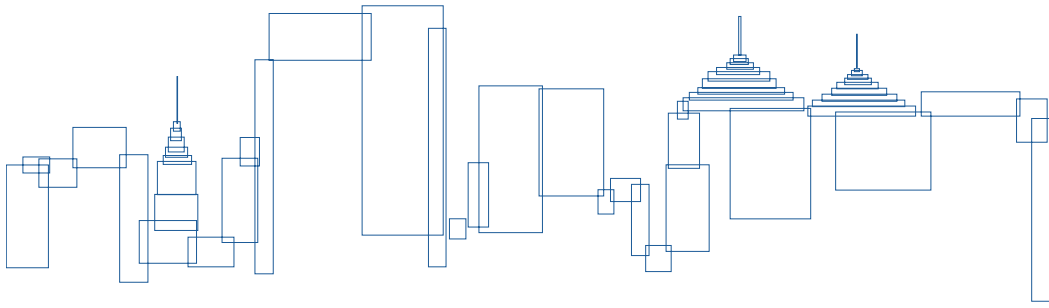


What Oakland Offers: Resources for Doing Business In Oakland



Oakland Business Assistance Center

Whether yours is an Inc. magazine notable or a startup operating from your spare room, City of Oakland has staff and resources to help you get the help you need to grow your business in Oakland.

Doing business in Oakland is easier than ever with the City of Oakland's first one-stop Business Assistance Center. The Oakland BAC is your central source for starting, relocating and expanding a business in Oakland. Experienced professionals from the City of Oakland's Community & Economic Development Agency, the Oakland BAC stand ready to:

- Guide prospective and existing business owners through sometimes complex issues ranging from licenses and permit requirements to the zoning code by connecting you with the appropriate City staff.
- Assign industry specialists to assist in developing your business.
- Serve as a clearinghouse for a wide range of business support services provided by the City of Oakland and its 40+ external and nonprofit partners.
- Help you learn more about your potential market with neighborhood profiles, demographic reports, traffic counts, sales tax trends, local taxes and costs, and labor force and major employers.
- Provide you with site lists and property ownership information to help you find an appropriate location for your business.
- Assess your business plan and refer you to public and private debt and equity financing providers.
- Using a self-administered assessment form, identify areas of concern for business owners and create a customized service path.

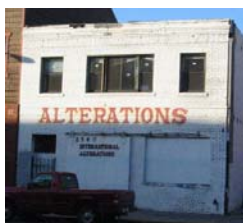
Financial Incentives

Tax credits

- **Hiring Tax Credit:** Businesses located in the state Enterprise Zone (EZ) can take 50% of qualified new employees' wages as a state tax credit, potentially worth over \$30,000 per employee over five years.
- **Sales and Use Tax Credit:** Businesses located in the EZ can receive a state tax credit in the amount of sales or use tax paid on qualified equipment or machinery purchases—up to \$20 million available per business.
- **Work Opportunity Tax Credit:** Businesses can receive a federal tax credit of up to \$8,500 over two years for hiring an eligible job seeker.

Façade Improvement Grants

Free architectural assistance and 50% matching grants between \$10,000 and \$30,000 are available to property and business owners for eligible projects. Grant funds can be used to rehabilitate and repair exterior commercial building facades and exterior improvements. The program also covers up to \$5,000 for architecture fees.



< Before

After >



Oakland Business Assistance Center

270 Frank H. Ogawa Plaza
Oakland, CA 94612

510.238.7952

1.877.2OAKLAND

TDD/TTY 510.238.9173

www.OaklandBAC.com

oakandbac@oaklandnet.com

Economic Development

250 Frank H. Ogawa Plaza, Suite 3315
Oakland, CA 94612

510.238.3627

www.Business2Oakland.com

Targeted Growth Industries

A host of resources are available to grow and attract businesses in Oakland's targeted growth industries:

- Arts and digital media
- Food production and manufacturing
- Green and clean technology
- Internal trade and logistics
- Medical services and bioscience
- Retail

Enterprise Zone Program

Susana Villarreal, 510.238.7794,

www.EZOakland.com

svillarreal@oaklandnet.com

Commercial Property Façade Improvement Program

510.238.7403 (Downtown)

bkendall@oaklandnet.com

510.238.3699 (neighborhoods)

sdfloyd@oaklandnet.com

What Oakland Offers: Resources For Doing Business In Oakland

Financial Incentives (continued)

Tenant Improvement Grants

Grants covering 50 percent of tenant improvement costs, up to \$10 per square foot, are available to eligible entertainment and retail businesses in targeted areas of downtown, central, west, north and Coliseum areas. The program also covers up to \$5,000 of interior design/architecture fees.

