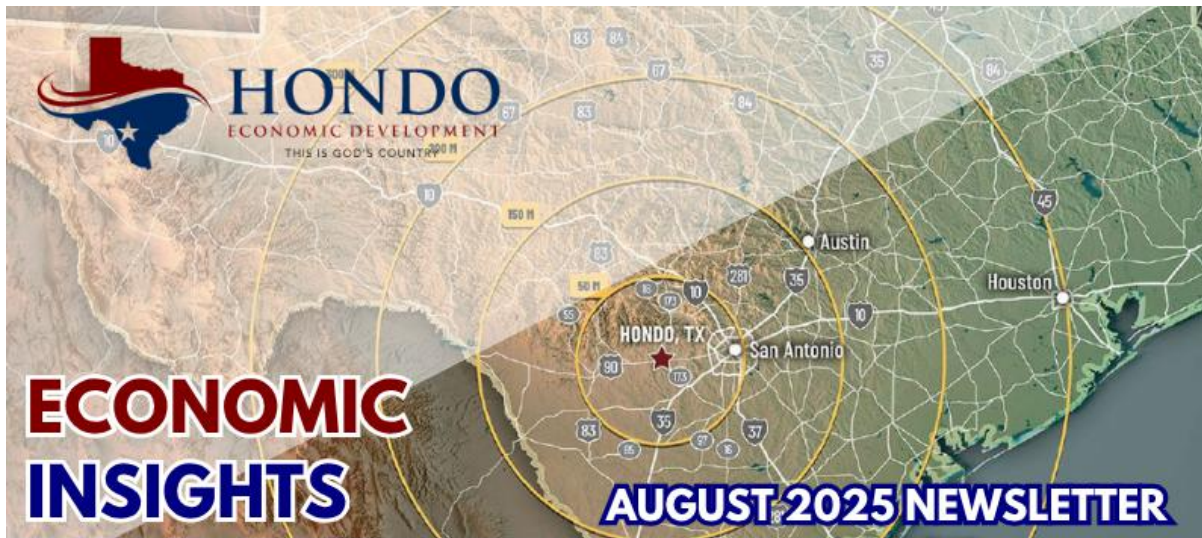




SHOP. EARN. REPEAT.

The Hondo Economic Development Corporation is excited to announce the early return of the Open Rewards App, launching Friday, August 1st, 2025—perfectly timed for the busy back-to-school shopping season. Open Rewards is a simple and impactful way to support our local economy. The app rewards Hondo residents for shopping, dining, and enjoying services at participating local businesses. Each time you make a purchase, you'll earn 5% back in rewards that can be spent at other participating businesses—creating a powerful cycle of support within our community.



open
rewards

Here's how it works:

- Download the App
- Shop at eligible Hondo businesses
- Earn and redeem 5% rewards

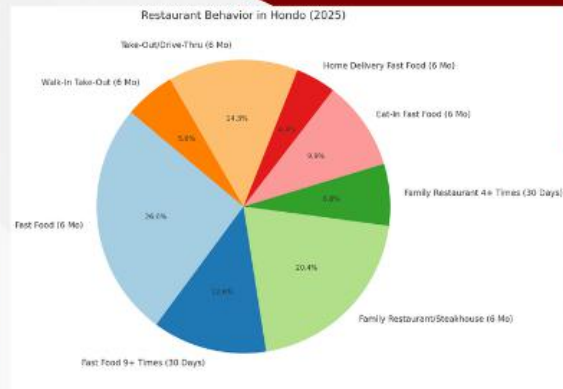
Whether you're grabbing school supplies, dining with friends, or booking a local service, every receipt saved helps build a stronger Hondo.

Support local. Shop with purpose. Let's grow Hondo together — one reward at a time.

[DOWNLOAD THE APP HERE](#)

DINING DEMAND

Dining demand in Hondo is strong, especially when it comes to fast food. An impressive 92% of adults reported visiting fast food or drive-in restaurants in the past six months, with nearly 45% going nine or more times in a single month—well above the national average [MPI 112]. Home delivery is also on the rise, with 15.7% of adults opting for it [MPI 128], signaling a growing appetite for convenience. Family restaurants and steakhouses remain popular as well, attracting over 72% of residents in the same time frame. These numbers reflect a robust local market for both casual and quick-service dining options.



SMART SPENDING

The psychographic data for Hondo reveals a community that values practicality and affordability. Nearly 29% of adults strongly agree they "buy based on price, not brands" [MPI 105], indicating a price-conscious consumer base. At the same time, about 28% place importance on "buying American" [MPI 101], showing a sense of national loyalty in their purchasing decisions. Interestingly, only around 10% are willing to pay more for environmentally safe products [MPI 91], and a similar percentage regularly use coupons but stick to familiar brands [MPI 100]. Overall, Hondo consumers appear budget-savvy, brand-loyal, and selective about environmental spending.

