

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

# SMALLBUSINESS

Resource Guide

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**MORENOVALLEY**  
ACCELERATING OPPORTUNITIES

City of Moreno Valley  
**SMALL BUSINESS RESOURCE GUIDE**



# SMALL BUSINESS RESOURCE GUIDE

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## **MOVING AT THE SPEED OF BUSINESS**

The City of Moreno Valley maintains and continues to develop a business friendly philosophy. Recognizing that small businesses and their leaders are the future of our community, we strive to assist working and aspiring businessmen and women make their dreams a reality.

The Small Business Resource Guide was created for Moreno Valley's future and existing business entrepreneurs. From the creation of the business plan, getting a business license, to accessing local, state and federal resources, this guide will walk you through the step-by-step process to create a thriving company.

### **Where Do I Start?**

1. Choose Moreno Valley as your premier place to do business.
2. Draft a Business Plan. By addressing the universal questions all new businesses face, you will develop strategies that will be your own unique compass to success. Though every business plan is different, it is still a formal document that should follow an organized and standard format.
3. Decide on a Legal Structure. Will you be a corporation with investors, directors and officers? Perhaps a sole proprietorship would be more appropriate? You will want to carefully study the different types of legal business structures and how they differ so you can determine which is most compatible with your needs, plans and resources.
4. Obtain a Business License and Permits. Depending on the type of business you will be doing, you may have to seek out additional permits on top of what the City needs. For example, if you are restaurant or intend to serve alcohol, you will need to interact with a county health agency and/or the Department of Alcoholic Beverage Control (ABC).

*Tip: Take advantage of various local, state and federal business resources. Not only are they useful in maintaining your business, some can assist you in getting started, such as the Go-Biz Permit Assistance portal located online at [www.calgold.ca.gov](http://www.calgold.ca.gov).*

**Choose MoVal!**

The City's land area is 51.3 square miles, which is larger than San Francisco, Boston, Anaheim and Ontario. Its elevation is 1,631 feet.

Moreno Valley is largely bound by the CA-60 and I-215 freeway junctions, with its central location making it less than a one hour drive from Los Angeles, Orange, San Bernardino and San Diego counties, giving it access to a large and diverse marketplace.



The City has a sizeable population, the second largest in Riverside County, with promising average household incomes, and a strong, dedicated pool of workers.

**2016**

<b>Population</b>	207,675
<b>Workforce Size</b>	98,729
<b>Households</b>	54,927
<b>Average Household Size</b>	3.77
<b>Average Cars per Household</b>	2.1
<b>Average Age</b>	31.9
<b>Average Household Income</b>	\$67,990

The presence of two excellent local K-12 school districts, a network of community colleges, post-secondary institutions and three major universities nearby has created a competitive, educated and talented workforce.

White Collar Workers: 51.4%      High School or Higher: 75.7%      Some College or Higher: 48.7%

Visit [www.morenovalleybusiness.com/data](http://www.morenovalleybusiness.com/data) for more information on statistics and economic indicators from the City of Moreno Valley Economic Development Department.

## Getting Started

After you have considered the business, you are ready to begin preparing a business plan – a formal document explaining in some detail your plans to develop a financially successful business.

### **Why Do I Need A Business Plan?**

*A business plan will help you...*

- Access outside capital, the business plan will be one of the first things the lender or investor wants to see.
- A business plan serves as an assessment tool for the owner. As you grow your business, a plan will help you keep track of the details and make sure the business is progressing as you intended.
- As your business grows and develops, you can identify which strategies are effective and which are not. You can change aspects of your business plan accordingly to maximize your chances of success.

Questions to ask, before starting your business plan:

### **Identify Your Business Niche**

- Is my idea practical and will it fill a need?
- What/who is my competition?
- What is my business advantage over existing firms?
- Can I deliver a better quality service?
- Can I create a demand for my business?

### **Business Plan Basics**

- What business am I interested in starting?
- What services or products will I sell?
- Where will I be located?
- What skills and experience do I bring to the business?
- What will be my legal structure?
- What will I name my business?
- What equipment or supplies will I need?
- What financing will I need?
- What are my resources?
- How will I compensate myself?

Getting Started

Your answers will help you create a focused, well-researched business plan that should detail how the business will be operated, managed and capitalized.

“Those who fail to plan, plan to fail.” ~ Winston Churchill



Outline of a Business Plan

Follow this simple outline to draft your business plan.

- **Introduction**

- Give a detailed description of the business and its goals.
- Discuss the ownership of the business and the legal structure.
- List the skills and experience you bring to the business.
- Discuss the advantages and disadvantages you and your business have over your competitors.

- **Marketing**

- Discuss the products/services offered.
- Identify the customer demand for your product/service.
- Identify your market, its size and locations.
- Explain how your product/service will be advertised and marketed.
- Explain the pricing strategy.

- **Financial Management**

- Explain your source and the amount of initial equity capital.
- Develop a monthly operating budget for the first year.
- Develop an expected return on investment and monthly cash flow for the first year.
- Provide projected income statements, balance sheets for a two-year period.
- Discuss your break-even point.
- Explain your personal balance sheet and method of compensation.
- Discuss who will maintain your accounting records and how they will be kept.
- Provide “what if” statements providing alternative approaches to any problem that may develop.

