A summary of the Small Business Resource Guide, showcasing the City’s pro-business mentality, what the guide covers, and how it can help you start and maintain your business.

A Profile of Moreno Valley

Economic, demographic and statistical data on the City shows you why you should do business in Moreno Valley.

Getting Started

An explanation of what a business plan is, why you should write one as your first step, and some questions you should consider about the information it should contain.

Outline of a Business Plan

The basic structure your business plan should have, and links to templates you may find useful.

Choosing a Business Structure

Depending on what kind of business you will be running, and for tax purposes, you will want to select the appropriate legal structure under which you will operate.

Getting a City Business License

A detailed walk-through on how to obtain a business license with the City of Moreno Valley.

Additional Permits

Some types of businesses will require additional permits from county, state and federal agencies. This section provides such information.

Business Resources

Certain programs can make starting and running a small business easier, with financial incentives, discounts, consultant services, employee recruiting, training and other forms of assistance.

Financing Programs

Financial assistance and low-cost loans are made available from various agencies.

Contact Directory

An extensive list of contact information in one place.
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 a 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.

<table>
<thead>
<tr>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
</tr>
<tr>
<td>Workforce Size</td>
</tr>
<tr>
<td>Households</td>
</tr>
<tr>
<td>Average Household Size</td>
</tr>
<tr>
<td>Average Cars per Household</td>
</tr>
<tr>
<td>Average Age</td>
</tr>
<tr>
<td>Average Household Income</td>
</tr>
</tbody>
</table>

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.

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.
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?
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
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/tools/business-plan/1](http://www.sba.gov/tools/business-plan/1) and templates for various financial statements at [www.score.org/content/business-plan-resources](http://www.score.org/content/business-plan-resources).
### Choosing a Business Structure

**Considering Your Legal Business Structure**

When choosing a business structure, consider the following:

<table>
<thead>
<tr>
<th>Sole Proprietorship</th>
<th>General Partnership</th>
<th>Limited Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Examples</strong></td>
<td><strong>Examples</strong></td>
<td><strong>Examples</strong></td>
</tr>
</tbody>
</table>
| - Computer and IT Services
  - Landscaping
  - Catering            | - Law firm
  - Medical practice
  - Jointly owned businesses | - Agreement between two or more individuals.

Sole Proprietorship:

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.

General Partnership:

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.

Limited Partnership:

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.
Choosing a Business Structure

<table>
<thead>
<tr>
<th>“C” corporation</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examples</td>
<td></td>
</tr>
<tr>
<td>• Large computer companies</td>
<td></td>
</tr>
<tr>
<td>• Major retailers</td>
<td></td>
</tr>
<tr>
<td>• Banks</td>
<td></td>
</tr>
<tr>
<td>Ø Can be any kind of company, but most likely on a much larger scale, such as small business that goes statewide or national</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subchapter “S” corporation</th>
<th>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.</th>
</tr>
</thead>
</table>

| “LLCs” and “LLPs”: | 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. |
| Examples |  |
| • Restaurant |  |
| • Store |  |
| • Fitness/dance studio |  |
| Ø Owners of businesses that are still small but of increased size and complexity can benefit from reduced liability. |  |
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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Henderson Bookstore</td>
<td>Not fictitious</td>
</tr>
<tr>
<td>Henderson’s Bookstore</td>
<td>Fictitious</td>
</tr>
<tr>
<td>Henderson &amp; Sons Bookstore</td>
<td>Fictitious</td>
</tr>
<tr>
<td>Discount Bookstore</td>
<td>Fictitious</td>
</tr>
</tbody>
</table>

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.asrcclkrec.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 Moreno

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
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.

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
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

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
951.413.3460
EDTeam@moval.org

Getting the Basic Information First

Moreno Valley Economic Development Department | www.morenovalleybusiness.com
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.
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 http://www.moreno-valley.ca.us/cdd/documents/forms-planning.html 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 http://www.moreno-valley.ca.us/cdd/documents/index-forms.html 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.

| Moreno Valley City Hall                          | 14177 Frederick Street, Moreno Valley, CA 92552 |
| Building and Safety                           | 951.413.3350                                      |
| Fire Prevention                               | 951.413.3370                                      |

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) 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
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
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.cclld.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
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
Complete List of Boards & Bureaus:
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 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 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 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 12625 Frederick Street Suite E3 Moreno Valley, CA 92553 951.697.4404

**Moreno Valley Hispanic Chamber of Commerce**
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/hire-moval.html 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/hire-moval.html 951.413.3021

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 after high school.

