

How to Do Business In Mendocino County

A RESOURCE GUIDE

This guide was prepared by:



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Table of Contents

Introduction	3
Getting Started	
1. Check List	4
2. How to Succeed in Small Business	5
3. Business Plan Outline	6
Legal Requirements and Bureaucracies	
4. Legal Structures	8
5. Fictitious Business Name Statement	11
6. Licenses, Permits, and Regulations	14
7. Taxes	19
8. Building Issues and Zoning Clearance	23
9. Compliance, Licensing, and Permits	29
10. Certification	31
11. Patents, Trademarks, and Copyrights	32
Small Business Development Assistance	34
About EDFC	35

Introduction

Having your own business can be the fulfillment of a lifetime dream. It can also be confusing, intimidating, and frustrating. There are many things to think about: regulations, financing, taxes, permits, and more.

This directory is designed as a resource to provide you with a clear, informational path to help you move through the steps necessary to establish, expand, or locate your business in Mendocino County.

Entrepreneurs need to evaluate start-up costs, markets, distribution strategies, and financing options. They must navigate complicated legal requirements and bureaucracies. The good news is that entrepreneurs *don't* need to be experts on every aspect of business operation. They do, however, need to know how to find the answers.

That's why we, and many of the organizations we share with you in this guide, exist – to support you! There is enough information within these pages to gain access to the organizations, agencies, books, and other resources that can respond to most business questions and provide much needed guidance.

You should NOT rely on this information provided herein as a substitute for, nor does it replace, professional legal, financial, or regulatory advice. All content provided within this guide is for informational purposes only. Economic Development and Financing Corporation (EDFC) makes no representations as to the accuracy or completeness of any information in this guide, or any information found by following a link in this guide. EDFC will not be held liable for any errors or omissions in the information; nor any losses, injuries, or damages from the display or use of this information. The use of any information provided in this guide is solely at your own risk.

1. Check List

- ☐ Develop a Business Plan
- ☐ Consult with necessary professionals
- ☐ Obtain necessary insurance coverage
- ☐ Decide on a legal structure
- ☐ File a Fictitious Business Name Statement, if applicable, with the County Clerk and a local newspaper
- ☐ File an affidavit of publications within 30 days of the final newspaper ad with the County Clerk
- ☐ Obtain business license from the appropriate City Hall or County Office
- ☐ Obtain other necessary permits or license from city, state and federal governments. Check the zoning laws and land use ordinances that may apply
- ☐ Apply for a State Employer Tax Identification Number
- ☐ Apply for a Federal Identification Number

Note that these are not all of the requirements necessary to start your business, and that depending on your business, some of these steps may be unnecessary.

2. How to Succeed in a Small Business

Starting a business means taking risks. Not all business ventures succeed, but there are things you can do to minimize your risks.

To ensure that your business starts off on the right foot, it's important to plan ahead. Here are some of the things you'll want to know before you make a business outline:

- Make sufficient assessment of professional and personal skills. Brainstorm ways you can fill in the gaps: perhaps there are classes and workshops you can take, or maybe it would be best to bring someone on team who has specific skills.
- Get your business plan on paper; it's certainly work, but it pays off!
- Have adequate funding: different funding sources have different long-term costs associated with them. Talk to your bank, credit union, or a community organization like Economic Development & Financing Corporation to learn what funding sources will benefit your business the most in the long run.
- Keep complete records
- Develop a marketing strategy
- Select an appropriate location
- Implement good management practices
- Hire the right people
- Focus on superior customer service

3. Business Plan Outline

I. Statement of Purpose/Mission Statement

II. Management

A. EXECUTIVE SUMMARY

- Goals and objectives
- Strengths in product and service
- Owners and key employees

B. ORGANIZATIONAL STRUCTURE

- History of business
- Legal structure
- Personnel/organization chart
- Policies and procedures
- Insurance

C. PRODUCTS AND SERVICES

- Production information
- Unique selling features
- Inventory
- Materials, suppliers/equipment
- Packaging and distribution
- Location information

III. Marketing

A. PRICING

- Variable cost per unit
- Break-even analysis
- Competition's pricing

B. MARKETS

- Description of target markets (segment your customers)
- Description of industry trends

