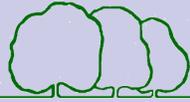


Woodland



California

HOW TO START YOUR BUSINESS IN WOODLAND

A Step-by-Step Guide

City of Woodland

Business



**S
B
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C**

Chamber of Commerce

How to Start Your Business in Woodland

Starting a new business can be both exciting and challenging. This booklet is designed to guide you through the necessary steps and provide you with a helpful checklist to get you started.

The City of Woodland offers a business-friendly environment and actively supports the development of a strong, diverse, and vibrant business community. City staff is available to provide assistance that will help establish and expand your business.

www.cityofwoodland.org is Woodland's official city website, which offers an extensive listing of valuable information and business links.

www.woodlandprospector.com provides a free searchable database of available properties in Woodland. This website shows available retail, commercial and industrial properties and spaces. It also includes links to zoning, demographics and other business links.

www.toolsforbusiness.info/success provides critical information on starting a business in Woodland.

For further information, please contact:

Economic Development Department

300 First St
Woodland CA 95695
(530) 661-5921 phone
economicdevelopment@cityofwoodland.org

Woodland Chamber of Commerce

307 First St
Woodland CA 95695
(530) 662-7327 or (888) 843-2636
www.woodlandchamber.org

Community Development

***City of Woodland
City Hall Annex***
520 Court St
Woodland CA 95695
(530) 661-5820
www.cityofwoodland.org

***Northeastern California
Small Business Development Center***

307 First St
Woodland CA 95656
(530) 822-0140
www.yubasbdc.org



Step 1

Develop a Business Plan

Who to contact:

Northeastern California SBDC
307 First St
Woodland CA 95656
(530) 822-0140
www.yubasbdc.org

Chamber of Commerce
307 First St
Woodland CA 95695
(530) 662-7327
www.woodlandchamber.org

City of Woodland
Economic Development
(530) 661-5921
economicdevelopment@cityofwoodland.org

Woodland Public Library
(530) 661-5980
www.Cityofwoodland.org/

A business plan is the first step to starting a successful business. This plan will help you evaluate your idea, estimate costs and determine the strengths and weaknesses of your proposal. A business plan may also serve as a tool to help raise money and is usually required to apply for a loan to attract financial capital.

Helpful Hint: Get Help from SBDC

Free assistance for all business questions: startup issues such as licensing, regulations, permits, as well as, business structure, bookkeeping and website assistance is available through the Small Business Development Center.

Free business counseling—Contact Northeastern California SBDC office at (530)822-0140 or www.yubasbdc.org



Step 2

Determine Your Business Structure

Who to contact:

California Secretary of State
Sacramento Office
1500 11th Street
Sacramento, CA 95814
(916) 657-5448
www.ss.ca.gov/business

Internal Revenue Service
www.irs.gov
Click on the Business Section
Select “Starting a Business”
Select “Business Structure”

It is important to determine the structure of your business for operating and business reporting purposes. Will you operate your business as a sole proprietor, partnership (2 or more owners), or corporation (1 or more stockholders/officers)?

If you are a sole proprietor, no formation documents are required to be filed with the Secretary of State. It is optional for partnerships to file with the State.

If you are starting a corporation or a limited liability company, you must contact the California Secretary of State’s Office. They can supply you with all the information and forms you need.

You may also want to consult an attorney or tax accountant for more guidance.



Step 3 Location, Location, Location

Who to contact:

Woodland
Business Prospector
City of Woodland
www.woodlandprospector.com

Economic Development
City of Woodland
300 First St
Woodland CA 95695
(530) 661-5921
Economicdevelopment@cityofwoodland.org

Planning Division
Community Development
520 Court St
Woodland CA 95695
(530) 661-5820
[Community Development Planning Division](mailto:CommunityDevelopment@cityofwoodland.org)

Woodland Business Prospector speeds up and simplifies the process of finding the optimal location for a business in Woodland by providing public access to a range of valuable information.

The website, www.woodlandprospector.com, is a free interactive economic development mapping program that provides enhanced economic development and site selection services to the business community, retail, commercial, and industrial properties in Woodland.

This website allows users to search for available commercial buildings and sites as well as generate site-specific demographic and business analysis reports.

If you cannot find what you are looking for, staff in Economic Development is eager to help. Feel free to contact them at (530) 661-5921.

Helpful Hint: Check and Clear Zoning Regulations!

Before signing a building/property lease or purchase agreement, contact the City of Woodland's Community Development Department to determine the zoning of the site.