Infill Development Incentives

This program offers developers and property owners up to \$15,000 in matching funds for predevelopment analysis. The program is intended to encourage the exploration of residential and nonresidential development options for infill areas in the Central City East and Coliseum Redevelopment Project Areas. Major corridors will be a focus of the program. In FY 2009-11, \$100,000 will be allocated each year to this program.

Neighborhood Project Initiative

The Neighborhood Project Initiative (NPI) is intended to further blight reduction and beautification efforts in redevelopment areas through the funding of small-scale, community-initiated public/private improvement and infrastructure projects that currently have no other funding source. NPI grants are available in select Redevelopment Project Areas. See map on page 12.

Sustainability Incentive Program

This program provides grants for projects that address sustainability in the Central City East Redevelopment Project Area (see map on page 12) that ensure both the long term economic health and the environmental quality of residents and the community. These grants augment the existing Façade and Tenant Improvement Programs and provide grants to property owners and tenants who want to upgrade their properties to green building standards and grants to property owners to address blighted properties by upgrading with hardscape/landscape, fencing and other sustainable improvements. For FY 2009-11, \$100,000 will be allocated each year to this program.

Staffing and Training Services

The Oakland Workforce Investment Board's career center partners will prescreen, interview, and assess candidates for businesses free of charge and provide customized training of new hires at a subsidized rate for eligible businesses.

EASTBAY Works

At any of 13 One-Stop Business and Career Centers, employers can connect with qualified employees, find out about business opportunities, research state and federal regulations, explore the state's economic development services, and much more. Business Services Representatives provide customized, no-cost assistance to all businesses including start-ups.

Employment Development Dept., State of California

EDD serves job seekers, employers, prospective business owners, operators and entities with free services consisting of training, job search assistance, advice to employers and seminars.

Oakland Adult Education

Oakland Adult Education provides programs and courses to over 30,000 students per year, including older adults and adults with disabilities. Programs and courses include Career Technical Education, ESL, Adult Secondary Education and Adult Basic Education and Parent, Family and Consumer Awareness.

Oakland Entrepreneur Institute

The Oakland Entrepreneurship Institute (OEI) provides a comprehensive training program targeted at the region's underserved populations. The OEI brand of entrepreneurship is a tool of the 21st Century civil rights movement as we assist students in microenterprise development, financial literacy, creating the entrepreneurial spirit and instigating community strategies for economic sustainability.

Retail and Entertainment Catalyst Tenant Improvement Program

510.238.7403 (Downtown)
bkendall@oaklandnet.com
510.238.3699 (Neighborhoods)
sdfloyd@oaklandnet.com

Infill Development Incentives

510.238.6658, ajmusante@oaklandnet.com
www.Business2Oakland.com/redevelopment

NPI

510.238.7185 (Broadway/MacArthur/San Pablo) kkleinbaum@oaklandnet.com
510.238.6239 (West Oakland)
hli@oaklandnet.com
510.238.2055 (Central City East)
hsolomon@oaklandnet.com
510.238.6248 (Coliseum)
rparikh@oaklandnet.com
www.Business2Oakland.com/redevelopment

Sustainability Incentive Program

510.238.7661, dcole@oaklandnet.com

Workforce Development

510.238.7794, www.oaklandwib.org

EASTBAY Works

510.768.4450, edmcm@eastbayworks.com
www.eastbayworks.org

Employment Development Department

800.300.5616, www.edd.ca.gov

Oakland Adult Education

510.879.3036, www.ousd.k12.ca.us

Oakland Entrepreneur Institute

510.655.1304, info@urbanvoice.org
www.urbanvoice.org
www.jobtrain.info

What Oakland Offers: Resources For Doing Business In Oakland

Staffing and Training Services (continued)

Oakland Private Industry Council

In partnership with the Oakland Workforce Investment Board (WIB), the Oakland Private Industry Council offers business staffing services as well as Rapid Response (RR) services in the event of layoffs and facility closures. Business services include customized and on-the-job training, job fairs, on-site recruitments, pre-screening of applicants, referrals and job posting – all at no cost. The RR team works with employers to develop strategies and employment transition services.

Youth Employment Partnership

The Youth Employment Partnership is an employment training agency that helps at-risk youth in poverty to overcome barriers to economic independence. It has summer and year-round job training programs for young people aged 14 to 29 which teach workplace behavior, job search strategies and basic business and life skills. Counselors assist young people with resumes, interview techniques, job placements, while helping them build their sense of self-sufficiency and self-esteem.

Business Loans

California Economic Development Lending Initiative (CEDLI)

CEDLI is a multi-bank community development corporation that makes loans to small businesses and community development organizations. Its mission is to create jobs by providing financing to projects that fall outside of normal bank lending practices.

