

Starting a new business involves making many key decisions, both financial and legal. It also involves several steps. This guide will serve as a resource to help you prepare and operate your business. This guide however may not be all inclusive of everything your business will require to remain compliant with local, state and federal laws and regulations. It is still your responsibility to make sure you follow the appropriate steps. The City of Wasco is not responsible for the success of your business.

1. **Research and Plan:** To increase your chance for success, take the time to explore and evaluate your business and personal goals. Build a well thought out business plan to help you reach your goals.
2. **Get Business Assistance:** Take advantage of free counseling and training programs that are available to you.
3. **Choose a Business Structure:** Decide which form of business entity to establish. Your form of business will determine the amount of paperwork you have to file, your personal liability regarding investments in your business and the taxes you have to pay.
4. **Choose a Fictitious Business Name:** Any person or entity carrying on a trade of business under a name which does not include the owners' last name and portray the nature of the business requires filing a fictitious business name.
5. **Register for Taxes:** Register with the state of California and the Federal Government for a Federal Employer Identification Number.

## Additional Resources

### Small Business Development Center

1631 17th Street, Suite 200  
Bakersfield, CA 93301  
(661) 654-2856  
[www.csub.edu/sbdc](http://www.csub.edu/sbdc)

### U.S. Small Business Administration

801 R Street, Suite 201  
Fresno, CA 93721  
(559) 487-5791  
[www.sba.gov](http://www.sba.gov)

### SCORE

P.O. Box 2426  
Bakersfield, CA 93303  
(661) 861-9249  
[www.score.org](http://www.score.org)

### Kern County Environment

#### Health Department

2700 M Street, Suite 300  
Bakersfield, CA 93301  
(661) 862-8740

### California State Board of Equalization

1800 30th Street, Ste. 380  
Bakersfield, CA 93301  
(661)395-2880

**GOOD LUCK!**



**DOING BUSINESS  
IN THE  
CITY OF WASCO**

**A GUIDE FOR NEW  
BUSINESS OWNERS**



## City Resources

### City of Wasco Planning Department

764 E Street  
(661) 758-7206

*Assistance with: Zoning, New Construction  
& Remodeling, Sign Permits*

### City of Wasco Finance Department

764 E Street  
(661) 758-7230

*Assistance with: Business Licenses,  
Starting Water & Trash Service*

### City of Wasco Public Works Department

801 8th Street  
(661)758-7271

*Assistance with: Sidewalk maintenance*

## Common Pitfalls

1. No differentiation from surrounding competition
2. No marketing strategy
3. Not implementing good management
4. Poor customer service
5. Unwilling to ask for help

## Business Resources

*As a new business it is important to utilize resources that are available to support your success. There are many organizations who will provide free mentoring/counseling services at low or no cost to you. Prior to starting a new business it is also important to obtain all required permits and follow all Federal, State and Local regulations. Below is a simple guide on what may be required based on the kind of business you intend to run.*

Prior to getting started, ALL businesses should determine the following:

- **Location**—Before finalizing a location (signing any rental agreements or closing on escrow), contact the City of Wasco Planning Department to verify the Zoning. It is important that you confirm your intended business falls under the permitted land use of that parcel. When selecting a location it is helpful to think of accessibility, competitors, site improvement costs, utility costs, and other overhead costs.
- **Target Market**—It is important to identify your target market. Upon determining who you intend to sell your product/services to, it is a good idea to develop a marketing strategy on how you intend to inform your prospective clients about your business. Some good strategies include: newspaper advertisements, social media marketing, and signage.
- **Business License**—Each business in the City of Wasco must obtain a Business License from the City of Wasco Finance Department. Business licenses must be renewed each year.
- **Register Your Business**—All business registration is made with the California Secretary of State. You may find more information at: <http://business.ca.gov/StartaBusiness/RegisteringaBusiness.aspx>
- **Seller's Permit**—Anyone engaged in business in California who intends to sell or lease tangible personal property that would ordinarily be subject to sales tax if sold as retail must obtain a seller's permit. You can find more information at: <http://www.boe.ca.gov/info/reg.htm>
- **Food Service Permits**—If you are a food service business, you will require a permit from the Kern County Environmental Health Department. You may reach them at 661-862-8740.
- **Other Permits**—If displaying a sign at the new business location, a sign permit is required for all signage. This may be obtained from the City Planning Department. The Governor's Office of Business and Economic Development has a website that assists you in finding appropriate permit information for your business. It also provides contact information for various agencies that administer and issue these permits. You can utilize the following link to access this information: <http://www.calgold.ca.gov/>.

