



EDC News

September, 2008

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Hutto EDC Moving To New Office Space

The Hutto Economic Development Corporation will be moving to a new office located at **321 Schmidt Boulevard, Suite 200**. The new office space is part of the new Hejl-Lee Building. The new space will house four staff members, feature a state of the art executive conference room, reception area as well as a secure file and server room. The space features hardwood floors and custom millwork provided by Texas Fixtures & Interiors.



The Hutto EDC will be moving on Friday, September 26. Please note that our telephone services will be down beginning around noon on Friday but you may contact Scott Martinez at (512) 635-1426 or Lori Hines at (512) 797-7924.

Assistant Ag Commissioner Rick Rhodes to Speak at October First Thursday Power Breakfast



Texas Department of Agriculture Assistant Commissioner Rick Rhodes will speak at the October Hutto EDC First Thursday Power Breakfast. Rhodes was the former Manager of the Domestic Expansion and Recruitment Program in the Governor's Office from 2002 to 2004, Rick was also senior team leader of the Hill Country Bible

Church in Austin. He is the former president of the First National Bank of Sweetwater as well as former Mayor of Sweetwater. The Power Breakfast will be held Thursday, October 2 at 7:30 AM at the Holiday Inn Express located at 323 Ed Schmidt Boulevard.

Hutto EDC Hosts House District 52 Candidate Forum



The Hutto EDC held the first Texas House of Representatives **District 52 Candidate Forum** with Diana Maldonado and Brian Daniel at the Holiday Inn Express Hotel and Suites on September 4 during its First Thursday Power Breakfast. A capacity crowd was on hand to hear the candidates positions on issues impacting the Hutto community ranging from transmission lines to business taxes. The Candidate Forum was moderated by John Garrett, Publisher of *Community Impact* newspaper.

The complete Candidate Forum is available via YouTube. [Click here](#) for the video stream of the Hutto EDC Texas House District 52 Candidate Forum.

Vassallo Chosen to Conduct Community Assessment and Strategic Planning Session



The Hutto Economic Development Corporation has chosen **Steve Vassallo**, founder of "Global Colors of Economic Successes", to perform a community assessment and facilitate a strategic planning session the week of November 17. The assessment will consist of private interviews with the leadership of the community including EDC Board Members; Elected Officials; State Senate and State Representative Staffers; Local Media; Area Business Leaders; Area Educators; Medical Professionals; Utility Reps; and Regional Economic Development Professionals.

On Friday November 21, a Strategic Planning Retreat will be facilitated by Mr. Vassallo. The firm will disclose its findings and make recommendations at the retreat. The firm will also highlight Hutto's top ten strengths and weaknesses and reveal its recommendations for the Top 3 targeted industry/business sectors.

About Steve Vassallo

Steve Vassallo has more than 24 years of experience in economic development. He has been a consultant since 1999 opening his own company in 2008, "Global Colors of Economic Successes." He has worked with approximately 60 communities and in seven foreign countries. Prior to consulting, Steve held economic development assignments in the states of Tennessee; Kentucky; Mississippi; and Texas. Steve opened the McKinney, Texas economic development Office in 1993 which was voted the "Best Program in Texas" in 1995 by his peers for comparable size cities. Steve has recruited some 50 companies including ones from Sweden; Norway; Italy; Holland; Japan; Taiwan; and Canada.

Vassallo has been written about in various publications including three times in The Wall Street Journal. In 1997, he established a sister city relationship between Sollefteå, Sweden and Madison, MS for economic development objectives which was voted the "Best First Year Program Worldwide" by Sister Cities International. A long time client, Madison, MS, was named as one of the "Top Ten Cities in the United States to Raise a Family" by Family Circle Magazine in 2007. Steve facilitated the inaugural Mayors' Summit of the ten cities this past November.

Steve is a graduate of the University of Mississippi (Ole Miss) and holds the Certified Economic Developer (CEd) and Economic Development Finance Professional (EDFP) professional designations.

Cano Appointed to Hutto EDC Board of Directors



The Hutto City Council voted unanimously at its September 18 meeting to appoint Anne Cano as a Member of the Hutto EDC Board of Directors. Anne Cano is currently a Realtor with JB Goodwin Realtors in the Williamson County office. Prior to this, Anne was in operations management in the manufacturing sector and construction industry. She has a Bachelor of Applied Science degree from University of Mary Hardin Baylor and an Master of Business Administration degree from Regent University. Anne serves as president of the Hutto Citizens University Alumni and is a member of the JB Goodwin Agent Council.

