



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

SEPTEMBER 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.

≡ Proud Partners ❤️

BUILDING A STRONGER HONDO TOGETHER

**open
rewards**
SHOP LOCAL. EARN REWARDS.



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Shop Local. Earn Rewards. Grow Hondo.



SHOP LOCAL

Support the local businesses that make Hondo strong.



EARN REWARDS

Get up to 5% back every time you shop local.



**STRENGTHEN OUR
COMMUNITY**

Your support stays local and keeps Hondo thriving.



BETTER TOGETHER

Open Rewards and Hondo EDC are working together for a brighter future.

August RECAP

**open
rewards**
by Hondo EDC
HONDO
ECONOMIC DEVELOPMENT
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Thank you, Hondo, for showing up for our local businesses! ❤️

**Over
\$42,000**
spent locally
through Open Rewards

1,067
individual
transactions

**Over
\$2,078**
earned in rewards
just for using the app!

682
users

Thank you
to our growing
Open Rewards
community!

TOP OPEN REWARDS LEADERS



MAIN STREET
MERCANTILE



MUMME'S



TRACTOR
SUPPLY



BILL
MILLER'S



DAIRY
QUEEN



TAQUERIA
RODEO JALISCO

SHOP LOCAL. EARN REWARDS. GROW HONDO.

Every purchase makes a difference. ❤️



DOWNLOAD THE
OPEN REWARDS
APP TODAY!



SHOP LOCAL.
Support the businesses
that make Hondo strong.



EARN REWARDS.
Get up to 5% back
every time you shop.



GROW HONDO.
Keep our community
thriving together.

DOWNLOAD TODAY!

Get it on
Google Play

Download on the
App Store

AUGUST OPEN REWARDS RECAP

Hondo showed up for local businesses in August! Nearly \$42,000 was spent locally through Open Rewards across 1,067 individual transactions, with shoppers earning more than \$2,078 in rewards just for using the app. Open Rewards has now grown to 682 users supporting our local economy!

Our August Open Rewards leaders included Mumme's, Tractor Supply, Bill Miller's, Dairy Queen, Main Street Mercantile, and Taqueria Rodeo Jalisco. Every transaction represents dollars staying right here in our community. Keep shopping local, earning rewards, and supporting Hondo businesses!

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. ❤️



WHY DID WE CHOOSE SISTERS BOUTIQUE?

Why bring a Floresville business to Hondo? Because our communities have a lot in common! Both are small South Texas communities that serve as hubs for surrounding rural areas, meaning local businesses have to think beyond their city limits to grow their customer base.

For more than 36 years, Sisters Boutique has learned how to grow in a smaller market, reach customers beyond Floresville, adapt through challenging seasons, and continue evolving as shopping habits change. Their story is relatable to the businesses we have right here in Hondo and offers real world lessons on growth, resilience, and finding opportunities in a small town market.



SOMETHING NEW IS GLOWING IN HONDO

Hondo EDC is excited to partner with the Hondo Downtown Business Association to bring GLOW, a new women's networking event, to Hondo and Medina County!

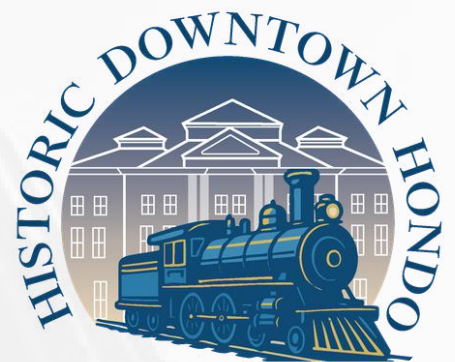
GLOW is being created as a welcoming and encouraging space where women from across our community can connect, build meaningful relationships, exchange ideas, learn from one another, and grow both personally and professionally. Whether you are a business owner, professional, entrepreneur, community leader, or simply looking for an opportunity to meet and connect with other women, GLOW is for you.

Partnerships are an important part of building a strong community. By bringing together the resources, ideas, and connections of Hondo EDC and the Hondo Downtown Business Association, we hope to create something that provides lasting value and new opportunities for women throughout Hondo and Medina County.

But before we finalize the details, we want to hear from you! If you have not already completed our GLOW interest survey, please take a few minutes to share your thoughts. Your feedback will help guide everything from the types of activities and topics offered to the overall feel of the event.

We want to build GLOW with our community, not just for our community.

Connect. Support. Grow. GLOW.



BUSINESS TIP OF THE MONTH

Start planning for Q4 now!

The final months of the year can be some of the busiest for small businesses, and a little planning now can make a big difference later.

Take a few minutes this month to look ahead at your holiday promotions, upcoming events, inventory needs, staffing, and marketing. Decide what you want to promote and when, then start building your content and materials before the holiday rush begins.

Quick tip: Pick three important dates between now and December and start planning your promotions around them today. Your future self will thank you!



SCORE 
FOR THE LIFE OF YOUR BUSINESS

BUSINESS MENTORING WITH SCORE

Sometimes the best business resource is simply having someone experienced to talk things through with. SCORE offers free, confidential one on one mentoring for entrepreneurs and small business owners at every stage. Whether you're working through a new idea, looking to grow, reviewing your business plan, tackling a challenge, or just need another perspective, SCORE mentors can help you determine your next step.

The Hondo EDC is continuing to build connections with SCORE to make valuable resources like these more accessible to our local business community.



HONDO VOICES: STORIES THAT SHAPE OUR COMMUNITY

Every strong community has people working behind the scenes to create connections, bring people together, and help tell its story.

In this Hondo Voices feature, we're highlighting Jamie Heyen Kindred, CPM, Director of Public Relations & Recreation for the City of Hondo. Through community events, recreation programs, and communications, Jamie plays an important role in keeping residents informed, engaged, and connected to the community.

For Jamie, Hondo's growth is about more than what comes next. It is about making sure the people who call Hondo home are part of the conversation.

"We're trying to be very intentional about the way that we grow and include our community in that growth."

That approach reflects what makes Hondo special. As our community continues to grow, collaboration and communication will remain an important part of building a strong future while maintaining the sense of community that makes Hondo feel like home.

We're proud to feature Jamie and the work she does every day to connect our community and help move Hondo forward.



SHOWING UP FOR HONDO

Economic development happens through more than projects and programs. It happens through relationships, conversations, and showing up for the people and businesses that make Hondo what it is.

Clock Out with the Chamber was a great example of that. By bringing together local businesses, community members, the City of Hondo, and the Chamber, we were able to create an evening centered around connection and supporting local. For our team, events like this are another opportunity to hear from our community, strengthen partnerships, and continue building relationships that help Hondo grow.



UPCOMING EVENTS

September 11:

Morning S.I.P.S.

City of Hondo Community Center

8am-9:30am

September 5:

Hondo Heritage Hike

Medina County Museum

7:30am-1pm

September 5:

Labor Day Weekend at the Museum

Medina County Museum

7:30am-1pm

