



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

MAY 2026 NEWSLETTER

BEYOND BOUTIQUES: LESSONS IN GROWTH

This case study was created to share real, practical insight into growing a small business in a rural market. The featured boutique was intentionally selected for its strong similarities to Hondo, making the strategies and takeaways especially relevant to our local business community.

To make these insights easy to apply, six guides were developed as part of the project. Each one focuses on a key area of growth and sustainability, offering straightforward tips and actionable ideas business owners can use right away.



This first guide, Starting & Growing in a Small Town, focuses on the unique opportunities and challenges that come with doing business in a rural community. From identifying local needs to building strong relationships and keeping costs manageable, it highlights practical ways entrepreneurs can turn small town advantages into long term success.

Designed to be straightforward and easy to apply, this guide offers real world strategies to help business owners confidently start, grow, and thrive right where they are.



BUILD & GROW: A SMALL
TOWN BUSINESS SERIES
**STARTING & GROWING
IN A SMALL TOWN**

TXN BANK PARTNERS WITH HONDO EDC

TXN Bank has officially partnered with Hondo EDC in collaboration for both the Lunch B.I.T.E.S. and Morning S.I.P.S. Workshop series, marking an exciting step forward for local business education and community growth. This partnership enhances ongoing efforts to provide accessible, practical learning opportunities for entrepreneurs and business owners in Hondo, whether they are starting their day with Morning S.I.P.S. or connecting over lunch at B.I.T.E.S.

By supporting these workshops, TXN Bank is investing directly in the success and sustainability of the local business community. Educational initiatives like these equip business owners with valuable tools, insights, and connections that help them adapt, grow, and thrive in an ever changing economy.

A sincere thank you to TXN Bank for their continued support and commitment to strengthening Hondo's business community.



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?

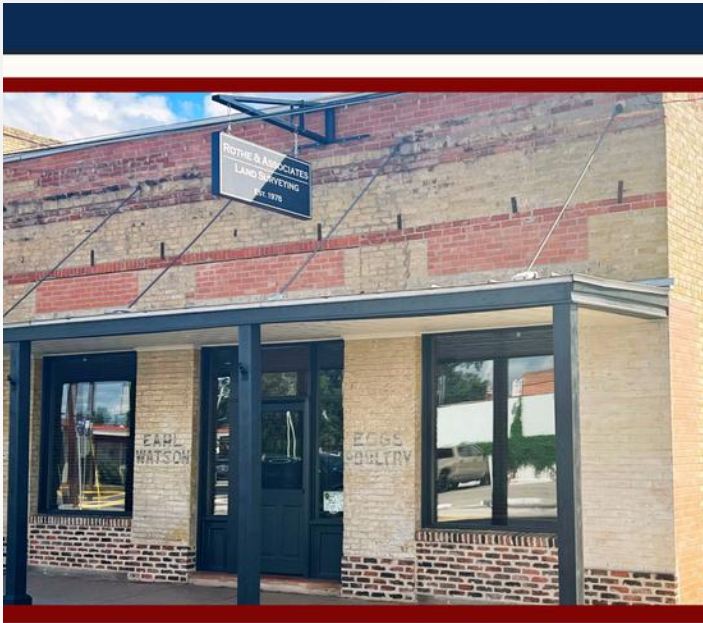
By improving your building's facade, you help beautify Hondo, attract more visitors, and boost business! Take advantage of this opportunity to enhance your property with the support of the Hondo Economic Development Corporation.

READY TO APPLY?

Contact **Sean Patty** at the Hondo EDC, or visit GrowHondoTX.com, 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!

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GrowHondoTX.com
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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.



FOOD TRUCKS WANTED

We are currently seeking food truck vendors for the upcoming Clock Out with the Chamber event on August 12 from 5 PM to 8 PM at the Medina County Fair Hall. This event will bring together local businesses and community members for an evening of networking, shopping, and community engagement.

If you are interested in participating, please email kjensen@hondo-tx.org to sign up. Space is limited, so early registration is encouraged.



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



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

Meet twin brothers Michael and Patrick Corrigan, the team behind Corrigan Air Center in Hondo, Texas. What may seem unexpected for a small town has become a business that draws clients from across the country, thanks to their commitment to quality and craftsmanship.

In this episode, get a behind the scenes look at how Corrigan Air Center has become a standout in the aviation industry and a point of pride for the Hondo community.



APPLY FOR LIFTFUND

APPLY ONLINE AT
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

May 6:

Lunch B.I.T.E.S. Workshop
Training Center Room #108
12pm-1pm

May 9:

An Evening at Graff 7A Ranch
Graff 7A Ranch
7pm-10pm

May 16:

Hondo Jazz & Art Festival
1100 18th Street
3pm-9pm

