

Alameda County Business Welcome Packet

A guide to doing business in the Unincorporated Areas of Alameda County

How Can We Help You? - Pip the Permit Penguin



Unincorporated Areas include Ashland, Castro Valley, Cherryland, Fairview, San Lorenzo, Sunol & Unincorp. East County

Welcome. Bienvenidas. 歡迎. Chào mừng. Maligayang pagdating.

We welcome you to unincorporated Alameda County and we love seeing new residents and businesses. We created this welcome packet to help your business open and thrive in our vibrant communities.

We're here to help you get started. Call us at (510) 670-6506, or access our website at www.acgov.org/cda/ecd.

Welcome to Alameda County and we look forward to hearing from you!



Economic & Civic Development **Department**

The Economic & Civic Development Department (ECD) promotes economic development and public/private investment in the unincorporated communities of Alameda County. The unincorporated communities include Ashland, Castro Valley, Cherryland, Fairview, San Lorenzo, Sunol & Unincorporated East County.

ECD works to...

- Attract new businesses
- Help businesses expand
- Offer small business workshops
- Offer award-winning Food Training Academy
- Offer one-on-one business advising
- Attract new investment
- Find the perfect location for your business
- Be a liaison for property owners and real estate development projects
- Serve as your "Permit Coach"



Permit Coach:

ECD is committed to helping entrepreneurs & business owners open and expand. We coach you through the permit process from grand ideas to grand openings. We can help you when you don't know where to start, if you are stuck or when you need assistance looking for a location.

***We are now offering online office hours
NO appointment necessary***

Visit our website (www.acgov.org/cda/ecd)

Click on this graphic

Speak with one of our staff!

Office Hours: Every Wednesday 2-4 PM



Meet our mascot, Pip the Permit Penguin! How can we help you?

Contact Us!

Phone: (510) 670-6506 | kristin.perrault@acgov.org

Website: www.acgov.org/cda/ecd

Facebook: @AlamedaCountyECD



County Department **Contacts**

<i>Departments</i>	<i>Phone Numbers</i>
Economic & Civic Development	(510) 670-6506
Planning	(510) 670-5400
Building	(510) 670-5440
Environmental Health	(510) 567-6700
Business License	(510) 670-6400
Fire Department	(925) 833-3473
Sheriff	(510) 667-7721



Alameda County Websites

Economic & Civic Development | www.acgov.org/cda/ecd

Business License | www.acgov.org/business/buslic.htm

Environmental Health | www.acgov.org/aceh

Fire Department | www.acgov.org/fire

Planning | www.acgov.org/cda/planning

Building - Public Works Agency | www.acgov.org/pwa



How to Start a *Business*



1. *Writing a Business Plan*

You should first develop a business plan to estimate how much money you will need to invest and how much money you will make over the next few years. For assistance visit www.sba.gov

2. *Choosing a Location*

Economic development staff (ECD), commercial brokers, and the Internet are all resources to help you find a location for your business.
Start with ECD! Phone: (510) 670-6506

Before Signing a Lease - *Check the Zoning!*

You should contact the Planning Department to make certain that the location you are considering is zoned for your particular business.
Planning Department | Phone: (510) 670-5400

3. *Structure: What kind of Entity?*

Which business structure makes the most sense for your business?

Find out more about business structures, such as sole proprietorship, partnership, C Corporation, S Corporation, and Limited Liability Company at the Small Business Administration at www.sba.gov or the California Secretary of State at www.sos.ca.gov/business/be

4. *Choosing a Business Name*

To make sure your business name isn't already taken, check the Fictitious Business Name online database with the Clerk-Recorder's Office at www.acgov.org/business/fictitious.htm



5. **Fictitious Business Name Statement**

Everyone will need to file a fictitious business name statement, unless your business name includes your last name.

Online Submission | The forms and instructions for the Fictitious Business Name Statement are available online or at the County Clerk-Recorder's office in Oakland. www.acgov.org/auditor/clerk/fbn/index.htm

In-Person Submission | You may pick up forms/instructions at the County Clerk-Recorder's Office in Dublin or Oakland. Completed forms must be submitted to the Oakland Office.