Not all spaces are suitable for certain types of business uses. City zoning exists to protect you and your neighbors from incompatible uses. For example, it may not be safe for a childcare center to be located next door to a chemical manufacturing plant and zoning restrictions help avoid this potential hazard.

Planning Division staff will determine if your business is a permitted use for the location and if any special approvals are needed. Be sure to call the Planning Division at (530) 661-5820.



Step 4

Register a Fictitious Name

Who to contact:

Yolo County Clerk-Recorders
Office
625 Court St, Rm B01
Woodland CA 95695
(530) 666-8130
www.yolorecorder.org

Daily Democrat
Events & Notices
711 Main St
Woodland CA 95695
www.dailydemocrat.com

The Davis Enterprise
(530) 756-0800
www.davisenterprise.com

If you create a name for your business that is different than your own legal name, you need to register the business name with Yolo County. This step needs to be completed *before* obtaining a Business Registration (License) from the City of Woodland.

Also, public notices announcing your new business name must be posted for four (4) weeks in the local newspaper to complete the registration process.

Helpful Hint: Deciding Your New Business Name

To make sure your business name does not conflict with other businesses, you can check to see if it is in use within Yolo County by checking the Fictitious Business Name Database at www.yolorecorder.org



Step 5

Tax Reporting

Who to contact:

Internal Revenue Service
Sacramento Office
4330 Watt Ave
Sacramento CA 95821
(510) 637-2487
www.irs.gov

Franchise Tax Board
3321 Power Inn Rd Ste 250
Sacramento, CA 95826
(800) 852-5711
www.ftb.ca.gov

Board of Equalization
3321 Power Inn Rd., Ste 210
Sacramento CA 95826
(510) 662-4100
www.boe.ca.gov

Social Security
(800) 772-1213
www.ssa.gov/employer

All businesses are required to file both state and federal tax returns. Please contact the State Franchise Tax Board and the Federal Internal Revenue Service to learn more about specific requirements.

Will you sell a product? The California Board of Equalization can assist you in determining whether you need a Seller's Permit. You may also be required to collect sales tax. To do so, the Board of Equalization will need to issue you a resale number in order to report that sales tax.

Whether self-employed or an employer with one or more employees, you must also pay Social Security taxes.



Step 6

Apply for a Business Registration (License)

Who to contact:

Community Development
City of Woodland
City Hall Annex
520 Court St
Woodland CA 95695
(530) 661-5820
City Planning Division

Northeastern California SBDC
307 First St
Woodland CA 95656
(530) 822-0140
Yuba SBDC

YOU NEED A LICENSE TO OPERATE A BUSINESS

The City of Woodland uses the term “business registration” rather than “business license.” The application fee is determined by the type of business: commercial, out of town, home based, temporary, and special events (special events are processed through the Police Department). The business registration is renewable at the end of one year and the fee is dependent on the number of rentals, gross receipt or the number of employees.

Home-based businesses are also required to apply for a business registration (license). In addition, businesses that are located outside of the city limits of Woodland, but doing business in Woodland, such as vendors, consultants, and contractors are required to apply and pay for a Woodland business registration (license). Registration will need to be renewed annually.

If you are found operating a business without having paid your business registration fees and securing the proper licenses and other permits, you may be charged a penalty or forced to close entirely.

If you need assistance in completing the necessary forms, please contact the Community Development Department at (530) 661-5820.

For free one-on-one assistance call your SBDC.

Helpful Hint: Working from Home?

*You will need to obtain a **Home Occupation Permit**. Permit applications are available at the Community Development Department, as well as: [Business Registration web page](#)*



Step 7

Woodland Permits & Licenses

Who to contact:

Alarm Permits
Police Department
City of Woodland
1000 Lincoln Ave
Woodland CA 95695
(530) 661-7800
City of Woodland Police

Building and Sign Permits
Community Development
City of Woodland
520 Court St
Woodland CA 95695
(530) 661-5820
Community Development

Fire Prevention and Inspection
Fire Department
City of Woodland
532 Court St
Woodland CA 95695
(530) 661-5850
Fire Department

Your business may require site inspections by the Fire, Building and/or Police Department as part of your application approval, depending on your business type and/or if you are making improvements to a building.

- **Alarm Permits**

If your business operates a burglar alarm system it must obtain an Alarm Permit from Woodland Police Department.

