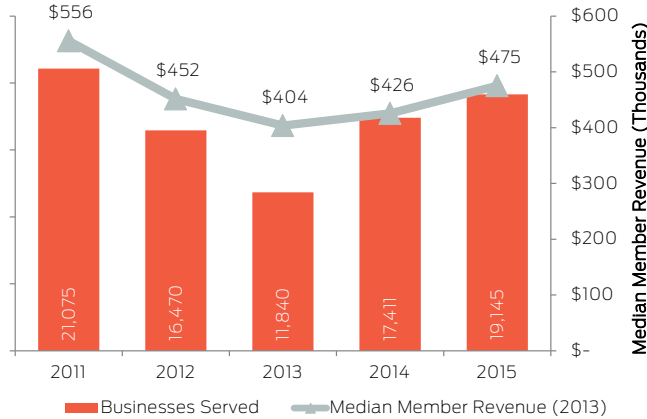


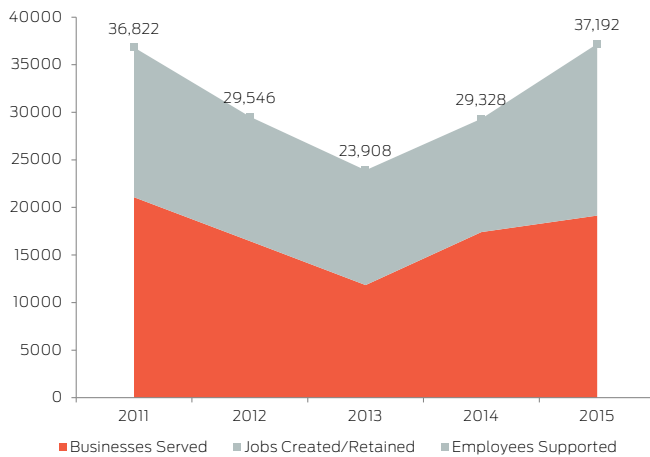
CAMEO ANNUAL CENSUS

Program Year 2015

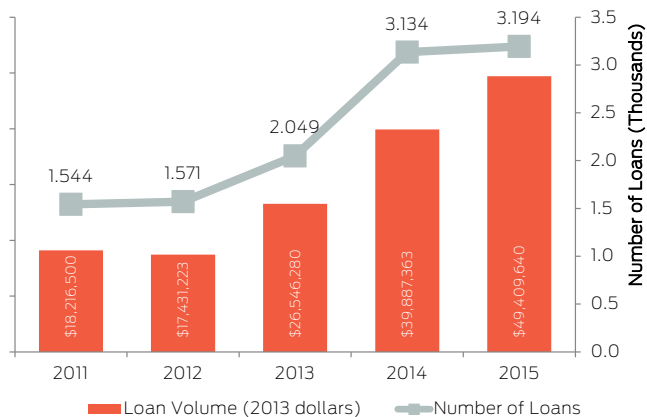
Businesses and Revenue



Employees Supported



Microlending



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 fulfill their dreams, create local jobs, 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. 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 services to more California businesses.

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 2015.

Statewide Impacts CAMEO Members in 2015

- 14,013 clients and 19,145 business served
- 67% of clients served were low-to-moderate income
- 37,912 jobs supported; these include full- and part-time jobs created over a 36-month period, plus all businesses served
- \$1.5 billion estimated gross sales generated by businesses served
- 3,194 loans under \$50,000 for a total of \$48.4 million; average loan size was \$15,166
- 38% of CAMEO members provide training, coaching, and lending services; 62% provide only training and coaching services
- 35% of CAMEO members serve only urban areas; 20% serve only rural areas; 45% serve both
- Median revenue per member organization was \$475,000, an increase of 12% over last year
- California SBDCs provided 98,674 hours of 1:1 advice, and helped create 1,231 new businesses and 6,663 jobs.



2016 Faces of Entrepreneurship

Vicente Quintana



Vicente Quintana started **El Nopalito Produce** in Watsonville with a 30-pound box of cactus paddles. Six years later he employs six people who process 10,000 pounds of nopales a week.

Success didn't come overnight for Quintana, and it didn't come alone. By 2013 he was struggling to process 2,000 pounds every week to meet the demands of his local markets. He partnered with **El Pajaro Community Development Corporation** which was developing their brand-new Commercial Kitchen Incubator. Quintana enrolled in El Pajaro's Business Education and Loan Program, and received assistance developing his business plan and formalizing all his necessary permits. He moved into the Commercial Kitchen Incubator when it opened in the fall of 2013.

Business is booming thanks to a distribution deal with the Mi Pueblo grocery chain. And its booming for his supplier, who went from trucking cases of nopales to the farmers market to having a steady income.

Rebecca Weston had a rough 2012 when the coffee shop she had been managing for years shut down. She needed a new plan, and she needed it fast. By 2013, she had her aesthetician's license and a job at Sacred Mountain Spa in Mt. Shasta. After watching her for a year, the spa's owner asked her if she wanted to buy the business. She believed Weston had the people skills and the drive to make something more of the business.

Weston enrolled in business classes through the **Jefferson Economic Development Institute**. The training she got through JEDI taught her the business and computer skills she needed, and gave her access to a matched-savings program that allowed her to buy a pricey piece of equipment for facials that raised her revenue by about 20 percent.

Her first year the business brought in \$209,000, and at the end of the second, the business brought in \$313,000, almost a 67% increase, with 33% projected increases for the coming year.



Rebecca Weston

Bethany Smith



Bethany Smith runs a small catering company in Bermuda Dunes with her husband. Her workers suffered from back pain after long gigs preparing food on portable work tables, so Smith decided to do something about it. Her research confirmed awkward surface heights lead to back pain but she couldn't find an inexpensive, easily portable way to raise work tables up to a more ergonomic height for standing workers. She and her husband went to their garage and created a simple, stable riser that fits on the bottom of table legs. Smith knew she was on to something, so she founded **B Team Solutions** to sell her invention. Her problem was how to get it into people's hands.

That's when she turned to the **Coachella Valley Women's Business Center**. She had access to mentors, classes and workshops that helped her create a working business plan. This year's projected revenue is \$250,000 thanks to a distribution deal with Grainger, a leading distributor of commercial and industrial products. She employs three part time workers in addition to her husband and herself.