Business License Handbook

Finance Department - Licensing





Starting a Business in the City of Roseville

The City of Roseville welcomes you to its business community. Starting a business can be exciting and challenging. We wish you success in your new venture!

There are many things you should consider when starting a business. This brochure attempts to help the new business owner understand the business license process.

Included are answers to the questions most frequently asked regarding requirements for starting a business, other related permits and licenses, and other agency responsibilities. For your convenience, we have provided a listing of City, County, Federal and State agencies at the back of this booklet.

Staff is here to help. If you need further business license assistance, you are welcome to contact us at:

City of Roseville
Finance Department
License Division
311 Vernon Street – First Floor
Roseville, CA 95678
916-774-5310
finance@roseville.ca.us

What is a business license?

A business license is an annual tax for doing business within the City of Roseville (City). Roseville Municipal Code requires that you obtain a license when you conduct any business activity within the City limits, even if your business is located OUTSIDE the city limits or you have a business license from another city.

The business license certificate is evidence only that your tax has been paid. Other permits may be required to open your business.

Who is required to have a license?

Any person who conducts business in the City or is based in the City must obtain a business license on or before the date the business commences. Conducting business in the City without a license can result in penalties, violation notices, citations, and finally, court action.

Why must I pay a tax to do business in the City?

By City Ordinance, the tax imposed through the taxing power of the City is solely for the purpose of obtaining general revenue. Business taxes help pay for City services like roads, fire, police and other community services. These services benefit businesses, business owners and the general public.

How long is the license valid?

The business license is valid for the calendar year, January – December. It must be renewed every year in January.

What if I have more than one business or more than one location?

If you own more than one business, a separate business license is required for each type of business and for each location.

I just purchased this business... Can I use the business license from the previous owner?

No. A business license cannot be transferred or assigned. As a new owner, you need to apply for a business license in your name.

What if I close or sell the business?

Business licenses are NOT automatically canceled. We need to hear from you. You may send written notification, call or come in. Please be prepared to provide the date the business closed or sold and the name of the new owner, if applicable.

I conduct business in several cities... Can I get just one license to do business in ALL of them?

Unfortunately no. Each city has its own business license requirements. It is important to know that most California cities have a business license tax ordinance. However, each city has its own tax rate, structure, and requirements. Check with the appropriate City or County for their rules and regulations.

Will the City notify me when it is time to renew my license?

Yes, a renewal notice will be mailed each October. However, it is your responsibility to renew the business license on time even if the renewal notice is not received. Penalties are assessed for delinquent accounts, regardless of whether you receive a renewal notice or not. If you do NOT receive a notice two weeks prior to the expiration date, contact staff immediately.

What happens if I pay late?

A 20% per month penalty up to 60% of the license fee is assessed on delinquent accounts. Delinquent accounts are also subject to fines of up to \$800 per year.

What if I want to move the business?

Always check with the City's Planning Department to verify that the new location is zoned properly for the intended use and whether a use permit or other type of approval is required.

Notify our office whenever you change your business name, address, phone number, business activity or ownership information. We will be happy to update the information on your account and issue a printed copy of the business license with the new information for a \$5 fee.

How long will it take to get my business license?

The actual process to obtain the business license takes only a few minutes. When the application is complete and payment is received, we issue a temporary business license. The permanent business license will be mailed in about two weeks.

Do I need a D.B.A. or Fictitious Business Name?

If your business name is anything other than your surname or has more than one owner – a partnership, association or company – you may need to file a fictitious business name statement with the Placer County Clerk's Office. Should you accidentally "infringe" upon another business name you may face legal action. You must attach a copy of your approved Fictitious Name Statement to your business license application.

Must I apply in person or can I do it by mail?

You may apply in person or by mail. However, if you use the mail, take care in determining your business category and calculating your tax. Calculation errors delay the process. Be sure to include any required documents when applying by mail. Missing documentation will also delay the process. Please call if you need help with either process.

Are there any restrictions on where I do business?

Every business must meet zoning requirements to ensure that the business activity and site are compatible. BEFORE SIGNING any lease or rental agreement, check with the City's Planning Department to make sure your business activity is appropriate for the zoning and that it will not heavily impact the neighborhood or require special parking considerations.

What about commercial business locations?

Check with the City's Permit Center to determine what building modifications, if any, may be necessary for your business type.

A fire inspector or building inspector may visit your business in order to verify that your building or tenant area meets Fire and Building Code requirements. A Certificate of Occupancy will be issued if necessary.

Do I need a license if I work out of my home?

