



CITY OF ESCONDIDO

# Business Resource Guide

YOGA CENTER

MALONEY & ASSOCIATES

Sattva Yoga

**Stay Connected. Stay Informed.  
Stay Open for Business**

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# Welcome and congratulations on choosing to operate your business in the City of Escondido!

We know you have many options, and we appreciate you selecting us. We're here to help your business succeed. This Resource Guide provides information on how to get your business off the ground including important considerations, detailed steps for getting a business license, and contacts for City departments and other agencies you may need to interact with. As a reminder, all businesses - even those operating from home - must have a business license to operate in the City of Escondido.

To Apply or Renew a Business License Online, Visit:

<http://ols.escondido.org>



## Checklist of items new applicants should consider in planning a new business

- Zoning.
- Appropriate Building.
- Adequate Parking.
- Tenant Improvements (permit required).
- Signs – Either New or Changes (permit required).
- Hazardous Materials (Utilities/ Environmental (sewer pretreatment), Building Department, Fire Department, County HazMat Division).
- Fictitious Business Name (County Clerk).
- Seller's Permit/Resale Number (California Department of Tax and Fee Administration).
- DO I NEED A SELLER'S PERMIT?**
- Please visit <https://www.cdtfa.ca.gov/formspubs/pub107/>
- State Tax ID Number (Employment Development Department).
- Federal Tax ID Number (Internal Revenue Service).
- Food Handler's or other Health Permits (County Health Department).
- City Business License (Required in each City and each City location where you conduct business).
- Industrial General Permit (Stormwater – State Water Board).



# How to Apply or Renew Your Business License

Submit completed applications and supplemental forms, if applicable, online at: <http://ols.escondido.org>

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## To Apply for a Business License

1. Select “Apply or Renew a Business License”.
2. Create an account.
3. Log in to your account.
4. Select “Apply” and proceed with filling out the application based on your business type.
5. Once you reach the “Certification” page, click “Submit”.
6. On the “Permit/License CREATED” page, select “Pay Fees”.
7. Select payment type; Credit card, Check or Google pay and follow the prompts to submit payment.
8. To print or view a business license, scroll to the bottom of the page and select “Print License”.\*

*\*Note: Licenses must be active and approved for this function to appear.*

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## Another Option to Apply for a Business License

### City of Escondido Business License Application

You can also download the pertinent forms below, which can be saved, printed using Adobe Acrobat Reader, and submitted at City Hall

#### Commercial or Industrial Property

If you are applying for a business located at a commercial or industrial property within the City of Escondido, please complete the [Business License Supplemental/Environmental Compliance Form](#) (both sides).

#### Operating Your Business from Home

If you are applying for a business that operates out of your home, please complete the [Minor Home Occupation Permit Supplemental Form](#) (both sides).

**Tobacco Retail License (TRL):** Starting July 1, 2021, all businesses that sell tobacco products will need to obtain an annual TRL in addition to their existing business license.

We encourage you to submit your application online via the portal as the process is expedited and prioritized. Therefore, you do not need to print any documents and all the information will be accessible and saved through your created account.

# To Renew a Business License:

1. Select “Apply or Renew a Business License”.
2. Select “My Permits, Licenses, and Projects”.
3. Select “Existing Permits/Licenses/Projects”.
4. Enter renewal code in search box (renewal code is located at the top and bottom of the renewal notice).
5. Select license you wish to view
6. Click on the “Renew” button under Action and proceed with your renewal.
7. Once you reach the “Certification” page, click “Renew”.
8. On the “License Renewal Submitted” page, select “Pay Fees”.
9. Select payment type; Credit card, Check or Google pay and follow the prompts to submit payment.
10. To print or view a business license, scroll to the bottom of the page and select “Print License”.\*

*\*Note: Licenses must be active and approved for this function to appear.*

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## City Business License Validity

- Valid for one year
- Must be renewed annually
- Failure to renew will result in penalties of 25% per month (not to exceed 100%)

### *Important*

**If you and/or your business changes addresses within the City or move outside of the City, you are responsible for updating your Business License at [BusinessLicense@escondido.org](mailto:BusinessLicense@escondido.org) right away to ensure your account is updated and your renewal is sent to the correct address. Failure to do so may result in penalty fees being added to your account.**

### *Specifics*

- Business Licenses are approved for a specific location.
- Any move (change of address) will require a new supplemental form and review process, which will incur a \$20.00 change of address fee.
- A license is issued to a specific owner.
- A change in ownership requires a new application.