- **Operations**

- Explain how the business will be managed on a day-to-day basis.
- Discuss hiring and personnel procedures.
- Discuss insurance, lease or rent agreements and issues pertinent to your business. Account for production and delivery of products and services.

Outline of a Business Plan

- **Concluding Statement**

- Account for equipment necessary to produce your products and services.
- Summarize your business goals and objective, and express your commitment to the success of your business.

Additional resources with more specific ideas on how to structure your business plan can be found at ([www.sba.gov/starting-business/write-your-business-plan](http://www.sba.gov/starting-business/write-your-business-plan)) and templates for various financial statements at ([www.score.org/business-plan-resources](http://www.score.org/business-plan-resources)).

**Considering Your Legal Business Structure**

When choosing a business structure, consider the following:

<p><b>Sole Proprietorship</b></p> <p>Examples</p> <ul style="list-style-type: none"> <li>• Computer and IT Services</li> <li>• Landscaping</li> <li>• Catering</li> </ul>	<p>One person operating a business, as an individual is a sole proprietorship. Profits are taxed as income to the owner personally. This rate is usually lower than the corporate tax rates would be. The owner has complete control of the business but faces unlimited liability for its debts. There is very little government regulation and reporting. A sole proprietorship files for a fictitious business name (DBA) at the county clerk's office in the county in which the business is located.</p>
<p><b>General Partnership</b></p> <p>Examples</p> <ul style="list-style-type: none"> <li>• Law firm</li> <li>• Medical practice</li> <li>• Jointly owned businesses</li> </ul>	<p>A partnership exists when two or more persons join together in the operation and management of a business venture. Partnerships like sole proprietorships are subject to relatively little regulation and are fairly easy to establish. Under general partnership, each partner is liable for all debts of the business. All profits are taxed as income to the partners based on their percentage of ownership. A general partnership registers a fictitious business name with the county clerk's office in which the business is located.</p>
<p><b>Limited Partnership</b></p>	<p>A limited partnership is established by an agreement between two or more individuals. In a limited partnership, however there are two types of partners. A general partner has greater control in some aspects of the partnership; for instance, only a general partner can decide to dissolve the partnership. General partners have no limitations on the dividends they can receive from profit and so incur unlimited liability. Limited partners can only receive a share of profits based on the prorated amount on their investment, and the liability is similarly limited in proportion to their investment.</p>

## SMALL BUSINESS RESOURCE GUIDE

### Choosing a Business Structure

<p><b>“C” corporation</b></p> <p>Examples</p> <ul style="list-style-type: none"><li>• Large computer companies</li><li>• Major retailers</li><li>• Banks</li></ul> <p>➤ Can be any kind of company, but most likely on a much larger scale, such as small business that goes statewide or national</p>	<p>A “C” corporation is a legal entity having its own rights, privileges and liabilities, apart from those of the individuals forming the corporation. It is the most complex form of business organization and is comprised of three groups of people: shareholders, directors, and officers. The corporation can own assets, borrow money and perform business functions without directly involving the owners of the corporation. Therefore the corporation is subject to more government regulation than proprietorships or partnerships. Corporate earnings are subject to double taxation when the corporation is taxed and when passed through as stockholder dividends. Corporations have the total advantage of limited liability, but not total protection from lawsuits.</p>
<p><b>Subchapter “S” corporation</b></p>	<p>A special section of the Internal Revenue Code permits a corporation to be taxed as a partnership or sole proprietorship, with the profits taxed at the individual rather than the corporate rate. To qualify as a subchapter “S” corporation, a business must meet certain requirements.</p>
<p><b>“LLCs” and “LLPs”:</b></p> <p>Examples</p> <ul style="list-style-type: none"><li>• Restaurant</li><li>• Store</li><li>• Fitness/dance studio</li></ul> <p>➤ Owners of businesses that are still small but of increased size and complexity can benefit from reduced liability.</p>	<p>The Limited Liability Company (LLC) can acquire assets, incur liabilities and conduct business. As the name implies, it provides limited liability for the owners. LLC owners risk only their investments. Personal assets are not at risk. The Limited Liability Partnership (LLP) is similar to the LLC with the exception that it is aimed at professional organizations.</p>

**Naming Your Business**

In most cases, if your business name is something other than your surname that clearly states the business purpose, your business's name is considered fictitious.

For example, if Mr. Henderson is opening a bookstore:

Henderson Bookstore	Not Fictitious
Henderson's Bookstore	Fictitious
Henderson & Sons Bookstore	Fictitious
Discount Bookstore	Fictitious

Anything other than a business name containing the exact surname of the owner, even just the addition of an apostrophe, would be considered fictitious.

In that case, you will need to file for a fictitious business name with the Riverside County-Assessor Clerk-Recorder and declare it in a publication.