- **Building Permits**

Building Permits are how the City of Woodland ensures construction is safe for occupancy and use. A Building Permit is needed for all new construction in Woodland. Your business must be located in a building constructed appropriately for the use. A permit is also required for most modifications, replacement construction, additions, or remodeling. Any changes to a building must comply with the California Building Code in effect at the time of application.

- **Fire Code Permits**

A Fire Code Permit from the Woodland Fire Department is required if you want to conduct specific activities and practices. Use of hazardous substances or materials may require additional review, permits and/or inspections.

- **Sign Permits**

If your business would like to display a sign that is visible from outside a building, sign design approval and/or permit is required from the Community Development Department. Permits are needed for both permanent and temporary signs; such as on a building, window signs, and banners.



Step 8

Other Agency Permits & Licenses

Who to contact:

Alcohol Beverage Control
3321 Power Inn Rd #230
Sacramento CA 95826
(916) 227-2002
www.abc.gov

California Department of Consumer Affairs
1625 North Market Blvd
Ste N112
Sacramento CA 95834
(800) 952-5210
www.dca.ca.gov/

**US Customs
Customs Boarder Patrol**
www.cbp.gov

Depending on the type of business, you may be required to obtain permits or licenses from the following County, State, or Federal agencies. Please contact these individual agencies directly if applicable.

Alcohol Beverage Control (ABC) License: No person may directly or indirectly, under any pretense, sell, barter, charge for possession or otherwise dispose of alcoholic beverages as part of a commercial transaction without having obtained the proper license or permit.

California Department of Consumer Affairs License: Many professional businesses such as accountants, engineers, doctors, and dentists require a State license from the California Department of Consumer Affairs. Businesses such as barbers, cosmetologist, security services, and auto repairs are also required to obtain a State license. Please call to find out if you must register your business.

Import/Export Permit: If your business will involve the import or export of products with other countries, you may need to obtain an Import/Export Permit. (*see U.S. Customs*)

U.S. Customs (CBP): Information is provided concerning the CBP Small Business Program requirements. Also provided are efforts used to increase participation and to provide maximum practicable opportunities in CBP acquisitions to small business, veteran-owned small business, service-disabled veteran-owned small business, **Historically Underutilized Business Zones** "HUB Zone" small business, small disadvantaged business, and women-owned small business concerns.

Helpful Hint:

The U.S. Customs and Border Protection (CBP) Web site contains valuable information for the new or experienced importer. CBP INFO Center maintains a data base of questions and answers that can be searched by topic.



Step 8 cont.

Other Agency Permits & Licenses

Who to contact:

Yolo County Environmental Health Department
137 N Cottonwood St
Ste 2400
Woodland CA 95695
(530) 666-8646
www.yolocounty.org

Board of Equalization
3321 Power Inn Rd., Ste 210
Sacramento CA 95826
(510) 662-4100
www.boe.ca.gov

Social Services
River City Region Office
Community Care
Licensing Division
California Department of
Social Services
2525 Natomas Park Dr
Ste 250
Sacramento CA 95833
(916) 263-5744

Restaurants, Food Vendors, Salons and Tattoo Parlors: A health inspection is required for restaurants and food vendors, as well as salons and tattoo parlors. Contact the Yolo County Environmental Health Department to arrange for an inspection, or to request advice regarding health and environmental safety issues.

Retail and Wholesale Business Permits: If your business will involve sales, you will need to obtain a Seller's Permit from the State Board of Equalization.

Child Care Center of Family Child Care Home Licenses: Licensing of all child care centers and family child care homes in California is required and can be obtained through the California Department of Social Services. In addition, large family day care homes with greater than 15 children require Planning Division review and a Business Registration and would be treated as commercial business.

Additional Expenses to Consider: Account; banker; attorney; insurance Agent/Broker; and worker's compensation

Helpful Hint: Opening a Restaurant

If you plan to build or remodel a food facility, it is necessary to submit two sets of detailed plans and specifications to the Yolo County Environmental Health Department.

These plans must be approved before you begin work. Call (530) 666-8646 to speak with an Environmental Health Specialist about the process and for Food Facility Plan Check Guidance.



Step 8 cont.

Other Agency Permits & Licenses

Who to contact:

Contractors State License Board
California Department of
Consumer Affairs
9821 Business Park Dr
Sacramento CA 95827
(800) 321-CSLB (2752)
www.cslb.ca.gov

Department of Justice
www.ada.gov

[See Small Business ADA Handout](#)

[CaIGOLD](#)

Contractor's License: Construction is one of the largest industries in California's diverse economy. The Contractors State License Board (CSLB) receives and processes applications for new licenses, additional classifications, changes of license records, and license renewals. An Application for Original Contractor's License can be obtained from any CSLB office, by telephone, or online.