Hire MoVal – Hire a Veteran

www.moreno-valley.ca.us/edd/hire-moval.html 951.413.3021

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 served in the US Military.

Inland Empire Economic Partnership

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 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

Incentives Packet Located at: 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 | 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.cdcloans.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 | 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.
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.
Throughout your journey in business, you will find yourself needing to contact various government and non-government entities for permitting, licensing or assistance.

<table>
<thead>
<tr>
<th>Building and Safety</th>
<th>951.413.3350</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business License Office</td>
<td>951.413.3080</td>
</tr>
<tr>
<td>Fire Prevention</td>
<td>951.413.3370</td>
</tr>
<tr>
<td>Planning Division</td>
<td>951.413.3206</td>
</tr>
</tbody>
</table>

**County of Riverside**  
**951.955.1000**

<table>
<thead>
<tr>
<th>Assessor-County Clerk-Recorder</th>
<th>951.955.6200</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>951.486.7000</td>
</tr>
<tr>
<td>Environmental Health, Dept. of</td>
<td>888.722.4234</td>
</tr>
</tbody>
</table>

**State of California**  
**800.807.6755**

<table>
<thead>
<tr>
<th>Alcoholic Beverage Control, Dept. of</th>
<th>951.782.4400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Affairs, Department of</td>
<td>800.952.5210</td>
</tr>
<tr>
<td>Accountancy, Board of</td>
<td>916.263.3680</td>
</tr>
<tr>
<td>Acupuncture Board</td>
<td>916.515.5200</td>
</tr>
<tr>
<td>Arbitration Certification Program</td>
<td>916.574.7350</td>
</tr>
<tr>
<td>Architects Board, California</td>
<td>916.574.7220</td>
</tr>
<tr>
<td>Athletic Commission of California</td>
<td>916.263.2195</td>
</tr>
<tr>
<td>Automotive Repair, Bureau of</td>
<td>800.952.5210</td>
</tr>
<tr>
<td>Barbering and Cosmetology, Board of</td>
<td>800.952.5210</td>
</tr>
<tr>
<td>Behavioral Sciences, Board of</td>
<td>916.574.7830</td>
</tr>
<tr>
<td>Cemetery and Funeral Bureau</td>
<td>916.574.7870</td>
</tr>
<tr>
<td>Contact Directory</td>
<td>916.263.5355</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Chiropractic Examiners, Board of</td>
<td>916.263.5355</td>
</tr>
<tr>
<td>Contractors State License Board</td>
<td>800.321.2752</td>
</tr>
<tr>
<td>Court Reporters Board</td>
<td>877.327.5272</td>
</tr>
<tr>
<td></td>
<td>916.263.3660</td>
</tr>
<tr>
<td>Dental Board of California</td>
<td>877.729.7789</td>
</tr>
<tr>
<td></td>
<td>916.263.2300</td>
</tr>
<tr>
<td>Dental Hygiene Committee of California</td>
<td>916.263.1978</td>
</tr>
<tr>
<td>Electronic and Appliance Repair, Home Furnishings and Thermal Insulation, Bureau of</td>
<td>916.999.2041</td>
</tr>
<tr>
<td>Engineers, Land Surveyors and Geologists, Board for Professional</td>
