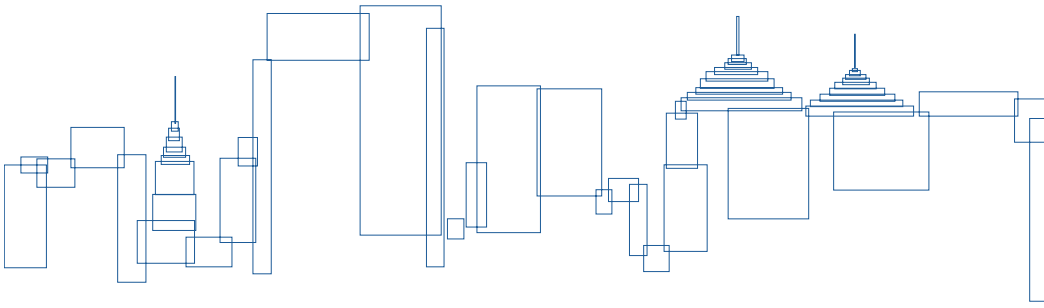


What Oakland Offers: Resources for Doing Business In Oakland



October 2006

Business Development Assistance

Background Information

We can help you learn more about your potential market with neighborhood profiles, demographic reports, market updates, traffic counts, local sales taxes and costs, labor force and major employer information.

Location Assistance

We can provide you with site lists, property ownership information and broker referrals to help you find an appropriate location for your business.

Financing Advice

- Business plan assessment
- Referrals to private debt and equity providers

Financial Incentives

Tax credits

- Hiring Tax Credit: Businesses located in the state Enterprise Zone (EZ) can take 50% of qualified new employees' wages as a state tax credit, potentially worth over \$30,000 per employee over five years.
- Sales and Use Tax Credit: Businesses located in the EZ can receive a state tax credit in the amount of sales or use tax paid on qualified equipment or machinery purchases—up to \$20 million available per business.
- Work Opportunity Tax Credit: Businesses can receive a federal tax credit of up to \$8,500 over two years for hiring an eligible job seeker.



Business Development

250 Frank H. Ogawa Plaza, Suite 3315
Oakland, CA 94612
510.238.3627
www.business2oakland.com

Retail	510.238.3853
Office	510.238.7090
Industrial	510.238.6766
Sustainable Business	510.238.4973

Enterprise Zone Program

Susana Villarreal, 510.238.7794,
svillarreal@oaklandnet.com,
www.oaklandwib.org

Downtown Tenant Improvement Grants

Grants covering 50 percent of tenant improvement costs, up to \$10 per square foot, are available to eligible entertainment and retail businesses in targeted areas of downtown. The program also covers \$5,000 of interior design/architecture fees.

Retail and Entertainment Catalyst Tenant Improvement Program

510.238.7403

What Oakland Offers: Resources For Doing Business In Oakland

Financial Incentives (continued)

Façade improvement grants

Free architectural assistance and 50 percent matching grants up to \$20,000 (downtown and parts of central Oakland) or \$10,000 (specified neighborhood commercial districts) are available to property and business owners for eligible projects. Grant funds can be used to rehabilitate and repair exterior commercial building facades and exterior improvements.



< Before

After >



Staffing and Training Services

The Oakland Workforce Investment Board's career center partners will prescreen, interview, and assess candidates for businesses free of charge and provide customized training of new hires at a subsidized rate for eligible businesses.

The Oakland Workforce Investment Board's Rapid Response Outplacement team provides lay-off aversion assistance to employers. The agency also offers resources, training and referral for employees who are experiencing layoffs.

Marketing Assistance

The City of Oakland's Marketing Division offers free marketing assistance for grand openings including invitation lists, events logistics consultation, press release advice, and media contact information.



Web Marketing Assistance

Through the city's pilot "Economic Gardening" program, free initial web marketing consultation and analysis is available to qualifying Oakland businesses seeking to enhance and expand web marketing and sales efficiency. The free consultation will show you potential business available on the web for your products and services, what level of competition there is, and will define specific opportunities. (Please note this is NOT a web page design service.)

