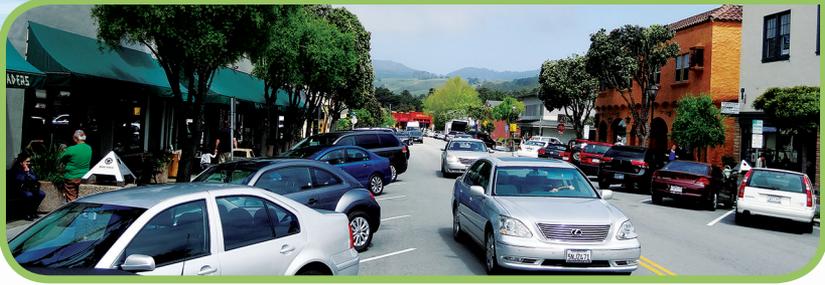




THE CITY OF  
**HALF MOON BAY**  
CALIFORNIA

# Small Business Resource Guide





Small businesses are the foundation of a thriving local economy, and Half Moon Bay values, supports, and encourages these entrepreneurs in our community. To help your small business get started on the right track, we've created the Half Moon Bay Small Business Resource Guide. This guide provides information on many of the key services, programs, and resources available to help your small business get started, and succeed.

## Quick Reference Who to Call in Half Moon Bay

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

- **Business Licensing** 650-726-8779
- **Building Division/Permits** 650-726-8284
- **Community Development Department** 650-726-8250
- **Planning/Zoning Division** 650-726-8250
- **Public Works Engineering Division** 650-726-8265
- **Coastside Fire Protection** 650-726-5213
- **General City Information** 650-726-8280



# Starting a Business in Half Moon Bay

We've summarized five basic, essential steps for starting a business in Half Moon Bay (information is excerpted from [www.smcgov.org](http://www.smcgov.org) - click on "How Do I Start a Business")

1

## Write Your Business Plan

A good business plan, even for the smallest business, is an important part of preparing for success. The U.S. Small Business Administration has a tutorial on how to create a business plan including the key elements of market analysis, financing, sales, marketing, advertising, and choosing a location. Visit [www.sba.gov/writing-business-plan](http://www.sba.gov/writing-business-plan) for more information.

2

## Get Your Half Moon Bay Business License

To do business in Half Moon Bay, you'll need to get a business license from the City, and pay the business license fee. Please contact Business Licensing at [650-726-8779](tel:650-726-8779) for more information.



3

## Choose Your Business Structure

Corporation? Limited Partnership? Sole Proprietorship? Select a business entity type by visiting [www.sos.ca.gov/business-programs/business-entities/starting-business](http://www.sos.ca.gov/business-programs/business-entities/starting-business) where you'll get an overview of the principal types of legal business structures available in California. Be sure to consult with an attorney and an accountant before determining your type of business entity.

4

## Select and File Your Fictitious Business Name

Pick your business name, see if it's already being used, and then file a Fictitious Business Name (FBN) Statement. This helps to ensure you're using an appropriate business name, and creates an accurate record of who is responsible for the business. Check business name availability at [www.sos.ca.gov/business-programs/business-entities/name-availability](http://www.sos.ca.gov/business-programs/business-entities/name-availability). Get forms and assistance from the County Clerk's Office (555 County Center, 1st floor, Redwood City). Forms are also available online at [www.smcare.org/clerk/fictitious/instructions.asp](http://www.smcare.org/clerk/fictitious/instructions.asp).

5

## Obtain Your Tax & Employer Identification Numbers

The IRS, State Board of Equalization, Franchise Tax Board, and Employment Development Department collect state and federal payroll taxes, state sales taxes, and corporate income taxes. Filing requirements are different for each agency. For more information, go to [www.sos.ca.gov/business/be/tax-information.htm](http://www.sos.ca.gov/business/be/tax-information.htm).

# Permitting & Regulatory Agencies

Depending on the type of business you're starting, you'll need to connect with certain permitting and regulatory agencies at the local, state, or federal levels. They can help you to understand which permits are necessary and assist in guiding you through the various requirements that may be involved. All of this will help you to successfully open and operate your small business, and remain in compliance with regulations. Here are the primary agencies involved:



## City of Half Moon Bay

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

501 Main Street, Half Moon Bay, CA 94019

### Building Permits

650-726-8284

Building and safety permits are required to ensure proper building design and construction in compliance with uniform, current building codes and standards.

### Business License

650-726-8779

A business license is required to conduct business within the City of Half Moon Bay. It's issued by the City to ensure compliance with appropriate local business regulations and to collect business fees.



### Fire Permits

650-726-5213

Fire prevention permits and inspections are required to safeguard businesses and the community from fire and other potential environmental hazards.

### Public Works Permits

650-726-8284

If projects will change existing grades or will impact the City roadway, public sidewalk, sewer, traffic, public infrastructure, floodplain or watercourses, or require encroachment, a permit is required.

# State and Federal Agencies

**Alcoholic Beverage Control** 951-782-4400  
[www.abc.ca.gov](http://www.abc.ca.gov)

Businesses that sell alcoholic beverages require an alcoholic beverage license issued by the Department of Alcoholic Beverage Control.

