



City of San Bernardino • 201 N. E Street, Suite 301 • San Bernardino, CA 92401 • 909-663-1044 • Email: info@sbrda.org • www.sbrda.org

Date:

Dear San Bernardino Business Owner:

This manual has been compiled for our local businesses to help facilitate their growth and prosperity by ensuring that they are aware of the many tools and services that there are available to them through their local Economic Development Agency. We hope that you will find this manual a useful and informative reference source. It is our intent that this manual be a dynamic, working document, therefore as changes in programs, procedures or the law occur, or new opportunities arise, we will update you with the relevant new pages for the appropriate section. In this way we hope to foster a much closer relationship with our business community.

The manual has been divided into the following sections for easy reference:

- ∞ Financial Assistance
- ∞ Employment Assistance
- ∞ Business Consulting Services
- ∞ Informational Technology Assistance
- ∞ General Information

The last section includes general information on redevelopment law, how redevelopment works and key contacts at both the Economic Development Agency and City Hall

Experts have identified that up to eighty percent of a community's business growth will come from businesses already established in the community. It is therefore vital that our businesses are fully aware of the extent to which financing, expertise, consulting and marketing are available to them. This is what we have set out to achieve. Many of the sections refer to useful publications or web-sites for further reference. We hope you will find this Economic Development Manual a useful working document and would welcome comments and suggestions.

With every good wish for your continued success.

Patrick J. Morris
Mayor

Emil Marzullo
Executive Director EDA

FINANCIAL ASSISTANCE

The Economic Development Agency of the City of San Bernardino has chosen to outsource its lending function to a number of accredited financial institutions who specialize in the different needs of the business community. By so doing the Agency is able to offer a number of attractive financial packages designed to meet all needs, from those of the smallest entrepreneur, to multi million dollar Industrial Revenue Bond issues, as well as demonstrate sound underwriting principles and independence in the loan approval process. Furthermore the client now has the ability to deal directly with financial experts, from the application process to the business plan, from the cash flow analysis to the marketing plan, receiving the benefit of the very best in professional mentoring and coaching.

The following financial assistance packages are discussed in this section.

- ∞ San Bernardino Valley Enterprise Zone Incentives
- ∞ Grow San Bernardino Fund SBA 7(a) loans up to \$1.7 million
- ∞ SBA 504 loans up to \$1.5 million
- ∞ I.E. Small Business Financial Development Corporation loan guarantee program up to \$350,000
- ∞ Façade Improvement Grant Program
- ∞ Utility Tax Rebate Program

Grow San Bernardino Fund - Amounts to \$1.3 Million

The Agency has contracted with the National Development Council (N.D.C.) to provide Small Business Administration 7(a) loans on their behalf in amounts from \$25,000 up to \$1.7 million. Startups may also be funded under this program depending on individual circumstances.

Program purpose:	Provide loans to emerging, expanding businesses, on occasion, provide assistance to start-up businesses
Use of Funds:	Buildings, land, machinery and equipment, working capital, leasehold improvements
Eligible borrowers:	For profit owner/user
Job Criteria:	Positive job retention or creation
Maximum loan:	\$1.7 million
Required Equity:	10% (20-30% on startup)
Financing Structure:	Flex

Maximum Term:	Real Estate	25 years
	Machinery/equipment	5-10 years
	Working Capital	5 years
Interest rate	Prime plus 1-2%	
Loan Fees:	2-3%	

The National Development Council West Coast Office is based in Denver Colorado so be prepared for a time schedule of up to two weeks before an appointment can be scheduled. Appointments will generally take place at your place of business. The Small Business Administration (SBA) loan process generally takes up to two months to process. Call the office of Business Recruitment and Retention at (909) 663-1044 to schedule an appointment with the loan officer. To expedite the process have copies of your last three years tax returns and/or business financials at hand, as well as a comprehensive business plan.

If you have difficulty preparing a business plan contact the Office of Business Recruitment and Retention at (909) 663-1044 for a “cookie cutter - fill in the blanks” business plan which covers all aspect of the operation, specifically those items which investors and/or loan committees are looking for.

