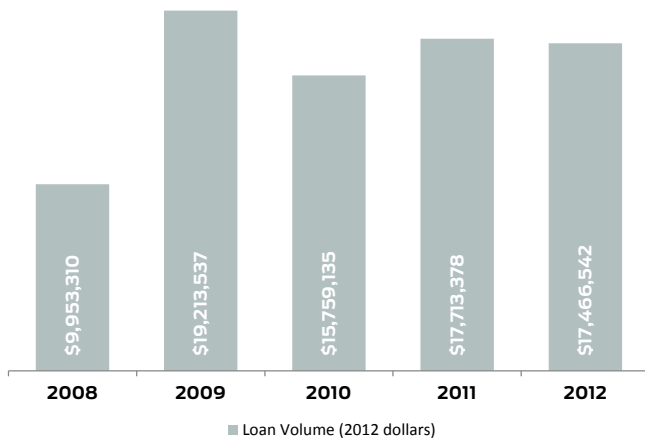




# California Association for Micro Enterprise Opportunity

## MICRO ENTERPRISE DEVELOPMENT CREATES JOBS FOR CALIFORNIA Results of CAMEO's 2012 Annual Member Survey

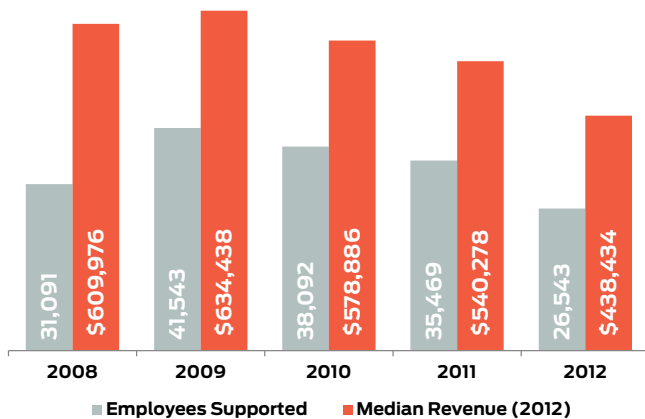


CAMEO members build businesses that create local jobs and grow California's economy through entrepreneurial training and small loans.

CAMEO's role is to raise resources, advocate for supportive public policies, and build the capacity of its members. The goal is to expand training, business assistance, and lending services to new and growing businesses in California.

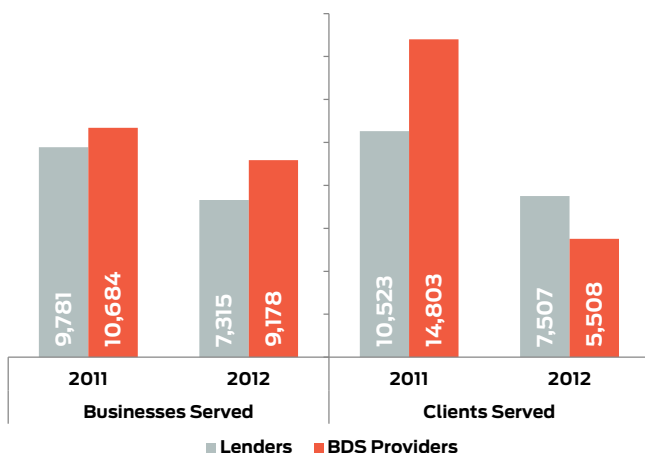
Together we help entrepreneurs harness their innovative ideas and creativity so that they fulfill their dreams.

Every year CAMEO surveys its members to determine the landscape of micro business development and the economic impacts of our members. Following are highlights from survey outcomes for 2012.



### Our Members

- 38% serve urban areas, 17% serve rural areas; 55% serve both rural and urban areas
- 60% provide training and business assistance services; 40% provide both training and loan services



### Statewide Impacts of CAMEO Members in 2012

- 13,121 clients and 16,470 business served
- 25,171 employees supported\* including 5,274 new jobs created and 4,799 retained
- \$1.2 billion estimated gross sales generated by businesses served
- 1,600 loans under \$50,000 totaled \$17.5 million; average loan size is \$10,200
- Median revenue per organization was \$484,000, \$126,000 less than in 2008
- 75% of clients served were low income
- Members provided 230,348 hours of group training and 155,011 hours of one-on-one consulting

\*These include full- and part-time jobs created over a 36-month period.



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## Faces of Entrepreneurship Awards 2013



Jorge Flores started **Don Polvoron Bakery** in 2005 with his brother Oscar. The first two years were hard - waking at 3:00 am, arriving late and not earning much.

Jorge's main philosophy - to give customers what they want - has helped the business grow from a bakery that served coffee to a specialty bakery. Jorge says, "It's easy to say no, but saying yes is how you gain customers." Like turning around a quinceañera cake for 300 people in less than two days for a customer whose original cake-maker flaked.

Jorge found the **Renaissance Entrepreneurship Center** through a friend about five years into the business. He discovered he had more to learn, like how to control finances, manage employees, how to treat customers better. Jorge says, "It was the best thing I did for the business." Jorge still goes to classes, because "in business you never stop learning." The bakery employs seven people, the cake business is thriving, and they want to expand.

Dawn Verdick and Niña Magsaysay Rosete wanted to use their corporate experience to improve the world. **iResult** was born to provide school leaders with meaningful data and software to turn schools around and raise money for programs that yield results. iResult's beta-test in the Monterey Peninsula Unified School District yielded a \$16 million dollar Federal School Improvement Grant for 3 schools, increased Academic Performance Index by an average of 40 points, and doubled the number of students attending college.

**CSUMB SBDC** reviewed their business plan and model, and provided community connections that's been crucial to iResult's success. Niña said, "what the SBDC has done is more valuable than ... capital." The company has grown to 4 full time employees, 7 contractors and more than \$1.0 million in revenue.



## Highlights of Annual Survey

- The number of loans made increased by 11% while the loan volume increased by 0.6%, indicating that members are making smaller loans than the year before.
  - Loan volume increased from 1,544 loans totaling \$17.35 million in 2011 to 1,600 loans totaling \$17.45 million in 2012. The dollar volume is almost at pre-recession levels.
  - These numbers are expected to rise as lenders continue to increase their efficiency and adopt new technologies, and as the economy continues to improve.
- Businesses served decreased by 22% in 2012 from the year before. However, members are serving 23% more businesses than they were in 2007. Many members report that they are offering more long-term or in-depth consulting to established businesses.
- Businesses served are correlated with budgets. The median budget declined 15% from 2011 and 31% from its high in 2009 when the American Recovery and Reinvestment Act (ARRA) money was available.
- In 2012, CAMEO members served 1,334 rural clients, 2,182 rural businesses, and 2,885 rural employees. Rural clients and jobs were down from 2011, but rural businesses served increased by 19.5%.
- In 2012, the SBDC network served 62,000 businesses, created 6,962 jobs, and started 929 new businesses.