



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

JANUARY 2026 NEWSLETTER

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

The Hondo EDC is excited to host our second Lunch B.I.T.E.S. Workshop on February 18th from 12:00–1:00 PM at the Training Center, Room #127. This lunchtime workshop is designed to provide local business owners and professionals with valuable tools, insights, and practical takeaways to help strengthen and grow their businesses—all in just one hour. Registration is required and space is limited, so we encourage early sign-up. Best of all, a free lunch will be provided for all registered attendees. Register below to reserve your spot!



This workshop will feature marketing expert Chelsea Figueroa, who will lead a hands-on marketing session focused on helping businesses make the most of their social media efforts. Attendees will walk away with practical tips and proven strategies on how to turn everyday posts into profit, strengthen their online presence, and better engage their audience. Whether you're just getting started or looking to refine your approach, this interactive session will provide actionable takeaways you can start using right away.

COFFEE WITH THE CHAMBER JANUARY 9TH

Coffee with the Chamber is happening Friday, January 9th from 8:00–9:30 a.m. at the South Texas Regional Airport, and everyone is invited to attend. This come-and-go networking event will feature coffee and light snacks, opportunities to connect with local businesses and community leaders, free professional photography headshots, fun giveaways, and an exciting announcement you won't want to miss. Chamber membership is not required, so grab a cup of coffee and join us for a great morning of connection and community.



The Hondo Chamber of Commerce is dedicated to supporting, promoting, and strengthening the local business community while fostering economic growth in Hondo and the surrounding area. Through networking opportunities, community events, business advocacy, and valuable resources, the Chamber works to connect businesses with one another and with the community they serve. Its mission is to help businesses thrive, encourage local engagement, and contribute to a vibrant and prosperous Hondo.



HONDO EDC ANNOUNCES LIFTFUND

The Hondo Economic Development Corporation is partnering with LiftFund to provide 0% interest loans to support local small business owners. This partnership is designed to expand access to capital, helping entrepreneurs start, grow, or strengthen their businesses without the burden of interest costs. By working with LiftFund, the Hondo EDC is committed to removing financial barriers, encouraging business growth, and supporting long-term economic development within the Hondo community.



Lift Fund

ABOUT LIFTFUND

LiftFund is a nonprofit organization dedicated to helping small businesses and entrepreneurs access the capital and resources they need to succeed. Through affordable lending options, business coaching, and educational support, LiftFund works to empower entrepreneurs, strengthen local economies, and create opportunities for business growth and job creation across the communities it serves.



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!



MUMME'S

We are pleased to announce Mumme's as the Hondo EDC November Business of the Month. Mumme's continues to be a valued part of Hondo's local business community, known for its quality offerings, friendly service, and welcoming atmosphere that keeps customers coming back. Their dedication to serving the community and supporting local growth makes Mumme's a true standout in Hondo's business landscape.



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!



CECIL ATKISSON FORD - HONDO

In this episode, we visit Cecil Atkisson Ford, right here in Hondo! Join General Manager Jarrod Ashley as he takes us behind the scenes to share what makes Cecil Atkisson Ford a trusted name in our community. From quality vehicles to top-notch customer service, this dealership is more than just a place to buy a car—it's a local business with a big heart and a strong commitment to serving Hondo.

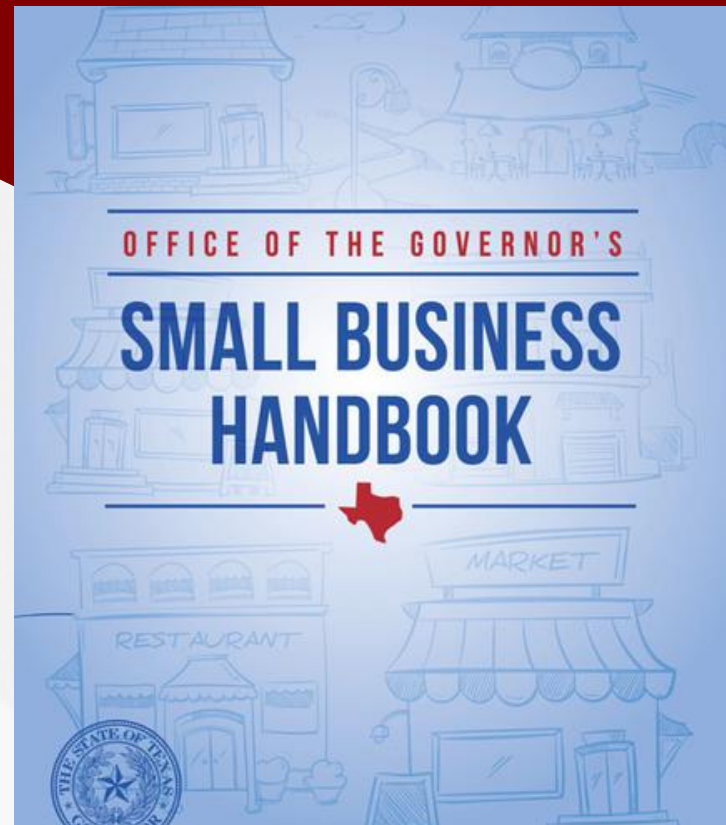
Whether you're in the market for a new vehicle, need service you can rely on, or simply want to learn more about a local business making a real impact, this episode is for you.



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

January 9:

Coffee with the Chamber

South Texas Regional Airport

8am-9:30am

January 11:

Coffee Painting Workshop

820 Harper, Hondo, TX

1pm-3pm

