

A GUIDE TO Going into Business in Pasadena



Pasadena Public Library
285 East Walnut Street
Pasadena, California 91101
626-744-4066
cityofpasadena.net/library/

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The Pasadena Public Library has prepared this broad outline of the processes involved in opening a small business in Pasadena. We have included information that will be useful in starting any kind of enterprise.

You may not have to contact all the government agencies listed in this brochure; it depends upon the laws that regulate your type of business.

To help you get started contact the following community services:

Pasadena Public Library - Central

285 E. Walnut Street • Pasadena, CA 91101
626/744-4066

The Library provides a wealth of resources, guides, and information on all aspects of business. For assistance, contact Reference Services by phone or in person.

Hours:

Mon.-Thurs.: 9-9 p.m. • Fri. & Sat.: 9-6 p.m. • Sun.: 1-5 p.m.
(no phone service)

City of Pasadena - Business Development Division

Chamber Building (second floor)
117 E. Colorado Blvd. • Pasadena, CA 91105
626/744-4660

Responsible for retention, expansion, and recruitment of businesses.

Pasadena Chamber of Commerce & Civic Association

865 E. Del Mar Boulevard • Pasadena, CA 91101
626/795-3355

Also, you can contact the following state agency for names of registered companies. If a name is not currently in use, you can reserve it for a small fee.

Secretary of State

Corporate Name Availability Unit
Attn: Name Availability Unit
1500 11th Street, 3rd Floor • Sacramento, CA 95814
Write for information.

VI. File for Fictitious Name

Pasadena Star-News

911 E. Colorado Boulevard
Pasadena, CA 91106
626/962-8811 Ext. 2270

Contact the Star-News for a fictitious name form. The Star-News sends a copy of the form to the County Clerk who files the request, and sends a copy back to the Star-News and to the applicant. Subsequently the Star-News publishes the Fictitious Business Name Statement once a week for four weeks. Contact Star-News for fees.

Pasadena Journal

1541 N. Lake Avenue
Pasadena, CA 91104
626/798-3972
Contact for fees

IV. Notify the following governmental agencies if you are going to employ people:

Employment Tax Information Center

6150 Van Nuys Boulevard, Room 210
Van Nuys, CA 91401
818/901-5208

Contact this office to obtain registration form.

State Compensation Insurance Fund

900 Corporate Center Drive
Monterey Park, CA 91754
877/405-4545

Contact this agency for Workers' Compensation insurance. This can also be purchased through private insurance firms.

V. Search for company name:

Contact the Pasadena Public Library to help determine if another company is currently using the name you have chosen for your company. Ask at the Reference & Information desk for the following:

Business Directories

Check for name of your business.

ReferenceUSA

A database that provides access to business listings in the U.S. Access to this database is through the library's Web site: cityofpasadena.net/library

U.S. Trademark web site: www.uspto.gov

Pasadena Development Corporation

1015 N. Lake Avenue, Suite 209 • Pasadena, CA 91104
626/398-9971

A City-sponsored small business assistance program which provides access to capital via use of federal funds and local bank funds.

Pasadena Enterprise Center

1015 N. Lake Avenue, Suite 100 • Pasadena, CA 91104
626/398-9974

A small business incubator which can house up to 25 small businesses. Provides counseling in the areas of business planning, finance, marketing and legal matters.

Service Corps of Retired Executives (SCORE)

330 N. Brand Boulevard, Suite 190 • Glendale, CA 91230
818/552-3206

Counseling is available M-F 9:30 - 1:00.

Los Angeles County Community Development Commission

Business Technology Center of Los Angeles County
2400 N. Lincoln Drive • Altadena, CA 91001
626/296-6300

Assists start-up and early stage technology firms. It also offers support services including business consulting, networking and referral services.

U.S. Small Business Administration

Small Business Development Center
330 N. Brand Boulevard, Suite 190 • Glendale, CA 91203
818/552-3321

Provides workshops on the requirements and process of applying for a small business loan and assists with the application package.



I. Plan your business thoroughly

Planning includes, but is not limited to, the following:

1. Determine the legal form of your business: will it be a sole proprietorship, a partnership or a corporation.
2. Clarify legal questions with an attorney.
3. Draft a Business Plan to use when seeking financing.
4. Establish a close relationship with a Pasadena bank.
5. Set up your bookkeeping and accounting system.
6. Obtain insurance if necessary.
7. Contact the appropriate City halls for vehicle permits if you are going to transport goods between cities.
8. Plan your marketing and promotion strategies, including advertising.

II. Obtain the following licenses, if necessary

1. Board of Equalization

15350 Sherman Way, Suite 250
Van Nuys, CA 91406
818/904-2300

Contact the Board for a license for any type of wholesale or retail selling. They will want to know the size and type of business and what the monthly gross and volume of sales is expected to be. To be licensed you will need a valid California Driver's License and a Social Security card.

2. Pasadena Health Department

Environmental Health
1845 N. Fair Oaks Avenue, First Floor
Pasadena, CA 91103
626/744-6004

Contact the department for a license if your business is in any way concerned with food/restaurant, wholesale or retail market, vending machines, catering trucks, etc. The Health Department also licenses day-care centers, board and care facilities, hotels and motels, and retirement homes. Other areas of control include laundries, clothing factories, animal keepers, and swimming pools. Contact them if you suspect your business could in some way affect the public health.

3. California Department of Consumer Affairs

400 R Street, Suite 1040
Sacramento, CA 95814
916/445-1254
800/344-9940
TTY: (916) 322-1700

Contact the department for licenses needed in a variety of professions, trades and businesses as well as certain repair services and manufacturers. Consult the California License Handbook and the telephone book to learn the names, scope, and location of the various licensing boards.

III. Acquire your city business license:

Pasadena License Department

280 Ramona St.
Pasadena, CA 91101
626/744-4166

Contact the department for your license to do business in Pasadena. The application, fees and zoning rules depend upon the type of business. The license department can advise you on city ordinances. Business licenses are renewed yearly.

