Small Businesses, Huge Economic Impact

Joel Mahoney
Co-Founder
552,600 small businesses are created each year.

Small business accounted for:

- 99.7% of U.S. employer firms
- 49.2% of private-sector employment
- 64% of net new private-sector jobs
- 42.9% of private-sector payroll
Our Story

The Penny Ice Creamery is the only ice cream shop in Santa Cruz making delicious ice cream completely from scratch in house. Our flavors change with the seasons, and feature locally farmed and organic ingredients.
21 Permits

Downtown Business Improvement District Permit, Parking District Permit, Business License, Zoning Clearance Permit, Building Permit, Refuse Container for Demolition, Fire Inspection, Certificate of Occupancy, California Food Safety / Sanitation, County Health Permit, Grease Trap Registration, Processed Food Registration Application, Food Labeling, Guidelines, Fictitious Business Filing, Business Property Tax Assessment, Incorporation, Reseller’s Permit, California EDD (Payroll Tax), Worker’s Compensation
PLANNING DEPARTMENT

STREET ADDRESSING/NAMING

HOURS:

MONDAY – THURSDAY
8:00 - 12:00 (NO WALK-INS AFTER 11:30 A.M.)
1:00 - 3:00 (NO WALK-INS AFTER 2:30 P.M.)

CLOSED FRIDAY

400
Business Type
What would you like to do?

Select your Use by typing in the box below. The program will search on each letter to find you the closest description in the City’s municipal code. Please choose one of the auto-completed returns, we require it to help determine what permits you’ll need.

What type of business are you seeking permits for today? *

Retail Uses > Food Service > Restaurant

What’s your business’ name? *

Joel’s Pizza Shoppe

Can you supply a little more information on what your business does? This can include information on hours, types of sales and revenue streams, planned employess and other data. This is used to help fill out some permits in the workflow.

I make the best pizza, ever!

Are you planning on working out of your home? *

- Yes
- No

* = required fields
Business Details

You've let us know your business type and location, now we need to ask you for some additional information on your proposed entity. This will help us populate a number of forms that staff will need to fully process your information.

What's the structure of your business?

- Sole Proprietorship

How many employees do you plan to have? *

12

What's the square footage of your store or office? *

2400

Does your business name include your last name? *

- Yes
- No

What's your business' telephone number?

555-555-1212

Do you receive mail at a different location than your business' physical address? *

- Yes
- No

* = required fields

Joel's Pizza Shoppe

Restaurant

Permits

<table>
<thead>
<tr>
<th>Permits</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business License</td>
<td>$145.15</td>
</tr>
<tr>
<td>Reseller's Permit</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

Estimated Total: $145.15
Restaurants

Since you’re opening a restaurant, there are a few other items we should ask about early in your application.

These questions are used to calculate fees and permits needed by County Health and some internal City processes.

What kind of retail alcoholic beverage sales or service are you planning on having?

41 (On-Sale Beer and Wine ft)

Would you like to place tables and chairs outside or on the City owned sidewalk?

- Yes
- No

Are you planning on having live music or events?

- Yes
- No

The information on this page is relevant to the following departments:

- Economic Development

Click here to submit a help request.
Health Permit

If you make and/or sell any kind of food or beverage, or provide lodging or any kind of medical or therapeutic services, you must do so in a safe and clean environment. In order to ensure the public's well being, the County Health Department will make sure that your environment and its fixtures and equipment are up to code before you're allowed to offer your services. This is typically achieved through a plan check process and then an interview and inspection at the end of your tenant improvement process.

Environmental Health and Safety Plan Check (1,500 or more sq ft)

Average Processing Time: 30 days
Recurrence: One-Time
Cost: $760.00

Would you like to place tables and chairs outside or on the City owned sidewalk?

- Yes
- No

Are you planning on having live music or events?

- Yes
- No

The information on this page is relevant to the following departments:

- Economic Development

Click here to submit a help request.
Applicant Information

Tell us all about yourself!

