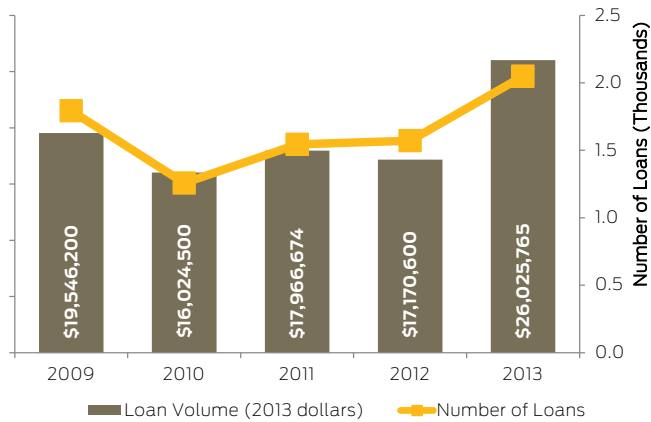


CAMEO ANNUAL CENSUS

Program Year 2013

Microlending



CAMEO is California's microbusiness network made up of over 170 organizations, agencies, and individuals dedicated to furthering Micro Business development in California. Our mission is to grow a healthy, vibrant, thriving environment for *all* entrepreneurs and start-up businesses by advancing the work of our statewide member network.

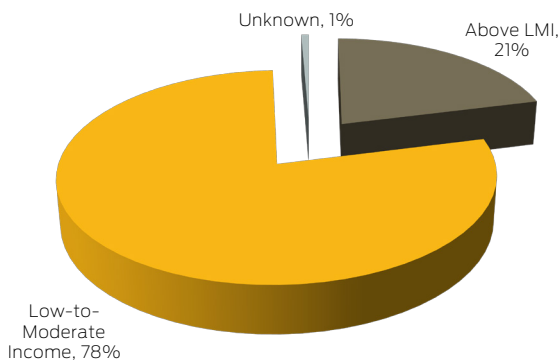
We raise resources, advocate for supportive public policies, and build the capacity of our members so that they can expand entrepreneurial training, business assistance, and lending services to more California businesses.

Together we help entrepreneurs harness their innovative ideas and creativity so that they fulfill their dreams, create local jobs, and grow our state's economy.

Every year we survey our members to determine their economic impacts and the landscape of microbusiness development. By doing so, organizations are able to demonstrate the significant role the Micro sector plays in local and statewide economies.

Following are highlights from survey outcomes for 2013.

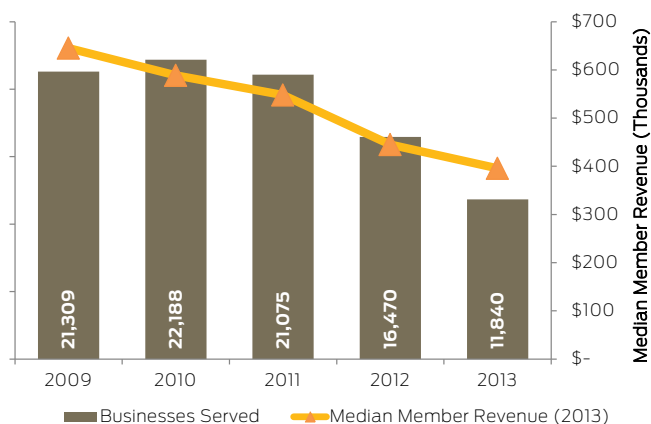
Client Income Level



Statewide Impacts CAMEO Members in 2013

- 13,894 clients and 11,840 business served
- 78% of clients served were low-to-moderate income
- 23,908 employees supported; these include full- and part-time jobs created over a 36-month period, plus all businesses served
- \$888 million estimated gross sales generated by businesses served
- 2,049 loans under \$50,000 totaled \$26 million in capital accessed; average loan size is \$12,702
- Members provided 231,920 hours of group training and 62,741 hours of one-on-one consulting
- 45% of CAMEO members provide training and lending services; 55% provide training and business assistance services
- 37% of CAMEO members serve urban areas; 18% serve rural areas; 55% serve both rural and urban areas
- Median revenue per member organization was \$395,607. This was \$249,816 less than in 2009

Businesses and Revenue



2014 Faces of Entrepreneurship

Patty Rodriguez



After working in the parking business for several years, Patty Rodriguez went on her own to start **SF Parking** in October 2011. She needed to spend thousands of dollars per location on new equipment to comply with city regulations – money she didn't have after starting her business. She met Lorena Roman from **Working Solutions**. A year later, they approved her for a \$25,000 microloan.

"They were able to give me a lump sum to invest in the equipment so I could be compliant with the city," said Patty. "If it wasn't for them I probably wouldn't still be here, never mind doing well. Lorena broke everything down and gave me different ideas on how to manage the cash flow and increase profit." Patty continues to meet with Lorena on a quarterly basis, and is planning to become a certified Disadvantaged Business Enterprise.

Alfredo Garcia

Alfredo Garcia started **Watsonville Diesel** in 2009 to meet the service needs of the diesel trucking industry. He had 20 years of experience and \$50,000 in savings. Three years later, he had a small shop with two employees, and wanted to grow his company. He met with **El Pajaro Community Development Corporation** to expand the company's target market and drum up more business.

Alfredo was denied the first time he applied for a loan because his credit was low, but he saved money and continued working on his financial statements with El Pajaro. Now, with lots of customers, he has opened a second location in Hollister and is working with the city to get a business loan to open a third location.

Watsonville Diesel partners with the local high school to mentor students interested in mechanics.



Highlights of Annual Survey

- Lending increased in 2013 by 30% over 2012. Our members made 2,049 loans, for a total volume of \$26 million, exceeding pre-recession lending for the first time.
- Lending is increasing within the network: 70% of lenders made the same or greater number of loans as the previous year. The median lender made 38% more loans than previously.
- Member revenue declined for the fifth year in a row, with the median organization operating on 60% of their 2009 funding. Jobs supported (business owners plus their employees) dropped also; our members' clients supported 58% of the jobs in 2013 as they did in 2009.
- Business Development Services (BDS) providers were hard hit by funding cuts. Funding for lenders rose by 37% this year while BDS funding fell by 24%. BDS providers receive less than half of the funding they received in 2011.
- The SBDC network served 65,000 businesses in 2013, a 5% increase over 2012. SBDCs helped support 7,900 jobs, down by 27% from last year, and helped start 880 new businesses. They secured \$343 million in capital for their clients, and helped their clients generate \$253 million in new revenue, both down by 10% from 2012.