Briggs Appointed to Hutto EDC Board of Directors



The Hutto City Council voted unanimously at its September 18 meeting to appoint Stan Briggs as a Member of the Hutto EDC Board of Directors. Stan Briggs is currently Hutto's State Farm insurance agent. Following graduation from the University of Mary Hardin-Baylor Business School, Briggs worked for Dell and was Director of Technical Sales for a Berkshire Hathaway-owned company providing technical sales assistance to major oil companies in the US and Middle East. In addition to his new appointment to the Hutto EDC Board, Briggs also serves on the Hutto Chamber Board and is the Secretary of the Hutto Rotary Club. In addition, Stan has been a pastor and Southern Baptist missionary.

***Austin Business Journal* Publisher Lyn Chasteen to Speak at November First Thursday Power Breakfast**

Austin Business Journal Publisher Lyn Chasteen will speak at the November Hutto EDC First Thursday Power Breakfast. Chasteen has a career in media spanning 25 years as an account executive, advertising director and publisher. Lyn Chasteen has initiated several annual awards events including the Best Real Estate Awards, Best Places to Work, Profiles in Power, Health Care Heroes, Green Awards, Tech Innovations and Fast 50, which recognize and honor deserving individuals and companies in Central Texas. Lyn has also developed the *Austin Business Journal's* newest program, the Executive Advisory Board which exists to support entrepreneurs and help them grow to the next level.



In addition, Lyn has served on many boards including the Executive Advisory Board, the Austin Chamber's Small Business Solutions Task Force and has recently been elected to the Greater Austin Chamber of Commerce Board where she is currently serving as Vice Chair of Membership.

Hines' Title Changed to Operations Manager/Research Specialist

In an organizational restructure, Lori Hines' title was recently changed from Economic Development Coordinator to Operations Manager/Research Specialist. Lori's responsibilities include maintaining official records and minutes for Hutto EDC meetings, maintaining accounts payable, organizing and implementing an effective program for the gathering and maintaining statistical and research data, maintaining comprehensive community demographic information in printed and electronic formats, conducting the quarterly ACCRA Cost of Living Survey, and developing and distributing the Hutto EDC newsletter.



City of Hutto News Briefs



Council Approves FY 2008-09 Budget The City Council annually adopts a cost effective budget to provide programs and services to the citizens. This reflects the goals of the Council to make Hutto a safe and healthy community. The 2008-2009 budget has been created to provide outstanding services for the citizens as we continue to grow, improve and create great opportunities.

The 2008-09 budget totals \$28,187,372 in expenses and \$25,926,447 in revenue, including \$11,000,000 in bond revenue. Bond revenue from debt issued in previous fiscal years will be used to fund some of the budgeted capital projects. Due to the timing of projects, debt revenue was received in previous issuances, but the projects will not be completed until now.

While budgeted total expenses equal \$28,187,372, only \$12,679,738 is budgeted for operations, down 6% from \$13,586,929 last year. The difference between the operational and total budget is the capital and debt service.

We invite you to learn more about the budget at our website www.HuttoTx.gov.

City of Hutto Tax Rate: \$0.499154 per \$100 valuation
Average Home Appraisal: \$137,034

Hutto's Sales Tax Numbers Hit New Summer Highs There's no sleigh bells ringing during this summer, but the sales tax numbers being generated at Hutto businesses look like Christmas. The City collected \$144,732 in sales tax for month of August 2008, which reflects the sales made during June 2008.

Traditionally, the months leading up to Christmas provide increased sales tax figures. In November 2007, the City hit its current high at \$147,383. With the August numbers, the City is seeing sales tax numbers continue to grow beyond figures originally estimated based on previous years. The year-to-date for Fiscal Year 2007-08 is 13.6% above what was estimated for the current fiscal year, and 28.4% above the year-to-date from last fiscal year.

With the opening of Walgreens and the next retail section of Town West Commons planned for the next couple of months, the City expects to see further growth. It is interesting to note that these will be the first major business openings since Lowe's opened in Fall 2007. The continual sales tax growth in the city is the result of its existing businesses and their hard work to keep the increasing number of residents shopping Hutto first. The sales tax funds are used for economic development, property tax reduction, and general fund services such as police and street maintenance.

