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**Subject:** November News from the Hutto EDC

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Hutto EDC [November News](#)



The Austin Region's First Accredited Economic Development Organization®

## November 2011



*Hutto EDC*

### In This Issue . . .

## Hutto EDC Commissions Retail Study

### Results of Retail Study indicate \$517.6 million in Retail Leakage

Joey Grisham, an economic and retail development consultant based in Grandbury, recently completed a **retail analysis** for the Hutto area. In this study, Grisham indicated that there is a total of \$517.6 million of retail leakage (revenue from the local trade area that is being spent in other communities). This analysis indicated that the city was losing an estimated \$89 million in grocery store sales, \$87 million in gasoline purchases, and nearly \$44 million in fast food sales to surrounding communities. The rest of the leakage data is comprised of clothing, electronics and general merchandise sales.

Though these numbers may seem discouraging to some, this data also indicates an enormous amount of opportunity for retail growth and development within the Hutto community. "You have a great market," Grisham said. "I think you're in the path of the next retail boom."

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The **identified trade**



City of Hutto News

Community Demographics

Did You Know...

**area** stretches east to west from Rice's Crossing and FM 973 to midway between SH 130 and IH-35 (encompassing west Round Rock), and then north to the south from Highway 29 to Kelly Lane in Pflugerville. This indicated trade area has a population today of about 60,000 and is projected to be nearly 70,000 by 2016. Households in the trade area have an average income of \$112,344 today, and that figure is projected to increase to \$120,779 by 2016.

One of the main weaknesses indicated in the study was a lack of daytime population for the community, which means a high percentage of people leave town everyday to travel to other communities for work. However, with projects like the East Williamson County Higher Education Center and future YMCA, the daytime traffic in the community will increase, helping support retail growth.

To see a copy of the full report, [click here](#).

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***Did you Know...***

... that over

**29,000**

**vehicles**

travel through the

**Highway 79**

**& FM 685**

intersection  
everyday?

## **Hutto EDC Partners with the City of Hutto to Recruit Retail**

### **Representatives attend state-wide retail recruitment show**

Seanna Roysden, Marketing Director of the Hutto Economic Development Corporation, and David Mitchell, Assistant City Manager of the City of Hutto, represented the Hutto community at the 2011 International Council of Shopping Centers Texas Deal Making Conference in San Antonio, November 2-4.

"Our biggest job at this event was letting the retail community know



that Hutto is a profitable location for retail development. Many attendees, whether they were real estate professionals, developers, or retail representatives, had a misconception as to what Hutto today looks like," stated Roysden. "The majority of individuals that we spoke with did not realize the full scope of changes that have occurred over the last ten years, so it was rewarding to educate attendees on the growth, future plans, and regional accessibility of the Hutto community."

Over 3,000 real estate professionals, developers, and retail representatives attended this annual event. Contact with over thirty prospects was made, and follow up by both organizations will be continuing over the coming months.

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## **Retail Consultant Presents at November Power Breakfast**

### **Retail Consultant to present findings at November Power Breakfast**

On November 10, 2011 the Hutto community heard from Independent Retail and Economic Development Consultant Joey Grisham on the recently completed 2011 Retail Study. Grisham addressed study methodology, retail trade area assessment, retail leakage, and made suggestions on expanding retail in Hutto.

In case you missed the event, be sure to visit the Hutto EDC YouTube Channel by [clicking here](#) to view the complete presentation.



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Retail Consultant Joey Grisham addresses the Hutto Community at the November 10, 2011 Hutto Economic Development Corporation Power Breakfast.