Commercial Revolving Loan Program

The Central City East Commercial Revolving Loan Program provides capital improvement loans to rehabilitate, develop or build commercial property within the Central City East Redevelopment Project Area. The program is administered by the Oakland Business Development Corporation with maximum loan amounts not to exceed \$250,000.

Industrial Development Bond Program (IDBP)

IDBP provides small and medium-sized manufacturing companies with up to \$10 million in low interest, long-term financing for real estate and fixed assets for projects that retain or create employment in Oakland

Lenders for Community Development

Lenders for Community Development is a non-profit lender providing small business loans to low-income entrepreneurs throughout the Bay Area. Our loans range from \$1,000 to \$200,000 and are available for both startup and existing businesses. In addition, we provide technical assistance to business owners.

Nor-Cal Small Business Financial Development Corporation

Nor-Cal FDC serves individuals considering starting a business through to those over ten plus years in operations and certain nonprofits. Fees are based on the size of the loan made. There is pre-loan and post loan technical assistance.

Northern California Community Loan Fund (NCCLF)

NCCLF makes loans ranging from \$10,000 to \$1 million for four types of nonprofit projects: affordable housing, community facilities, human services and economic development. Its Fiscal Fitness and Facility Fitness programs help community organizations build their financial-management and space-acquisition capacity through consulting, workshops and advice. Community grant programs, the San Francisco/Alameda County Program and the Performing Arts Program, enable nonprofit organizations to put down roots in their communities by acquiring their own program and office facilities.

Oakland Private Industry Council

510.768.4400, www.oaklandpic.org

Business Services

510.208.0912, blobue@oaklandpic.org

Rapid Response

510.768.4431, achan@oaklandpic.org

Youth Employment Partnership

510.533.3447, info@yep.org

www.yep.org

CEDLI

510.267.8990, cedli@cedli.com

www.cedli.com

Commercial Revolving Loan Program

510.238.2064, ldbrown@oaklandnet.com

IDBP c/o East Bay Economic Development Alliance

510.272.3885, www.eastbayeda.org

info@eastbayeda.org

Lenders for Community Development

408.297.0204, www.l4cd.com

info@opportunityfund.org

Nor-Cal FDC

510.452.9591, www.norcalfdc.org

Northern California Community Loan Fund

415.392.8215, info@ncclf.org

www.ncclf.org

What Oakland Offers: Resources For Doing Business In Oakland

Business Loans (continued)

Oakland Business Development Corporation (OBDC)

OBDC manages all business loans up to \$250,000 for the City of Oakland. OBDC works with small business owners who have difficulty finding capital through traditional bank financing because they are new in business, located in low-to-moderate income areas, have imperfect credit histories, or marginal collateral. OBDC also works with borrowers in preparing loan applications for traditional bank loans, including SBA guaranteed loans.

OBDC

510.763.4297, www.obdc.com

OneCalifornia Bank

A community development bank that fosters economic development and boosts financial literacy while providing a broad range of banking services to individual, small business and nonprofit customers.

OneCalifornia Bank

510.550.8400, mybank@OneCalBank.com
www.onecalif.com

Operation Hope Center

Operation Hope seeks to bring economic self-sufficiency to low-income communities by providing a range of financial services including counseling, loan packaging and loan placement and funding.

Operation Hope Center

510.535.6700, hcoakland@operationhope.org, www.operationhope.org

Recycling Market Development Loans

As one of the core services available to manufacturers and processors utilizing recovered materials in the Oakland/Berkeley Recycling Market Development Zone (RMDZ), specialized, below-market-rate loans of between \$10,000 and \$2 million are available.

RMDZ

510.238.4973, slautze@oaklandnet.com

Self Help Credit Union

Self Help Credit Union partners with other organizations to participate in direct lending to create a secondary market and other liquidity solutions for a broad range of development lending activities. Target clients are other non-profit and for-profit development lenders who seek access to more and cheaper capital to support their activities.

Self Help Credit Union

510.397-5540, info@selfhelp.org,
cainfo@self-help.org, www.self-help.org

Technical Assistance

AnewAmerica Community Corporation

AnewAmerica offers a comprehensive three-year program of entrepreneurial support, including microbusiness incubation, asset development, and community development for new Americans.

AnewAmerica

2375 Fruitvale Avenue #201
510.532.5240, info@anewamerica.org,
www.anewamerica.org

Cal State East Bay Small Business Development Center (EBSBDC)

The Cal State East Bay Small Business Development Center offers classes, consulting services and business planning resources for entrepreneurs and small business owners. It serves business owners from startup up to five years in operations. Training classes have a nominal fee. Consulting services are free for short-term projects and individual consultation.

EBSBDC

510.208.0410, www.eastbaysbdc.org

California Resources and Training (CARAT)

The organization provides services to cultivate leadership, build capacity of business assistance providers and expand access to technical assistance for small businesses throughout the state, especially in under-served, low-income, rural and urban communities. Fees are charged for conferences and training.