Riverside County-Assessor Clerk-Recorder  
[www.riverside.asrclrec.com](http://www.riverside.asrclrec.com)  
 2724 Gateway Drive  
 Riverside, CA 92507  
 951.486.7000

When filing your Business License Application, be prepared to include the documentation from the Clerk-Recorder and the receipt from the publisher where you announced your fictitious business name.

**Steps to Getting Your Business License**

A business license is required in order to conduct business legally within the city limits. The purpose of the license is to provide funding for general services such as police and fire protection, crime prevention, and many other community services, which may benefit the business.

Per the City of Moreno Valley Municipal Code Title 5.02.020(A) Business Regulation, all businesses including, Rental Property, Non-Profit Organizations, Independent Contractors, Churches and Religious Organizations operating in the City of

**Get Help! Don't go it alone!**

Help is available at every step of the way, from filing for a fictitious business name to defining your target audience. The City of Moreno Valley has many partners to help you get your new business started or get your existing business back on track for success.

1. Small Business Development Center
2. SCORE
3. Chambers of Commerce
4. Women's Business Center

Getting a City Business License

Moreno Valley are required to have a business license. This includes businesses which operate from a home, commercial location or subleases within an existing business.

A separate business license certificate is required for each branch or location within the city. If you conduct business activities within the City of Moreno Valley but are located outside the City, you are required to have a Moreno Valley business license.

*Get help directly from  
the Business License  
Team!*

For more information about the business license process or assistance in getting a business license, contact the Business License team.

Moreno Valley Business License Office  
[www.moval.org/biz-lic](http://www.moval.org/biz-lic)  
951.413.3080

**Location, Location, Location!**

**Where will your business be located and can you conduct business there?**

You may want to do business out of your home, a pre-existing commercial or industrial structure or even on vacant land upon which you will construct a building. After deciding where you want to do business, contact the Moreno Valley Planning Division to confirm whether or not that particular location is zoned appropriately for the kind of business that you wish to conduct there.

City of Moreno Valley Planning Division  
951.413.3206  
[PlanningEmail@moval.org](mailto:PlanningEmail@moval.org)

If you are having trouble finding or deciding on a business location, the Moreno Valley Economic Development team can assist you with site selection. You can also conduct your own search utilizing the City's Economic Development Department website.

City of Moreno Valley Economic Development Department  
[www.morenovalleybusiness.com/site-selection](http://www.morenovalleybusiness.com/site-selection)  
951.413.3460  
[EDTeam@moval.org](mailto:EDTeam@moval.org)

**Getting the Basic Information First**

By now, you should have decided which legal structure your business will take. This will affect what sort of information is necessary on your application for a business license. For example, if you are a Sole Proprietorship, you can provide your Social Security Number and California ID Number. However, you may need to obtain a Federal Tax ID Number from the IRS in addition to State ID Number from the California Employment Development Department, particularly if you will have employees. If you are selling merchandise subject to sales tax, you will need a Resale Number from the State Board of Equalization.

<u>Internal Revenue Service</u> <a href="http://www.irs.gov">www.irs.gov</a> 290 North D Street San Bernardino, CA 92401 909.388.8108	<u>California Employment Development Department</u> <a href="http://www.edd.ca.gov">www.edd.ca.gov</a> 888.745.3886	<u>California State Board of Equalization</u> <a href="http://www.boe.ca.gov">www.boe.ca.gov</a> 3737 Main Street Suite 1000 Riverside, CA 92501-3395 951.680.6400
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Getting a City Business License

The City of Moreno Valley has a simple and streamlined process for obtaining a business license. This process may vary depending on several factors. The starting point is to decide whether you will be a home based business, or operate out of a commercial or industrial facility such as a shop, office or warehouse.

**City Forms – Home Based Businesses**

For the forms relating to home based businesses, go to [www.moreno-valley.ca.us/city\\_hall/departments/econ-dev/planning.shtml](http://www.moreno-valley.ca.us/city_hall/departments/econ-dev/planning.shtml) and click the “Forms & Applications” tab. Contact the Moreno Valley Planning Division for further details.

If you are not the property owner on title for your residence, you will need to obtain a *Property Owner’s Written Consent* form from the property owner or manager.

Afterwards, you will complete the *Application for Home Occupation Permit* and the *Business License Application*, which you will turn in to the City at the same time for approval.

**City Forms and Inspections – Commercial Based Businesses**

For all forms relating to commercial or industrially based businesses, go to [www.moreno-valley.ca.us/city\\_hall/departments/econ-dev/building-safety.shtml](http://www.moreno-valley.ca.us/city_hall/departments/econ-dev/building-safety.shtml) and click the “Forms” tab.

You will need to have the property owner sign a *Notarized Consent Form*, or provide the leasing agreement to the Building and Safety Division. You will also need to apply for a *Certificate of Occupancy*. Make sure to accompany this document with two copies of the site plan, the existing floor plan with dimensions of the unit, and existing fixtures, rooms, exits, etc.

