

## **Retention, Expansion, Support & Service: How We're Working to Keep Hutto in Business!**

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**City of Hutto Downtown Manager**

When it comes to the business of Hutto, it takes a team of dedicated professionals and strong partnerships to steer this ship! You may have wondered how the City, the Economic Development Corporation and the Hutto Area Chamber work together to support Hutto's commercial enterprises, and I'm here to tell you that it's a unique alliance. Though our focus may be different, our goals are the same: to keep Hutto thriving! Let me explain.

The City of Hutto Downtown & Tourism Department is responsible for the revitalization efforts for the downtown commercial district as well as marketing Hutto to attract visitors from outside of the city. Through business retention and expansion efforts, the Downtown department serves as a resource for small business and property owners in the downtown commercial district. The Downtown & Tourism Department also oversees the downtown incentive program and tracks the city's efforts for revitalizing downtown. Numerous special events held throughout the year were created in an effort to promote downtown as a destination for residents and visitors. Outside organizations and private groups work with the Downtown & Tourism Department to complete the special event approval process when hosting events.



In addition to downtown efforts, the department monitors the use of Hotel Occupancy Tax (HOT) Funds in accordance with state law and city policies. Each year outside organizations can apply for the use of HOT Funds for special events aimed at visitors, public art, historic preservation, and sporting events that are likely to attract a visitor to stay the night in Hutto. Through working with outside organizations to utilize the funds in the most beneficial manner for Hutto, an increase in visitors to local hotels helped to create the need for a second hotel which opened last year.



The Downtown & Tourism Department is a hybrid of economic development and community development efforts and through working with various City departments, the Hutto Area Chamber of Commerce and the Economic Development Corporation is able to help grow and add value back into Downtown Hutto.

The Hutto EDC is responsible for the retention, expansion and attraction of primary businesses to Hutto. These businesses are typically in the manufacturing and industrial sectors which export goods and services. The businesses that they look to attract are fiscally responsible, environmentally friendly and have a proven success record in their

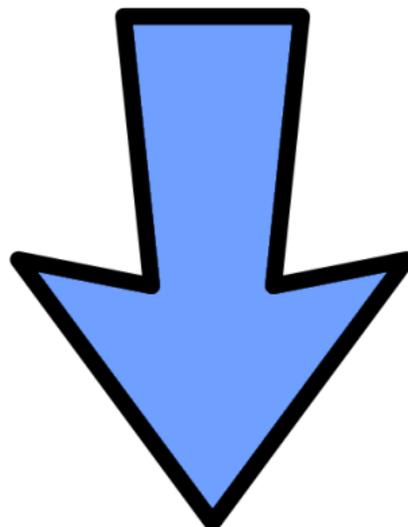
industry. Most of the time these businesses are looking to hire 25+ employees. The City is responsible for the attraction, expansion and retention of secondary businesses. These are typically businesses that fall in the retail and commercial sector. These businesses provide a strong economic base to the Hutto community and we applaud the efforts of the city. From the united effort of both the city and the EDC, the citizens of Hutto will enjoy a broader tax base and be able to work, shop and play in Hutto.

We believe in a unified community that grows together. A community where our children will receive a first class k-12 education, gain valuable marketable skills and obtain a career that will allow them to raise their future family. Through our partnerships with the City of Hutto, the Hutto Area Chamber of Commerce and the Hutto Downtown & Tourism Department, we are able to help the citizens of Hutto accomplish their goals.

The Hutto Area Chamber of Commerce is also an important part of the Hutto Business community. As a member organization, the Chamber is dedicated to protecting the interests of their partners through networking and training. By helping the business community stay connected, the Chamber has become an essential part of Hutto's economic growth.



So, I hope you can see, it takes a village to run this village! When it comes to Hutto business growth and retention, we all play a key role in making Hutto a great place to be. The next time you're visiting your favorite Hutto restaurant, Hutto shop, corner store or one-of-a-kind event, just remember all the people working behind the scenes to keep our Hutto competitive!



# DOWNTOWN HUTTO

**3**  
**YEARS**  
2013-2016

**\$1,983,702**

TOTAL PRIVATE INVESTMENT DOWNTOWN FY 2015

**14**

NET GAIN BUSINESSES  
STARTS/EXPANSIONS  
RELOCATIONS



**\$14,333**

BUSINESS INCENTIVES AWARDED

**7**

NEW EVENTS  
& ACTIVITIES

**16**

TOTAL EVENTS  
& ACTIVITIES

**\$1,099,775**

TOTAL CITY INVESTMENT DOWNTOWN