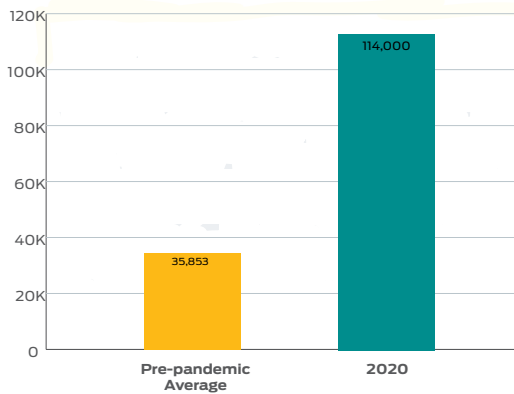


# CAMEO ANNUAL CENSUS

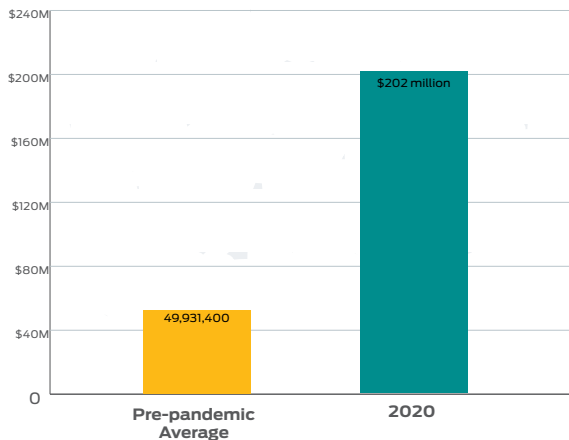
## Program Year 2020

### Clients Served

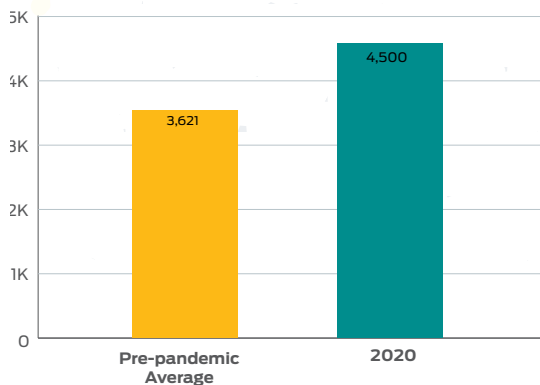


CAMEO members were on the economic front lines, helping small business owners apply for government relief and pivot their businesses. The pandemic greatly increased the number clients and business our members served, sometimes four-fold.

### Dollar Volume of Loans



### Number of Loans



The pandemic greatly increased the number of loans our members lent compared to pre-pandemic levels and more than quadrupled the dollar volume.

CAMEO is California's statewide micro-business network made up of over 375 organizations, agencies, and individuals dedicated to furthering micro-business development in California with small and micro-business financing such as loans and credit, technical assistance and business management training. We build capacity and expand resources for our members. We also educate the public on the economic impacts of micro-business through public awareness and advocacy at the local, state and federal level to support the growth of micro-business, start-ups, and entrepreneurs.

Our mission is to grow a thriving ecosystem of support for underserved entrepreneurs so that all entrepreneurs have access to the resources they need to succeed, creating family economic mobility, and community prosperity.

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.

### Statewide Impacts CAMEO Members in 2020

- 65% of clients served were low-to-moderate income, 63% were minorities, and 55% were women
- 113,903 clients and 68,398 businesses were served
- 31,239 jobs were supported, including full- and part-time jobs created over a 36-month period, plus all businesses served
- \$5.1 billion in estimated gross sales were generated by businesses served
- 4,507 loans issued by member lenders for a total of \$202 million; average loan size was \$44,700
- California SBDCs packaged 1,108 loans for a total of \$1.5 billion
- 84,225 individuals received technical assistance or training
- 45% of CAMEO members serve only urban areas; 12% serve only rural areas; 43% serve both urban and rural areas



C·A·M·E·O·

# Faces of Entrepreneurship

## RVS Technology



When Ricardo Rocha was a teenager growing up in Mexico, he had a recurring dream that he had his own business and spoke a foreign language.

Years later, Ricardo immigrated to California and worked in many jobs, such as picking berries, construction, and landscaping. But his teenage dream stuck with him, and he knew he wanted to do something more with his life. He enrolled in night classes at Cabrillo College where he fell in love with computers, even while continuing to work in the fields. Having found his passion, Ricardo decided to pursue a career in IT. He began selling computers and offering basic tech services from a small office in downtown Watsonville. But his business knowledge was limited, and he ran into a lot of barriers. Then he found **El Pajaro CDC's** Business Incubator Program at Plaza Vigil, where he opened RVS Technology Group's first retail space. They also provided him with business coaching and technical assistance.

Another challenge Ricardo faced was funding. Whether it was his language limitations or lack of a credit history, banks

refused to give him a second look. With the help of El Pajaro, Ricardo was able to secure a loan through the **Santa Cruz Community Credit Union**.

Today, RVS Technology Group employs 12 full-time staff. And Ricardo did more than succeed in his business – he created an entire industry that was previously nonexistent.

Though Calvin Andrews grew up in Oakland, he inherited his love of soul food from his Texan mother, Lena. From early on in his life, Calvin knew food entrepreneurship was something he could do and succeed at. When I'd go places to eat, I would be like, 'wow, I know I can cook better than this.' So Lena's was born and we've been rolling ever since."

Even though he had the talent, Calvin was lacking in capital. He wouldn't be able to finish building up the locale and buy the necessary equipment without a loan – but no banks were eager to provide it. Then he approached **Main Street Launch**, who gave him an initial loan to open the restaurant.

Lena's Soul Food now employs 51 people and has gross annual sales of over \$1 million. It has become more than a restaurant – it is a pillar in its community. Calvin makes a point of hiring young people looking for work experience and formerly incarcerated folks in need of opportunities.

Calvin knows there's a lot more he can do aside from creating jobs. Every night, Lena's staff take the unsold food of the day and give it away to people in need, many of whom are unhoused.

Calvin's sense of community has not gone unnoticed. Recently, the City of Oakland gave Lena's Soul Food the "Small Business of the Year Award." Recently, the City of Oakland gave Lena's Soul Food the "Small Business of the Year Award."



## Lena's Soul Food