



HONDO

ECONOMIC DEVELOPMENT

THIS IS GOD'S COUNTRY

ECONOMIC INSIGHTS

JULY 2026 NEWSLETTER

LUNCH B.I.T.E.S. WORKSHOP AUG 5TH

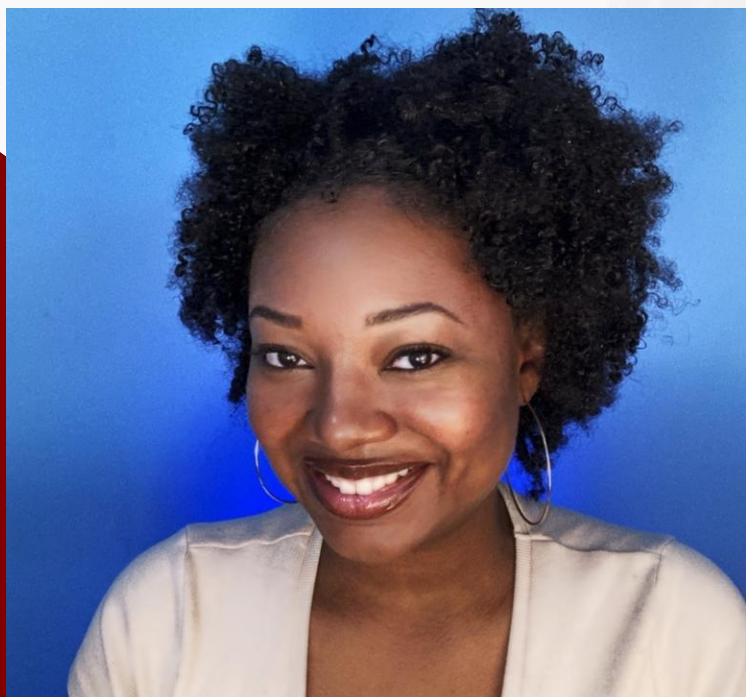
Lunch B.I.T.E.S. is back! Join us on Wednesday, August 5 for "What to Say on Social Media: A Beginner's Guide to Social Media Growth" with Nia Confer.

This hands on workshop will help business owners learn what to post, how to create content that reflects their brand, and simple strategies for staying consistent on social media. Whether you're just getting started or looking to strengthen your online presence, you'll leave with practical tips and a clear plan you can begin using right away.



MEET NIA CONFER

Nia Confer is the founder of **Sophisticated Beginner**, a social media education company dedicated to helping small business owners create strategic, effective content with confidence. Drawing on her background in communications, music marketing, and entrepreneurship, Nia has helped entrepreneurs across the country simplify their social media strategies through workshops, consulting, and her proven content creation framework. She has presented for more than 40 SCORE chapters, Small Business Development Centers, and Women's Business Centers, inspiring business owners to grow their online presence with practical, data informed marketing strategies.



CONNECT. COLLABORATE. GROW. INTRODUCING S.P.A.R.K. SESSIONS.



The Hondo Economic Development Corporation recently launched S.P.A.R.K. Sessions [Strategy, Planning, Action, Resources, and Knowledge], a new small group program designed to support and encourage local business owners through collaboration and shared learning.

Unlike a traditional workshop, S.P.A.R.K. Sessions bring together just a few businesses at a time, creating an interactive environment where participants can discuss challenges, exchange ideas, receive personalized guidance, and explore practical strategies for growth.

Our first session was a great success, with meaningful conversations, fresh perspectives, and actionable takeaways for everyone involved. If you missed the first round, don't worry. Additional session dates will be announced soon, so keep an eye on our website, newsletter, and social media for upcoming registration opportunities. Space is limited to ensure every participant receives individualized attention.



Follow us 

HONDO HOOT PROGRAM

The Hondo Hoot Program is a fun business to business initiative created by the Hondo Economic Development Corporation to encourage local businesses to connect, support one another, and shop local. Penny the Owl travels from one participating business to the next, with each stop highlighted on social media.

