

## EDC News

October, 2008

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### Texas Assistant Ag Commissioner Rick Rhodes Addresses Hutto EDC Breakfast



**Texas Assistant Agriculture Commissioner Rick Rhodes** spoke at the October Hutto EDC First Thursday Power Breakfast in front of a capacity crowd. Rhodes spoke of the importance of teamwork and vocational training programs in the economic development process. He praised the Hutto community leaders for having dialogue with one another through venues like the Power Breakfast.

### 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. Many organizations have membership levels based on financial contribution. Be sure to include the various benefits of each level and suggest membership upgrades.

The Power Breakfast will be held on Thursday, November 6 at 7:30 am at the Holiday Inn Express Hotel & Suites located on Ed Schmidt Boulevard. **All are welcome to attend.** Please RSVP to Lori Hines by Wednesday, November 5 by [e-mail](#) or by calling (512) 759-2806.



## Hutto Listed Again as Fastest Growing City in Texas by Texas State Data Center

Hutto was once again listed as the fastest growing city in Texas by the Texas State Data Center located at the University of Texas-San Antonio. Below is a listing of the Top 25 fastest growing cities:

1. Hutto
2. Fate
3. Little Elm
4. Cibolo
5. Kyle
6. Selma
7. Murphy
8. Melissa
9. Leander
10. Royse City
11. Bee Cave
12. Roman Forest
13. Manor
14. Celina
15. Frisco
16. Buda
17. Ponder
18. Forney
19. Fairview
20. Sanctuary
21. Laguna Vista
22. Rhome
23. Pearland
24. Alton
25. Prosper

[Click here](#) for the complete report.

## City of Hutto News Briefs



### Tim Howell, City's IT Analyst featured in Texas Technology Magazine

In the Fall issue of Texas Technology magazine, Tim Howell, IT Analyst for the City of Hutto, is featured on the front cover. Included in the issue is the feature article, "Coming of Age", a growing city leans on a youthful IT director for innovation. The magazine may be viewed online at <http://www.govtech.com/tt/promo/375112>.

Just last week Howell was awarded the Excellence in Project Delivery at the Best of Texas Awards Program hosted by the Center for Digital Government. In his first year as the City's first full-time IT staff, Howell developed and completed many major projects while managing the daily workload on being a one-man IT shop with over 80 users and 10 servers, including a new City website, the new voice Over Internet Protocol phone system, high speed connection from four city facilities to city hall, Exchange 2007 and Office 2007 upgrades and Texas Law Enforcement Telecommunications System implementation. A member of the "Y" Generation (known as "Millennials"). Howell serves on the Texas Association of Governmental IT Managers Board as Website Committee Chair.



### Community Development UDC Charrette

Please join us for an intensive planning workshop, open to all, to establish guidelines for our future growth. Don't miss the chance to collaborate with your neighbors and with planning and design experts to maximize, for all of us, the value of future development in Hutto. The 4 day event will begin on Monday November 3 with the opening presentation at 6:30 p.m. at the Holiday Inn Express, located at 323 Ed Schmidt Blvd in Hutto. For a complete schedule of events and for more information, please log onto [www.GAININGFROMGROWTH.COM](http://www.GAININGFROMGROWTH.COM) or call the Community Development Department at 512-759-3479

### Community Development Department Updates

City Council approved the second and final reading of the Davenport Square Annexation, 19.68 acres, located on the northwest side of Limmer Loop and FM 1660 North. City Council also approved the Davenport Square Preliminary Plan. The applicant is also in the process of re-zoning to commercial as well as platting the property.

City Council approved the second and final reading of the 612 E. Front Street Annexation. This property has been annexed since it is contiguous to the city limits and nearly surrounded by annexed land.

City Council approved the proposed amendments to the sign ordinance. This included amendments to the CDO (Commercial District Overlay) to allow additional signage for projects along major corridors for sites over two (2) acres in size, and also adding the Downtown Sign District to allow appropriate and flexible signage within Downtown Hutto.

