

# Retail Business Guide



# PLAN YOUR BUSINESS

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## Get Free 1:1 Advising

You can schedule a free advising appointment with the Sacramento Valley Small Business Development Center (SBDC) to consult with experts on:

- Business planning
- Financing & accounting
- Legal & HR
- Operations
- Marketing & ROI

→ **Learn more here:** [Sacramento Valley SBDC](#)

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## Who to Contact

Sac Valley SBDC

**Phone:** 916-655-2100

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## Determine Your Business's Legal Structure

You may want to consult an attorney or tax accountant for guidance as each structure has unique legal and tax implications. If you establish your business as a corporation, S corporation, limited liability company or partnership, you must first register with the California Secretary of State.

→ **Learn more here:** [Small Business Association: Business Structure Types](#)

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## Who to Contact

CA Secretary of State

**Phone:** 916-657-5448

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## Learn About Financial Resources Available

You may need to use personal savings, a second income source, and/or support from family and friends to fund your business. You can also pursue external funding sources. The Small Business Administration (SBA) and local banks are good places to start to apply for capital.

→ **Learn more here:** [SBA Funding Programs](#)

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## Who to Contact

Small Business Administration

**Phone:** 916-735-1700

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# PLAN YOUR LOCATION

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## Look For a Location

Reach out to local commercial real estate agents who can help you find commercial buildings for rent or sale. The City's Economic Development Department can also provide guidance on appropriate locations for your business type.

→ **Learn more here:** [City of Woodland Economic Development Department](#)

## Who to Contact

Economic Development

**Phone:** 530-661-5920  
**Email:** CDD-EconomicDev@cityofwoodland.org



*Hint:* Check the previous use of the space! Locating your business in a space that has already housed a similar business can save you thousands of dollars in avoided fees, construction costs, and ADA upgrades.

## Check Zoning Requirements

The City of Woodland General Plan designates zoning of properties in Woodland. Use the interactive City of Woodland zoning map to find areas that have the right zoning for your business. Contact the City's Planning Department for assistance.

→ **Learn more here:** [City of Woodland General Plan](#) & [City of Woodland Zoning Map](#)

## Who to Contact

Planning Department

**Phone:** 530-661-5913  
**Email:** CDD-Planners@cityofwoodland.org



*Hint:* Visit the City's Community Development Department to connect with staff who can help review the zoning and physical requirements of your property location before signing a lease.



# REGISTRATION & LICENSES

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## Register With the State

All California businesses must be registered with the Secretary of State. The business entities filing can be submitted directly online.

→ **Learn more here:** [California Business Entities Forms](#)

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### Who to Contact

Secretary of State

**Phone:** 916-653-6814

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## Register for a Seller's Permit

You must obtain a seller's permit if you are engaged in business in California and intend to sell or lease tangible personal property that would ordinarily be subject to sales tax if sold at retail.

→ **Learn more here:** [Seller's Permit Registration](#)

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### Who to Contact

Department of Tax and  
Fee Administration

**Phone:** 1-800-400-7115  
Contact form is linked [here](#)

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## Register Your Fictitious Business Name (FBN)

A FBN is any name that does not include the last name of the owner, or one that implies multiple owners. Example:

- "Joyce Smith Catering" is **NOT** a FBN
- "Smith Catering and Sons" is a FBN

You must file a FBN with the Yolo County Clerk Recorder.

→ **Learn more here:** [Yolo County Clerk-Recorder](#)

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### Who to Contact

Clerk-Recorder

**Phone:** 530-666-8130  
Contact form is linked [here](#)

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## Obtain a City Business License

All businesses who operate in Woodland must obtain a City Business License. Registration forms are online and must be returned in person at 300 First Street.

→ **Learn more here:** [City of Woodland Business License](#)

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### Who to Contact

Community Development  
Department

**Phone:** 530-661-5820

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# DEVELOP YOUR SPACE

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## Making Changes? Obtain Local Permits

From interior or exterior painting to new electrical outlets to landscaping to new signs, you will need to contact the Community Development Department and/or the Fire Department. Planning, building, or sign permits and inspections may be required. ADA and/or fire/life safety improvements may be necessary.

→ **Learn more here:** [City of Woodland Community Development](#) & [Fire Inspection Request Form](#)

## Connect with Utilities

### *Electricity*

Connect your business to electricity by setting up a PG&E business account. You can complete this process online.

→ **Learn more here:** [Start, Stop, or Transfer PG&E Business Service](#)

### *Waste Management*

Sign up for waste management services to handle your trash and recycling. You can complete this process online.

→ **Learn more here:** [Commercial Trash & Recycling Services](#)

## Setup a Utility Billing Account for Water

The City of Woodland manages water and sewer infrastructure, connection, and billing. You can set up a billing account online.

