

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

149



**FROM:** TLMA/Building and Safety

**SUBMITTAL DATE:**

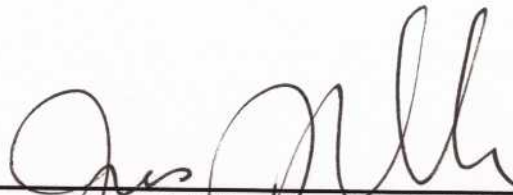
June 12, 2007

**SUBJECT:** Report back on the November 7, 2006 Agenda Item 3.34 Business License and Registration Program

**RECOMMENDED MOTION:** Receive and File

**BACKGROUND:** On November 7, 2006, the Board approved agenda item 3.34 Business License and Registration Program with direction to staff to return in six months with an update on its implementation. Attached is a hard copy of the power point presentation that will be presented by staff.

Departmental Concurrence

  
James J. Miller, Director of Building and Safety

|                       |                               |      |                         |   |
|-----------------------|-------------------------------|------|-------------------------|---|
| <b>FINANCIAL DATA</b> | Current F.Y. Total Cost:      | \$ 0 | In Current Year Budget: | 0 |
|                       | Current F.Y. Net County Cost: | \$ 0 | Budget Adjustment:      | 0 |
|                       | Annual Net County Cost:       | \$ 0 | For Fiscal Year:        | 0 |

|                             |   |                          |
|-----------------------------|---|--------------------------|
| <b>SOURCE OF FUNDS:</b> N/A | <b>Positions To Be Deleted Per A-30</b> | <input type="checkbox"/> |
|                             | <b>Requires 4/5 Vote</b>                | <input type="checkbox"/> |

**C.E.O. RECOMMENDATION:**

APPROVE

BY:   
Tina Grande

**County Executive Office Signature**

- Dept't Recomm.:  Consent  Policy
- Per Exec. Ofc.:  Consent  Policy

5003 70M 13 4M 11: P5  
RECEIVED RIVERSIDE COUNTY

**Prev. Agn. Ref.:** 3.34 of 04/03/07 | **District:** ALL | **Agenda Number:**

3.34 of 11/07/06; 16.2 of 09/12/06;  
3.23 of 03/21/06; 16.1a&b of 07/11/06  
16.1a&b of 08/29/06

2.0



# Business Registration and Licensing Program

# **Business Registration and Licensing Program**

## **Program Goals**

- Register all businesses in unincorporated Riverside County
- Identify businesses subject to State and Federal Water Quality Requirements (NPDES)
- Develop a comprehensive inventory of county businesses for use by county agencies

# **Business Registration and Licensing Program**

## **Program Milestones**

- 14,000+ businesses identified in pre-registration database
- Mailing 500 applications per week
- Issuing 350 business registration licenses per week
- Established a Business Registration Public Counter on the 12<sup>th</sup> floor

# **Business Registration and Licensing Program**

## **Program Milestones**

- Implemented a Business Registration toll-free Hotline at  
**866-274-4901**
- Implemented a Business License Website and e-mail contact at:

**E-mail: [buslic@rctlma.org](mailto:buslic@rctlma.org)**

**Website: <http://www.rctlma.org/buslic>**

- Registration available by mail, in-person, and on the county website

# **Business Registration and Licensing Program**

## **Initial Mailing to New Businesses**

- **Introductory Letter**
- **Application Form**
- **Brochure and FAQ's**
- **Return Envelope**



# Business Registration and Licensing Program

## Program Brochure w/ FAQ's

### FEE EXEMPTIONS

Pursuant to Ordinance No. 657, some businesses are exempt from paying fees; however, they must register every 60 days of being notified by the County in order to maintain their exempt status. Exemptions apply to the following:

- Residential Facility:** Apartments, rooming houses, residential care homes, and family day care homes.
- Church, Temple or Places of Worship:** Churches, temples, or other places of worship, for worship, religious education, or the social affairs of the religious group. **NOTE:** This exemption shall not apply to other activities, including but not limited to, day schools, social service programs or Church-sponsored or sponsored business enterprises.
- Home Occupations:** Home occupations that are not subject to compliance with water quality restrictions. If your business affects water quality, it will not be exempt from the registration fee.

**Agriculture:** Agricultural products consisting of the growing of crops, raising of livestock, and drying, the processing and storage of substances, materials, supplies, animal feeds and products, and the marketing of farm products. **NOTE:** A business license shall be required in connection with any of the following: 1) retail nurseries, 2) retail greenhouses; and 3) wholesaling, processing, staging or manufacturing use which involves the collection of products or multiple farms or ranches.