3. Business Plan Outline (continued)

III. Marketing (continued)

C. MARKET POSITION

- Differentiation
- Competition
- Image statement

CI. MARKET STRATEGIES

- Goals
- Budget
- Vehicles
- Calendar

IV. Financial

A. START-UP COSTS

- Explanation of costs

B. RECORD KEEPING

- Cash management
- Generally accepted accounting principles
- Advisors

C. FINANCIAL PROJECTIONS

- 3-Years of Financial Projections

V. Attachments

A . RESUMES

B. SUPPORTING DOCUMENTS

- Lease information
- Tax documents
- Relevant contacts

C. REFERENCE LETTERS

D. AWARDS, ETC...

4. Legal Structures

After deciding to establish a business, you must choose the type of legal structure best for your business. Most small businesses start out as either a sole proprietorship or a partnership, but many eventually explore the transition to becoming a corporation. Contact an attorney and/or accountant to learn the advantages and legal requirements of each to decide which is best for you.

Sole Proprietorship:

This is the simplest and least regulated form of organization with minimal legal start-up costs. One person owns and operates the business and is responsible for procuring financing. The sole proprietor has total control, pays all expenses and taxes, and receives all profits and business income. All profits of the business are taxed as personal income. The major disadvantages include: unlimited personal liability of the owner for all claims, taxes, and debts against the business; and potential dissolution of the business upon the owner's death.

Partnership:

A partnership is relatively easy to form and can provide additional financial and managerial resources. Each partner is an “agent” for the partnership and can individually hire employees, borrow money, and operate the business. Profits are taxed as personal income and the partners (who act as co-owners) are still personally liable for debts and taxes. Personal assets can be attached and liquidated if the partnership itself cannot satisfy creditor's claims. When entering into any partnership, a written agreement is essential.

Limited Partnership:

A special arrangement called a “limited partnership” allows partners to avoid personal asset liability. The IRS has special

4. Legal Structures (continued)

income tax rules for limited partnerships and they must be registered with the offices of the County Clerk and the Secretary of State. Limited partnerships must also pay a franchise fee. Again, a written agreement between partners describing internal agreements is critical.

Limited Liability Company (LLC):

A limited Liability Company (LLC) is a business entity composed of one or more “members” which provides the owner(s) protection of personal assets while allowing the owner(s) to be taxed as if they were either partners (two or more members) or a sole proprietorship (one member). Members invest in an LLC in exchange for a percentage ownership interest in the business and decide what share of the LLC profits and losses each member will receive (which can be different than the investment percentage). To form an LLC, Articles of Organization need to be filed with the Secretary of State. Your company’s name will have to include the words “Limited Liability Company” or “LLC.” Anyone forming an LLC should prepare an operating agreement, similar to the by-laws of a corporation, which spells out the internal arrangements among the LLC members.

Corporation:

The most complex business organization, the corporation, acts as a legal entity which exists separately from its owners. While limiting the owners from personal liability, this format creates a “double taxation” on earnings (the owners pay both corporate tax and personal tax). Corporate structure may be advantageous because it allows capital to be raised more easily through the sale of stocks and bonds and can continue to function as a business even without key individuals. It also enables employees to participate in various types of insurance and profit-sharing plans. Corporations must be registered with the Secretary of State and there are considerable costs associated with creating a corporation.

4. Legal Structures (continued)

COURTS

MENDOCINO COUNTY SUPERIOR COURTS

Mendocino County Superior Court Clerk

100 N. State St.
Ukiah, CA 95482
(707) 468-2000

AREA BRANCH

Ten Mile Justice Court

700 S. Franklin St.
Fort Bragg, CA 95437
(707) 964-3192

MENDOCINO COUNTY DISTRICT ATTORNEY

Ukiah Courthouse

100 N. State St.
Room G-10
Ukiah, CA 95482
(707) 463-4211

Fort Bragg

700 S. Franklin St.
Fort Bragg, CA 95437
(707) 964-5624

5. Fictitious Business Name Statement

A Fictitious Business Name Statement must be filed if the business name chosen is different from the proprietor's legal name. For example, if the proprietor's legal name is Irma Calderon, and she has chosen a name that includes her last name (such as "Irma Calderon's Auto Repair"), then a fictitious business name statement is not required.

In general, if a business name does not have the last name of all the owners, differs from the incorporation documents, or implies greater ownership, a Fictitious Business Name Statement is involved. Adding words such as "and company," "son/daughter," and "associates" implies greater ownership and is treated as an assumed name. These naming conventions thereby require a Fictitious Business Name Statement.