CARAT

510.267.8994, training@caratnet.org
www.caratnet.org

C.E.O. Women

This organization helps transform the lives of low-income immigrant and refugee women into economically self-sufficient, integrated members of our society.

C.E.O. Women

510.836.3481, www.ceowomen.org
info@ceowomen.org

Communications Technology Cluster, Inc.

The Communications Technology Cluster is a business acceleration center built on a business incubator model providing strategic consulting, business and financial services for entrepreneurs and growth-oriented small to mid-sized companies in technology, consumer products, health care, business services and financial services.

Communications Technology Cluster

510.903.1902, info@ctcluster.com
www.ctcluster.com

What Oakland Offers: Resources For Doing Business In Oakland

Technical Assistance (continued)

CompassPoint Nonprofit Services

CompassPoint is a nonprofit training, consulting and research organization with offices in San Francisco and Silicon Valley. Through services including workshops, publications and online discussion forums, it provides nonprofits with the management tools, concepts and strategies necessary to shape change in their communities.

CompassPoint Nonprofit Services

415.541.9000, www.compasspoint.org

East Bay SCORE (Senior Core or Retired Executives)

SCORE provides expert advice and valuable resources for entrepreneurs to start and grow their small businesses. The organization serves individuals in all stages through to preparing to sell. Services are free and include membership, short-term projects, training and individual consultation.

East Bay SCORE

510.273-6611, www.eastbayscore.org
info@eastbayscore.org

Inner City Advisors (ICA)

ICA helps build sustainable and responsible inner city businesses that create quality jobs, reinvest in the community, and contribute to the local economy. ICA accomplishes this by providing pro bono advice, education and resources to its portfolio clients and local businesses.

Inner City Advisors

510.271.0142, www.innercityadvisors.org
info@innercityadvisors.org

Lao Family Community Development Inc.

Services provided to business owners range from pre-startup, startup through to ten plus years in operations. Free services include training, individual consultation and meeting specific needs by contract.

Lao Family Community Development

510.533.8850, info@laofamilynet.org
www.laofamilynet.org

Manufacturing Excellence

Manufacturing specialists provide affordable consulting services.

Manufacturing Excellence

877.33.MANEX, www.manex.org

SBDC Technology Advisory Program (SBDC TAP)

The Technology Advisory Program (SBDC TAP), a program of the Small Business Technology Institute, is a government-funded, management consulting practice specialized in improving business operations by providing complimentary technology consulting and low-cost training services to small businesses across Northern California.

SBDC TAP

408.494.0242, www.sbdctap.com

Social Policy Research Associates (SPR)

SPR is a research, evaluation and technical assistance firm. It provides employment assistance, job training, education, youth programs and comprehensive social services.

Social Policy Research Associates

510.763.1499, www.spra.com

Sustainable Business Alliance (SBA)

Services are provided to businesses from three to ten plus years and those expanding into new markets. Services at no cost are in the form of short-term projects and consulting on web-based marketing opportunities.

Sustainable Business Alliance

510.931.6560, info@sustainablebiz.org
www.sustainablebiz.org

TechSoup

TechSoup is a trusted technology resource that offers a variety of information and services for the benefit of the nonprofit sector. It provides instructional articles and worksheets for nonprofit staff members who utilize information technologies, as well as technology planning information for executives and decision makers.

TechSoup

415.633.9300, www.techsoupglobal.org

U.S. Small Business Administration

In addition to one-on-one counseling and training in all aspects of small business management, the center has a multimedia library for research and preparation of business plans.

U.S. SBA

415.744.6820, www.sba.gov

Women's Initiative for Self Employment (WISE)

WISE offers entrepreneurial training, business counseling and support services to low and very low income women, including women who receive public assistance and women who speak Spanish as their first language.

WISE

510.451.3415, www.womensinitiative.org

What Oakland Offers: Resources For Doing Business In Oakland

Legal Services

Lawyers' Committee for Civil Rights (LCCR)

LCCR established Legal Services for Entrepreneurs (LSE), an economic justice project, to provide free legal assistance to low-income individuals who want to start or develop for-profit businesses. LSE attorneys work with budding entrepreneurs on legal issues such as incorporation/entity formation, trademarks, leases, business contracts, and zoning. LSE does not provide advice on litigation matters or business disputes.

Lawyers' Committee for Civil Rights

415.543.9444, www.lccr.com
Info@lccr.com

International Trade

East Bay Centers for International Trade Development (EBCITD)

Services include one-on-one technical assistance and counseling, market research, international trade skills training and educational programs, trade leads and special events, including the organization of international trade missions to a variety of international destinations. EBCITD provides free one-on-one consulting services, on-site training, seminars and workshops to help start-up and existing small- and mid-sized businesses to expand in international markets.