This is the only time in OpenCounter when we’ll ask for your details. We’ll use this information to make sure that it is used in each of the individual processes you’ll need to complete before you open up shop.

First Name *
Joel

Last Name *
Mahoney

What’s your title / role in this application?

Address 1 *
1133 Pacific Avenue

Address 2

City *
Santa Cruz

State *
California

Joel's Pizza Shoppe

Restaurant
Central Business District Zoning District
Permitted

Permits

Admissions Tax $0.00
Alcoholic Beverage Control Permit $300.00
Business License $175.75
Conditional Use Permit $1,471.05
Entertainment Permit $0.00
Fictitious Business Name $40.00
Health Permit $760.00
Incorporation $0.00
Parking District $2,550.00
Reseller's Permit $0.00
Workers' Compensation $0.00

Estimated Total: $5,296.80
Summary

You're all done with this guide. Please review your answers and click "submit to planning department" if you are ready to send your application to the City for review.

Business Type

Business Type or Code (Use): Retail Uses > Food Service > Restaurant
Business Name: Joel's Pizza Shoppe
Business Description: I make the best pizza, ever!
Check Home Occupation: No

Business Details

Business Structure: Sole Proprietorship
Business Employee Count: 12
Business Square Footage: 2400
Check FBN: No
Business Telephone: 555-555-1212
Check Mailing: No

Applicant Information

Applicant First Name: Joel
Applicant Last Name: Mahoney

Joel's Pizza Shoppe

Restaurant
Central Business District Zoning District
Permitted

Permits

Admissions Tax $0.00
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Workers' Compensation $0.00

Estimated Total: $5,296.80
Tipo de comercio

¿Qué tipo de negocio está planeando comenzar?

Por favor bríndenos el nombre, tipo y descripción breve del negocio que está planeando comenzar. Esta información es importante para que podamos categorizar correctamente su aplicación y estar seguros que los permisos apropiados sean seleccionados.

Tipo de negocio*

Restaurante

Nombre de la empresa*

Descripción del negocio*

¿Está pensando en trabajar fuera de casa?*?

- Sí
- No

* = required fields

guardar y continuar →
Joel's Pizza Shoppe

Started At 06/27/2014 - 03:14 pm
“It was a very easy process and very well explained. I found it very useful for where I was in my process of relocating my business. You need to reach out to all California cities and counties because this would be a very valuable tool for them all.”

David Polly
Proprietor
Truckee Mountain Sports
“Open Counter provides an excellent tool to navigate the complex permitting procedures of most cities and helps businesses understand their potential fees to avoid sticker shock. Most importantly, the tool provides an excellent way for us economic development geeks to walk a company through the permitting process.”

Kurt Overmeyer
Economic Development Director
City of Pacific Grove, CA
Our Clients
Mapping Home

Overview

The Chicago Department of Housing & Economic Development (HED), Planning & Zoning Bureau, is committed to providing accurate and timely information to businesses and citizens of Chicago.

This interactive mapping website allows users to determine the zoning classification for any area of the City. Users are allowed to search by specific address, intersection or by ward. The map provides information from a variety of City agencies and is presented in a format that is easy to navigate.

To begin a search for zoning information, click the map of Chicago located on the right. Please review the system requirements and read/accept the ‘Terms of Use’ statement.

- Review System Requirements
- Read Liability Statement

Map is current based upon the Journal of Proceedings passed by the most recent City Council meeting.
How to look for a zoning district

1. Determine business activity
2. Look up specific address in the zoning map
3. Determine allowed zoning districts

City of Chicago
Business Affairs and Consumer Protection
Business Name: ABC Restaurant
Business Activity: Restaurant – no liquor
Location: 11718 S Western
License Required: Retail food license
## Business License Zoning Reference Guide

