



HONDO, TEXAS ECONOMIC DEVELOPMENT CORPORATION



FY 2024-25 ANNUAL REPORT | **HONDO TAKES FLIGHT**

A GROWING TEXAS AEROSPACE CORRIDOR



Dear Friends, Partners, and Community Stakeholders,

It is my pleasure to present the **Hondo Economic Development Corporation's 2025 Annual Report, Hondo Takes Flight**. This past year has been about smart progress. We made meaningful investments in programs, people, and places that will shape Hondo's future for years to come.

Economic development does not always show up as headlines or ribbon cuttings. Much of what we focused on in 2025 involved strengthening the fundamentals, supporting small businesses, improving internal systems, and setting the stage for larger opportunities tied to our airport and rail infrastructure.

Thanks to guidance from our Board and strong collaboration with the **City of Hondo**, we expanded support where it matters most. The **Façade Improvement Grant Program** helped refresh properties across our commercial corridor. The **Open Rewards Program** continued to drive local spending. A new partnership with **LiftFund** made interest-free capital available to entrepreneurs through a loan program approved by both the EDC and the City Council.

We also celebrated major milestones. **Boise Cascade** completed construction of its 203,000-square-foot distribution facility, bringing jobs and visibility to our region. **Capital Farm Credit** opened its new regional headquarters. **Medina Electric, BlueWave Car Wash, and Medina Regional** all invested in our community. **James Avery** completed both a facility expansion and a major hiring push.

At the same time, we sharpened our focus on what sets Hondo apart. The **South Texas Regional Airport**, combined with dual rail access, gives Hondo a competitive edge in aviation and logistics. Throughout the year, we worked with **Marketing Alliance** to begin repositioning Hondo's story for targeted outreach to advanced industry prospects.

Our team grew as well. In March, we welcomed **Kaitlynn Jensen** as our Marketing and BRE Coordinator. She has quickly become a strong voice for small business, driving outreach through social media, newsletters, events, and community engagement. The EDC team also invested in its own growth by attending key trainings and industry conferences to stay ahead of emerging trends.

Looking forward, we are prepared to take bold steps. The tools are in place. The partnerships are strong. The strategy is focused. Hondo is ready to compete for high-value jobs and investment, and our team is committed to doing the work that gets us there.

On behalf of the HEDC Board and our staff, thank you for your continued support. We look forward to another year of progress and possibility.

Sincerely,

A handwritten signature in black ink that reads "Sean Patty". The signature is written in a cursive, flowing style.

Sean Patty

Executive Director

Hondo Economic Development Corporation

MISSION, VISION AND CORE VALUES

OUR MISSION

To create and maintain a robust economic environment that attracts new businesses, supports existing enterprises, and fosters sustainable growth in the Hondo community

OUR VISION

To position Hondo as a dynamic and thriving community where businesses succeed, families prosper, and the city's rich heritage blends seamlessly with future opportunities

CORE VALUES

- » **Leadership & Accountability:** We lead with integrity, transparency, and a focus on delivering results that drive long-term economic success.
- » **Collaboration & Partnerships:** We believe that progress comes through partnerships with local businesses, educational institutions, government agencies, and community organizations working together toward shared goals.
- » **Innovation & Growth:** We embrace forward-thinking strategies that create new jobs, support business expansion, and encourage sustainable economic development.
- » **Community Commitment:** We are dedicated to initiatives that improve quality of life, promote local culture, and enhance the well-being of Hondo's residents and businesses.
- » **Service & Integrity:** We provide exceptional service with honesty and professionalism while remaining committed to the community's long-term prosperity.



Corrigan Air continues to lead in their industry



Capital Farm Credit opens its new regional headquarters

EXECUTIVE SUMMARY

2025 was a year of strategic action and measurable outcomes for the **Hondo Economic Development Corporation**. Building on the momentum of past initiatives, HEDC advanced its mission with clear focus: **to support local business growth, foster new investment, and prepare for long-term economic transformation.**

Small business support remained a cornerstone of HEDC's efforts. The **Open Rewards** program delivered a 25:1 return on investment. **LiftFund** partnerships unlocked over \$400,000 in new capital. The **Façade Improvement Grant Program** revitalized the community's visual identity with nearly \$200,000 in enhancements. Dozens of business visits and BRE engagements ensured that existing employers had the support they needed to grow and thrive.

HEDC also took major steps toward redefining Hondo's role in the region. With a strategic shift toward **aviation and aerospace recruitment**, the team set the stage for attracting industry sectors aligned with the city's physical assets and long-term growth potential. This includes development-ready land near multimodal infrastructure, underused airspace ideal for testing, and a business climate built for agility.