East Bay Centers for International Trade Development

510.251-5942, info@eastbaycitd.org
www.eastbaycitd.org

Oakland Foreign Trade Zone

The Oakland Foreign Trade Zone (FTZ) provides Northern California businesses a business environment that can allow substantial savings in import duties, entry fees and merchandise processing fees as well as faster delivery and higher security.

Oakland Foreign Trade Zone

510.568.8500 or 877.304.4003
www.pac-am.com/services-ftz.html
solutions@pac-am.com

Networking

Get involved with business owners and business associations working together to grow business in Oakland.

East Bay Women in Business Roundtable (EBWIBR)

EBWIBR promotes women's participation and leadership in the business community, as well as involvement in community projects.

EBWIBR

www.ebwibr.com

East Bay Women's Network (EBWN)

EBWN is a business and professional women's organization which meets monthly to network and provide business support.

EBWN

www.ebwn.org

Chambers of Commerce

The Oakland Metropolitan Chamber of Commerce provides a wide array of networking opportunities for its member firms. Additional benefits include access to group health insurance, City CarShare, discounts on office products, member to member discounts, and certificates of origin for international trade.

Oakland Metropolitan Chamber of Commerce

475 14th Street, Oakland 94612
510.874.4800
www.oaklandchamber.com

Oakland also has a number of ethnically focused chambers of commerce:

- Hispanic Chamber of Commerce of Alameda County
510.536.4477, www.hccac.com
- Oakland African-American Chamber of Commerce
510.268.1600, www.oaacc.org
- Oakland Chinatown Chamber of Commerce
510.893.8979, www.oaklandchinatownstreetfest.com

Promotion & Marketing

Marketing Assistance

The City of Oakland's Marketing Division offers free marketing assistance for grand openings including invitation lists, events logistics consultation, press release advice, and media contact information.

Marketing

Public Information Officer
510.238.2107, hhamilton@oaklandnet.com

Events

Let people know about your upcoming events. List them for free with the Oakland Convention & Visitors Bureau (OCVB). The OCVB promotes Oakland as a convention & leisure travel destination.

OCVB

510.839.9000, www.oaklandcvb.com
info@oaklandcvb.com

Meet Downtown Oakland

A campaign to promote evening and weekend business for downtown restaurants, galleries, cafes, clubs and venues.

Marketing

510.238.2107,
www.meetdowntownoak.com

What Oakland Offers: Resources For Doing Business In Oakland

Promotion & Marketing (continued)

Oakland Grown

Launched in 2009, this buy local campaign and website celebrates businesses and artists unique to Oakland. The website highlights locally-owned, independent restaurants, shops and cultural amenities that makes it easy for residents and visitors to eat, shop and explore Oakland.

Shop Oakland

Join the Shop Oakland program, a partnership between the City and Oakland Merchants Leadership Forum designed to boost awareness among local residents of Oakland's shopping destinations and services. The program focuses on three prime retail periods – spring, end-of-summer/back-to-school and the holiday season. The City coordinates an advertising campaign and posts shopping information on the Shop Oakland website.

Oakland Unwrapped

Oakland Unwrapped is an e-commerce site intended to support Oakland's small businesses and artists. The website boosts market exposure of local businesses with periodic profiles of retailers and an easy to use, online shopping and gift registry. Add your business to the registry and your opinion on how the site can be made even better. Oakland Unwrapped also sponsors the Oakland Indie Awards which celebrate leaders and innovators in the Oakland business community.

Additional Information Sources

Major developments

Find out about upcoming or recent major City development projects.

City properties available for sale or lease

Find out about City-owned property available for sale or lease.

Property and Demographics Research

Visit www.oaklandexplorer.com for an online search of available and potential development sites, commercial parcel information such as size and ownership, and demographic profiles of surrounding neighborhoods.

Location Assistance

City staff can generate customized reports for clients using a commercial database with the latest information on properties available for lease and sale. Researchers verify data from brokers and property owners.

Merchant Watch

Merchant Watch is a crime prevention program which enlists the active participation of merchants in cooperation with law enforcement to reduce crime in business corridors.

Oakland Public Library

Science, Business, Social Services Department

Security Surveys

A security survey of your business is provided free of charge by the Oakland Police Department.

Site Cleanup/Brownfields

If your business site is environmentally contaminated, you may qualify for loan funds for site assessment or cleanup.

East Bay Economic Development Alliance for Business (EDAB)

EDAB enhances the competitive economic position of the County by focusing on business investment and retention, regulatory coordination, networking, science and technology.

Association of Bay Area Governments (ABAG)

ABAG is a regional planning agency working in areas such as land use, housing, environmental quality and economic development.

