



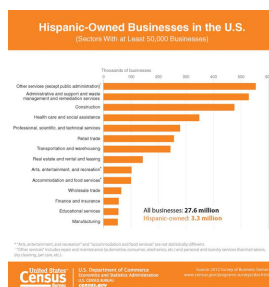
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USA Latinos/Latinas Lead Biz Growth

As National Hispanic Heritage month, comes to a close, our focus is on this fastest-growing business demographic. Although not a monolithic group, a *Latino Donor Collaborative* report on USA Latino GDP cites an economic output of \$2.7 trillion in 2019- which tied with France!

A Service Mind Set and Entrepreneurial Spirit

According to an older but most recent U.S. Census Department data (right), service-oriented businesses occupy four out of the top five Latino industry sectors. A *Latino Entrepreneurship Stanford* study completed last year found that despite major barriers (i.e. the pandemic and access to funding), Latinos/Hispanics are ahead of the national average, across most industries, in starting small businesses. The majority of these owners are native-born. They're also increasingly younger and female.



[Click to view chart](#)

Resilient and Proudly Bi-Cultural

Telemundo's 2021 *Latina Pulse* reports that many future "shepreneurs" identify as 200%-ers: 100% Latina + 100% American. They're bi-lingual and work easily across cultures. The 'she-cession' hit women of color harder, but they're not giving up.

To learn more check out the national Women's Hispanic Business Women's Association, or the U.S. Hispanic Chamber.



10/12

SBA 25th Annual Biz Fair
Free! For small businesses and non-profits. [Register](#).

10/13

OMWBE Small Biz Contracting- Eastern WA
Free, online help from Spanish and English-speaking analysts, to learn about certification and PTAC's *Bid Match Service*. Register at: 509.321.3646.

10/18

Broadband Acceleration Grants
Sponsored by the WA Department of Commerce.

Welcome Magazine



See our ad in the **Snohomish County Fall / Winter** issue, on page 77.