

the INSIDER

A publication of the East Montgomery County Improvement District

EMC Industrial Park

Built to Grow



INTRODUCING CANEY PINES!

**The New EMC
Convention Center
in Valley Ranch**



What's Happening In Our District

There's a lot happening across East Montgomery County right now, and I'm excited to share some of it with you in this issue of *The Insider*.

You'll find a full update on our new convention center, Caney Pines, in Valley Ranch on the opposite page. Construction is entering its final phase with a grand opening celebration planned for December.

Our EMC Industrial Park continues to be one of our strongest success stories. We recently acquired an additional 30 acres to support its continued growth, bringing the park to more than 930 acres. What excites me most isn't the new acreage — it's that every business currently operating in the park has expanded since moving in, including GCP Paper, which is building its flagship U.S. manufacturing facility here. Companies aren't just choosing East Montgomery; they're choosing to grow here.

Elsewhere in the district, we will break ground in November on the first phase of a new 200-acre park in New Caney, which will include dedicated large- and small-dog park areas, water features and shaded seating. This project reflects something we hear from residents again and again: the desire for quality outdoor spaces that let this community enjoy the natural beauty that makes East Montgomery County special. Future phases, including a children's playground, are already in the works.

Each of these projects reflects the same vision our community had nearly 30 years ago when EMCID was created: to build a place to call home, build a career and belong. I'm grateful for the trust residents place in us to steward that vision, and I look forward to sharing more as these projects come to life.

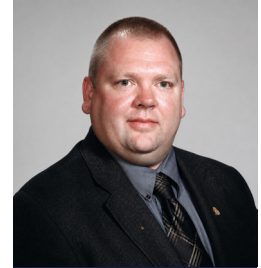
Looking ahead,

Frank McCrady
President & CEO
East Montgomery County Improvement District

EMCID Board of Directors



Brenda Webb
Chair



Stephen Carlisle
Vice Chairman



Liz Mullane
Treasurer



Katherine Persson
Secretary



Ron Willingham
Assistant Treasurer



Leonard Rogers
Assistant Secretary



Crystal Moore
Director



Fred Wetz
Director

The EMCID Board meets on the second Thursday of each month at The Atrium Center unless otherwise posted. Area residents are encouraged to attend.



Convention Center Update

Introducing Caney Pines!

Big things are happening in Valley Ranch. EMCID's new convention center now has a name — Caney Pines — and after 19 months of steady progress since January 2025, the 210,070-square-foot venue is entering its final phase of construction with a grand opening celebration planned for December.

Once complete, Caney Pines will be the third largest convention center in Houston and the seventh largest in Texas — a genuine regional destination in East Montgomery County. The venue will feature a 55,000-square-foot ballroom and exhibition hall that can host more than 6,000 attendees, flexible space that can divide into up to seven smaller rooms, two signature meeting rooms overlooking Valley Ranch, and an 11,000-square-foot outdoor patio — offering the kind of flexible, full-service setting suited for everything from weddings and graduations to business conferences, community celebrations and live entertainment.

New Leadership Announced

Oak View Group (OVG), the venue's third-party operator, has named Melanie Granado as General Manager. "This venue has the potential to be a true catalyst for connection and growth throughout the region — a place where businesses, organizations and community members can come together to share ideas and build partnerships," said Granado. "My goal is to attract new meetings and conventions while creating experiences that strengthen our community and make Caney Pines a premier meeting destination."

What It Means for East Montgomery

This isn't just a new building, it's an investment in our community's future. **Caney Pines is projected to bring \$1.73 billion in net new spending and \$775 million in net new earnings to the district over the next 30 years.** It will also create real local jobs, with 13 management-level positions and an estimated 50-75 part-time roles once it opens, spanning everything from event staff and culinary to operations and guest services.

"Every construction milestone brings us one step closer to creating a venue that will serve future events, residents, attract visitors and strengthen East Montgomery County's economy for decades," said EMCID President and CEO Frank McCrady. "This legacy project is about building lasting opportunity for the community."

Looking Ahead

With completion on the horizon, event bookings for 2027 are already underway. As construction wraps up over the coming months, stay tuned to future issues of *The Insider* for updates and information on events coming to Caney Pines.

