



# Oakland backs Business

## RESOURCES FOR DOING BUSINESS IN OAKLAND

Doing business in Oakland is easier than ever with the City of Oakland's Community & Economic Development Agency and our community partners offering a wide range of services to help your business thrive.

Let the Oakland Business Assistance Center and this guide be your starting point to a world of opportunity in Oakland!



City of **OAKLAND** California



# TABLE OF CONTENTS

The Oakland Business Assistance Center (BAC) is your first stop on the road to business success in Oakland. With the BAC and this publication, you have the resources needed to start, expand or sustain your investment in our city.

- 3** Oakland Business Assistance Center
- 3** Step-by-Step Starting a Business in Oakland
- 4** Permits, Licenses & Taxes
- 4-5** Industry Specialists
- 5** Referrals & Resources
- 6** Classes & Workshops
- 6** One-on-One Technical Assistance
- 6-7** Lending & Financial Assistance
- 7-8** Grants
- 8** Incentives
- 8-9** Leasing
- 9** Marketing
- 10** Employer Services
- 10** Business Safety
- 10-11** Networking & Advocacy
- 11** Community & Economic Development Agency



**Oakland Backs Business** is a publication of the City of Oakland's Community & Economic Development Agency. This publication will be reprinted periodically. For updates, visit [oaklandbac.com](http://oaklandbac.com)

The Oak tree icon  indicates direct services of the City of Oakland.

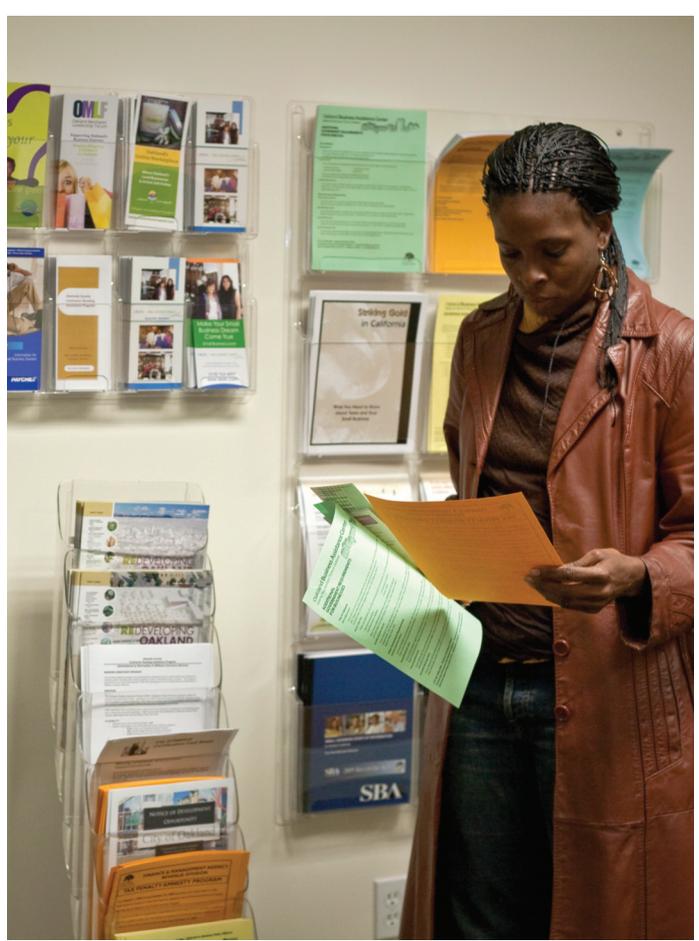
## □ Oakland Business Assistance Center

The Oakland Business Assistance Center (BAC) is your central, personalized source for starting, relocating and expanding a business in Oakland. Experienced professionals from the City of Oakland's Community & Economic Development Agency stand ready to:

- Help guide prospective and existing business owners through licensing, permitting and zoning regulatory approvals, and connect you with the appropriate City staff.
- Serve as your clearinghouse for a wide range of services provided by the City and its many business support service partners.
- Assist with business plan assessment, site location, financing referrals, workforce recruitment and training, Enterprise Zone tax credits, legal service referrals, networking and much more.
- Identify areas of concern for business owners and create a customized service path for your business success through a self-administered assessment form,
- Provide 24-hour assistance through our website with links to county, state and federal agencies in addition to City forms available for completion and submission online.

### Oakland Business Assistance Center 270 Frank Ogawa Plaza - Downtown Oakland

Next to Oakland City Hall - Entrance off Clay Street, between 14th & 16th streets - Easy BART access and adjacent parking  
[oaklandbac.com](http://oaklandbac.com), [oaklandbac@oaklandnet.com](mailto:oaklandbac@oaklandnet.com), 510-238-7952, 510-238-9173 TDD/TTY



## □ Step-By-Step Starting A Business In Oakland

The first steps to starting your business.

