



Wildomar is **OPEN**  
for (your) business!

#GoWildomar

# How to Start a Business – A Quick Guide

*The City of Wildomar (“City”) is not providing legal or tax advice and suggests that you contact your own legal and tax professionals for specific guidance. Also, this list may not be comprehensive and there may be additional permits, licenses, entitlements or other approvals needed to start a business that are not listed here. This guide is intended to help a business owner get started, not to be an all-encompassing list.*

- 1. Naming Your Business** - Under California law, there is no need for a business owner to register a DBA or a fictitious business name **so long as the business name includes your last name**. This is because under California law, a business name is not a fictitious name if it includes your last name. **If you are using your last name in the business name, please SKIP #2 and go directly to #3.**
- 2. File for a Fictitious Business Name**  
A Fictitious Business Name shall be filed within 40 days of first transacting business. Once registered, it is effective for **5 years**. You will need to publish your new business in an accepted newspaper (they will provide a list to you). Keep the proof that you did this in your files.
- 3. Get Your Employer Identification Number (EIN)**  
Having an EIN allows you to use this identification number on forms rather than using your personal Social Security Number.
- 4. Proper Federal\*, State and County Certificates/Permits**  
Make sure you have the proper Federal, State and County certifications for your business/industry if needed. This may include a Seller’s Permit, a Health Permit, etc. More information can be found here: [State of California; County of Riverside](#)  
*\*Most businesses do not need Federal permit(s) unless firearm sales or other protected operations will be part of the business.*
- 5. City Business Registration/License**  
You are required to have a Business Registration for each City in which you conduct business, but certainly where your “home base” is located. You can usually obtain these Registrations/Licenses via the City’s website. A Registration and a License are technically the same thing to the user; different cities use different names depending on how they set them up.

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**For more information/help:**

**Kimberly Davidson, Economic Development Director, City of Wildomar**  
**951.297.3457 office | 951.970.8242 cell/text ok! | kdavidson@wildomar.gov**

# Opening a business *in* WILDOMAR



There are a number of steps you may need to complete with the City of Wildomar before you can open your business to the public. Not sure? Just give us a call and we will help you through the process. Here are some tips to get you started:

- Will you be making improvements to get your location ready for customers? Do not begin any construction before speaking with our Building Department regarding TENANT IMPROVEMENT (TI) permits that might be needed.
- Have you applied for an OCCUPANCY PERMIT? (Contact our Building Dept)
- Does your business need a Plot Plan or Conditional Use Permit? (Contact our Planning Dept.)
- Does your business need Federal/State/County permits? Certain business types need specific certifications from other agencies before the City of Wildomar can approve you to open your business.
- Once a permit is obtained and you need to schedule an inspection with our Building & Safety Department, email [bldginspect@wildomar.gov](mailto:bldginspect@wildomar.gov)
- You will need a Business Registration from the City of Wildomar to conduct business here. Please apply online under the "Business" tab at [www.wildomar.gov](http://www.wildomar.gov).

We realize this may be your first time opening a business and you have lots of questions! That's OK! Just please contact City Hall as soon as possible so we can get you on the right track. **We want YOUR business to be successful in Wildomar!**



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# REGISTERING a business *in* WILDOMAR

**Thank you for choosing Wildomar for your business!**

Every person conducting business within Wildomar city limits, as well as anyone doing business with the City, is *required* to have a current and valid Business Registration. You must register online by visiting “Business Registration” under the BUSINESS tab at [www.Wildomar.gov](http://www.Wildomar.gov).

A new Business Registration can take time to process as it needs to be routed to all related departments for approvals. A new Business Registration typically takes 5-10 business days to process, but can take longer for business types that require more detailed approvals. But don't worry - we are here to help you with this process!

**Fees:**

**New Application: \$71 + \$4 DAERF Fee = \$75 Total**

**Annual Renewal Fee: \$46 + \$4 DAERF Fee = \$50 Total**

Failure to properly register your business may result in an an Administrative Citation.

*Please note: If you are a tenant of the property, your landlord may be issued a citation as well.*

Businesses are required to provide the SIC (Standard Industrial Classification) Code in order to verify compliance with the State of California's SB205 Stormwater Permit requirements. IF your business requires a stormwater inspection (applies to business types that may impact stormwater quality), an additional annual fee of \$196.50 is required for verifying compliance. Find your SIC Code here: <https://www.naics.com/everything-sic/>

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# RESOURCES *for* a business *in* WILDOMAR

**Thank you for choosing Wildomar for your business!**

Starting and running a business can be a scary, but fulfilling, adventure! Many business owners feel alone in their challenge to operate and expand their business. But you don't have to! We have many business resources just waiting for you!

**Wildomar's Economic Development Department** - We can help walk you through the process of getting your business up and running. Contact info below... also, take part in our WEB meetup (info included in this packet)!

