

Permits & Licenses for New Businesses

Business License

City of Pittsburg
Finance Department - Business License Division
65 Civic Avenue
Pittsburg, CA 94565-3814
(925) 252-6969

Fictitious Business Name

In most cases, a business must register a business name with the Contra Costa County Clerk. Before filing a Fictitious Business Name Statement, the applicant should thoroughly research the desired name to ensure that it is not currently being used by another business.

Contra Costa County Clerk
555 Escobar Street
Martinez, CA 94553
(925) 335-7900

Home Occupation Permits

When operating a business from home, a business will need to submit a Home Occupation Permit.

City of Pittsburg - Planning Department
(925) 252-4920

Federal Identification Number

A business with employees will need to apply for a Federal Identification Number (FIN).

Local IRS Office, or call toll-free (800) 829-4933

State Employer Identification Number

A business with employees will need to apply for a State Employer Identification Number (EIN).

California State Employment Development Department
3478 Buskirk Avenue, Suite 215
Pleasant Hill, CA 94523
(888) 745-3886

Sales Tax

A business that will charge sales tax will need to apply for a Sales Tax Number or a Resale Number.

State Board of Equalization
1515 Clay Street, Suite 303
Oakland, CA 94612
(510) 622-4100

Health Department Permits

A restaurant, catering service, or food handling business will need to file for a Public Health/Licensing permit.

Contra Costa County
Environmental Health
2121 Diamond Blvd., Suite 200
Concord, CA 94520
(925) 646-5225

Alcoholic Beverages

A business wishing to serve alcoholic beverages will need a license to sell.

Alcoholic Beverage Control Licensing
1515 Clay Street, Suite 2208
Oakland, CA 94612
(510) 622-4970

Other Important Telephone Numbers

Import Businesses
U.S. Customs, East Bay - (510) 273-4336

Better Business Bureau - (510) 238-1000

California Secretary of State - (916) 653-6814

Community Adult Care - (510) 286-4201

Community Care Licensing Division - Child Care Office
Serving Alameda & Contra Costa County - (510) 622-2602

Contra Costa Small Business Development Center
(925) 602-6840

Contractors State License Board - (800) 321-2752

SCORE (Counselors to America's Small Businesses)
(510) 273-6611

Senior Care Group Home - (650) 266-8800



City of Pittsburg
CALIFORNIA

Economic Development Department

65 Civic Avenue
Pittsburg, CA 94565-3814
Tel: (925) 252-4860
Fax: (925) 252-4851
www.ci.pittsburg.ca.us



City of Pittsburg
CALIFORNIA

Small Business Resource Guide



Permit & License Information
Directory of Small Business Services
Essential Elements of a Business Plan
Marketing Plan Outline
PACE Program Information

Directory of Small Business Services

City of Pittsburg
Economic Development Department
Tel: (925) 252-4860
Fax: (925) 252-4851

www.ci.pittsburg.ca.us
Pittsburg's Economic Development Department strives to provide resources to the business and development communities, such as land acquisitions, demographic data and business expansion.

Development Services Department
Building Division
Tel: (925) 252-4910
The Building Division is responsible for construction project management; grading, encroachment, transportation and parking permits; development management; standard details, and traffic issues.

Planning Division
Tel: (925) 252-4920
The Planning Division reviews new business and development proposals for compliance with the Pittsburg General Plan; city zoning, subdivision and sign codes; and other local, state, federal and environmental regulations.

Engineering Division
Tel: (925) 252-4930
The Engineering Division handles permit management, construction guidance and inspection of new and remodel construction; code enforcement; and residential rental inspection.

Pittsburg Chamber of Commerce
Tel: (925) 432-7301
Fax: (925) 427-5555
www.pittsburgchamber.org
The Pittsburg Chamber of Commerce exists to promote and encourage business within our community by helping businesses work together for their collective best interests. The Chamber provides business opportunities to all Pittsburg businesses.

Pacific Gas and Electric Company (PG&E)
Business Customer Center
Tel: (800) 468-4743
www.pge.com/mybusiness/energysavingsrebates
Pacific Gas and Electric Company offers great rebates on new qualifying equipment. PG&E can meet with your new business and make recommendations on the equipment you purchase to ensure that you qualify for rebates.

Essential Elements of a Good Business Plan

What are the key elements of a business plan? Below are the key elements that investors focus on.

