



**HONDO**  
ECONOMIC DEVELOPMENT  
THIS IS GOD'S COUNTRY

# ECONOMIC INSIGHTS

**APRIL 2026 NEWSLETTER**

## MORNING S.I.P.S. WORKSHOP APRIL 9

Morning S.I.P.S. workshops are designed to support and empower small business owners and entrepreneurs through educational sessions focused on relevant business topics such as marketing, business planning, and building a strong online presence. These workshops also create an opportunity for local professionals to connect, share ideas, and build relationships within the business community. By combining education with networking over coffee and breakfast, Morning S.I.P.S. encourages collaboration and helps strengthen the local business environment.



## MORNING S.I.P.S. WORKSHOP

FUEL YOUR MORNING. SPARK YOUR IDEAS. MAKE CONNECTIONS.



APRIL 9TH  
8AM-9:30AM

*Content Planning & Networking*

The next Morning S.I.P.S. workshop will take place on April 9 from 8:00 AM to 9:30 AM and will focus on content planning and networking for small businesses and professionals. Attendees will learn strategies for organizing and planning their marketing content while also having the opportunity to connect with others in the local business community. Breakfast and coffee will be generously sponsored by Woodforest National Bank, providing a welcoming environment to start the day with learning and meaningful conversation.

# HONDO HOOT PROGRAM

The Hondo EDC is proud to announce the Hondo Hoot Program, a new community engagement initiative designed to encourage local businesses to support one another while creating excitement throughout Hondo. This program highlights the importance of shopping local and building strong connections within the business community. Participating businesses take turns hosting the Hondo Hoot owl, creating a fun and interactive way to spotlight local businesses and keep the community engaged.



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## MOVING PENNY THE OWL

Each participating business has 72 hours to move the owl by visiting another participating business and making a purchase, receiving a service, dining there, or otherwise showing their support. When the owl is delivered to its new location, the business shares a photo on social media tagging the new business and the Hondo EDC, helping spotlight local businesses and encourage community engagement. If you would like to participate in this program, email [kjensen@hondo-tx.org](mailto:kjensen@hondo-tx.org) to sign up.



# LUNCH B.I.T.E.S. WORKSHOP

Join us for our next Lunch B.I.T.E.S. workshop on May 6 from 12:00 PM to 1:00 PM at the South Texas Regional Training Center. This free session will feature business coach Dona Kappmeyer, who will share practical strategies to help you improve cash flow, manage your time more effectively, and make smarter day to day business decisions.

Whether you are just getting started or looking to strengthen your current operations, you will walk away with simple, actionable tools you can start using right away to grow your business.

Lunch is provided at no cost, so come ready to learn, connect, and invest in your business.



## MEET THE SPEAKER

Dona Kappmeyer, CPA, MBB is an executive business coach, keynote speaker, and author with 30+ years of leadership experience, including 25 years as a business owner. She is the owner of ActionCOACH – KGP, helping independent business owners increase profits, strengthen teams, and implement scalable systems. Drawing on her background as a CPA and Six Sigma Master Black Belt, she delivers practical strategies that drive measurable growth.



# 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!

**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](http://GrowHondoTX.com), to learn more about the program and get started today!

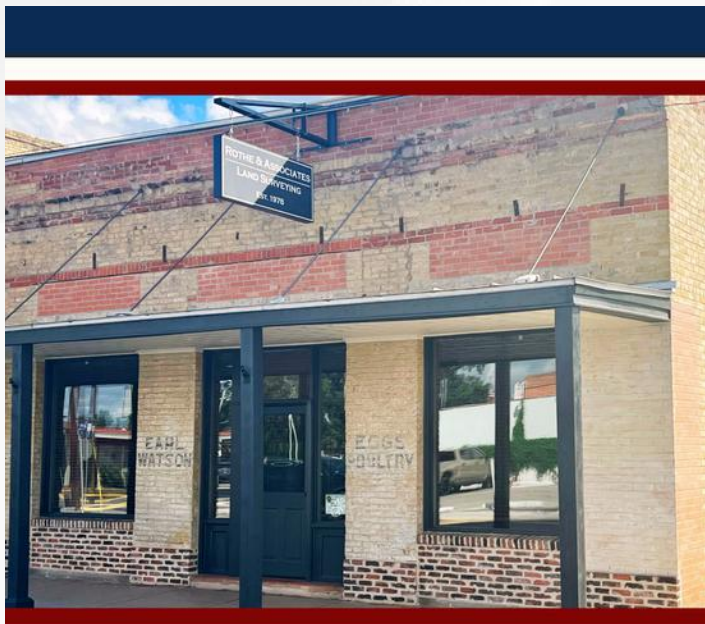
Don't miss out on this opportunity to revitalize your business and contribute to the growth of Hondo!

Sean Patty, Executive Director  
Hondo EDC  
[spatty@hondo-tx.org](mailto:spatty@hondo-tx.org)  
[GrowHondoTX.com](http://GrowHondoTX.com)  
700 Vandenberg,  
Hondo, TX 78801

**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



rothe & associates  
land surveying

## 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 \$68,247.34 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.



## VENDORS NEEDED

Looking to get your business in front of the community? We are currently seeking local Hondo businesses to join us as vendors at our upcoming Clock Out with the Chamber event on August 12 from 5:00 PM to 8:00 PM. This is a great opportunity to showcase your products or services, connect with new customers, and be part of a fun evening in Hondo.

Vendor spaces are 10 by 10 and there is no fee to participate. We are also looking for a few food trucks to be part of the event.



**VENDORS WANTED**

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**WEDNESDAY AUGUST 12** **REGISTRATION CLOSING JUNE 30TH**



small business

**COUPON BOOK**

interested in being included?

SCAN → 

## SMALL BUSINESS COUPON BOOK

The Hondo Economic Development Corporation is putting together a Small Business Coupon Book, and we want your business to be part of it! This fun, voluntary initiative is a great way to showcase your products or services, reach new customers, and encourage our community to shop local.

Participating businesses can submit a coupon or special offer that works best for them. There is no cost to participate, and your promotion will be featured in a printed book distributed throughout Hondo. Submit your coupon by emailing [kjensen@hondo-tx.org](mailto:kjensen@hondo-tx.org)



# 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!



## CORRIGAN AIR CENTER

In this episode, we are spotlighting Summit Cheer and Tumble, a local business that is building confidence, strength, and teamwork in the Hondo community. With experienced coaches, a positive environment, and programs designed for athletes of all skill levels, Summit Cheer and Tumble is helping young athletes grow both on and off the mat.

This feature celebrates a locally owned program that is making a real impact right here in Hondo. Whether athletes are learning the fundamentals, advancing their tumbling skills, or building lasting friendships through cheer, this is one episode you will not want to miss.



# APPLY FOR LIFTFUND

APPLY ONLINE AT  
[WWW.LIFTFUND.COM](http://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.

# Lift Fund

## UPCOMING EVENTS

April 9:

**Morning S.I.P.S. Workshop**  
Training Center Room #108  
8am-9:30am

April 10-12:

**South Texas Airstrip Attack**  
South Texas Regional Airport  
8am-4:30pm

April 11:

**Texas Two Step**  
Graff 7A Ranch  
7pm-10pm

