

Start Up Guide

Brought to you by the
Economic Prosperity Council

01 Put Your Passion into Action

Congratulations! You have a brilliant business idea and have decided to do business in Alameda.

02 Tackle The Basics

- **Bank Account**
Open a separate business bank account (a business license and tax ID will be needed).
- **Establish the Following**
 - Business email
 - Internet domain name

03 Complete The City Start-Up Check List

- Make sure you have the necessary licenses and permits in place.
- See the City Business Checklist located below.

04 Develop A Plan

- **Business Plan**
Create a plan to determine your concept's viability (see sample business plan outline link in the Chamber, SCORE, or MCSC).
- **Community Demographics and Data**
Study the Chamber's economic data web page and understand how the information might affect your business.
- **Consult and Seek an Accountant**
Regarding business liability and your entity type - S-Corp, C-Corp, Sole Proprietor.
- **Secure Financing**
(see SCORE, MCSC, SBA)
- **Analyze and Prepare a Strengths, Weakness, Opportunities, and Threats (SWOT) analysis.**

05 Find A Location

- **Consult with a Commercial Real Estate Broker** for potential locations for your business.
- **Utilize the Business Directory** in this publication, it will help you find a qualified broker.
- **Visit www.alamedachamber.org/economic-development** for an interactive property locator tool.
- **Very Important!** Before you sign a lease, call the Community Development Department to first out if that zoning for the property allows for your planned use or if it requires a Use Permit.

06 Create A Website & Marketing Plan

- **Website Presence** is critical for business. Google is looking for you and social media presence is not enough.
- **Brand Recognition** and messaging is essential for business. Create a marketing plan that gets results.
- **Contact the Alameda Chamber of Commerce** who can refer credible experts to assist with your website and marketing needs.

07 Open Your Doors For Business

- **It's Time to Celebrate!**
- **Open Your Doors.** Customers are waiting.

08 Get Insured

Secure an Insurance Agent!
Broker to obtain appropriate business insurance such as owner's compensation, unemployment, and disability insurance (if you plan to have employees and if applicable).

09 Join The Chamber

- **Business Plan**
Opening a new business can be exciting and overwhelming.
- **Join the Alameda Chamber of Commerce** to meet a network of local business professionals who have gone through the startup process and can offer support.
- **The Chamber** offers networking, exposure, advertising, and credibility. Call the Chamber at (925) 464-2644 or visit www.alamedachamber.org to learn more about the valuable benefits of membership.

10 Get Involved

Once you have settled in, get involved by participating on one of the Chamber's councils or committees. **Key Roles:**
 • Board of Directors
 • Advisory Council
 • Ambassador Council
 • Economic Prosperity Council
 • Legislative Affairs Council
 • Wine Festival Committee
 Visit www.alamedachamber.org to learn more.

City Business Checklist

☐ **Finalize your Business Plan.**

☐ **Determine if you need a Fictitious Business Name.**
If so, post a legal notice in a local publication. Call Association News at (925) 464-2325.

☐ **Determine if you need a Employer Identification Number (EIN) from the Federal Government.**
A free service.

☐ **Does your business have employees?**
Obtain a CA Employer's ID Number.

☐ **Identify your preferred business location.**
Before signing your lease, confirm if your business is allowed in the property's zoning district. Contact the Community Development Department at (925) 464-2622.

☐ **Apply for formal zoning approval with the City of Alameda's Community Development Department.**

☐ **Obtain a Seller's Permit, if applicable.**

☐ **Other agency approvals may apply such as:**
 • County Public Health for restaurants
 • Alameda Beverage Control for selling alcoholic drinks

☐ **Do you plan on doing any tenant improvements or construction?**
(Review potential plans with the City, submit a Building Permit Application. Contact the Community Development Department at (925) 464-2622.

☐ **One month prior to opening your business, apply for a City Business License.**

Business Start Up Guide City Of Sausalito

JE Gale



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