

# STARTING A BUSINESS IN MENLO PARK

## BUSINESS RESOURCE GUIDE



CITY OF MENLO PARK

BUSINESS DEVELOPMENT DEPARTMENT



# CONTENTS

INTRODUCTION	pg. 4
City of Menlo Park Community Profile	pg. 5
Menlo Park Business Development Department	pg. 6
Menlo Park Chamber of Commerce	pg. 6
I. PERMIT AND LICENSE REQUIRMENTS	pg. 8
A. Business Licenses	pg. 8
B. City Zoning and Use Permits	pg. 9
C. Guidelines for Signage	pg. 9
D. City Hazardous Material Permits	pg. 9-10
E. Environmental Health	pg. 10
F. Menlo Park Fire Protection District	pg. 10
G. Parking Permits	pg. 10
H. Fictitious Business Name Statement	pg. 11
I. County of San Mateo Health Department	pg. 11
J. State Licenses	pg. 11
K. Federal Identification Number	pg. 11
L. State Sales and Use Tax Permit	pg. 12
M. State Employer Registration Forms	pg. 12
II. UTILITIES	pg. 14
A. Garbage and Recycling Services	pg. 14
B. Water and Energy Services	pg. 14-15
C. Hazardous Waste Disposal	pg. 15
III. CITY OF MENLO PARK BUSINESS ASSISTANCE	pg. 16
A. Site Referral For Expansion or Relocation	pg. 16
B. Available Space for Businesses	pg. 16
C. Business Loans	pg. 17
D. Menlo Park Environmental Programs	pg. 18
E. San Mateo County Convention & Visitors Bureau	pg. 18
F. Tools for Business Success	pg. 18
IV. OTHER ASSISTANCE PROVIDERS	pg. 19
A. Menlo Park Chamber of Commerce	pg. 19
B. Renaissance Entrepreneurship Center	pg. 19
C. Service Corps of Retired Executives (SCORE)	pg. 19
D. County Clerk-Recorder's Office	pg. 20
E. Small Business Administration (SBA)	pg. 20
F. Women's Initiative for Self-Employment	pg. 20
G. San Jose Entrepreneur Center	pg. 20
H. Silicon Valley Small Business Development Center	pg. 21
I. Northern-California Small Business Financial Development Corporation	pg. 21
J. Incorporation and Trademarks	pg. 21
K. CalGold-California Government Online	pg. 21

L. Secretary of State's Business Programs Division	pg. 22
M. Franchise Tax Board (FTB)	pg. 22
N. California Contractors State License Board	pg. 22
O. California Department of Health Services, Food, & Drug Branch	pg. 22
P. U.S. Food and Drug Administration (FDA)	pg. 23
Q. Internal Revenue Service (IRS)	pg. 23
R. Alcohol and Tobacco Tax and Trade Bureau National Revenue Center (TTB)	pg. 23
S. Foreign Trade	pg. 23
V. MENLO PARK CITY DEPARTMENTS	pg. 24

## INTRODUCTION

Menlo Park's Business Development Department has prepared this Business Resource Guide in cooperation with various City Departments as a means of clarifying the start-up process for businesses in Menlo Park. The Business Resource Guide provides vital information to channel a business through Permit and Licensing requirements. In addition, the Business Resource Guide provides information on local, county, state, and federal permit and licensing requirements. Contact information is also included in order to assist in developing and sustaining a successful business in Menlo Park.

As a foundation for this guide, the City of Menlo Park's Business Development Department works to promote a healthy local economy and vibrant business environment. Its mission is to provide services and resources to the business and development communities with the purpose of retaining, attracting, and expanding business and employment opportunities for area residents, stimulating the local economy and expanding local retail sales, transient occupancy, and commercial property tax bases, while maintaining a positive balance between growth, social equity, and the economic vitality of the City.

The Business Development team endeavors to assist businesses meet their needs for workers, real estate spaces, financing, City permit processing, technical assistance, and other value-added information. The information contained in this document is accurate to the best of our knowledge. Please check with the agencies or websites provided for updated information.

Please direct any questions about this material or request for additional copies of this Business Resource Guide to:

Business Development Department  
701 Laurel Street  
Menlo Park, CA 94025  
Tel: (650) 330.6615 or (650) 330.6614  
Fax: (650) 327.5391  
[www.menlopark.org/doing\\_business.html](http://www.menlopark.org/doing_business.html)



## City of Menlo Park Community Profile

Menlo Park is a city of beautiful, tree-lined neighborhoods and vibrant economic activity centers. It is located conveniently between the major metropolitan areas of San Francisco and San Jose and is home to more than 31,865 residents in its 19 square miles.