ADA Information Line: The ADA Information Line provides information and technical assistance on the ADA Standards for Accessible Design and other ADA provisions applying to businesses, non-profit service agencies and state and local government programs. Information Specialists are available to answer general and technical questions during business hours on weekdays. The Information Line also provides 24 hour automated service that delivers technical assistance (800) 514-0301.

Other Permits & Licenses: To determine what other regional, state, and federal permits and licenses your business may need, call the State's "CaIGOLD Business Permits Made Simple" office.

Helpful Hint: Becoming a Contractor

*When testing for your Contractor's License, be sure to study beyond what you need to pass the test. Continue upgrading your skills in your craft and in business matters. Read the educational articles in each issue of the **California Licensed Contractor**, a free newsletter you will receive when licensed.*

Take advantage of other educational opportunities as they arise, because by mastering both your craft and your business you can work towards success!



Step 9

Will You Have Employees?

Who to contact:

City of Woodland
Economic Development
(530) 661-5921

Yolo County Department of
Employment and
Social Services
25 North Cottonwood St.
Woodland, CA 95695
(530) 661-2750

Woodland One-Stop Career
Center
(530) 661-2641

Employment Development
Department
State of California
800 Capitol Mall, MIC 83
Sacramento CA 95814
www.edd.ca.gov

Internal Revenue Service
Sacramento Office
4330 Watt Ave
Sacramento CA 95821
(510) 637-2487
www.irs.gov

Sacramento Regional Office
State Compensation
Insurance Fund (SCIF)
2275 Gateway Oaks Dr
Sacramento CA 95833
(916) 924-5100

Business Retention / Expansion — Business Appreciation/Goodwill Program

Beginning in August 2008 the City, with the partnership of the Chamber of Commerce, developed a business outreach program. This program is designed to proactively facilitate exchanges between the City and existing and growing businesses and, just as importantly, interactions with businesses that are threatening to close due to relocation or closure.

If you are experiencing hardships or need assistance with your business, please contact economic development staff or SBDC at 530 822-0140.

Tools for Business Success

Are you ready to hire employees? Local, state, federal, and best-of-the-web resources to start and grow your business can be found on the City of Woodland web page called “Tools for Businesses”: The section: “Find the Right Person”, provides tools to create job descriptions, links to post jobs, information on hiring tax credits, and tools to determine the market pay rate for specific jobs.

This site includes rates for 850+ jobs; Business Start-Up Kit, Loan Payment Calculator, 85 business-related online classes, new hire email, Employer's Kit AND more!

Helpful Hint: *Department of Industrial Relations (DIR) web page has valuable information on employee/employer issues.*

The Department of Industrial Relations was established to improve working conditions for California's wage earners, and to advance opportunities for profitable employment in California.

Labor Commissioner

Cal/OSHA

Division of Workers' Compensation

Division of Apprenticeship Standards

Division of Labor Statistics & Research

State Mediation & Conciliation Service



Step 10

Going Green....

Who to contact:

Environmental Services
City of Woodland
(530) 661-2050
[Community Development](#)

Woodland Waste
Management
1324 Paddock Place
Woodland, CA 95776
(530) 662-8748
www.wm.com/contact-us.jsp

CA.Gov CalRecycle
801 K St.,
Sacramento, CA 95814
(916) 322-4027
www.calrecycle.ca.gov/

CA. Gov California
Materials Exchange
(CalMAX)
(877) 520-9703
www.calrecycle.ca.gov/CalMax/

CA Gov CalRecycle
Waste Reduction Awards
Program (WRAP)
(916) 341-6268
www.calrecycle.ca.gov/WRAP

The City of Woodland Environmental Services Division is committed to providing local businesses with the resources and tools that can not only allow a business to meet its environmental responsibilities but we also offer businesses the opportunities to market themselves with a “green” competitive edge.

CalRecycle Business Waste Reduction Assistance Programs - CalRecycle provides many business waste reduction programs that can help businesses save resources, improve competitiveness, and enhance their bottom lines. Some of these programs include:

- **Waste Prevention and Recycling at the Office** – Outline of how waste-conscious businesses manage their offices.
- **Posters and Signs** - colorful posters and stickers to help coordinate and promote your waste reduction efforts.
- **CalMAX (California Materials Exchange)** – CalMAX helps divert materials traditionally discarded by business and industry through reuse and recycling, which result in potential savings on disposal costs. Through this program, businesses donating to schools may receive tax benefits.
- **Waste Reduction Awards Program (WRAP)** – WRAP provides an opportunity for California Businesses to gain public recognition for their outstanding achievements in resource efficiency and waste reduction.