# Special Approvals/Permits

Some businesses require special approvals/permits in addition to the standard business license application. If your business is one of these, you will be supplied with additional information to assist in processing your application. Some examples of these businesses are:

- Ambulances
- Auctioneers
- Auction Markets
- Billiards
- Bingo
- Cabaret
- Check-cashing services
- Food Service (including mobile food facilities)
- Gun Dealers
- Limousine Services
- Massage Establishments
- Massage Technicians
- Pawn Brokers
- Private Security Services
- Restaurants
- Special Events
- Taxi Services
- Tobacco Retail Sales

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## Processing Time

- Approximately ten business days to process a new application.
- Special Approvals/permits may take two to six weeks.
- Not authorized to conduct business until the license has been approved.
- Active, approved Business Licenses will be available online under your account and will no longer be mailed to you.

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# Printing Your License

## To Print Your License

*Check Here 5-10 Business Days AFTER Payment to Print Your Active License*

1. Visit <http://ols.escondido.org>.
2. Select "Apply or Renew a Business License".
3. Select "My Permits, Licenses, and Projects".
4. Select "Existing Permits/Licenses/Projects".
5. Enter renewal code in search box (renewal code is located at the top and bottom of the renewal notice).
6. Select license you wish to view.
7. Select "View Permit/License/Project Info".
8. To print or view a business license, scroll to the bottom of the page and select "Print License".\*

*\*Note: Licenses must be active and approved for this function to appear.*



# Questions and Concerns

Building Department . . . . .	760-839-4647
Business License . . . . .	760-839-4659
Code Enforcement . . . . .	760-839-4650
Economic Development . . . . .	760-839-4587
Fire Department . . . . .	760-839-5400
Planning Department . . . . .	760-839-4671
Utilities/Environmental Department . . . . .	760-839-6290

The City of Escondido may at times receive requests for business information from economic development groups, the Chamber of Commerce, or other interested individuals. Public Information is provided upon request, however, for your protection, confidential information as outlined by the Public Records Act is not disclosed. Financial data, driver's license, and tax ID numbers are not public information and will not be released.

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## Who to Call

### Alcohol Sales

*Need a State License*

**Alcoholic Beverage Control** **760-471-4237**  
570 Rancheros Drive, Suite 240  
San Marcos, CA 92069  
[www.abc.ca.gov](http://www.abc.ca.gov)

### Automotive Repair

**Bureau of Automotive Repair** **858-716-1025**  
16855 West Bernardo Drive, Suite 112  
San Diego, CA 92127  
[www.bar.ca.gov](http://www.bar.ca.gov)

### Contractor

*Need an active State Contractor's License Number*

**California State Contractor's Licensing Board** **800-321-2752**  
9246 Lightwave Ave, Suite 130  
San Diego, CA 92123  
[www.cslb.ca.gov](http://www.cslb.ca.gov)

### Doing Business As (DBA)

*A different name other than your own*

**Fictitious Name Filing:**  
California Law requires that every person who regularly transacts business for profit in the State under a name other than their own must file and publish a Fictitious Name Statement.

If you use your surname (and the business name does not suggest the existence of additional owners), then this is not a requirement.

- Must be filed within 40 days with the San Diego County Recorder/Clerk
- No charge for forms.
- Within 30 days, your fictitious name must be published in a newspaper of general circulation in the county.
- An affidavit showing it was published must be filed with the San Diego County Clerk not more than 30 days after the last date of publication.
- Valid for five years.

**San Diego County Recorder/Clerk** **619-236-3771**  
141 E Carmel St  
San Marcos, CA 92078  
[arcc.sdcounty.ca.gov](http://arcc.sdcounty.ca.gov)

## Food Business/Establishment

### Seller's Permit

Contact the California Department of Tax and Fee Administration to determine if you are required to obtain a Seller's Permit (Resale #) for wholesale or retail sales.

**California Department of Tax and Fee Administration** **858-385-4700**  
15015 Avenue of Science  
San Diego, CA 92128  
[www.cdtfa.ca.gov](http://www.cdtfa.ca.gov)

### Health Permit

Obtain a Health Permit for food handling purposes from the County of San Diego, Department of Environmental Health.

**Department of Environmental Health and Quality** **858-505-6888**  
5500 Overland Ave #170  
San Diego, CA 92123  
[www.sandiegocounty.gov/deh/fhd](http://www.sandiegocounty.gov/deh/fhd)

## Is your business incorporated as a Corporation, Sole-Proprietor, Partnership, LLC or other entity?

**Need a Federal Tax ID Number (FEIN/EIN)\***  
**Internal Revenue Service** **800-829-3676**

**IRS - San Diego Office** **619-321-5950**  
880 Front Street  
San Diego, CA 92101  
[www.irs.gov](http://www.irs.gov)

*\*Sole Proprietor can alternatively use their Social Security Number.*

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### Become a City Vendor

The City procures goods and services on an as needed basis. If you are interested in becoming a vendor for the City of Escondido, please visit <https://www.escondido.org/bidders-list> to sign up to receive alerts.

