

RHCA | Building Houston's Future with Latino Strength

The Latino Economic Engine in Texas & Houston

- \$465B – Latino GDP in Texas (2021), #2 in U.S.
- \$124B – Latino GDP in the Houston metro area
- 2.6x faster growth in Latino economic output vs. non-Latinos
- 67.4% – Latino labor force participation rate (highest among all groups)
- >\$95B – Latino consumption power in Houston alone
- Construction is a cornerstone: Over 50% of Texas' construction workforce is Latino

RHCA: The Regional Hispanic Contractors Association

A 30-year legacy of advancing Latino-led businesses in Architecture, Engineering & Construction (AEC)

1,700+ members across Texas

85% are small business owners

Active presence in Houston, Dallas/Fort Worth, El Paso, and more

Nationally accredited NCCER safety & workforce training

Home to signature programs like:

- Luna Awards (Women in AEC)
- Heavy Highway Forum
- Day of the Construction Worker "DIA"

Strategic Focus for Houston

1. Workforce Development & Training
 - Providing OSHA, safety, and certification programs for construction workers
 - Upskilling the next generation of Latino tradespeople
2. Access to Capital & Contracts
 - Supporting M/WBE firms to win city, state, and federal work
 - Bonding assistance, business coaching, and technical assistance
3. Infrastructure & Equity Partnerships
 - Strengthening alliances with the City of Houston, HCC, and agencies to create equitable growth

Call to Action: Let's Build Houston Together

- The RHCA invites the City of Houston to:
- Expand workforce funding and partnerships
- Increase M/WBE contract participation in infrastructure
- Support Latino entrepreneurs in construction through technical and capital access programs

*"Latinos are not just building Houston — they are driving its future.
Let's invest in that future, together."*

3-Minute Speech Script – RHCA Economic Outlook Luncheon

Good afternoon Mayor Whitmire, esteemed guests, and fellow advocates of Houston's future.

My name is John Martinez, and I have the honor of serving as President and CEO of the Regional Hispanic Contractors Association — RHCA. Today, I'm here to talk about something that is foundational to Houston's growth and resilience: the Latino workforce, and specifically, our role in building the physical and economic infrastructure of this great city.

Let me start with a few numbers. In 2021, Latinos in Texas generated \$465 billion in GDP — the second highest in the nation. Right here in the Houston metro, Latino GDP reached \$124 billion, with consumption power of over \$95 billion. That's not just economic participation — that's economic leadership.

The construction industry is one of the biggest engines of that growth. Latinos now make up over 50% of Texas' construction workforce. We are building the roads, the bridges, the housing, and the skyline of Houston.

At RHCA, we represent more than 1,700 members across Texas — 85% of whom are small business owners. Many are right here in Houston. We are not just workers — we are job creators, safety trainers, and entrepreneurs fueling infrastructure and inclusive growth.

We are investing heavily in Houston. From our Luna Awards to workforce training to our Heavy Highway Forum, RHCA is connecting talent to opportunity. And we are committed to working alongside the City of Houston to expand technical assistance, bonding support, and access to public contracts for Latino and minority-owned firms.

The numbers are clear. The energy is here. And so is the commitment.

So I close with this: Latinos are not just building Houston — we are driving its future. Let's invest in that future together.

Thank you.

The Hispanic Economic Engine: Powering Texas and Houston

Texas: A Latino Economic Powerhouse

- The **Latino GDP in Texas** was a staggering **\$465 billion in 2021**, second only to California.
- Latino Texans' **total economic output** is growing **2.6 times faster** than that of non-Latinos.
- Between 2011 and 2021, the **Latino contribution to real GDP** in Texas grew by **4.5% annually**, compared to just **1.6% for non-Latinos**.

Houston: A Case Study in Latino Strength

- Houston ranks among the **top 5 metros** in the U.S. for Latino economic output.
- Latinos in the Houston metro area generated **\$124 billion** in GDP in 2021 alone.
- Their **consumption power** in Houston exceeded **\$95 billion**, showing not just production but demand-side economic clout.

Construction Industry: Latino-Driven and Opportunity-Rich

Latinos Dominate Construction Employment

- Nationally, **Latinos hold nearly 31% of all construction jobs**, while in Texas, it exceeds **50%**.
- The **Latino labor force participation rate** is **67.4%**, higher than any other racial or ethnic group — a key advantage for labor-intensive sectors like construction.
- The construction sector accounted for **\$84 billion** of GDP among Latinos nationwide — a major share of their total industry impact.

Latino Entrepreneurs Fuel Growth

- Latinos are the **fastest-growing segment of small business owners** in the U.S., and the construction sector is a leading industry of choice.
- From 2010 to 2020, **Latino-owned construction firms grew 5 times faster** than the industry average.
- In Texas, **over 85% of RHCA members are small business owners**, and a large portion are Hispanic-led.

RHCA: Advancing Latino Economic Inclusion

Our Growing Texas Footprint

- RHCA has grown to over **1,700 members statewide**, with a significant and growing presence in **Houston**.
- We've launched **training, safety, and awards programs** in the Houston region, including:
- **Luna Awards**, recognizing women in AEC
- **Heavy Highway Forum**, convening regional infrastructure players
- **Day of the Construction Worker "DIA"**, celebrating frontline workers

Economic Equity: Houston's Next Frontier

Why It Matters for Houston

- Houston's **Latino population now exceeds 2.7 million** — nearly **45% of the city's total population**.

- Latinos are **younger, growing faster**, and **more entrepreneurial** than any other group.
- Investing in Latino construction businesses is an investment in **Houston’s infrastructure resilience, tax base, and middle-class stability**.

Strategic Alignment with RHCA’s Plan

Priority	Relevance to Houston
Membership Service Excellence	Tailored programs, new advisory councils in Houston
Diversified Funding	Seeking Houston-based grants, contracts, and public/private partnerships
Talent Development	Building leadership to engage local civic and infrastructure agencies

Final Call to Action

- **Latino contractors and workers are building Houston — let’s build with them.**
- RHCA invites the Mayor and civic leadership to join us in:
- **Expanding M/WBE infrastructure programs**
- **Supporting local hiring and training pipelines**
- **Funding safety, certification, and capital access programs**
- **Let’s partner to make Houston the national model for inclusive, Latino-led infrastructure development.**
 - Sylvestre Turner Recognition
 - Avla Bonding
 - Was the first to write letters to pull
 - Part of the Coalition
 - Texans Can Academy - Houston Hobby