### 1. Oakland Business Assistance Center

The Oakland Business Assistance Center is the one-stop location for all your business needs. Knowledgeable staff can guide you through City processes and connect you with our many external business service providers.

[oaklandbac.com](http://oaklandbac.com), [oaklandbac@oaklandnet.com](mailto:oaklandbac@oaklandnet.com)  
510-238-7952, 510-238-9173 TDD/TTY

### 2. CalGOLD

To assist you in finding the appropriate permitting information for your business, the CalGOLD database provides links and contact information that direct you to agencies that administer and issue business permits, licenses and registration requirements from all levels of government. Much of the information is specific to the type of business and its location in California.

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

### 3. Business Tax

Registers all Oakland businesses, consultants, contractors, home-based businesses and owners of rental property. Determination of need to pay Oakland Business Tax is responsibility of business owner.

[oaklandnet.com>Government>Finance&Management>BusinessTax](http://oaklandnet.com>Government>Finance&Management>BusinessTax)  
[oaklandbusinesstax@oaklandnet.com](mailto:oaklandbusinesstax@oaklandnet.com), 510-238-3704

### 4. Planning Approvals

Issues planning and zoning approvals and conditional use permits related to approval of alcohol sales. Zoning sign-off is required for each Business Tax registration, and conditional use permits are needed for some locations.

[oaklandnet.com>Government>CEDA>Planning&Zoning>Application](http://oaklandnet.com>Government>CEDA>Planning&Zoning>Application), 510-238-3911

### 5. Alcohol Permits & Licenses, see page 4.

### 6. Building Permits & Inspections

Issues permits for construction of new buildings and renovation of existing buildings, and reviews construction to ensure it is proceeding according to the approved plans and conditions of approval. Depending on the type of business you are establishing, additional steps may be required. BAC staff can advise you. Specific permits are detailed on page 4.

[oaklandnet.com>Government>CEDA>BuildingServices](http://oaklandnet.com>Government>CEDA>BuildingServices), 510-238-3443

## □ Permits, Licenses & Taxes

Be sure to check out all the regulations pertaining to your type of business early in your startup process.

### Alcohol Permits & Licenses

The State of California issues liquor licenses, which are required for all businesses selling alcohol, and the City of Oakland issues conditional use permits for bars, restaurants, stores and other businesses selling alcohol as part of Zoning approval.

[abc.ca.gov](http://abc.ca.gov), [OAK.Direct@abc.ca.gov](mailto:OAK.Direct@abc.ca.gov), 510-622-4970

[oaklandnet.com](http://oaklandnet.com)>Government>CEDA>Planning&Zoning>Application

Downtown, North and West Oakland: David Valeska, [dvalueska@oaklandnet.com](mailto:dvalueska@oaklandnet.com), 510-238-2075

Central and East Oakland: Aubrey Rose, [arose@oaklandnet.com](mailto:arose@oaklandnet.com), 510-238-2071

*CalGold, see page 3.*

*Building Permits, see page 3.*

*Business Tax, see page 3.*

### Environmental Health Permits

Alameda County monitors all retail food facilities in the county, including restaurants, markets, bakeries, liquor stores, bars, certified farmers markets, food service at fairs and festivals, catering trucks, hotdog carts, ice cream trucks, produce vehicles and food vending machines.

[acgov.org](http://acgov.org), 510-567-6700

*Planning Approvals, see page 3.*

### Sellers Permits

The State of California Board of Equalization administers state sales and use taxes as well as several special tax and fee programs.

[boe.ca.gov](http://boe.ca.gov)>info, 800-400-7115

### Special Activity Permits

Issues permits for bingo games, bowling alleys, cabarets, carnivals, charitable solicitations, dance halls, dog kennels, electronic/mechanical games, massage therapists/establishments, medical cannabis, pet shops, pool rooms, secondhand/pawn shops, use of sound amplification equipment, taxicab drivers and fleet management operations.

[oaklandnet.com](http://oaklandnet.com)>Government>CityAdministrator'sOffice>SpecialPermits

Nancy Marcus, [nmarcus@oaklandnet.com](mailto:nmarcus@oaklandnet.com), 510-238-3294  
Jasmine Chan, [jchan@oaklandnet.com](mailto:jchan@oaklandnet.com), 510-238-6914



## □ Industry Specialists

These offices can guide you through their respective regulatory processes and/or direct you to resources.

*Alcohol Permits & Licenses, see previous column.*

### Brownfields & Urban Land Redevelopment

Provides loans and facilitation for the assessment and cleanup of Oakland brownfield sites – underutilized sites with a real or perceived threat of environmental contamination.