Business Loans

Oakland Business Development Corporation (OBDC)

OBDC manages all business loans up to \$250,000 for the City of Oakland. OBDC works with small business owners who have difficulty finding capital through traditional bank financing because they are new in business, located in low-to-moderate income areas, have imperfect credit histories, or marginal collateral. OBDC also works with borrowers in preparing loan applications for traditional bank loans, including SBA guaranteed loans.

Commercial Property Façade Improvement Program

510.238.7403 (Downtown)

510.238.3344 (Neighborhoods)

Workforce Development

510.238.3636, www.oaklandwib.org

aauletta@oaklandnet.com

Rapid Response Outplacement

510.238.3636, www.oaklandwib.org

aauletta@oaklandnet.com

Marketing

Public Information Officer 510.238.2107

Economic Gardening Project

Terry O'Keefe

510.282.5151, www.oaklandeg.com

OBDC

519 17th Street, Suite 100

Oakland 94612

510.763.4297 ext. 103, www.obdc.com

What Oakland Offers: Resources For Doing Business In Oakland

Business Loans (continued)

Industrial Development Bond Program (IDBP)

IDBP provides small and medium-sized manufacturing companies with up to \$10 million in low interest, long-term financing for real estate and fixed assets for projects that retain or create employment in Oakland

Operation Hope Center

Operation Hope seeks to bring economic self-sufficiency to low-income communities by providing a range of financial services including counseling, loan packaging and loan placement and funding.

Recycling Market Development Loans

As one of the core services available to manufacturers and processors utilizing recovered materials in the Oakland/Berkeley Recycling Market Development Zone (RMDZ), specialized, below-market-rate loans of up to \$2 million are available.

Technical Assistance

AnewAmerica Community Corporation

AnewAmerica offers a comprehensive three-year program of entrepreneurial support, including microbusiness incubation, asset development, and community development, for new Americans.

East Bay Entrepreneur Center

In addition to one-on-one counseling and training in all aspects of small business management, the center has a multimedia library for research and preparation of a business plan.

East Bay Small Business Development Center (EBSBDC)

EBSBDC offers classes, consulting services, and business planning resources for existing small businesses. All consulting services are provided to clients free of charge, while courses are offered for a small fee.

Service Corps of Retired Executives (SCORE)

SCORE offers mentoring and free counseling services to small business owners and entrepreneurs. Experienced specialists advise on every aspect of operating a business from business plans to cash flow management and sales projections.

Women's Initiative for Self Employment (WISE)

WISE offers entrepreneurial training, business counseling and support services to low and very low income women, including women who receive public assistance and women who speak Spanish as their first language.

Legal Services

Lawyers' Committee for Civil Rights (LCCR)

LCCR established Legal Services for Entrepreneurs (LSE), an economic justice project, to provide free legal assistance to low-income individuals who want to start or develop for-profit businesses. LSE attorneys work with budding entrepreneurs on legal issues such as incorporation/entity formation, trademarks, leases, business contracts, and zoning. LSE does not provide advice on litigation matters or business disputes.

International Trade



Bay Area World Trade Center (BAWTC)

BAWTC is a member of the World Trade Centers Association of over 300 WTCs in 100 countries. Over 750,000 companies are affiliated with WTCA worldwide. BAWTC provides professional services to the international business community. Benefits include import and export management training, business referrals and over 80 programs a year.

IDBP c/o Economic Development Alliance for Business

510.272.3885, www.edab.org

Operation Hope Center

3060 East Ninth Street, Suite C
Oakland 94601

510.535.6700, www.operationhope.org

RMDZ

Steve Lautze, Coordinator

510.238.4973, slautze@oaklandnet.com

AnewAmerica

1918 University Avenue, Berkeley 94704

510.540.7785, www.anewamerica.org

East Bay Entrepreneur Center

519 17th Street, Suite 600, Oakland 94612

510.273.6000, www.sba.gov

EBSBDC

475 14th Street, Suite 150, Oakland 94612

510.208.0410, www.eastbaysbdc.org

SCORE

519 17th Street, Suite 240, Oakland 94612

510.273-6611, www.eastbayscore.org

WISE

519 17th Street, Suite 110, Oakland 94612

510.451.3415, www.womensinitiative.org

Lawyers' Committee for Civil Rights

131 Steuart Street, Suite 400

San Francisco 94105

415.543.9444, www.lccr.com

BAWTC

530 Water Street, Suite 740, Oakland 94607

510.251.5930, www.bawtc.com

What Oakland Offers: Resources For Doing Business In Oakland

Networking

Get involved with business owners and business associations working together to grow business in Oakland.