→ **Learn more here:** [How to Setup a Utility Billing Account](#)

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## Who to Contact

City Planning Department

**Phone:** 530-661-5913

**Email:** [CDD-Planners@cityofwoodland.org](mailto:CDD-Planners@cityofwoodland.org)

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## Who to Contact

PG&E

**Phone:** 1-800-743-5000  
Contact page linked [here](#)

Waste Management

**Phone:** 866-844-1508  
**Email:** [cssacramnto@wm.com](mailto:cssacramnto@wm.com)

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## Who to Contact

Finance Department

**Contact:**  
**Phone:** 530-661-5831  
Contact page linked [here](#)

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# EMPLOYER REQUIREMENTS

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## Apply for an Employer Identification Number (EIN)

You'll need an EIN if you will be hiring employees, forming a partnership, or corporation. Apply online by completing form SS-4 with the IRS.

→ **Learn more here:** [Apply for an EIN online](#)

### Who to Contact

IRS

**Phone:** 808-829-4933

## Contact Social Security

Self-employed individuals or employers with one or more employees must pay Social Security taxes. Employers can file W-2/W-2c paperwork online.

→ **Learn more here:** [Employer W-2 Filing Instructions](#)

Social Security

**Phone:** 800-772-6270

**Email:** [employerinfo@ssa.gov](mailto:employerinfo@ssa.gov)

## Register with the Employment Development Dept. (EDD)

You must register with the State EDD within 15 days of hiring employees. EDD regulates state disability insurance, unemployment insurance taxes, income tax withholdings, and employment training taxes.

→ **Learn more here:** [Employment Development Department Employers](#)

### Who to Contact

EDD

Find contact information by topic of interest [here](#)

## Obtain Workers' Compensation Insurance

California employers are required by law to have workers' compensation insurance. This supports employees and employers if an employee gets injured on the job. The State Department of Industrial Relations provides information and assistance to businesses regarding workers' compensation regulations and benefits.

→ **Learn more here:** [Division of Workers' Compensation Homepage](#)

### Who to Contact

Division of Workers' Compensation

**Email:** [dwc@dir.ca.gov](mailto:dwc@dir.ca.gov)



# EMPLOYER REQUIREMENTS

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## Follow All Wage/Hour Laws

Businesses with employees must comply with laws establishing minimum standards for wages, hours and working conditions.

→ **Learn more here:** [Labor Commissioner's Office Homepage](#)

## Who to Contact

Department of  
Industrial Relations

**Phone:** 510-285-3502

## Collect Federal Form I-9

Collect form I-9 to verify the identity and employment authorization of individuals you hire.

→ **Learn more here:** [I-9, Employment Eligibility Verification](#)

U.S. Immigration &  
Naturalization Services

**Phone:** 800-375-5283

## Contact YoloWorks!

YoloWorks! career center can help you find talented workers. They offer application/resume screening, a candidate referral source, employer recruitment events, on-the-job training, a subsidized employment program, a work experience program, career fairs, rapid response services, etc.

→ **Learn more here:** [YoloWorks! Homepage](#)

## Who to Contact

YoloWorks!

**Phone:** 530-661-2641

## Follow Occupational Safety and Health Admin. (OSHA) Requirements

OSHA helps employers ensure safe and healthful working conditions for workers by setting and enforcing standards and by providing training, outreach, education, and assistance.

→ **Learn more here:** [United States Department of Labor Occupational Safety and Health Administration Homepage](#)

## Who to Contact

OSHA

**Phone:** 800-321-6742



# STAYING SUCCESSFUL

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## Connect with the Woodland Chamber of Commerce

The Chamber supports, advocates, and encourages business and industry to create the best community in which to live, work, and do business. The Chamber can help answer questions and make connections to start or grow your business.

### Who to Contact

Woodland Chamber

**Phone:** 530-662-7327

**Email:** Hello  
@woodlandchamber.org

→ **Learn more here:** [Woodland Chamber of Commerce](#)

## Connect with the City of Woodland's Economic Development Team

The City's Economic Development Staff aims to stimulate private business and industry retention, expansion, attraction and development. Staff can provide guidance on business location, expansion, and operations in Woodland.

### Who to Contact

Economic Development

**Phone:** 530-661-5920

**Email:** CDD-EconomicDev  
@cityofwoodland.org

→ **Learn more here:** [City of Woodland Economic Development](#)

## Connect with the Governor's Office of Business and Economic Dev.

The Governor's Office of Business and Economic Development (GO-Biz) offers businesses a free consultation for incentive identification, site selection, regulatory or permitting compliance assistance, foreign direct investment and export assistance.

### Who to Contact

GO-Biz

Contact form linked [here](#)

→ **Learn more here:** [GO-Biz Office Website](#)



# ADDITIONAL RESOURCES

## VISIT THE CITY'S ECONOMIC DEVELOPMENT WEBPAGE



Scan above or visit  
[bit.ly/woodlandbizresources](https://bit.ly/woodlandbizresources)