As Hondo looks ahead, the strategy is clear. Strengthen what works. Pursue bold opportunities. And remain built for what's next.

25:1

Open Rewards return on investment

\$400K

LiftFund new capital

\$198K

Façade improvement program enhancements



Sean Patty shops local at Lyssy & Eckel Feeds



A skilled workforce is at the heart of everything Hondo



STRATEGIC PLAN PROGRESS

Putting Plans into Action

*The foundation laid in 2024 transitioned into execution in 2025. This year, the **Hondo Economic Development Corporation** advanced its strategic plan with measurable results across all six priority areas. Each initiative reflects HEDC's commitment to long-term success and sustainable community growth.*

- 1. Downtown Revitalization**
- 2. Business Retention and Expansion (BRE)**
- 3. Workforce Development**
- 4. Industrial Development**
- 5. Marketing and Business Attraction**
- 6. Economic Leadership**

PRIORITY: DOWNTOWN REVITALIZATION

Goal: Reimagine Hondo's downtown as a vibrant hub for commerce, culture, and community through streetscape improvements, façade renovations, and engaging events

WHAT WE DID:

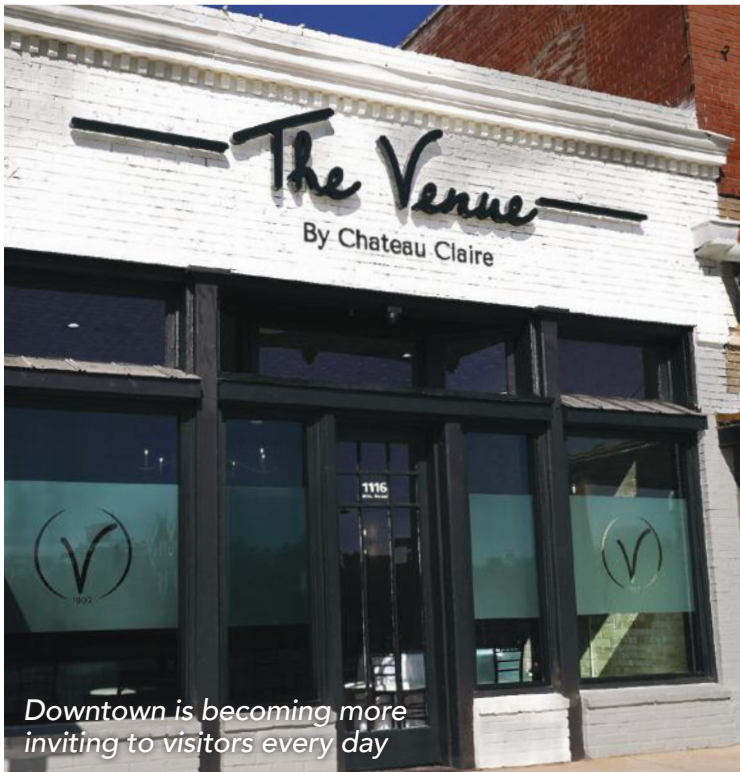
- » Launched the **Façade Improvement Grant Program**, supporting upgrades to storefronts across the Central Business District
- » Provided **\$40,000 in financial support** to City and Chamber-hosted events, including the Summer Music Series
- » Enlisted in the **Texas Historical Commission's First Street Initiative Program**, preparing for quarterly sessions focused on preservation and revitalization in 2026

RESULTS:

- » **\$49,443** reimbursed through façade grants
- » **9 projects completed**, totaling **\$198,500 in capital improvements**
- » Increased interest in revitalizing older buildings and enhancing the visual character of downtown

WHAT'S NEXT:

- » Continued investment in the façade program
- » Full execution of the First Street Initiative in 2026



Downtown is becoming more inviting to visitors every day



Have a dinner and relax to the sounds of live music

PRIORITY: BUSINESS RETENTION AND EXPANSION (BRE)

Goal: Support local businesses with targeted resources, regular engagement, and strong partnerships

WHAT WE DID:

- » Logged **4,784 outreach touchpoints** through BRE visits, emails, and direct follow-ups
- » Provided direct support to **176 businesses** through Open Rewards, outreach, and resource connections
- » Partnered with LiftFund and appropriated **\$100,000 for interest buy-down assistance**, helping unlock more than **\$400,000 in affordable small business capital**

RESULTS:

