

From: Scott Martinez, CEcD <smartinez@huttoedc.com>

Subject: December News from the Hutto EDC

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Hutto EDC [December News](#)



The Austin Region's First Accredited Economic Development Organization®

December 2011



Hutto EDC

In This Issue . . .

Inaugural Class Completes Hutto Entrepreneur & Small Business Academy

Eight Complete Ten Week Course

On December 12, 2011, eight community members completed the Hutto Entrepreneur and Small Business Academy. A graduation ceremony was held at the Veteran's Hill facility of the East Williamson County Higher Education Center - Hutto Center. Each student gave a short presentation explaining the significance of the program and concepts learned in their own business development process.



Hutto Entrepreneur & Small Business Academy 2011 Graduates

[Hutto Entrepreneurs Academy Graduation](#)

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The Hutto Entrepreneur & Small Business Academy is a 10-week course sponsored by the Hutto Economic Development Corporation and facilitated through Temple College. This program is designed to help those interested in starting a business or existing business owners develop and enhance their business plans. The primary goal of this program was to aid business owners develop the necessary tools to support their business. "We understand the importance of small businesses to the Hutto community, and the Hutto EDC wanted to give them the tools to be successful," Hutto EDC Marketing Director Seanna Roysden said.

The following eight students completed the 10-week course and studied topics ranging from exploring entrepreneurship and researching the market to planning a profitable business and implementing a business plan:

- Anne Cano, **REALTOR®**
- Scott Ellsworth, **Chisholm Trail Financial Group**
- Michelle Larkin, **Larkin Early Developmental Learning Center**
- Terry Larkin, **Larkin Early Developmental Learning Center**
- Sherry Mullin, **Impressions by Sherry**
- April Patterson, **Gideon Math & Learning Center**
- Robin Styles, **Walks with God Photography**
- Lucio Valdez, Lucio Canine

For pictures from the event, [click here](#). For a video of student presentations, click on the image below or [click here](#).



Hutto Entrepreneurs & Small Business Academy Graduation, Student Presentation. Dec. 12, 2011.

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Hutto EDC Publishes New Hutto Aerial Map

New Marketing Piece Developed for Hutto

Did you Know...

... that over
29,000
vehicles
travel through the
Highway 79
& FM 685
intersection
everyday?



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2011 Hutto Aerial Map

The Hutto Economic Development Corporation published the 2011 Aerial Map & Community Information for Hutto, Texas. This piece features an aerial map with zoning data, subdivision information, city limits, national retailers, public interest facilities, and local businesses driven by the tourist industry such as eateries, gift shops, lodging facilities, and medical clinics. The reverse side of the aerial map features an array of community information, maps, demographics, and facts.

The aerial map was created through Dallas based-company Aerial Focus and all community demographics and charts were created in-house by Hutto Economic Development Corporation staff.

Hutto Economic Development Corporation staff.

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January Power Breakfast to Feature New Hutto Chief of Police

New Hutto Police Chief Peter Scheets to address Hutto community



The Hutto community will get the opportunity to hear from newly appointed Hutto Police Chief, Peter Scheets, at the January 12, 2012 Hutto Economic Development Corporation Power Breakfast.

This event will be held at 7:30am at the **Holiday Inn Express** in Hutto, and like all Hutto EDC Power Breakfasts, this is a free event open to the public.

About Peter Scheets

Peter Scheets began his law enforcement career in 1996 for the City of Bryan, Texas. He has held numerous positions with the City of Bryan including patrol officer, detective, patrol sergeant, detective sergeant, assistant chief, deputy chief, and even acting chief of police. Peter's



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position at the time of his hiring as Hutto's police chief was Assistant Chief of the Administrative Services Bureau. Prior to his service in Bryan, Chief Scheets served meritoriously in the United States Army.

Scheets is expected to begin work for the City effective January 9, 2012.