[oaklandnet.com](http://oaklandnet.com)>Government>CEDA>EconomicDevelopment>FundingOpportunities, Margot Lederer Prado, [mprado@oaklandnet.com](mailto:mprado@oaklandnet.com), 510-238-3741

*CalGold, see page 3.*

### Green Business

City Staff works on a number of fronts to grow green business in Oakland. Helps businesses improve their environmental performance, and attracts and expands businesses that offer environmental products or services.

[oaklandnet.com](http://oaklandnet.com)>Government>CEDA>EconomicDevelopment>KeyIndustries>Green Business

### Key Industries

The City's Business Development unit works with business owners to capitalize on growth opportunities and address challenges to growth. With expertise in their respective industry sectors, staff connects businesses to locations and new opportunities, communicates with appropriate City staff until resolutions are reached, helps businesses participate in City incentives, reaches out to Oakland business-community resources and facilitates discussions with City officials. Efforts focus on the city's growth sectors:

- Arts and digital media
- Food production and manufacturing
- Green and clean technology
- International trade and logistics

- Health care and life sciences
- Retail

[oaklandnet.com](http://oaklandnet.com)>Government>CEDA>EconomicDevelopment  
Mary Miller, [mmiller@oaklandnet.com](mailto:mmiller@oaklandnet.com), 510-238-3627, 877-20AKLAND (877-262-5526)

### Manex – The Corporation for Manufacturing Excellence

Provides a broad array of proven advisory and implementation solutions exclusively to manufacturers, distributors and their supply chains.

[manexconsulting.com](http://manexconsulting.com), 925-807-5100, 877-33-MANEX

### Oakland Foreign Trade Zone

Provides a business environment which enables substantial savings in import duties, entry fees and merchandise processing fees as well as faster delivery of international goods and higher security.

[pac-am.com](http://pac-am.com)>Services>ForeignTradeZone, [solutions@pac-am.com](mailto:solutions@pac-am.com)  
510-568-8500, 877-304-4003

*Oakland Business Assistance Center, see page 3.*

*Oakland Merchants' Leadership Forum, see next column.*

### Recycling Market Development Zone

Provides project coordination, loan and grant packaging, and help in site selection, permit processing and raw material sourcing to materials processors and manufacturers located in the RMDZ that use recyclable materials or minimize solid waste generation; and provides low-interest loans for equipment purchases, working capital and real estate purchases to startups and smaller recycling companies that divert significant amounts of solid waste from Alameda County landfills.

[oaklandnet.com](http://oaklandnet.com)>Government>CEDA>EconomicDevelopment>KeyIndustries>GreenBusiness

Steve Lautze, [slautze@oaklandnet.com](mailto:slautze@oaklandnet.com), 510-238-4973



## Referrals & Resources

These offices can refer you to a number of resources.

### Alameda County Small Business Development Center

Provides tools and expertise to business owners interested in minimizing risk and accelerating the success of their ventures through expert no-cost consulting, top-notch free seminars and low-cost technology training as well as support in navigating licensing and permit issues and identifying resources.

[acsbdc.org](http://acsbdc.org), 510-208-0410

### Contracting & Purchasing

Certifies Oakland-owned businesses and ensures that City purchases of goods and services are made locally whenever possible. Businesses are strongly encouraged to register with the Oakland iSupplier system to get direct notice of City requests for proposals.

[oaklandnet.com](http://oaklandnet.com)>Government, [cces@oaklandnet.com](mailto:cces@oaklandnet.com)  
510-238-3970

*CalGold, see page 3.*

*Green Business, see page 4.*

*Key Industries (Business Development), see page 4.*

*Oakland Business Assistance Center, see page 3.*

### Oakland Merchants' Leadership Forum

Provides a cohesive voice for the 40+ shopping districts in Oakland. Composed exclusively of volunteers throughout the city's business community, OMLF promotes neighborhood business districts as a key element of the City's economic development strategy.

[omlf.org](http://omlf.org), [info@omlf.org](mailto:info@omlf.org), 510-663-0653

### Oakland Public Library Business Resource Room

Offers business, management and entrepreneurship books and directories. Stop by 125 -14th Street.

[oaklandlibrary.org](http://oaklandlibrary.org)>OtherLibraryServices, 510-238-3138

### U.S. Small Business Administration

Helps entrepreneurs start, build and grow businesses through an extensive network of field offices and partnerships with public and private organizations.

[sba.gov](http://sba.gov), [answerdesk@sba.gov](mailto:answerdesk@sba.gov), 415-744-6820  
1-800-U-ASK-SBA (1-800-827-5722)

## □ Classes & Workshops

These offices offer short- and long-term coursework for entrepreneurs at no or low cost.