For more detailed information visit the NDC website at www.ndc-online.org

Small Business Administration 504 Loans up to \$1.7 Million

Enterprise Funding works with the Agency to provide clients with 504 loans.

Program purpose:	Provide loans to emerging, expanding businesses, on occasion provide assistance to start-up businesses.	
Use of Funds:	Buildings, land, machinery and equipment, leasehold improvements	
Eligible borrowers:	For profit owner/user	
Job Criteria:	One job per \$35,000	
Maximum loan:	\$1.5 million	
Required Equity:	10%	
Financing Structure:	Bank	50%
	SBA	40%
	Borrower	10%
Maximum Term:	Real Estate	25 years
	Machinery/equipment	5-10 years
	Working Capital	5 years
Interest rate	Fixed rate set at closing	
Loan Fees:	2.75% on SBA portion (40% of total)	

Enterprise Funding is located in Redlands All preliminary interviews take place in the offices of the Economic Development Agency at 201 North “E” Street, San

Bernardino, CA 92401. Call the Office of Business Recruitment and Retention at (909) 663-1044 to schedule an appointment with one of these lenders. The Small Business Administration (SBA) loan process generally takes up to two months to process. To expedite the process have copies of your last three years tax returns and/or business financials to hand, as well as a comprehensive business plan.

If you have difficulty preparing a business plan contact the Office of Business Recruitment and Retention at (909) 663-1044 for a “cookie cutter - fill in the blanks” business plan which covers all aspect of the operation, specifically those items which investors and/or loan committees are looking for.

Inland Empire Small Business Financial Development Corporation (I.E.S.B.F.D.C.) Loan Guarantee Program up to \$350,000

The Inland Empire Small Business Financial Development Corporation is a Non Profit, Public Benefit corporation under contract to the State of California Trade and Commerce Agency Office of Small Business to administer their loan guarantee program. The Loan guarantee program is designed to assist small businesses that need additional support in the form of a guarantee to induce a lender to lend. The business must be able to demonstrate.

- ∞ They are unable to obtain financing without the guarantee
- ∞ Demonstrate repayment ability with adequate collateral support

Use of Funds: Asset purchases, purchases of existing businesses or establishing new businesses

Eligible borrowers: For profit owner -Non-profits must be in an enterprise zone

Job Criteria: None

Maximum guarantee: 90% of loan to a maximum of \$350,000.00

Required Equity: 10%

Loan Fees: 2% of Loan Guarantee plus \$250.00 processing fee.

The Inland Empire Small Business Financial Development Corporation is located in Ontario California. Call the Office of Business Recruitment and Retention at (909) 663-1044 to schedule an appointment. The guarantee process generally takes between 2-4 weeks to process. To expedite the process have copies of your last three years tax returns and/or business financials at hand as well as a comprehensive business plan.

If you have difficulty preparing a business plan contact the Office of Business Recruitment and Retention at (909) 663-1044 for a “cookie cutter - fill in the blanks” business plan which covers all aspect of the operation, specifically those items which investors and/or loan committees are looking for.

Underground Storage Tank Loan:

In addition the IESBFDC also offers low interest loans for the removal, repair or upgrading of underground storage tanks up to \$350,000. Terms are for 20 years if secured by real estate and 10 years if secured by equipment.

Hazardous Waste Reduction Loans:

Available to small business to meet EPA’s Hazardous Waste regulations such as new dry cleaning machines, photo processing facilities, engine rebuilding, electronic

companies and electronic board manufacturers. Minimum amount is \$20,000, maximum is \$150,000 with a seven year term.

For more information visit their web site at www.iefdc.org

Industrial Development Bonds - Amounts to \$10 million

The California Statewide Communities Development Authority, otherwise known as California Communities is authorized by statute to issue Industrial Development Bonds (I.D.B's) for qualified projects. Bonds may be issued on a tax exempt basis which means interest paid is exempt from Federal and California state income tax. Tax-exempt interest rates are generally 65-75% of conventional interest rates.

