



TEXAS
Hutto
ECONOMIC DEVELOPMENT CORPORATION

2011 ANNUAL REPORT

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Mario Perez, Owner
Mario's Mexican Restaurant

2010–2011 BOARD MEMBERS

Mario Perez, President

Serving the Hutto EDC since 2005

Scott Heselmeyer, Vice–President

Serving the Hutto EDC since 2006

Doug Fell

Serving the Hutto EDC since 2010

Debi Price

Serving the Hutto EDC from 2010-2011

Anne Cano, Secretary

Serving the Hutto EDC since 2008

Garry Guthrie, Treasurer

Serving the Hutto EDC since 2010

Miranda Conley

Serving the Hutto EDC since 2010

Joshua Lake

Serving the Hutto EDC from 2006-2010

HUTTO EDC STAFF

Scott Martinez, CEcD – Executive Director

Seanna Roysden, Marketing Director

Erin Graves, Operations Manager

Dear Hutto Community Member,

On behalf of the Board of Directors of the Hutto Economic Development Corporation, it gives me great pleasure to present the Hutto Economic Development Corporation 2011 Annual Report.

The Hutto Economic Development Corporation Board of Directors and Staff continue to develop and implement programs that are strategic and have a positive long-term economic impact on the Hutto community. I am fortunate to be part of a diverse and professional Board of Directors with tremendous talent. Our job is to set policy and ensure that recommendations made by our economic development staff are in the best interest of the citizens of Hutto. There is never a shortage of questions for our economic development staff or lack of a spirited, healthy debate among our Board Members.

We are very proud of our Hutto Economic Development Corporation Staff for not just developing projects but for seeing them through. Working together with community partners like the City of Hutto and Hutto Independent School District, we have accomplished a monumental achievement for Hutto's future with the location of the East Williamson County Higher Education Center–Hutto Campus. It will change lives for our young people and those wanting to better themselves though education and training.

In closing, our work would not be possible without the tremendous support of those who believe that growing Hutto's future is a shared responsibility. The City of Hutto Council and Staff, Hutto Independent School District, Williamson County Commissioner Ron Morrison, the Opportunity Austin program at the Austin Chamber of Commerce, and the Economic Development Staff in Governor Perry's office participate in projects with us throughout the year. This continued support demonstrates their commitment to Hutto, and we look forward to continuing work with our public and private sector allies. We are proud of what has been accomplished this past year and look forward with great anticipation to the new year.

Sincerely,

Mario Perez
Board President

FROM THE BOARD PRESIDENT



Dear Hutto Community Member,

Thank you for your support of the Hutto Economic Development Corporation. The 2011 fiscal year has produced some marked results with the closing of property on September 19, 2011 that will be home to the East Williamson County Higher Education Center-Hutto Campus, construction beginning on an aggressive infrastructure project, and a record year of retail sales in Hutto.

There are many clichés that are attached to economic development: It is a journey not a destination. It is a marathon and not a sprint. Successful economic development projects and programs rarely happen in twelve month terms. Quality economic development programs happen as a long term effort among many community partners that produce tangible wins along the way. Hutto is no different.

In the past four years, the Hutto Economic Development Corporation has committed \$2.1 million to targeted infrastructure projects; \$3.125 million for workforce and talent development through the East Williamson County Higher Education Center-Hutto Campus; and \$100,000 in direct cash incentives to qualified Type A projects. Organizationally, the Hutto Economic Development Corporation is one of only 30 Accredited Economic Development Organizations nationally; won three International Economic Development Council Excellence in Economic Development awards; and won three consecutive Economic Excellence Awards from the Texas Economic Development Council. Additionally, four Hutto Economic Development Corporation Directors have completed the multi day Basic Economic Development Course offered by Texas A&M.

Hutto has positioned itself well as a dynamic location for economic development projects. Whether it has been locating a higher education campus in Hutto or tackling a major infrastructure project, collaboration has been the common denominator in our community's success in economic development. I look forward to Hutto continuing to work together in growing a quality community.

Warmest regards,

Scott Martinez, CECD
Executive Director

ABOUT THE TYPE A SALES TAX

The Hutto Economic Development Corporation is a non-profit entity funded by Type A (formerly 4A) sales tax proceeds as authorized by the State of Texas Development Corporation Act of 1979. Over 71% of Hutto voters approved the Type A economic development sales tax in a citywide election held on May 4, 1996. The vote levied "an additional sales and use tax within the City of Hutto for the promotion and development of new and expanded business enterprise at the rate of one-half of one cent." The half cent Type A economic development sales tax revenue has grown from approximately \$40,000 in annual revenue to currently over \$500,000.