If a Fictitious Business Name Statement is required, the following actions should be taken:

- Check with the County Clerk to do a fictitious business name search to be sure no one in the county already has that name. You should also check with the office of the California Secretary of State to check that no corporations use the name as well.
- Publish the Fictitious Business Name Statement in a newspaper of general circulation in the county where the principal place of business is located. The statement must run once a week for four successive weeks.
- File an affidavit of publication with the County Clerk within 30 days of the final publication. Affidavit forms are available from the County Clerk's office. The unincorporated cities in Mendocino County do not maintain separate departments; all filings are done through the county. In the Fort Bragg/Mendocino area, you can pick up the county's filing form at the Fort Bragg Advocate's office.

5. Fictitious Business Name Statement (continued)

COUNTY CLERK'S OFFICE

501 Low Gap Rd., Room 1020

Ukiah, CA 95482

(707) 234-6822

<https://www.mendocinocounty.org/government/assessor-county-clerk-recorder-elections/county-clerk/fictitious-business-names>

MENDOCINO COUNTY NEWSPAPERS

Anderson Valley Advertiser

P.O. Box 459

Boonville, CA 95415

(707) 895-3016

Fax: (707) 895-3355

editor@theava.com

Fort Bragg Advocate News & Mendocino Beacon

690 S. Main St.

Fort Bragg, CA 95437

(707) 964-5642

Fax: (707) 964-0402

classads@advocate-news.com

Independent Coast Observer

P.O. Box 1200

Gualala, CA 95445

(707) 884-3501

Fax: (707) 1710

<http://www.mendonoma.com/contactLoad.html>

5. Fictitious Business Name Statement (continued)

Mendocino County Observer

50 Ramsey Rd.
Laytonville, CA 95454
(707) 984-6223
observer@pacific.net

Ukiah Daily Journal

617 S. State St.
Ukiah, CA 95482
(707) 468-3500
Fax: (707) 468-5780
Sfullbright@ukiahdj.com

Willits News

P.O. Box 628
Willits, CA 95490
(707) 459-4643
From Ukiah: (707) 4688-9246
legals@willitsnews.com

6. Licenses, Permits & Regulations

Virtually all businesses are required to comply with some type of licensing and permits. This discussion of licenses, permits, and other related regulations should clarify most business regulatory obligations that you will encounter in Mendocino County. Contact numbers and websites (where available) are included so that you can get any other information you need.

State of California

While you may be interested in locating or expanding your business in Mendocino County, the State of California has several business overlay requirements that should be reviewed to ensure that your enterprise is in compliance with both state and local regulations. The state does require and issue licenses for various professions and services.

<http://www.sos.ca.gov/business-programs/business-entities/>

California Secretary of State Corporation Filing Division and Business Programs Division

1500 11th St., 3rd Floor Sacramento, CA 95814
(916) 653-6814

Mendocino County & Incorporated Cities

COUNTY BUSINESS LICENSE

In order to operate a business within Mendocino County, whether it is from a store, office, factory, a vehicle, or your home, you must have a valid business license. For businesses in the unincorporated areas of the County, you must obtain approval from the County Department of Planning & Building Services. Upon approval, the license is issued by the County Treasurer/Tax Collector's Office. A one-time application fee of \$130 is required. License fees are \$40 annually. Veterans with an Honorable Discharge from Military Service (DD214) are not required to pay a license fee unless they are selling alcohol.

County Department of Building & Planning Services (Inland areas of the county)

806 N. Bush St.
Ukiah, CA 95482
(707) 234-6650

6. Licenses, Permits & Regulations (continued)

County Department of Building & Planning Services (Coastal areas of the county)

120 W. Fir St.
Fort Bragg, CA 95437
(707) 964-5379

For Mendocino County forms and instructions visit:

<https://www.mendocinocounty.org/services/permits-and-licenses>

INCORPORATED CITIES - BUSINESS LICENSES

Each of Mendocino County's four incorporated cities require business licenses. Each city functions independently and may change the fees and requirements listed below at any time.

City of Ukiah

The City of Ukiah bases business license fees on estimated gross receipts or contract amounts. For new businesses, license fees are based on actual gross receipts. Ukiah also charges an application fee of \$10, or \$40 for an application requiring a field inspection.

<https://www.cityofukiah.com/businesses/business-licenses/>

Ukiah City Hall

300 Seminary Ave.
Ukiah, CA 95482
(707) 463-6200

City of Fort Bragg

Business license fees vary depending on the type of business operation.