**Bay Area Air Quality Management District** 415-771-6000  
[www.baaqmd.gov](http://www.baaqmd.gov)

Air quality permits are required for any equipment or processes at a facility that may emit air pollutants.

**Cal/OSHA** 510-286-7000  
[www.dir.ca.gov/dosh/dosh1.html](http://www.dir.ca.gov/dosh/dosh1.html)

Cal/OSHA, a division of the California Department of Industrial Relations, works to protect workers and the public from safety hazards and provides consultative assistance to employers.

**CalGold** 916-322-0694  
[www.calgold.ca.gov](http://www.calgold.ca.gov)

CalGold, part of the Governor's Office of Economic Development, compiles a network of permit assistance centers throughout the state to help businesses comply with environmental and other regulations.

**California Secretary of State** 916-653-6814  
[www.sos.ca.gov](http://www.sos.ca.gov)

The office of the Secretary of State provides information on application and filing requirements for various legal filings such as types of business entities, notary certifications, trademarks, and others.

**California State Board of Equalization** 800-400-7115  
[www.boe.ca.gov](http://www.boe.ca.gov)

This state agency handles tax administration and fee collection in the state, including sales tax.

**County of San Mateo** [www.smcgov.org](http://www.smcgov.org)  
400 County Center, Redwood City, CA 94063

**Business Information** *(if business is outside Half Moon Bay)* 650-363-4000

**Business Permits** *(if business is outside Half Moon Bay)* 650-599-7311

**Health Permits** 650-372-6200

**Fictitious Business Name** 650-363-4500

**County Planning & Zoning** *(if business is outside Half Moon Bay)* 650-363-4161

**Recorder/Clerk/Assessor** 650-363-4500

**Weights and Measures** 650-363-4700

# About Half Moon Bay

## Community Profile

In keeping with its municipal motto, “**Vivir, Trabajar, Jugar**” (**Live, Work, Play**), the City of Half Moon Bay offers a variety of attractions and destinations, stylish eateries and hotels, diverse neighborhoods, a vibrant and involved community, and a range of recreational activities—all set among the world-class natural wonders of the California coastline. The City is on the Pacific coast approximately 25 miles south of San Francisco, 45 miles north of Santa Cruz, and 40 miles from San Jose, within the westernmost portion of San Mateo County. Half Moon Bay has a total area of 6.4 square miles. The City was incorporated in 1959 and is governed by a five-member elected City Council. With its many activities and events, beautiful natural scenery, old-town charm, and abundance of retail and commercial services, Half Moon Bay is a regional visitor destination and a great place to live, work, and play.



## Demographic Profile (2015)



- Population: **12,013**
- Number of households: **4,149**
- Number of housing units: **4,395**
- Number of businesses: **418**
- Average new home value: **\$415,000**
- Average household size: **2.72 people**
- Average family household income: **\$90,944**
- Average existing home value: **\$789,708**
- Ethnic composition: (2010 U.S. Census estimate): **Hispanic 31.5%; Caucasian 75.8%**



## Other Agencies/ Organizations



- **Half Moon Bay Coastside Chamber of Commerce/Visitors' Bureau**  
[www.halfmoonbaychamber.org](http://www.halfmoonbaychamber.org)  
650-726-8380
- **Silicon Valley Economic Alliance (SVEDA)**  
[www.siliconvalleyonline.org](http://www.siliconvalleyonline.org) 408-204-1464
- **California Small Business Association**  
[www.csba.com](http://www.csba.com) 800-350-2722
- **Governor's Office of Economic Development/Small Business Resources**  
[www.business.ca.gov](http://www.business.ca.gov) 877-345-4633
- **U.S. Small Business Administration**  
[www.sba.gov](http://www.sba.gov) 800-827-5722
- **U.S Dept. of Labor Small Business Resource Center**  
[www.dol.gov/oasam/programs/osdbu/sbrefa](http://www.dol.gov/oasam/programs/osdbu/sbrefa) 866-487-2365
- **Better Business Bureau**  
[www.bbb.org/greater-san-francisco](http://www.bbb.org/greater-san-francisco) 866-411-2221
- **San Mateo County Association of Realtors**  
[www.samcar.org](http://www.samcar.org) 650-696-8200
- **Half Moon Bay Airport**  
<http://publicworks.smcgov.org> 650-573-3700
- **San Francisco International Airport**  
[www.flysfo.com](http://www.flysfo.com) 800-435-9736
- **San Jose International Airport**  
[www.flysanjose.com](http://www.flysanjose.com) 408-392-3600
- **Pacific Gas and Electric**  
[www.pge.com](http://www.pge.com) 800-468-4743
- **Coastside County Water District**  
[www.coastsidewater.org](http://www.coastsidewater.org) 650-726-4405
- **Republic Services San Mateo County (waste services)**  
<http://site.republicservices.com/site/san-mateo-ca/en/pages/location.aspx> 650-756-1130
- **Sewer Authority Mid-Coastside**  
[www.samcleanswater.org](http://www.samcleanswater.org) 650-726-0124



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