### Opportunity to Bid on City Public Works Projects

The City uses a third-party website, [www.ebidboard.com](http://www.ebidboard.com), for soliciting public construction project proposals and bids. Check there if you would like to bid on a project.



# Business Resources

## Escondido City Departments

[www.escondido.org](http://www.escondido.org)

Building (Tenant Improvements) . . . . .	760-839-4647
Business License. . . . .	760-839-4659
Code Enforcement . . . . .	760-839-4650
Economic Development. . . . .	760-839-4587
Fire Department. . . . .	760-839-5400
Planning (Signs, Zoning). . . . .	760-839-4671
Police Department (Massage, 2nd Hand, Tobacco, Firearms) . . . . .	760-839-4722
Utilites/Environmental Department. . . . .	760-839-6290

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## County Departments

[www.sandiegocounty.gov](http://www.sandiegocounty.gov)

<b>Air Pollution Control District</b> 10124 Old Grove Road San Diego, CA 92131 <a href="http://www.sdapcd.org">www.sdapcd.org</a>	858-586-2600
<b>Assessor- Recorder- County Clerk</b> (Fictitious Business Name Filing) 141 E Carmel Street San Marcos, CA 92078 <a href="http://arcc.sdcounty.ca.gov">arcc.sdcounty.ca.gov</a>	619-236-3771
<b>Department of Environmental Health and Quality</b> 5500 Overland Avenue San Diego, CA 92123 <a href="http://www.sandiegocounty.gov">www.sandiegocounty.gov</a>	800-253-9933
<b>Hazardous Materials Division</b> <a href="http://www.sandiegocounty.gov/content/sdc/deh/hazmat">www.sandiegocounty.gov/content/sdc/deh/hazmat</a>	858-505-6700
<b>Treasurer- Tax Collector</b> 141 E Carmel Street San Marcos, CA 92078 <a href="http://www.sdttc.com">www.sdttc.com</a>	619-236-3771

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## State Departments

[www.ca.gov](http://www.ca.gov)

<b>Alcoholic Beverage Control (ABC)</b> 570 Rancheros Drive, Suite 240 San Marcos, CA 92069 <a href="http://www.abc.ca.gov">www.abc.ca.gov</a>	760-471-4237
<b>Board of Barbering and Cosmetology</b> <a href="http://www.barbercosmo.ca.gov">www.barbercosmo.ca.gov</a>	800-952-5210

<b>Bureau of Automotive Repair</b> 16855 West Bernardo Drive, Suite 112 San Diego, CA 92127 <a href="http://www.bar.ca.gov">www.bar.ca.gov</a>	<b>858-716-1025</b>
<b>California Department of Tax and Fee Administration</b> (Seller's Permit/Tobacco Sales) 15015 Avenue of Science San Diego, CA 92128 <a href="http://www.cdtfa.ca.gov">www.cdtfa.ca.gov</a> <b>EXCEPTIONS APPLY. To learn more, please visit</b> <a href="https://www.cdtfa.ca.gov/formspubs/pub107/">https://www.cdtfa.ca.gov/formspubs/pub107/</a>	<b>858-385-4700</b>
<b>Tobacco Sales</b> <a href="http://www.cdtfa.ca.gov/industry/cigarette-and-tobacco-products.htm#Overview">www.cdtfa.ca.gov/industry/cigarette-and-tobacco-products.htm#Overview</a>	<b>800-400-7115</b>
<b>California State Contractor's Licensing Board</b> 9246 Lightwave Ave, Suite 130 San Diego, CA 92123 <a href="http://www.cslb.ca.gov">www.cslb.ca.gov</a>	<b>800-321-2752</b>
<b>California State Water Resources Control Board</b> 2375 Northside Drive, Suite 100 San Diego, CA 92108 <a href="http://www.waterboards.ca.gov">www.waterboards.ca.gov</a>	<b>619-516-1990</b>
<b>Community Care Licensing Division</b> 7575 Metropolitan Drive, Suite 110 San Diego, CA 92108 <a href="http://www.cdss.ca.gov/inforesources/community-care-licensing">www.cdss.ca.gov/inforesources/community-care-licensing</a>	<b>619-767-2200</b>
<b>Department of Consumer Affairs</b> <a href="http://www.dca.ca.gov">www.dca.ca.gov</a>	<b>800-952-5210</b>
<b>Department of Motor Vehicles</b> (Auto Dealers License/Registration Services) 590 Rancheros Drive San Marcos, CA 92069 <a href="http://www.dmv.ca.gov">www.dmv.ca.gov</a>	<b>800-777-0133</b>
<b>Employment Development Department</b> <b>(State ID# - Employer Payroll Taxes)</b> 10636 Scripps Summit Court San Diego, CA 92131 <a href="http://www.edd.ca.gov">www.edd.ca.gov</a>	<b>760-631-6150</b> <b>888-745-3886</b>
<b>Secretary of State</b> (Corporate filing, Articles of Incorporation, Names and addresses of officers, and Agents/Reserve name) <a href="http://www.sos.ca.gov">www.sos.ca.gov</a>	<b>916-653-6814</b>

