



BUSINESS SUCCESS ROADMAP:
**EXPANDING YOUR
BUSINESS IN
HONDO, TEXAS**



HEDC IS YOUR STRATEGIC PARTNER

Hondo Economic Development Corporation (HEDC) is here to provide one-stop expansion assistance, including advice on scaling and planning your project, identification of resources and more. Serving as a single point of contact for all your expansion needs, HEDC is your strategic partner in your growth and long-term success.

1. INTELLIGENCE GATHERING

To help you guide your expansion, HEDC is ready to assist with:

- **Customized data reports** including reports based on industry needs, such as labor market analysis, consumer spending patterns, and economic forecasts.
- **Market research and analysis**, including insights into South Texas and Hondo market conditions, industry trends, and competitive landscape analysis.

2. OPERATIONAL IMPROVEMENTS

As you consider expansion, HEDC can assist in operational improvements with:

- **Business process optimization**, to improve efficiency and productivity by providing access to experts who can analyze and optimize your business processes, including supply chain management, production workflows and technology integration.
- **Supply chain expansion assistance**, helping your business to identify and connect with new suppliers, distributors, and logistics partners that can support increased production and distribution needs.
- **Technology and innovation grants**, helping to identify grants or incentives that support innovation, R&D, and the adoption of new technologies to help your operation stay competitive.

3. EXPANSION PLANNING

On the drawing board and beyond, HEDC can assist with:

- **Real estate and facility expansion support**, helping you identify and secure additional space, whether through leasing, purchasing, or building new facilities. HEDC can also provide guidance on zoning and construction requirements.
- **Access to capital and funding resources**, connecting you with local banks and other potential funding sources, and providing guidance on loan applications and crowdfunding options.



- **Local government liaison services**, acting as a liaison between your organization and local government, helping you to navigate interactions with Hondo government officials, ensuring you receive the necessary support and approvals for your expansion plans.
- **Employee retention and expansion planning**, providing strategies and programs to help your operation retain current employees and attract any needed new talent, including benefits analysis and HR support.
- **Workforce development and training support** for expanded workforce or upskilling existing workforce, partnering with UTSA, or Alamo Workforce Solutions and other workforce agencies to develop training programs that prepare your employees for new roles and responsibilities.
- **Networking and partnership opportunities**, facilitating connections with potential partners through the organization of events or one-on-one meetings with other businesses, local agencies, or educational institutions that could support your expansion through partnerships or collaborations.



4. EXPANSION

HEDC assists during the expansion process with:

- **Utility and infrastructure coordination**, serving as a liaison with utility providers to ensure access to necessary utilities (water, sewer, electricity, broadband) and to coordinate any required upgrades.
- **Regulatory compliance and permitting assistance**, streamlining the regulatory process for expansion by guiding your business through any new permitting, zoning, or regulatory requirements that come with expansion, ensuring compliance with all local, state, and federal laws.

5. PUBLICIZING YOUR EXPANSION

- **Public relations and marketing support**, helping to promote your expansion and your organization's success by providing media support, marketing campaign development, and assistance with branding to ensure both your expansion and your organization are well-publicized and positioned positively in the community.