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

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## **December Power Breakfast to Feature Year-End Community Updates**

### **Local Entities to Address Hutto Community for Year-End Updates**

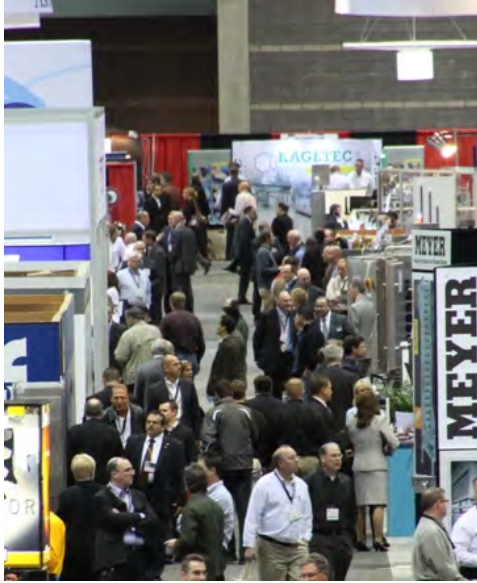
The Hutto community will get the opportunity to hear from local leaders during the December 8, 2011 Power Breakfast. Representatives from the City of Hutto, Hutto Independent School District, Hutto Area Chamber of Commerce, Hutto Fire-Rescue, Williamson County Precinct 4, East Williamson County Higher Education Center-Hutto, Temple College, Texas State Technical College, and Hutto Police Department will have the opportunity to address Power Breakfast attendees with a recap of 2011 as things on the horizon in 2012.

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.

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## **Hutto Represented at National Tradeshow**

### **Executive Director Scott Martinez travels with Oncor to Chicago for Food Processing Tradeshow**



2011 PROCESS EXPO Tradeshow Floor.

Scott Martinez, Executive Director of the Hutto Economic Development Corporation, traveled with Oncor Electric Delivery to Chicago, IL to represent the Hutto community and continue recruitment efforts. The 2011 PROCESS EXPO, held November 1-4, boasted over 12,000 attendants. This year's show featured suppliers of the most innovative processing and packaging equipment, services and materials available for the global food and beverage industry.

"One of the biggest needs of food processors and packagers is water which is an obvious Hutto strength," stated Scott Martinez, "This event allowed me to highlight this valuable community asset to a receptive and interested audience."

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## Celebrate Christmas on Olde Town Hutto

### 2011 Olde Tyme Christmas Scheduled for Second Saturday in December



Photo by Michael Connell.

Keep Hutto Beautiful **Olde Time Christmas** will take place on December 10, 2011, the Second Saturday in December. This free event to the public and Hutto businesses, will be held on East Street from in Historic Hutto from 4-8pm. Support local artisans and businesses by coming out and celebrating the Christmas season at a fun-filled, family-focused evening.

Booth space for this event is limited, so be sure to RSVP by December 8, 2011 to Erin Graves at 512.759.2806, or by [clicking here](#).

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## Scott Martinez Reappointed to Statewide Board

### Executive Director reappointed to Texas Economic Development Council Board of Directors

Scott Martinez, Executive Director of the Hutto Economic Development Corporation was reappointed to the Texas Economic Development Council Board of Directors at the 2011 Texas Economic Development



Council Annual Meeting in Ft. Worth. The Texas Economic Development Council Board of Directors is appointed to two year terms by the general membership. Martinez was also appointed Chair of the group's political action committee (PAC).

Scott Martinez also serves on the Accredited Economic Development Organization (AEDO) Oversight Committee for the International Economic Development Council (IEDC).

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## Resource Corner: *Information For You*

### 2011 Retail Market Snapshot

Interested in gaining further insight into where Hutto stands regarding retail development? [Click here](#) or on the image below to view the Retail Market Snapshot. This flier provides an overview of the Retail trade area, basic leakage, and current national retailers.

## 2011 Retail Market Snapshot

### HUTTO, TEXAS



Hutto, Texas is a high growth town conveniently located on State Highway 130 just east of Round Rock and Northeast of Austin. Listed as one of the fastest growing towns in the U.S., Hutto boasts a Lowe's, Home Depot, Chili's, Walgreens, and several other retailers. Come and see why Hutto should be your next retail destination!



#### HUTTO, TEXAS DEMOGRAPHIC PROFILE SNAPSHOT

Population	2000	2011	2016 Projection
Hutto	1,250	18,514	30,420
Primary Trade Area	19,114	56,906	67,887

Avg. Household Income	2011	2016 Projection
Hutto	\$87,291	\$102,814
Primary Trade Area	\$112,344	\$120,779



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Hutto Primary Trade Area Median Age: 31.8

Source: ESRI, Nielsen, U.S. Census

To view the the full retail analysis report, [click here](#).