- » The Open Rewards program produced a **25:1 return on investment**. A **\$21,000** allocation generated **\$530,457** in measurable economic impact
- » Stronger relationships with business owners and increased participation in EDC-led initiatives

WHAT'S NEXT:

- » Continued investment in Open Rewards
- » Full evaluation of LiftFund outcomes and potential program expansion in 2026



Silver Creek offers unique gifts and tasty treats



Customer service is a priority at Capital Farm Credit

PRIORITY: WORKFORCE DEVELOPMENT

Goal: Build a career-ready workforce by aligning education and training with employer needs

WHAT WE DID:

- » Partnered with **Workforce Solutions Alamo** to support hiring efforts for Boise Cascade and James Avery
- » Hosted two job fairs at the **South Texas Regional Training Center**, resulting in **61 positions** filled in 2025
- » Funded a shadow year for **IncubatorEDU**, allowing Hondo ISD to explore how to implement a student entrepreneurship program

RESULTS:

- » **James Avery** and **Boise Cascade** met their initial hiring goals for expansion
- » **Hondo ISD** administrators visited peer districts and attended a student showcase at UTSA to evaluate IncubatorEDU
- » A foundation has been laid for new **youth-centered entrepreneurship education**

WHAT'S NEXT:

- » Assist with Year 1 launch of IncubatorEDU at HISD
- » Develop new skills training offerings with Southwest Texas Junior College at the South Texas Regional Training Center



Medina Agriculture helps our city grow with best-in-industry fertilizers



Training programs position Hondo for future success

PRIORITY: INDUSTRIAL DEVELOPMENT

Goal: Expand industrial capacity through infrastructure improvements and site readiness

WHAT WE DID:

- » Committed **\$100,000 annually for 10 years** to support the expansion of wastewater infrastructure serving the industrial park and South Texas Regional Airport

RESULTS:

- » Engineering and route revisions are currently underway
- » Project is on track for groundbreaking in 2026

WHAT'S NEXT:

- » Begin construction on the wastewater line project
- » Continue identifying key infrastructure needs for industrial and commercial expansion

\$100K Annually
for 10 years to expand infrastructure



The South Texas Regional Airport offers us opportunity to land new companies



Engineers are planning for future growth and expansion

PRIORITY: MARKETING AND BUSINESS ATTRACTION

Goal: Promote Hondo's competitive advantages through targeted messaging and media

WHAT WE DID:

- » Upgraded the **EDC website** with new sections for business resources, job postings, success stories, and video testimonials
- » Produced **38 written business spotlights** and **15 video episodes** for the Small Business Video Series
- » Promoted over **50 job listings** and published **12 news updates** to help raise Hondo's profile

RESULTS:

- » The EDC's online directory now includes **408 business listings**
- » Increased visibility and engagement from both small businesses and prospective employers

WHAT'S NEXT:

- » Launch a refreshed website with updated aviation and logistics messaging
- » Develop high-quality brochures and industry-specific one-pagers
- » Increase digital advertising and attendance at targeted recruitment events



Our best-in-industry website continues to attract opportunity



Sharing our story is a team effort and it's paying off

PRIORITY: ECONOMIC LEADERSHIP

Goal: Build a results-driven EDC team through ongoing training and professional development

WHAT WE DID:

- » Participated in **188 hours of in-person instruction** across key conferences and certification programs, including TEDC, OU EDI, the Texas Downtown Conference, and more

RESULTS:

- » Team is better equipped to manage complex projects, respond to emerging opportunities, and guide Hondo's growth strategy with confidence

WHAT'S NEXT:

- » Continued annual training and participation in professional development programs



The Texas Downtown Conference inspired our team



The Go Medina Mixer offered a chance to network and strategize positive outcomes for the region



Coffee with the Chamber brought together over 75 businesses to collaborate and connect



EDC SUCCESS AND MAJOR INITIATIVES

The 2024-2025 fiscal year showcased the continued effectiveness of the Hondo Economic Development Corporation's focused strategy to strengthen the local economy through business investment, capital support programs, and infrastructure development. Multiple high-impact initiatives were either launched or expanded to meet the growing needs of Hondo's business community. From major expansions by existing employers to forward-looking funding programs for small businesses, HEDC's efforts helped deliver measurable results while laying the groundwork for sustained economic growth.

INITIATIVE: BOISE CASCADE COMPLETION

Goal: Support the growth of a major rail-served anchor employer to create jobs, expand regional capacity, and increase Hondo's visibility as manufacturing/distribution hub

SUMMARY:

Boise Cascade Company, a leading manufacturer and distributor of building materials expanded to Hondo with the completion of a new **203,000 SF industrial tilt wall warehouse**. The 34 acre rail-served site opened in September 2025 and will employ up to 50 professionals serving customers in Austin, San Antonio, Corpus Christi and the Rio Grande Valley.

