A GUIDE TO
STARTING YOUR BUSINESS
Any person, individual, corporation, and/or sole proprietor who wishes to conduct any business within the City of San Bernardino must secure a Business Registration Certificate.

STEPS FOR A BUSINESS APPLICANT
Step One: Before You Apply
Contact the City Clerk’s Office at (909) 384-5302 to discuss the details of your business operation.

Step Two: Zoning Verification Review
Each applicant must obtain an approved Zoning Verification Review from the City’s Development Services Department to determine if the proposed business is permitted at that location. A Zoning Verification Review is required when purchasing an existing business or moving into an existing building previously used for the same type of business. Photographs of the building exterior(s) must be submitted with the application.

Depending on the type of business, the City’s Development Services Staff will inform you of any special requirement, such as a Conditional Use Permit “C.U.P.” For information call (909) 384-5057.

Step Three: Business Registration Application
Obtain a Business Registration Application from the City Clerk’s Office or via the web at www.ci.sanbernardino.ca.us.

Be prepared to supply the following information: business name; business address; assessor’s parcel number; business mailing address; business telephone number; type of ownership (sole, partnership or corporation); name and home addresses of owners or officers; federal employer identification number or Social Security number; description of activities; driver’s license number, and Reseller’s Permit number (if applicable).

Step Four: Application Submittal
Once the Development Services Staff verifies zoning conformance, submit both the Zoning Verification Review and the Business Registration Application to the City Clerk’s Office. Registration fees can be paid with cash, Mastercard, Visa or by check. Once processed, your Business Registration Certificate will be sent via U.S. mail.

In addition to obtaining the Business Registration Certificate, you must comply with all City, County, and State regulations for zoning, health and safety, building, engineering, and fire codes.

LAW ENFORCEMENT REVIEW
If you plan to operate a business in any of the professions listed below, submit a separate application and pay an additional fee with the City’s Development Services Department. This application will be forwarded to the City’s Police Department for approval or denial:

- Acupressure
- Armored Car
- Bingo Permit
- Massage Parlor
- Detective Agency
- Dinner/Dance
- Restaurant
- Theatre
- Live Entertainment
- Firearms/Ammunition
- Games of Amusement
- Guard Service
- Hotel/Motel
- Card Room
- Cocktail Lounge
- Poolroom
- Private Patrol
- Taxi Driver
- Fortune-Telling
- Massage Technician
- Drive-Thru Dairy

REGISTRATION FEES*
Gross Receipts
- Businesses with a physical location within the City pay a fee based on Gross Receipts.

Flat Rate
- Businesses not located within the City, but provide a service within the City, (i.e. Contractor, Janitorial Service, etc.), may be assessed a Flat Rate.

*Fees are adjusted from time to time by Resolution of the Mayor and Common Council.

TYPES OF BUSINESS REGISTRATIONS, PERMITS, AND REPORTING
Seller’s Permit
- Your business activity may require a Seller’s Permit (Retail Sales Tax Number) from the State Board of Equalization. For information to obtain or determine if your business requires a Seller’s Permit, call (909) 680-6400.

Alcoholic Beverage Permit
- If you plan to sell or serve alcoholic beverages, contact the Alcoholic Beverage Control Board at (909) 782-4400.

Federal Employer Identification Number
- Your business will require a Federal Employer Identification number. For information, contact the Internal Revenue Service at (800) 829-1040.

State Employer Identification Number
- If your business plans to hire employees and withhold State Income Tax, Disability and Unemployment Insurance, contact the State Employment Tax Department at (909) 782-4400.

State Withholding Tax
- If your business intends to have employees, or to obtain Form 540 for estimating State Withholding Tax for yourself, contact the State Franchise Tax Board at (800) 852-5711.

FICTIONAL BUSINESS NAME OR DOING BUSINESS AS (“DBA”)
- A “Fictitious Business Name” and “DBA” are one in the same. If the name of your business does not include the owner’s surname or if the business name suggests there are additional owners, you must file a Fictitious Business Name.

For example, “Smith’s Construction” does not require a Fictitious Business Name filing. If the business name uses the owner’s initials or only their first name, such as “Jim’s Construction”, or implies more than one owner, as in “Jones and Sons Construction”, a filing is required. If the business name does not reflect the owner’s name in any manner, such as “Sunrise Construction”, it will need a Fictitious Business Name filing.

To obtain further information on filing a Fictitious Business Name, contact the San Bernardino County Recorder’s Office at (909) 386-8970.
SPECIAL BUSINESS CIRCUMSTANCES

Home Occupation Permit
- A Business Registration Certificate and Home Occupation Permit may be required if a residential property is used for a business operation. Contact the City’s Development Services Department at (909) 384-5057.

Preparation of Sale of Food
- If your business requires the preparation and/or sale of food of any type, the following permits must be obtained: Planning, Building, Fire, Restaurant User, and Health.
- Planning and Building Permits, contact the City’s Development Services Department at (909) 384-5057.
- Restaurant User Permit, contact the City’s Water Department at (909) 384-5353.
- Public Health Permit, contact the County of San Bernardino Environmental Health Department at (909) 884-4056.
- Fire Inspection, contact the City’s Fire Department at (909) 384-5388.

Outdoor Display Permit
- This type of Permit is required to conduct any outdoor sales or displays. It will be issued to the person holding an active business registration at that location. Contact the City’s Development Services Department at (909) 384-5302.

BUSINESS REGISTRATION POLICIES

Display of Business Registration Certificate
- A business must display in plain view a valid Business Registration Certificate. If your business is not in a fixed location, a Business Registration Certificate must be made available upon request.

Transfer of Business Registration Certificate
- A Business Registration Certificate is not transferable and becomes invalid when a business changes ownership. The City Clerk’s Office must be notified in the event a business has relocated or closed at (909) 384-5302.

SIGN REGULATIONS

Sign Regulations – Sign Permit
- The City has an ordinance that regulates signage. A Sign Permit is required to display any advertising flags, banners, to install new and/or make changes to existing signs. Contact the City’s Development Services Department at (909) 384-5057.

REFUSE, SOLID WASTE, AND RECYCLE
- Health and Safety regulations require that each business operating in the City receive a minimum of one (1) refuse service per week. Contact the City’s Public Services Department at (909) 384-5335.

COMMERCIAL PROPERTY AND SINGLE/MULTI-FAMILY RENTALS - CERTIFICATE
- A Business Registration Certificate is required for commercial properties and single/multi-family residences rented or leased within the City. Contact the City Clerk’s Office at (909) 384-5302.

CRIME FREE BUSINESS PROGRAM
- The City’s Police Department offers small business owners an “in-class” training and an “on-site” inspection for crime prevention. The Program is designed to reduce crime and build a partnership between the Police and the merchants. Contact the City’s Police Department at (909) 388-4830.

ECONOMIC DEVELOPMENT AGENCY
- The Agency is committed to assisting local businesses grow and prosper. For information regarding the many resources and services, contact the City’s Economic Development Agency at (909) 663-1044.

FAX: (909) 888-9413
www.sbrda.org
Hearing Impaired “TDD” (909) 384-5540

"YOUR CHOICE FOR BUSINESS"