

Connect with Team Corona

Find the right location, get business permits, check zoning, and more. Below is a quick preview on which department you should check in with and what you might need to complete with each. For more information, visit Coronaca.gov/government.

- **Office of Economic Development (951) 817-5730**
 - Set up a Team Corona Meeting to meet with each of these departments at one point in time and gain a better understanding of what you need for your business.
 - Visit LocateinCorona.com to find available commercial space. Contact us for assistance.
 - Ask us about business grants, resource information, webinars and seminars, or our entrepreneurship programs for more information on how we can support your growth.
- **Planning Division (951) 736-2262**
 - Speak with a City planner to find out what locations are correctly zoned for your business or inquire about parking requirements for your type of business.
 - If starting a home-based business, get detailed information on operation requirements and regulations.
 - Obtain permit information for signage, banners, and flags that help promote your business to the community.
- **Building Division (951) 736-2250**
 - Make sure the proper Certificate of Occupancy has been issued for the space based on your business type.
 - Ask about any Building Permits needed if you will be making any improvements to the building or changing the occupancy classification.
 - Learn about any disabled access upgrades that would be required, such as parking and restrooms.
- **Fire Department (951) 736-2220**
 - Check on any required operational fire code permits.
 - See if you need to disclose your chemical inventory.
 - Submit underground fire lines, overhead sprinklers, alarms, suppression systems and high piled storage for plan review.

City of Corona
Office of Economic Development
(951) 817-5730 | EconDev@coronaca.gov
Monday - Thursday | 7:00 a.m. - 6:00 p.m.
CoronaCA.gov



Additional Resources

Startup Assistance

- U.S. Small Business Administration (SBA)
 - sba.gov
- Small Business Development Center (SBDC)
 - ociesmallbusiness.org

Marketing & Networking

- Corona Chamber of Commerce
 - mychamber.org

Taxing Information

- California Department of Tax and Fee Administration (CDTFA)
 - cdtfa.ca.gov/taxes-and-fees
- Employment Development Department (EDD)
 - edd.ca.gov
- State of California Franchise Tax Board
 - ftb.ca.gov/file/business
- Internal Revenue Service (IRS)
 - irs.gov/businesses

Licenses, Registrations, Permits

- County of Riverside (RivCo)
 - rivcoacr.org
- United States Patent and Trademark Office (USPTO)
 - uspto.gov
- California Secretary of State (SOS)
 - sos.ca.gov/business-programs/business-entities

Employer Responsibilities

- California Department of Industrial Relations (DIR)
 - dir.ca.gov
- Employment Development Department (EDD)
 - edd.ca.gov

Resource Partners



city of
Corona

BUSINESS ROADMAP



**START YOUR BUSINESS
IN THE CIRCLE CITY**

Discover Business Resources and
Connect with Team Corona

Team Corona is here to assist you!

In partnership with regional, state, and federal agencies we can help you launch, grow, and prosper your business.

START

We can help!

Contact our team to guide you through each step.

1. Write a Business Plan

- Check out the business plan overview from the Small Business Administration (SBA).
- Book an appointment with the Small Business Development Center (SBDC) for personalized assistance.
- Use our free business analytics tool, SizeUp, to help you research customers and competitors.

2. Choose your Business Structure

Compare the legal and tax implications of each business structure. Choose from sole proprietorship, partnership, limited partnership, limited liability company (LLC), corporation, S-Corporation, or cooperative.

- Review common business structures with our resource partner the SBA.

3. Consider your Financing Options

Potential financing options include SBA loans, microloans, opportunity loans, business line of credit, credit unions, crowdfunding, and investors.

- Reach out to our resource partners to find more information about the financing opportunities available for your business.

SBA & SBDC can assist you with steps 1, 2 and 3!

4. Establish your Business Name

- Check if your desired business name is available and reserve through the CA Secretary of State.
- If you are not operating under your own name you need to register your business as a Fictitious Business Name (DBA) with the Riverside County Clerk-Recorder's Office.
- Visit with the U.S. Patent and Trademark Office (USPTO) website to see if you need to apply for trademark protection.

5. Contact Team Corona

Find the right location, get business permits, check zoning, and more. On the back is a quick preview on which department you should check in with and what you might need to complete with each.

6. Get State and Federal Permits, Licenses and Forms

Permits are in place to set you up for success and protect your business. Each unique business requires its own set of permits, licenses, and forms.

- Check online with the State of California Franchise Board to see filing requirements.
- Find registration forms on the CA Secretary of State website.
- Create an account with the Employment Development Department (EDD) on their website and apply for your Employer Payroll Tax Account Number/State Employee Identification Number (SEIN).
- Apply for a Seller's permit through the California Department of Tax & Fee Administration's website.
- Obtain your Federal Tax Identification Number/Employer Identification Number (EIN) on the IRS website.

7. Apply for your Corona Business License

The City of Corona requires a business license for all businesses operating in the city. Apply online at Corona.hdlgov.com

- A business license is required for all trades, professions, or occupations and regardless of the main business location address.
- Business licenses must be renewed annually on a 12-month anniversary basis.

* Don't forget to check the County of Riverside website for required County registrations, licenses or permits.

8. Learn About Laws, Registrations, and Information to Abide by as an Employer

Check in with these agencies when you plan on hiring:

- California Department of Industrial Relations (DIR) has information on state minimum wage, hours, working conditions, and insurance requirements.
- EDD has information on registrations and obligations for California employers.
- The IRS has information on employer obligations that resulted from the Affordable Care Act.

9. Prepare to Launch

- Sign up for utilities like water, trash and recycling, electricity, and internet.
- Enroll in the Business Liaison Program for business support with illegal dumping, graffiti, loitering, trespassing, and more. Contact Corona Police Department's Crime Prevention Specialist for more information at (951) 279-3577.
- Prepare your marketing strategy with the help of a SBDC marketing specialist. Schedule an appointment online.
- Sign up for the City of Corona's Office of Economic Development Newsletter to stay up to date with seminars, resource partner information, business opportunities, and other business-related content.
- Connect with the Corona Chamber of Commerce to find out how they can support your business at Mychamber.org.

10. Get Ready to Celebrate

Plan your grand opening and let us know! We can feature your new business in our monthly newsletter and promote you to the Corona community.



Grand Opening!