Located in the heart of Menlo Park is a downtown featuring unique, upscale shops and restaurants. Set in a pleasant pedestrian-oriented atmosphere, Menlo Park's downtown area attracts locals and visitors alike. Known as the "Capitol of Venture Capital" for the world, Menlo Park is well-situated to benefit from and help shape new technologies and markets originating from the Silicon Valley. The city hosts such major employers as SRI, Sunset Publishing, the US Geological Survey, OfficeMax Regional Distribution Center, Tyco Electronics, and Oracle/Sun Microsystems.

The City Council/City Manager form of government is used, which consists of five Council members elected at-large. They serve four-year overlapping terms with a new Mayor selected annually by the Council from their ranks for a one-year term.

The annual general fund operating budget for the fiscal year of 2009-2010 is \$36.4 million (est.) with 447 employees working in the following departments: Administrative Services, Business Development, Personnel, City Attorneys, Community Engagement, Community Development Agency (Building, Planning, and Housing), Transportation, Environmental Programs, Public Works, Community Services (Parks and Recreation), Library, and the Police Department.

### Facts on Menlo Park

#### Population

- 2009 Estimated: 31,865
- 2008 Estimated: 31,490
- 2007 Estimated: 31,146
- 2000 Census: 30,785
- 1990 Census: 28,040
- Median Age: 37.4 years

#### Households

- 2007 Total Households: 16,400
- 2000 Average Household size: 2.1
- 2000 Single Family Housing: 54%
- 2005 Median Home Selling Price: \$1,270,000

## Menlo Park Business Development Department

This department serves the business and development communities in all eight of Menlo Park's individual economic activity centers located throughout the community. Further, it provides leadership and direction within the economic activity centers to spur economic growth and employment opportunities. The department also helps resolve public safety and planning issues affecting individual business activity centers, helps organize public events, and aid in joint advertising for their districts; which are informal groups that meet for problem solving sessions. The following list includes local, regional, and statewide business partners:

- Menlo Park Chamber of Commerce
- Downtown Merchants Group
- Silicon Valley Economic Development Association (SVEDA)
- California Association of Local Economic Department (CALED)
- California Redevelopment Agency (CRA)

## Menlo Park Chamber of Commerce

The Menlo Park Chamber of Commerce serves as an advocacy organization for Menlo Park businesses at the local, regional, and state levels. Working with City government, the Chamber sponsors programs and events, benefiting the business community. Members are provided with concrete services such as business referrals, small business seminars, and annual business showcase, and numerous other services. For information on membership, contact:

Menlo Park Chamber of Commerce  
1100 Merrill Street  
Menlo Park, CA 94025  
Tel: (650) 325.2818 Fax: (650) 325.0920  
[www.menloparkchamber.com](http://www.menloparkchamber.com)





## I. PERMIT AND LICENSE REQUIREMENTS

The City of Menlo Park has various requirements and regulations for operating a business. It is your responsibility to obtain all necessary approvals, permits, licenses, and to pay all taxes and fees associated with your particular business. To effectively monitor current economic conditions locally, regionally, and statewide, Business Development staff participates in industry alliances, seminars, and workshops to stay abreast of best practices and innovations within economic development for the benefit of the City and its stakeholders.

The City's regulations are incorporated in the "Municipal Code: Menlo Park, California". The Menlo Park Municipal Code is an excellent source for information on business licenses and regulations, definitions of business terms, zoning classifications, business license fees, and tax rates on annual gross receipts. Copies of the Menlo Park Municipal Code are at all branches of the Menlo Park Public Library and on the City of Menlo Park's website at: [www.menlopark.org/departments/dep\\_cclerk.html](http://www.menlopark.org/departments/dep_cclerk.html)

### A. Business Licenses

For your convenience, the Finance Department of the City of Menlo Park administers Business License applications, subject to Planning Division approval of location and activity. In order for a business to engage in any business activity, businesses must get a license from the City. A state license contractor cannot "pull" building permits without having first obtained a business license.

You will need a new Business License if you are:

- starting a new business
- the new owner of an existing business
- opening an additional location for your current business
- moving your business to a new location within the city

Depending on the kind of business you are going to operate, several approvals and/or permits are required prior to issuing your new Business License. These include those from Zoning, as well as possibly Building and Safety, Environmental Programs, Police, and the Menlo Park Fire Protection District. Please see the Planning Department for important information about addressing assignments and land use regulations. You may also contact Finance Department staff to discuss these requirements. A completed new Business License application form, with all of its required permits and initial payments, must be submitted within 30 days from the date of commencement of business activity. However, it is strongly recommended that you contact the Planning Division to verify zoning compliance before signing a lease agreement on property acquisition. All contractors doing business in Menlo Park must have an active Business License before applying for building permits. Depending on the kind of business you have, this process may take a few days to several weeks. Please stop by the City's Administration Building or call for further information:

Business Licenses  
701 Laurel Street  
Menlo Park, CA 94025  
Administration Building, Finance Department  
Tel: (650) 330.6640 Fax: (650) 327.5391  
Office Hours: Mon-Thurs. 7:30 am-5:30 pm., Alternate Fridays 8:00 am-5:00 pm  
[http://www.menlopark.org/business/bus\\_license.html](http://www.menlopark.org/business/bus_license.html)