**Franchise or State Law:** Any businesses that are legally recognized as exempt by the U.S. Constitution or applicable statute, or by the State of California.

**Non-profit Organizations:** Any non-profit organizations that are legally recognized as tax exempt pursuant to the provisions of 28 U.S.C. Section 501 (c)(3).



BUSINESS REGISTRATION AND LICENSING PROGRAM



### RIVERSIDE COUNTY

### BUSINESS REGISTRATION

### AND

### LICENSING PROGRAM

4080 Lemon St.

P.O. Box 1208

Riverside, Ca 92503

[www.rcdlna.org/bustlic](http://www.rcdlna.org/bustlic)

(951) 965-1400

### Frequently Asked Questions

#### WHAT IS THE PURPOSE OF THE BUSINESS REGISTRATION AND LICENSING PROGRAM?

The purpose of the program is to provide a comprehensive inventory of businesses in the unincorporated area of Riverside County, and to comply with federal, state, and local water quality regulations.

#### HOW DOES THE BUSINESS REGISTRATION PROGRAM BENEFIT BUSINESS OWNERS AND THE GENERAL PUBLIC?

There are a three major benefits to the business community and the general public from the business registration program:

- Economic Development:** The program will foster county-wide economic development by assisting small business development through business plan development and marketing programs. It will also enhance the ability to provide services ready to a business community and provide assistance in redevelopment, employee training, and recruitment.
- Public Safety:** The program will allow County law enforcement and the business community and their associates, the enhancing public safety's ability to respond to its safety issues and increasing their ability to protect property.

**Water Quality:** The business registration program will require the appropriate business types be identified, protected, and inspected for substantial management requirements. It will ensure that those businesses have implemented Best Management Practices (BMPs) to prevent illicit discharges into the storm water system that could ultimately impact water quality.

#### WHO IS REQUIRED TO HAVE A LICENSE?

Every person conducting business as defined in Riverside County Ordinance 657 in the unincorporated area of Riverside County shall obtain a business license. A business license shall be obtained for each physical location. Any person who does not obtain the required license is subject to the procedures and penalties set forth in the ordinance.

#### WHAT IF I OPERATE A MOBILE BUSINESS?

A business license is required for the following mobile businesses: mobile automobile or other motor vehicle washing; pest control services; mobile carpet, drapes or furniture cleaning; concrete mowing or cutting; masonry, painting and coating; landscaping; pool and fountain cleaning; and portable water servicing.

#### WHAT IF MY BUSINESS ALSO CONDUCTS BUSINESS IN ANOTHER CITY OR COUNTY?

You may need a separate business license to conduct business in another city or county. Most California cities and counties have a Business License ordinance. Each jurisdiction, however, has its own filing fee and requirements. Check with the appropriate jurisdiction for their fees.

#### HOW LONG IS THIS LICENSE GOOD FOR?

Your license is current for one calendar year from the effective date of your initial license. Renewal fees are due 30 days prior to the expiration date on the license.

#### DO STATE LICENSED CONTRACTORS NEED A BUSINESS LICENSE?

Any person licensed as a contractor by the State Contractor Board must obtain a business license if they are performing business within the unincorporated areas of the County.

#### FROM WHICH SHALL THE BUSINESS LICENSE COST?

| License Fee (1st Year) | Annual renewal fee: | Change of name/ location: | Duplicate license: |
|------------------------|---------------------|---------------------------|--------------------|
| \$45                   | \$30                | \$30                      | \$30               |

#### DO I NEED A LICENSE IF I WORK OUT OF MY HOME?

Yes, home-based businesses also require registration. Most home occupations are exempt from paying registration fees. The fee exemption shall not apply to those home occupations that are subject to water quality regulations. Please refer to the fee exemption section of this brochure or go to our website: [www.rcdlna.org/bustlic](http://www.rcdlna.org/bustlic).

#### IF I AM A NON-PROFIT BUSINESS, DO I HAVE TO REGISTER?

You are required to register, but are exempt from paying fees if your organization is legally recognized as the exempt pursuant to the provisions of Revenue Code Section 501 (c) (3) and your exemption is that when 60 days of notification of the County's registration requirements is received.

#### DO I NEED A LICENSE FOR GROWING OR PRODUCING AGRICULTURAL PRODUCTS?

Yes, all agricultural businesses require registration; however, some agricultural activities may be exempt from fees. Refer to the fee exemption section of this brochure or go to [www.rcdlna.org/bustlic](http://www.rcdlna.org/bustlic) for full text of RCO 687.