RESULTS:

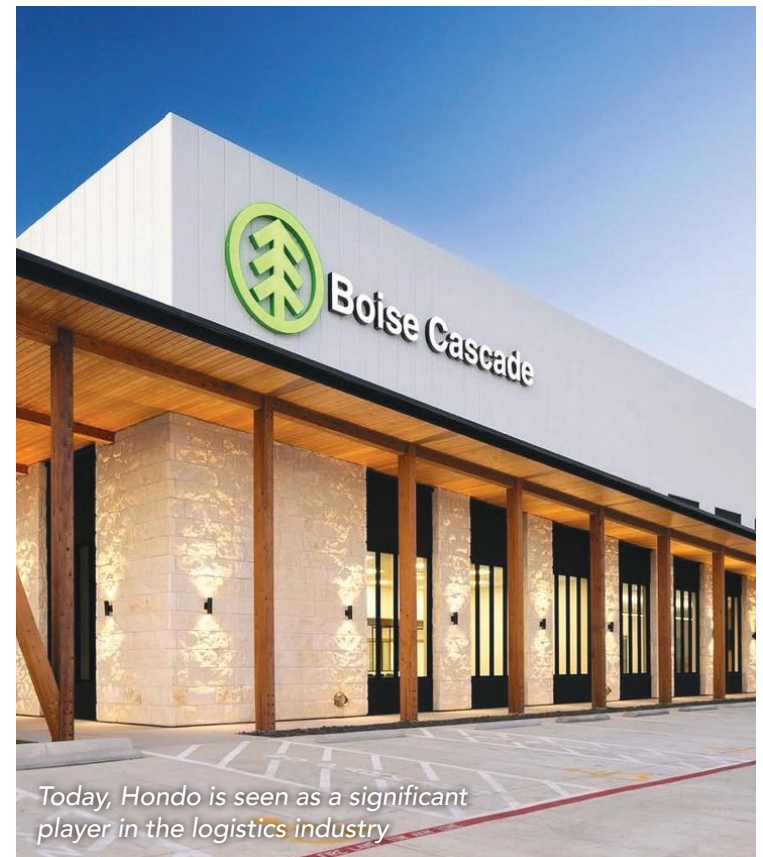
- » \$24+ million in private capital investment
- » 20+ new jobs added
- » Strengthened Hondo's position in the regional industrial economy
- » Enhanced the city's reputation for workforce stability and manufacturing support

"Hondo offers a unique competitive advantage. It's a place where we didn't just build a warehouse—we found a long-term home to grow our operations and serve our customers for years to come."

– **Rick Halfmann**, Boise Cascade



What started as a vision has resulted in something impressive



Today, Hondo is seen as a significant player in the logistics industry



INITIATIVE: CAPITAL FARM CREDIT INVESTMENT

Goal: Attract professional service investment and expand local access to financial expertise for agricultural and rural enterprises

SUMMARY:

Capital Farm Credit opened a new branch location in Hondo in 2025, bringing additional financial services capacity and agribusiness resources to the region. As the largest agricultural lending cooperative in Texas, Capital Farm Credit's investment signals confidence in Hondo's long-term agricultural economy. HEDC supported the project with guidance on site selection and local coordination.

RESULTS:

- » Enhanced commercial property activity and downtown visibility
- » Expanded a trusted regional lending partner to the local business ecosystem
- » Reinforced Hondo's role as a service hub for the wider rural economy



Our business services industry is expanding thanks to Capital Farm Credit

INITIATIVE: NEW AND EXPANDED BUSINESS SUPPORT PROGRAMS

Goal: Improve small business resiliency and encourage long-term local investment through zero-interest loans, consumer rewards, and property improvement incentives

SUMMARY:

HEDC received board approval to fund **\$100,000 toward a 0% interest buy-down program** in partnership with **LiftFund**, expanding access to affordable capital for Hondo-based small businesses. In addition, HEDC increased its financial commitment to two core incentive programs: the **Open Rewards Program**, which boosts local consumer spending through cash-back offers, and the **Façade Improvement Grant Program**, which supports physical upgrades to commercial properties.