City Council approved the Davenport Square Preliminary Plan. This property was also annexed during this meeting, and the Council approved the applicant's request for B-2 General Commercial zoning.

City Council approved the direction to the Community Development Department to prepare a Municipal Service Plan for the proposed annexation at 651 Ed Schmidt Blvd, 17.214 acres. This property is owned by Oncor Electric and includes a switching station. The next step in the annexation process is to hold two public hearings and conduct two readings of the annexation ordinance. An annexation ordinance requires a second reading of the ordinance prior to final approval.

City Council approved the 210 Highway 79 East Final Plat, located at 210 US 79 East, west of Park Street. Owner Round Rock Development Group has plans to build a Class A office building on the property.

City Council authorized the Mayor to execute a Development Agreement between the City of Hutto and Harvey Olander for his 100.510-acre property located at the northeast corner of the intersection of FM 1660 North and Limmer Loop. The Development Agreement allows Mr. Olander to continue his agricultural uses and exemptions while granting the City land use controls for future development when it occurs.

City Council authorized the Mayor to execute an Advanced Funding Agreement with TXDoT (Texas Department of Transportation) for the construction of a traffic signal at the intersection of FM 685 and SH 130. The traffic signal will be vital to the new Alexan Star Ranch apartment complex and the proposed Star Ranch Commercial Lots subdivision, which are in the process of being annexed under a special purpose annexation district.

City Council approved the second and final reading of the 612 E. Front Street Annexation. This property has been annexed since it is contiguous to the city limits and nearly surrounded by annexed land.

#### **City ends FY 2008 hitting record sales tax revenues**

Hutto set record sales tax collection numbers during FY08 after collecting a total of \$1,443,929. The gains are a direct result of the increased population and increasing retail opportunities in Hutto. Current year's numbers have been boosted by the opening of Lowe's in September, 2007 and other new retail sites. 2009 sales tax numbers are expected to be strong as Walgreens recently opened its doors. Other retail sites are expected to open this fall as part of the NewQuest development located at the corner of US 79 and Ed Schmidt Boulevard.

#### **City and business owners revise sign ordinance together**

The Hutto Sign Ordinance Committee, comprised of community leaders, business owners, and city personnel, has held meetings to discuss issues related to the current ordinance and to listen to local business owners, citizens and various other stakeholders. The Committee has transitioned from items that need to be addressed immediately and have begun looking at the sign ordinance holistically.

The first thing observed after this transaction was that different geographic areas of the City have different built environments which, in turn, would make separate sign districts appropriate for each built environment. Considering the disadvantages the Historic Overlay District has compared to more modern development, which generally is able to work within the existing sign ordinance without requiring variances or special exceptions just to be seen, the Committee decided to begin with Old Town (the Historic Overlay District).

The resulting Downtown Sign District Draft is the result of over six months of consideration and drafting to come up with a document that downtown business owners approve of, staff feels can be enforceable, and fits within the historic context of the surrounding built environment.

The Planning and Zoning Commission recommended approval of the Downtown Sign District draft language at its regularly scheduled meeting held September 8, 2008, held its first public hearing during a Planning and Zoning Commission meeting on September 22, and was scheduled to go before City Council at its public meetings on October 9 and October 16. [Click here](#) for Hutto City Council meeting agendas and minutes.

#### **Planning and Zoning Commission recommends amending the Commercial Development**

### **Overlay**

The Planning and Zoning Commission, in a separate motion while discussing the downtown sign district and a related series of sign variance requests, directed staff to change the Commercial Development Overlay (CDO) district, which was created to allow special sign sizes and types along the SH130/FM 685/US 79 corridor. At the same September 8th meeting where the Planning and Zoning Commission approved the language of the Downtown Sign District, the Commission requested that staff bring before them revised ordinance language allowing smaller-sized developments to be under similar development standards for signage as larger ones in the geographical areas of the CDO. The existing requirement for CDO signage is a 10-acre development, and staff believes that lowering the CDO to 2-acre requirements would satisfy the desires of the Commission and the community. This additional amendment was approved the Planning and Zoning Commission at their regular meeting on September 22 and is set for the same schedule as the Downtown Sign District. [Click here](#) for Hutto City Council meeting agendas and minutes.

