

Hispanic Businesses in the United States

By Barbara Weltman

September 15 through October 15 is National Hispanic Heritage Month. It's a time to recognize the contributions of the Hispanic population to the United States. Hispanics comprise about 21 percent of the US population, making them the largest racial or ethnic minority in the country. From a business perspective, Hispanics own more than 5.1 million businesses (14.5 percent of all US businesses) and employ nearly 3 million workers.

Because Hispanics are a minority, there are some government incentives to help start and grow a business. Small business owners in the US should pay close attention to Hispanic businesses and to Hispanic consumers because of their economic influence, demographic growth, and cultural impact.

Status of Hispanic businesses

According to Brookings, "Latino- or Hispanic-owned businesses have grown at an average annual rate of 7.7 percent, surpassing the 0.46 percent growth rate for all employer businesses."

Best locations for Hispanic businesses

WalletHub's recent survey shows the best locations for Hispanic entrepreneurs, ranking them from #1 (Pembroke Pines, Florida) to #182 (Buffalo, New York). Eleven of the top 20 cities are in Florida. The survey is based on 23 key indicators of business friendliness toward Hispanic entrepreneurs, which are grouped into two main dimensions—Hispanic business friendliness and Hispanic purchasing power. South Burlington, Vermont, ranked #1 for Hispanic purchasing power.

Government contracting

The federal government aims to award 23 percent of prime federal contract dollars to small businesses. Many Hispanic-owned businesses may qualify as "small" for purposes of these contracting opportunities. Some of these dollars are supposed to go to specified small businesses.

- **Small disadvantaged businesses (SDB).** The aim is at least 11 percent of federal contracting dollars. SDBs are firms 51 percent or more owned and controlled by one or more disadvantaged persons. Disadvantaged means



socially or economically disadvantaged (there are net worth and income limits).

- **8(a) businesses.** They are supposed to receive 5 percent of small business contracts. Businesses eligible in this category include firms 51 percent

Opportunities

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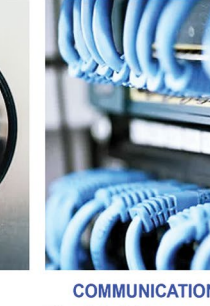
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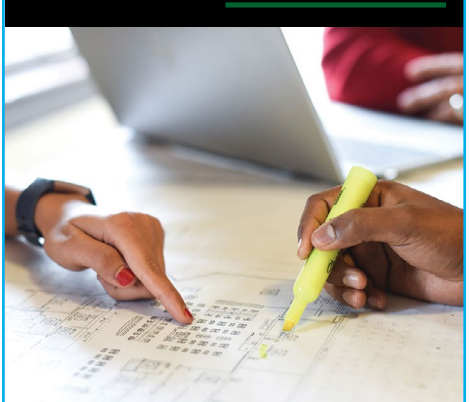
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VIRTUAL EVENTS FOR YOUR BUSINESS

2026

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Thursday, October 8, 2026, 1:00 pm–2:00 pm CDT Online
Main Sponsor(s): US Small Business Administration, Arkansas District Office
Contact: Suzanne Terrazas, 501-324-7379, Arkansas_DO@sba.gov
Fee: Free; registration required

This webinar will provide valuable insights into the Woman-Owned Small Business (WOSB) Federal Contracting Program certification process, which is crucial for accessing a pool of billions of dollars worth of federal contracting opportunities that are set aside specifically for woman-owned businesses. Your woman-owned small business can obtain federal contracts with less competition if you qualify. To learn how accessing these resources can significantly impact a business's growth and sustainability, and to meet with resource partners who can provide you with free one-to-one consulting, register at <https://legacy.sba.gov/event/77955>

Federal Contracting for Small Businesses Webinar
Tuesday, October 13, 2026, 11:00 am–12:30 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: Irene Gonzalez, 208-334-1673, irene.gonzalez@sba.gov
Fee: Free; registration required

Learn the essentials of federal contracting for

small businesses. This event will cover the basics of navigating the federal contracting process, as well as the various certifications available to help your small business succeed in the government marketplace. Certifications include: 8(a) Business Development Program, HUBZone Certification, Woman Owned Small Business (WOSB/EDWOSB), and Veteran Owned Small Business (VOSB). Don't miss this opportunity to gain valuable insights and resources to help your small business. Register at <https://www.eventbrite.com/e/federal-contracting-basics-and-certifications-for-small-businesses-tickets-1977729664666>

Understanding SBA Programs Webinar
Wednesday, October 14, 2026, 10:00 am–11:00 am CDT Online
Main Sponsor(s): US Small Business Administration, Houston District Office
Contact: Elizabeth Charles, 713-773-6505, elizabeth.charles@sba.gov
Fee: Free; registration required

Join us for an informative webinar designed to help entrepreneurs, startups, and existing small business owners navigate the wide range of resources and programs offered by the United States Small Business Administration (SBA), including an overview of SBA's core programs: capital, counseling, contracting, and disaster assistance. Whether you're looking to launch a business, expand operations, secure funding, or recover from a disaster, the SBA has tools to support your goals. Attendees will also have the opportunity to ask their small business questions to mentors/advisors from SBA's Resource Partner Network! Register online for the free webinar at <https://legacy.sba.gov/event/78035>

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