UPCOMING DISTRICT EVENTS

A Holiday to Remember



Caney Pines Convention Center



December 26 - January 4

Ice skating | Ice slide | Bumper cars | Concessions

2027 Upcoming Events



February	EMCID's Officers of the Year Ceremony
March	Atrium Artist Reception
March	EMCID's Eggcellent Event
May	Shred-It EMC
May	Hurricane Preparedness Seminar
July	Back to School Drive Thru
December	A Holiday to Remember (2027)

BUSINESS HAPPENINGS

New Faces, New Places Across the District



BACK NINE GOLF TEES OFF IN NEW CANEY

20470 FM 1485, Ste. E, New Caney

Golf has a way of bringing generations together, and that's exactly what you'll find at the new Back Nine Golf in New Caney. Owners Shawna and Darrin Ballard have created a space where everyone—from seasoned golfers to first-time players—can enjoy the game. Darrin, a Coast Guard veteran, recently celebrated his birthday by sharing the experience with his granddaughter. This is a perfect example of what Back Nine is all about.

Three state-of-the-art golf simulator bays (with a fourth coming soon!)

24-hour access for members

Public tee times available during the day

Golf leagues, private events and corporate outings

Stop by, meet the Ballards and welcome this great business to East Montgomery!



EMCID CELEBRATES COMMERCE DISTRICT GROUNDBREAKING

EMCID was proud to join The Signorelli Company in the groundbreaking of Valley Ranch's Commerce District, a major new mixed-use development anchored by H-E-B.

The 55-acre development will feature approximately 400,000 square feet of commercial and retail space, plus residential opportunities, creating a dynamic destination. The 120,000-square-foot H-E-B will include a covered pickup area, fuel station and car wash.

Projects like the Commerce District align with EMCID's mission to bring in businesses that create jobs, strengthen our economy and enhance quality of life for our growing community. We look forward to seeing this exciting development come to life!



EMCID INVESTS IN EAST MONTGOMERY COUNTY

EMCID is proud to invest in organizations that help East Montgomery County thrive.

At the August Greater East Montgomery County Chamber luncheon, EMCID's Board of Directors presented the Chamber with its annual \$100,000 grant to support business growth, workforce initiatives and programs that strengthen our local business community.

EMCID President & CEO Frank McCrady also shared updates on the growth, opportunities and future of East Montgomery County. His speech included initiatives EMCID is developing for the area and new businesses slated to call the area home.

During the luncheon, the Chamber recognized Frank with its Hometown Hero Award for more than 20 years of recruiting new businesses, supporting existing employers and creating opportunities that strengthened our economy and improved the quality of life for our residents.

Want to know what's happening in East Montgomery County? [Sign up for EMCID's e-newsletter](#) and get the latest news, community updates, business openings, events and development news, delivered straight to your inbox.

[Don't miss what's developing in East Montgomery; scan the QR code to sign up.](#)



EMCID Back to School Drive-Thru

Helping Hundreds of Families Start the Year Right

Before 5 a.m., more than 430 vehicles lined up as families awaited EMCID's annual Back to School Drive Thru to get started. When the gates opened, volunteers and EMCID staff worked efficiently to distribute 2,500 school supply packs to local students, helping prepare them for the upcoming school year.

This initiative reflects EMCID's commitment to supporting families and investing in East MoCo's future. By easing the financial burden of back-to-school expenses, the event supports the mission to make the community a great place for families to thrive and businesses to grow.

"Huge shoutout to this incredible crew," Timbra, a social media follower, said. "I pulled up around 7:20 a.m. with about 100 cars ahead of me, and before I knew it, the line behind me was twice as long. I settled in for a long wait, but they had us moving right at 8 a.m., and I was completely done and out by 8:10 a.m. These guys/gals worked so hard and moved like a well-oiled machine. Thank you all so much for the amazing work."

We are already beginning preparations for 2027. Interested in becoming a backpack or school supply sponsor? Contact Kim Croley at kcroley@emctx.com.



Lighting Up America's 250th!

Valley Ranch 4th Fest Fireworks Sponsored by EMCID

When celebrating our community and country, EMCID is proud to help bring these memorable moments to life.

EMCID proudly sponsored the fireworks show that lit up the night sky over Valley Ranch Town Center during the annual Valley Ranch 4th Fest. This was EMCID's seventh year to sponsor.

It was incredible to see thousands of residents gather for Independence Day, enjoy live musical performances from country artists Joey Green and Payton Howie, the fun packed Kid's Zone, shopping local vendors and finish with an unforgettable fireworks finale.

