



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

AUGUST 2026 NEWSLETTER

CLOCK OUT WITH THE CHAMBER AUG 12

Get ready for an evening of shopping, food, music, and community as Clock Out with the Chamber returns on Wednesday, August 12, from 5:00 PM to 8:00 PM at the Medina County Fair Hall. Hosted by the Hondo Economic Development Corporation and the City of Hondo, this annual event brings together local businesses, entrepreneurs, food vendors, and community members for one of Hondo's largest and most anticipated summer gatherings. Whether you're looking to discover a new favorite business, support local entrepreneurs, enjoy a delicious meal, or simply spend a fun evening with family and friends, Clock Out offers something for everyone while celebrating the vibrant small business community that makes Hondo unique.



COME SUPPORT LOCAL BUSINESSES

Bring the whole family out for an evening of shopping, local food, live music, and community fun. Browse dozens of local vendors, enjoy delicious offerings from food trucks, and support the small businesses that help make Hondo thrive. Whether you're looking for unique gifts, handmade products, or simply a fun way to spend the evening, there's something for everyone.

Admission is free, so grab your friends and family and come celebrate all that our local businesses have to offer. We look forward to seeing you there!



MORNING S.I.P.S. : CANVA WORKSHOP & COLLABORATIVE DESIGN SEPTEMBER 10TH NOW OPEN FOR REGISTRATION

Fuel your morning, spark new ideas, and connect with fellow business owners at the next Morning S.I.P.S. [Strategize, Inspire, Plan, Share] workshop on Thursday, September 10, from 8:00 to 9:30 AM at the City of Hondo Community Center. This free, hands on Canva Workshop and Collaborative Design session is perfect for business owners, entrepreneurs, and marketing professionals looking to create polished, professional content with confidence.

During the workshop, participants will explore Canva templates, refine their brand colors and fonts, collaborate with other attendees, and leave with at least one completed graphic ready to use. Whether you are just getting started with Canva or looking to take your marketing to the next level, you'll gain practical skills and ideas you can immediately put into action.

Coffee and light refreshments will be provided. Registration is now open, but space is limited, so be sure to reserve your spot today. Bring your laptop, your creativity, and get ready for a productive morning of learning and networking.



OPEN REWARDS RETURNS AUG 3

The Hondo Economic Development Corporation is excited to announce the return of Open Rewards beginning August 3! This free program rewards shoppers for supporting local businesses by giving them 5% back on qualifying purchases made at participating Hondo businesses. It's an easy way to earn rewards while keeping dollars circulating in our local economy and supporting the businesses that make Hondo unique.

Download the Open Rewards app, shop local, and start earning rewards every time you support participating businesses



SHARE YOUR VISION FOR DOWNTOWN HONDO

The Hondo Economic Development Corporation and the City of Hondo are inviting residents, business owners, and visitors to help shape the future of downtown by participating in the Downtown Hondo Vision Survey. Your feedback will help identify priorities, opportunities, and ideas that will guide future improvements and ensure downtown continues to be a vibrant destination for our community.

The survey only takes a few minutes to complete, and every response plays an important role in creating a stronger future for Downtown Hondo.



INTRODUCING HONDO W.O.R.K.S.

The Hondo Economic Development Corporation is proud to launch the first ever Hondo W.O.R.K.S. [Workforce Outreach, Resources, Knowledge, and Skills] program this fall. This free workforce readiness workshop is designed to equip job seekers with the tools and confidence needed to succeed in today's job market through resume assistance, interview preparation, professional development, an employer panel, and mock interviews.

Participants who complete the workshop will receive VIP early access to the Hondo Job Fair on October 14, allowing them to meet with employers before the event opens to the public. We are excited to introduce this new initiative and help connect local talent with local opportunities.



EMPLOYERS WANTED FOR THE HONDO W.O.R.K.S. JOB FAIR

The Hondo Economic Development Corporation is now accepting employer registrations for the Hondo Job Fair on Wednesday, October 14. Whether you're actively hiring, looking for seasonal employees, or simply accepting applications for future opportunities, we encourage your business to participate. This event is a great opportunity to connect with local job seekers, increase awareness of your business, and build your talent pipeline. Businesses that participate will also have the opportunity to meet attendees who completed the inaugural Hondo W.O.R.K.S. workforce readiness program and receive VIP early access to the job fair. Register today and help connect Hondo's workforce with local opportunities.



