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culture | community | achieve

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A Quick Guide to Doing Business in Oakland

Rated by *Forbes* as the 8th best city for business in the U.S., Oakland offers a strategic Bay Area location, a diverse population, and a highly skilled labor force. The city's exceptional transportation networks, affordability relative to other Bay Area cities, and high quality of life make Oakland an attractive place to live, work, and recreate.

1

Evaluate your Needs and Determine Your Location

Business Development Office

Community and Economic Development Agency
City of Oakland, 250 Frank H. Ogawa Plaza, Suite 3315
510.238.3627 or 1.877.2OAKLAND

www.business2oakland.com

Our Business Development team can assist in establishing, locating, expanding, or growing your business. The team maintains a roster of space currently available for lease or purchase and can help identify the ideal location for your business. The team can also provide information on Oakland's Business Tax Incentive Program (BTIP), financial structuring, tax incentives, brownfields property reutilization programs, business loans, and workforce recruitment. Businesses that locate in Oakland's Enterprise Zone may be eligible for numerous hiring and equipment tax credits. See Step 10.

2

Create A Business Plan

A good business plan is the key to a successful business. The City of Oakland and its private industry partners offer a range of services and resources to help you create your business plan.

One Stop Capital Shop (OSCS)

OSCS provides information, referrals, and workshops including several on business plan development.
510.238.3703 ***www.oakland1stop.org***

SBA Business Information Center

In addition to one-on-one counseling, the Center has a multimedia library for research and preparation of a workable business plan.
510.273.6000 ***www.sba.gov***

East Bay Small Business Development Center

(EBSBDC) and Center for International Trade Development

Business consulting and business plan development assistance is offered by experts in business management and international trade.

510.893.4114 <http://eastbay.citd.org>

Service Corps of Retired Executives (SCORE)

SCORE provides training, mentoring and free counseling services to small business owners and entrepreneurs.

510.273.6611 www.eastbayscore.org

Women's Initiative (WI)

The WI offers entrepreneurial training, business counseling, and business support services to low and very low income women.

510.451.3415 or 415.247.9473 www.womensinitiative.org

Check Zoning Regulations

Zoning

Community and Economic Development Agency
City of Oakland, 250 Frank H. Ogawa Plaza, Suite 2114
510.238.3911 www.oaklandnet.com

The Zoning Section provides day-to-day counter and non-counter customer service to answer zoning questions; receives, processes and reviews various zoning permit applications; and processes environmental review documents. Please consult the City of Oakland's General Plan and the Zoning Code for relevant guidelines and requirements.

You may obtain your property's zoning information from the Zoning Code by calling Zoning or by visiting the Zoning Permit Counter.

4

Decide on a Business Structure

If you will be establishing a corporation, S corporation, partnership, or limited liability company, you must register with the Secretary of State.

916.657.5448 www.ss.ca.gov/business/business.htm

5

Register a Fictitious Name

If you intend to name your firm anything other than your own name, you must file a Fictitious Business Name Statement.

Alameda County Clerk

1106 Madison Street, Room 136

510.272.6363

www.co.alameda.ca.us/auditor/reclerk.shtml#16

6

Get a Business License

Business Tax Section

Financial Services Agency, City of Oakland
250 Frank H. Ogawa Plaza, Suite 1320
510.238.3704 www.oaklandnet.com

To conduct any business in Oakland you must first obtain a Business Tax Certificate and pay an annual business tax. The term business includes all commercial and residential rental activities, including single family residences that are rented. For more information, call or visit the Business Tax Section.

Certain types of businesses may require inspections by the Health Department, Police Department, or Fire Prevention & Inspection Department.

7

Obtain Important Permits

To determine what regional, state, and federal licenses and permits your business may need.
916.322.7394 www.calgold.ca.gov

Wholesale and Retail Businesses:

Apply for a Seller's Permit from the California State Board of Equalization
510.622.4100 www.boe.ca.gov

Restaurants and Food Vendors:

A health inspection is required by the Alameda County Environmental Health Services
510.567.6700
www.co.alameda.ca.us/health/environmental/envIRON.shtml#1

Restaurants Serving Alcohol and Liquor Stores:

A Liquor License is required.

California Department of Alcoholic Beverage Control

510.622.4970 www.abc.ca.gov

Some Types of Businesses:

A permit from the Bay Area Air Quality

Management District may be required.

415.749.4990 www.baaqmd.gov/permit/permits.htm

An inspection by the Oakland Fire Department
may be required.

Fire Prevention Bureau

City of Oakland

510.238.3851



If you will have employees, obtain your Employer Identification Numbers

Federal Taxpayer Identification Number

Internal Revenue Service

800.829.1040 www.irs.gov

State Employer Identification Number

Employment Tax Office

916.654.7041 www.edd.cahwnet.gov/taxreg.htm

9

Open A Checking Account for Your Business

Separate business and personal accounting is essential when you file your tax return. Contact the financial institution of your choice directly.

10

Recruit and Train Employees

Through the Oakland Workforce Investment Board's direct service providers, such as the One-Stop Career Centers, employers are offered a job posting service; candidate recruitment, screening, and referral; testing and interviewing facilities; subsidized customized employer-based training; and tax credit assistance.

510.768.4462 or 1.888.411.HIRE www.oaklandwib.org

additional resources to help
your business **grow**
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Bay Area World Trade Center

Export and import assistance for small
and medium-sized businesses.

530 Water Street, Suite 740

510.251.5900 www.bawtc.com

Oakland Convention & Visitors Bureau

The OCVB markets Oakland as a convention
and leisure travel destination.

475 14th Street, Suite 120

510.839.9000 www.oaklandcvb.com

Oakland Merchants Leadership Forum

A forum for the leaders of Oakland's
merchants and professional associations.

510.865.1030

Oakland Metropolitan Chamber of

Commerce Membership organization
that promotes commerce and industry.

475 14th Street

510.874.4800 www.oaklandchamber.com

Oaklanders Assistance Center

1 Frank H. Ogawa Plaza

Information and referral center as well as
ombudsman for City of Oakland government.

510.444.CITY (2489) www.oaklandnet.com