City Hall — Finance Department

416 N. Franklin St.
Fort Bragg, CA 95437
(707) 961-2825

6. Licenses, Permits & Regulations (continued)

For Fort Bragg permitting instructions:

<https://city.fortbragg.com/160/Permits-Applications-Informational-Broch>

For an application that includes the fee schedule:

<https://city.fortbragg.com/DocumentCenter/View/6941/Application-for-Business-License-Updated-02-28-2018-PDF>

City of Point Arena

The City of Point Arena has a business license fee schedule that varies by the type of business. For additional information:

City of Point Arena

P.O. Box 67
451 School St.
Point Arena, CA 95468
(707) 882-2122

City of Willits

The City of Willits bases business license fees on quarterly receipts. Willits charges a one-time application fee of \$21 for the licenses. For additional information contact:

Willits City Office

111 E. Commercial St.
Willits, CA 95490
(707) 459-4601

Sole Proprietorships and General Partnerships do not require licenses from the state. However, Limited Partnerships and Limited Liability Companies do have to register with the Secretary of State and follow regulations pertaining to their respective business structure. All Corporations within the state are required to register with the Secretary of State and file their Articles of Incorporation in order to be granted a charter to do business in California. To contact the Secretary of State, see page 14.

6. Licenses, Permits & Regulations (continued)

EMPLOYER IDENTIFICATION NUMBER (EIN OR SSN)

Employers with employees, business partnerships, and corporations must obtain an Employer Identification Number from the I.R.S. Businesses can obtain appropriate Federal Income Tax forms from this location:

Internal Revenue Service

4330 Watt Ave.
Sacramento, CA 95814
(800) 829-3676

Download the application for an Employer Identification Number (PDF file, requires Adobe Acrobat Reader):

www.irs.gov/pub/irs-pdf/fss4.pdf

SELLER'S PERMIT (RETAIL SALES PERMIT OR RETAIL NUMBER)

If, in doing business, you intend to sell or lease tangible personal property that would ordinarily be subject to sales tax if sold at retail (this includes wholesalers, manufacturers and retailers), you must apply to the State Board of Equalization for a Seller's Permit. Many businesses or services which would not necessarily be thought of as taxable, really are. To make certain that you are meeting the state's requirements, contact the Board of Equalization. A security deposit may be required:

www.boe.ca.gov/sutax/faqseller.htm

Board of Equalization — District Office

P.O. Box 730
50 D St.
Room 230
Santa Rosa, CA 95404
(707) 576-2100

6. Licenses, Permits & Regulations (continued)

REGISTRATION FORM FOR EMPLOYERS

If you operate a business, employ one or more employees, and pay wages in excess of \$100 in a calendar quarter, you must register as an employer with the Employment Development Department (EDD). If you are a household employer of one or more household workers, and pay cash wages of \$750 or more in a calendar quarter, you must register with the EDD.

To register online:

[www.edd.ca.gov/Payroll_Taxes/
Am_I_Required_to_Register_as_an_Employer.htm](http://www.edd.ca.gov/Payroll_Taxes/Am_I_Required_to_Register_as_an_Employer.htm)

Employment Development Department Local Office - Mendocino Works

2550 N. State St.
Unit 2
Ukiah, CA 95482
(707) 467-5900

7. Taxes

MENDOCINO COUNTY TAXES

Virtually all businesses must pay some sort of county tax. However, the types of taxes your business must pay relate to the type of business, where it is located, and the business' operating schedule. Businesses with tangible property exceeding \$30,000 must file a property statement. Businesses having tangible property under \$30,000 do not need to file a property statement unless requested to do so by the County Assessor's Office. A penalty fee over and above the past due taxes may be assessed if a business is negligent in this regard.

County Assessor's Office

501 Low Gap Rd., Room 1020
Ukiah, CA 95482
(707) 234-6800

For information and forms:

<https://www.mendocinocounty.org/government/assessor-county-clerk-recorder-elections/assessor-services-forms>

STATE OF CALIFORNIA TAXES

Sales Tax

If you sell a product, you must pay sales tax. You do not have to pay a tax on services. There are regulations that govern certain types of businesses that are less "clear cut." For example; tailors offer both a service and a product. At a certain point, they must charge tax on the labor. If you are in doubt as to whether your business falls under these types of regulations, call the State Board of Equalization and inquire.