HONDO EDC PARTNERS WITH THE RETAIL COACH

The Hondo Economic Development Corporation is excited to partner with The Retail Coach, the nation's leading retail recruitment firm, to help attract new retail, restaurants, and commercial investment to Hondo. Through detailed market analysis and strategic recruitment efforts, this partnership will strengthen our local economy, support existing businesses, and create new opportunities for future growth. Stay tuned as we share updates on this exciting initiative that will help shape Hondo's future.

Stronger Together.

HONDO
ECONOMIC DEVELOPMENT

THE RETAIL COACH®
RETAIL RECRUITMENT & DEVELOPMENT

NEW PARTNERSHIP.
STRONGER FUTURE
for **HONDO.**

DATA-DRIVEN MARKET ANALYSIS | STRATEGIC RETAIL & RESTAURANT RECRUITMENT | VALUABLE INSIGHTS FOR BUSINESSES, ENTREPRENEURS & DEVELOPERS | MORE OPPORTUNITIES. STRONGER ECONOMY. BRIGHTER FUTURE.

★ INVESTING IN HONDO. *Building Community.* CREATING OPPORTUNITY. ★

Together, we recover.

MEDINA COUNTY
and Beyond!

FLOOD RELIEF FUNDING ASSISTANCE

HELP IS HERE FOR BUSINESSES ACROSS THE TEXAS HILL COUNTRY

If your business has been impacted by the recent flooding, you may be eligible for financial help and one-on-one support.

PHYSICAL FLOOD DAMAGE IS NOT REQUIRED.
Loss of business is an eligible reason for application.

FLOOD RELIEF GRANTS
Grants to help your business recover, rebuild and move forward.

ONE-ON-ONE BUSINESS SUPPORT
Free guidance and resources to help you move forward.

OPEN TO BUSINESSES AND NONPROFITS IN MEDINA COUNTY AND SURROUNDING AREAS!

Don't wait. APPLY TODAY!

LEARN MORE & APPLY:
www.liftfund.com/2026-texas-hill-country-flood-relief-program

LiftFund
STRONG BUSINESSES. STRONGER COMMUNITIES.

FLOOD RELIEF FUNDING ASSISTANCE

Businesses and nonprofits in Medina County impacted by the recent Texas Hill Country flooding may be eligible for assistance through LiftFund's Texas Hill Country Flood Relief Program. Even if your business did not experience physical damage, you may qualify if you have experienced lost revenue or other flood related economic impacts.

Available resources include grants, business advising, and flexible funding to help businesses recover. We encourage eligible businesses to explore the program and apply.



HONDO VOICES: STORIES THAT SHAPE OUR COMMUNITY

The Hondo Economic Development Corporation is excited to continue our Hondo Voices video series, highlighting the leaders, business owners, and community partners who are helping shape Hondo's future. Through these conversations, viewers gain firsthand insight into the people, partnerships, and vision driving our community's continued growth.

Our latest featured video showcases Brett Riff, Senior Vice President of Financial Related Services & Alliances with Capital Farm Credit and a member of the Hondo Economic Development Corporation Board of Directors. Brett shares his perspective on Hondo's strong business climate, the community's steady growth, and the opportunities that continue to make Hondo an attractive place for investment and long term success.

Drawing from his experience in the financial industry and his service on the Hondo EDC Board, Brett discusses the importance of collaboration, strong local leadership, and the partnerships that help businesses succeed. His message reinforces that Hondo's greatest strength is the people who work together to support one another and invest in the community's future.

Be sure to visit our website to watch Brett's story and stay tuned as we continue sharing the voices of those making a lasting impact through future Hondo Voices episodes.



STRENGTHENING REGIONAL PARTNERS

The Hondo EDC recently attended the BRE Meeting hosted by the Cibolo Economic Development Corporation. The meeting included a tour of Independent Rough Terrain Center [IRTC], where attendees learned about the company's innovative manufacturing operations and continued growth. Regional BRE meetings provide valuable opportunities for economic development professionals to exchange ideas, share best practices, and strengthen partnerships that support business growth across South Texas. We appreciate the opportunity to collaborate with our regional partners and continue working together to build stronger communities and economies.



UPCOMING EVENTS

August 5:

Lunch B.I.T.E.S.

City of Hondo Community Center
12pm-1pm

August 8:

City of Hondo's Summer Music Series

Ave M Hondo, TX

8pm-11pm

August 12:

Clock out with the Chamber

Medina County Fair Hall

5pm-8pm