*Alameda County Small Business Development Center, see page 5.*

### Created in Oakland

Helps small Oakland firms accelerate their growth through a nine-month program. Participants attend monthly half-day workshops and receive individual advising.

[businessvaluealliance.net](http://businessvaluealliance.net)>Createdinoakland  
[info@businessvaluealliance.net](mailto:info@businessvaluealliance.net), 510-886-4483

### Urban FIRE

Offers fast, focused courses on launching a new business and bringing focus to your new business.

[urbanfire.org](http://urbanfire.org), [info@urbanfire.org](mailto:info@urbanfire.org), 510-655-1304

### Women's Initiative for Self Employment

Provides high-potential, lower-income women the training, resources and on-going support to start and grow their business in English and Spanish.

[womensinitiative.org](http://womensinitiative.org), [info@womensinitiative.org](mailto:info@womensinitiative.org), 510-287-3102

## □ One-on-One Technical Assistance

These offices offer one-on-one counseling for entrepreneurs and business owners at no or low cost.

*Brownfields & Urban Land Redevelopment, see page 4.*

### CEO Women

Helps low income immigrant and refugee women become economically self-sufficient through teaching English, communications and entrepreneurship skills.

[ceowomen.org](http://ceowomen.org), [info@ceowomen.org](mailto:info@ceowomen.org)  
 510-836-3481, 888-361-0516

### East Bay SCORE

Provides expert advice and valuable resources for entrepreneurs to start and grow their businesses, including free counseling and low-cost workshops.

[eastbayscore.org](http://eastbayscore.org), [info@eastbayscore.org](mailto:info@eastbayscore.org), 510-273-6611

## Inner City Advisors (ICA)

Offers strategic advice, practical entrepreneurial education and access to key networks, resources and capital to grow companies with \$1-5 million in revenue, building on the initiative and research of Harvard Business School Professor Michael E. Porter.

[innercityadvisors.org](http://innercityadvisors.org), 510-271-0142

## Legal Services for Entrepreneurs

Provides free business legal services to low-income individuals, who want to start or develop for-profit businesses. LSE attorneys work with budding entrepreneurs on legal issues such as incorporation /entity formation, trademarks, leases, business contracts and zoning.

[lccr.com](http://lccr.com)>Poverty>Policy>MicroEnterpriseDevelopment,  
[info@lccr.com](mailto:info@lccr.com), 415-543-9444

## □ Lending & Financial Assistance

These programs offer financial assistance in the form of credit "cleanup" (to improve creditworthiness), loans (often with more flexible terms than for-profit banks) and other ways to save money.

*Brownfields & Urban Land Redevelopment, see page 4.*

### California Economic Development Lending Initiative

Makes loans to small businesses and community development organizations that fall outside of normal bank lending practices. Minority- and women-owned businesses and businesses located in low-income communities are prioritized.

[cedli.com](http://cedli.com), [cedli@cedli.com](mailto:cedli@cedli.com), 510-267-8990





## East Bay Energy Watch

Provides innovative energy efficiency solutions for small businesses in communities throughout Alameda, Contra Costa and Solano counties by providing no-cost energy efficiency evaluations, information and reduced-price installation of energy-efficient equipment to eligible PG&E customers. Lighting, refrigeration, building heating and cooling and other energy systems used by businesses are included.

[eastbayenergywatch.com](http://eastbayenergywatch.com)

## Industrial Development Bond Program

Provides low interest, long-term loans for manufacturing and intellectual property businesses for the purchase of land, building and/or new equipment. Administered by the East Bay Economic Development Alliance.

[eastbayeda.org](http://eastbayeda.org), [info@eastbayeda.org](mailto:info@eastbayeda.org), 510-272-3885

## Nor-Cal Small Business Financial Development Corporation

Assists small businesses in accessing capital through the State of California Loan Guarantee Program; services include providing loan credit enhancements and providing collateral enhancements for performance bonds to minority contractors.

[nor-calfdc.org](http://nor-calfdc.org), 510-522-6661

## Northern California Community Loan Fund

Makes loans to nonprofit organizations for affordable housing, community facilities, human services and economic development, and helps organizations build their financial management and real estate savvy.

[ncclf.org](http://ncclf.org), [info@ncclf.org](mailto:info@ncclf.org), 415-392-8215

## OBDC Small Business Finance (OBDC)

Manages business loans for the City of Oakland and a number of additional funding sources. Helps new small business owners with imperfect credit histories, marginal collateral and low-to moderate-income locations find financing and prepare loan applications.

