



SUPPORTING A DAYTON COMMUNITY THAT HAS MADE HIS FAMILY FEEL RIGHT AT HOME

By Matt Beardmore



Juan Carranco can only recall there being one bilingual teacher in the entire school – the Spanish teacher – when he was attending Dayton High School in the late 1990s.

Dayton is a far more diverse place these days, and Carranco, owner of Juan Carranco State Farm, is proud to still be part of the community that has embraced his family since they arrived nearly three decades ago.

When Carranco and his five younger siblings moved from Mexico to San Antonio with their parents, Jaime and Maria, in 1994, none of the family members spoke English. “But it was an easy transition as San Antonio is a very Hispanic community and I didn’t have to speak any English,” Carranco said.

It was a different experience when the family relocated to Dayton in 1996 when Carranco was starting high school. “I had to translate for my parents – I negotiated the first home we purchased,” he said. “When I was a freshman in high school, it was a sink-or-swim type thing. I just had to get involved.”

The decision to play football is what changed Carranco’s life – and his family’s – as he started to embrace the culture and language and felt more comfortable within the community. Carranco was also the first in a line of talented Carranco kickers at Dayton High School. After he was named all-district kicker for the Broncos, his younger brother, Jorge, earned the same honors before their youngest brother, Juan, became an all-state kicker who went on to place kick and punt at Lamar University in Beaumont, Texas.

“Back in 1996 when I started high school, the school’s Hispanic population was maybe 2-3%,” said Carranco, a 2023 Dayton Independent School District Sports Hall of Fame inductee. “When I ran for school board about six years ago, 52% of the high school population was Hispanic. Maybe 10 years ago, the number of Hispanic businesses in Dayton started growing tremendously, and

now you have 10 to 20% of businesses in Dayton with owners from a Hispanic background.”

With approximately 25% of Dayton’s 9,375 residents being Hispanic or Latino as of July 2022, it is a much different Dayton for Carranco’s three children – his 16-year-old daughter is a sophomore varsity soccer player at Dayton High School, and he has a 12-year-old daughter and a 10-year-old son.

At Juan Carranco State Farm, which opened at 201 E. Clayton Street in December 2021, all of the employees speak English and Spanish. Approximately 70-80% of Carranco’s customers are Hispanic and he said that percentage is increasing.

“We are the only fully bilingual insurance agency within Liberty County,” he said. “I’m probably the only Hispanic, bilingual agency within 30 miles of Dayton, Texas.”

One area Carranco, a Dayton Chamber of Commerce board member, has been focusing on is the importance of securing a life insurance policy. It was a topic his family never discussed while he was growing up.

“I don’t feel the Hispanic community is well informed about the importance of life insurance,” Carranco said. “This year we have been able to insure about 110 families with life insurance policies, and maybe 80-90% of those are Hispanics.”

That is part of his message to students when speaking at Dayton High School Career Day.

“I use every opportunity I get to discuss the importance of having a life insurance policy,” Carranco said. “It is so important to have in case of a life situation.”

For more detail on insurance products offered by Juan Carranco State Farm, please visit <https://www.choosejuan.com>.