## B. City Zoning and Use Permits

### Zoning

It is critical that new businesses, including home-based businesses, check with the Planning Department about Zoning regulations applicable to a particular location. Please have exact street address and square footage available. A copy of the floor plan is also required. Some businesses may only require a Zoning Permit and may include a fee. All Zoning fees are charged separately one time, and they are in addition to Business License fees, but are only paid one time. For more information, please visit:

[http://www.menlopark.org/departments/dep\\_planning.html](http://www.menlopark.org/departments/dep_planning.html)

The zoning ordinance information can be found at <http://www.menlopark.org/departments/pln/zoneordn.pdf>  
To speak to a Planner, please contact the Planning Department at (650) 330.6702.

### Use Permit

Businesses requiring a Use Permit may need a public hearing before the City's Planning Commission, which has the power to approve, impose conditions, or deny an application. New business applicants should be aware that new buildings and additions creating substantial new floor area will require Use Permits. Application guidelines or information on Use Permits can be found at: [http://www.menlopark.org/departments/dep\\_planning.html](http://www.menlopark.org/departments/dep_planning.html) and you may look at the Zoning Ordinance packet which contains more information about Use Permits at: <http://www.menlopark.org/departments/pln/zoneordn.pdf>

### Home-Based Businesses

Businesses are not normally allowed in residential districts. Home-Based Businesses are the one exception, but they must be limited operations with little or no impact on surrounding residential neighborhoods (no employees; limited customer visits; no onsite product sales, shipping or storage; no signs). They may require an over-the-counter Zoning permit and a Use Permit based on the type of business. The application for the Use Permit can be found at: <http://www.menlopark.org/departments/pln/homeocc.pdf>

### Inspections

If you're starting a business in an older existing building, an inspection may be required to ensure life-safety and compliance with the building codes. This inspection may be required whether or not the proposed business use differs substantially from the previous use. For additional information, please contact the Building Department at (650) 330.6704 or visit the website: [http://www.menlopark.org/departments/dep\\_building.html](http://www.menlopark.org/departments/dep_building.html)

## C. Guidelines for Signage

New sign installation or the transfer of existing signage to a new building is subject to review under the City's Planning Department. Sign applicants should first contact the Planner assigned to Design Review at the Zoning Counter (Administration Building First Floor), then to the Building Division for approval. For sign permits call (650) 330.6704.

Signage guidelines can be found at this website: <http://www.menlopark.org/departments/pln/signdesnguide.pdf>

## D. City Hazardous Material Permits

The City of Menlo Park has policies for reviewing the use of hazardous materials by a business. The City coordinates its review process in coordination with the Menlo Park Fire Protection District, the County of San Mateo Environmental Health Services Division, applicable sanitary districts, and the City of Menlo Park Building Division. For more information, please contact the appropriate agency from the following table:

Planning Division: Deanna Chow, Senior Planner	(650) 330.6733 <a href="mailto:dmchow@menlopark.org">dmchow@menlopark.org</a>
Building Division: Ron LaFrance, Building Official	(650) 330.6723 <a href="mailto:rjlafrance@menlopark.org">rjlafrance@menlopark.org</a>
Menlo Park Fire Protection District: Ron Keefer, Hazardous Materials Specialist	(650) 688.8425 <a href="mailto:Ronaldk@MenloFire.org">Ronaldk@MenloFire.org</a>
San Mateo County Environmental Health: Pete Smith, Hazardous Material Section	(650) 372.6201 <a href="mailto:pasmith@co.sanmateo.ca.us">pasmith@co.sanmateo.ca.us</a>
West Bay Sanitary District: John Simonetti	(650) 321.0384 <a href="mailto:jsimonetti@westbaysanitary.org">jsimonetti@westbaysanitary.org</a>
Bay Area Air Quality Management District	(415) 771.6000

#### E. Environmental Health

Inspection and approval may be required for some business licenses. Contact information:

Environmental Health Division  
2000 Alameda de las Pulgas, Suite 100  
San Mateo, CA 94403  
Tel: (650) 372.6200 Fax: (650) 627.8244  
<http://www.co.sanmateo.ca.us/portal/site/smc>

#### F. Menlo Park Fire Protection District

The Fire Protection District covers the communities of Atherton, Menlo Park, and East Palo Alto as well as some of the unincorporated areas of San Mateo County. The District has seven stations that are strategically placed to provide the most efficient response times.