Dublin Office: **7600 Dublin Boulevard, Dublin, CA 94568**

Oakland office: **1106 Madison Street, Oakland, CA 94607**

6. **Types of Permits**

Food Sales Permit – If you are going to sell food you will need to obtain permits from the Environmental Health Department

Phone: (510) 567-6700 | www.acgov.org/aceh/food



How to Start a ***Business Continued***

Planning Permits – Every business will want to check with the Planning Department regarding their specific permits for operating.

Use the checklist of questions below when speaking to a planner

Phone: (510) 670-5400 | www.acgov.org/cda/planning



Checklist of Questions to Ask a Planner

- ☐ What is the zoning (What am I allowed to do/What type of business am I allowed to have at "123 Main Street"?) - Be sure to describe your business in detail.
- ☐ Is the property located in a Specific Plan?
- ☐ What applications are required for my type of business?
- ☐ What are the planning fees?
- ☐ After I submit my plans, how long will it take to hear from a planner?
- ☐ Are there any community reviews or public hearings that my plans will need to go to?
- ☐ Who else should I speak to? (Fire, Building, Environmental Health, Business Licensing, CV San, Oro Loma, East Bay MUD)



Planning

Phone: (510) 670-5400



ECD Permit Coach

Phone: (510) 670-6506

How to Start a ***Business Continued***

Other Types of Permits – In addition to planning permits, business owners may need permits from Environmental Health, Building and Fire. A planner and permit coach will be able to direct you.

Planning | (510) 670-5400 Permit Coach | (510) 670-6506

7 • State Licenses & Permits

Certain professions and businesses require state licenses.

For specific information, the CalGOLD database **www.calgold.ca.gov** connects you to agencies that issue business permits, licenses and registration requirements.



Seller's Permit and Resale Numbers – If you sell a product that requires collection of state sales taxes, you must obtain a seller's permit from the California State Department of Tax and Fee Administration. **www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm**



**CALIFORNIA DEPARTMENT OF
TAX AND FEE ADMINISTRATION**

How to Start a ***Business-continued***

Alcohol Sales License – For alcohol sales, an Alcoholic Beverage License is required. Contact the California Department of Alcohol & Beverage Control at ***www.abc.ca.gov*** and click on “Business”.

Phone: (916) 263-6882

You will also need an Alameda County permit to sell alcohol for on-site or off-site consumption.

Contact Planning Department for information.

Phone: (510) 670-5400



8. Business Licenses

In order to run a business in Unincorporated Alameda County, you must obtain a business license.

Call or Apply online

Phone: (510) 670-6400 | www.acgov.org/business/buslic.htm

Business *Utilities*



**Pacific Gas and
Electric Company**

ELECTRICITY/GAS

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



Alameda County Industries

GARBAGE/SANITATION

www.alamedacountyindustries.com | (510) 483-1400



www.cvsan.org | (510) 537-0757



www.oroloma.org | (510) 276-4700



WATER

www.ebmud.com | (866) 403-2683



PHONES/INTERNET

www.business.comcast.com | (855) 201-9567



www.att.com/smallbusiness | (888) 944-0447

Business *Resources*

The Castro Valley/Eden Area Chamber of Commerce works for the betterment of our communities through the promotion of economic and civic health. The Chamber serves the communities of Ashland, Castro Valley, Cherryland, and San Lorenzo.

Contact Them at...

Phone: (510) 537-5300 | Website: www.edenareachamber.com | Facebook: @EdenAreaChamber



Alameda County Small Business Development Center (SBDC)

supports local entrepreneurs and small businesses with the tools and insights to start, grow, and pivot their businesses.

Contact Them at...

Phone: (510) 516-4118 | Website: www.acsbdc.org | Facebook: @AlamedaCountySBDC



Alameda County Workforce Development Board provides workforce development programs for job seekers and workers in Alameda County. They also provide employment placement, job fairs & networking opportunities.

Contact Them at...

Phone: (510) 259-3842 | Website: www.acwdb.org | Facebook: @acwdb





In partnership with the Alameda County permitting departments