C.E.O. Women

Non-profit organization to help transform the lives of low-income immigrant and refugee women into economically self-sufficient, integrated members of our society.

C.E.O. Women

510.836.3481, www.ceowomen.org

Oakland Merchants Leadership Forum (OMLF)

OMLF represents merchant associations throughout the City and offers organizational assistance to merchant groups.

OMLF

510.663.0653, www.omlf.org

East Bay Women in Business Roundtable (EBWIBR)

EBWIBR promotes women's participation and leadership in the business community, as well as involvement in community projects.

EBWIBR

www.ebwibr.com

East Bay Women's Network (EBWN)

EBWN is a business and professional women's organization which meets monthly to network and provide business support.

EBWN

www.ebwn.org

Chambers of Commerce

The Oakland Metropolitan Chamber of Commerce provides a wide array of networking opportunities for its member firms. Additional benefits include a health care program, City CarShare, discounts on office products, member to member discounts, and certificates of origin for international trade.

Oakland Metropolitan Chamber of Commerce

475 14th Street, Oakland 94612

510.874.4800

www.oaklandchamber.com

Oakland also has a number of ethnically focused chambers of commerce:

- Hispanic Chamber of Commerce of Alameda County
510.536.4477, www.hccac.com
- Korean-American Chamber of Commerce of the East Bay
510.209.7017
- Oakland African-American Chamber of Commerce
510.567.1.07, www.aaacc.org
- Oakland Chinatown Chamber of Commerce
510.893.8979, www.oaklandchinatownstreetfest.com
- Oakland Vietnamese Chamber of Commerce
510.834.7971

Promotion

Events

Let people know about your upcoming events. List them for free with the Oakland Convention & Visitors Bureau (OCVB).

OCVB

463 11th Street, Oakland 94607

510.839.9000, www.oaklandcvb.com

Shop Oakland

Join the Shop Oakland program, a partnership between the City and Oakland Merchants Leadership Forum designed to boost awareness among local residents of Oakland's shopping destinations and services. The program focuses on three prime retail periods – spring, end-of-summer/back-to-school and the holiday season. The City coordinates an advertising campaign and posts shopping information on the Shop Oakland website.

Marketing

Public Information Officer

510.238.2107, www.shopoakland.com



What Oakland Offers: Resources For Doing Business In Oakland

Promotion (continued)

Oakland Unwrapped

Oakland Unwrapped is an e-commerce site intended to support Oakland's small businesses and artists. The website boosts market exposure of local businesses with periodic profiles of retailers and an easy to use, online shopping and gift registry. Add your business to the registry and your opinion on how the site can be made even better.

Oakland Unwrapped

info@oaklandunwrapped.org

www.oaklandunwrapped.org

Online Site Information Sources

Major developments

Find out about upcoming or recent major development projects.

City properties available for sale or lease

Find out about City-owned property available for sale or lease.

Property and Demographics Research

Visit www.oaklandexplorer.com for an online search of available and potential development sites, parcel information such as size and ownership, and demographic profiles of surrounding neighborhoods.

[www.oaklandnet.com/government/ceda/
revised/planningzoning/MajorProjectsSection](http://www.oaklandnet.com/government/ceda/revised/planningzoning/MajorProjectsSection)
www.oaklandnet.com/noticebookinfo91905.pdf

www.oaklandexplorer.com

Additional sources of site listings

www.loopnet.com

www.craigslist.org

www.cityfeet.com

www.terranoemics.com

www.metrovationbrokerage.com/retail.html

www.naibtcommercial.com

www.ritchiecommercial.com

www.grubb-ellis.com

www.colliers.com

www.tricommercial.com

www.lcbassociates.com

Zoning Information

Zoning and permitted uses

Find out a property's zoning and permitted uses. Check online, or call and leave a message stating the site address and proposed use and ask the planner if the use is permitted outright, conditionally permitted (major or minor Conditional Use Permit) or not permitted at all.

