



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

# ECONOMIC INSIGHTS

JUNE 2025 NEWSLETTER

## BEHIND THE SCENES IN HONDO, TX

The Hondo EDC and Hondo Area Chamber of Commerce were lucky enough to get an exclusive, behind-the-curtain tour of the James Avery Manufacturing Facility—right here in Hondo, TX! Let us tell you... it was pure magic. Every single piece of jewelry is handmade with care by incredibly skilled artisans.

**JAMES AVERY**  
artisan jewelry



And the best part? James Avery continues to be a family-owned company, staying true to its roots while creating beautiful, meaningful pieces that last a lifetime.

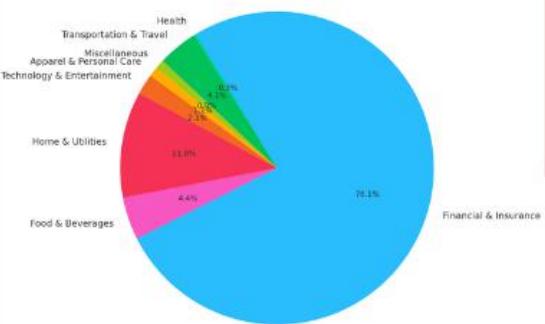
We walked away with so much knowledge, inspiration, and an even deeper appreciation for this hidden gem of Hondo. It's truly one of our community's greatest assets.

[JAMES AVERY WEBSITE](#)

## DOLLARS & DAILY LIFE

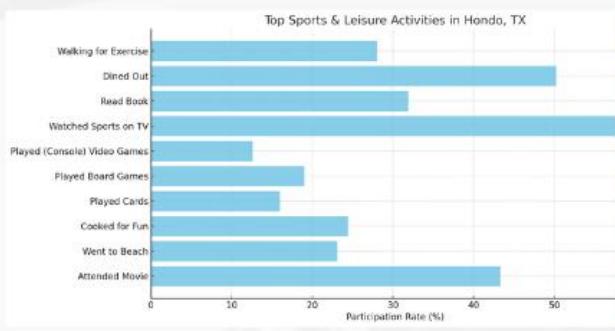
In Hondo, TX, the largest share of consumer spending goes to Financial & Insurance services, followed by Home & Utilities and Food & Beverages. These three categories make up the majority of total expenditures. Technology & Entertainment and Transportation & Travel also represent significant portions, while Apparel & Personal Care, Health, and Miscellaneous account for smaller shares of overall spending. This reflects a community focused on foundational needs, financial planning, and home maintenance.

Simplified Retail Expenditures - Hondo, TX



## LEISURE LENS

In Hondo, TX, residents are highly engaged in leisure activities that center around entertainment and relaxation. Watching sports on TV (58%), dining out (50%), and attending movies (43%) are especially popular. Other common pastimes include reading books, cooking for fun, and walking for exercise, reflecting a community that values both recreation and at-home enjoyment.