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Community Leaders Present at December Power Breakfast

Local Entities Address Hutto Community at Power Breakfast



Hutto Mayor Debbie Holland addresses the Hutto community at the December 2011 Power Breakfast.

The Hutto community heard from local leaders during the December 8, 2011 Power Breakfast. Representatives from the City of Hutto, Hutto Independent School District, Hutto Area Chamber of Commerce, Hutto Fire-Rescue, Williamson County Precinct 4, East Williamson County Higher Education Center-Hutto, Temple College, Texas

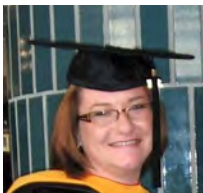
State Technical College, and Hutto Police Department addressed Power Breakfast attendees with a recap of 2011 as well as things on the horizon in 2012.

For pictures from the event, [click here](#).

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Hutto EDC Marketing Director Receives Graduate Degree in Economic Development and Entrepreneurship

Roysden earns Master of Science degree



Seanna Roysden, Marketing Director for the Hutto Economic Development Corporation, was conferred a Master of Science degree in Economic Development and Entrepreneurship from the University of Houston-

Victoria on December 10, 2011. She has been with the Hutto Economic Development Corporation for three years. "I am grateful for the opportunity given me by the Hutto Economic Development Corporation Board of Directors and Executive Director Scott Martinez. Not only was this a personal goal, but it also enhanced my knowledge of economic development which will let me better serve the Hutto community," stated Roysden. Roysden earned her undergraduate Bachelor of Science degree from the University of Mary Hardin-Baylor in 2005.

The Master of Science in Economic Development and Entrepreneurship program from the University of Houston-Victoria combines traditional economic development and entrepreneurship. The program blends equally the disciplines of economic development and entrepreneurship to provide a holistic approach to economic growth.

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Resource Corner: *Information For You*

2011 Aerial Marketing Map & Community Information

Interested in getting a birds eye view of Hutto? [Click here](#) or on the image below to view the 2011 Aerial Marketing Map & Community Information piece. This map and data source provides an overview of the city limits, zoning, subdivisions, population data, and basic facts of Hutto.



If you would like more information on this topic or have any questions about other resources that may be available for your use, please feel free to contact Seanna at sroysden@huttoedc.com.

City of Hutto - Press Release



City Acquires Parkland

The City of Hutto recently acquired just over thirty-seven acres of parkland to add into the City's parks and recreation system. The Parks & Recreation Department worked with developer Rick Jenkins and FB, Ltd. on two different projects. The first piece of property is .83 acres and is a parkland dedication requirement as part of the Glenwood subdivision. FB, Ltd. began working with staff in 2006 on the idea of building a splash pad for Hutto to use as a water feature. FB, Ltd. improved the property with a water feature with ground sprays, fountains and tumble buckets as well as a shaded patio, two picnic tables and a paved parking lot. The splash pad will be open for Hutto to use in 2012 and the shaded area will be available for reservation for groups and birthday parties next summer.

The second parkland acquisition project relates directly to Hutto Lake Park project and the Texas Parks and Wildlife grant. The grant submission included land acquisition as a major piece to the project. The land acquisition needed to be adjacent to the existing parkland to improve its worth to the overall project. FB Ltd. pledged to give the property along the down slope drainage area from the WCID dam. The two parcels of property being acquired equal 36.62 acres of land which connect at the dam at Hutto Lake Park and winds down to the area in front of the Riverwalk subdivision. This makes a great area for adding pedestrian connectivity and future trail space.

At the City Council meeting held on December 15, the City Council accepted the donation deeds from FB, Ltd. for both properties. For any questions regarding these new parkland areas, please contact the Hutto Parks & Recreation Department at 512-759-4000.

Hutto Citizens University 2012 Application Deadline Extended

The City of Hutto has extended the application deadline for the 2012 Hutto Citizens University until Friday, January 6, 2012, at 5:00 p.m. The purpose of the 2012 Hutto Citizens University is to improve citizens' understanding of municipal government and their role in the community.