Zoning Division

510.238.3911 ext. 2,
www.oaklandexplorer.com

Pre-application consultation

Make sure you comply with codes and standards before you submit your formal zoning permit application. Check your plans with City Staff in a pre-application conference. Staff will also identify non-planning issues and advise you of appropriate applications and fees.

510.238.3911
[www.oaklandnet.com/government/ceda/
revisedplanningzoning/ZoningSection/
ZoningPermitApps.html](http://www.oaklandnet.com/government/ceda/revisedplanningzoning/ZoningSection/ZoningPermitApps.html)

What Oakland Offers: Resources For Doing Business In Oakland

Licenses and Permits

Find out which licenses and permits you'll need – local, state, federal – for almost any kind of business operation.

Building Permit issues

Call to check on building related permitting issues.

Environmental Health permits

The food safety program monitors all retail food facilities in the county including restaurants, markets, bakeries, liquor stores, bars, certified farmers' market, food service at fairs and festivals, catering trucks, hot dog carts, ice cream trucks, produce vehicles, and food vending machines.

Call the County's economic development contact for help with the Environmental Health permitting process.

Business Tax registration

All businesses, consultants, contractors, and owners of leased property need to register their business with the City of Oakland.

Liquor license

Obtain a liquor license from the California Department of Alcoholic Beverage Control for a business selling alcohol.

City approval is also required.

Cabaret license

Obtain a cabaret license for any business which provides live entertainment.

Site Cleanup

If your business site is environmentally contaminated, you may qualify for loan funds for site assessment or cleanup.

Green Resources for Your Business

Sustainable Business Tools

Make your bottom line greener! By improving the environmental efficiency of your business – including energy, water, and materials conservation – you often cut costs, lower your impact on the planet, and even enhance your employees' morale by "doing the right thing". Call to find out about low cost or even free resources and services.



< Mannequin Madness Founder and CEO Judi Henderson-Townsend with one of the mannequins she's keeping in the economy and out of the landfill.

Alameda County Green Business Program

The Green Business Program is a partnership of environmental compliance agencies, professional associations, waste management agencies, utilities, and a concerned public. It provides at no-cost onsite compliance assistance, coordinated inspection, positive public recognition and free business promotions.

California Government: Online to Desktops www.calgold.ca.gov

Building Services

510.238.3891 or 510.238.6315

Alameda County Environmental Health

510.567.6700

www.acgov.org/aceh/food/index.htm

Economic Development Alliance for Business 510.272.3889, mortenda@edab.org

Business Tax Division

510.238.3704, www.oaklandnet.com

Alcoholic Beverage Control

510.622.4970, OAKDirect@abc.ca.gov

City of Oakland Liquor License

510.777.8672, jgraef@oaklandnet.com

Cabaret License

Barbara Killey, Citizen's Police Review Board

510.238.2257, bkilley@oaklandnet.com

Brownfield Program

510.238.6766, mprado@oaklandnet.com

www.oaklandpw.com/ulrprogram

Sustainable Business Projects

Steve Lautze

510.238.4973, slautze@oaklandnet.com

Alameda County Green Business Program

510.986.8642 ext. 917

What Oakland Offers: Resources For Doing Business In Oakland

Historic Preservation Incentives

Federal Rehabilitation Tax Credit (RTC)

The RTC encourages the preservation and reuse of the nation's built environment by offering federal tax credits to the owners of historic properties. Certified historic structures are eligible for a credit equal to 20 percent of the cost of rehabilitation. Properties built before 1936 which are ineligible for individual listing on the National Register of Historic Places or inclusion in a certified historic district are eligible for a credit equal to 10 percent of the cost of rehabilitation.

Property Tax Abatement

To help rehabilitate and maintain qualified historic structures, the Mills Act program allows for the voluntary creation of a contract between a private property owner and the city or county to provide a reduction in property taxes. The property owner signs a 10-year contract to maintain and, if necessary, rehabilitate the structure.

