



Oregon's Entrepreneurs Lead the Way! Microenterprise in Action

Oregon's smallest businesses—five or fewer employees— represent over 86% of all businesses in Oregon. This equates to over 306,000 economic generators creating jobs, paying taxes and revitalizing Main Street in communities throughout the state. One out of every six Oregon private sector employee works for a microenterprise.

Microenterprise: Economic Development for Oregon

Oregon's small business development and microenterprise development programs play a critical role in the successful start-up and operation of microenterprises across the state. There are over 70 organizations and programs dedicated to ensuring that Oregon's small businesses thrive and create jobs. In a recent survey in 2008, OMEN found that the average Oregon microenterprise service provider assisted 267 entrepreneurs annually, and helped create 78 jobs that year.

Outcomes in 2008

- ▶ 12,740 Entrepreneurs Served
- ▶ 2,067 New Jobs Created
- ▶ \$28,558 Average Business Loan Provided

2007–2008 Outcomes— Targeted Service Providers:

- ▶ Jobs Created 2007–2008: 888
- ▶ Average Cost per Job Created: \$1,520
- ▶ Percentage Minority-Owned Businesses Served: 47%
- ▶ Businesses Served: 2,882

(Preliminary Report Data)

What Impact Do Microenterprises Have?

- ✓ Create jobs
- ✓ Contribute to Oregon's tax base
- ✓ Purchase local goods and hire locally
- ✓ Help stabilize Oregon's economy

Demographics in 2008— Who We Serve:

- ▶ 54% are women
- ▶ 62% are low-income, as defined as 80% or below HUD AMI
- ▶ 32% are ethnic minorities

What Services Are Provided to Entrepreneurs?

Microenterprise development is a proven pathway to business ownership for low and moderate income entrepreneurs that generates income, builds assets and supports local economies. Microenterprise programs provide:

- ✓ Training on business management skills
- ✓ Consulting on financial management, marketing and business planning
- ✓ Loans for business start up or expansion
- ✓ Business incubation and networking
- ✓ Market research for access to new markets
- ✓ Asset development through financial literacy training and IDAs for business expansion

e-Dev client Mira Fannin—Sweet Skins Clothing

Sweet Skins, a minority- and women-owned clothing company in Eugene, is the vision of designer and mother of three Mira Fannin. Her clothing combines classic simplicity with the latest in ecologically sound fibers and conscious manufacturing standards.

Mira started her company five years ago, selling her creations at the Eugene Saturday Market. As the demand for her clothing increased, she needed support and expertise to grow her business. She sought advice from e-Dev, formerly Lane MicroBusiness, through business classes and counseling services as well as the Independent Development Account (IDA) program, of which Mira is a graduate.

Mira envisioned selling her unique items in boutiques nationwide and online, but this required access to capital. E-Dev teamed up with OMEN to provide her with a small business loan through OMEN's CapitalLink program. CapitalLink serves rural entrepreneurs who wouldn't otherwise have access to the credit necessary for business startup and expansion. Mira used these funds to purchase supplies to grow her business and is now successfully selling online as well as at her new clothing boutique in Eugene.

Through the support of e-Dev and OMEN, Mira's company is rapidly expanding, Mira employs and contracts with several women who assist her in the design and construction of Sweet Skins clothing in her sewing studio, a converted garage in Eugene.