As you apply for the certificate, you will be prompted to *schedule a site inspection with Fire Prevention*. At the time of inspection, your site should be set up as if it is ready to start business. For example, if you are selling products, you should have the shelves on which those products will be placed. If you are an office-based business, you should have the cubicles and desks arranged. After Fire Prevention approves, you will then *schedule a site inspection with Building and Safety*.

<u>Moreno Valley City Hall</u>	
14177 Frederick Street, Moreno Valley, CA 92552	
<u>Building and Safety</u>	<u>Fire Prevention</u>
951.413.3350	951.413.3370



Getting a City Business License

California Law requires that all businesses be checked to see if they must obtain air quality clearance. Though your business may not produce pollution, you still must complete the *Air Quality Permit Checklist*.

The City needs to be able to contact you in the event of an emergency, so you will need to fill out the *Emergency Contact Information* form.

With all of the steps complete, the necessary permits obtained, and documents collected, your *Business License Application* can be completed and submitted for approval.

**And Beyond**

All new businesses must notify the Riverside County-Assessor Clerk-Recorder of their existence.

Riverside County-Assessor Clerk-Recorder  
Business Personal Property Division  
951.955.6210

Additional Permits

Depending on what type of business you are starting, you may need to pursue further permits, licenses and training from State and Federal agencies. In addition to the information listed below, Go-Biz Permit Assistance ([www.calgold.ca.gov](http://www.calgold.ca.gov)) can assist you in identifying exactly what permits you need. Below is a sample of some of these additional permits:

**License to Sell Alcohol**

If you intend for your business to serve alcohol, you are required to obtain a license to do so from the *California Department of Alcoholic Beverage Control*.

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

951.782.4400

3737 Main Street, Suite 900

Riverside, CA 92501

**Health Permit**

Businesses such as restaurants or retail food sellers must submit site plans and specification to the *Riverside County Department of Environmental Health*, whether the building is new construction or a pre-existing vacant structure.

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

951.358.5172

4065 County Circle Drive

Riverside, CA 92503

**Adult and Child Care**

If your business intends to care for children or the elderly in a day care center, retirement home, or center for mentally disabled adults, it will need to apply for a license with the *Department of Social Services Community Care Licensing Division*.

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

General Questions Hotline

844.438.8766

Adult and Senior Care  
Program

951.782.4207

3737 Main Street

Suite 600, MS 29-26

Riverside, CA 92501

Child Care Offices

951.782.4200

3737 Main Street

Suite 700, MS 29-12

Riverside, CA 92501

### **Mental Health Licensing and Certification**

If you wish to start a Mental Health Rehabilitation Center, Psychiatric Health Facility, Community Treatment Facility, Community Residential Treatment System or Skilled Nursing Facility with Special Treatment Programs, you will need to work with the California Department of *Health Care Services Mental Health Licensing and Certification Section*.

[www.dhcs.ca.gov/provgovpart/Pages/MH-Licensing.aspx](http://www.dhcs.ca.gov/provgovpart/Pages/MH-Licensing.aspx)

Licensing & Certification Unit

916.324.7949

### **Various Professional Services**

The *California Department of Consumer Affairs* and its boards and bureaus oversee a broad array of business activity. Businesses specializing in areas such as accounting, architecture, barbering and cosmetology, behavioral and psychological services, dentistry, medicine, pharmacies, private post-secondary education, security services and many others will need to identify and work with their respective licensing and regulatory agency. See the Contact Directory for more on the Department of Consumer Affairs.

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

Complete List of Boards & Bureaus: [www.dca.ca.gov/about\\_dca/entities.shtml](http://www.dca.ca.gov/about_dca/entities.shtml)

800.952.5210

**Don't Do It Alone! Let Us Help!**

Up and coming business leaders do not have to face their challenges alone. There is a myriad of resources and services directed toward entrepreneurs in need of assistance or direction, including the following:

**Small Business Development Center (SBDC)**

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

**951.781.2345**

SBDC advisors provide aspiring and current small business owners a variety of free business consulting and low-cost training services including: business plan development, manufacturing assistance, financial packaging and lending assistance, exporting and importing support, disaster recovery assistance, procurement and contracting aid, market research help, 8(a) program support, and healthcare guidance.

**Service Corps of Retired Executives (SCORE)**

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

**951.652.4390**

The program matches volunteer retired executives with small businesses that need expert advice at no cost.

**Go-Biz Permit Assistance**

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

**877.345.4633**

The Permit Assistance unit provides permit streamlining for business owners struggling with local, state and federal permitting for major job creating projects. The permitting team also administers the state's electronic on-line permit assistance center, CalGOLD.

**Chambers of Commerce**

Moreno Valley's chambers of commerce provide business advocacy and access to specialized programs and services as well as numerous networking and community involvement opportunities.

*Moreno Valley Chamber of Commerce*

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

12625 Frederick Street  
Suite E3  
Moreno Valley, CA 92553

951.697.4404

*Moreno Valley Hispanic Chamber of Commerce*

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

25920 Iris Avenue  
Suite 13A, #342  
Moreno Valley, CA 92551

951.571.3832

**Hire MoVal for Small Business**

[www.moreno-valley.ca.us/edd/in-hire-mv.shtml](http://www.moreno-valley.ca.us/edd/in-hire-mv.shtml)

**951.413.3460**

Moreno Valley small business customers with gross revenues less than \$200,000 per year that hire at least 40% of their employees from Moreno Valley residents may be eligible for a business license application fee waiver.