Neighborhood Programs

Neighborhood Commercial Revitalization Program (NCR)

NCR partners with small businesses, property owners and community organizations to improve the physical and economic conditions of neighborhoods. Specific initiatives include assistance with minor streetscape improvements, promotional events, merchant association building, and façade improvement grants (see page two).

Neighborhood Services

Neighborhood Services is the focal point for engaging and supporting neighborhoods in community policing and the delivery of city services at the neighborhood level.

National Trust for Historic Preservation

www.nationaltrust.org/community_partners/

Office of Historic Preservation

916.653.6624

www.ohp.parks.ca.gov/pages/1074/files/state.pdf

NCR

510.238.3344

Neighborhood Services

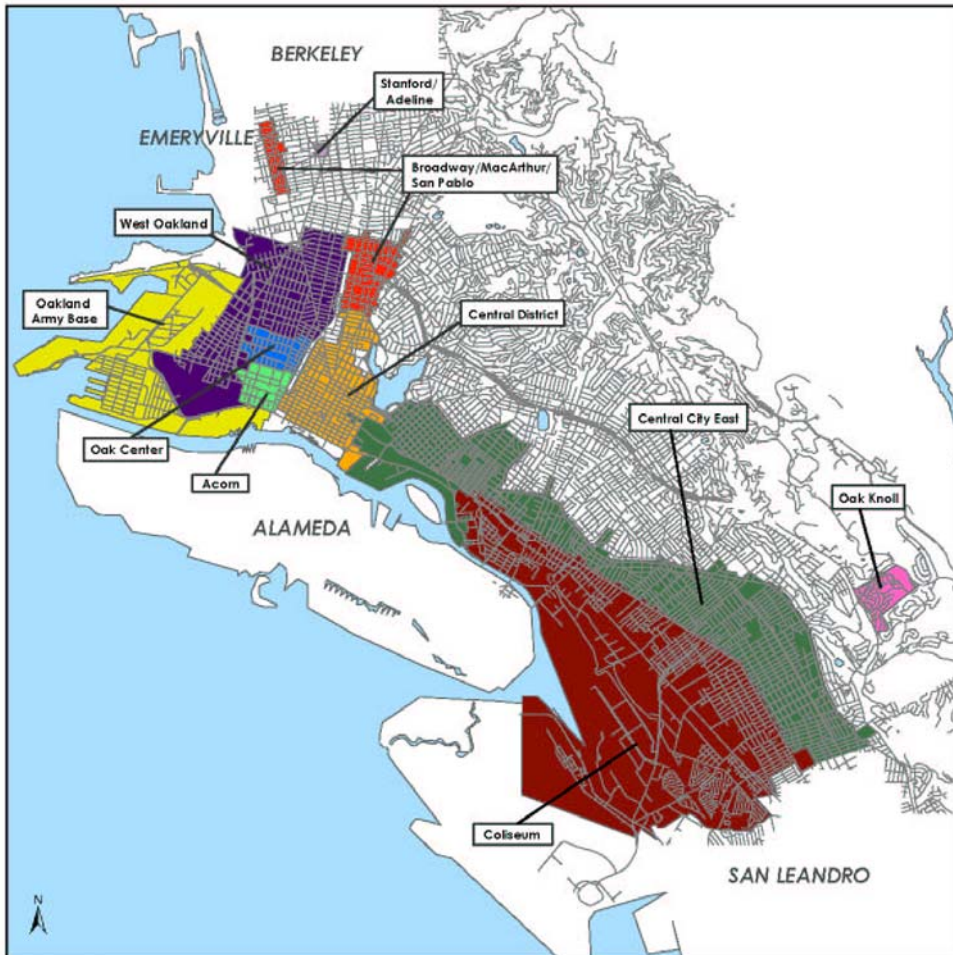
510.238.6372



What Oakland Offers: Resources For Doing Business In Oakland

Redevelopment Areas

Oakland's ten redevelopment areas, which encompass downtown and the industrial belt, include two of the largest redevelopment areas in California. Projects in these redevelopment areas can take advantage of tax increment financing and other special powers delegated to the Oakland Redevelopment Agency.



Got Questions?

Contact Business Development.

Retail 510.238.3853

Office 510.238.7090

Industrial 510.238.6766

Sustainable Business 510.238.4973

Or visit www.business2oakland.com.