***Helpful Hint:** To find out how your business can save money on their utility bill contact Woodland Water Conservation at (530) 661-2067*



Step 10

...and Greener

Who to contact:

[California Air Resources Board](#)

**California Air Resources Board
Small Business Toolkit**

California small businesses are an important driver of California's economy. This toolkit is a "one-stop-shop" of guidance and resources to help small businesses save money and save the planet.

The small business toolkit components include:

- How to Save Money
- California Success Stories
- Money to Get You Started
- Climate Calculator with Decision Support Capacity
- Award Program
- Invitation to Join an Online Network

Visit [CoolCalifornia.Org](#) to review the toolkit or contact (916) 324-0664

Business Mixed Recycling

As of January 1st, 2012 the State of California mandated that commercial businesses which produce a certain amount of work related waste must recycle.

Waste Management of Woodland offers many different collection options to make meeting these requirements very easy and affordable.

*Call the **Waste Management Customer Service Center** at **(530) 662-8748** to request an assessment of your recycling needs.*

Barbara Butterfield
Customer & Community
Relations Manager
Ag Specialist
Pacific Gas & Electric
Company
(530) 757-5210
(916) 494-3708 (cell)
(530) 757-5240 (fax)
bjbo@pge.com

Helpful Hint: *PG&E provides energy surveys for all commercial customers. There is no charge for this service. PG&E is loaning money for qualified customers and projects at 0% for up to five years to complete energy efficiency projects. Saving energy can translate to more money for the business owner to invest in the business. Call Community Relations Manager at (530) 757-5210*

Incentives and Other Useful Programs

Who to contact:

U.S. Small Business
Administration
www.sba.gov

Small Business Admin.
Sacramento District Office
6501 Sylvan Road Suite 100
Citrus Heights, CA 95610
United States
Phone: 916-735-1700

City of Woodland
Economic Development
(530) 661-5921
economicdevelopment@cityofwoodland.org

Northeastern California SBDC
307 First St
Woodland CA 95656
(530) 822-0140
www.yubasbdc.org

U.S. Small Business Administration: The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation.

The SBA provides you with a wealth of information unique to small business through monthly chat events, electronic newsletters, podcasts and a myriad of business resources to support your business needs. The Northeastern California Small Business Development Center (NECSBDC) is funded to provide loan planning assistance for SBA loans

Business Attraction: Economic Development (ED) is the first point of contact after finding a broker that is familiar with the community. ED will provide related site information, propose alternative suitable sites, utility information, plans for the area, provided fee estimates, participate in site tours and on occasion travel to the other company centers or headquarters for meetings.

Business Incentives: Based on the type of business and your demands the city may be able to provide incentives for the expansion or startup of your busi-

Helpful Hint: Financing—See SBA for Information

SBA offers information on small business loans, grants, bonds and other financial assistance. Find out which method of financing is right for you! While SBA does not make loans directly, you can find a local lender who can help you with your loan application. You may also speak directly with a local SBA representative by calling 916-735-1700.

Other Resources

Here are additional things to keep in mind when doing business in Woodland and as your business grows:

Garbage & Recycling Services: Be sure to arrange for garbage collection services. Woodland's garbage collection contractor for Commercial, Industrial, and Business services is Waste Management. For more information contact:

Woodland Waste Management

1324 Paddock Place
Woodland, CA 95776 (530) 662-8748
www.wm.com/contact-us.jsp

Utilities:

Pacific Gas & Electric (PG&E): Gas and electric services in Woodland are provided by Pacific Gas & Electric (PG&E). For more information contact:

Pacific Gas & Electric

(800) 468-4743
www.pge.com.

Woodland Water Department: The Woodland Water Department serves the City of Woodland. For more information contact:

Woodland Water Department

City of Woodland
300 First St
Woodland CA 95695
(530) 661-5831

Get involved with the business Community!

Woodland Chamber of Commerce

307 First St
Woodland CA 95695
(530) 662-7327 or (888) 843-2636
www.woodlandchamber.org

Hispanic Chamber of Commerce

327 College St Ste 106
Woodland CA 95695
(530) 666-5335

Woodland Farmer's Market

Freeman Park on Saturday
1001 Main Street
(530) 666-2626