**Hire MoVal – Hire a Graduate**

[www.moreno-valley.ca.us/edd/in-hire-mv.shtml](http://www.moreno-valley.ca.us/edd/in-hire-mv.shtml)

**951.413.3460**

Moreno Valley businesses can receive a financial incentive of up to \$1,000 per new hire, up to a maximum of \$5,000 per year, to hire and retain Moreno Valley residents that have recently graduated and/or earned certification in a two-year program from any accredited Riverside County educational institution.

**Inland Empire Economic Partnership**

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

**909.944.2201**

The IEEP is working hard to improve the economic climate through a better quality of life. The IEEP is committed to address health care, education, job training and transportation issues through new initiatives that involve the private, public, academic and not-for-profit sectors.

**California Manufacturing Technology Consulting (CMTC)**

[www.cmtc.com/california-manufacturers-advantage](http://www.cmtc.com/california-manufacturers-advantage)

**310.263.3060**

A non-profit consulting firm that determines ways to assist in the achievement of improvements in productivity and profitability. After being approved, a client advisor will come to the business site for a facility assessment and to make recommendations.

Moreno Valley Economic Development Department Website:

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

Incentives Packet Located at: [www.morenovalleybusiness.com/incentives](http://www.morenovalleybusiness.com/incentives)

Financing Programs

New or established businesses can take advantage of resources that offer various forms of financial assistance. From grants to low interest loans, entrepreneurs may be surprised what kinds of capital infusions they qualify for.

**California Statewide Communities Development Authority**

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

**800.531.7476**

A government agency established to provide local government and private industry access to low-cost, tax-exempt financing for projects that create jobs, help communities prosper and improve the quality of life in California. Qualifying projects include, but are not limited to: manufacturing facilities, non-profit facilities, solid waste and recycling facilities.

**Inland Empire Lender's Community Development Corporation (IELCDC)**

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

**951.905.5700**

IELCDC targets commercial loans up to \$50,000 to minority and women-owned businesses, and to companies in low to moderate income areas. IELCDC can provide a Stand-by Letter of Credit (SLOC), which may be used to secure various types of transactions on behalf of the IELCDC's borrower, including SBA government guaranteed loans and lines of credit from your bank. In addition, the IELCDC's Micro-Loan program is designed for companies that need a small loan for fixtures, equipment, inventory or working capital.

**Small Business Administration (SBA)**

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

**714.550.7420**

SBA programs promote small business formation and growth through loans to qualified applicants. Loans can fund the varied needs of small businesses when necessary financing is unavailable through normal lending channels. There are several types of SBA loans designed to fill special business needs.

Specific SBA Loan Programs

- 7(a) Loan Program: The most common, this includes financial help for businesses with special requirements. Basic uses for loan proceeds include long-term working capital, short-term working capital, purchase of equipment, real estate including land and buildings, construction, refinancing existing debt, establish a new business or acquire or expand an existing one.
- The Microloan Program provides loans up to \$50,000 to help small businesses and certain not-for-profit childcare centers start up and expand. The average microloan is about \$13,000.

Financing Programs

- Real Estate & Equipment Loans – CDC/504: The CDC/504 Loan Program provides financing for major fixed assets such as equipment or real estate. Depending on the type of business activity, the maximum loan can vary from \$5-5.5 million. The loan can be used to purchase land or buildings, purchase improvements, construction of new facilities or renovating old ones and acquiring long-term machinery and equipment.

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Contact Directory

**City of Moreno Valley  
951.413.3000**

Economic Development  
Department  
[www.morenovalleybusiness.com](http://www.morenovalleybusiness.com)  
951.413.3460  
[EDTeam@moval.org](mailto:EDTeam@moval.org)

Moreno Valley City Hall  
14177 Frederick St  
Moreno Valley, CA 92553  
[www.moval.org](http://www.moval.org)

Throughout your journey in business, you will find yourself needing to contact various government and non-government entities for permitting, licensing or assistance.

Building and Safety	951.413.3350
Business License Office	951.413.3080
Fire Prevention	951.413.3370
Planning Division	951.413.3206

**County of Riverside  
951.955.1000**

Assessor-County Clerk-Recorder	951.955.6200 951.486.7000
Environmental Health, Dept. of	888.722.4234

**State of California  
800.807.6755**

Alcoholic Beverage Control, Dept. of	951.782.4400
Consumer Affairs, Department of	800.952.5210
Accountancy, Board of	916.263.3680
Acupuncture Board	916.515.5200
Arbitration Certification Program	916.574.7350
Architects Board, California	916.574.7220
Athletic Commission of California	916.263.2195
Automotive Repair, Bureau of	800.952.5210
Barbering and Cosmetology, Board of	800.952.5210
Behavioral Sciences, Board of	916.574.7830
Cemetery and Funeral Bureau	916.574.7870