<table>
<thead>
<tr>
<th>BUSINESS/USE</th>
<th>USE GROUP/CATEGORY</th>
<th>ZONING DISTRICT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>Commercial/Eating and Drinking Facility, Limited</td>
<td>See Zoning Text for specific Parking and Use Standards</td>
</tr>
<tr>
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<td>M3 (P)</td>
<td>PMD #1/2 (P)</td>
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<td>M4 (P)</td>
<td>PMD #3/4 (P)</td>
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<td>M5 (P)</td>
<td>PMD #5/6 (P)</td>
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<td>M9 (P)</td>
<td>PMD #13/14 (P)</td>
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<td>M10 (P)</td>
<td>PMD #15/16 (P)</td>
</tr>
</tbody>
</table>

(P): permitted by-right  (S): special use approval required
## Business License / Zoning Reference Guide

The Reference Guide summarizes zoning classification and primary business licensing requirements for common business types, but it is not a comprehensive listing of requirements. Anyone using this document should seek specific guidance from City of Chicago staff: Business Affairs and Consumer Protection (312) 74-GO-BIZ (744-6249) and Zoning and Land-Use Planning (312) 744-5777.

<table>
<thead>
<tr>
<th>BUSINESS/USE</th>
<th>USE GROUP/CATEGORY</th>
<th>ZONING DISTRICT</th>
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<tbody>
<tr>
<td>Amusement</td>
<td>Establishments (Indoor)</td>
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<td>Commercial/</td>
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<td>Sports and Recreation, Participant</td>
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<td>Animal Service</td>
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<td></td>
<td>Second Hand Dealer and/or Limited</td>
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<tr>
<td></td>
<td>Business License</td>
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</tr>
</tbody>
</table>

See Zoning Text for specific Parking and Use Standards.

(P): permitted by-right  (S): special use approval required
Zoning regulations can be complex. ZoningCheck shows you what works, where.
In what city are you planning to locate?

Santa Cruz

Popular cities: Santa Cruz

Previous  Next
What type of business are you planning to open?

- Bakery
- Bar
- Café
- Restaurant
- Clothing Store

Search for Bakery
Are you planning to work out of your home?

Home occupations allow for the gainful employment in the home by any occupant of a dwelling so long as the enterprise does not require frequent customer access or have associated characteristics which would reduce the surrounding residents’ enjoyment of their neighborhood. A home occupation shall be operated and maintained by a resident of the dwelling; shall not employ any help other than the members of the resident family or household; shall not generate a vehicular traffic increase of more than six trip ends (three round trips) per day including deliveries and clients; shall utilize less than 400 square feet; and shall not post signage to advertise the business.

Yes  No
What is your anticipated square footage?

4500
How many employees do you expect to have?

10
Do you already have a location picked out?

Yes  No
What's the address?

<table>
<thead>
<tr>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1133 Pacific Ave, Santa Cruz, California, 95060</td>
</tr>
<tr>
<td>1133 Pacific Ave, Santa Cruz, California, 95060</td>
</tr>
<tr>
<td>1134 Pacific Ave, Santa Cruz, California, 95060</td>
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<tr>
<td>Pacific Ave, Santa Cruz, California, 95060</td>
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<tr>
<td>N Pacific Ave, Santa Cruz, California, 95060</td>
</tr>
<tr>
<td>Santa Cruz, California</td>
</tr>
<tr>
<td>Central Santa Cruz, California</td>
</tr>
</tbody>
</table>
Your business type is permitted in the **Central Business District** zoning district.
Your business type is conditionally permitted in the Community Commercial zoning district.
Your business type is prohibited in the **Single Family Residence** zoning district.
Your business type is permitted in the **Beach Commercial** zoning district.
You're on your way!

Looks like you are ready to register your 'Bakery' in the 'Beach Commercial' zoning district.

Start Your Application
ZoningCheck 1.0 Features

• Land Use + Location = Zoning Clearance
• Zoning Overlays
• Conditional Rules
ZoningCheck 2.0 Features

- Setbacks
- Floor Area Ratios
- Point-to-Point Calculations
- Real Estate
- Similar Businesses
visit us at

www.opencounter.us