Define the Problem.

Every plan must start with the problem you are solving, not a description of your company and product.

Solution and Benefits.

This is not the place for a detailed product specification, but an explanation of how and why it works, including a customer-centric quantification of the benefits.

Industry and Market Sizing.

Start with the evolution of the overall industry, market segmentation, market dynamics, and customer landscape. Data from accredited market research groups like Forrester or Gartner is required for credibility.

Explain the Business Model.

This is how you will make money, who pays you, and gross margins.

Competition and Sustainable Advantage.

List and describe your competition, direct and indirect, including customer alternatives.

Marketing, Sales, and Partners.

Describe your market penetration strategy, sales channels, pricing, and strategic partnerships. Here is also a good place for a roll out timeline with key milestones.

Executive Team.

Investors invest in people - not just ideas. Convince investors that your team is experienced in starting a new business, and have great expertise in the selected business domain.

Funding Requirements.

Explain how you calculated the funding requirements, and show details on planned use of funds. Quantify existing skin-in-the-game, by insiders and outsiders, including sweat equity and capital. Include current valuation estimate.

Financial Forecast and Metrics.

Project both revenues and expense totals for the next five, and the past three years, if relevant. Show breakeven and growth assumptions. Details should be available in a separate financial model, but not included here.

Exit Strategy.

Only required when you expect outside investors.

Source: blog.start-upprofessionals.com/2011/05/investors-expect-ten-essentials-in.html

Marketing Plan Outline

No matter how good your product or service, it will not succeed without effective marketing. There are two components to a great marketing plan: 1) Careful, systematic research and 2) Actual follow through with your business and marketing plan.

Competitive Analysis Table

Criteria	My Company	Competitor 1	Competitor 2	Competitor 3
Product	3	4	1	2
Total				

Complete the above table by rating your product amongst your 3 major competitors and how your rank on various elements of your business. Total each column, the column with the highest number represents the business in the best competitive position.

Outline

I. Market Research- Two forms of market research: primary and secondary. Primary research refers to gathering your own data. Secondary research refers to using published information/data available for your industry.

II. Economics

What is the total size of your market?

*Current demand in target market.

*Trends in target market.

*Growth potential and opportunity for a business of your size.

III. Product- In the Products and Services section of your business plan, you described your products and services as *you* see them. Now describe them from the customer's point of view.

*Identify your targeted customer demographic

IV. Competition- what products and companies will compete with you?

*List your major competitors.

*Use the Competitive Analysis table (above) to compare your company with your most important competitors.

V. Advertising/Promotion

Plan (type of advertising, schedule)

Budget

Financial Allocation



Do You Operate a Business
on Property You Own?

California PACE™ is your opportunity to lower your commercial utility bills by adding clean energy systems and installing energy efficient retrofits. Financing is available with no credit check and no personal guarantees, and your payments are transferable if you sell your property.

California PACE™ allows you to replace what needs to be fixed with the option of installing new equipment today and financing it for up to 20 years at a fixed-rate. Additionally, you can take advantage of federal and state tax incentives combined with utility and manufacturer rebates significantly lowering your up-front investment.

What California PACE™
Financing Can Do for You!

LIGHTING

Fixture Replacement, Dimmable Lighting, Lighting Controls

HVAC

HVAC Systems, Furnaces & Boilers, Heat Pumps,
Closed Loop Cooling

WATER

Solar Thermal Water Heating, Low-Flow Plumbing Fixtures,
Efficient Pool Equipment, Storm Water Recovery, Water Heaters

BUILDING

Insulated Roofs, Skylights, Windows and Doors,
Equipment Scheduling

COMMERCIAL EQUIPMENT

Chillers and Economizers, Ozon Laundry Systems
ELECTRICITY GENERATING

Solar Photovoltaic Systems, Fuel Cells, Small Wind Turbines

Do You Own a Commercial Property
and Rent or Lease It Out?

California PACE™ not only allows you to increase your property value, your property also helps you rate higher in California energy efficiency ratings. If your renter or leasee is responsible for the utility bills, both you and your tenant benefit from a green lease that offsets your California PACE™ assessment payments while the tenant enjoys lower utility costs each month.

For More Information:
FIGtree Energy Resource Company
(877) 577-7373 or www.figtreecompany.com