



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

734 15th Street NW / Suite 900
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Media Release

For Immediate Release
September 28, 2010

Contact: Erin Way, Media Relations
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HUTTO ECONOMIC DEVELOPMENT CORPORATION RECEIVES EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD FROM THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The Hutto Economic Development Corporation received an Excellence in Economic Development Award for their *Hutto Economic Development Corporation General Purpose Website* (www.HuttoEDC.com) in the category of General Purpose Website for communities with populations less than 25,000 from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, September 28 during the IEDC Annual Conference, September 26-29 in Columbus, Ohio.

“We recognize the Hutto Economic Development Corporation for providing successful strategies to promote new paradigms in economic development in this period of global recovery,” said William Best, IEDC chair. “Our awards honor organizations and individuals for their efforts in creating positive change in communities. The Hutto Economic Development Corporation is showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities.”

In 2009, the website for the Hutto Economic Development Corporation (www.huttoedc.com) underwent an extensive overhaul in an effort to create an innovative and informative website that positions Hutto, Texas as a profitable business location. With the goal to be the standard bearer for economic development websites, the Hutto Economic Development Corporation staff added more than 52 additional web pages of content from its previous site. Hutto Economic Development Corporation staff collaborated with Aha! Communications, an Austin, Texas based marketing firm, to uniquely design, map-out, and develop the existing website into a showpiece for the community, the region, and the economic development industry.

The Hutto website incorporates the ACCRA Cost of Living Index calculator offered by the Council for Community and Economic Research, social media outlets including Facebook, Twitter, YouTube and Flickr, an interactive search format utilizing tools by GIS Planning, graphically depicted and detailed demographics, and the International Economic Development Council Data Standards. Additionally, a content management system that allows for over 80% in-house administration was incorporated, meaning the Hutto Economic Development Corporation staff is able to update, add and remove content to almost every page on the website.

The Excellence in Economic Awards Program annually recognizes the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. The program honors organizations and individuals in 28 categories for their efforts in creating positive change in urban, suburban, and rural communities.

The International Economic Development Council (IEDC) is the premier membership organization dedicated to helping economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,500 members, IEDC represents the largest network of economic development professionals in the world. IEDC provides a diverse range of services, including conferences, certification, professional development, publications, research, advisory services and legislative tracking.

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The Hutto Economic Development Corporation received an Excellence in Economic Development Award for their *Hutto Economic Development Corporation General Purpose Brochure* in the category of General Purpose Brochure for communities with populations less than 25,000 from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, September 28 during the IEDC Annual Conference, September 26-29 in Columbus, Ohio.

“We recognize Hutto Economic Development Corporation for providing successful strategies to promote new paradigms in economic development in this period of global recovery,” said William Best, IEDC chair. “Our awards honor organizations and individuals for their efforts in creating positive change in communities. The Hutto Economic Development Corporation is showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities.”

This sixteen-page general purpose brochure was a collaborative effort between the Hutto Economic Development Corporation staff, Hutto Economic Development Corporation Board of Directors, Aha! Communications, an Austin, Texas-based marketing firm, and key community members. This piece has a variety of community facts and figures, professional photography, maps, and site selection information. The brochure’s special features include being printed offset with special varnishes to give it a high-quality feel and a back pocket, allowing for a customized presentation.

Hutto Economic Development Corporation’s goal of the general purpose brochure was to create a high-level showcase piece that presents the community of Hutto in an elevated light. The Hutto Economic Development Corporation wanted to provide the target audience, business prospects and interested parties with access to a tangible leave-behind that summarizes Hutto, Texas in a succinct and professional manner. This brochure has helped market the community across the entire region, state, and nation, and is now the benchmark for other marketing pieces from other organizations throughout the Austin region.

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The Hutto Economic Development Corporation received an Excellence in Economic Development Award for their *Hutto Economic Development Corporation Monthly Power Breakfast* in the category of Special Events for communities with populations less than 25,000 from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, September 28 during the IEDC Annual Conference, September 26-29 in Columbus, Ohio.

“We recognize the Hutto Economic Development Corporation for providing successful strategies to promote new paradigms in economic development in this period of global recovery,” said William Best, IEDC chair. “Our awards honor organizations and individuals for their efforts in creating positive change in communities. The Hutto Economic Development Corporation is showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities.”

On the second Thursday of every month, the Hutto Economic Development Corporation hosts community leaders from government, education, and business for a breakfast meeting that provides an update of economic development and community activities. Participants for this event are community leaders including the Hutto City Council, Hutto Police, City of Hutto department leaders, Hutto Independent School District, Hutto Fire-Rescue, Hutto Area Chamber of Commerce, Williamson County government, state and national legislative leaders, area press, regional economic developers, business leaders, and community members. The Hutto Economic Development Corporation staff is solely responsible for the development and execution of this event, and the result is a unique venue that impacts the community because it is the only monthly event that has members from all governmental entities at one place, communicating on a regular basis. Additionally, a wide array of knowledgeable and influential leaders have been featured speakers to help encourage the community to become educated and involved in the economic development process, and to assist in the mission of bringing forward positive information about the Hutto community.

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HUTTO ECONOMIC DEVELOPMENT CORPORATION RECEIVES HONORABLE MENTION FOR EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD FROM THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The Hutto Economic Development Corporation received an Honorable Mention for Excellence in Economic Development Award for their *Hutto Economic Development Corporation 2009 Annual Report* in the category of Annual Brochure for communities with populations less than 25,000 from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, September 28 during the IEDC Annual Conference, September 26-29 in Columbus, Ohio.

“We recognize the Hutto Economic Development Corporation for providing successful strategies to promote new paradigms in economic development in this period of global recovery,” said William Best, IEDC chair. “Our awards honor organizations and individuals for their efforts in creating positive change in communities. The Hutto Economic Development Corporation are showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities.”

The primary objective for the development of the 2009 Annual Report was to report the activities of the organization for the 2009–2010 Fiscal Year to the community, with the goal of creating a higher level of organizational accountability and increasing the level of transparency for the organization, focusing on both financials and program developments. However, the most unique feature about this sixteen page, full-color report is that it was completely planned, written, designed, and printed by staff members of the Hutto Economic Development Corporation, thereby showcasing the professionalism of the organization. With several hundred copies printed and distributed to members of the Hutto community, economic development allies, and interested parties, the Hutto Economic Development Corporation has been able to easily and effectively show the efforts the community has made in continually enhancing economic development endeavors to effectively reach beyond the traditional realm of organizational communication.

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