



PINK FRIDAY NOVEMBER 21ST

Pink Friday is a nationwide shopping event held the Friday before Black Friday, designed to inspire customers to shop small first and support local businesses ahead of the holiday rush. This initiative highlights the importance of investing in our local economy and celebrating the small businesses that make Hondo unique. By choosing to shop local on Pink Friday, you're not only finding great gifts and deals—you're helping strengthen our community, create local jobs, and keep dollars right here at home.



To make Pink Friday even more rewarding, the Hondo EDC is offering 10% rewards when you shop at participating businesses using the Open Rewards App. Every time you make a purchase through the app on Pink Friday, you'll automatically earn 10% back in rewards to use at other local businesses. It's an easy and fun way to support your favorite shops while getting a little something in return—because shopping local should be both meaningful and rewarding!

**FIND OUT MORE
ABOUT PINK FRIDAY**

SMALL BUSINESS SATURDAY

Small Business Saturday is an annual celebration dedicated to supporting local businesses and entrepreneurs in communities across the country. Held the Saturday after Thanksgiving, this event encourages shoppers to explore and invest in the unique shops, restaurants, and services that make Hondo special. By participating, you help strengthen the local economy, support family-owned businesses, and keep our community vibrant—proving that every purchase truly makes a difference.



DOUBLE THE PERKS

This Small Business Saturday, November 29, you can earn 10% rewards when you shop at participating local businesses using the Open Rewards App. Every purchase made through the app will automatically give you 10% back in rewards to use at other Hondo businesses. It's a simple and rewarding way to support the shops that make our community unique while enjoying extra value for your holiday shopping!



DOWNLOAD THE APP

BUSINESS OF THE MONTH

Each month, we'll recognize a local business that goes above and beyond by celebrating the one with the most transactions through the Open Rewards app. This is your chance to shine a spotlight on your favorite shops while encouraging our community to shop local. The winning business will be featured in the Hondo EDC newsletter, giving them extra recognition for their hard work and dedication to our community. Every purchase counts—so use your Open Rewards app, support local, and help your favorite businesses earn the title!



DAIRY QUEEN

We are pleased to announce Dairy Queen as the Hondo EDC October Business of the Month. Dairy Queen continues to be a valued member of our business community, known for its friendly service and commitment to providing quality products while actively engaging with local customers through the Open Rewards App.

Our runners-up this month are:

- Hermann Sons Steakhouse
- Mainstreet Mercantile

We extend our appreciation to all who continue to shop, dine, and support local businesses.



VISIT YOUR LOCAL
DAIRY QUEEN

SMALL BUSINESS VIDEO SERIES

Our **Small Business Video Series** takes you around Hondo to meet the local entrepreneurs who make our community unique. We highlight their businesses, share their stories, and show you what makes them special. *When you shop local, you're not just making a purchase—you're supporting dreams, families, and the heart of Hondo.*

Don't miss a single feature—subscribe to our **Hondo EDC YouTube channel** and join us in celebrating local businesses!



DIXON AUTOMOTIVE

In this edition of the Hondo EDC Small Business Video Series, we feature Dixon Automotive, a locally owned auto repair and service shop dedicated to keeping vehicles running safely and efficiently. Owner Jimmy Dixon shares how his love for cars and commitment to the Hondo community inspired him to create a trusted space where customers receive honest advice, quality service, and a personal touch. Dixon Automotive exemplifies the heart of small-town entrepreneurship, providing reliability and care that drivers in Hondo can count on.

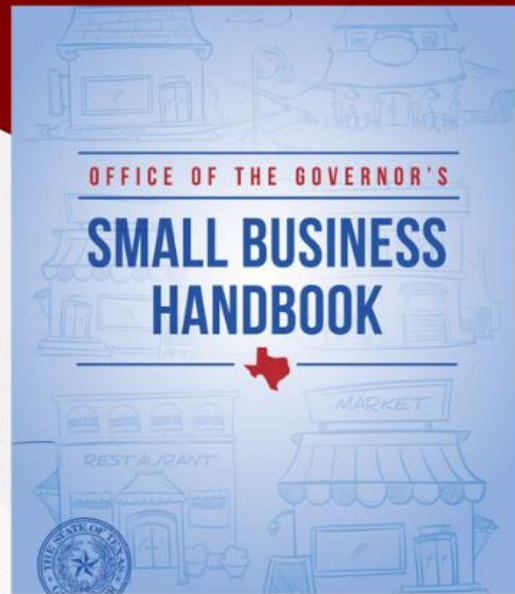


**WATCH THE LATEST
EPISODE HERE**

RESOURCE ROUNDUP

THE GOVERNOR'S SMALL BUSINESS HANDBOOK

The Governor's Small Business Handbook is an invaluable guide for entrepreneurs and business owners across Texas. It covers the essentials of launching and running a business, including planning, funding, licensing, taxes, and legal requirements, all in a clear and practical format. Beyond startup basics, it also connects readers with statewide resources such as development centers, mentorship programs, and funding opportunities. Whether you're just getting started or looking to grow, this handbook serves as a reliable roadmap for navigating the business landscape in Texas.



UPCOMING EVENTS

November 21 & 22:

Christmas in God's Country
Downtown Hondo

9:30am-9pm

November 21:

Pink Friday
Hondo- City Wide
All Day

November 29 :

Small Business Saturday
Hondo- City Wide
All Day



LOCAL EVENT CALENDAR