Lumos nearby will help attract business to the convention center, and the convention center, in turn, will attract higher-end restaurants and retail to Valley Ranch.



GCP Paper USA Inc. officials agreed to a \$400 million investment in the East Montgomery County Industrial Park.



Rendered image of perceived, future convention center in Valley Ranch Town Center.

We anticipate continued retail and industrial development with an improving economy and a new presidential administration. We're currently negotiating with no fewer than eight manufacturers looking at making East Montgomery County their home and adding hundreds of local jobs for our residents.

We also expect to bring some of the places you've identified, like a Waffle House, Dutch Bros, and additional restaurants and shopping opportunities to the area.

With all the development also comes to responsibility to our community to ensure park space remains for future generations. We have purchased over 240 acres of property with 200 on FM 1485 and another 44 along the SH 242 corridor. The first phase of the park on 1485, a dog park, will be completed and open this summer. Additional recreational opportunities will include walking trails and playground equipment.



Landscape architects Claudia Walker and David Lestage met recently with Frank McCrady, Kelley Mattlage, and the district's engineer, Greg Phipps (not shown), to go over ideas for the first phase of the project, which will include a dog park and primitive nature trail within some of the shaded areas of the property.



I'm very encouraged and look forward to bringing additional amenities to our residents. We work for you and look forward to receiving your input. **Please reach out to our board or office at any time at emctx.com/contact-us.**

Dairy Queen Opens in New Caney



To much anticipation and excitement, Dairy Queen opened its second location in East Montgomery County at 20180 FM 1485 in New Caney in December. There are currently approximately 580 DQ restaurants operating in Texas, focusing on burgers, baskets, soft-serve ice cream and Blizzard Treats.



High Top Academy School Celebrates New Location



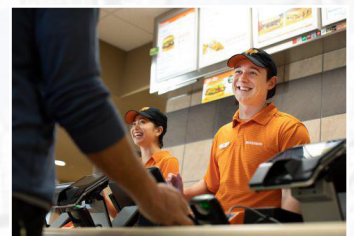
New year, new location! The High Top Academy School celebrated the opening of its new school location at 22985 FM 11314 in Porter. High Top Academy features TEA-certified teachers to provide a stimulating learning environment where students can thrive emotionally, socially, and academically.



Splendora Welcomes Whataburger



The first of a group of restaurants set to call Splendora home, Whataburger opened its doors to the public at 14505 U.S. 59 Business in December. Whataburger will be joined by several other restaurants including Popeye's and Taco Bell. They are cooking up breakfast, lunch and dinner — from burgers and chicken sandwiches to biscuits and pancakes — to satisfy the heartiest appetites in Splendora.



EMCID'S OFFICERS OF THE YEAR CEREMONY

Monday, February 24, 2025 | Begins at 6pm



Special Guest Speaker
Roy Firestone
*American sports
commentator & journalist*



Join the East Montgomery County Improvement District (EMCID) for the Officers of the Year Ceremony on Monday, February 24, 2025 as we recognize local law enforcement officers for their hard work and dedication to keeping East Montgomery County safe.

The Nathaniel Center, 804 Russell Palmer Road, Kingwood, Texas 77339



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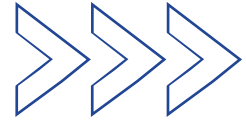


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Tucked away on this small piece of land off of Roberts Road, is the final resting spot for families of Presswood, Roberts, Shiver and Turner, whom were some of the founding families of New Caney, Texas. In 1861, Austin and Sarah Presswood settled in the area and began cattle, farming and railroad operations. This area was initially named "Presswood" after the family until 1882, when a post office was established and the name "New Caney" was adopted. The location for the cemetery was donated in 1889 by Missouri Presswood Roberts, daughter of Austin and Sarah Presswood; establishing Presswood Cemetery as one of the first cemeteries in the area.

Protecting and promoting the history of Montgomery County is important to preserving the heritage of Texas. Commissioner Gray has worked closely with Montgomery County Historical Commission to designate Presswood Cemetery as a historical landmark and getting the overgrown area cleaned up, making the headstones visible again.

"This forgotten piece of land serves as the final resting place for some of our founding members and the beginning of our rich history in East Montgomery County. It has been an honor to be a part of ensuring the Presswood Cemetery is around for generations to come."



Commissioner Matt Gray



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The Insider is a bi-monthly newsletter produced by the East Montgomery County Improvement District. Please direct questions or comments to:
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