Bay Area Council

The Bay Area Council mobilizes business leadership on the key issues that affect the business climate and quality of life in the region.

OMLF

510.663.0653, www.omlf.org
info@omlf.org

Marketing

Public Information Officer
510.238.2107, www.shopoakland.com
hhamilton@oaklandnet.com

Oakland Unwrapped

510.663.2253, info@oaklandunwrapped.org
www.oaklandunwrapped.org

[www.oaklandnet.com/government/ceda/
revised/planningzoning/MajorProjectsSection](http://www.oaklandnet.com/government/ceda/revised/planningzoning/MajorProjectsSection)
Real Estate Services, 510.238.3541

www.oaklandexplorer.com

Location Assistance

510.238.3627

Merchant Watch

510.238.6200, esimlin@oaklandnet.com

Oakland Public Library

510.238.3138, rparks@oaklandlibrary.org

Security Surveys

510.238.6200, esimlin@oaklandnet.com

Brownfield Program

510.238.3741, mprado@oaklandnet.com
www.oaklandpw.com/ulrprogram

EDAB

510.272.3885, www.edab.org

ABAG

510.464.7900, www.abag.org

Bay Area Council

415.981.6600, www.bayareacouncil.org

What Oakland Offers: Resources For Doing Business In Oakland

Additional Information Sources (continued)

Bay Area Council Economic Institute

The Institute fosters an outstanding environment in the region for a competitive economy to thrive and enhances the overall quality of life in the nine-county Bay Area.

Bay Area Council Economic Institute

415.981.7117, www.bayeconfor.org

Additional sources of site listings

www.loopnet.com	www.craigslist.org
www.cityfeet.com	www.terrnomics.com
www.metrovationbrokerage.com/retail.html	www.naibtcommercial.com
www.ritchiecommercial.com	www.grubb-ellis.com
www.colliers.com	www.tricommercial.com
www.lcbassociates.com	www.lohrealty.com
www.rofo.com	www.frannet.com

Zoning Information

Zoning and permitted uses

Find out a property's zoning and permitted uses. Check online, or call and leave a message stating the site address, proposed use and ask the planner if the use is permitted outright, conditionally permitted (major or minor Conditional Use Permit) or not permitted at all.

Pre-application consultation

Make sure you comply with codes and standards before you submit your formal zoning permit application. Check your plans with City Staff in a pre-application conference. Staff will also identify non-planning issues and advise you of appropriate applications and fees.

Basic Application Form

This application form is required for all planning & zoning permits except for pre-applications and Creek Protection permits described below.

Zoning Division

510.238.3911 ext. 2

www.oaklandnet.com/government/ceda/revised/planning.html for more info and to obtain electronic copies of application forms.

510.238.3911

www.oaklandnet.com/government/ceda/revised/planningzoning/ZoningSection/Zoning-PermitApps.html

Licenses and Permits

CalGold

Find out which licenses and permits you'll need – local, state, federal – for almost any kind of business operation.

www.calgold.ca.gov

Business Tax registration

All businesses, consultants, contractors, home-based businesses and owners of rental property are required to register their business with the City of Oakland.

Business Tax Division

510.238.3704, www.oaklandnet.com/oaklandbusinesstax@oaklandnet.com

Building Permit issues

Call to check on building related permitting issues.

Building Services

510.238.3891 or 510.238.6315

Cabaret permit

Obtain a cabaret permit for any business which provides live entertainment. If you want to have a cabaret component to your business located in downtown (Water Street to Grand Avenue, Jefferson to Webster) you must be more than 300 feet from other alcohol-selling businesses, churches, schools, parks or other sensitive uses.

Cabaret License

510.238.2257, bkilley@oaklandnet.com

Liquor license

Obtain a liquor license from the California Department of Alcoholic Beverage Control for a business selling alcohol. City approval may be also required.

Alcoholic Beverage Control

510.622.4970, OAK.Direct@abc.ca.gov
www.abc.ca.gov

To open an alcohol-selling business in Oakland, you will need a major conditional use permit (CUP) anywhere in the City for any new alcohol-selling operation – unless an existing CUP is associated with the property or the new venture is a full-service restaurant or a grocery over 25,000 square feet. (A full-service restaurant has at least 60 percent of its sales from food.)

A major CUP involves receiving Planning Commission approval, takes several months and typically costs more than \$1,500.

City of Oakland Alcohol Program

510.238.2235, smiller@oaklandnet.com

What Oakland Offers: Resources For Doing Business In Oakland

Liquor license (continued)

A major CUP may also be required if there is a change in the type of alcohol license or if a particular zoning area requires a CUP for food uses.

You must purchase an existing Oakland ABC license – either from the operator of the existing establishment you are taking over (preferred) or from the state (keep in mind that the state limits licenses based on Census tract density). You can also transfer a license from outside of Oakland if you secure a major CUP or a variance.