#### WHAT IS THE APPLICATION PROCEDURE?

The process to obtain a business license takes only a few minutes and may be completed by mail or on the web based registration system, [www.rcdlna.org/bustlic](http://www.rcdlna.org/bustlic). Go to the county business registration website where you will find online instructions, registration application, and a convenient payment system.

#### IF I AM EXEMPT FROM FEES, DO I STILL HAVE TO REGISTER?

Yes, businesses that are exempt from paying fees still must register within 60 days of notification to maintain their fee exempt status.

#### ARE THERE OTHER COUNTY REGISTRATION OR INSPECTION REQUIREMENTS THAT I AM RESPONSIBLE TO SATISFY?

Recently enacted county legislation has established registration and inspection requirements for retail sales of grills, implements and campfires. As these requirements develop, businesses will be notified of the additional requirements.

# **Business Registration and Licensing Program**

## **Business License Issuance**

- Business Registration License
- Customer Survey



# Business Registration and Licensing Program

## Business Registration License

### BUSINESS REGISTRATION

The person, firm or corporation named below is granted this registration certificate pursuant to the provisions of RIVERSIDE COUNTY Ordinance 657. Issuance of certificate is not an endorsement, nor certification of compliance with other ordinances or laws, nor an assurance that the proposed use is in conformance with the county zoning regulations. This certificate is issued without verification that the taxpayer is subject to or exempt from licensing by the State of California.

### RIVERSIDE COUNTY

Business Name:

Becky's Flower Shop

BUSINESS LICENSE #:

021534

Business Location:

100 N Grandview Ave  
Wildomar, CA 91773

Business Type:

00013

Description:

Florist Shops

1st Owner Name:

Becky Pike

Effective Date:

May 07, 2007

2nd Owner Name:

Mike Putnam

Expiration Date:

May 06, 2008

BECKY'S FLOWER SHOP

100 N GRANDVIEW AVE

WILDOMAR, CA 91773



TO BE POSTED IN A CONSPICUOUS PLACE

NOT TRANSFERABLE



# **Business Registration and Licensing Program**

## **Business Registration Website**

### **This Website Includes:**

- Registration information
  - Downloadable forms
  - On Line Registration and updates
  - Copies of appropriate ordinances
  - Copies of informational brochures for all programs
  - Links to business resource information
  - Links to related programs
- **<http://www.rctlma.org/buslic>**