At EMCID, investing in our community means more than attracting new businesses and creating jobs—it also means supporting events and experiences that bring neighbors together and create lasting memories for families. We loved seeing everyone gather at this celebration and look forward to many more memorable moments together.



Put your business in front of local residents with **EMCID's Business Deals of the Week**. Share an exclusive discount or promotion, and we'll help spread the word through our social media channels. It's an easy way to attract customers, support local shopping and grow your visibility. To participate, **contact Jennifer Green at jgreen@emctx.com**.



FROM THE COMMISSIONER'S DESK

Dear Neighbor,

As we enter the fall season here in East Montgomery County, I hope you and your family are taking time to enjoy the weather by visiting one of our parks in Precinct 4. Be sure to save the date for some of our upcoming events, including the return of Pumpkins & Popcorn, our movie night in the park following last year's great turnout of more than 700 attendees.

Another highly attended event is, of course, Heavy Trash Day. This is a twice a year drop-off event where we offer our residents an opportunity to clear out unwanted items. Whether you are doing some fall cleaning or getting ready for the holidays, we hope you take advantage of this opportunity as we work to keep our community clean.

As your Commissioner, my priorities remain focused on the essentials that keep Precinct 4 moving forward: safer roads, improved drainage, and well-maintained parks. As our community continues to grow, I remain committed to providing the services and improvements that you can depend on.

Commissioner Matt Gray
Precinct 4

**HEAVY
TRASH
DAY**

SATURDAY, OCTOBER 3, 2026
8:00 AM - 2:00 PM A.V. BULL SALLAS PARK

FREE PAPER SHREDDING
WILL ALSO BE AVAILABLE!

RESIDENTIAL CLEAN UP ONLY!
NO COMMERCIAL BUSINESSES

NO BOX OR ENCLOSED TRAILERS

THIS IS A DROP-OFF EVENT & WE DO NOT OFFER HEAVY TRASH PICK UP
NOT SURE IF WE'LL TAKE A CERTAIN ITEM? CALL PRECINCT 4! 936-597-4444

**PUMPKINS
& POPCORN**

MOVIE NIGHT IN THE PARK

FEATURING: DISNEY'S COCO

SATURDAY, OCTOBER 10, 2026
6:30PM- SHOW TIME AT SUNSET
BULL SALLAS PARK

FREE
ADMISSION!



DOWNLOAD OUR
FREE APP TODAY!



936-597-4444
mctxpct4.org
contactp4@mctx.org



*Up to \$10,000
Matching
Per Business*



Facade Improvement Grant Program Helps Local Businesses Shine

EMCID's Facade Improvement Grant Program helps commercial property owners and business owners/managers within specific nodes of the district fund qualified exterior building and site improvements like new signage or broader facade upgrades. The goal is simple: help local businesses stand out, attract more customers and enhance the overall look and feel of East Montgomery County.

Two recent grant recipients show how the program works in practice.

DECA Beer Company added a new sign to the side of its building, increasing visibility for drivers traveling northbound on Loop 494 and helping customers find the local favorite. "We encourage other businesses to really look into this program because it has helped us a lot," said Cody Evans, co-owner of DECA Beer. "Without this program, we would not have been able to put a new sign up on our business. We had customers come in and say, 'We just saw the sign; we didn't know this place was here.' We were happy with the process and outcome."

J&R's Ace Hardware used its grant to install a new digital sign capable of updating messaging daily. "The sign has been a game changer for us. We can update our messages daily, highlight seasonal offers and promote new products," said Jeff Petersen, owner of J&R's Ace Hardware. "Right away, we advertised our propane filling service and immediately saw new customers who hadn't known about it. The surge in business showed that the sign truly works."

From digital signs showcasing daily specials to prominent exterior signage that helps customers find their destination, these investments do more than improve curb appeal – they help local businesses connect with customers while strengthening East Montgomery County's overall look and feel.



Interested in applying?

Contact **Christopher Bontrager**
at cbontrager@emctx.com
or scan the QR Code.



Your event, beautifully hosted.



*Outdoor
flexibility*



*Stunning indoor
spaces*



*Accommodating
suites*

Now booking for **2027**

Learn more at AtriumCenterTX.com or call **281.354.5020**

**THE
ATRIUM
CENTER**

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

The Insider is a quarterly newsletter produced by the East Montgomery County Improvement District.
Please direct questions or comments to: Kim Croley, Senior Vice President, Marketing & Communications; kcroley@emctx.com