Community Development Holds Development Roundtable On Tuesday, July 29, the City hosted an all-day development workshop. Participants in the workshop included City staff, Mayor Pro-Tem David Begier, Council Member Debbie Holland, EDC Director Scott Martinez, and several developers, builders, and business owners. The workshop was facilitated by Joe Gonzalez of Management Connection. Jim Witt, City Manager of Coppell, was the special guest at the workshop.

The participants broke into several groups during the day and were tasked with listing Hutto's assets, how to market those assets, key partnerships, and win-win situations regarding the development process.

Overall, the workshop was a success, as the group was able to get on the same page and communicate roles and ideas, and established a set of basic action steps to start bettering the development process and coordination.

This is an ongoing process to improve the dialogue between the City and developers, and will become more focused in time. The next step in improving the City's development processes involves a series of roundtable discussions which started August 12 and will focus on the creation of the City's upcoming Unified Development Code (UDC).

Building Activity Continues At Steady Pace Despite a decrease in the number of monthly building permits compared to that of 2005-2007, building activity in Hutto continues steadily. In fact, in May, June, and July of 2008, Hutto issued more commercial permits than in May, June, and July of 2007. New commercial additions to the city include a Walgreen's, a new Wag-a-Bag store, a Holiday Inn Express, and a Hampton Inn Suites.

As soon as early 2009, the 474-acre Crossings of Carmel Creek development that straddles

SH130 will begin moving dirt to include two big box commercial stores, mixed-use retail/residential, townhomes, row houses, hotels, office space, and more. Other communities across Central Texas have experienced a similar decrease in permits compared to recent years' activity, but Hutto nonetheless continues to grow both in commercial and residential.

The Crossings of Carmel Creek Amendment In 2007, the City of Hutto and developer, Atlantic Coast Developers (ACD), collaboratively worked to ensure that the 466-acre site now designated "the Crossings of Carmel Creek" is developed to its highest and best use. The City requested to hold a charrette, design workshop, with ACD to make certain that both the developer and the city had a shared vision for the outcome of the site. The result was a Planned Unit Development (PUD). The PUD plan greatly resembles the types of uses, density, layout and other important elements of the plan. This property falls within the Gateway Overlay Zoning area and is being submitted as a PUD under that district and meets all the applicable requirements for the district. The PUD plan has representation imagery in the plan to demonstrate a sense of development the plan is referring too.

Now, as more headway has been made on the part of the developer in securing tenants and has begun platting the property, several amendments to the PUD plan have been brought up out of necessity either for the project engineers, architects, or the proposed tenants. Proposed amendments include: Adding the amphitheater and other public uses from Development Area 5 to Development Area 2.

- Increase the allowed residential density to 3,350 dwelling units for the project.
- Changing Exhibit G, which describes the Carl Stern circus, to allow for a new cross-section that includes angled parking in addition to parallel parking on the outside of the circus.
- New visual guidelines for flex space/light industrial real estate.
- The allowance of multiple pre-development signs at appropriate locations and designs in Exhibit I-4 of the document.

[Click here to visit the Crossings of Carmel Creek website.](#)

Lakeside Estates Subdivision The City is holding a series of two public hearings regarding the Lakeside Estates Subdivision Municipal Annexation Plan area, an amendment to the Municipal Annexation Plan (M.A.P.) to add approximately 197 acres of land to the City limits. The area includes the Lakeside Estates Subdivision, of which the City currently provides wastewater service and Hutto Police is the first responders for 9-1-1 emergency service. Lakeside contains a total of 562 households.

The annexation of these areas of land identified in the M.A.P. is to occur beginning on the third anniversary of the date the annexation plan amendment was adopted (December 31, 2010).

An inventory of current services to this subdivision has been completed and will serve as a basis for needed services in the annexation area's service plan, which will be negotiated between the City and current Lakeside residents over the coming months. This inventory has been made available since June 26, 2008 at the [Community Development Department](#) offices, the City Secretary's office, and the [City's website](#). The inventory was also included as an attachment to the public notice letters sent to all property owners dated July 18, 2008.

Downtown Planning Is Underway On Tuesday, August 26, the City hosted three focus group meetings regarding the Downtown Hutto Master Plan. The focus groups included: 1) a historic preservation/long-time citizen group; 2) downtown business/property owner group; and 3) Chamber of Commerce/EDC group. Each focus group identified Old Town Hutto's needs for the future. The input was extremely helpful for the "Visioning" public workshop that was held in the evening.

