



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

# ECONOMIC INSIGHTS

**FEBRUARY 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 #107. 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 for this workshop is currently full and waitlisted. Those who join the waitlist will be notified if space becomes available, and we encourage participants to stay tuned for future Lunch B.I.T.E.S. workshops.



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.

# BLUEWAVE EXPRESS CAR WASH RIBBON CUTTING

The Hondo EDC is pleased to welcome BlueWave Express Car Wash to the Hondo community. On Friday, January 16, the Hondo EDC joined BlueWave Express Car Wash and the Hondo Area Chamber of Commerce for a ribbon cutting ceremony celebrating the opening of BlueWave's newest location in Hondo. BlueWave offers a fast, convenient express wash experience—taking about three minutes—along with complimentary amenities such as free vacuums, towel exchange, windshield wiper fluid, and unlimited membership options.



BlueWave's more than \$6 million investment represents a strong vote of confidence in Hondo and reflects the continued interest businesses have in investing in our community. This project contributes to local economic growth, creates jobs, and enhances services available to residents and visitors. We thank the Hondo Area Chamber of Commerce for hosting the ribbon cutting and extend a warm welcome to BlueWave Express Car Wash as they begin serving our community.



# COFFEE WITH THE CHAMBER HOSTED BY THE HONDO EDC

The Hondo Economic Development Corporation kicked off 2026 by hosting the first Coffee with the Chamber event of the year, welcoming an estimated 75 community leaders, business owners, and professionals. The well-attended event set a positive and collaborative tone for the year ahead.

This Coffee with the Chamber featured a unique focus on local home-based businesses, giving attendees the opportunity to connect while also experiencing the creativity and entrepreneurship thriving in Hondo. Several local vendors were highlighted throughout the morning, offering guests a variety of products and services.

Chelci Renae Photography provided complimentary professional headshots, while Poppy Hour Flower Cart added a cheerful touch by gifting single-stem roses. Guests also enjoyed treats from local food vendors including Hindsight Farm, Aken for Bakin', Becky's Bakery, Cake by MJ, The Cranky Goat, and Yours Truly Baked Goods.

Beyond networking, the event showcased the Hondo EDC's continued commitment to supporting local businesses by creating opportunities for visibility, collaboration, and growth. The first Coffee with the Chamber of 2026 was a celebration of local entrepreneurship and community connection, and the Hondo EDC looks forward to hosting more events that bring Hondo's business community together throughout the year.



# HONDO EDC JOB CENTER

The Job Center serves as a centralized hub where businesses can post open positions and community members can easily explore current local job opportunities. By bringing these listings together in one place, HEDC aims to support local hiring efforts while helping residents find meaningful employment close to home.

This free, community-focused job board is designed to connect local employers with job seekers in and around Hondo through a simple, accessible platform.



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## HOW IT WORKS

Posting a job is quick and completely free for employers. To submit a listing, email the job title, company name, job description, requirements, pay (if available), and application instructions to Kaitlynn Jensen at [kjensen@hondo-tx.org](mailto:kjensen@hondo-tx.org).

Job seekers can browse a growing selection of employment opportunities across a variety of industries, whether they are seeking full-time, part-time, or new career opportunities.

HEDC encourages both employers and job seekers to take advantage of this new resource as we continue working to build a strong and connected workforce in Hondo.



# 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!



## RUIZ AUTO SERVICE

In this episode, we spotlight Ruiz Auto Service, a trusted local business serving the Hondo community. Known for reliable repairs, quality workmanship, and friendly customer service, Ruiz Auto Service has built a strong reputation for honest automotive care.

This feature highlights a locally owned business making a positive impact in Hondo and serving customers they know and trust. Whether you're looking for dependable auto service or want to support a local business, this episode is worth checking out.

# RUIZ

**Auto Service  
Body & Paint**

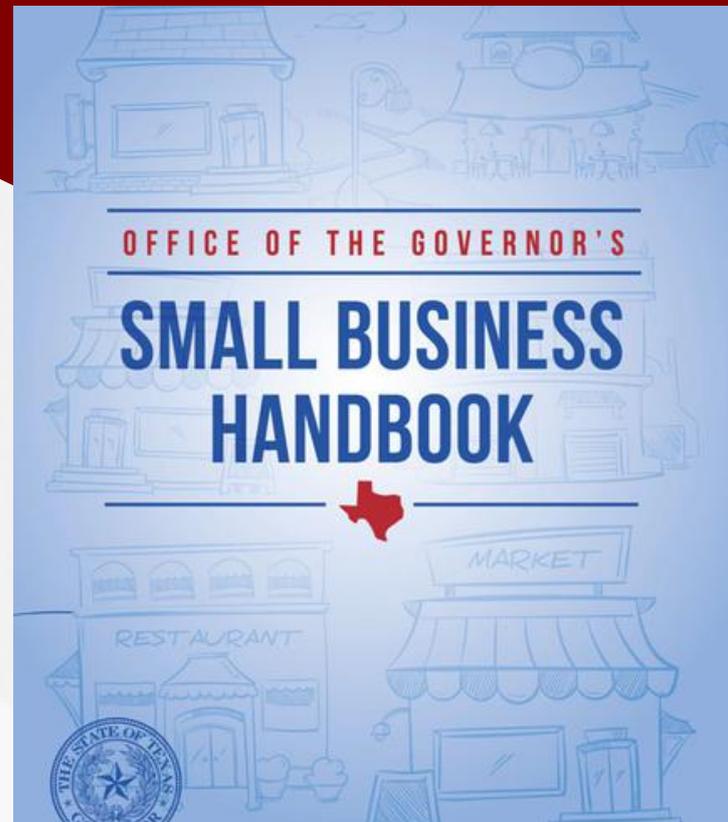
**830-741-7181**



# 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

February 18:

**Lunch B.I.T.E.S. Workshop**  
**STR Training Center #107**  
**12pm-1pm**

February 21:

**Boots & Bandanas Art Sale**  
**Graff 7A Ranch**  
**6pm-9pm**