**Murrieta/Wildomar Chamber of Commerce** - Your local Chamber is the best way to connect with other business owners, necessary resources and your next client! Email (patrick@mwcoc.org) or call (951) 677-7916.

**Small Business Administration** - Your local SBA has many resources to help your business. The SBA office that serves Wildomar is located in Santa Ana. You can visit their website ([www.sba.gov/district/orange-county-inland-empire](http://www.sba.gov/district/orange-county-inland-empire)) or call (714) 550-7420

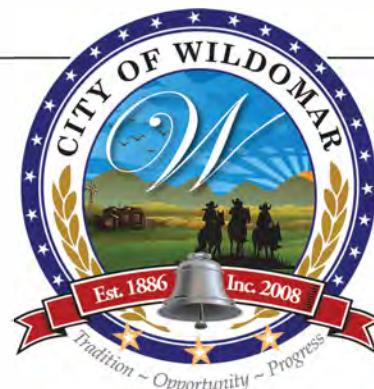
**SCORE** - SCORE online business mentors can help you start, grow, or transition your business. To get connected with a mentor today, go to [www.score.org](http://www.score.org)

**Economic Development Coalition (EDC) of Southern California Wine Country** - The EDC helps to unite public and private stakeholders to leverage the region's competitive advantage, attracting business, and supporting a high-quality of life. ([www.edcswca.com](http://www.edcswca.com))

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## ENGAGING BUSINESS



Wildomar's new business-focus group, The WEB!

Join the Mayor, a Council Member, and Economic Development Director for a roundtable discussion about business in Wildomar!

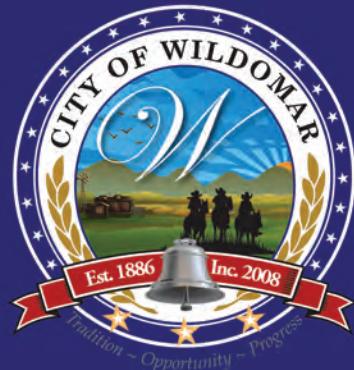
### WHO Should Attend:

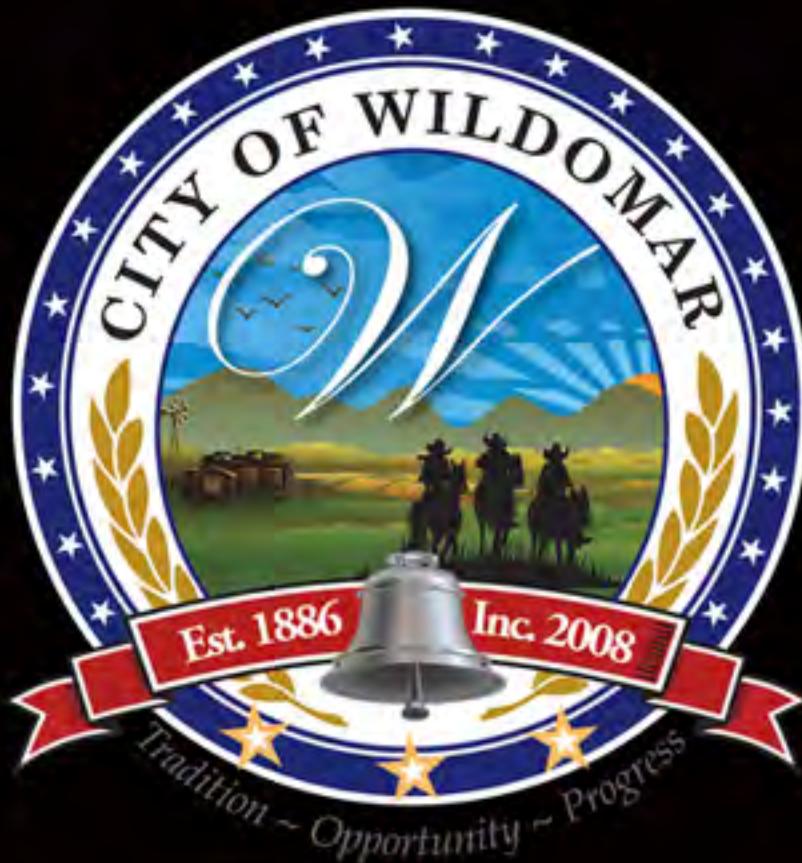
- Business owners who own a business in Wildomar •
- Wildomar residents who own a business anywhere •

Every 4th Wednesday of the month @ 3 pm at City Hall!

No RSVP Needed!

For questions and  
to find out about  
our next meetup:  
[BizDev@CityofWildomar.org](mailto:BizDev@CityofWildomar.org)





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**[www.Wildomar.gov](http://www.Wildomar.gov)**