



## **East Montgomery County Improvement District**

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### **FOR IMMEDIATE RELEASE**

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## **Premier Entertainment Venue Lumos An Asset to Future Conference Center, Valley Ranch**

(September 9, 2024) — Lumos, an innovative entertainment venue providing activities for the whole family, young adults, and corporate events, is set to begin construction this fall on its premier 45,000 square foot high-tech venue in the Valley Ranch Town Center in New Caney. Revolutionizing the entertainment landscape with its state-of-the-art technology-driven attractions and exceptional guest experiences, Lumos is designed to offer a wide array of fun including bowling, laser tag, axe throwing, arcade games, and more, with exciting use of augmented reality, immersive virtual reality, and 40-foot LED screen displays.

“Lumos is all about creating a space where people can forget the world for a few hours and just have a great time playing, eating, and socializing,” said Greg Little, Founder and President of Lumos 1, LLC. “Our new location in New Caney is perfectly situated to serve the growing community, and we can’t wait to bring our unique brand of entertainment to this vibrant area where we hope to become part of your community.”

The new Lumos venue, scheduled to open in 2025, will be located at 22296 Market Place Drive, Suite #100 within walking distance to the East Montgomery County Improvement District’s (EMCID) 210,000 square foot future conference and events center in Valley Ranch’s Entertainment District.

EMCID’s President and CEO, Frank McCrady, believes this upscale entertainment venue will be a boon for future conference goers.

“Whether people are heading to a trade show, a conference, or a youth sports competition, they all want somewhere to go and relax or have fun at the end of the day,” said McCrady. “This type of entertainment venue creates a synergy with our efforts to offer potential clients full packages that attract and recruit events.”

McCrady says Lumos is an example of the unique offerings that are attracted to a development when you add a convention center to the mix.

“Convention centers attract higher-end restaurants, hotels, and experiences to a development that you wouldn’t ordinarily have. The sheer number of people — which could be thousands at a single event — is what these businesses are looking for,” he said.

Construction of the new Lumos venue is expected to take about nine months. To follow the progress, go to [lumossocial.com](http://lumossocial.com).

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## Media Contacts

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## About Lumos's Greg Little

*Greg Little, the founder of Lumos, brings a wealth of experience from his 24-year career at Shell Oil Company, where he held several senior positions. His expertise in corporate sales, leadership, staff development, and consumer experience has been instrumental in developing the Lumos concept. Greg's passion for creating extraordinary experiences and his commitment to continuous improvement have led to the development of a fun and unique space that is going to be loved and appreciated by the community.*

Website: [www.lumossocial.com](http://www.lumossocial.com)  
Facebook: [www.facebook.com/LumosSocialEntertainment](http://www.facebook.com/LumosSocialEntertainment)  
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## About the East Montgomery County Improvement District (EMCID)/Convention Center

*Led by a board of eight elected individuals, the East Montgomery County Improvement District, located northeast of Houston, is a political subdivision of the state of Texas responsible for promoting economic and community development. EMCID offers extensive financial incentives, an available workforce, and numerous sites under development within its 158-square mile district.*

*The proposed 210,000 sq. ft. conference and events center is expected to have a nearly \$1.73 billion economic impact over the next 30 years. Designed by Helman Hurley Charvat Peacock/Architects, Inc. (HHCP), the facility will feature a 55,000 sq. ft. ballroom/exhibit hall and nearly 20,000 sq. ft. of meeting space, large enough to hold major corporate events, trade shows, local and regional youth sporting events, consumer shows, galas, wedding receptions, proms, and other private events. Two signature meeting rooms take advantage of spectacular views to the west, south, and east of the future entertainment district and a terrace overlooking green space. The center includes approximately 25,000 sq. ft. of pre-function and lobby space and outdoor courtyards. The plans also include space for a future full-service conference hotel to connect to the conference center and an attached multi-level parking garage. For more information, visit [www.emctx.com](http://www.emctx.com).*

## About Valley Ranch/The Signorelli Company

*Located in the southeastern part of Montgomery County, at the convenient crossroads of I-69 and SH-99, Valley Ranch is a meticulously designed 1,400-acre community. It is made up of six vibrant districts that seamlessly come together to form a flourishing mix-use hub. Named Houston's most visited outdoor shopping center, Valley Ranch boasts an impressive 1 million square feet of diverse dining, shopping, and entertainment choices, with plans for major additional square feet in the pipeline. All of this is set amidst expansive green spaces and scenic trails, providing ample opportunities for exploration and relaxation. For information on the center, visit [www.shopvrtc.com](http://www.shopvrtc.com).*

*Since 1994, The Signorelli Company, founded by Danny Signorelli, has pioneered green markets, exemplified vision and creativity in placemaking and developed and built the finest places where families can live, work, shop and play. Diversified in most aspects of real estate, from single-family and multi-family to retail, commercial, land development, and mixed-use projects, The Signorelli Company is recognized as a leader in Texas and is one of the largest privately held development companies in the State of Texas. For more information about The Signorelli Company, visit [www.signorellicompany.com](http://www.signorellicompany.com).*