No new alcohol-selling businesses can be located within a thousand feet of other alcohol-selling businesses, churches, schools, parks or other sensitive uses, unless the business gets a major CUP.

Environmental Health permits

The food safety program monitors all retail food facilities in the county including restaurants, markets, bakeries, liquor stores, bars, certified farmers' market, food service at fairs and festivals, catering trucks, hot dog carts, ice cream trucks, produce vehicles, and food vending machines.

Call the County's economic development contact for help with the Environmental Health permitting process.

Green Resources for Your Business

Sustainable Business Tools

Make your bottom line greener! By improving the environmental efficiency of your business – including energy, water, and materials conservation – you often cut costs, lower your impact on the planet, and even enhance your employees' morale by “doing the right thing.” Call to find out about low cost or even free resources and services.



*Mannequin
Madness Founder
and CEO Judi
Henderson-
Townsend with
one of the
mannequins she's
keeping in the
economy and out
of the landfill.*

Alameda County Green Business Program

The Alameda County Green Business Program (GBP) assists small- and medium-sized businesses that want to demonstrate their commitment to the environment and community. To earn the logo, businesses must comply with environmental laws and regulations, conserve resources and use environmentally-sound business practices to prevent pollution. The GBP provides free technical assistance and support; certification candidates are inspected by assessment teams drawn from environmental regulatory and conservation programs.

East Bay Energy Watch (EBEW)

PG&E, the cities of Oakland and Berkeley; the counties of Alameda and Contra Costa are working together on the East Bay Energy Watch (EBEW). EBEW promotes reduced energy use and energy savings targets by providing energy efficiency information and direct installation of energy-efficient equipment to eligible PG&E customers including lighting, refrigeration, building heating and cooling and other energy systems used by businesses.

Alameda County Environmental Health

510.567.6700

www.acgov.org/aceh/food/index.htm

East Bay Economic Development Alliance

510.272.3889, www.eastbayeda.org

Green Business Projects

Steve Lautze

510.238.4973, slautze@oaklandnet.com

Alameda County Green Business Program

510.567.6770, www.greenbiz.ca.gov
pamela.evans@acgov.org

East Bay Energy Watch (EBEW)

800.743.5000,

www.eastbayenergywatch.com

What Oakland Offers: Resources For Doing Business In Oakland Historic Preservation Incentives

Federal Rehabilitation Tax Credit (RTC)

The RTC encourages the preservation and reuse of the nation's built environment by offering federal tax credits to the owners of historic properties. Certified historic structures are eligible for a credit equal to 20 percent of the cost of rehabilitation. Properties built before 1936 which are ineligible for individual listing on the National Register of Historic Places or inclusion in a certified historic district are eligible for a credit equal to 10 percent of the cost of rehabilitation.

Property Tax Abatement

To help rehabilitate and maintain qualified historic structures, the Mills Act program allows for the voluntary creation of a contract between a private property owner and the city or county to provide a reduction in property taxes. The property owner signs a 10-year contract to maintain and, if necessary, rehabilitate the structure.

Commercial District Support

Business Improvement Districts

Business Improvement Districts (BIDs) are established by public-private partnerships in which property and business owners work collaboratively to maintain, develop and promote their commercial district. Oakland currently has nine BIDs: Laurel, Montclair, Fruitvale, Temescal, Lakeshore, Rockridge, Koreatown/Northgate, Downtown Oakland and Lake Merritt/Uptown.

Neighborhood Services

Neighborhood Services is the focal point for engaging and supporting neighborhoods in community policing and the delivery of city services at the neighborhood level.

Oakland Merchants Leadership Forum (OMLF)

OMLF represents merchant associations throughout the City and offers organizational assistance to merchant groups.

Doing Business with the City of Oakland

Local Business Enterprise (LBE)/Small Local Business Enterprise (SLBE) Registration

Certification as a local, small local, or local not-for-profit business enterprise affords your business compliance with the City's contracting policies. The City of Oakland's contracting policy states that there will be a 20% minimum participation requirement for all construction contracts over \$100,000 and all professional services contracts over \$50,000. All construction contracts below \$100,000 and all professional services contracts below \$50,000 must include outreach to certified local firms such that a minimum of three local firms are included in the solicitation. To register your business, update your information, identify certified firms and find City contracting opportunities, visit the CCES website.

Selling Products/Services to the City of Oakland

The City of Oakland encourages vendors to bid on the City's requirements for supplies, commodities and services; and labor and material contracts for modifications and minor construction. To receive bid opportunities, you must complete a Vendor Registration Application. Vendors are also encouraged to register as a Local/Small Local Business Enterprise.