The Type A tax is primarily intended for manufacturing and industrial development, and cities may use the money raised by this sales tax to acquire land, buildings, equipment, facilities, expenditures, targeted infrastructure and improvements for purposes related to:

- manufacturing and industrial facilities, recycling facilities, distribution centers, small warehouse facilities.
- research and development facilities, regional or national corporate headquarters facilities, primary job training facilities for use by institutions of higher education, job training classes.
- certain infrastructure improvements which promote or develop new or expanded business enterprises.
- maintenance and operating costs associated with projects.



Financial Resources

2011 FY Beginning Balance
 Type A Sales Tax
 Interest Income
 Total Financial Resources

\$529,038
 509,128
 5,168
 \$1,043,334

Financial Expenditures

Total Human Resources
 Total Administration
 Total Programs
 Targeted Infrastructure
 Higher Education Project
 Total Expenditures

\$294,413
 85,791
 50,448
 100,000
 160,286
 \$690,938

Year-End Balance

TexPool Investment Account
 Interest Bearing CD
 Operating Account Balance
 Total

\$125,327
 200,000
 27,069
 \$352,396

2010-2011 FINANCIAL SUMMARY
 October 1, 2010-September 30, 2011

Jo Ann Kindinger, Studio Owner
 Merle Norman Cosmetics, K's Gifts & More

POWER BREAKFASTS

The Hutto Economic Development Corporation continued its nationally award winning monthly Power Breakfasts during 2011. Perhaps the most successful outreach initiative of the Hutto Economic Development Corporation is its monthly breakfast and has become a vital role in identifying not only the organization, but the Hutto community. On the second Thursday of each month, the Hutto Economic Development Corporation hosts community leaders from government, education, and business for an informal update of community activities. The Power Breakfasts also feature speakers from throughout the region and state. This has proven to be an ideal venue for staying informed on the Hutto community as well as providing a networking opportunity for attendees.

During the 2011 Fiscal Year, the Hutto Economic Development Corporation has hosted such speakers as Congressman John Carter, Quorum Report Editor Harvey Kronberg, President of Texas State Technical College-Waco Dr. Elton Stuckly, Texas State Representative Larry Gonzales, and Temple College President Dr. Glenda Barron.

CHAMBER OF COMMERCE COLLABORATION

Through June 2011, the Hutto Economic Development Corporation funded a Business Retention Program through the Hutto Area Chamber of Commerce. The Hutto Economic Development Corporation invested \$63,750 in this effort.

EDUCATION PROGRESS REPORT

The Hutto Economic Development Corporation is a significant investor in Opportunity Austin through the Austin Chamber of Commerce. One of the major tenets of the Opportunity Austin Program is regional education and talent development. The Hutto Economic Development Corporation facilitated the first time participation of the Hutto Independent School District in this effort.

The Hutto Independent School District Education Progress Report uses a common set of metrics that focuses on high school graduation, college/career readiness and post-secondary enrollment rates, and monitors additional student performance indicators predicting success leading up to high school. This report serves as a tool for the Hutto community in tracking its performance trends and communicating the district's goals and strategies. This report compares Hutto Independent School District's performance to Hutto community expectations, not to other Texas or U.S. school districts.

COMMUNITY OUTREACH



Matt Widmer, Owner
Creative Touch

HUTTO DAY AT THE CAPITOL

On March 23, 2011, the Hutto Economic Development Corporation joined the City of Hutto, Hutto Independent School District, Williamson County, Hutto Area Chamber of Commerce, and Hutto Fire-Rescue for Hutto Day at the Capitol. This all-day event showcased the Hutto community to government leaders throughout Texas.

Hutto Day at the Capitol featured a catered breakfast with local legislators Senator Steve Ogden and Representative Larry Gonzales and their staff. The Hutto community was recognized by both the House of Representatives and the Texas Senate. Visits to all legislative offices were made by Hutto representatives throughout the day. The day concluded with a reception for legislators, capitol staff, and Hutto community members where over 500 individuals were served pie from the Texan Cafe. This was the second biannual Hutto Day at the Capitol event.

DOWNTOWN BUSINESS MAP

Local businesses are the heart of any community, and Hutto is no different. The Hutto Economic Development Corporation was pleased to assist the Downtown Business Alliance in the development of the *Explore Historic Hutto* business map.

Explore Historic Hutto features 53 local businesses in a two-page business directory and map. The finished product highlights a wide array of businesses in the Historic Hutto community and promotes the value of shopping local. The Hutto Economic Development Corporation donated approximately 40 hours of staff time for research, design, and development of this community resource.