The 2012 Hutto Citizens University is free to eligible applicants. The classes will be monthly, beginning on January 10 and running through December 11, 2012. Each class will begin at 6:00 p.m. and is expected to last two hours.

To apply for the 2012 Hutto Citizens University, applicants must be at least

18 years old and demonstrate an interest in serving the City in some volunteer capacity in the future. Participants cannot be currently running for political office. The deadline for submitting applications to the City Secretary's Office is Friday, January 6, 2012 at 5:00 p.m.

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Community Demographic Information

To view the current Economic Profile for the Round Rock-Austin MSA, [click here](#).

To view the current economic profile for the Rural Capital Area Workforce Development Area, [click here](#).

Type A Economic Development Sales Tax Allocation

Fiscal Year	November	December	Cumulative Total
1997/98	\$8,309.05	\$4,154.17	\$40,417.02
1998/99	\$3,122.47	\$5,304.46	\$32,045.20
1999/00	\$3,116.28	\$3,478.09	\$35,093.61
2000/01	\$5,383.30	\$3,329.59	\$50,940.93
2001/02	\$6,589.96	\$3,410.57	\$58,299.83
2002/03	\$8,762.42	\$4,965.73	\$73,572.84
2003/04	\$11,889.58	\$6,226.13	\$98,841.25
2004/05	\$15,625.70	\$12,973.69	\$216,990.28
2005/06	\$29,733.18	\$26,273.33	\$336,629.05
2006/07	\$36,716.28	\$25,585.11	\$376,036.41
2007/08	\$49,127.63	\$39,907.57	\$481,309.64
2008/09	\$53,039.12	\$45,796.11	\$495,826.74
2009/10	\$47,724.41	\$36,230.53	\$467,917.40
2010/11	\$52,944.88	\$34,686.77	\$509,128.41
2011/12	\$53,787.70	\$39,170.55	\$142,712.70*

*Cumulative Fiscal year-to-date Data Figures

Single Family Building Permit Requests by Month

Month	2005	2006	2007	2008	2009	2010	2011
January	63	93	71	64	18	20	23
February	51	70	49	49	15	6	11
March	56	101	84	47	14	16	22
April	67	91	75	46	48	17	24
May	53	66	37	29	22	36	12
June	58	68	44	22	29	17	8
July	61	56	34	32	39	11	20
August	78	70	25	41	22	11	17
September	67	66	24	28	24	7	10
October	65	58	51	5	19	7	10
November	49	37	60	9	6	17	16

December	46	46	7	12	7	15
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November 2011 Unemployment Rates

Area	Nov. 10	Oct. 11	Nov. 11
Austin/Round Rock MSA	7.1%	7.1%	6.6%
Texas	8.2%	8.0%	7.5%
National	9.3%	8.5%	8.2%

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A Note from the Executive Director

As we begin 2012, I am excited in what the *known* things the year will have in store for Hutto. Construction will begin in the first quarter of the East Williamson County Higher Education Center-Hutto campus; construction should begin in 2012 on the expansion for CR 108; and completion of the ambitious water and wastewater project funded by the City of Hutto and Hutto EDC. A great deal of multi year initiatives will culminate in 2012 which really gives merit to many of the economic development clichés such as: economic development is a journey not a destination. Economic development is a marathon and not a sprint. Large project like what we will finally see raise from the blackland prairie in 2012 were literally years in the making, and took a great deal of effort by many. As we begin the New Year with excitement at the *known* things on the horizon, I can't help be more excited about the *unknown* great things for Hutto in 2012.

Please let me or the economic development staff know if we can be of assistance to you. I look forward to visiting with you at one of our Second Thursday Power Breakfast.

Warmest regards,

Scott Martinez, CEcD
Hutto Economic Development Corporation
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