



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

OCTOBER 2026 NEWSLETTER

OPEN REWARDS BIG IMPACT

Open Rewards makes shopping local even more rewarding! Through Hondo EDC's partnership with Open Rewards, shoppers can earn up to 5% back on qualifying purchases at participating Hondo businesses.

Simply download the app, shop local, and earn rewards that can be used toward future purchases. It is an easy way to support our local businesses, keep dollars in our community, and get rewarded while doing it!

Shop Local. Earn Rewards. Grow Hondo.



SEPTEMBER OPEN REWARDS RECAP

September was another strong month for Open Rewards in Hondo! Throughout the month, shoppers completed 1,964 transactions, generating \$85,573.77 in local spending and \$3,870.48 in rewards. These numbers represent more than just purchases. They reflect thousands of decisions to shop locally and support the businesses that help make Hondo a great place to live, work, and visit.

Hondo Economic Development is proud to partner with Open Rewards to make shopping local even more rewarding. By encouraging residents and visitors to choose Hondo businesses first, the program helps keep dollars circulating within our community while giving shoppers an added incentive to support local. Thank you to everyone who participated in September. Every purchase makes an impact, and we are excited to continue growing the program and supporting Hondo businesses!



**September
RECAP**

\$85,573.77
TOTAL LOCAL
SPENDING

\$3,870.48
REWARDS
DISPENSED

1,964
TRANSACTIONS

Top 10 Businesses

- | | |
|-------------------|--------------------------------|
| 1 WALMART | 6 MURPHY |
| 2 HEB | 7 DAIRY QUEEN |
| 3 MUMME'S | 8 TAQUERIA EL RODEO DE JALISCO |
| 4 TRACTOR SUPPLY | 9 PARKER'S BUILDING SUPPLY |
| 5 BILL MILLER BBQ | 10 MAINSTREET MERCANTILE |

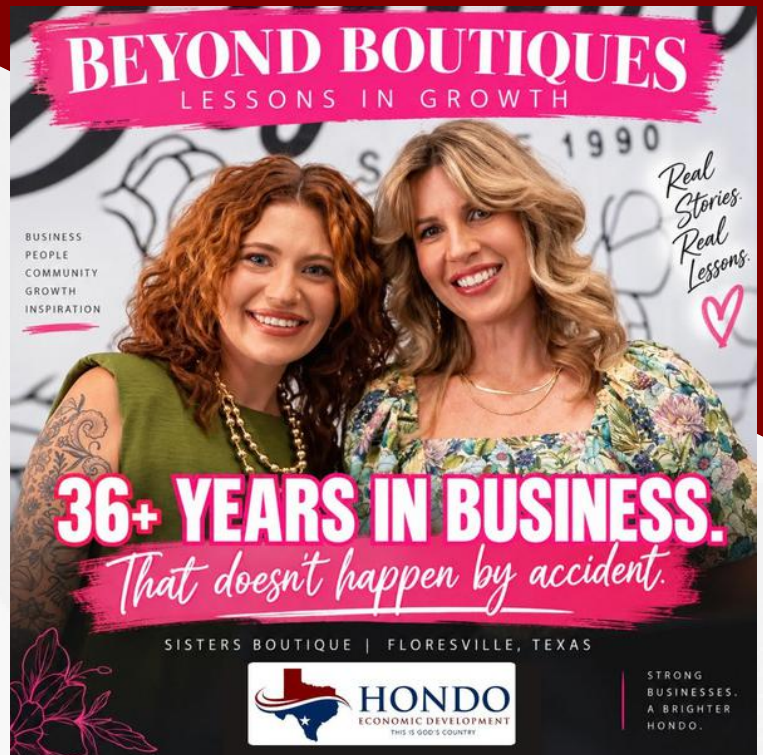
Shop Local. Earn Rewards. Support Hondo.

LUNCH B.I.T.E.S. REGISTRATION

Join us Wednesday, October 7, for our next Lunch B.I.T.E.S. workshop, Beyond Boutiques: Lessons in Growth!

Stacy and Katie, the mother daughter duo behind Sisters Boutique & Gifts, will join us for a live Q&A and guided conversation about growing their business, navigating challenging seasons, adapting to change, and continuing to pivot and persevere over the years.

Lunch will feature charcuterie by Sweet Home Soirees, drinks from Deep Nutrition, and Hindsight Farm's famous chocolate chip cookies. And don't forget to wear pink! It's not required, but it definitely makes it more fun. ❤️



SAVE THE DATE: GLOW IS COMING TO HONDO

Save the date for the very first GLOW women's networking event on December 3 from 6:00 PM to 9:00 PM at The Venue by Chateau Claire. GLOW is a new opportunity for women in our community to connect, build meaningful relationships, and grow together.

We are excited to bring this new experience to Hondo and have a great evening in the works. More event details and registration information will be announced soon, so for now, mark your calendar and save the date!



BUSINESS TIP OF THE MONTH

Ask Your Customers One Question

You do not need a long survey to learn something valuable about your business. This month, try asking your customers one simple question: **“What is one thing you wish we offered?”**

Pay attention to the answers you hear more than once. Customers may point out a product, service, business hour, payment option, or convenience you have not considered. Small pieces of feedback can uncover opportunities to improve the customer experience and even create new sources of revenue. The best business ideas do not always come from a brainstorming session. Sometimes, they come directly from the people already walking through your door.



GROWING HONDO THROUGH RETAIL RECRUITMENT

Hondo Economic Development is partnering with The Retail Coach to strengthen our retail recruitment efforts and identify new opportunities for growth in Hondo. Through this partnership, we are using market data, retail trends, demographics, and community insights to better understand what businesses could be a good fit for our community and to showcase Hondo to prospective retailers and developers.

This work includes promoting available properties, identifying opportunities to fill vacant commercial spaces, and making connections with businesses that may be considering expansion. While much of the retail recruitment process happens behind the scenes, Hondo EDC is continuing to take a proactive approach to attracting new investment and creating more shopping, dining, and service options for our community.



HIRING IN HONDO? LET US HELP SPREAD THE WORD!

Hondo EDC's Job Board is a resource for local employers to share current job opportunities and connect with potential employees in our community.

If your business is hiring and would like to have a position added to the Job Board, simply email your job listing and details to kjensen@hondo-tx.org.

There is no cost to submit a listing, and it is another way Hondo EDC is working to support our local businesses and workforce.



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HONDO EDC JOB BOARD

CONNECTING LOCAL TALENT WITH LOCAL OPPORTUNITIES.

EMPLOYERS:
Need to Hire?

Post your open positions for **FREE** on the Hondo EDC Job Board!

- ✓ Job Title
- ✓ Company Name
- ✓ Job Description
- ✓ How to Apply
- ✓ Any other relevant details

EMAIL YOUR OPEN POSITIONS TO:
kjensen@hondo-tx.org

JOB SEEKERS:
Looking for a Job?

Search current **job openings** in Hondo and surrounding areas!

SEARCH OPEN POSITIONS AT:
GrowHondoTX.com
/news-and-media/discover-hondo/

WE'RE HERE TO HELP!

 SUPPORTING LOCAL BUSINESS

 STRENGTHENING OUR WORKFORCE

 BUILDING A STRONGER HONDO TOGETHER

Live. Work. Grow.
HONDO.



UPCOMING EVENTS

October 2:

Shop Hop

Hondo, Texas

4pm-9pm

October 2:

Flicks & Flannels

Barry Field

8:30pm

October 7:

Lunch B.I.T.E.S.

The Venue by Chateau Claire

12pm-1pm