Menlo Park Fire Protection District Headquarters  
300 Middlefield Road  
Menlo Park, CA 94025  
Tel: (650) 688.8400  
<http://www.menlofire.org>

#### G. Parking Permits

In the City of Menlo Park there are three parking permit categories available, which include overnight residential parking, daytime residential parking, and downtown plaza parking. Menlo Park restricts business customer parking to 1 and 2 hours for those vehicles without a designated permit for that area. In the residential area overnight parking is not allowed on week nights unless a permit is obtained. In some areas, such as downtown, businesses owners may purchase an annual Merchant Permit and customers may purchase daily permits. For additional information, see <http://www.menlopark.org/police/parking.html>

## H. Fictitious Business Name Statement

Every business that uses a name other than its owner(s) name, or other than its name upon incorporation, must file a fictitious business name statement. Please conduct a microfiche index search to make certain that you are the only user of the fictitious name you have chosen for your business before you file the statement or you can search using the Online Services of this agency:

San Mateo County Clerk  
555 County Center  
Redwood City, CA 94063  
Tel: (650) 363.4500 Fax: (650) 363.1903  
<http://www.smcare.org/clerk/fictitious/default.asp>

## I. County of San Mateo Health System

The goal of the County of San Mateo Health System is to increase the quality and longevity of people's lives by preventing health issues before they occur, protecting the public's health, providing services for vulnerable populations, and by partnering to building healthy communities.

County of San Mateo Health System Administration  
Tel: (650) 372.8572  
<http://www.co.sanmateo.ca.us>  
Email: [info@smhealthy.org](mailto:info@smhealthy.org)

## J. State Licenses

Many commercial operations, such as automotive repair dealers, building contractors, barbers, and other service type businesses, require state licensing. There is a penalty if licenses are not applied for in advance. Contact information:

California State Department of Consumer Affairs  
1625 N. Market Blvd, Suite N 112  
Sacramento, CA 95814  
Tel: (800) 952.5210  
<http://www.dca.ca.gov/licensee/info>  
Email: [dca@dca.ca.gov](mailto:dca@dca.ca.gov)

California Labor and Workforce Development Agency California Business Portal  
801 K Street, Suite 2101  
Sacramento, CA 95814  
Tel: (916) 327.9064  
<http://www.calbusiness.ca.gov/>  
Email: [Email@labor.ca.gov](mailto:Email@labor.ca.gov)

## K. Federal Identification Number

All Employers and most businesses are required to obtain an Employer Identification Number (EIN) from the Internal Revenue Service (IRS). An application form (#SS-4) can be obtained from this agency:

U.S. Internal Revenue Service  
700 Jefferson Ave, Fl. 2  
Redwood City, CA 94063  
Tel: (650) 298.0463  
<http://www.irs.gov>

#### L. State Sales and Use Tax Permit

Under the California Sales and Use Tax Law every person, partnership, or corporation intending to engage in selling tangible personal property must obtain a valid Seller's Permit. Wholesalers, as well as retailers, must secure a permit. For convenience, some employers may use the State Board of Equalization Form BT-400 to apply for a seller's permit and to register with the Employment Development Department (EDD) at the same time. If your firm has more than one place of business (located on different premises within the city), you need a separate permit for each location. In some instances, a single consolidation permit will cover multiple business outlets. To register as a seller, the proprietor, partner, or office of business may contact:

State Board of Equalization  
455 Golden Gate Avenue, Ste. 10500  
San Francisco, CA 94105  
Tel: (415) 356.6600 Fax: (415) 557.3000  
<http://www.boe.ca.gov>

#### M. State Employer Registration Form

Employers are required to register with the California Employment Development Department (EDD) within 15 days after becoming subject to the California personal income tax withholding provisions, the Unemployment Insurance Code, or both. A new employer package is available at:

California Employment Development Department Employment Tax Office  
745 Franklin Street, Room 302  
San Francisco, CA 94102  
Tel: (888) 745.3886  
<http://www.edd.cahwnet.gov>





## II. UTILITIES

Each utility type is billed and provided by a different company. A security deposit may be required with a new business. For a list of Service Providers for gas, electric, and telephone service in your area please visit the California Public Utilities Commission at <http://www.cpuc.ca.gov/PUC/>. Contacts for local utilities services are listed below.

### A. Garbage and Recycling Services

The City's Environmental Programs is a part of the Public Works Department and is responsible for management for garbage and recycling services, processing heritage tree removal permit appeals, and distribution of information concerning waste reduction, water pollution prevention, energy conservation, creek protection and other environmental issues. The program promotes sustainable environmental practices and policies citywide and within City owned facilities and open space areas.

Garbage service is franchised in Menlo Park. Allied Waste of San Mateo County is the only hauler that can provide garbage service to a home or business in Menlo Park. Any garbage company may be used for debris box service. To set up garbage service, contact Allied Waste at (650) 592.2411.