[obdc.com](http://obdc.com), 510-763-4297

# OAKLAND BACKS BUSINESS

Resources for Doing Business in Oakland

7

## Operation Hope Center

Provides a range of financial services including financial literacy and credit counseling, loan packaging and placement, and other resources to empower under-served communities to achieve financial success.

[operationhope.org](http://operationhope.org), [hcoakland@operationhope.org](mailto:hcoakland@operationhope.org), 510-535-6700

## Opportunity Fund

Provides loans and savings programs to low-income entrepreneurs as well as free business advising and credit assistance.

[opportunityfund.org](http://opportunityfund.org), [info@opportunityfund.org](mailto:info@opportunityfund.org), 408-297-0204

*Recycling Market Development Zone, see page 5.*

## Stop Waste Partnership Low Interest Loans

Provides loans of \$50,000 to \$240,000 to finance projects aimed at recycling, composting or reusing materials that would have otherwise gone to Alameda County landfills.

[stopwaste.org/GrantsandIncentives/RevolvingLoanFund/LowInterestLoans](http://stopwaste.org/GrantsandIncentives/RevolvingLoanFund/LowInterestLoans)  
Meri Soll, [msoll@stopwaste.org](mailto:msoll@stopwaste.org), 510-891-6500

## □ Grants

These grants are available for specific purposes.

### CityRacks Bicycle Parking Program

Installs free bike racks on public sidewalks in commercial areas.

[OaklandBikes.info/BicycleParking](http://OaklandBikes.info/BicycleParking), [bikeped@oaklandnet.com](mailto:bikeped@oaklandnet.com), 510-238-3983.

### Cultural Funding

Funds Oakland-based art and cultural activities that reflect the diversity of the city. Provides grants to nonprofit organizations and individual artists producing art activities in Oakland such as performances of dance, theater, music, exhibitions, classes and workshops or which expose young people in the Oakland public schools to quality, hands-on arts.

[oaklandnet.com/Government/CEDA/Redevelopment/CulturalArtsMarketing](http://oaklandnet.com/Government/CEDA/Redevelopment/CulturalArtsMarketing)  
Nicole Neditch, [neditch@oaklandnet.com](mailto:neditch@oaklandnet.com), 510-238-7561

### Façade Improvement Grants

Provides free architectural assistance and 50% matching grants between \$10,000 and \$30,000 to property and business owners for eligible exterior commercial building improvement projects in select commercial districts.

[oaklandnet.com/Government/CEDA/Redevelopment/GrantPrograms](http://oaklandnet.com/Government/CEDA/Redevelopment/GrantPrograms)  
Stephanie Floyd-Johnson, [sdfloyd@oaklandnet.com](mailto:sdfloyd@oaklandnet.com), 510-238-3699

## Stop Waste.org Grants, Incentives

Alameda County's StopWaste.org program offers recycling and waste prevention grants and incentives for businesses.

[stopwaste.org/GrantsandIncentives](http://stopwaste.org/GrantsandIncentives), 510-891-6500

## Tenant Improvement Grants

Provides free interior design/architectural assistance and 50% matching grants up to \$10 per square foot to property and business owners for eligible interior commercial building improvement projects in targeted areas of downtown, central, west, north and east Oakland.

[oaklandnet.com/Government/CEDA/Redevelopment/GrantPrograms](http://oaklandnet.com/Government/CEDA/Redevelopment/GrantPrograms)  
Stephanie Floyd-Johnson, [sdfloyd@oaklandnet.com](mailto:sdfloyd@oaklandnet.com), 510-238-3699

## Incentives

Here are ways to lower your local, state and federal tax liabilities.

## Business Tax Incentive

Waives City business tax payments for up to three years to businesses with 20 or more employees relocating into Oakland. For businesses in the City's key industries (see page 4), there is no employee minimum. Other eligibility requirements apply.

[oaklandnet.com/Government/CEDA/EconomicDevelopment/FundingOpportunities](http://oaklandnet.com/Government/CEDA/EconomicDevelopment/FundingOpportunities), Zach Seal, [zseal@oaklandnet.com](mailto:zseal@oaklandnet.com), 510-238-2937

## Sales Tax Incentive

Reimburses businesses with 20 or more employees up to 50% of the City portion of their sales tax for a maximum of three years.

[oaklandnet.com/Government/CEDA/EconomicDevelopment/FundingOpportunities](http://oaklandnet.com/Government/CEDA/EconomicDevelopment/FundingOpportunities), Zach Seal, [zseal@oaklandnet.com](mailto:zseal@oaklandnet.com), 510-238-2937

## Enterprise Zone

Helps businesses make use of credits on their state income tax for qualified employees' wages (potentially worth over \$30,000 per employee over five years) and sales or use tax paid on qualified equipment or machinery purchases (up to \$20 million available per business), and facilitates credits on a business's federal income tax for hiring an eligible job seeker (\$8,500 over two years). Portions of Berkeley and Emeryville are also located in the zone.