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](mailto:sroysden@huttoedc.com).

## City of Hutto - Press Release



### **Hutto City Manager, Edward Broussard, Announces Resignation from City's Top Position**

Hutto's City Manager, Edward Broussard, in a formal letter to the Mayor and City Council, announced his resignation Thursday, November 10, 2011.

"It has been an honor to live and work in this outstanding community for the past six and half years. There are so many people here in Hutto and in the surrounding area that have made an incredible impact and I'll carry as friends for the rest of my life. I thank the Hutto City Council and City staff for the opportunity that they have provided me and the joy that they share in building this great community," Broussard said in his letter.

Noted Mayor Debbie Holland of Broussard's time with the city, "In August of 2005 when Hutto hired Ed Broussard as city manager, the city was in transition from a general law to a home rule city with a charter of its own. The residential boom has started and we were stretched thin with 42

employees. Few people beyond a 30 mile radius knew where Hutto was located. During his tenure, Ed took this fledging community and by restructuring city hall with an Organizational Development Plan that has brought to city hall a leadership management team of highly professional, creative, and personally ethical directors. Hutto has soared to new levels. We no longer are that struggling community but rather a city that is recognized across the state as progressive, productive, proactive; a city to watch. Ed will be missed but he is leaving a long list of accolades that the City of Hutto has earned under his leadership. I wish him the same success in Missouri City. They are a fortunate community to have him at the helm."

Former City Manager of Navasota, Texas, Broussard joined the Hutto staff in August of 2005 and has had an extraordinarily successful career in Hutto. With Hutto having been one of the fastest growing cities in Texas, upon Broussard's arrival, Hutto had a mere population of 8,075 and had recently become a Home-Rule City with its first City Charter. Since then, the current population of 17,120, has more than doubled with Broussard leading the city during a time of tremendous growth and achievement.

Under Broussard's leadership, the city received numerous state-wide awards for excellence with a few including those for technology, website design, budget presentations, an Organizational Development Plan, a Superior Water Award, the Master Plan and Smart Code.

While at the helm, Broussard implemented strong fiscal policies that have weathered the recent economic challenges, resulting in balanced budgets, healthy reserves and no employee layoffs. With the bond rating increase to A, S&P's rating placed the city in a position for exceptional bond options.

Along with the Mayor, council and city staff, it was through Broussard's urging that the City developed the Strategic Guide 2030, the Growth Guidance Plan, Parks and Trails Master Plan, Five Year Fiscal Forecast and the Capital Improvement Plan enabling the city to expand in a thoughtfully planned and sustainable manner.

The community has also been enhanced with the many programs that have been implemented under Broussard's direction including the Hutto Citizens' University, Youth in Government, Adopt-a-Unit, and the Hutto Day at the State Capitol.

Broussard worked in partnership with community leaders and staff to accomplish major feats, from attracting SH 130 to the future of Temple College and TSTC, along with a vision for the Hutto YMCA, and the future Municipal Complex, while seeing the completion of Fritz Park, a Hutto Public Library, Hutto Lake Park and the Cottonwood Creek Hike & Bike Trails, hugely expanding the quality of life for our community.

During his tenure, Broussard served as President of the TCMA Region 7 and on the Executive State-side Board for the TCMA. In May 2011, Broussard was named Outstanding Administrator of the Year by his peers. Since 2008, he served on the Board of the Directors of the Williamson County Habitat for Humanity and most recently was appointed Board President. Broussard has served his community as a member of the Hutto Lions Club. He, his wife Sammi and children have all been members of the Resonate Church where they each contributed in many ways to the community through Orange Santa and many other programs and projects.

Broussard has accepted the position of City Manager for Missouri City, Texas, a post he will assume January 1. His last day with Hutto will be December 31, 2011.

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### **City Council Appoints David Mitchell, Interim City Manager, Effective January 1, 2012**

The council met in closed session Thursday night to accept Broussard's resignation and discuss plans for his replacement. Council voted 7-0 to appoint Assistant City Manager, David Mitchell, Interim City Manager effective January 1, 2012.