Commercial recycling is provided FREE of charge by Allied Waste. The more your company recycles, the less it pays for garbage service. If your business would like to start a recycling program or improve your current program, please contact the Recycling Coordinator for Menlo Park, Elaine Guster of Allied Waste at (650) 596.6467 or by email at [EGuster@republicservices.com](mailto:EGuster@republicservices.com). Menlo Park greatly encourages "green building" as its practice of building, focusing on sustainability. Please visit the San Mateo County RecycleWorks Program web site, which focus on building or remodeling with sustainability in mind, at [www.recycleworks.org](http://www.recycleworks.org) or call (888) 442.2666.

New businesses can establish refuse and recycling collection by contacting the Menlo Park Environmental Program located at Menlo Park City Hall on Monday-Thursday 7:30 am to 5:30 pm, alternate Fridays 8:00 am to 5:00 pm. Call (650) 330.6740 for a Customer Service Representative or visit its website at [www.menlopark.org/departments/dep\\_environment.html](http://www.menlopark.org/departments/dep_environment.html)

### B. Water and Energy Services

Three water districts serve the City of Menlo Park which includes the California Water Service Company, the Menlo Park Municipal Water District (MPMWD), and the O'Connor Tract Coop Water. PG&E is one of the largest providers of natural gas and electric utilities for residents and businesses in California.

#### Cal Water

Bear Gulch District  
3351 El Camino Real, Suite 190  
Atherton, CA 94027-3844  
8:00 am-4:30 pm  
Tel: (650) 367.6800  
Email: [infoBG@calwater.com](mailto:infoBG@calwater.com)  
<http://www.calwater.com>

Gas & Electricity

Pacific Gas & Electric Co.  
275 Industrial Road  
San Carlos, CA 94070  
Tel: (800) 468.4743 (Business Customer Services)  
<http://www.pge.com>

Menlo Park Municipal Water District

Menlo Park Municipal Water District  
701 Laurel Street  
Menlo Park, CA 94025  
Monday to Thursday 7:30 am-5:30 pm, Alternating Fridays 8:00 am-5:00pm  
Tel: (650) 330.6740  
<http://www.menlopark.org/departments/pwk/mpmwd.html>

O'Connor Tract Coop Water

O'Connor Tract Coop Water  
211 Oak Ct.  
Menlo Park, CA 94025  
Tel: (650) 321.2723  
<http://www.pge.com>

Knowing which water district services your home or business is important so you know who to call for:

- Appliance Rebate Programs
- Pressure Testing
- Water Billing
- Water Quality Assurance

To verify a property's water district, please visit: <http://www.menlopark.org/departments/pwk/mpmwd.html>

C. Hazardous Waste Disposal

San Mateo County Department of Environmental Health has a "Very Small Quantity Generator Program". This program is available to businesses with 27 gallons or 220 pounds or less of toxic material. Please visit the below web site for more information:

<http://www.menlopark.org/departments/envMultiUnitComplexesBusinesses.pdf>



### III. CITY OF MENLO PARK BUSINESS ASSISTANCE

#### A. Site Referral for Expansion or Relocation

The Business Development Department has developed a network of real estate brokers and developers as well as an internal information database that can be utilized to help businesses find spaces to lease or purchase. By using this network, we can help businesses expand within or relocate to Menlo Park. If you have any questions or require assistance on the City permit process, you may reach either David Johnson at (650) 330.6614 or Alex Andrade at (650) 330.6615. You may also explore the Business Development Department's website at: [http://www.menlopark.org/doing\\_business.html](http://www.menlopark.org/doing_business.html)

#### B. Available Space for Businesses

##### Menlo Park Commercial Properties Via LoopNet

LoopNet is a leading commercial real estate information service provider offering a suite of products and services tailored to the national, regional, and local needs of the commercial investments industry like Silicon Valley and Menlo Park. Listings on LoopNet include all commercial real estate property categories such as commercial office spaces for lease, hotels and motels, multifamily apartments, retail space, industrial, research and development, and land for sale. LoopNet is also your resource for commercial real estate market research. You can explore their website at: [http://www.menlopark.org/doing\\_business.html](http://www.menlopark.org/doing_business.html). Click on "Menlo Park Commercial Properties" icon. Continue by selecting property type. Under the "Location" category, type Menlo Park and zip code 94025 and click on "Search" for Menlo Park based properties.



### C. Business Loans

Below market-rate loans, commercial real estate loans, cash flow loans, unsecured lines of credit, and business credit cards are available for businesses located in Menlo Park or planning to locate here. Assistance with loan packaging is also available through these Menlo Park financial institutions:

#### Bank of America

633 Santa Cruz Ave,  
Menlo Park, CA 94025  
(650) 324.4433

2180 Sand Hill Rd.  
Menlo Park, CA 94025  
(650) 324.4433

[www.bankofamerica.com](http://www.bankofamerica.com)

#### Bank of the West

900 Santa Cruz Ave  
Menlo Park, CA, 94025  
(650) 328.4530

[www.bankofthewest.com](http://www.bankofthewest.com)