[ezoakland.com](http://ezoakland.com), [svillarreal@oaklandnet.com](mailto:svillarreal@oaklandnet.com), 510-238-7794

## Historic Preservation

Mills Act benefits potentially reduces property taxes and waives design review fees for renovations to approved historic properties in Oakland.

[oaklandnet.com/Government/CEDA/Planning&Zoning/HistoricPreservation](http://oaklandnet.com/Government/CEDA/Planning&Zoning/HistoricPreservation)  
Joann Pavlinec, [jpavlinec@oaklandnet.com](mailto:jpavlinec@oaklandnet.com), 510-238-6344  
Betty Marvin, [bmarvin@oaklandnet.com](mailto:bmarvin@oaklandnet.com), 510-238-6879



## Leasing

These offices offer information on places to lease and guidance on avoiding leasing pitfalls.

## City-Owned Properties (Real Estate)

Manages City's real estate portfolio including city properties for lease and sale.

[oaklandnet.com/Government/CEDA/Redevelopment/RealEstate](http://oaklandnet.com/Government/CEDA/Redevelopment/RealEstate)  
510-238-3541

## Community Benefit Districts/Business Improvement Districts

Oakland has nine community benefit districts operating citywide. Each district is a stand-alone organization that receives start-up and renewal assistance from city staff. From there, the districts assess area property owners and/or businesses and pool resources to pay for district maintenance, safety ambassadors, marketing and community and cultural enrichment. District staff is knowledgeable about business trends and vacancies in their districts, with some districts posting vacancies on their websites.

To establish or renew a Community Benefit District:  
[oaklandnet.com/Government/CEDA/EconomicDevelopment/DistrictOrganizing](http://oaklandnet.com/Government/CEDA/EconomicDevelopment/DistrictOrganizing), [agallo@oaklandnet.com](mailto:agallo@oaklandnet.com), 510-238-7405

*Key Industries (Business Development), see page 4.*

*Oakland Business Assistance Center, see page 3.*

## Community Benefit Districts

Looking to or have already established your business in one of these districts? Let the CBD's/BID's be your guide!

### Downtown Oakland

downtownoakland.org  
info@downtownoakland.org  
510-238-1122

### Fruitvale

unitycouncil.org/services6.htm  
510-535-6900

### Koreatown/Northgate

koreatownnorthgate.org  
info@KoreatownNorthgate.org  
510-343-5439

### Lake Merritt/Uptown

lakemerritt-uptown.org  
info@lakemerritt-uptown.org  
510-452-4529

### Lakeshore/Lake Park

pamelad205@sbcglobal.net  
510-451-1257

### Laurel

laureldistrictassociation.org  
laureldistrictassociation@gmail.com

### Montclair

montclairvillage.com  
510-339-1000

### Rockridge

rockridgedistrict.com  
info@rockridgedistrict.com  
510-604-3125

### Temescal/Telegraph Avenue

temescaldistrict.org  
info@temescaldistrict.org  
510-860-7327

## Marketing

Be sure to check out these opportunities for exposing your business to potential customers.

*Contracting & Purchasing, see page 5.*

## Marketing Assistance

Offers free marketing assistance for grand openings, including invitation lists, event logistics consultation, press release review and media contact information.

[oaklandnet.com](http://oaklandnet.com)>Government>CEDA>Redevelopment>Marketing  
Harry Hamilton, [hhamilton@oaklandnet.com](mailto:hhamilton@oaklandnet.com), 510-238-2107

## MeetDowntownOak.com

A campaign and website to promote evening and weekend business for downtown restaurants, galleries, cafes, clubs and venues. Also serves as the website for the Broadway Shuttle. To list your business on the site, visit:

[meetdowntownoak.com](http://meetdowntownoak.com)

## Oakland Convention & Visitors Bureau

Promotes Oakland as a convention and leisure travel destination. Lists community events for free on its website and helps meeting planners locate lodging, plan itineraries, set up registration, book special event venues and services and identify business contacts.

[oaklandcvb.com](http://oaklandcvb.com), [info@oaklandcvb.com](mailto:info@oaklandcvb.com), 510-839-9000

## Oakland Grown

Celebrates businesses and artists unique to Oakland--locally-owned, independent restaurants, shops and cultural amenities that make it easy for residents and visitors to eat, shop and explore Oakland. Coordinates the annual holiday shopping campaign for Oakland. Provides networking and visibility opportunities.