RESULTS:

- » Pipeline of low-interest capital created for local entrepreneurs
- » Visible improvements to commercial properties throughout Hondo
- » Increased local spending and consumer engagement in key retail areas
- » Stronger alignment with HEDC's mission to build a vibrant, investment-ready local economy



Vibrant murals welcome residents and visitors alike



Boutiques and authentic experiences can be found throughout Hondo



MARKETING AND STORYTELLING

HEDC continues to work closely with Marketing Alliance to ensure Hondo's message is consistent, compelling, and far-reaching. Together, we've elevated the city's marketing capabilities by producing fresh content, deepening our library of digital assets, and executing creative outreach strategies that build visibility for the community and its businesses.

VIDEOS

Produced **24 promotional videos**. This includes 12 features in the Small Business Video Series, each spotlighting a local business, and 12 additional videos promoting Open Rewards, Lunch B.I.T.E.S. workshops, Small Business Saturday, Pink Friday, and giveaway campaigns.

PHOTOGRAPHY

Captured over **200 images** showcasing Hondo's business community, landmark buildings, historic assets, façade improvements, available commercial spaces, ribbon cuttings, grand openings, regional events, networking meetups, and workshops. These visuals are part of a growing library used across digital and print channels.

ONE-SHEETS

Created four new print assets:

- » A comprehensive **Hondo Business Brochure** featuring key contacts, reasons to choose Hondo, community statistics, funding programs, and training partners
- » Three **business resource guides** for Starting, Expanding, and Locating a Business, each designed to connect entrepreneurs with the right tools and people

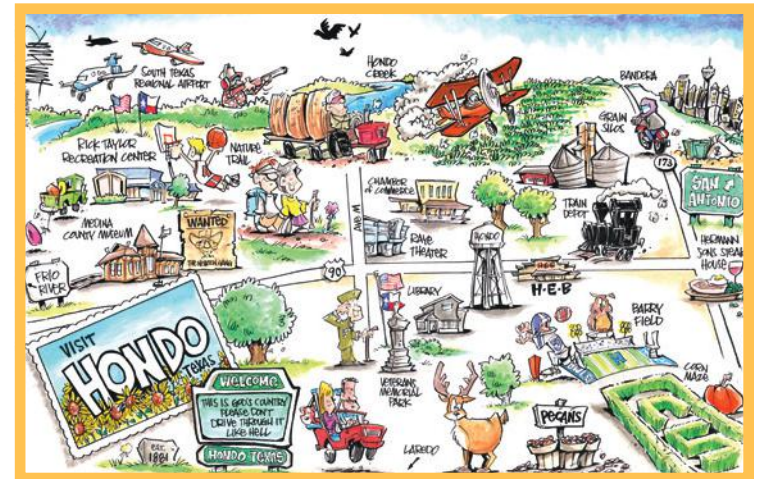
MAPS

In partnership with the City of Hondo and the Hondo Area Chamber of Commerce, we developed a **cartoon tourism map of Hondo**. The map brings local landmarks and stories to life in a colorful, visitor-friendly format that captures the character of the community.

"Because Hondo isn't just where I opened a business—it's where I chose to plant something beautiful, grow with the community, and create spaces where people can pause, breathe, and feel cared for."

-- **Ashley Corral**, Elite Salon & Spa

CREATIVE ASSETS PRODUCED OR UPDATED



Illustrated map by Jim Hunt

DIGITAL MARKETING PERFORMANCE (2025)

WEBSITE TRAFFIC

14,054 Views

7,165 Users

9,252 Sessions

SOCIAL MEDIA REACH

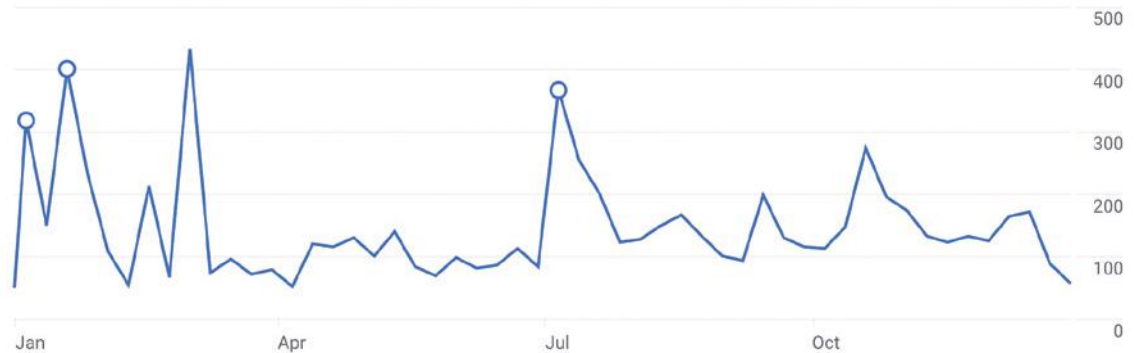
FACEBOOK

Views	447,600
Impressions	8,166
Interactions	11,700
Video Views	9,002
New Followers	579
Total Followers	1,247

LINKEDIN

Impressions	35,726
Clicks	2,475
Social Actions	1,543
New Followers	160
Total Followers	305

2025 WEBSITE ACTIVE USERS



From major corporate expansions to local revitalization efforts, Hondo continues to turn momentum into measurable progress.