COMMUNICATION

The Hutto Economic Development Corporation has developed a comprehensive communication strategy. From its nationally award winning website to its implementation of social media, the Hutto Economic Development Corporation strives to reach corporate decision makers as well as Hutto community members.

Some of the avenues of communication are:

- Find us on the web or sign up for our monthly newsletter at: www.huttoedc.com
- Find us on YouTube at: www.YouTube.com/user/HuttoTxEDC
- Follow us on Twitter at: @HuttoTxEDC
- Find us on Facebook by searching: Hutto Economic Development Corporation

FY 2011 STATISTICS

- 28,163 page views to www.huttoedc.com
- 5,660 unique visitors to www.huttoedc.com
- Average time spent on www.huttoedc.com: 2 minutes, 37 seconds
- www.huttoedc.com received visits from individuals in 49 states and 12 countries
- 2,949 YouTube Channel views within the US / 180 international views
- 529 contacts receive Hutto EDC monthly e-newsletter
- 245 Likes on Facebook
- 444 tweets / 251 followers

PLASTEC WEST AND MD&M TRADESHOW

Hutto Economic Development Corporation Executive Director Scott Martinez joined Onco Electric Delivery in Anaheim, CA on February 7-9, 2011 at the PLASTEC West and MD&M tradeshow. This tradeshow generated 25 qualified leads.

“With over 50,000 participants, this event provided a single venue to meet industry leaders from around the world particularly in the medical device, aerospace, and sustainable technology sectors. It is important for Hutto to market itself outside Central Texas. It is especially important now that Hutto will have large tracts with suitable water and wastewater infrastructure become available for development within the next year,” stated Martinez.

BIO SHOW

Hutto participated in the 2011 Biotech show in Washington DC on June 26-28, 2011. The Bio Show is the largest annual assembly of biotechnology

companies in the world. The Hutto Economic Development Corporation was part of the Onco Electric Delivery booth with six other Texas communities. This tradeshow generated 43 qualified leads for follow up.

DEVELOPMENT OF TEMPLATES

The Hutto Economic Development Corporation partnered with Aha! Communications of Austin, Texas to develop an adaptable solution to the varied marketing demands found in economic development that would be affordable, flexible, and user-friendly. Everything from a booklet with a variety of designs to stand alone fliers were created so that staff has the ability to use and adjust the templates as necessary. Staff is now able to use these pre-designed templates created in Adobe InDesign to make the printable or electronic item that the situation demands. Designed to embody the streamlined motif presented in the Hutto Economic Development Corporation website, real estate fliers, demographic brochures, project timelines, photo collages, and general information pieces have all been developed, designed, and printed in-house, keeping cost down, marketing consistent, and enhancing efficiency.

RECRUITMENT & MARKETING



John & Charles Avery
The Avery Family

Chien Lee, P.E., R.P.L.S., AICP - Principal
Hejl, Lee & Associates



RECRUITMENT: TEMPLE COLLEGE & TEXAS STATE TECHNICAL COLLEGE

The Hutto Economic Development Corporation was integral in the successful location of the East Williamson County Higher Education Center-Hutto Campus in the Hutto community. From developing and creating the initial video presentation to coordinating community presentations in Temple to compiling a three hundred page feasibility study for the Texas higher Education Coordinating Board, the Hutto Economic Development Corporation was central to this endeavor. With 72 percent of voters electing to impose a branch campus maintenance tax, this year was pivotal in this project's success.

PROJECT TIMELINE

- March 15, 2010: Representatives from the Hutto EDC and City of Hutto met with Temple College officials to discuss the future of Temple College in the Hutto Community.
- March 23, 2010: Representatives from the Hutto EDC and City of Hutto gave the first formal and public meeting in Hutto to Temple College and Texas State Technical College officials to introduce the proposed concept for a Hutto concept.
- May 17, 2010: Representatives from Hutto took a charter bus to Temple College to present the first official proposal to Temple College Board of Trustees.
- September 27, 2010: Temple College Board of Trustees gave contingent approval for locating in Hutto pending approval from Texas State Technical College Board of Regents and passage of a local Branch Campus Maintenance Tax.
- October 28, 2010: Hutto ISD Board verifies petition calling for a Branch Campus Maintenance Tax.
- November 4, 2010: Texas State Technical College Board of Regents approves moving forward with programming in Hutto as part of its ongoing partnership with Temple College.
- December 14, 2010: The Strategic Planning and Policy Committee of the Texas Higher Education Coordinating Board approved the 300 page Hutto Higher Education Feasibility Study.
- January 27, 2011: The Texas Higher Education Coordinating Board approves the proposal for a Branch Maintenance Tax for Hutto ISD to appear on the May 2011 Ballot.
- March 14, 2011: The Hutto ISD Board approved placement of a \$.05 Branch Campus Maintenance Tax on the May ballot.
- May 14, 2011: Hutto ISD Voters approved a Branch Maintenance Tax with 71.75% voting in favor of the tax.
- August 10, 2011: Ribbon cutting at the temporary campus of East Williamson County Higher Education Center-Hutto Campus located at Veteran's Hill.
- September 19, 2011: Texas State Technical College and the Avery family closed on 57-acres that will be home to the East Williamson County Higher Education Center-Hutto Campus.
- Fall 2013: The East Williamson County Higher Education Center-Hutto Campus will open with enrollment anticipated at 1,100 students.