[oaklandgrown.org](http://oaklandgrown.org)

*Oakland Merchants' Leadership Forum, see page 5.*

## Oakland Unwrapped

Facilitates e-commerce for Oakland-owned retailers and artists. Boosts market exposure for local businesses with profiles of retailers and an easy-to-use, online shopping and gift registry.

[oaklandunwrapped.org](http://oaklandunwrapped.org), [info@oaklandunwrapped.org](mailto:info@oaklandunwrapped.org)  
510-663-2253



## The "B" Shuttle on Broadway

Your employees and customers will appreciate the free "B" shuttle running between Jack London Square and Grand Avenue, Monday-Friday, 7am - 7pm (except major holidays), every 10 minutes during commute hours & lunchtime and every 15 minutes all other times.

[MeetDowntownOak.com/shuttle.php](http://MeetDowntownOak.com/shuttle.php)

Zach Seal, [zseal@oaklandnet.com](mailto:zseal@oaklandnet.com), 510-238-2937



## □ Employer Services

**Oakland is one of the most diverse and educated cities in the nation. These offices can help you find and train employees.**

### **EASTBAY Works**

Provides customized, no-cost assistance to businesses, including recruitment events, skills assessment for new and existing employees, information about specialized job fairs and business trade shows and outplacement services for businesses that are downsizing or closing.

[eastbayworks.org](http://eastbayworks.org), Ed McMillan, [edmc@eastbayworks.com](mailto:edmc@eastbayworks.com), 510-768-4450, 888-411-HIRE (4473)

### **Employment Development Department (EDD)**

Offers employers an online job and résumé bank, labor market tools designed to help employers make educated decisions, employment and training services, and information on taxes and filing claims.

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

*Enterprise Zone, see page 8.*

### **Oakland Private Industry Council**

Offers no-cost staffing services, including customized and on-the-job training, job fairs, on-site recruitments, pre-screening of applicants, referrals and job posting. Provides strategies and employment transition services in the event of layoffs and facility closures.

[oaklandpic.org](http://oaklandpic.org)

Staffing and training:

Lowell Rice, [lrice@oaklandpic.org](mailto:lrice@oaklandpic.org), 510-768-4466

Layoffs and closures:

Anne Chan, [achan@oaklandpic.org](mailto:achan@oaklandpic.org), 510-768-4431

## **Lao Family Community Development**

Matches businesses with trained employees at no cost, bridging the gap between employers and employees in order to ensure employment and retention success.

[lafd.org](http://lafd.org), 510-533-8850

## □ **Business Safety**

**There are a number of ways to improve safety at your business.**

### **Merchant Watch**

Enlists the active participation of merchants in cooperation with law enforcement to reduce crime in business corridors.

[oaklandnet.com](http://oaklandnet.com)>Government>CityAdministrator'sOffice>NeighborhoodServices>AtTheBlockLevel>MerchantWatch  
Eddie Simlin, [esimlin@oaklandnet.com](mailto:esimlin@oaklandnet.com), 510-238-6200

### **Security Surveys**

Provides free onsite reviews to help assess the security needs of individual businesses.

[oaklandnet.com](http://oaklandnet.com)>Government>CityAdministrator'sOffice>NeighborhoodServices  
Eddie Simlin, [esimlin@oaklandnet.com](mailto:esimlin@oaklandnet.com), 510-238-6200

## □ **Networking & Advocacy**

**Getting to know your fellow business owners is a great way to learn about opportunities and ways to improve your business.**

*Community Benefit Districts/Business Improvement Districts, see page 8.*

### **Airport Area Business Association**

Supports and advocates for members at the federal, state and local levels, focusing on issues that impact the local business climate.

[aaba.org](http://aaba.org), [info@aaba.org](mailto:info@aaba.org), 510-545-7773

### **Business Alert**

Networking and advocacy for larger industrial and commercial businesses in the Coliseum area and West Oakland, focusing on commercial safety and security, blight and graffiti abatement, infrastructure improvements and government policies.

Coliseum Business Alert, Roberto Costa, [rcosta@oaklandnet.com](mailto:rcosta@oaklandnet.com), 510-238-2353

West Oakland Business Alert, [westoaklandworks.com](http://westoaklandworks.com)>busalert, Margot Lederer Prado, [mprado@oaklandnet.com](mailto:mprado@oaklandnet.com), 510-238-6766

### **East Bay Women in Business Roundtable**

Fosters collaboration and building alliances, sharing knowledge through high-impact programs, developing leadership and creating networks.