National Trust for Historic Preservation

800.944.6847

www.nationaltrust.org/community_partners/taxcreditguide/index.html

Office of Historic Preservation

916.653.6624

www.ohp.parks.ca.gov/pages/1074/files/state.pdf

Business Improvement Districts

510.238.6176, mrocha@oaklandnet.com

Neighborhood Services

510.238.6372

OMLF

510.663.0653, www.omlf.org
info@omlf.org

Contract Compliance and Employment Services

510.238.3970

<http://cces.oaklandnet.com/cceshome/cces@oaklandnet.com>

Purchasing Division

510.238.7566

www.oaklandnet.com/government/fwawebsite/accounting/purchasing/vendor_a.html

What Oakland Offers: Resources For Doing Business In Oakland

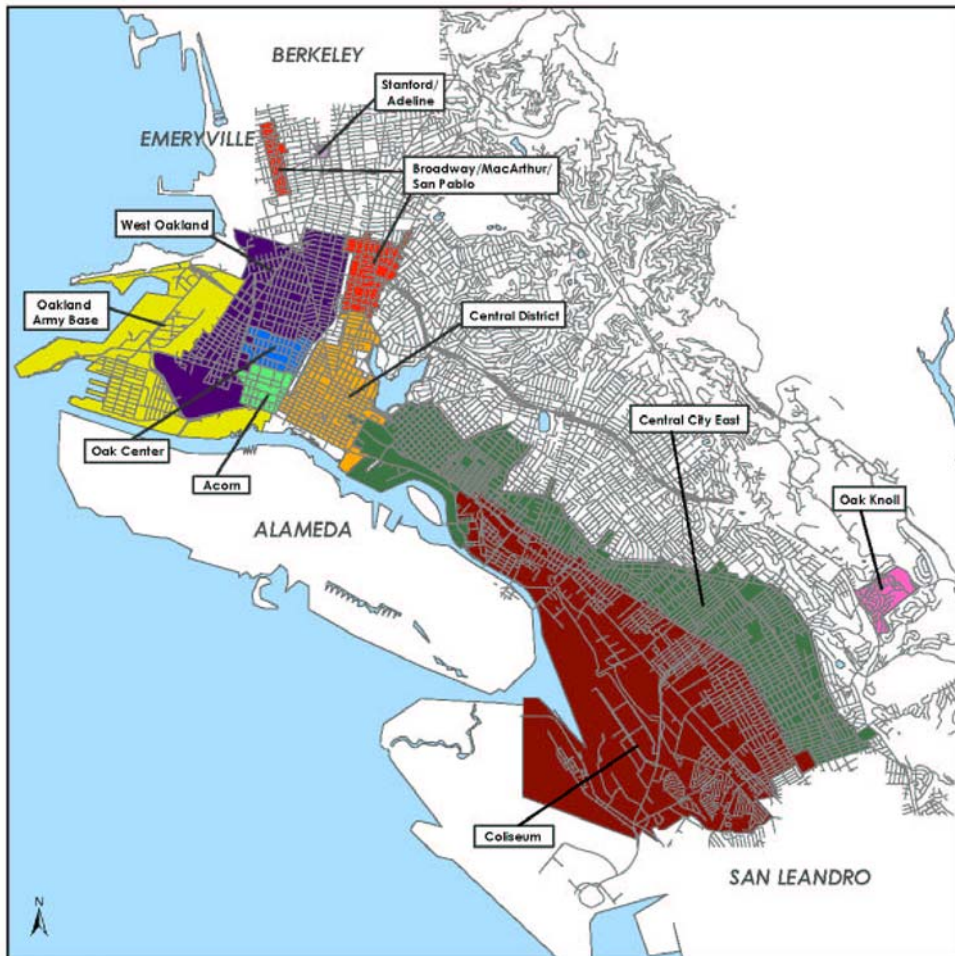
Redevelopment Areas

Oakland's ten redevelopment areas, which encompass downtown and the industrial belt, include two of the largest redevelopment areas in California. Projects in these redevelopment areas can take advantage of tax increment financing and other special powers delegated to the Oakland Redevelopment Agency.

Redevelopment

510.238.3015,

www.Business2Oakland.com/Redevelopment



What Oakland Offers: Resources For Doing Business In Oakland

Opportunities

To stay informed of the latest economic development news in Oakland, subscribe to *Opportunities* – an electronic publication of the City of Oakland's Economic Development Division – by visiting www.business2oakland.com/main/subscribe.htm.

To view previous issues of *Opportunities*, visit www.business2oakland.com/main/news.htm.

Got Questions?

Oakland Business Assistance Center

510.238.7952, 1-877-2-OAKLAND, OaklandBAC@oaklandnet.com
www.OaklandBAC.com,

Economic Development Division

510.238.3672, mmiller@oaklandnet.com, www.Business2Oakland.com