#### Chase

650 Santa Cruz Ave,  
Menlo Park, CA 94025  
(650) 853.2655

[www.chase.com](http://www.chase.com)

#### Comerica Bank

800 Oak Grove Ave.,  
Menlo Park, CA 94025  
(650) 462.6140

[www.comerica.com](http://www.comerica.com)

#### First Republic Bank

1215 El Camino Real,  
Menlo Park, CA 94025  
(650) 470.8888

[www.firstrepublic.com](http://www.firstrepublic.com)

#### Pacific National Bank

701 Santa Cruz Ave.,  
Menlo Park, CA 94025  
(650) 289.2440

[www.pacificnational.com](http://www.pacificnational.com)

#### Silicon Valley Bank

3000 Sandhill Rd, Ste. 3-150  
Menlo Park, CA 94025  
(650) 233.7420

[www.svb.com](http://www.svb.com)

#### Union Bank of California

716 Santa Cruz Ave.,  
Menlo Park, CA 94025  
(650) 325.4445

[www.unionbank.com](http://www.unionbank.com)

#### US Bank

1105 El Camino Real,  
Menlo Park, CA 94025  
(650) 617.8330

[www.usbank.com](http://www.usbank.com)

#### Wells Fargo-Wachovia

735 Santa Cruz Ave,  
Menlo Park, CA 94025  
(650) 289.1036

325 Sharon Park Drive,

Menlo Park, CA 94025  
(650) 926.0760

[www.wellsfargo.com](http://www.wellsfargo.com)

#### D. Menlo Park Environmental Programs

Menlo Park promotes building green as the “business as usual” choice. The Environmental Programs Department of Menlo Park provides assistance on resource-conserving design strategies, technologies, and materials. Environmental Programs also promotes sustainable environmental practices and policies citywide, as well as provides incentives to encourage businesses to reduce their environmental impact while improving the bottom line. Menlo Park is a city dedicated to energy conservation assistance and through the Environmental Programs Department, information is provided on how businesses can save money with energy saving programs, rebates, and financial incentives.

If you have any questions relating to energy conservation or green building, please contact the Environmental Programs Department at (650) 330.6740. [http://www.menlopark.org/departments/dep\\_environment.html](http://www.menlopark.org/departments/dep_environment.html)

#### E. San Mateo County Convention & Visitors Bureau

Designated the official destination marketing organization for the County of San Mateo, the Convention and Visitors Bureau offers a variety of brochures and literature about what to see and do in Menlo Park and the San Mateo County. They also assist meeting and event planners with facility referrals and local services.

##### San Mateo County Convention & Visitors Bureau

111 Anza Blvd., Ste. 410

Burlingame, CA 94010

Tel: (650) 348.7600 Fax: (650) 348.7687

<http://www.visitsanmateocounty.com>

#### F. Tools for Business Success

Your source for business formation, government regulations, business planning, funding and incentives, online classes, selling to government, and business bookstores. <http://www.menlopark.toolsforbusiness.info>



## IV. OTHER ASSISTANCE PROVIDERS

### LOCAL

#### A. Menlo Park Chamber of Commerce

Founded in 1926, the Menlo Park Chamber of Commerce has served as an advocacy organization for Menlo Park businesses at the local, regional, and state levels. Working with City government, the Chamber sponsors programs and events, benefiting the business community, has promoted cooperation of businesses, and developed increased civic interest. Members are provided with concrete services such as business referrals, small business seminars, and annual business showcase, and numerous other services. For information on membership, contact:

Menlo Park Chamber of Commerce  
1100 Merrill Street  
Menlo Park, CA 94025  
Tel: (650) 325.2818 Fax: (650) 325.0920  
[www.menloparkchamber.com](http://www.menloparkchamber.com)

#### B. Renaissance Entrepreneurship Center

Renaissance Entrepreneurship Center provides training on business assessment, marketing, finance, sales, and counseling for low-income businesses and business owners. For more information on enrollment please contact Renaissance Entrepreneurship Center at the telephone number listed below.

Renaissance Entrepreneurship Center  
1848 Bay Road  
East Palo Alto, CA 94303  
Tel: (650) 321.2193 Fax: (650) 3211025  
<http://www.rencenter.org>

#### C. Service Corps of Retired Executives (SCORE)

Retired business professionals volunteer to provide free counseling to individuals starting small businesses. Counseling and workshops are available at a minimal cost. Silicon Valley Score has sixty counselors who have the "real world" experience required to provide information and direction that can make the difference between success and failure. Visit the site at: <http://www.score.org>

Bay Area Chapters are listed below:

Silicon Valley SCORE Entrepreneur Center  
84 West Santa Clara Street, Suite 100  
San Jose, CA 95113  
Tel: (408) 288.8479  
Fax: (408) 494.0214  
Email: [svscore@hotmail.com](mailto:svscore@hotmail.com)  
Website: <http://www.svscore.org>