This year, the community celebrated several high-impact projects, each representing meaningful steps forward in job creation, downtown development, and long-term economic resilience.

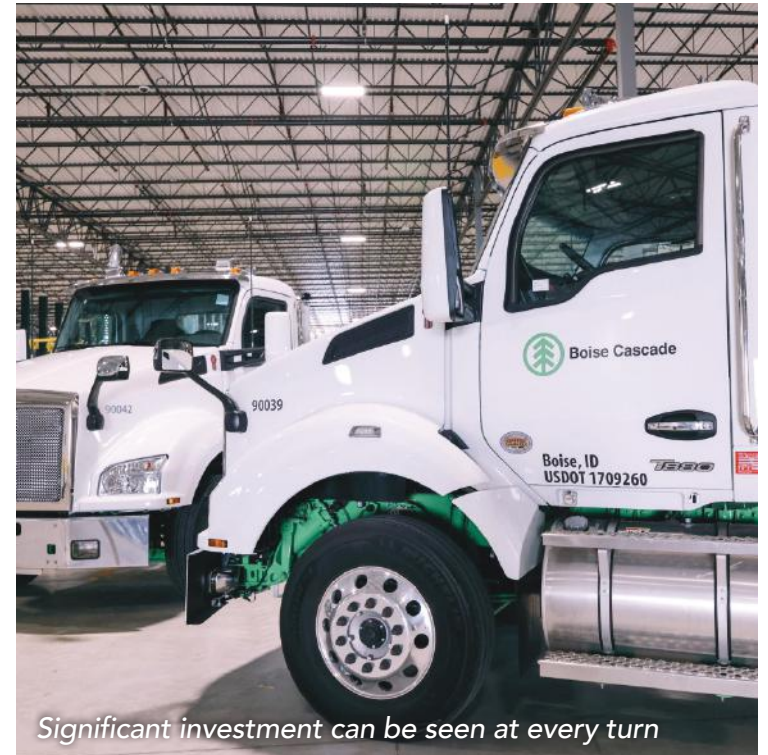
BOISE CASCADE

Boise Cascade marked a major milestone with the completion and ribbon cutting of its **new distribution center** on August 21, 2025. The facility is now operational and has already welcomed **21 new employees**, with further hiring expected as operations scale.

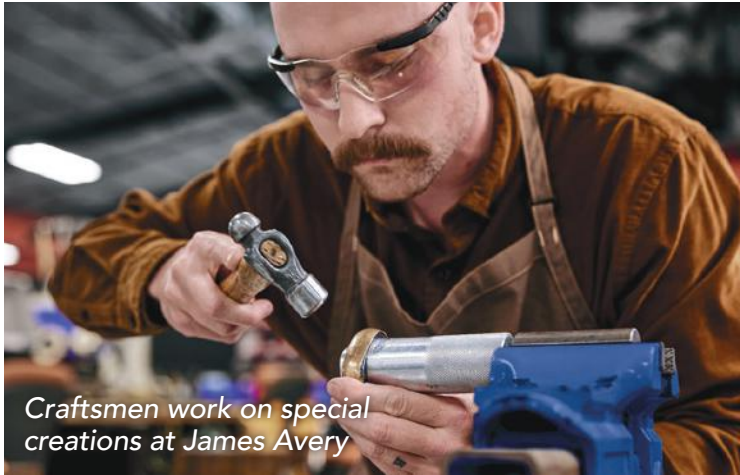


A major milestone is celebrated with the Boise Cascade team

SIGNATURE PROJECTS & COMMUNITY COLLABORATION



Significant investment can be seen at every turn



Craftsmen work on special creations at James Avery

JAMES AVERY JEWELRY

James Avery Jewelry completed a **9,500-square-foot expansion of its Artisan Center**, along with an enclosure project to enhance the enamel process. The company also held a hiring event, resulting in the addition of approximately 40 new team members to support its growth in Hondo.