[oaklandchamber.com/EBWIBR](http://oaklandchamber.com/EBWIBR), [elsie.lum@acgov.org](mailto:elsie.lum@acgov.org)  
510-874-4800

### East Bay Women’s Network

Provides a forum for members to support each other in business, professional and personal growth through networking, education, leadership, recognition and relationship-building.

ebwn.org

*Green Business, page 4.*

### Hispanic Chamber of Commerce of Alameda County

Serves as the primary business organization for economic, political and social needs of the Latino community in Alameda County. Seeks to improve the quality of life by providing strong leadership, promoting economic development and partnering with businesses, corporations and government agencies.

hccac.com, 510-536-4477

### Innovate Oakland

Industry group that works to expand and strengthen innovative new companies through collaboration and community. Hosts quarterly meet-ups to bring together local executives to exchange best practices, network and encourage innovation.

inoak.org

### Oakland African-American Chamber of Commerce

Promotes commerce and industry for the advancement of economic vitality within Oakland’s African-American community.

oaacc.org, 510-268-1600

### Oakland Chinatown Chamber of Commerce

Promotes business in the Asian community, hosts networking events and business seminars and works to enhance the Chinatown streetscape.

oaklandchinatownchamber.org, 510-893-8979

*Oakland Merchants’ Leadership Forum, see page 5.*

### Oakland Metropolitan Chamber of Commerce

Promotes commerce and industry, advances economic growth and enhances the quality of life in the city of Oakland. Benefits include access to networking, group health insurance, member-to-member discounts and certificates of origin for international trade. Also sponsors the newly-formed Oakland Restaurant Association.

oaklandchamber.com, 510-874-4800

## Stay Informed

To stay informed about the Oakland Business Assistance Center and other business happenings in the City of Oakland subscribe to the **BAC In Business, Opportunities** and **Redeveloping Oakland** newsletters.

To subscribe to **BAC In Business**, send an email to **oaklandbac@oaklandnet.com** with "subscribe" in the subject line.

To subscribe to **Opportunities** and **Redeveloping Oakland**, visit **oaklandnet.com** and click on **Email Updates** in the lower left-hand corner. Type your email address and select the newsletters and announcements you would like to receive.

## Community & Economic Development Agency

The overarching mission of the Community & Economic Development Agency (CEDA) is to improve Oakland’s physical and economic environment through sustainable development that embraces three core principles: healthy environment, economy and equity.

CEDA serves as the umbrella agency for all municipal services related to development and business, including planning & zoning, building services (permits, code enforcement), housing, community development, redevelopment and economic development.

Supporting business owners from small retailers and entrepreneurs to major employers, CEDA works to streamline the process of starting, growing and expanding businesses in Oakland.

Through our **Business Assistance Center**, knowledgeable staff and 24-hour online support, we are here to ensure that your business thrives in our city!

**oaklandnet.com>Government>CEDA**



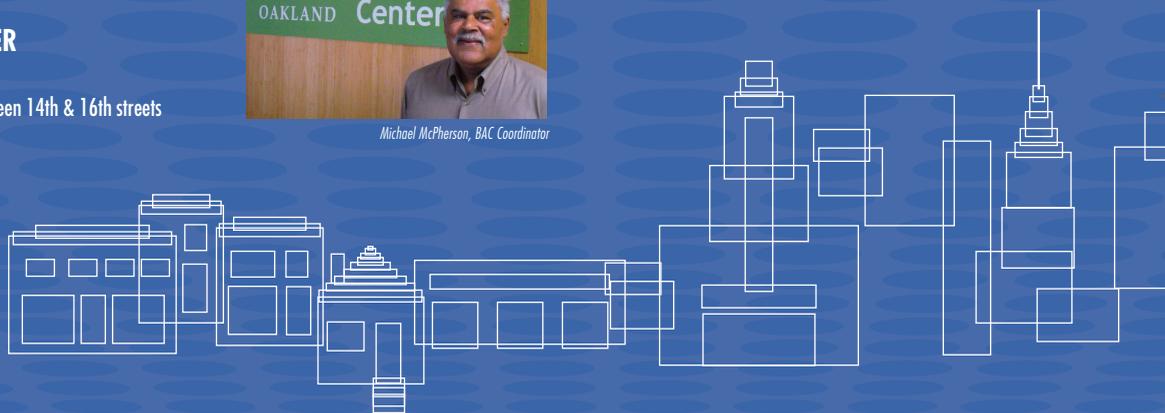
City of Oakland  
Community & Economic Development Agency

**OAKLAND BUSINESS ASSISTANCE CENTER**

270 Frank Ogawa Plaza - Downtown Oakland  
Next to Oakland City Hall - Entrance off Clay Street, between 14th & 16th streets  
510-238-7952, TDD/TTY: 510-238-9173  
oaklandbac@oaklandnet.com



*Michael McPherson, BAC Coordinator*



**OaklandBAC.com**

PUBLISHED NOVEMBER 2010