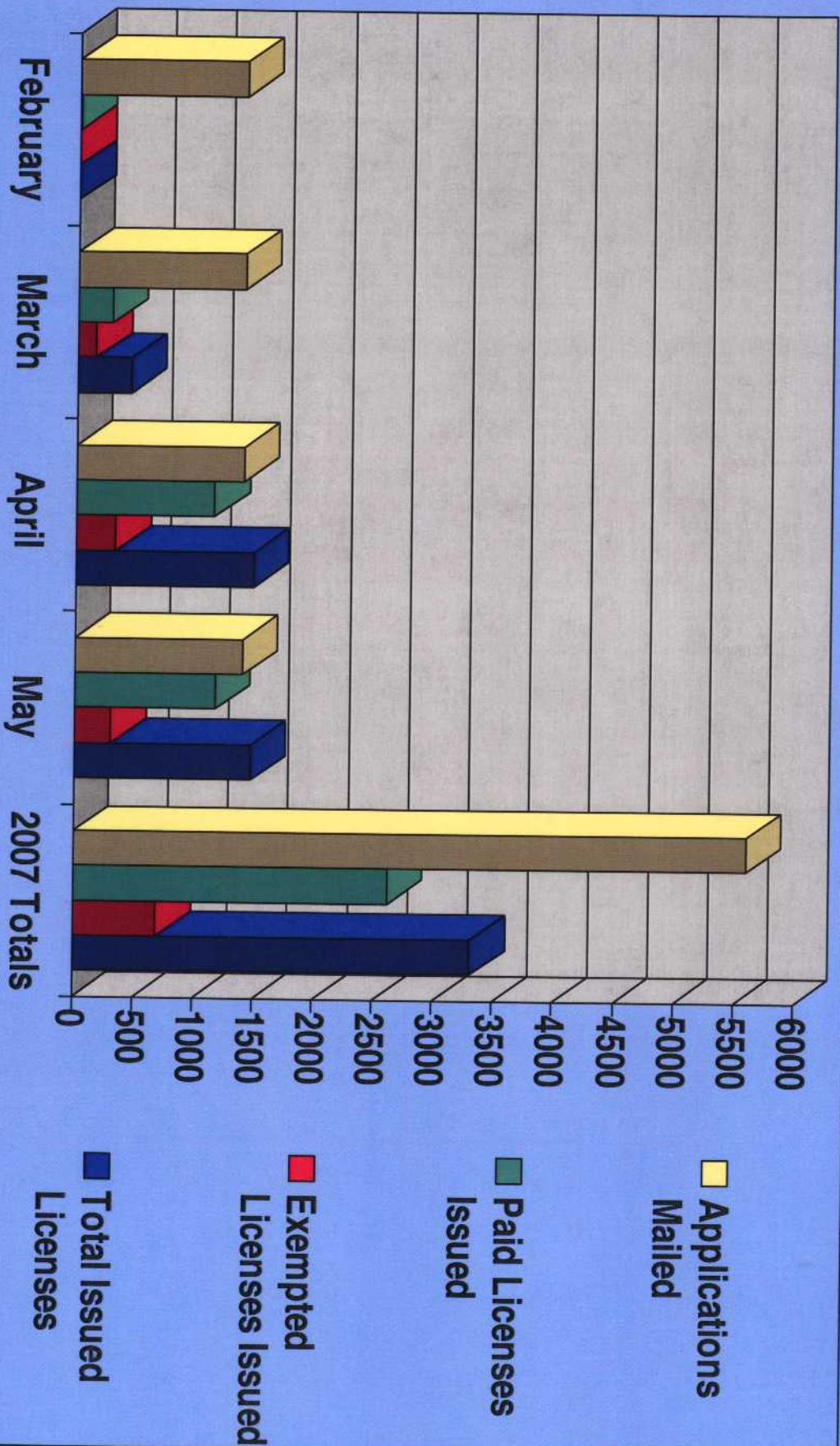
# Business Registration and Licensing Program

## Statistical Data

|                          | <u>February</u> | <u>March</u> | <u>April</u> | <u>May</u> | <u>Totals</u> |
|--------------------------|-----------------|--------------|--------------|------------|---------------|
| Applications Mailed      | 1,400           | 1,400        | 1,400        | 1,400      | 5,600         |
| Paid Licenses Issued     | 13              | 289          | 1,154        | 1,169      | 2,622         |
| Exempted Licenses Issued | 6               | 155          | 328          | 303        | 690           |
| Total Issued Licenses    | 5               | 444          | 1,482        | 1,472      | 3,312         |

# Business Registration and Licensing Program

## Statistical Data



# Business Registration and Licensing Program

## Projected Data

|                          | <u>Actual<br/>Issuance</u> | <u>Projected<br/>Remainder</u> | <u>Projected 2007<br/>Totals</u> |
|--------------------------|----------------------------|--------------------------------|----------------------------------|
| Applications Mailed      | 5,600                      | 8,400                          | 14,000                           |
| Paid Licenses Issued     | 2,622                      | 3,933                          | 6,555                            |
| Exempted Licenses Issued | 690                        | 1,035                          | 1,725                            |
| Total Issued Licenses    | 3,312                      | 4,968                          | 8,280                            |

# **Business Registration and Licensing Program**

## **Additional Programs**

- **Graffiti Implement Sales Licensing**
  - Identified graffiti implement sales license businesses
  - Approximately 600 businesses identified to date
  - Send out notification and brochure on June 1, 2007
  - Issue license
  - Follow up with enforcement



# **Business Registration and Licensing Program**

## **Additional Programs**

- **NPDES Water Quality Licensing**
  - Identify businesses effecting water quality
  - Mail applications beginning July 1, 2007
  - Inspect / verify
  - Issue license



# Business Registration and Licensing Program

## Future Considerations

- **Merge other licensing activities**
  - Centralized database
  - Simplify mailings and renewals
  - Reduce billings and receipting
- **Stricter controls on exemptions**
  - Lower over all cost to each business owner
  - Increase accuracy of information

# **Business Registration and Licensing Program**

## **Potential Partnerships**

- **Vending**
  - Licensing of Permitted Vendors
- **Recycling**
  - Licensing of Recycling Centers and Dealers
- **Tobacco Retailing**
  - Licensing of Tobacco Retailers



# **Business Registration and Licensing Program**

## **Serving the needs of Riverside County's Business Community**