



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

OCTOBER 2025 NEWSLETTER

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

Introducing Lunch B.I.T.E.S., a quarterly workshop giving local business owners practical tools and expert insights to grow their businesses. Each one-hour session over lunch features a field expert sharing actionable strategies you can implement right away. B.I.T.E.S. stands for Business, Insights, Tools, Education, and Strategies. The workshop is free, lunch is provided, and space is limited, register now to secure your spot!



We are excited to welcome Stephanie Scheller as our first expert for Lunch B.I.T.E.S.! Stephanie will be sharing her insights on Marketing for Small Business Budgets, giving practical tips and strategies that you can immediately apply to grow your business without breaking the bank. Join us for this one-hour workshop on October 8th from 12 PM-1 PM at the Hondo EDC Training Center. Don't miss this chance to learn from a marketing expert, enjoy lunch, and connect with other local business owners!

[CHECK OUT HER WEBSITE](#)

OPEN REWARDS

Open Rewards is a free and easy-to-use app that puts money back in your pocket every time you support local. Shoppers in Hondo earn 5% rewards on all purchases made at participating businesses—whether you're grabbing lunch, shopping boutiques, or treating yourself around town. Rewards add up quickly and can be redeemed right in the app, giving you even more reason to keep it local. By using Open Rewards, you're not just saving—you're strengthening our community, supporting small businesses, and helping Hondo thrive. Shop local. Support local. Get rewarded.



DOUBLE THE PERKS

Double the Perks is here! On October 3–4, Shop Hop weekend, you'll earn 10% rewards when shopping at local boutiques with the Open Rewards app. That's twice the perks for supporting the shops you love! Stroll through Hondo's unique boutiques, find one-of-a-kind treasures, and enjoy knowing your purchases not only give back to you but also help our local businesses thrive. Don't miss this chance to double your rewards, double your fun, and double your impact during Shop Hop weekend!



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[DOWNLOAD THE APP](#)

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!



SORELLA'S BOUTIQUE

We are pleased to announce Sorella's Boutique, a veteran-owned fashion boutique, as our September Business of the Month. With 67 customer visits through the Open Rewards App, Sorella's has demonstrated exceptional community support and engagement.

Our runners-up this month are:

- Mainstreet Mercantile – 63 visits
- Hermann Sons Steakhouse – 62 visits

Thank you to everyone who continues to shop, dine, and support local businesses in Hondo.



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[SHOP SORELLA'S BOUTIQUE](#)

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!



2E CUSTOM HOMES & FABRICATION

In this edition of the Hondo EDC Small Business Video Series, we feature Dee Evans, owner of 2E Custom Homes & Fabrication, to learn how his team is turning clients' visions into reality, one custom build at a time. From barndominiums and metal homes to workshops and carports, this family-owned business is built on faith, integrity, and over 25 years of experience.



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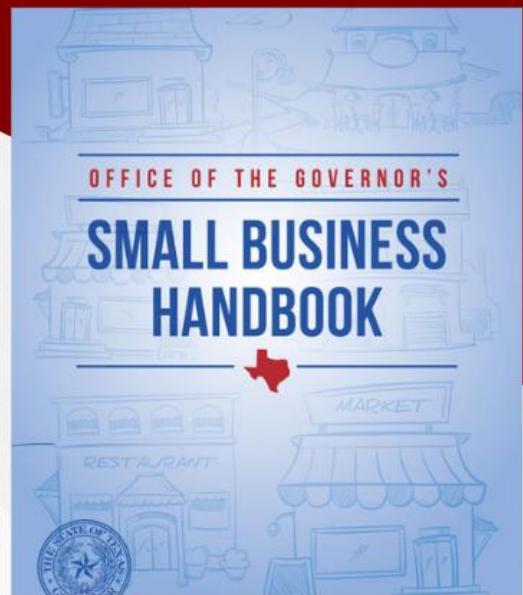


[WATCH THE LATEST EPISODE HERE](#)

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

October 3:

Shop Hop

Downtown Hondo

4pm-9pm

October 11:

Downtown Dine Out

Downtown Hondo

6pm-10pm

October 18:

Oktoberfest

Hondo Loading Dock

1pm-10pm



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LOCAL EVENT CALENDAR