

# 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



WE ARE

**OPEN**

FOR ***BUSINESS***



Unincorporated Areas include Ashland, Cherryland, Castro Valley, Fairview, 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](http://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 public/private investment in the unincorporated communities of Alameda County. The unincorporated communities include Ashland, Castro Valley, Cherryland, San Lorenzo, Fairview, 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/e.cd](http://www.acgov.org/cda/e.cd))

Click on this graphic 

Speak with one of our staff!

Office Hours: Every Wednesday 2-4 PM

## **ECD Online Office Hours**



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

## **Contact Us!**

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

Website: [www.acgov.org/cda/e.cd](http://www.acgov.org/cda/e.cd)

Facebook: @AlamedaCountyECD   



# County Department **Contacts**

## ***Departments***

**Economic & Civic Development**

**Planning**

**Building**

**Environmental Health**

**Business License**

**Fire Department**

**Sheriff**

## ***Phone Numbers***

(510) 670-6506

(510) 670-5400

(510) 670-5440

(510) 567-6700

(510) 670-6400

(925) 833-3473

(510) 667-7721



## ***Alameda County Websites***

Economic & Civic Development | [www.acgov.org/cda/ecd](http://www.acgov.org/cda/ecd)

Business License | [www.acgov.org/business/buslic.htm](http://www.acgov.org/business/buslic.htm)

Environmental Health | [www.acgov.org/aceh](http://www.acgov.org/aceh)

Fire Department | [www.acgov.org/fire](http://www.acgov.org/fire)

Planning | [www.acgov.org/cda/planning](http://www.acgov.org/cda/planning)

Buidling - Public Works Agency | [www.acgov.org/pwa](http://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](http://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](http://www.sba.gov) or the California Secretary of State at [www.sos.ca.gov/business/be](http://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](http://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](http://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](http://www.acgov.org/aceh/food)

 **Alameda County  
Department of Environmental Health**





# 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](http://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  
224 W. Winton Avenue Rm 111  
Hayward, Ca 94544



### **ECD Permit Coach**

Phone: (510) 670-6506  
224 W. Winton Avenue Rm 109  
Hayward, Ca 94544

# 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](http://www.calgold.ca.gov) connects you to agencies that administer and 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](http://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](http://www.abc.ca.gov) and click on “Business”.  
**Phone: (916) 263-6882**

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

Contact Planning Department for information.  
**Phone: (510) 670-5400**



## **S. 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](http://www.acgov.org/business/buslic.htm)**

# Business *Utilities*



**Pacific Gas and  
Electric Company**

**ELECTRICITY/GAS**  
[www.pge.com](http://www.pge.com) | (800)468-4743



**Alameda County Industries**

**GARBAGE/SANITATION**  
[www.alamedacountyindustries.com](http://www.alamedacountyindustries.com) | (510) 483-1400



[www.cvsan.org](http://www.cvsan.org) | (510) 537-0757



[www.oroloma.org](http://www.oroloma.org) | (510) 276-4700



**WATER**  
[www.ebmud.com](http://www.ebmud.com) | (866) 403-2683



**PHONES/INTERNET**  
[www.business.comcast.com](http://www.business.comcast.com) | (855) 201-9567



[www.att.com/smallbusiness](http://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](http://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...**

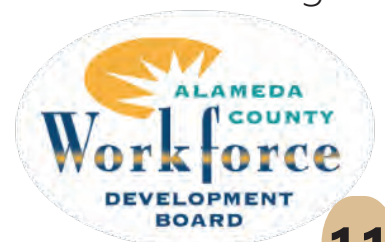
Phone: (510) 516-4118 | Website: [www.acsbdc.org](http://www.acsbdc.org) | Facebook: @AlamedaCountySBDC



**Alameda County Workforce Development Board** establishes 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](http://www.acwdb.org) | Facebook: @acwdb







In partnership with the Alameda County Permitting Departments