Use Tax

Use Tax is due when you purchase products from a seller outside of California who does not pay California sales tax.

For information and to file a return:

<https://www.cdtfa.ca.gov/taxes-and-fees/use-tax.htm>

7. Taxes (continued)

Board of Equalization

P.O. Box 94279
Sacramento, CA 94279
(800) 400-7115
www.boe.ca.gov/

Board of Equalization - District Office:

P.O. Box 730
50 DSt.
Room 230
Santa Rosa, CA 95404
(707) 576-2100
Fax: (707) 576-2113

State Payroll Taxes

The Employment Development Department (EDD) administers California's payroll taxes. This includes Unemployment Insurance, Employment Training Tax, State Disability Insurance (including Paid Family Leave), and California Personal Income Tax Withholding. Employers conducting business in California are required to register with, file reports, and pay taxes to the EDD.

For basic information, visit:

[https://www.edd.ca.gov/payroll_taxes/
Tax_Practitioners.html](https://www.edd.ca.gov/payroll_taxes/Tax_Practitioners.html)

Business Income Tax

The Franchise Tax Board collects and processes individual business' state income tax.

Franchise Tax Board

3321 Power Inn Rd.
Sacramento, CA 94257
(800) 338-0505

For information and filing:

[https://www.ftb.ca.gov/businesses/index.shtml?
WT.mc_id=Glob-al_Businesses_Tab](https://www.ftb.ca.gov/businesses/index.shtml?WT.mc_id=Glob-al_Businesses_Tab)

7. Taxes (continued)

FEDERAL TAXES

Employer Identification Number (EIN or SSN)

Employers with employees, business partnerships and Corporations must obtain an Employer Identification Number from the Internal Revenue Service. Businesses can obtain appropriate Federal income tax forms from the IRS also.

Internal Revenue Service

4330 Watt Avenue
Sacramento, CA 95814
(800) 829-1040

Information, and to apply online for an EIN:

www.irs.gov/businesses/small-businesses-self-employed/how-to-apply-for-an-ein

Taxes Withheld from Employee Wages

Employers generally must withhold Federal income tax, Medicare and social security from employees' wages.

Employer's Taxes

Employers also pay matching amounts of Medicare and Social Security from their own funds, along with Federal Unemployment Tax.

Federal Employment Tax information and links:

www.irs.gov/businesses/small-businesses-self-employed/employment-tax-forms

RECORD KEEPING

Keeping accurate and up-to-date records is crucial for your business. Records are the most important management "tool" you possess. There are many different systems for record keeping. The most important thing is that you understand whatever system you decide to use. It is very

7. Taxes (continued)

helpful to consult an accountant or bookkeeper to help you find a system that is best for your needs. Be sure to open a business bank account and keep all your business transactions separate from your personal finances. Deposit all receipts promptly. Decide on who will sign checks. Pay all expenses by check. Open a tax account to keep tax collections (sales, Social Security, income) and estimates separate from sales revenues.

It's also important that you distinguish between income received from business transactions within and outside the city proper. Some cities levy a tax on income earned by businesses within the city only. If you are unable to show which receipts are for business in the city, you will be taxed on all the local receipts, which could be considerably higher. Cities can call for an audit at any time.

BUSINESS ASSISTANCE HOTLINES

State Consumer Insurance Hotline

(800) 927-4357

<http://www.insurance.ca.gov/01-consumers/101-help/>

U.S. SBA Small Business Answer Desk

(800)827-5722

www.sba.gov

U.S. Department of Commerce

(202)482-2000

www.commerce.gov

Small Business Ombudsman of the US Environmental Protection Agency

(202)566-2075

<https://www.epa.gov/resources-small-businesses>

8. Building Issues and Zoning Clearance

COUNTY ZONING

The Mendocino County General Plan and the respective city general plans have important information concerning current and future land use within specific areas. Such information is pertinent when assessing the feasibility of a given site for establishing or expanding business uses. Information on both county and city guidelines can be found at the Mendocino County Library in Ukiah [105 N. Main St., (707) 463-4490] and within the respective County and City Planning Departments.