# Federal Departments

<b>Better Business Bureau</b> 4747 Viewridge Avenue, Suite 200 San Diego, CA 92123 <a href="http://www.bbb.org/us/ca/san-diego">www.bbb.org/us/ca/san-diego</a>	<b>858-496-2131</b>
<b>Internal Revenue Service</b> (FEIN/EIN) <b>San Diego Office</b> 880 Front Street San Diego, CA 92101 <a href="http://www.irs.gov">www.irs.gov</a>	<b>800-829-3676</b> <b>619-321-5950</b>
<b>Social Security Administration</b> 367 Via Vera Cruz San Marcos, CA 92078 <a href="http://www.ssa.gov">www.ssa.gov</a>	<b>800-772-1213</b>
<b>U.S. Customs &amp; Border Protection</b> (Imports/Exports) 610 W. Ash St, Suite 1200 San Diego, CA 92101 <a href="http://www.cbp.gov">www.cbp.gov</a>	<b>619-652-9966 x100</b>
<b>U.S. Small Business Administration</b> 550 W. C St, Suite 550 San Diego, CA 92101 <a href="http://www.sba.gov">www.sba.gov</a>	<b>619-557-7250</b>

## Federal Certifications

Minority groups may qualify for Federal Certifications, Please go to:  
[www.sba.gov/business-guide/grow-your-business/minority-owned-businesses](http://www.sba.gov/business-guide/grow-your-business/minority-owned-businesses)  
and type one of the listed groups as it pertains to you to learn more.

- [Minority-owned business](#)
- [Veteran-owned business](#)
- [Disabled veteran-owned business](#)
- [Women-owned business](#)
- [Disadvantaged business \(8a\)](#)
- [LGBTQ-owned business](#)

For assistance and questions with the certifications, contact Sudershan Shaunak with the Small Business Development Center (SBDC) at [sshaunak@miracosta.edu](mailto:sshaunak@miracosta.edu).

# Other Business Resources, Groups, and Associations

<b>California Massage Therapy Council</b> <a href="http://www.camtc.org">www.camtc.org</a>	916-669-5336
<b>Comerciantes Latinos Asociados</b> <a href="http://www.escondido.org/association-of-latino-merchants">www.escondido.org/association-of-latino-merchants</a>	760-414-9661
<b>Downtown Business Association (DBA)</b> <a href="http://www.downtownescondido.com">www.downtownescondido.com</a>	760-207-6321
<b>Escondido Chamber of Commerce</b> 720 N Broadway Escondido, CA 92025 <a href="http://www.escondidochamber.org">www.escondidochamber.org</a>	760-745-2125
<b>Innovate 78</b> <a href="http://www.innovate78.com">www.innovate78.com</a>	
<b>Legal Aid Society</b> <a href="http://www.lassd.org">www.lassd.org</a>	877-534-2524
<b>Mercado Business Association</b> <a href="http://www.escondido.org/mercado-business-association">www.escondido.org/mercado-business-association</a>	760-743-6577
<b>North San Diego Business Chamber</b> 10875 Rancho Bernardo Rd, Suite 104 San Diego, CA 92127 <a href="http://www.sdbusinesschamber.com">www.sdbusinesschamber.com</a>	858-487-1767
<b>San Diego County BAR Association</b> (Lawyer Referral Service) <a href="http://www.sdcbba.org">www.sdcbba.org</a>	800-464-1529
<b>San Diego North Economic Development Corporation (SDNEDC)</b> <a href="http://www.sandiegobusiness.org">www.sandiegobusiness.org</a>	
<b>Service Corp. of Retired Executives (SCORE)</b> 8825 Aero Drive, Suite 101 San Diego, CA 92123 <a href="http://www.sandiego.score.org">www.sandiego.score.org</a>	858-283-1100
<b>Small Business Development Center</b> 2075 Las Palmas Drive Carlsbad, CA 92011 <a href="http://www.sdivsbdc.org">www.sdivsbdc.org</a>	760-795-8740