Yes. Businesses operated from the home require a business license and must comply with the City's Zoning Ordinance. The Zoning Ordinance regulates the methods in which a home-based business operates and the approved business types. Prior to starting a home-based business, owners must submit a Home Occupation Application to the Planning Department for approval. This serves as an agreement to abide by the conditions to operate a business from your home in Roseville. Home Occupation applications are available from the Business License Office and the Permit Center. If you have questions regarding zoning, please contact the Planning Department at: 916-774-5276.

Do State Licensed Contractors need a Business License too?

Any person licensed as a contractor by the State Contractor's Board must obtain a business license if:

- 1. Conducting business in the City
- Based in the City, whether conducting business in or outside the City

When do I need a Seller's Permit?

Every business intending to sell tangible goods – wholesale or retail, commercial or home based, sales or repair oriented – requires a California Seller's Permit. To apply, contact the State Board of Equalization. You are required to provide your seller's permit number on your business license application.

Do Non-Profit Organizations need a business license?

Yes. Non-Profit organizations located within the City limits are required to obtain a business license. However, upon presentation of 501(c)(3) or 501(c)(4) documents, the business license fee is waived.

I am paid on a "1099" basis with my employer (not as an employee)... Do I need a business license?

Yes. If you are not an employee, you are considered an independent contractor. Determining the relationship between you and your employer (or employee) can sometimes be confusing. However, put simply, if you are not paid as a W-2 employee, you are considered an independent contractor and are required to have a business license.

Fortunately, the State Department of Employment Development (EDD) has a very helpful booklet highlighting specific guidelines to follow in determining the correct relationship between you and your employer/employee. Contact EDD if you are unsure of the relationship. Once a determination has been made that your relationship is not that of an employee/employer,by default then, it is that of an independent contractor subject to a business license.

What if my business has employees?

Contact the Employment Development Department for their requirements regarding State Withholding Taxes, Disability and Unemployment Insurance.

What if I'm self-employed?

If you have NO EMPLOYEES, contact the Franchise Tax Board regarding Withholding Taxes and Corporate State Taxes.

What about selling food?

Before applying for a Business License, apply for a health permit from the Placer County Environmental Health Department if you are selling or preparing food.

I have this neat idea for a great sign!

Check with the Planning Department before using or installing ANY type of sign, flag or banner, even balloons. Permanent and temporary signs require review and approval prior to issuance of permits and installation.

Posting signs, handbills, or flyers on any utility pole, traffic pole, fence, tree, pier, bridge, mailbox or other public structure is prohibited.

Should I post the Business License?

Yes. The business license certificate must be displayed in a conspicuous location on the premises of any business open to the public. Businesses without a fixed place of business must carry a copy of the business license at all times while carrying on business activities within the City.

I want to distribute handbills at homes to advertise my business.

Leaving handbills or flyers on doors, porches, driveways, or car windshields is discouraged.

I want to solicit a product and/or a service door-to-door. Do I need a permit?

Yes, a business license is required to solicit. Registration with and a permit from the Police Department are also required.

I want to sell merchandise outside... What do I need to do?

Selling merchandise on any public roadway, sidewalk or on public property requires a conditional use permit. Selling merchandise or services in public parks is prohibited.

In addition to a business license, selling outdoors on private property requires an outdoor vending permit issued by the Planning Department. Approval of the Fire Department may be required as well.

Most vendors at Denio's Farmer's Market and Auction do not need a business license. Please contact them for more information.

Once I get the business license it means everything is OK - I don't need anything else – right?

No. The issuance of a business license does not entitle the licensee to engage in any business that for any reason is in violation of any federal, state or local law, the Roseville Municipal Code or other ordinance. Issuance of a business license does not constitute zoning approval. Prior to opening any business, it is the responsibility of the business owner to ensure that the business is in compliance with the City's Zoning Ordinance and applicable building code requirements. A visit to the City's Permit Center is strongly recommended.

You may also need the approval of other City departments, and County, State and Federal government agencies.

What else do I need to do?

Because of the vast variety of business types, we cannot cover every possibility. However, the list of agencies at the back of this booklet should help get you on your way.

How much does a business license cost?

There are twelve categories of businesses. The amount you pay is based on the type of business. Your business license tax is determined by the ONE category that best describes your business type. Please do not hesitate to call if you need assistance determining the correct fee category for your business type.

Retail Sales and Service Businesses

Annual Gross	Tax
Under \$15,000	\$15.00
15,001-30,000	30.00
30,001-60,000	40.00
60,001-100,000	50.00
100,001-140,000	60.00
140,001-200,000	70.00
200,001-250,000	85.00
250,001-325,000	100.00
325,001-500,000	150.00
500,001-1,000,000	200.00
1,000,001 and up	250.00

Manufacturing, Wholesale Sales, and Public

Utilities

Number of Employees	Tax	
1-2	\$30.00	_
3-5	50.00	
6-10	80.00	
11-43	80.00	+ \$5/employee
44+	250.00	over ten

Rentals

Number of Rental Units	<u>Tax</u>
3-6	\$15.00
7-12	30.00
Over 12	30.00 +\$1.25/room over 12

Flat Fees for Solicitors, Itinerant Merchants, etc.