Hondo Psychographic Data



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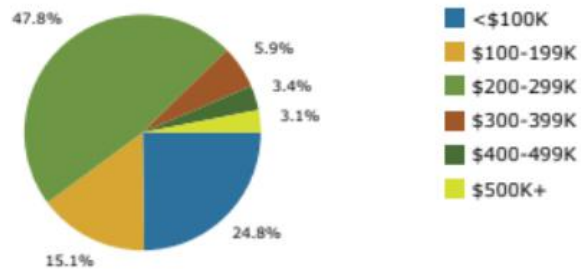


FOLLOW US ON LINKEDIN

AFFORDABLE LIVING

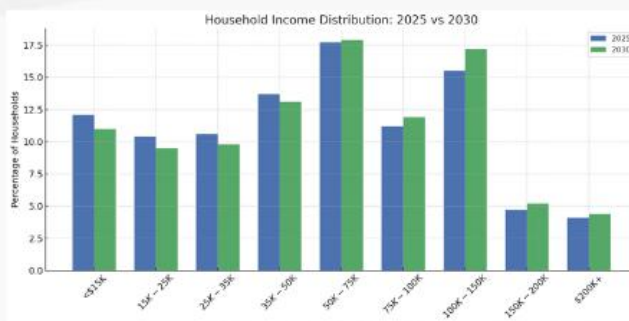
According to the 2025 projections, nearly half of all homes in Hondo [47.8%] are valued under \$100,000, highlighting the area's overall affordability. An additional 24.8% fall within the \$100,000 to \$199,000 range. Higher-value homes are less common, with only 5.9% exceeding \$500,000, reflecting a market primarily geared toward accessible housing options.

2025 Home Value



INCOME ON THE RISE

Between 2025 and 2030, the median household income in Hondo is projected to increase modestly, growing at an annual rate of 0.25%. This steady rise reflects gradual economic progress in the community, despite slight declines in both population and the number of households during the same period. While the overall pace of income growth is moderate, it suggests a stable outlook for household earnings in Hondo over the next five years.



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THE BUILDING TEXAS SHOW

In this episode of Building Texas, we explore the incredible transformation of Chateau Claire—a historic 1914 home in Hondo that's now a charming bed & breakfast and event venue. More than just a beautiful stay, Chateau Claire is a shining example of how Hondo is growing through tourism, historic preservation, and community pride.

Looking for a one-of-a-kind stay in Texas? Chateau Claire delivers history, charm, and warm Southern hospitality.



CHATEAU CLAIRE
HONDO • TEXAS

CHATEAU CLAIRE

Discover how this local treasure was lovingly restored, preserving original features like hardwood floors and shiplap while honoring its deep ties to WWII and Hondo's aviation history. Chateau Claire has become a unique destination for weddings, tea parties, and travelers from across the globe—including road trippers and international guests seeking an authentic Texas experience.



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**WATCH THE BUILDING
TEXAS SHOW HERE**

FEATURED PROPERTY

This newly renovated 6,400 SF commercial building in the heart of Hondo's Central Business District offers high visibility from Highway 90 and easy access for customers. Updated in March 2025 with a new roof, fresh paint, and solar-lit parking for up to 25 vehicles, the property is move-in ready. The open interior layout provides a flexible space ideal for retail, medical, dining, or event use. Formerly the Hondo Public Library, this location blends historic charm with modern potential — ready for your next business venture.

**FOR MORE INFO ON THIS PROPERTY CONTACT
HOLLY SANDOVAL
(210) 683 - 8795**



YOUR IMPACT ON HONDO

This short survey is your chance to share ideas, highlight what our community needs, and help guide decisions about new businesses, local growth, and economic opportunities. What do you want to see more of in Hondo? What makes shopping local meaningful to you? Let's build a stronger, more vibrant Hondo — together.



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TAKE SURVEY

RESOURCE ROUNDUP

HONDO FAÇADE IMPROVEMENT GRANT PROGRAM

The Hondo Façade Improvement Grant Program has officially expanded to include not only the Central Business District but all commercially zoned areas of the city. This means more local business and property owners now qualify for up to \$10,000 in matching grants to enhance their buildings. Eligible improvements include architectural restorations, windows, paint, signage, lighting, awnings, and more. Let's continue to revitalize Hondo — one storefront at a time. Learn more and apply at GrowHondoTX.com or contact Sean Patty at spatty@hondo-bx.org with any questions.

HONDO FAÇADE IMPROVEMENT GRANT PROGRAM

ENHANCING THE APPEARANCE OF HONDO

The City of Hondo has expanded its Façade 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 façade, 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!

Sean Patty, Executive Director
Hondo EDC
spatty@hondo-bx.org
GrowHondoTX.com
700 Vandenberg,
Hondo, TX 78861

IMPORTANT DETAILS

Reimbursement based program:

- No funds for work that has already been completed.
- All projects must comply with local building codes and receive approval before work begins.
- Application process includes a pre-application conference and



UPCOMING EVENTS

August 01:

Coffee with the Chamber

1303 Ave M Hondo, Tx 78861

7:30am-9am

August 07:

Hondo Art League Teen Night

820 Harper Hondo, Tx 78861

6pm-8pm

August 09:

Hondo Collective Market

1713 Ave M Hondo, Tx 78861

10am-2pm



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LOCAL EVENT CALENDAR