Businesses earn entries for prizes each time they host and move Penny, all while building relationships, increasing visibility, and celebrating Hondo's thriving business community. Follow Penny's journey and see where she lands next!



WHERE IS PENNY?

Since taking flight, Penny the Owl has been making her way around Hondo, stopping at participating businesses and helping spread the message of shopping local and supporting one another. So far, Penny has visited Medina Electric Cooperative, MainStreet Mercantile, Cecil Atkission Ford, Deep Nutrition, La Hacienda Boutique, Vital Balance Wellness, New Bloom Headspa, Cameron Garcia State Farm, Boehle Signs, SAT Learning Center, 18th Street Raspas, and Silver Creek Specialty Meats and Gourmet Coffee.

Where will Penny land next? Follow along on our social media to keep up with her journey! The current Hondo Hoot Program wraps up on July 10, but don't worry, Penny will be back for another round later this year.

If you're a Hondo storefront business and would like to join the fun during the next round, we'd love to have you! Contact Kaitlynn Jensen at kjensen@hondo-tx.org to learn more and get your business added to the flight path.



HONDO EDC FACADE GRANT

Our Facade Improvement Grant is a powerful tool designed to help local businesses enhance the appearance and impact of their storefronts. This matching grant reimburses up to 50 percent of eligible project costs, with awards of up to \$10,000, making it easier for business and property owners to invest in meaningful exterior improvements. The goal is to create more attractive, welcoming spaces that draw in customers and contribute to the overall look and feel of our community.

HONDO FACADE IMPROVEMENT GRANT PROGRAM

ENHANCING THE APPEARANCE OF HONDO

The City of Hondo has expanded its Facade 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!

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

WHY APPLY?

By improving your building's facade, 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-tx.org
GrowHondoTX.com
700 Vandenberg,
Hondo, TX 78861



Lift Fund

APPLY FOR LIFTFUND

The Hondo Economic Development Corporation is excited to announce a new partnership with LiftFund that brings affordable financing directly to our local business community.

Qualified applicants can access 0 percent interest loans up to \$35,000 with no hidden catch. This opportunity is possible because the Hondo EDC is intentionally investing back into Hondo to ensure our entrepreneurs have attainable, low interest financing options to start, grow, and strengthen their businesses.

If you are considering your next step, now is the time. For questions or assistance, contact the Hondo EDC. We are here to support you.



HONDO VOICES: STORIES THAT SHAPE OUR COMMUNITY

The Hondo Economic Development Corporation is proud to launch Hondo Voices, a new video series highlighting the leaders, business owners, and community partners who make Hondo a special place to live, work, and grow. Through these conversations, viewers will hear firsthand stories of leadership, collaboration, and the people driving our community forward.

Our first featured video showcases Rose Mary Mares, Superintendent of Hondo ISD and Hondo EDC Board Member. Rose Mary shares her passion for serving Hondo ISD, the incredible staff she works alongside each day, and the joy of leading in the community she calls home. She reflects on the strong support Hondo schools receive and the lasting partnerships that have been built with the City of Hondo, the Hondo Economic Development Corporation, and Medina County.

Her message is simple but powerful: providing the very best opportunities for Hondo's students takes all of us working together.

Be sure to visit our website to watch this feature and stay tuned as we continue sharing the inspiring stories behind Hondo's continued success through future Hondo Voices episodes.



CLOCK OUT WITH THE CHAMBER

**HOSTED BY THE HONDO EDC
AND THE CITY OF HONDO**

Join us on Wednesday, August 12, from 5:00 to 8:00 PM at the Medina County Fair Hall for Clock Out with the Chamber. Hosted by the Hondo Economic Development Corporation and the City of Hondo, this free community event features local vendors, food trucks, shopping, and opportunities to connect with area businesses. Bring your family, shop local, and enjoy an evening celebrating our community. We can't wait to see you there!



UPCOMING EVENTS

July 4:

Fourth of July Fireworks Show
Medina County Fair Grounds
After Dark

July 10:

Ceramic Mug Workshop
The Art Space 830
6pm-8pm

July 25:

City of Hondo's Music Series
1600 Ave M Hondo, Tx
8pm-10pm

