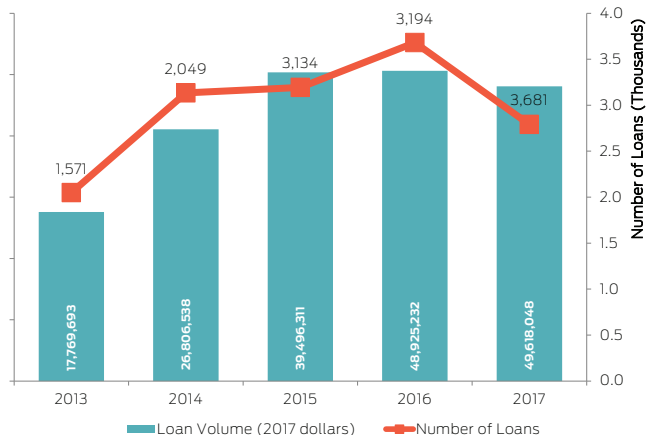


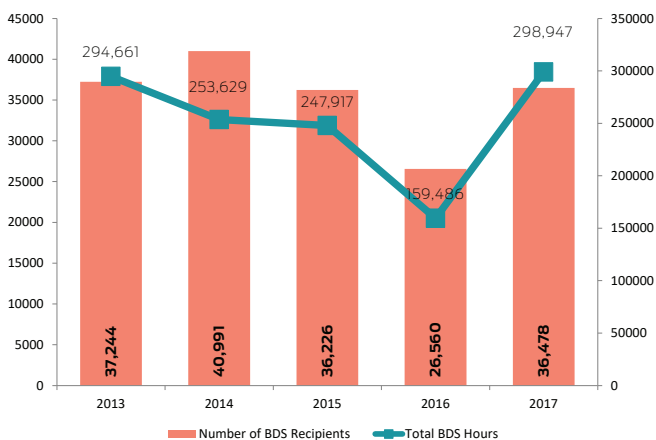
# CAMEO ANNUAL CENSUS

## Program Year 2017

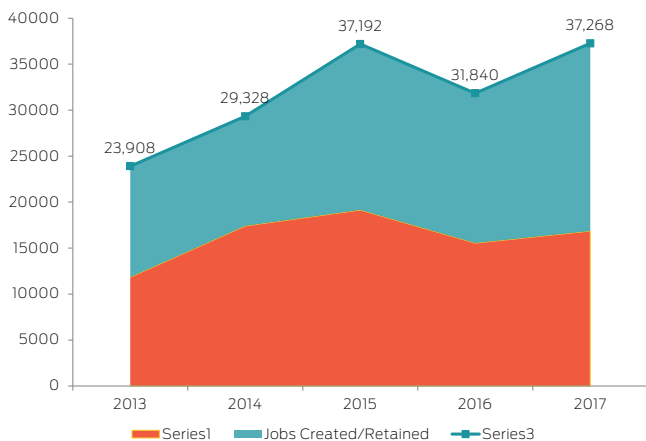
### Microlending



### Business Development Services



### Workers Supported



CAMEO is California's microbusiness support network, dedicated to growing a healthy, vibrant, thriving environment for *all* entrepreneurs and start-up businesses by advancing the work of our members. Together we help entrepreneurs harness their innovative ideas and creativity so that they create financially stable families, fulfill their dreams, hire locally, enhance their neighborhood, and grow our state's economy.

Our network is made up of over 230 organizations, agencies, and individuals dedicated to furthering microbusiness development in California through entrepreneur training and microlending. CAMEO raises resources, advocates for supportive public policies, and builds the capacity of our members so that they can expand entrepreneurial training, business assistance, and lending to more California businesses.

Every year we survey our members to determine their economic impacts and the landscape of microbusiness development. By doing so, we demonstrate the significant role the micro sector plays in local and statewide economies. Following are highlights from survey outcomes for 2016.

### Statewide Impacts CAMEO Members in 2017

- 40,982 clients and 16,858 businesses served
- 63% of clients served were low-to-moderate income
- 37,268 jobs supported; these include full- and part-time jobs created over a 36-month period, plus all businesses served
- \$1.3 billion estimated gross sales generated by businesses served
- 2,791 loans under \$50,000 issued for a total of \$48.1 million; average loan size was \$17,225
- 36,478 individuals received 298,947 hours of technical assistance or training; average student received 8.2 hours of training
- Median revenue per member organization was \$429,758, an increase of 26% over last year
- 43% of CAMEO members serve only urban areas; 13% serve only rural areas; 44% serve both
- California SBDCs provided 98,674 hours of 1:1 advice, and helped create 1,231 new businesses and 6,663 jobs



C·A·M·E·O·

# 2017 Faces of Entrepreneurship

## Tamales Los Mayas



For **Alicia Villanueva**, tamales are a dish overflowing with tradition and history. At first, she was making about 50 to 100 tamales a night that she sold after work door-to-door. She woke up early to shop for her ingredients, went to her day job, cooked and sold tamales, and repeated it all over again. This is how **Tamales Los Mayas** was born. Early on she became discouraged because she was working 20 hours some days. Selling her delicious tamales was a huge time commitment, and her profits were very minimal. She often wanted to give up.

**La Cocina** taught her how to run and manage a business. She learned everything from social media to basic bookkeeping. She joined the incubator in 2010 and formalized her business, making about 500 tamales a month. In 2014, Alicia went to **Opportunity Fund** for a microloan to buy a truck so that she could catch up with increasing demand and start delivering more orders. She graduated La Cocina in 2015, averaging over 20,000 tamales a month.

She heard about the **Mission Economic Development Agency**, a microlending program that provides access to capital for small business owners who cannot get a loan at a traditional bank. These loans provide fair lending options and pre and post-loan business assistance and coaching. Alicia applied for the community loan from the Adelante Fund and received a \$100,000 loan, a first for Adelante and Alicia! She finally received the money to buy the space of her dreams. "It's a challenge to open a small business if you don't have a lot of economic support. They gave me the wings I needed to fly" said Alicia. Now, her business continues to expand and her tamales are stocked in Whole Foods stores all over northern California so she now makes 40,000 a month. Alicia's Tamales Los Mayas has 17 employees and caters to over 80 companies on a monthly basis and provides delicious meals through her private catering service.

Andrew McDowell had never owned a business. However, he combined his skills and resources gained over the years with his passion for social justice, employment, health, and community to fuel his vision. "I wanted to significantly contribute to job growth, provide access to healthy food, and create safe communities," said Andrew. "These elements are scarce in Southwest LA – a community of 120,000 – and they're badly needed." He hired his first employee and they spent 18 months developing a business plan, securing a space, and surveying hundreds of Southwest LA locals about their community needs and desires. Through extensive research, **With Love Market & Café** was born.

Securing funding, specifically buy-in from banks and major investors, had been their biggest challenge. With the help of **Crowdfund Better**, Andrew launched a successful crowdfunding campaign and raised \$105,000 and lots of community support. Rejected by almost a dozen banks for lack of experience, a proven business model and insufficient existing capital, **Self Help Credit Union** finally approved the loan he needed to open his business.

With Love opened in March 2016 in an under-resourced neighborhood with the goal of making healthy food accessible, creating jobs and providing a large welcoming space to foster community and growth. It has grown to 15 employees with an emphasis on the café and catering, and 12 investors who truly care about the impact on the community. The casual meeting space has morphed into an event space to host parties, concerts, open mic nights, and yoga.



## With Love Market & Café