



Small Business Highlight: Runners Convenience Store

Our small business series highlights local business owners in the community.

Quick Facts

Business:

Runners Convenience Store

Owners:

Martha & Eleazar Hinojosa

Address:

207 E. Main Street
Rio Grande City, TX

Contact Us

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Blessings and Challenges in Downtown

In the middle of downtown's busy streets is a convenience store that has been serving Rio Grande City residents and visitors for over 30 years. For 15 of those years, Martha and Eleazar Hinojosa have continued the legacy of Runners Convenience Store in Rio Grande City.

Martha is a retired clerk from Roma ISD. Eleazar worked at Grande Butane for 26 years and as a bus driver at Roma ISD. When the opportunity came along to become small business owners, they jumped in with both feet.

Married for 41 years, theirs is a story of a passion for hard work and a job well done, a love and dedication for family, friends, community and a belief that work is a blessing and the challenges of today make us stronger for tomorrow.

How long has Runners been open?

Actually Runners has been open for over 30 years. We had an opportunity to purchase the business 15 years ago and we have been at it ever since.

What sacrifices have you had to make to be a successful small business owner?

We have had to work long hours to weather the challenges over the years. We put in 12 to 14 hours a day at minimum.

What has been your most satisfying moment in business?

Our first years of being open were very satisfying. We were learning the particulars of running a business and were extremely busy. Our first few years were very successful. We're now looking to make an addition to our building for a small office to make more room for our store.

What is your favorite aspect of being a small business owner?

We love being downtown, being a part of the community and having a relationship with our customers. Everyone comes to know each other and we meet new people everyday.

Are there any hurdles you've had to overcome in your business?

One of our biggest challenges was when the downtown streets were zoned for better traffic control. Once the one-way streets were established, we saw a drop in sales. But we were able to recoup quickly. Over the years we've also expanded our list of products to include a breakfast and lunch menu. We're constantly looking for new ideas to better serve our customers and community.

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