Prior to coming to Hutto, David served the City of Harker Heights in a number of capacities including Director of Planning and Development and Management Assistant to the City Manager. He joined the Hutto team and began his service to the Hutto community in September of 2009. He, his wife Angie, and three sons are all active members and serve the Hutto community in many ways.

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### **Council Approves SmartCode Amendments**

Hutto was awarded a Silver level award for fiscal transparency by the State of Texas Comptroller. The Comptroller's transparency check-up program was developed to gauge how governmental agencies including cities measure up, and to gauge how easy it is for citizens to explore where their tax dollars are being utilized. The award is based on the amount of financial data available on the City's website, and the ease of accessing that information.

The Silver level award exemplifies that Hutto is making great strides to becoming more transparent and encouraging the community to participate in the government process. Hutto was first recognized for the award in 2010.

During their regular meeting on November 3, 2011, the Hutto City Council

approved the second and final reading of several proposed SmartCode amendments. City Council approved:

- The development of a review criteria for the issuance of Warrants, which often function as special use permits in Old Town, within the SmartCode. This will better clarify, particularly for the Historic Preservation Commission, a process for reviewing Warrants.
- Adding "Museums" to be permitted by Warrant in several additional transects in the SmartCode.
- Providing more flexibility in transect allocation percentages for SmartCode submittals outside of Old Town, provided that the Planning & Zoning Commission have the authority to approve such changes above 10%.
- Adding several commercial uses to the "Special Services" definition within the SmartCode. This would effectively ban these uses from Old Town Hutto. The uses include tattoo and body piercing businesses, fortune tellers, title loan offices, and head shops. Definitions for these uses were added as well. This change regarding uses was originally initiated and recommended by the Historic Preservation Commission.

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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	October	November	Cumulative Total
1997/98	\$262.91	\$8,309.05	\$40,417.02
1998/99	\$1,798.49	\$3,122.47	\$32,045.20
1999/00	\$1,676.01	\$3,116.28	\$35,093.61
2000/01	\$4,218.60	\$5,383.30	\$50,940.93
2001/02	\$4,283.64	\$6,589.96	\$58,299.83
2002/03	\$4,708.86	\$8,762.42	\$73,572.84
2003/04	\$6,243.04	\$11,889.58	\$98,841.25
2004/05	\$10,125.02	\$15,625.70	\$216,990.28
2005/06	\$22,814.88	\$29,733.18	\$336,629.05
2006/07	\$26,946.34	\$36,716.28	\$376,036.41
2007/08	\$35,869.58	\$49,127.63	\$481,309.64
2008/09	\$39,897.77	\$53,039.12	\$495,826.74
2009/10	\$32,444.29	\$47,724.41	\$467,917.40
2010/11	\$35,665.43	\$52,944.88	\$509,128.41
2011/12	\$49,754.45	\$53,787.70	\$103,542.15*

\*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	
November	49	37	60	9	6	17	
December	46	46	7	12	7	15	

**October 2011 Unemployment Rates**

Area	Oct. 10	Sept. 11	Oct. 11
Austin/Round Rock MSA	6.9%	7.5%	7.1%
Texas	7.9%	8.4%	8.0%
National	9.0%	8.8%	8.5%
Area		Sept. 11	Oct. 11
Williamson County		7.7%	7.3%

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**A Note from the Executive Director**

As we begin winding down 2011, there is a great deal of change occurring in our community. Hutto City Manager Ed Broussard will be leaving Hutto to become City Manager in Missouri City, Texas. Ed has been an important ally and friend of the Hutto Economic Development Corporation. Without Ed's support of the much publicized SH-130 water and wastewater project, the project would not have happened. Throughout the process of locating the East Williamson County Higher Education Center-Hutto in our community, Ed was there from the beginning and at every milestone on the project. From working through the planned unit development (PUD) for Northtown Commons where Texas Fixtures is located on Limmer Loop to providing support from City Hall, he has been a great partner. I thank him for his support of the Hutto Economic Development Corporation and know he will do well in his next adventure.

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  
**Email**

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