ERO International and Gateway Planning Group, along with the City's Community Development staff, facilitated the workshop. Susan Daniels of ERO gave a brief presentation on the background to the downtown plan, as well as what to expect moving forward with the plan. Participants were split into five groups for a "mental mapping" exercise. Each group was given a map of Old Town Hutto to identify desired land uses, preservation areas, etc. All participants were then asked to do an exercise to identify appropriate architectural styles for downtown Hutto. The input received will be very helpful in the next phase of the plan. The second public workshop is scheduled for October 8.

Parks and Recreation Department

City to Survey on Interest & Viability of Community Center for Hutto In response to recent inquiries as well as tasks outlined in the City of Hutto's Parks and Recreation Open Space and Trails Master Plan, preliminary research has begun to determine levels of interest with regard to a Community Center in Hutto.

The proposed project is looking for a home site location and has the ability to encompass a variety of possible services. In order to determine which services are needed in Hutto, Amanda Moreno, a University of Texas social work student intern is working with the City to research this project. Mrs. Moreno will seek input from the community to ensure that all citizens have a voice as well as help create a vision for a final product.

This input will come through a survey indicating various types of services one might like to include as part of a community recreation and resource center. People are invited to take a few moments to complete a simple twenty question on-line survey. Survey data will be used to make a recommendation on whether or not the Hutto community desires such a center.

The on-line survey will be available beginning September 15 through the City of Hutto website's home page or the Parks and Recreation home page by clicking on the "community recreation and resource center survey" link. Following the close of survey on October 24, results will be compiled, analyzed and organized with a public presentation sometime in the spring of 2009.

For additional information about the survey gathering process, please contact Amanda Moreno at the Hutto Parks & Recreation Department at 512-759-4000 or email her at amanda.moreno@huttotx.gov.

Monthly Community Demographic Information

4A Economic Development Sales Tax Allocations

Year	August	September	Annual Total
1997/98	\$ 5,654.13	\$ 3,400.61	\$ 40,417.02
1998/99	\$ 3,070.44	\$ 1,871.53	\$ 32,045.20
1999/00	\$ 4,041.08	\$ 2,871.49	\$ 35,093.61
2000/01	\$ 6,099.93	\$ 3,743.21	\$ 50,940.93
2001/02	\$ 6,965.84	\$ 4,142.92	\$ 58,299.83
2002/03	\$ 5,699.42	\$ 7,033.02	\$ 73,572.84
2003/04	\$10,607.65	\$ 9,477.17	\$ 98,841.25
2004/05	\$25,904.94	\$24,332.76	\$216,990.28
2005/06	\$37,512.93	\$31,261.92	\$336,629.05
2006/07	\$40,950.03	\$34,450.04	\$376,036.41
2007/08	\$48,244.00	\$42,804.45	\$481,309.64

Monthly Single Family Building Permit Report

	2005	2006	2007	2008
January	63	93	71	64
February	51	70	49	49
March	56	101	84	47
April	67	91	75	46
May	53	66	37	29
June	58	68	44	22
July	61	56	34	32
August	78	70	44	41
September	67	66	24	
October	65	58	51	
November	49	37	60	
December	46	46	7	

Hutto Police Department

Part I Crimes (Cumulative)

	January - August 2007	January - August 2008
Murder	0	1
Rape	2	0
Assault	14	7
Robbery	0	0
Burglary	26	20
Larceny	60	56
Auto Theft	3	2
Arson	0	0
Total Part I Crimes	105	86

Part II Crimes (Cumulative)

January - August 2007	January - August 2008
275	230

Unemployment Rates as of August, 2008

Austin/Round Rock MSA	4.5%
Williamson County	4.6%
Texas	5.0%
National	6.1%

New Businesses Open in Townwest Commons

Business is booming at Townwest Commons with the opening of a new Walgreens, a new

Holiday Inn Express, and two new inline retail buildings. Below are some images of these new additions to the Hutto business community.



Upcoming Events

First Thursday Power Breakfast

October 2, 2008, 7:30 am

Holiday Inn Express (behind Lowe's)

323 Ed Schmidt Boulevard, Hutto

Hutto EDC Monthly Board Meeting

Tuesday, October 21, 2008, 7:00 pm

Hutto Economic Development Corporation

321 Ed Schmidt Boulevard, Suite 200, Hutto

Scott Martinez, CEcD
Executive Director
Hutto Economic Development Corporation

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