San Francisco SCORE  
455 Market Street, 6<sup>th</sup> Floor  
San Francisco, CA 94105  
Tel: (415) 744.6827  
Fax: (415) 744.6750  
Email: [sfscore@sfscore.org](mailto:sfscore@sfscore.org)  
Website: <http://www.sfscore.org>

## COUNTY

### D. County Clerk-Recorder's Office

The County Clerk-Recorder's Office handles Fictitious Business Names Statement filing, provides forms and offers guidance to new business owners. You can contact them at:

County Clerk-Recorder's Office  
555 County Center, 1<sup>st</sup> Floor  
Redwood City, CA 94063  
Tel: (650) 363.4500  
<http://www.smcare.org>

## REGIONAL

### E. Small Business Administration (SBA)

The SBA offers general and technical assistance to new and established businesses. Services include loan programs, business counseling, management training, conferences, referrals, and reference libraries. They can be contracted at:

Small Business Information Center  
455 Market St., 6<sup>th</sup> Floor  
San Francisco, CA 94105  
Tel: (415) 744.6820  
Email: [answerdesk@sba.gov](mailto:answerdesk@sba.gov)  
[http://www.sba.gov/starting\\_business](http://www.sba.gov/starting_business)

### F. Women's Initiative for Self-Employment

Provides training for women owned businesses on business assessment, marketing, finance, sales, and counseling. For more information on enrollment, contact:

Women's Initiative for Self-Employment-San Francisco Office  
1398 Valencia St.  
San Francisco, CA 94110  
Tel: (415) 641.3460 Fax (415) 826.1885  
<http://www.womensinitiative.org>

### G. San Jose Entrepreneur Center

The center's mission is to provide you with a full range of support services to start and grow your business including financing programs, technical assistance, training, procurement assistance, and international trade.

San Jose Entrepreneur Center  
84 West Santa Clara St., Suite 100  
San Jose, CA 95113-1815  
Tel: (408) 494.0217  
Office Hours: Monday-Friday 9:00 am-5:00 pm  
Website: [www.ecenteronline.org](http://www.ecenteronline.org)

## H. Silicon Valley Small Business Development Center

The Silicon Valley Small Business Development Center (SVSBDC) offers many services to businesses around Santa Clara and San Mateo Counties. The SVSBDC will guide businesses through risky situations and provide assistance in overcoming business dilemmas. The SVSBDC contact information is below:

Silicon Valley SBDC  
84 West Santa Clara Street, Suite 100  
Entrepreneur Center  
San Jose, CA, 95113  
Director Patrick Cook Tel: (408) 494.0240  
Client Services with Gail Buettgenback: (408) 494.0240  
Website: <http://www.svsbdc.org>

City College of San Francisco SBDC  
300 Montgomery St., Ste. 789  
San Francisco, CA 94104  
Tel: (415) 841.4050  
Fax: (415) 398.4589  
<http://www.sfsbdc.org>

## I. Nor-Cal Northern California Small Business Financial Development Corporation (Nor-Cal FDC)

Nor-Cal FDC has helped hundreds of business owners obtain financing from banks throughout the San Francisco Bay Area since 1978. It specializes in helping those companies that do not meet traditional guidelines.

Nor-Cal FDC  
300 Frank H. Ogawa Plaza, Suite 251  
Oakland, CA 94612  
Tel: (510) 452.9591 Fax: (510) 452.1181  
<http://www.norcalfdc.org/index.htm>

## STATE

### J. Incorporation and Trademarks

For information on incorporating your business or establishing a Trademark contact:

California Secretary of State's Office  
1500 11<sup>th</sup> Street, 3<sup>rd</sup> Floor  
Sacramento, CA 95814  
Tel: (916) 653.6814  
<http://www.sos.ca.gov>

### K. California Government Online Desktop Website (Cal-Gold)

In 1997 the California Environmental Protection Agency established the California Government Online to Desktop Website (CalGold) to assist business owners with information on business permits and requirements. It provides up-to-date information about local, regional, state, and federal agencies that issue business permits and licenses. If you have any questions, you can explore the website or contact their staff at:

CalGold  
1001 I Street  
P.O. Box 2815  
Sacramento, CA 95812-2815  
Tel: (916) 323.2514  
<http://www.calgold.ca.gov>  
[calgold@calepa.ca.gov](mailto:calgold@calepa.ca.gov)

#### L. Secretary of State's Business Programs Division

The State's Business Program Division is responsible for processing applications for incorporations, limited partnerships, non-profits, and other businesses. For more detailed information, please contact the division at:

Secretary of State's Business Program Division  
1500 11<sup>th</sup> Street  
Sacramento, CA 95814  
Tel: (916) 653.6814  
<http://www.sos.ca.gov/business>

#### M. Franchise Tax Board

The Franchise Tax Board (FTB) is responsible for administering two of California's major tax programs: Personal Income Tax and the Corporation Tax. You can contact the FTB at:

Franchise Tax Board  
121 Spear St., Ste. 400,  
San Francisco, CA 94105  
Tel: (800) 852.5711  
<http://www.ftb.ca.gov>

#### N. California Contractors State License Board

The California Contractors State License Board is responsible for licensing and regulating contractor's in various license classifications.

