



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

DECEMBER 2025 NEWSLETTER

HONDO TAKES WACO, TEXAS

The Hondo EDC, along with the Hondo Area Chamber of Commerce and the City of Hondo, recently attended the Texas Downtown Conference in Waco, where community leaders from across the state gathered to share ideas and inspiration. Through informative sessions, engaging workshops, and valuable networking opportunities, our team brought back fresh insights and creative strategies to help strengthen and enhance Hondo's downtown and overall economic vitality. We're excited to put these new ideas into action as we continue working together to support local businesses, foster growth, and build an even more vibrant community.



Texas
DOWNTOWN

The Texas Downtown Conference is the premier statewide gathering focused on strengthening and revitalizing downtowns across Texas. Each year, more than 250 professionals—including city leaders, economic development organizations, Main Street managers, preservationists, and small business owners—come together to share ideas, explore trends, and learn innovative strategies that can transform local communities. Hosted by Texas Downtown, the conference features keynote presentations, breakout sessions, hands-on tours, and networking events that highlight best practices in design, placemaking, historic preservation, and economic development. It's a valuable opportunity for communities of all sizes to gain tools, inspiration, and connections that support long-term downtown success.

LEARN MORE ABOUT THE
TEXAS DOWNTOWN

SWEET TREAT SATURDAY DECEMBER 13TH

Hondo EDC is excited to bring a little extra holiday cheer with Sweet Treat Saturday on December 13! For one day only, shoppers will earn Double Rewards on any dessert or sweet treat purchased through the Open Rewards App. Whether it's cookies, cupcakes, brownies, pies, shakes, or holiday pastries, every sweet purchase counts. This special event is designed to encourage residents to shop locally while indulging in their favorite treats.



Sweet Treat Saturday is more than just a rewards day—it's a celebration of Hondo's local businesses and the flavors that make our community special. Participating shops across town will showcase their best desserts, giving shoppers a delicious way to explore downtown, support small businesses, and make the holiday season even sweeter. Mark your calendars, bring your sweet tooth, and get ready to earn double rewards on December 13!



[DOWNLOAD THE APP](#)

FACADE IMPROVEMENT GRANT

The Hondo EDC's Façade Improvement Grant is a matching program that reimburses 50% of approved exterior improvement costs, up to \$10,000, helping local businesses enhance their storefronts and boost curb appeal. This grant is a great opportunity for property owners and business operators to invest in the look and longevity of their commercial buildings. For more information or to get started, contact spatty@hondo-tx.org.



ROTHE & ASSOCIATES LAND SURVEYING

Rothe & Associates Land Surveying is one of the latest local businesses to take advantage of the Hondo EDC's Façade Improvement Grant, using the program to make impactful updates to their building's exterior. Through the matching grant, they enhanced the look and professionalism of their storefront, creating a more modern and welcoming presence for clients and the community. Their improvements highlight how the grant can help businesses invest in their properties, elevate curb appeal, and contribute to the ongoing beautification of Hondo's commercial corridors.



MORE INFORMATION ON
THE FAÇADE

BUSINESS OF THE MONTH

Each month, we'll recognize a local business that goes above and beyond by celebrating the one with the most transactions through the Open Rewards app. This is your chance to shine a spotlight on your favorite shops while encouraging our community to shop local. The winning business will be featured in the Hondo EDC newsletter, giving them extra recognition for their hard work and dedication to our community. Every purchase counts—so use your Open Rewards app, support local, and help your favorite businesses earn the title!



MAINSTREET MERCANTILE

We are pleased to announce Mainstreet Mercantile as the Hondo EDC November Business of the Month. Mainstreet Mercantile continues to shine as a cornerstone of our local shopping experience, offering unique products, exceptional customer service, and a welcoming environment that keeps residents and visitors returning time and again. Their commitment to community and dedication to small-town charm make them a standout in Hondo's growing business landscape.

Our runners-up this month are:

Hermann Sons Steakhouse

Mumme's

We extend our appreciation to all who continue to shop, dine, and support local businesses.



**SHOP MAINSTREET MERCANTILE
ONLINE HERE**

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!



TXN BANK

In this edition of the Hondo EDC Small Business Video Series, we feature TXN Bank, a long-standing local financial institution dedicated to supporting Hondo's residents, businesses, and growing economy. TXN Bank's team shares how their commitment to personalized service, financial empowerment, and community involvement has shaped their mission for generations. From helping families achieve their financial goals to providing businesses with the tools they need to thrive, TXN Bank stands as a trusted partner in Hondo's success. Their dedication to integrity, relationships, and hometown values truly exemplifies the spirit of small-town entrepreneurship and community growth.

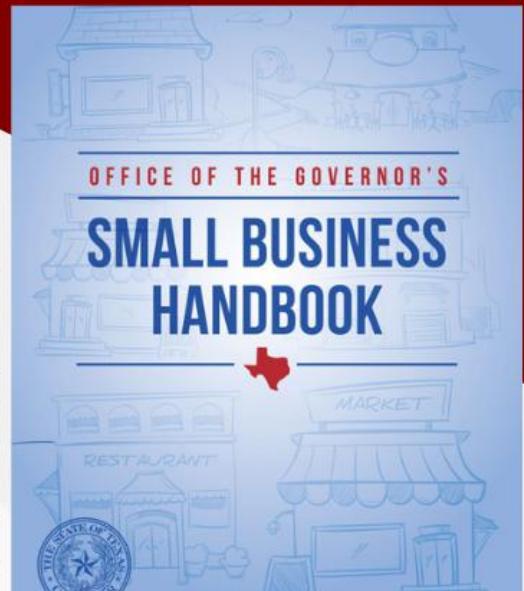


[WATCH THE LATEST EPISODE HERE](#)

RESOURCE ROUNDUP

THE GOVERNOR'S SMALL BUSINESS HANDBOOK

The Governor's Small Business Handbook is an invaluable guide for entrepreneurs and business owners across Texas. It covers the essentials of launching and running a business, including planning, funding, licensing, taxes, and legal requirements, all in a clear and practical format. Beyond startup basics, it also connects readers with statewide resources such as development centers, mentorship programs, and funding opportunities. Whether you're just getting started or looking to grow, this handbook serves as a reliable roadmap for navigating the business landscape in Texas.



UPCOMING EVENTS

December 7:

Christmas at Chateau Claire

Chateau Claire

5:30pm-8pm

December 13:

Hondo Collective Market

Hondo Loading Dock

10am-2pm

December 13 :

Sweet Treat Saturday-Open Rewards

Participating Hondo Businesses

All Day



LOCAL EVENT CALENDAR