



License & Permit Information-Santa Cruz County

Business License	<p><u>Capitola:</u></p> <ul style="list-style-type: none"> 420 Capitola Avenue, Capitola, CA 95010 (831) 475-7300 http://www.ci.capitola.ca.us/capacity.nsf/perintro.html <p><u>Scotts Valley:</u></p> <ul style="list-style-type: none"> 1 Civic Center Drive, Scotts Valley, CA 95066 (831) 440-5611 <p><u>Santa Cruz:</u></p> <ul style="list-style-type: none"> 809 Center Street, Room 8, Santa Cruz, CA 95060 (831) 420-5070 http://www.ci.santa-cruz.ca.us/fn/buslic.html <p><u>Watsonville:</u></p> <ul style="list-style-type: none"> 250 Main Street, City Hall Building, CA 95076 (831)-728-6031
California License & Permit Information	CalGOLD www.calgold.ca.gov
County Health Requirements (Food Business)	701 Ocean Street, Room 312, Santa Cruz, CA 95060 Phone: (831) 454-2022 (To speak with an Inspector, call between 8-9am)
Dept of Alcoholic Beverage Control Information	California ABC Office 1137 Westridge Parkway Salinas, CA 93907 (831) 755-1990 http://www.abc.ca.gov/permits/permits.html
Employee Assistance	Workforce SCC Capitola Office: (831) 464-6286; Watsonville: (831) 763-8700 http://www.workforcescc.com
Employer Identification Number	State: California Employment Development Department <ul style="list-style-type: none"> (888) 745-3886 http://www.caljobs.ca.gov Federal: Internal Revenue Service <ul style="list-style-type: none"> (800) 829-4933 http://www.irs.gov
Fictitious Business Name	Division of the County Clerk's Office <ul style="list-style-type: none"> 701 Ocean Street, Room 230, Santa Cruz, CA 95060 (831) 454-2470 http://www.scco clerk.com/fbngen.htm
Federal Withholding Taxes	Internal Revenue Service (800) 829-4933 http://www.irs.gov
Incorporation/ LLC/ Limited Partnerships	Secretary of State <ul style="list-style-type: none"> 1500 11th Street, Sacramento, CA 95814 (916) 657-5448 http://www.ss.ca.gov/business/business.htm
Seller's permit	California State Board of Equalization Salinas Office: <ul style="list-style-type: none"> 111 E. Navajo Drive, Suite 100, Salinas CA 93906-2452 (831) 443-3003 San Jose Office: <ul style="list-style-type: none"> 250 South Second Street, San Jose 95113 (408) 277-1231
State Withholding Taxes	2045 40th Avenue, Suite A, Capitola, CA 95010 http://www.edd.ca.gov
Zoning Requirements	Planning Department Santa Cruz: (831) 454-2130; Capitola: (831) 475-7300 Scotts Valley: (831) 440-5630; Watsonville: (831) 728-6018

Frequently Asked Questions

Where do I get a Business License for my company?

You can obtain a business license where your business is located. Typically, the City Clerk, Business Office, or Finance Department will issue the licenses for the city. If you are a home-based business in the unincorporated area of Santa Cruz County, you may also be required to obtain a Home Occupational Permit in lieu of a business license.

What is a Fictitious Business Name Statement?

A fictitious business name statement is filed with the County Clerk in the county where your business is located. If the business name is available your filing will grant you the exclusive right to use the name in that county. The filing identifies you to potential creditors as the owner of the business you are starting, buying, or renaming.

Once you have filed, you will be required to advertise your filing in the newspaper for four weeks. Upon completion of the advertising, you will be granted the business name.

What is a Business Plan and why do I need one?

A business plan is considered to be the "road map" for your business operation. A well-written business plan will set forth the goals for your business and guide your current and future operations. Every plan should include information on the history and development of your business, the product or service you offer, your marketing strategy, the ownership structure, personnel requirements, and the financial plan of the business. For the startup business, a business plan acts as a "feasibility study" to determine whether the potential business is viable.

A completed business plan can also be used as a tool to gain financing for the business, or to recruit employees. However, the greatest benefit of the plan is that you, the business owner, will have a clear understanding of your business, industry, and marketplace. This knowledge will lead to better decision-making, and ultimately, increased profitability.

The SDDC offers bi-monthly Business planning workshop.

For more information on starting a business or expanding an existing business, call the SBDC at 831-479-6136 or check us at www.centralcoastsbdc.org for free of charge assistance