RECRUITING DATA

- 68 qualified leads have been garnered by Hutto Economic Development Corporation participation in tradeshows during 2011.
- Hutto Economic Development Corporation has conducted 8 prospect visits during FY 2011.
- Hutto now has over 400 acres of marketable land because of targeted infrastructure development.
- The Austin region has received 76 qualified leads since Jan. 2011 in manufacturing, clean energy, bio/medical device, automotive, semiconductor, software/IT, and general manufacturing. This is an average of 7.6 leads per month for the Austin region.

SH130 INFRASTRUCTURE

The Hutto Economic Development Corporation and City of Hutto have collaborated since October 2009 on development of water and wastewater lines to SH130 for economic development projects. The work of this partnership culminated as construction began on this project in 2011.

A woman with blonde hair, wearing a dark patterned top and a dark skirt with white polka dots, is smiling and holding a large map. The map is titled "SH130 Water & Wastewater Infrastructure Development" and shows a complex network of lines and labels. Behind her is a green wall with the "Edward Jones" logo in large, white, 3D-style letters.

Edward Jones

SH130 Water & Wastewater Infrastructure Development

Brenda Jones, AAMS - Financial Advisor
Edward Jones

The Hutto Economic Development Corporation is looking forward with great anticipation to the 2011-2012 year. The Hutto community will see the completion of a multi-year infrastructure project that the Hutto Economic Development Corporation and City of Hutto funded that will serve as a catalyst for economic development projects. In addition, there are several initiatives already being planned that will spawn and nurture economic development in Hutto.

Hutto is fortunate to be in one of the most technologically driven regions in the nation. With the advent of the East Williamson County Higher Education Center-Hutto Campus, the community is primed to be a leader in the delivery of cutting edge, innovative academic and technical education that will serve the needs of current and new employers. Preliminary discussions are underway to develop a high amenity, innovation driven business park adjacent to the higher education center and SH130. This could develop into a regional employment center for Hutto.

One of the most prominent features of Hutto is obviously the Union Pacific Railroad that dissects our community. The Hutto Economic Development Corporation has commissioned a study to determine the viability of rail served sites for industry in our community. Rail traffic is expected to escalate tremendously in the next decade and the rail asset needs to be integral in our economic development effort.

As a Type A economic development corporation, the Hutto Economic Development can not provide direct cash incentives to retail projects. However, legislation does not prohibit the Hutto Economic Development Corporation from including the retail sector in our overall marketing strategy. Sales tax is the lifeblood of our economic development funding. It is necessary in funding targeted infrastructure for economic development and economic incentives such as the one used for the East Williamson County Higher Education Center. That is why the Hutto Economic Development Corporation is partnering with the City of Hutto in developing a retail strategy to attract more retail projects for Hutto. Retail is important not only for its economic benefits, but it will also enhance our quality of life by not having to leave Hutto for as much retail needs.

LOOKING AHEAD

The Hutto Economic Development Corporation will be partnering with Oncor Electric Delivery in actively participating in several national industry tradeshow throughout the year. This partnership provides a cost effective avenue for the Hutto Economic Development Corporation to reach thought leaders and decision makers in key targeted areas such as advanced manufacturing, medical devices, and biotechnology.

One important area of focus for the Hutto Economic Development Corporation is addressing the needs of existing small businesses and entrepreneurs. Partnering with Temple College, the Hutto Economic Development Corporation will conduct the Hutto Small Business and Entrepreneur Academy. This ten week program utilizes the FastTrac curriculum developed by the Kaufman Foundation. The goal is to enhance the business skills of local small business owners and entrepreneurs.

A common theme for the Hutto Economic Development Corporation's current and future initiatives is partnerships. It is incumbent that our organization leverages the resources given to us to achieve the greatest return. Acting singularly, our organization could not and will not achieve the results that are accomplished by acting collectively.



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