Time Period	Tax
Annual	\$250.00
Quarterly	75.00
Monthly	30.00
Daily	15.00

Professionals and Brokers

One hundred dollars per year

CA State Licensed Building Contractor

Class A &B \$100.00 per year Class C & D 50.00 per year

Fees are prorated quarterly as the year progresses.

Transportation and Trucking

\$ 50.00 per year for the first truck 25.00 per year per additional truck

Auction Yard Rentals

Annual Gross Sales	Tax
\$0 - \$100,000	\$250.00
100,001 - 150,000	500.00
150,001 - 200,000	750.00
200,001 - 300,000	1,000.00
300,001 - 400,000	1,250.00
Over 400,000	1,500.00

Auto Wrecking, Junkyards and Dealers \$200.00 per year

Circuses, Carnivals, and Fairs

\$ 50.00 per day 250.00 per week

Pawnshop

\$100.00 per year

Mobile Home Parks

\$ 30.00 for the first 10 spaces or units and 2.00 per space or unit thereafter

Certain types of business activities require additional steps in the licensing process. If you are involved in any of the following business activities, call our office for more detailed information:

Solicitors and Itinerant Merchants
Taxicabs and Drivers
Public Dances
Bingo Games
Secondhand Vendors
Firearms Sales
Massage Therapists/Establishments
Housecleaning or Janitorial Services
Adult Oriented Businesses
Fireworks Stands

Notes/Questions

City of Roseville

311 Vernon Street Roseville, CA 95678

Finance Department—Business License Division 916-774-5310 (First Floor)

Building Department—Permits Center 916-774-5332

Planning Department

916-774-5276

Office of Economic Development

(916) 774-5362

Police Department

1051 Junction Blvd 916-774-5000

Fire Department

401 Oak Street 916-774-5805

County of Placer

Health Department

Regulations for food sales/ permits/inspections 3091 County Center Dr, Auburn CA 95603 530-745-2300

Roseville office: 100 Stonehouse Ct

County Clerk

Fictitious business name filing 2954 Richardson Dr, Auburn CA 95603 530-886-5600 or 1-800-488-4308 ext 5610 www.placer.ca.gov/clerk

County Assessor's Office

2980 Richardson Dr, Auburn CA 95603 530-889-4300

County Business License

2954 Richardson Dr. Auburn CA 95603 530-889-4120

Office of Education

In-home child care P.O. Box 2090, Loomis CA 95650 530-889-8020 ext 5900

Sacramento County Business License

700 H Street Rm 1710, Sacramento CA 95814 916-874-6644

Sacramento City Business License

915 I Street Rm 104, Sacramento CA 95814 916-264-8500

City Hall Phone Numbers

Auburn	530-823-4211
Folsom	916-355-7200
Loomis	916-652-1840
Rocklin	916-625-5000
Lincoln	916-645-3314
Citrus Heights	916-725-2448
Colfax	530-346-2313

State of California

Alcohol Beverage Control

916-419-2500

Board of Equalization

Resale Number/Seller's Permit; Sales Tax 3321 Power Inn Road #210, Sacramento 916-227-6700 or 1-800-432-2829 or 1-800-400-7115

Consumer Affairs

Consumer Information Center 1-800-952-5210

Department of Social Services

Community Care/Day Care Licensing 916-657-3667

Employment Development Department

State Employer ID Number for employee payroll requirements
1-888-745-3886
www.edd.ca.gov

Franchise Tax Board

1-800-852-5711

Secretary of State

Business Programs Division - Corporate Filing 916-653-6814 www.ss.ca.gov

State Contractor License Board

1-800-321-2752 www.cslb.ca.gov

Federal Government

Internal Revenue Service (IRS)

Federal Employers Tax ID Number 1-800-829-3676 - forms 1-800-829-1040 www.irs.gov

Small Business Administration

1-415-744-6820

Other

Better Business Bureau

916-443-6843

Roseville Chamber of Commerce

Business Exposure/Networking/Community Involvement 650 Douglas Blvd, Roseville CA 95678 916-783-8136

Sierra College Small Business Development Center

One-on-one business counseling/Referrals/Technical Assistance seminars 333 Sunrise Ave., Ste 885, Roseville CA 95661 916-781-6235 www.sbdcsierra.org

TO DO LIST:



City of Roseville Finance Department 311 Vernon Street Roseville, California 95678 - 2649 www.roseville.ca.us