



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

JULY 2025 NEWSLETTER

NEW SHINE IN TOWN

ClearWater Car Wash is rolling into Hondo — and it's bringing a clean you can feel good about! With soft-touch equipment that's tough on grime but gentle on your vehicle, ClearWater makes car care easy and eco-friendly. They use minimal water and follow all local and state regulations, so your ride gets a sparkle while keeping the planet in mind. Clean car, clear conscience!



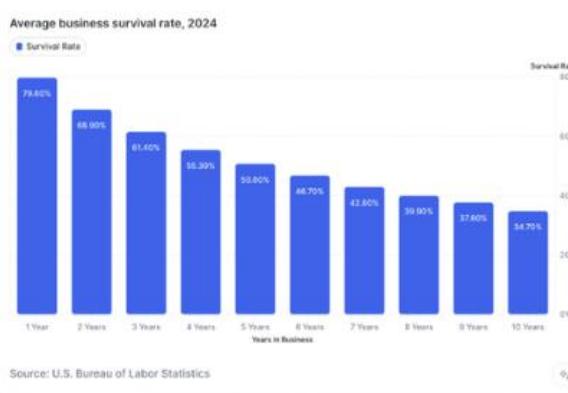
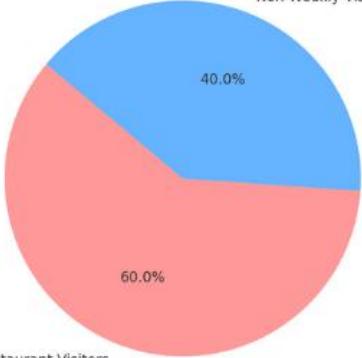
ClearWater Car Wash has four awesome wash options to fit every car and budget! Whether you're stopping by for a one-time sparkle or signing up for unlimited monthly washes, they've got you covered. Every wash includes high-performance vacuums, air nozzles, windshield fluid, towel exchange, and more — all the extras to keep your car looking fresh inside and out!

[CLEAR WATER WEBSITE](#)

DINING DEMAND

The Restaurant Market Potential report reveals a strong demand for dining options in the area. With over 60% of adults frequenting full-service and fast-food restaurants weekly, the local market shows consistent engagement. Additionally, categories like fast food, casual dining, and takeout all score above the national average, indicating above-average consumer interest and spending potential in the restaurant sector. This suggests a favorable environment for restaurant growth and investment.

Dining Demand: Weekly Restaurant Visits
Non-Weekly Visitors



SURVIVAL CURVE

According to the U.S. Bureau of Labor Statistics, the average business survival rate steadily declines over time. In 2024, about 79.6% of businesses survived their first year, but only 50.6% made it to five years. By year ten, just 34.7% of businesses remained open. These numbers highlight the importance of long-term planning and resilience for business success.



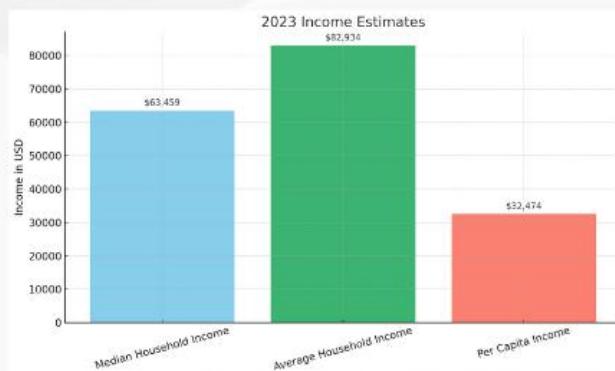
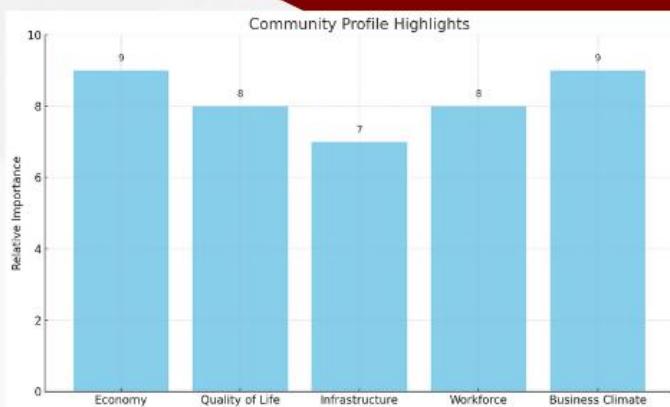
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THRIVING COMMUNITY

The area features a strong and diverse economy with key industries including manufacturing, healthcare, and education. It offers a high quality of life with affordable housing, excellent schools, and ample recreational opportunities. The community is well-connected through major highways and is supported by a skilled workforce, making it an attractive location for businesses and families alike.