Unincorporated Areas of Mendocino County

The County Department of Planning and Building Services presides over unincorporated areas of the County. For further information about Mendocino County Zoning and Land Use issues contact:

County Department of Planning & Building Services (Inland areas of the county)

860 N. Bush St.
Ukiah, CA 95482
(707) 234-6650
Fax: (707) 463-5709

County Department of Planning & Building Services (Coastal areas of the county)

120 W. Fir St.
Fort Bragg, CA 95437
(707) 964-5379
Fax (707) 961-2427

General Plan Amendment Application / Rezoning Application

If you are interested in amending the General Plan or desire a rezoning designation to address your business needs in the unincorporated area of the County, contact the County Department of Planning & Building Service cited above.

8. Building Issues and Zoning Clearance (continued)

It is important to note that the General Plan may be amended only four times per year by the Board of Supervisors, with the exception of the Coastal Element which may only be amended three times a year by the Board of Supervisors and the Coastal Commission.

ZONING CLASSIFICATIONS

Home Occupations

No formal use permits are required for Home Occupations, which are defined as business ventures that are an accessory use within an existing dwelling unit. Home occupations must be clearly incidental and secondary to the use of the dwelling for residential purposes. No person other than the residents on the premises can be employed in the home occupation. Contact the County Department of Planning & Building Services cited above for more information regarding this designation.

Cottage Industries Permit

Cottage Industries are commercial uses in conjunction with a dwelling which are more extensive than home occupations, but which, like home occupations, do not alter or disturb the residential or rural nature of the premises or its surroundings. Cottage Industries are permitted upon issuance of a Minor Use Permit. Contact the County Department of Planning & Building Services cited above for more information about this designation.

www.mendocinocounty.org/government/health-and-human-services-agency/envirnomenal-health-eh/consumer-protection

Administrative Permit of Temporary Use Application

Mendocino County requires that businesses and commercial events of a temporary nature obtain an Administrative Permit

8. Building Issues and Zoning Clearance (continued)

of Temporary Use. Such uses include: entertainment; temporary structures; temporary use of a trailer; and temporary off-site signs or billboards. Filing fees for an Administrative Permit Application are based upon processing time and requirements. Contact the County Department of Planning & Building Services cited above for more information about this designation.

Conditional Use Permit

The County's zoning ordinance specifies permitted locations of land uses with the County (residential, commercial, industrial, agricultural, etc.) A Use Permit is a special type of permit that allows for the organization and control of land uses to insure compatibility with desirable existing and future land uses in the area. Filing fees are based upon administrative costs associated with processing use permit applications. For additional information, contact the County Department of Planning & Building Services cited above.

Coastal Development Permit Application

A Coastal Development Permit (CDP) is required before undertaking any activity in the Coastal Zone that is defined as a development. To determine if you are in the Coastal Development Zone, contact the County Department of Planning & Building Services from the number cited below.

Some development activities in the Coastal Zone also require a Use Permit, Subdivision, Variance, or other permit from Mendocino County. When this is the case, your CDP application will be combined with the other application and they will be processed together. Filing fees are required and are determined on the basis of the scope and use of the proposed project.

8. Building Issues and Zoning Clearance (continued)

For additional information, contact:

**County Department of Planning & Building Services
(Inland areas of the county)**

860 N. Bush St.
Ukiah, CA 95482
(707) 234-6650
Fax: (707) 463-5709

**County Department of Planning & Building Services
(Coastal areas of the county)**

120 W. Fir St.
Fort Bragg, CA 95437
(707) 964-5379
Fax (707) 961-2427

BUILDING PERMITS, PLANS & INSPECTIONS

Generally, any new construction, or any addition, alteration or repair to an existing building requires a Building Permit.

County of Mendocino

The County of Mendocino utilizes a single-permit system per building; that is, one building permit application is filed for all work, whether it is a building, electrical, mechanical, or plumbing project. All building permits are viewed by the County Department of Planning & Building Services.

If your construction project requires any kind of Planning Division approval such as development review, or administrative or use permit, then you must submit the appropriate planning application prior to or concurrent with your application for a building permit.

Plan check and permit fees (except Mobile Home setup and building alterations) are based upon project valuation as established by a fee schedule approved by the Board of Supervisors.

8. Building Issues and Zoning Clearance (continued)

For additional information, contact:

**County Department of Planning & Building Services
(Inland areas of the county)**

860 N. Bush St.
Ukiah, CA 95482
(707) 234-6650
Fax: (707) 463-5709

**County Department of Planning & Building Services
(Coastal areas of the county)**

120 W. Fir St.
Fort Bragg, CA 95437
(707) 964-5379
Fax (707) 961-2427

INCORPORATED CITIES

If you are interested in developing or expanding a business in one of the County's four incorporated cities, you must obtain building permits, inspections and zoning clearances from these jurisdictions.