California Contractors State License Board  
9821 Business Park Drive  
Sacramento, CA 95827  
Tel: (800) 321.2752  
Office Hours: Monday-Friday 8:00 am-5:00 pm  
Website: <http://www.cslb.ca.gov>

#### O. California Department of Health Services, Food & Drug Branch

The CA Department of Health Services, Food & Drug Branch is responsible for issuing permits to food manufacturers and wholesalers. The department's mission is to make sure food and drugs are healthy and safe for California residents.

CA Department of Health Services, Food & Drug Branch  
1500 Capitol Ave., MS 7602  
P.O. Box 997435  
Sacramento, CA 95899  
Tel: (916) 650.6500  
Email: [FDBinfo@cdph.ca.gov](mailto:FDBinfo@cdph.ca.gov)  
Website: <http://www.cdph.ca.gov/programs/Pages/FDB.aspx>

## FEDERAL

### P. U.S. Food and Drug Administration

The U.S. Food and Drug Administration (FDA) regulates products sold in the U.S., issues product approvals and recalls and monitors products on the market for public safety. The FDA also attempts to make medicines and foods more effective, safe, and affordable.

U.S. Food and Drug Administration  
5600 Fishers Lane,  
Rockville, MD 20857  
Tel: (888) 463.6332  
Website: <http://www.fda.gov>

### Q. Internal Revenue Service

The Internal Revenue Service (IRS) issues federal tax identification numbers to all kinds of businesses.

Internal Revenue Service  
450 Golden Gate Ave., 1<sup>st</sup> Floor  
San Francisco, CA 94102  
Tel: (415) 522.4061 or (800) 829.4933  
Website: <http://www.irs.gov>

### R. Alcohol and Tobacco Tax and Trade Bureau National Revenue Center

The Alcohol and Tobacco Tax and Trade Bureau National Revenue Center (TTB) handles the federal permit applications, collects alcohol, tobacco, firearms and ammunition excise taxes, and regulates this industry.

Alcohol and Tobacco and Trade Bureau National Revenue Center  
550 Main St., Ste. 8002  
Cincinnati, OH 45202  
Tel: (877) 882.3277  
Website: <http://www.ttb.gov>

## INTERNATIONAL

### S. Foreign Trade

The Bay Area Center for International Trade Development (CITD) helps businesses focus on certain economic activities and to compete in the global market. The Bay Area Center For International Trade information is funded by the California Community College Chancellor's Office in Sacramento. Please contact the Bay Area Center for International Trade Development agency at:

Bay Area Center for International Trade Development  
3300 College Drive, Bld. 5, Room 5130  
San Bruno, CA 94080  
Tel: (650) 738.7098 Fax: (650) 738.7090  
<http://www.bayareacitd.com>

V. City Departments

Building Division.....(650) 330.6704  
Business Development.....(650) 330.6614  
City Attorney.....(650) 330.6620  
City Clerk.....(650) 330.6620  
City Council.....(650) 330.6630  
City Manager.....(650) 330.6610  
Community Services.....(650) 330.2200  
Finance Department (Business License).....(650) 330.6642  
Housing and Redevelopment.....(650) 330.6706  
Management Information Systems (MIS).....(650) 330.6654  
Library, Administrative Offices.....(650) 330.2500  
Menlo Park Municipal Water District.....(650) 330.6740  
    Water Maintenance.....(650) 330.6780  
    Water Quality.....(650) 330.6740  
Personnel.....(650) 330.6670  
Planning.....(650) 330.6702  
Police: (main number non-emergency).....(650) 330.6300  
Transportation.....(650) 330.6770  
Public Works Customers Service.....(650) 330.6780  
    Capital Improvements.....(650) 330.6740  
    Environmental & Recycling.....(650) 330.6740  
    Maintenance Division.....(650) 330.6780  
    Transportation/Engineering.....(650) 330.6740

Other City Service Providers

Cal Water Bear Gulch District.....(650) 367.6800  
PG&E.....(800) 468.4743  
Menlo Park Fire Protection District, (main number non-emergency).....(650) 688.8400  
Menlo Park Municipal Water District.....(650) 330.6740  
O’Conner Tract Cooperative Water District.....(650) 321.2723

For further information regarding the City of Menlo Park check our website:  
<http://www.menlopark.org>



Business Development Department  
City of Menlo Park  
"Connect, Evolve, Thrive"

701 Laurel Street, Menlo Park, CA 94025  
[www.menlopark.org/doing\\_business.html](http://www.menlopark.org/doing_business.html)  
650.330.6600