CAPITAL FARM CREDIT

Capital Farm Credit opened the doors to its **newly constructed regional office**, hosting a ribbon cutting ceremony on March 31, 2025. The project adds significant professional infrastructure to the community and strengthens Hondo's position as a regional hub.

FAÇADE IMPROVEMENT PROGRAM

Hondo's Façade Improvement Program continues to deliver visible and economic value to the community. In 2025, the program issued **\$49,443 in grants that supported over \$198,000** in downtown and corridor property improvements with even more projects in the pipeline.

SOUTH TEXAS REGIONAL AIRPORT

At the South Texas Regional Airport, the **Navigator's Café** project advanced significantly. Following a Social Amenity Assessment benchmarking peer airports, a feasibility report was delivered to explore how a full-service restaurant and gathering space could impact fuel sales, community use, and long-term ROI. Based on this analysis, KHDO is now moving forward with an RFQ for professional design services.

OPEN REWARDS PROGRAM

The Open Rewards program continued to drive measurable impact for local businesses and residents. With **638 users participating**, the platform distributed **\$21,000 in rewards** and generated over **\$530,000 in total economic impact**, equating to a 25X return on investment.

And in a notable collaboration, HEDC partnered with **LiftFund** to launch the Hondo 0% Interest Rate Loan Program. This initiative helps small businesses access up to **\$35,000 in interest-free capital**, reducing the financial barriers that often slow or stall local business growth.



New offices welcome residents and visitors



Special moments are brewing in Hondo

HEDC 2025 BY THE NUMBERS

TRACKING & INTERNAL OPERATIONS

The Hondo Economic Development Corporation uses data and CRM tools to stay responsive, organized, and focused on results. In 2025, the organization continued logging and tracking core engagement metrics through platforms like BluDot and EDOiQ.

These systems help the team track business needs, improve response times, and follow up more effectively across projects and programs.



4,784 total small business touch points were logged

197 in-person BRE visits conducted throughout the year

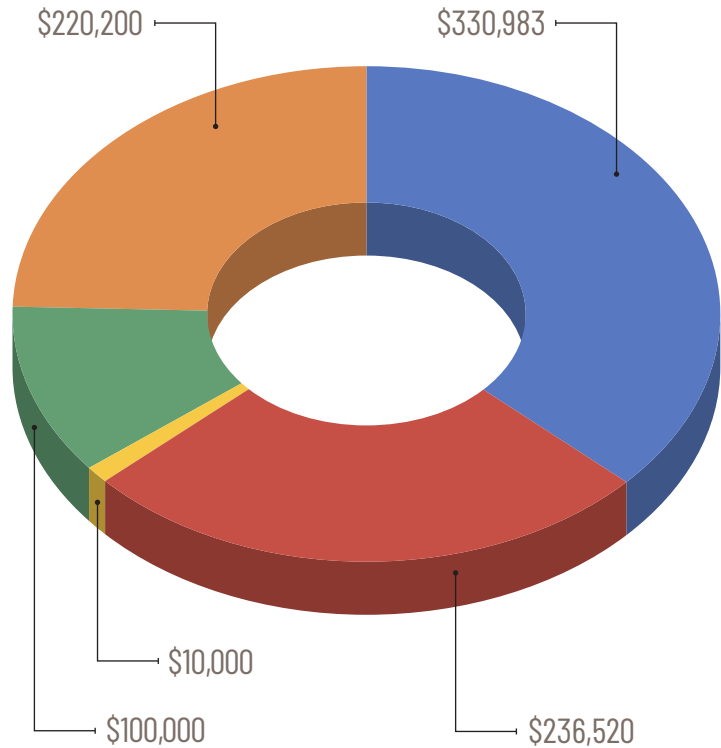
106 requests for Information (RFIs) received and evaluated

2 active RFI submittals currently in process

5 business days - average response time to incoming RFIs



FY 2024-2025 TOTAL BUDGET: **\$897,703**



BUDGET & STEWARDSHIP

The HEDC remains committed to responsible, transparent use of public funds. Every dollar invested ties back to a clear economic development outcome, whether it's through incentives, infrastructure, or capacity-building initiatives.