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Contact Directory

Chiropractic Examiners, Board of	916.263.5355
Contractors State License Board	800.321.2752
Court Reporters Board	877.327.5272 916.263.3660
Dental Board of California	877.729.7789 916.263.2300
Dental Hygiene Committee of California	916.263.1978
Electronic and Appliance Repair, Home Furnishings and Thermal Insulation, Bureau of	916.999.2041
Engineers, Land Surveyors and Geologists, Board for Professional	866.780.5370 916.263.2222
Guide Dogs for the Blind, Board of	866.512.9103 916.574.7825
Landscape Architects Technical Committee	916.575.7230
Medical Board of California	800.633.2322 916.263.2382
Medical Cannabis Regulation, B. of	800.852.5210
Naturopathic Medicine Committee	916.928.4785
Occupational Therapy, California Board of	916.263.2294
Optometry, Board of	866.585.5666 916.575.7170
Osteopathic Medical Board of California	916.928.8390
Pharmacy, Board of	916.574.7900
Physical Therapy Board of California	916.561.8200
Physician Assistant Board	916.561.8780
Podiatric Medicine, Board of	916.263.2647
Private Postsecondary Education, Bureau for	888.370.7589 916.731.6959
Professional Fiduciaries Bureau	916.574.7340
Psychology, Board of	866.503.3221 916.574.7720
Real Estate, Bureau of	877.373.4542
Real Estate Appraisers, Bureau of	916.552.9000
Registered Nursing, Board of	916.322.3350
Respiratory Care Board	866.375.0386 916.999.2190
Security and Investigative Services, Board of	800.952.5210 916.322.4000
Speech-Language Pathology and Audiology and Hearing Aid Dispensers Board	916.263.2666
Structural Pest Control Board	916.561.8704
Telephone Medical Advice Services Bureau	916.574.7992
Veterinary Medical Board	916.515.5220

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Vocational Nursing and Psychiatric Technicians, Board of	916.263.7800
Health Care Services, Dept. of	916.440.7660
Mental Health Licensing	916.324.7949
Social Services, Dept. of	916.651.8848
Community Care Licensing Division	916.651.6040

**Nationwide**

Internal Revenue Service (for Individuals)	800.829.1040
Internal Revenue Service (for Business)	800.829.4933
Small Business Administration	800.827.5722

**Additional**

California Manufacturing Technology Consulting	310.263.3060
California Statewide Communities Development Authority	800.531.7476
Go-Biz Permit Assistance	877.345.4633
Hire MoVal 2 for Small Business	951.413.3460
Inland Empire Economic Partnership	909.944.2201
Inland Empire Lender's Community Development Corporation	951.905.5700
Moreno Valley Chamber of Commerce	951.697.4404
Moreno Valley Hispanic Chamber of Commerce	951.571.3832
Service Corps of Retired Executive	951.652.4390
Small Business Development Center	951.781.2345



# CITY DIRECTORY

## City Hall



www.moval.org

### CITY COUNCIL

Dr. Yxstian A. Gutierrez	Mayor
Victoria Baca	Mayor Pro Tem
Jeffrey J. Giba	Council Member
David Marquez	Council Member
Council Office .....	413.3008

### CITY OFFICES

Animal Services.....	413.3790
Building Inspection Services.....	413.3380
Building Permit Processing.....	413.3350
Business License.....	413.3080
Capital Projects.....	413.3130
City Attorney.....	413.3036
City Clerk .....	413.3001
City Council.....	413.3008
City Manager.....	413.3020
Code & Neighborhood Services.....	413.3340
Community Development Department.....	413.3310
Conference & Recreation Center .....	413.3280
Economic Development Department.....	413.3460
Emergency Operations & Volunteer Services .....	413.3800
Employment Resource Center .....	413.3920
Facilities .....	413.3740
Finance Administration .....	413.3021
Fire Prevention .....	413.3370
Graffiti Hotline .....	413.3171
Human Resources.....	413.3045
Land Development .....	413.3120
Library.....	413.3880
Media.....	413.3053
Neighborhood Programs .....	413.3450
Parks Maintenance .....	413.3702
Parks & Community Services .....	413.3280
Planning .....	413.3206
Public Works Administration .....	413.3100
Public Works Maintenance & Operations .....	413.3160
Purchasing .....	413.3190
Senior Community Center .....	413.3430
Shopping Carts (abandoned) .....	413.3330
Special Districts .....	413.3480
Street Maintenance .....	413.3160
TownGate Community Center .....	413.3729
Transportation .....	413.3140
Weed Abatement .....	413.3370

### STAFF

<b>Michelle Dawson</b>	<b>City Manager</b>
<b>Tom DeSantis</b>	<b>Assistant City Manager</b>
Betsy Adams	Interim Parks & Community Services Director
Abdul Ahmad	Fire Chief
Ahmad Ansari	Public Works Director/City Engineer
Allen D. Brock	Community Development Director
Pat Jacquez-Nares, CMC & CERA	City Clerk
Mike Lee	Economic Development Director
Joel Ontiveros	Police Chief
Terrie Stevens	Administrative Services Director
Marshall Eyerman	Chief Financial Officer/City Treasurer