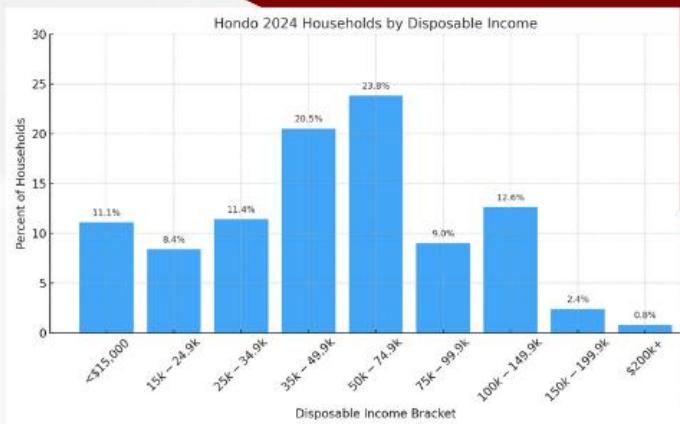
@hondoedc



FOLLOW US ON LINKEDIN

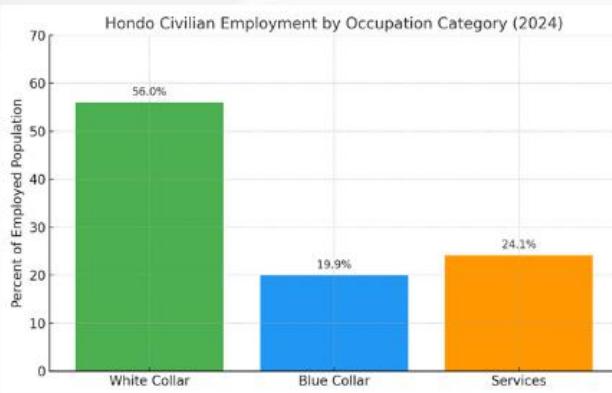
## HOUSEHOLD WALLETS

Hondo's median disposable income in 2024 is \$48,640, with an average of \$59,424. The largest share of households (23.8%) fall in the \$50,000–\$74,999 income range. Over 30% of households earn less than \$35,000, while only 15.8% make \$100,000 or more. Income tends to peak among residents aged 45–54, then declines with age.



## WORKFORCE SNAPSHOT

Hondo's 2024 labor force includes 2,783 individuals, with a low unemployment rate of 2.4% and a 40.3% participation rate among residents age 16 and older. Most workers are employed in white-collar (56%) and service (24.1%) occupations. Key strengths include education, healthcare, and public administration, with high employment compared to national averages. The city also has a high economic dependency ratio, suggesting a large number of dependents relative to working-age residents.



@hondoedc



LIKE US ON FACEBOOK

## THE BUILDING TEXAS SHOW

From major infrastructure improvements to business growth initiatives, Hondo is laying the foundation for long-term success. But we need the community's voice to help guide the future.

On this episode of The Building Texas Show, Hondo City Manager John Naron talks about the city's strategic plans, the role of Zencity in gathering community feedback, and how local businesses and residents can get involved.

Check out their Youtube channel "The Texas Building Show"

# INSIDE HOI FOR A T FUTURE



### CITY MANAGER- JOHN NARON

The current City Manager of Hondo, TX is John Naron. He is responsible for implementing City Council policy, directing city departments, ensuring efficient service delivery, and managing the annual budget. John Naron holds a Master of Public Administration from The University of Texas at Arlington and a Bachelor of Science in Business Administration and Management from the University of Phoenix.



@hondoedc



**WATCH THE BUILDING TEXAS SHOW HERE**

## FEATURED PROPERTY

LARGE SINGLE LEVEL COMMERCIAL BUILDING ON THE CORNER OF AVENUE M AND 16TH STREET IN DOWNTOWN HONDO, CENTRAL BUSINESS DISTRICT. DIRECTLY ACROSS FROM CITY OFFICES OF HONDO. OVER 7500 S.F., SHOW ROOMS, STORAGE, OFFICES, RESTROOMS, SHOP AREA, PARKING IN FRONT, SIDE AND REAR.

FOR MORE INFO ON THIS PROPERTY CONTACT  
LONG PROPERTIES  
(830) 426 - 4464



**HELP SHAPE  
HONDO'S FUTURE!**

**TAKE OUR  
QUALITY OF LIFE  
& AMENITIES  
SURVEY**

## YOUR IMPACT ON HONDO

The City of Hondo is committed to making our community a great place to live, work, and play. We want to hear your feedback on what's working well and what could be improved. Your responses will help guide future investments in parks, facilities, events, and city services. Thank you for your input!



@hondoedc



**TAKE SURVEY**

# RESOURCE ROUNDUP

## EXPANDED HONDO FACADE IMPROVEMENT GRANT

The Hondo Façade Improvement Grant Program has been expanded to assist with revitalizing commercial properties not only in the Central Business District but also across other commercially zoned areas of Hondo. The program offers 50% matching grants up to \$10,000 for exterior upgrades such as painting, new signage, architectural restoration, and more. Property owners and business operators are encouraged to apply to enhance their buildings and contribute to the city's growth.



## UPCOMING EVENTS

June 14:

**Hondo Collective Market**  
901 18<sup>th</sup> St. Hondo, Tx 78861  
9am-2pm

June 14:

**Parisa Pachanga**  
Medina County Fairgrounds - City Park #1  
2pm-10pm

June 21:

**Hondo Music Series**  
Downtown Hondo  
8pm-11pm



@hondoedc



LOCAL EVENT CALENDAR