### **Council hears study on development fees**

Hutto recently partnered with the City of Georgetown to conduct a development fee study. Development fees are assessments charged for planning, zoning, and inspection services. The study simulated the creation of standardized developments for a number of local cities to enable officials to take an analytical look at their development practices and fees. Fees were sorted into four categories including planning and platting, infrastructure construction, vertical construction, and utility connection. Comparison cities included Georgetown, Round Rock, Pflugerville, and Cedar Park.

As a result of the study, Hutto can compare itself with surrounding cities and ensure development fees are equitable. Staff continues to evaluate the results of the study and is expected to bring recommendations to the Council in late November, 2008. [Click here](#) for Hutto City Council meeting agendas.

### **Council approves rezoning for downtown redevelopment**

On Thursday, September 18, 2008, the Hutto City Council approved a zoning change request from B-1 (Local Business) to B-2 (General Commercial) for 210 Highway 79 East. The property owners wish to construct a two-story office condo building, which is not currently allowed under the B-1 district for sites under two (2) acres.

The owners met with staff several months ago about the proposed project. They have constructed a similar office building in Round Rock on a slightly larger site, known as Harris Street Center near Round Rock City Hall. They plan to remove the existing building on the property in Hutto, which has been vacant for over a year. The Historic Preservation Commission made a recommendation on March 3, 2008 to demolish the existing building or simply relocate it.

### **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](mailto:amanda.moreno@huttotx.gov).

### **Hutto Continues as Safest Community in Central Texas**

Through the Hutto Police Department's success of our Neighborhood Watch Groups, crime is running lower as compared to last year's reported crimes during the same time period this year. One might ask what how that is possible with the growth rate Hutto is experiencing? These groups are encouraged to call in all suspicious persons, vehicles and noises. Law enforcement would rather find out that there is innocent activity occurring, than that a real crime has been committed. The community is the police department's eyes and ears, and unless they call, we don't know what's going on. With that in mind, the call volume for the police department has gone way up as compared to years past. However, these calls are what contributes to the overall prevention of crime. This is a true community partnership.

### **Texas State Small Business Development Center Offers Local Courses**

The [Texas State Small Business Development Center](#) has scheduled a series of training workshops to assist small business operators and entrepreneurs organize their company so they are poised for success. The classes may be taken individually; however, it is strongly advised that those looking to start a small business take the full series.

#### **Requirements for Starting Your Business**

**Monday, November 3, 2008, 6 pm to 9pm, Cost \$35, Austin, TX**

**Friday, November 7, 2008, 9 am to 12 noon, Cost: \$35, Round Rock, TX**

This session will introduce the requirements for starting and operating a small business, including the importance of: · conducting a self-evaluation · completing a feasibility analysis/market research · selecting the business structure (sole proprietor, partnership, or corporation) · understanding regulatory responsibilities · available resources.

#### **Setting Up Your Company Books**

**Friday, November 7, 2008, 1 pm to 3 pm, Cost: \$35, Round Rock, TX**

**Monday, November 10, 2008, 6pm to 9 pm, Cost: \$35, Austin, TX**

This session looks at the basics of sound financial recordkeeping because without reliable financial data, it is impossible to manage growth. Understanding financial terminology provides the ability to communicate with a financial advisor, a key component to a business' success.

#### **Design Your Business Plan - Part I**

**Friday, November 14, 2008; 9 am to 12 noon, Cost: \$35, Round Rock, TX**

**Monday, November 17, 2008, 6 pm to 9 pm, Cost: \$35, Austin, TX**

This session is for those planning to start a new business as well as for existing business owners who have never written a business plan. The major narrative components of a business plan will be discussed in detail and a case study will be used as an example. Learn why the business plan is an important tool essential to the growth of your company.