### PUBLIC SAFETY

Police and Fire Department Emergency Calls Only .....	911
Police Department Administration & Information.....	486.6700
After Hours Dispatch & Non-Emergency Crime Reporting .....	247.8700
Fire Department Administration .....	486.6780

### CHAMBERS OF COMMERCE

Moreno Valley Chamber of Commerce .....	697.4404
Moreno Valley Hispanic Chamber of Commerce .....	399.3030

### UTILITIES

<b>Moreno Valley Electric Utility</b>
Customer Service 24/7
1.844.341.6469
Customer Service
1.877.811.8161 Español
Administration
413.3500
<b>Southern California Edison</b>
1.800.655.4555
<b>Southern California Gas Company</b>
1.800.427.2200
<b>Waste Management of Inland Empire</b>
1.800.423.9986
<b>Eastern Municipal Water District</b>
928.3777

### TELEPHONE/ CABLE TELEVISION

<b>Frontier</b>
1.800.921.8101
<b>AT&amp;T</b>
1.800.310.2355
<b>Spectrum</b>
1.855.757.7328

### SCHOOL DISTRICTS

<b>Moreno Valley Unified School District</b>
571.7500
<b>Val Verde Unified School District</b>
940.6100
<b>Moreno Valley College</b>
571.6100

# GET CONNECTED!

Working at the Speed of Business



**MORENOVALLEY**  
CALIFORNIA

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

## Economic Development Business Support Services

Because the small business community is the foundation of our local economy, the City offers the business support services described below and has a liaison to serve as a single point of contact for business support at City Hall.

### PERSONAL CONNECTIONS

Face-to-face communication, relationship building, problem solving, and celebrations of success are all part of what makes Moreno Valley a best place to do business. Three programs provide an opportunity to engage in open dialogue about experiences with City Hall, the local market, opportunities, obstacles, or any other business related items.

- The **Business Roundtable** is a program for businesses within a particular Council District hosted by the respective Council Member, and the Economic Development Department.
- Business Visitations are made by City leaders and staff to provide one-on-one services your business may need.

### BUSINESS COUNSELING SERVICES

Moreno Valley supports two organizations that provide free business counseling services and workshops all located within the TownGate Center at 12625 Frederick Street.

- Inland Empire Small Business Development Center (SBDC) provides free business counseling at the Moreno Valley Chamber of Commerce office. Appointments are necessary. Please call 909.888.9011 or visit [www.iesmallbusiness.com](http://www.iesmallbusiness.com).
- Southern California Organization of Retired Executives (SCORE) conducts workshops and business counseling services at the Employment Resource Center (ERC). Appointments are necessary.

Please call 951.652.4390 or visit [www.score.org](http://www.score.org).

### EMPLOYMENT RESOURCE CENTER

The ERC offers employment related services at no cost for both job seekers and employers. The ERC is located at 12625 Frederick Street, Ste. K-3. Hours are Monday through Thursday from 8:00 a.m. - 5:00 p.m. and every other Friday 8 a.m. - 5 p.m. Please call 951.413.3920 for more information.

#### Employers:

- Tax incentive programs
- Hiring incentives
- Recruitment services including job posting, pre-screening and testing
- Interviewing, conference & training space

#### Job Seekers:

- [Rivcojobs.com](http://Rivcojobs.com)/Job Match System
- Computers for on-line job search
- Fax/copy machines available
- Resumé preparation programs
- Typing tutorials
- Job Search Workshops

### BUSINESS SPOTLIGHT

Apply to be the next Business Spotlight! A free 30-second video professionally produced to highlight your business.