Fort Bragg City Hall - Community Development

416 N. Franklin Street
Fort Bragg, CA 95437
(707) 961-2828

Point Arena City Hall

451 School Street
Point Arena, CA 95468
(707) 882-2122

City of Ukiah - Planning and Business

300 Seminary Way
Ukiah, CA 95482
(707) 463-6200

8. Building Issues and Zoning Clearance (continued)

City of Willits

City Office
111 E. Commercial St.
Willits, CA 95490
(707) 459-4601

OTHER COMMON CITY & COUNTY PERMITS

AIR QUALITY PERMITS

Businesses with operations or equipment that have the potential to emit air contaminants are required to obtain Air Quality Permits. Permits are required for the following: before construction begins for a new operation; whenever a change of ownership occurs; before a modification that may reduce or increase emissions; or before equipment is moved or relocated.

Mendocino County Air Quality Mgmt District

306 E. Gobbi St.
Ukiah, CA 95482
(707) 463-4354

OCCUPANCY PERMIT / FIRE INSPECTION & CLEARANCE

County Department of Planning & Building Services (Inland areas of the county)

860 N. Bush St.
Ukiah, CA 95482
(707) 234-6650
Fax: (707) 463-5709

County Department of Planning & Building Services (Coastal areas of the county)

120 W. Fir St.
Fort Bragg, CA 95437
(707) 964-5379
Fax (707) 961-2427

9. Compliance, Licensing, and Permits

CAL /OSHA COMPLIANCE INFORMATION

If you are a corporation, partnership or employer of at least one employee, you must develop a written effective injury and illness prevention program, which is required by the California Code of Regulations and the California Labor Code.

Cal/OSHA

Sacramento State Plan Office

2424 Arden Way

Suite 165

Sacramento, CA 95825

(916) 263-2800

HEALTH / FOOD SERVICE PERMIT

If you are producing, handling, or distributing food products, you may be required to obtain a Permit to Operate. If you are starting a restaurant/food facility which requires remodeling, you will also need to obtain a Building Permit. It is necessary to get a plan check once construction is completed.

County Department of Environmental Health

860 N. Bush St.

Ukiah, CA 95482

(707) 234-6625

LIQUOR LICENSE

A Liquor License is required if you intend to sell liquor in your business. There are a limited number of liquor licenses available in the county. To acquire a license to sell beer and wine, a pre-application must be submitted. If accepted, a fee must be paid. To acquire a full liquor license, you must purchase one from a business that is going out of business. You will then need to pay a transfer fee and an annual fee. For more information and licensing fee schedule:

<https://www.abc.ca.gov/permits/permits.html>

9. Compliance, Licensing, and Permits (continued)

Alcoholic Beverage Control Department

50 D Street

Suite 130

Santa Rosa, CA 95404

(707) 576-2165

Fax: (707) 527-9537

CONTRACTORS LICENSING

www.cslb.ca.gov

Contractors' State License Board

9821 Business Park Drive

Sacramento, CA 95827

(916) 255-4027

WEIGHTS AND MEASURES

Businesses using scales, fuel pumps, electronic or manual price scanner devices, or other measuring devices must ensure proper calibration and pass inspections.

<https://www.mendocinocounty.org/government/agriculture>

Mendocino County Department of Agriculture Weights and Measures

890 N. Bush

Ukiah, CA 95482

(707) 234.6830

10. Certification

CERTIFICATION

If you are a minority, woman, or disabled veteran owning or operating a business, it may be to your advantage to be certified in order to compete for government contracts. For assistance in obtaining certification, contact the following:

Office of Small Business Certification & Resources

(916) 375-4940

<https://www.dgs.ca.gov/PD/About/Page-Content/PD-Branch-Intro-Accordion-List/Office-of-Small-Business-and-Disabled-Veteran-Business-Enterprise/Outreach-Program/SB-DVBE-Advocate-Program>

Small Business & Disabled Veteran Business Enterprise Services

(800) 559-5529

<https://www.dgs.ca.gov/PD/About/Page-Content/PD-Branch-Intro-Accordion-List/Office-of-Small-Business-and-Disabled-Veteran-Business-Enterprise/Outreach-Program/SB-DVBE-Advocate-Program>