KEY INVESTMENTS WITH OUTCOMES

FAÇADE IMPROVEMENT GRANT PROGRAM

\$49,443 Reimbursed, supporting **\$198,550** in total private improvements across 9 commercial properties

OPEN REWARDS PROGRAM

\$21,500 Invested, generating **\$530,457** in total economic activity—a 25X return on investment

BOND PAYMENTS

\$236,520 Directed toward long-term capital projects including:

- » Industrial park and airport infrastructure
- » Utility improvements
- » Street extensions and city park upgrades
- » South Texas Regional Training Center
- » Ongoing debt service for the airport terminal and strategic sites

PERFORMANCE & IMPACT METRICS

JOB CREATION

- » **61 new jobs** reported in 2025, including new hires at **James Avery** and **Boise Cascade**

PRIVATE INVESTMENT ANNOUNCED

- » Medina Regional Hospital: **\$5.8 million**
- » BlueWave Car Wash: **\$6 million**
- » Business Façade Improvements: **\$198,550**

BUSINESS ENGAGEMENT & OUTREACH

- » **197** BRE visits logged
- » **35** active property map listings on HEDC website and GIS WebTech platform
- » **106** RFIs received
- » **2** RFI submittals under active review

PROFESSIONAL DEVELOPMENT & EVENTS

HEDC staff participated in multiple trainings, conferences, and regional collaboration events including:

- » **TEDC Annual Conference** – San Antonio
- » **Basic Economic Development Course** – Bee Cave
- » **Texas Downtown Conference** – Waco
- » **Sales Tax Seminar** – Austin
- » **OU Economic Development Institute** – Fort Worth
- » **Regional BRE meetings** – Leon Valley, Hondo, Boerne, Live Oak

COMMUNITY DEMOGRAPHICS & DATA TOOLS

HEDC continues to track population, workforce, income, and housing trends using tools like **Census Reporter** and **StatsAmerica**. This data supports site selection, grant funding, and communication with regional and state partners.



Care and attention to detail sets James Avery apart



The Hondo EDC and private business come together to create prosperity



BlueWave Car Wash opens its doors to serve the community

LOOKING AHEAD: BUILT FOR WHAT'S NEXT

*The past year laid the groundwork.
The next year will define our trajectory.*

With infrastructure in place, renewed momentum, and an eye toward high-growth sectors, HEDC is turning its attention to targeted recruitment in aerospace, advanced aviation, and logistics. These aren't buzzwords; they're industries Hondo is uniquely positioned to serve.

TARGETING THE SKIES: HONDO'S AEROSPACE RECRUITMENT STRATEGY

Hondo's airfield, runway capacity, and logistics backbone are central to a larger vision: becoming a strategic **hub for aerospace and advanced aviation operations**. In collaboration with Marketing Alliance, HEDC is refining its target industry focus and launching a campaign that highlights the community's competitive advantages to national and international audiences.



SECTORS OF FOCUS

Hondo is recruiting aviation and aerospace companies that align with the city's infrastructure and growth potential, including:

- » Aircraft component manufacturing
- » VTOL and eVTOL development and testing
- » Drone-based delivery systems
- » Air cargo operations
- » Aerospace engineering and maintenance
- » Autonomous systems and flight tech
- » Military and tactical aviation contractors

WHY HONDO

Few communities offer the unique combination of assets that Hondo does. The city's 3,200-acre airport has **three active runways, uncongested airspace, and direct access to both rail and major highways**. Sites around the airport are development-ready, with nearby utilities and workforce training facilities already in place. Land and operating costs remain significantly lower than in larger metros, without sacrificing proximity to talent or infrastructure.

PROOF POINTS

- » FAA-approved runways and uncongested airspace
- » Multiple development-ready sites adjacent to the airport
- » Rail access via South Texas short line connection
- » Fast access to San Antonio and central Mexico logistics corridors
- » Maintenance zones, and pad-ready acreage
- » Advanced drone testing and autonomous flight capabilities
- » Regional workforce and Alamo Area Council of Governments training partnerships



Collaboration leads to positive outcomes at Corrigan Air



Corrigan owner and employee

THE NEXT 12 MONTHS

In the coming year, HEDC will:

- » Launch a targeted outreach campaign focused on aerospace site selectors and project managers
- » Develop and create a suite of marketing assets
- » Host familiarization visits and targeted tours for aerospace executives
- » Activate partner networks to identify qualified leads and explore funding opportunities for future development

DEFINING SUCCESS

Success means more than interest. It means engagement with real prospects, active project development on or near the airport, and national recognition of Hondo as a viable home for the future of flight. It means laying the foundation for long-term private investment, higher-wage job creation, and industry diversification that positions Hondo for sustainable growth over the next decade.



For more details on Hondo's aviation advantages, scan the QR code or visit our [website](#).



HONDO, TEXAS ECONOMIC DEVELOPMENT CORPORATION



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