



BIZNET

A Program of the North Coast Small Business Resource Center

www.northcoastsbdc.org

520 E Street • Eureka, CA 95501 • Phone (707) 445-9720 • Fax (707) 445-9652
225 H Street • Crescent City, CA 95531 • Phone (707) 464-2168 • Fax: (707) 464-1349

Checklist for Starting a Business in Fortuna

- ❑ Choose a **physical** address for your business
 - OK to have a post office box as well, but you will need to have a physical location
- ❑ Figure out legal structure of business, legal issues.
 - Sole Proprietorship/Partnership/LLC/Corporation
 - Have legal documents drawn up as necessary (Partnership Agreement)
 - Trademarks/Patents/Proprietary information...SBDC is a good resource
 - Have a lawyer on your team before you need them
- ❑ To increase your chance for success, take the time up front to explore and evaluate your business and personal goals. Then use this information to build a comprehensive and well-thought-out business plan that will help you reach these goals. The process of developing a business plan will help you think through some important issues that you may not have considered yet. Your plan will become a valuable tool as you set out to raise money for your business. It should also provide milestones to gauge your success.
 - North Coast SBDC offers free business plan workshops throughout the county. (707) 445-9035
- ❑ Fictitious Business Name Statement (707) 445-7593
 - Under \$100.00 usually. They will send you a packet, or you can pick one up.
 - Needed if the company name is different than your own. Required before you can open a business checking account.
- ❑ Occupancy Permit/Building Permit
 - City of Fortuna, City Hall 621 11th Street, Fortuna
 - Check with City of Fortuna Building and Planning Departments before occupying or building in any commercial location. These City departments will help you determine if a location is zoned for your business type and help keep any additions legal and safe.
- ❑ Business License
 - City of Fortuna, City Hall 621 11th Street Fortuna
 - Depending on business costs between \$20 and \$465
 - Needed when you conduct any business
- ❑ Business Improvement District Assessment
 - Paid with Your Business License
 - City of Fortuna, City Hall 621 11th Street Fortuna
 - Amount of assessment fee depends on business gross sales and location

Paid for under the current grant with the U.S. Small Business Administration and the San Jose State University Foundation. NCSBRC Program is nondiscriminatory and available to individuals with disabilities. This material is based on work supported by the U.S. SBA, the NCSBRC, and San Jose State University Foundation. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U. S. Small Business Administration, the NCSBRC, or the San Jose State University Foundation.



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Business improvement district assessment continued...

- Fortuna Business Improvement District markets the business community of Fortuna as a whole, assists community events and performs business recruitment and retention efforts.
- The FBID office also offers individual Fortuna businesses assistance with marketing, location searches and connecting with other resources in the business community. Call the FBID office for an appointment early in the course of starting your business in Fortuna 725-9261. www.fortunabusiness.com
- Business Bank Account
 - ALL expenses and income go through the business account
 - Choose a Business Accountant/ Set up Basic Bookkeeping Procedures/
 - What to do with money coming in
 - How to chart money going out
 - What to be tracking daily/weekly/monthly/quarterly
- “Not My Money” Bank Account
 - An account for Sales Tax.
 - An account for Payroll Tax/Self Employment Tax
- Retail Sellers Permit (www.boe.ca.gov) (707) 576-2100
 - Needed to buy wholesale
 - Needed for most sales in California, and many services
- Self Employment and income tax , Federal (www.irs.gov)
- Income tax, State (<http://www.taxes.ca.gov>)
- If you are an employer...
 - Federal Tax ID #, the “Social Security #” for your Business (www.irs.gov) Fill out form SS-4
 - Mail to EIN Operations * Philadelphia, PA 19255 or call toll free (800) 829-4933 or Fax- (215) 516-3990
 - Get an “Employer Guide” from the EDD (<http://www.edd.ca.gov/taxind.htm>) (707) 445-6532
 - Workers Comp Insurance...MUST have it before hire employees (your insurance agent or State Fund (707) 443-9721
- Business Insurance
 - Liability and Property Insurance, maybe others. Ask your insurer, or check the yellow pages
- Employees or Contractors?
 - Know the difference (www.irs.gov)

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Contacts:

North Coast Small Business Development Center: Business counseling and workshops, 445-9720

Fortuna Chamber of Commerce - Serving the greater Fortuna area business community and the Eel River Valley. Receive membership information by calling 725-3959 or visiting www.sunnyfortuna.com

Redwood Region Economic Development Commission: Business Lender, 445-9651

Arcata Economic Development Corporation: Business Lender, 822-4616

Small Business Administration: Great site for business information, www.sba.gov

CalGold: A comprehensive listing of every permit you may need, www.calgold.ca.gov

Humboldt County Website: www.co.humboldt.ca.us

Good business statistics and other financial information: www.bizstats.com

Arcata Economic Development Corporation: Business Lender, 822-4616

Notes

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