



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

JUNE 2026 NEWSLETTER

STITCH'N TEXAS CUSTOM EMBROIDERY

This case study was created to share real, practical insight into growing a small business in a rural market. The featured boutique was intentionally selected for its strong similarities to Hondo, making the strategies and takeaways especially relevant to our local business community.

As part of the case study, a comprehensive guide was developed to serve as an easy to reference resource for business owners at any stage. The guide focuses on key areas of business growth and sustainability, offering straightforward tips, proven strategies, and ideas that can be implemented right away.



By choosing to relocate to Hondo, Stitch'n Texas Custom Embroidery demonstrates how strategic growth, community investment, and expanding your customer reach can create long term business success. Their story reflects the importance of building a business that is not limited by city boundaries, but instead focused on opportunity, service, and regional impact.

Through collaboration and real world insight, this project was designed to provide practical, actionable guidance for entrepreneurs and small business owners navigating similar challenges and opportunities.

REGIONAL BRE COLLABORATION AT JORDAN FORD PRO ELITE SERVICE CENTER

The Hondo Economic Development Corporation recently participated in a quarterly regional Business Retention and Expansion meeting alongside economic development professionals from across the greater San Antonio area. These meetings provide opportunities for communities to collaborate, share resources, discuss business trends, and strengthen regional partnerships that support local industry growth.



As part of the meeting, attendees toured the Jordan Ford Pro Elite Commercial Service Center and learned more about their commercial and fleet operations. The visit highlighted the importance of workforce development, operational efficiency, and strong business relationships in supporting long term economic success.

Hondo EDC appreciates the opportunity to participate in these regional discussions and thanks the Jordan Ford Pro Elite Commercial Service Center team for hosting this quarter's meeting and facility tour.



MORNING S.I.P.S WORKSHOP

The Hondo Economic Development Corporation's upcoming Morning S.I.P.S. Workshop will be held Thursday, June 11 from 8:00 a.m. to 9:30 a.m. at the Community Center. This interactive, hands on workshop is designed to bring local business owners and professionals together for networking, collaboration, and practical learning. Attendees will have the opportunity to connect with others in the community while working through engaging activities focused on content creation, creativity, and business growth. Breakfast, coffee, and refreshments will be provided.

The workshop is currently waitlisted, but those interested are still encouraged to register in case last minute spots become available.



WORKSHOP DETAILS

This interactive workshop will help attendees build confidence in creating engaging social media content through hands on activities focused on short form video ideas, carousel content creation, and on camera presence. Participants will collaborate with fellow business owners, exchange creative ideas, and leave with practical content concepts they can immediately begin using for their business or brand.

Attendees are encouraged to bring their phone, creativity, and a willingness to step outside their comfort zone.

REEL & CAROUSEL
Creation + CAMERA CONFIDENCE

SHOW UP. SHINE. MAKE AN IMPACT.

BUILD CONFIDENCE ON CAMERA

- ✓ OVERCOME NERVOUSNE
- ✓ SPEAK NATURALLY
- ✓ CREATE WIT AUTHENTICI
- ✓ CONNECT & INSPIRE

+ CONTENT THAT CONNECTS.
INVESTING IN HONDO. BUILDING OUR FUTURE.



HONDO EDC FACADE GRANT

Our Facade Improvement Grant is a powerful tool designed to help local businesses enhance the appearance and impact of their storefronts. This matching grant reimburses up to 50 percent of eligible project costs, with awards of up to \$10,000, making it easier for business and property owners to invest in meaningful exterior improvements. The goal is to create more attractive, welcoming spaces that draw in customers and contribute to the overall look and feel of our community.

HONDO FACADE IMPROVEMENT GRANT PROGRAM

ENHANCING THE APPEARANCE OF HONDO

The City of Hondo has expanded its Facade Improvement Grant Program to support the revitalization of commercial buildings within both the Central Business District and other commercially zoned areas of Hondo. Property owners and business operators are encouraged to apply for this exciting opportunity to enhance the exterior appearance of their buildings and help uplift the community.

PROGRAM HIGHLIGHTS

50% matching grants for exterior improvements, up to \$10,000 per project.

Eligible improvements include:

- Restoration of architectural details
- Window replacements
- New signage and lighting
- Awnings and canopies
- Painting, cleaning, or re-siding
- And more!