PROSPEROUS DEMOGRAPHICS

The local population is steadily growing, with a strong concentration of residents in the working-age group. The area boasts a competitive median household income, aligning closely with or exceeding state and national averages. Educational attainment is solid, with a large portion of residents having completed high school and some college. Overall, the region reflects a stable, economically active, and well-educated community.



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THE BUILDING TEXAS SHOW

He started with cattle and a dream — now Fohn Bendele of Grassfield Farm is shipping beef boxes across Texas, hand-pouring candles, and helping breathe new life into his hometown of Hondo.

In the latest episode of Building Texas, you'll get an inside look at how this family-run operation transformed a heritage farm into a thriving multi-stream business, combining tradition with innovation. From farm-to-table beef to wedding venues and community-building, this is small-town entrepreneurship done right. **Check out their Youtube channel "The Texas Building Show"**



GRASSFIELD FARM

5th Generation Family Farm

Grassfield Farm is owned and operated by the Bendele Family in Hondo Texas. Fohn, Jana, and their four children raise livestock the old fashioned way. Our cattle graze on a variety of grasses from start to finish and we never use antibiotics, hormones or grain. Our ranch is certified & audited annually by the American Grassfed Association and we are Animal Welfare Approved. This means you can be assured we do everything we say we do.



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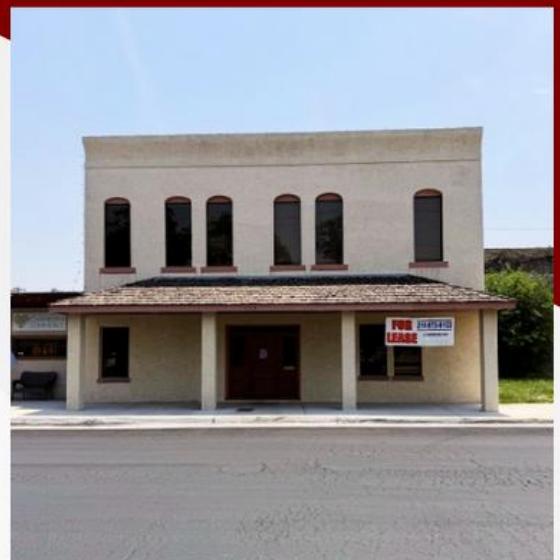


WATCH THE BUILDING TEXAS SHOW HERE

FEATURED PROPERTY

THIS 1,680 SQFT OFFICE SPACE OFFERS 4 PRIVATE OFFICES (1 DOWNSTAIRS, 3 UPSTAIRS), 2 BATHROOMS (ONE ON EACH FLOOR), A SPACIOUS 12' X 22' RECEPTION AREA, AND A 9' X 21' BREAK ROOM. IT ALSO INCLUDES A 10' X 16' STORAGE SHED—PERFECT FOR GROWING BUSINESSES NEEDING FUNCTIONALITY, COMFORT, AND ROOM TO THRIVE.

FOR MORE INFO ON THIS PROPERTY CONTACT
CODY NEY
[210] 232 - 1165



WE WANT YOUR INPUT, HONDO!



DINING DOLLARS SURVEY

YOUR IMPACT ON HONDO

Help shape the future of dining in Hondo by taking our quick Dining Dollars Survey! We're gathering feedback on how, where, and why you spend money on food and drinks around town. Your input helps us support local businesses and explore new dining options for our community.



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TAKE SURVEY

RESOURCE ROUNDUP

RURAL MICROENTREPRENEUR ASSISTANCE PROGRAM IN TEXAS

Looking to start or grow a small business in a rural area? USDA Rural Development offers support through the Rural Microentrepreneur Assistance Program. This program provides loans and grants to Microenterprise Development Organizations (MDOs) to help rural entrepreneurs access funding, training, and technical assistance. Eligible businesses must have 10 or fewer employees and be located in rural areas (outside cities with more than 50,000 residents). Funding includes up to \$100,000 in grants and microloans up to \$50,000. Applications are accepted year-round—contact your local USDA office to learn more!



UPCOMING EVENTS

July 12:

Hondo Collective Market
901 18th St. Hondo, Tx 78861
9am-2pm

July 19:

Hondo Music Series
Downtown Hondo
8pm-11pm

July 23:

Par-Tee at Sunset
703 Disoway Rd. Hondo, Tx 78861
5pm-8pm



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LOCAL EVENT CALENDAR