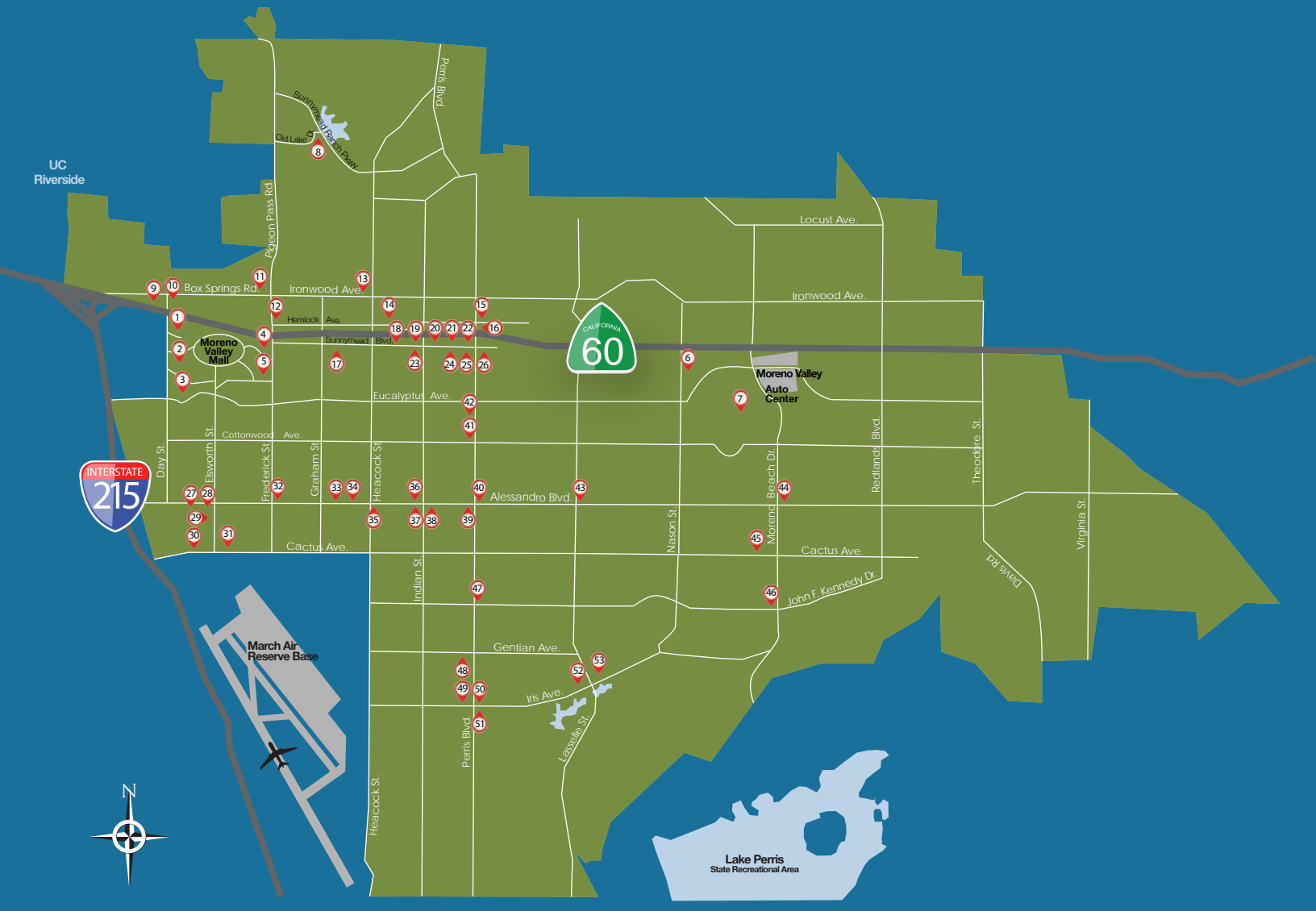
Visit [moval.org/spotlight](http://moval.org/spotlight) for details.



# MORENO VALLEY

CALIFORNIA

www.morenovalleybusiness.com | 951.413.3460 | edteam@moval.org



## COMMERCIAL PROPERTIES

- |                                  |                                    |                                     |                               |
|----------------------------------|------------------------------------|-------------------------------------|-------------------------------|
| 1 TownGate Crossing              | 15 Moreno Valley Village           | 29 Elsworth Business Center         | 73 Alessandro & Lasselè Winco |
| 2 TownGate Promenade             | 16 Moreno Valley Center            | 30 Cactus Commerce Center           | 44 Moreno Beach Marketplace   |
| 3 TownGate Square                | 17 Moreno Valley Plaza             | 31 Koll Corporate Center            | 45 Moreno Marketplace         |
| 4 TownGate Plaza                 | 18 Sunnymead One-Stop              | 32 Plaza del Sol (Alessandro Blvd.) | 46 Rancho Belago Plaza        |
| 5 TownGate Center                | 19 Rolling Ridge Plaza             | 33 Alessandro Plaza                 | 47 JFK Plaza                  |
| 6 Stoneridge Towne Centre        | 20 Indian Center                   | 34 Moreno Valley Commerce Center    | 48 Walmart South              |
| 7 Moreno Beach Plaza             | 21 Palm Plaza                      | 35 Southpointe Center               | 49 Home Depot South           |
| 8 Lakeshore Village Marketplace  | 22 Plaza del Sol (Sunnymead Blvd.) | 36 Shoppes In Moreno Valley         | 50 Westgate Shopping Center   |
| 9 Canyon Springs Plaza           | 23 Sundance Center                 | 37 Moreno Valley Towne Plaza        | 51 Iris Plaza                 |
| 10 TownGate Highlands            | 24 Las Brisas Center               | 38 Sunnymead Village Center         | 52 Lakeside Plaza             |
| 11 Pigeon Pass Plaza             | 25 Sunnymead Plaza                 | 39 Sunnymead Towne Center           | 53 Lakeside Terrace           |
| 12 Plaza de Majorca              | 26 Butterfield Valley Village      | 40 Bear Valley Plaza                |                               |
| 13 Ironwood Plaza                | 27 Alessandro One-Stop             | 41 Home Town Square                 |                               |
| 14 The Festival at Moreno Valley | 28 Elsworth Plaza                  | 42 Zono's Plaza                     |                               |