California Department of Transportation Office of Business & Economic Opportunity State of California Minority Business Enterprise (SMBE) and Women Business Enterprise (SWBE) Program

At the link below, pages 1 and 2 have basic information on the program. The form and instructions are in Pages 3 – 22:

http://www.dot.ca.gov/hq/bep/SMBE_SWBE_Pages.htm

11. Patents, Trademarks, and Copyrights

TRADEMARKS AND TRADE NAMES

Within the State of California

To apply for a California trademark or trade name, submit the completed application “Registration of Trademark or Service Mark” to the Secretary of State. This will only protect your name or mark within California. You can call the office and they will do a preliminary check on a name to give you an idea whether it or a very similar one is already trademarked. When your application has been submitted, they will search the registered trademarks for you. Trademarks are appropriate for names and logos.

<http://www.sos.ca.gov/business-programs/ts/>

Secretary of State

Trademarks and Service Marks

1500 11th St.

Sacramento, CA 95814

(916) 653-3984

Mailing:

P.O. Box 942870

Sacramento, CA 94277-2870

With the Federal Government

Prior to granting your trademark, a thorough search is done. You may be contacted by an examiner to clarify your application. Additionally, your proposed trademark will appear in a register which is sent to all persons holding trademarks for their review and possible objection. Following an acceptable review, the trademark is issued.

Federal Trademarks

US Patent and Trademark Office

(800) 786-9199

TrademarkAssistanceCenter@uspto.gov

<https://www.uspto.gov/trademark>

11. Patents, Trademarks, and Copyrights (continued)

PATENTS

US Patent and Trademark Office

Patents are only available through the federal government. Due to ever more complicated patent laws and regulations, it has become increasingly difficult over the years to create the type of written description and claim sets required. Because of that, it may be helpful to hire a patent attorney.

Patents support/info email:

HelpAAU@uspto.gov

For information and forms:

<https://www.uspto.gov/patent>

(800) 786-9199

COPYRIGHTS

You may obtain information regarding copyrights, procedures, and more by calling:

The Library of Congress Copyright Office

(202) 707-3000

(877) 476-0778 toll free

www.copyright.gov

12. Small Business Development Assistance

West Business Development Center

West Business Development Center is a nonprofit economic development organization that provides entrepreneurship education, financial literacy, and preparation for access to capital for business owners throughout Mendocino County.

They serve startups and existing businesses with free and confidential one-on-one business consulting and workshops.

Their consultants can assist you with a wide range of topics including:

- preparing a business plan
- financial analysis and forecasting
- budgeting
- marketing
- human resources, and other business related issues.

West Business Development Center hosts the Mendocino Small Business Development Center and Mendocino Women's Business Center.

For more information:

<https://www.westcenter.org/>

West Business Development Center

345 N Franklin St.
Fort Bragg, CA 95437
(707) 964-7571

Ukiah Office

185 E Church St.
Ukiah, CA 95482
(707) 964-7571 ext.201

Consultation services are available at other sites in the county.

13. About EDFC

Economic Development and Financing

Corporation was founded in 1995 through the efforts of the County of Mendocino and the four incorporated jurisdictions: Ukiah, Willits, Fort Bragg, and Point Arena. Our purpose is as relevant today as it was in 1995: to provide a collaborative approach to economic development and to provide an alternative source of financing to Mendocino County businesses that are unable to access bank financing.

In the 2018–2019 year leading up to the publication of this guide, EDFC raised over \$1.3 million of which over \$1.1 Million will go directly to business loans. These funds will also support economic development planning, projects, and broadband development throughout the county.

Did we mention that we have money to lend?

EDFC has over \$1 Million to lend to start-up and existing businesses in Mendocino and Lake Counties. Our loans range from under \$5,000 up to \$250,000. Our terms range from 3 years to upwards of 15 years, and our interest rates start at 6%.

Additionally, through support from the Community Foundation, EDFC is now offering “scholarships” to cover the cost of the application fee and loan closing costs for rural micro-entrepreneurs seeking up to \$50,000.



208 B S. Oak St
Ukiah, CA 95482
(707) 234-5705
info@edfc.org

Economic Development & Financing Corporation



Our mission:

*Connecting money and ideas with
entrepreneurs and creating sustainable
prosperity in Lake & Mendocino Counties.*



Economic
Development &
Financing
Corporation

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