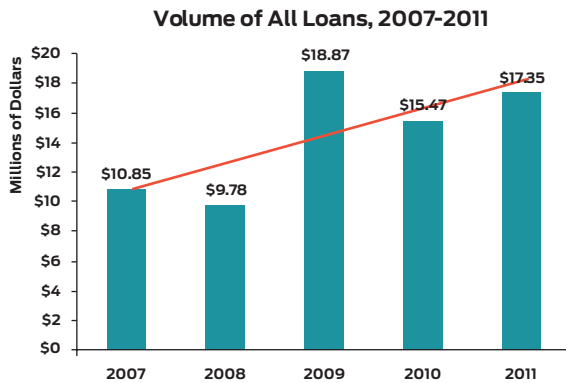




# California Association for Micro Enterprise Opportunity

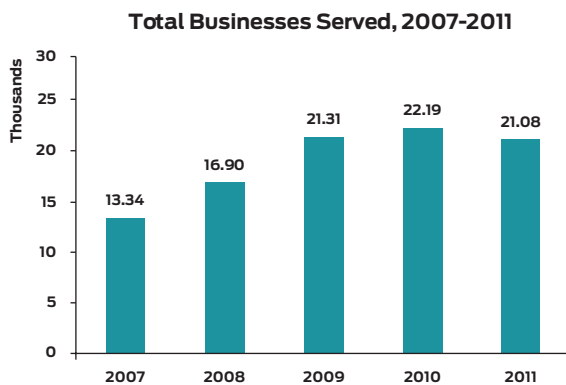
## MICRO ENTERPRISE DEVELOPMENT CREATES JOBS FOR CALIFORNIA Results of CAMEO's 2011 Annual Member Survey



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 to expand training, business assistance and lending services to new and growing businesses in California.

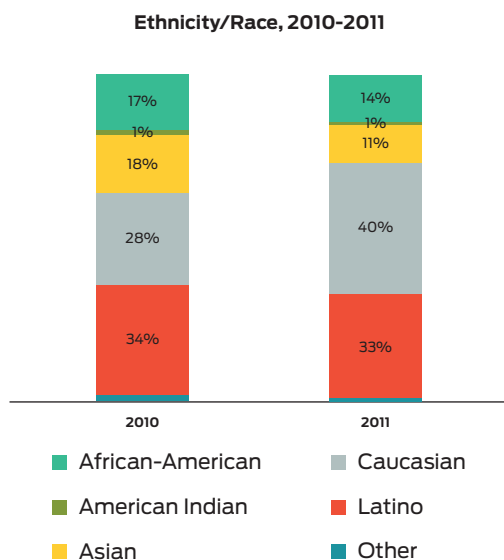
Together we help entrepreneurs harness their innovative ideas and creativity so that they fulfill their dream.



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 2011.

### Our Members

- 48% serve urban areas, 18% serve rural areas; 34% serve both rural and urban areas
- 66% provide training and business assistance services; 17% offer loans; 17% provide both training and loan services



### Statewide Impacts of CAMEO Members in 2011

- 24,157 clients and 21,075 business served
- 36,822 employees supported\* including 8,350 new jobs created
- \$1.5 billion estimated gross sales generated by businesses served
- 1,544 loans under \$50,000 totaled \$17.3 million; average loan size is \$11,236
- 6.5 hours average pre-loan credit assistance provided and 5.2 hours average post-loan coaching provided
- 52% of clients served were low income
- 53% of businesses served were start-ups in business less than a year

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



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## Faces of Entrepreneurship Awards 2012



**MIHO Gastrotruck** provides locally sourced, natural, healthy, good food. Co-owners Kevin Ho and Juan Miron (left) met while working in the restaurant industry and shared a passion for gathering friends and family around good food and so launched their business in the spring of 2010. One of the biggest hurdles they crossed was financing. They weren't successful in securing financing through traditional means and were referred to **ACCION San Diego** who lent them \$15,000 to buy and fix up an old lunch truck.

"Finding ACCION was a huge break for us because it really enabled us to go for it as new business owners," says Kevin Ho.

In less than two years, MIHO has expanded to two trucks and a full catering service. They now employ up to 17 people in the peak summer season. They've built up a large and dedicated customer base with almost 10,000 Twitter followers they affectionately call HOMI's.

Bruce Erickson and Maggie Watson (right) were employed by **Mendocino Solar** and then bought out the owner in 2005. To transition from employees to the boss, they met with **West Company** consultants who assisted them with financial planning, employee management, social media, and funding that included a \$12,000 stimulus grant and a \$95,000 business loan.

"We are a family owned business.... We just celebrated our seventh anniversary," says co-owner Maggie Watson. "We started at zero employees; now we're at five and we plan to add two to four employees in the next year or so."

Not only is the company hiring and increasing revenue in a down economy, but the owners care deeply about their community and are committed to a green future. The company is a solar contractor for GRID Alternatives, a non-profit that provides solar systems for low income homes.



## Highlights of Annual Survey

- Loan activity increased 23% in 2011 due to a recovering economy.
  - Loan volume increased from 1,257 loans totaling \$15 million in 2010 to 1,544 loans totaling \$17.3 million in 2011. The dollar volume is almost at pre-recession levels.
  - These numbers are expected to continue to rise, as lenders continue to increase the efficiency of their microlending programs and as the economy continues to improve.
- The number of low income clients served dropped from 60% to 52% for the second year in a row. High unemployment rates and severe losses in home equity drove middle income clients to use nonprofit lenders and obtain business help.
- Businesses slightly decreased in 2011 by 5%. However, members are serving 60% more businesses than they were in 2007.
- In 2011, CAMEO members served 3,338 rural clients, 1,826 rural businesses, and 3,188 rural employees.
- CAMEO partnered with Apsen Institute's FIELD program and its microTracker cloud software to increase and standardize data collection of the micro-business industry so that we can better measure our impact.