#### **Design Your Business Plan - Part II**

**Friday, November 14, 2008; 1 pm to 3 pm; Cost: \$35, Round Rock, TX**

**Monday, November 24, 6pm to 9pm, Cost: \$35, Austin, TX**

This session examines the components of the financial section of the business plan. Key elements will be discussed in detail such as start-up costs, monthly expenses, source and use of funds, financial statement projections, and breakeven analysis.

WHERE:

**Round Rock Higher Education Center  
1555 University Boulevard  
Round Rock, Texas 78665**

**One Highland Center  
314 East Highland Mall Boulevard  
Austin, Texas 78752**

COST: \$35 each, \$55 for two or all 4 for \$100 - can pay at the door, but must RSVP (check or cash only). See below for contact information.

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The Texas State SBDC has also scheduled three training classes to assist small businesses with day-to-day financial management. The classes focus on the use of QuickBooks as a tool to save you more time each and every day. You will learn how to avoid the ten deadly sins of small business bookkeeping, focus on best opportunities to save time and money, and help yourself better understand how to manage your finances in order to have QuickBooks help you breathe easier in your business.

#### **Beginning QuickBooks: Getting Started**

**Thursday November 6, 2008; 6:00 pm-8:00 pm; Cost: \$25**

This module is designed for the new business owner or the start up company. The class will explain some basic accounting terminology and what those terms mean to your business, to your banker and to your tax accountant. In addition the module will go review how to best utilize the program.

#### **Beginning QuickBooks: Setting Up and Defining Company Preferences**

**Thursday November 13, 2008; 6:00 pm-8:00 pm; Cost: \$25**

This module will explain how to set your company up in the software. The class will review the different kinds of business segments such as retail, service, and construction; and how to set up the Preferences feature.

#### **Beginning QuickBooks: Chart of Accounts**

**Thursday November 20, 2008; 6:00 pm-8:00 pm; Cost: \$25**

This module will review the definition of accounts; explain asset, liability or expense accounts; and how to enter in Chart of Accounts. In addition, we will review how to customize your Chart of Accounts that fit your particular business.

WHERE

**Round Rock Higher Education Center  
1555 University Boulevard  
Round Rock, Texas 78665**

**One Highland Center  
314 East Highland Mall Boulevard  
Austin, Texas 78752**

COST: \$25 each or all 3 for \$75 - seating is limited so prepayment is advised (cash or check)

only).

To register or for more information any of these classes, call 716-4800 or email [sbdc@txstate.edu](mailto:sbdc@txstate.edu) or [click here](#) to visit their website.

## Monthly Demographic Data

### Historical 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	25	41
September	67	66	24	28
October	65	58	51	
November	49	37	60	
December	46	46	7	

### Economic Development Sales Tax Allocations

Year	October	Annual Total
1997/98	\$ 3,400.61	\$ 40,417.02
1998/99	\$ 1,871.53	\$ 32,045.20
1999/00	\$ 2,871.49	\$ 35,093.61
2000/01	\$ 3,743.21	\$ 50,940.93
2001/02	\$ 4,142.92	\$ 58,299.83
2002/03	\$ 7,033.02	\$ 73,572.84
2003/04	\$ 9,477.17	\$ 98,841.25
2004/05	\$24,332.76	\$216,990.28
2005/06	\$31,261.92	\$336,629.05
2006/07	\$34,450.04	\$376,036.41
2007/08	\$42,804.45	\$481,309.64
2008/09	\$39,897.77	\$ 39,897.77*

\*Year to Date

### September 2008 Unemployment Rates

Austin/Round Rock MSA	4.7%
Williamson County	4.9%
Texas	5.1%
National	6.1%

A preview of Hutto EDC's new office space . . .

The Hutto EDC recently moved to a new location at 321 Ed Schmidt Boulevard, Suite 200. There will be an Open House in the near future.



## Upcoming Events

**First Thursday Power Breakfast**  
November 6, 2008 - 7:30 am  
Holiday Inn Express Hotel & Suites  
323 Ed Schmidt Boulevard, Hutto

**Scott Martinez, CECD**  
**Executive Director**  
Hutto Economic Development Corporation

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