IMPORTANT DETAILS

Reimbursement-based program:

- No funds for work that has already been completed.
- All projects must comply with local building codes and receive approval before work begins.
- Application process includes a pre-application conference and

WHY APPLY?

By improving your building's facade, you help beautify Hondo, attract more visitors, and boost business! Take advantage of this opportunity to enhance your property with the support of the Hondo Economic Development Corporation.

READY TO APPLY?

Contact Sean Patty at the Hondo EDC, or visit GrowHondoTX.com to learn more about the program and get started today!

Don't miss out on this opportunity to revitalize your business and contribute to the growth of Hondo!

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FACADE IMPROVEMENT

Transformation

INVESTING IN HONDO. SUPPORTING LOCAL BUSINESSES.

BEFORE

AFTER

NEW BLOOM HEAD SPA & BLOW OUT BAR

A beautiful example of what's possible.

HONDO IMPROVEMENTS

The Hondo Economic Development Corporation is proud to share the continued success of our Facade Improvement Grant program. Since launching, the program has supported 12 local businesses with a total investment of \$69,368.09 in storefront improvements across the community. These projects are helping transform the look and feel of Hondo, creating more inviting spaces, strengthening local pride, and supporting a vibrant business environment for residents and visitors alike.



APPLY FOR LIFTFUND

APPLY ONLINE AT WWW.LIFTFUND.COM

The Hondo Economic Development Corporation is excited to announce a new partnership with LiftFund that brings affordable financing directly to our local business community.

Qualified applicants can access 0 percent interest loans up to \$35,000 with no hidden catch. This opportunity is possible because the Hondo EDC is intentionally investing back into Hondo to ensure our entrepreneurs have attainable, low interest financing options to start, grow, and strengthen their businesses. If you are considering your next step, now is the time. For questions or assistance, contact the Hondo EDC. We are here to support you.

LiftFund

STRONGER BUSINESSES. STRONGER HONDO.

Partnering with **LiftFund**

Through our partnership with LiftFund, local businesses continue gaining access to critical funding opportunities that support growth and expansion in Hondo.



8
LOAN GOALS
IDENTIFIED



4
LOANS
FUNDED



50%
GOAL
ACHIEVEMENT



Businesses have secured more than **\$43,000** in buydown assistance and over **\$136,000** in total loan volume to help invest in equipment, operations, and future growth.



We are excited to continue connecting entrepreneurs with resources that strengthen our local business community and drive economic development forward.



THANK YOU, **LIFTFUND**, FOR HELPING OUR LOCAL BUSINESSES THRIVE!

#StrongerTogetherHondo



SMALL BUSINESS VIDEO SERIES

Our **Small Business Video Series** takes you around Hondo to meet the local entrepreneurs who make our community unique. We highlight their businesses, share their stories, and show you what makes them special. *When you shop local, you're not just making a purchase you're supporting dreams, families, and the heart of Hondo.*

Don't miss a single feature, subscribe to our **Hondo EDC YouTube channel** and join us in celebrating local businesses!



STUDIO B SALON

Studio B Salon & Spa, owned by Becky Santos and located in the heart of downtown Hondo, continues to grow as a destination for beauty, self care, and confidence. What started as a salon offering stylish haircuts and barber services has expanded into a full service experience with the addition of Skin by Becky, featuring relaxing facials and rejuvenating skincare treatments. More than just a salon and spa, Studio B is a welcoming space where beauty and community come together. Be sure to support local and shop Hondo!



APPLY FOR LIFTFUND

APPLY ONLINE AT WWW.LIFTFUND.COM

We are currently seeking food truck vendors for the upcoming Clock Out with the Chamber event on August 12 from 5 PM to 8 PM at the Medina County Fair Hall. This event will bring together local businesses and community members for an evening of networking, shopping, and community engagement.

If you are interested in participating, please email kjensen@hondo-tx.org to sign up. Space is limited, so early registration is encouraged.



UPCOMING EVENTS

June 11:

Morning S.I.P.S. Workshop

City of Hondo Community Center

8am-9:30am

June 20:

Boots & Belles: A Daddy Daughter Dance

Graff 7A Ranch

5pm-9pm

June 23:

Community Conversation Invitation

Hondo Public Library

6pm-7pm