<td>866.780.5370</td>
</tr>
<tr>
<td></td>
<td>916.263.2222</td>
</tr>
<tr>
<td>Guide Dogs for the Blind, Board of</td>
<td>866.512.9103</td>
</tr>
<tr>
<td></td>
<td>916.574.7825</td>
</tr>
<tr>
<td>Landscape Architects Technical Committee</td>
<td>916.575.7230</td>
</tr>
<tr>
<td>Medical Board of California</td>
<td>800.633.2322</td>
</tr>
<tr>
<td></td>
<td>916.263.2382</td>
</tr>
<tr>
<td>Medical Cannabis Regulation, B. of</td>
<td>800.852.5210</td>
</tr>
<tr>
<td>Naturopathic Medicine Committee</td>
<td>916.928.4785</td>
</tr>
<tr>
<td>Occupational Therapy, California Board of</td>
<td>916.263.2294</td>
</tr>
<tr>
<td>Optometry, Board of</td>
<td>866.585.5666</td>
</tr>
<tr>
<td></td>
<td>916.575.7170</td>
</tr>
<tr>
<td>Osteopathic Medical Board of California</td>
<td>916.928.8390</td>
</tr>
<tr>
<td>Pharmacy, Board of</td>
<td>916.574.7900</td>
</tr>
<tr>
<td>Physical Therapy Board of California</td>
<td>916.561.8200</td>
</tr>
<tr>
<td>Physician Assistant Board</td>
<td>916.561.8780</td>
</tr>
<tr>
<td>Podiatric Medicine, Board of</td>
<td>916.263.2647</td>
</tr>
<tr>
<td>Private Postsecondary Education, Bureau for</td>
<td>888.370.7589</td>
</tr>
<tr>
<td></td>
<td>916.731.6959</td>
</tr>
<tr>
<td>Professional Fiduciaries Bureau</td>
<td>916.574.7340</td>
</tr>
<tr>
<td>Psychology, Board of</td>
<td>866.503.3221</td>
</tr>
<tr>
<td></td>
<td>916.574.7720</td>
</tr>
<tr>
<td>Real Estate, Bureau of</td>
<td>877.373.4542</td>
</tr>
<tr>
<td>Real Estate Appraisers, Bureau of</td>
<td>916.552.9000</td>
</tr>
<tr>
<td>Registered Nursing, Board of</td>
<td>916.322.3350</td>
</tr>
<tr>
<td>Respiratory Care Board</td>
<td>866.375.0386</td>
</tr>
<tr>
<td></td>
<td>916.999.2190</td>
</tr>
<tr>
<td>Security and Investigative Services, Board of</td>
<td>800.952.5210</td>
</tr>
<tr>
<td></td>
<td>916.322.4000</td>
</tr>
<tr>
<td>Speech-Language Pathology and Audiology and Hearing Aid Dispensers Board</td>
<td>916.263.2666</td>
</tr>
<tr>
<td>Structural Pest Control Board</td>
<td>916.561.8704</td>
</tr>
<tr>
<td>Telephone Medical Advice Services Bureau</td>
<td>916.574.7992</td>
</tr>
<tr>
<td>Veterinary Medical Board</td>
<td>916.515.5220</td>
</tr>
</tbody>
</table>
## Contact Directory

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vocational Nursing and Psychiatric Technicians, Board of</td>
<td>916.263.7800</td>
</tr>
<tr>
<td>Health Care Services, Dept. of</td>
<td>916.440.7660</td>
</tr>
<tr>
<td>Mental Health Licensing</td>
<td>916.324.7949</td>
</tr>
<tr>
<td>Social Services, Dept. of</td>
<td>916.651.8848</td>
</tr>
<tr>
<td>Community Care Licensing Division</td>
<td>916.651.6040</td>
</tr>
</tbody>
</table>

## Nationwide

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Revenue Service (for Individuals)</td>
<td>800.829.1040</td>
</tr>
<tr>
<td>Internal Revenue Service (for Business)</td>
<td>800.829.4933</td>
</tr>
<tr>
<td>Small Business Administration</td>
<td>800.827.5722</td>
</tr>
</tbody>
</table>

## Additional

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Manufacturing Technology Consulting</td>
<td>310.263.3060</td>
</tr>
<tr>
<td>California Statewide Communities Development Authority</td>
<td>800.531.7476</td>
</tr>
<tr>
<td>Go-Biz Permit Assistance</td>
<td>877.345.4633</td>
</tr>
<tr>
<td>Hire MoVal 2 for Small Business</td>
<td>951.413.3021</td>
</tr>
<tr>
<td>Hire MoVal – Hire a Grad</td>
<td>951.413.3021</td>
</tr>
<tr>
<td>Hire MoVal – Hire a Vet</td>
<td>951.413.3021</td>
</tr>
<tr>
<td>Inland Empire Economic Partnership</td>
<td>909.944.2201</td>
</tr>
<tr>
<td>Inland Empire Lender’s Community Development Corporation</td>
<td>951.905.5700</td>
</tr>
<tr>
<td>Moreno Valley Chamber of Commerce</td>
<td>951.697.4404</td>
</tr>
<tr>
<td>Moreno Valley Hispanic Chamber of Commerce</td>
<td>951.571.3832</td>
</tr>
<tr>
<td>Service Corps of Retired Executive</td>
<td>951.652.4390</td>
</tr>
<tr>
<td>Small Business Development Center</td>
<td>951.781.2345</td>
</tr>
</tbody>
</table>
CITY COUNCIL

Dr. Yxstian A. Gutierrez          Mayor
Victoria Baca                   Mayor Pro Tem
Dr. Carla J. Thornton          Council Member
David Marquez             Council Member
Ulises Cabrera              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

Tom DeSantis                  City Manager
Allen D. Brock               Assistant City Manager
Marshall Eyerman            Chief Financial Officer/City Treasurer
Martin D. Koczanowicz       City Attorney
Rick Sandzinier             City Clerk
Abdul Ahmad                  Community Development Director
Mike Lee                     Economic Development Director
Kathleen Sanchez            Fire Chief
Patti Solano                Human Resources Director
David Lelevier              Parks & Community Services Director
Michael L. Wolfe            Acting Police Chief
Public Works Director/City Engineer

PUBLIC SAFETY

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

CHAMBERS OF COMMERCE

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

UTILITIES

Moreno Valley Electric Utility
Customer Service 24/7
1.844.341.6469
Customer Service 1.877.811.8611 Español
Administration 413.3500

Southern California Edison
1.800.655.4555

Southern California Gas Company
1.800.427.2200

Waste Management of Inland Empire
1.800.423.9986

Eastern Municipal Water District
928.3777

TELEPHONE/CABLE TELEVISION

Frontier 1.800.921.8101
AT&T 1.800.310.2355
Spectrum 1.855.757.7328

SCHOOL DISTRICTS

Moreno Valley Unified School District 571.7500
Val Verde Unified School District 940.6100
Moreno Valley College 571.6100

14177 Frederick St.   | 413.3000   | All area codes 951 unless otherwise listed
Because the small business community is the foundation of our local economy, the City offers business support services described below and has a liaison to serve as a single point of contact for business support at City Hall.

**EMPLOYMENT RESOURCE CENTER**
The ERC offers hiring assistance services at no cost for both job seekers and employers. Services range from customized job recruitments, on-site job postings and interview assistance. Let the workforce development professionals help you get the edge you need to attract the best and brightest in the Inland Empire.

**SITE SELECTION**
Choosing the right location is critical to your business' success. Moreno Valley's online searchable database helps you easily find the spot that's right for you.


**SHOP MoVal**
The City of Moreno Valley supports our retail businesses by encouraging residents and businesses to shop locally. With more than 40 shopping destinations to choose from and new businesses opening all the time, shopping in Moreno Valley has never been easier, or more fun!

**iMAKE MOBILE INNOVATION CENTER**
Moreno Valley College's iMake Mobile Innovation Center is designed to create a mobile "learning" lab delivering STEM engagement activities. iMake Mobile Innovation Center provides hands-on, interactive activities and unique STEM experiences to the community.

www.MVCSTEMSSC.com/micenter

**BUSINESS LIAISON**
Face-to-face communication, relationship building, problem solving, are all part of what makes Moreno Valley a best place to do business. Your small business liaison is a fundamental resource to help get your business on the right track.

**BUSINESS EMERGENCY RESILIENCY TRAINING (BERT)**
Business Emergency Resiliency Training (BERT) prepares businesses and employees for an emergency through a six course series. Each session can be taken as a stand-alone preparedness course, but forms comprehensive training if completed in a series.

www.MorenoValleyBusiness.com/smallbiz

Accelerating Opportunities | 951.413.3460 | edteam@moval.org