Program purpose:	Provide <i>manufacturing</i> companies the ability to finance at tax-exempt rates – generally 3% less than conventional rates
Use of Funds:	Buildings, land, machinery and equipment No start-up No refinancing
Eligible borrowers:	For profit manufacturers
Job Criteria:	One new job per \$50,000 within 2 years of funding
Minimum loan:	\$250,000 on equipment \$1.4 million on Land and Buildings to a max of \$10 million
Required Equity:	Land and Buildings: 20 – 30% Equipment: 0-10% Letter of credit/corporate required
Maximum Term:	Real Estate 25 years Machinery/equipment 5- 7 years Or 120% of the life of the asset.
Interest rate	Equipment: 5 – 6.25 % Fixed Land: 4 – 5% variable 5.75 – 6.5 % fixed
Loan Fees:	Equipment: \$1,500.00 plus 3% origination plus .003% State fee. Land and Buildings: \$5,000 plus 3% for project under \$2 million (2% projects over \$2 million) plus .003% State fee.

For more detailed information visit the California Communities web site at www.cacomunities.com

Utility User's Tax Rebate Program

This program rewards new and expanding businesses who create jobs for city residents, increase sales tax revenues and/or increase property values within the city.

The program is designed to serve as an economic development tool for the attraction of new business and industry; cultivate the growth of new or existing San Bernardino businesses,

and enhance the quality of life for our residents by providing new employment opportunities.

The utility user's tax rebate program provides for a rebate of a portion of the taxes paid on electrical, gas, video, and telephone communication services to new and expanding businesses. Eligible businesses must be located within the City of San Bernardino and must have a current business registration license.

Methods for Qualification.

New businesses that accomplish one of the following shall be eligible for a utility User's Tax Rebate:

- ∞ Create five or more jobs to qualify for the following rebate.

Year	5-49 Jobs	50+ jobs
1	75%	80%
2	50%	60%
3	25%	40%

(Note: At least 50% of the jobs must earn \$25,000.00 per year or more to qualify. Manufacturing and distribution centers are exempt from this requirement).

- ∞ Increase property value by 25% or generate \$40,000 in sales tax revenues per year to the city of San Bernardino and get a rebate of 75% after the first year, 50% the second year and 25% after the third year.

Expanding businesses must meet two of the following categories to be eligible for a Utility User's tax Rebate:

- ∞ Expansion must increase building valuation by 25% or business relocates to a new facility with 25% more square feet.
- ∞ Creation of five or more new, permanent full time jobs
- ∞ Generate \$10,000 more in sales or use tax revenues to the City of San Bernardino.

Expanding businesses meeting eligibility requirements receive a rebate of 75% after the first year, 50% after the second year, and 25% after the third year.

Additional Rebates

As an added incentive for creating jobs for city residents, you can earn an extra 1% rebate for each San Bernardino resident that is hired by your firm (i.e. 25 resident employees = an extra 25% rebate). Call (909) 663-1044 and ask for a Utility Users Tax Rebate application.

Business Façade Improvement Program:

Provide a grant not to exceed \$10,000 for physical and visual improvements to the exterior of commercial buildings in an effort to improve the appearance of the business districts within the city limits. This program encourages uniform design themes and, where design guidelines have been officially adopted, these themes must be adhered to in order to qualify for the matching funds. The objective of this program is to improve the exterior of commercial businesses, enhance curb appeal and eliminate blight.

Eligible Applicants:

- ∞ City of San Bernardino business owners with the prior approval of the property owner

- ∞ City of San Bernardino property owners of buildings where businesses are located.

Eligible Activities:

(but not limited to)

- ∞ Exterior painting
- ∞ Landscaping and irrigation
- ∞ New signage
- ∞ Americans with disabilities (ADA) retrofitting

All work to comply with current codes and/or approved design guidelines

Application Process:

- ∞ Completed application
- ∞ Property owners approval or proof of ownership
- ∞ Current business license
- ∞ Photograph of property
- ∞ Scope of work

Upon approval you will be given 90 days to complete your project or run the risk of losing your funding necessitating re-application, providing funds are still available.

After the work is complete submit final paid invoices plus “after” photograph for a 50% reimbursement to a maximum of \$7,500.00

Only a limited amount is allocated to this program each year. Grants are distributed on a first come, first serve basis.

In order to secure any funding a comprehensive Business Plan will be required. All lenders associated with the City of San Bernardino Economic Development Agency offer extensive mentoring in the preparation of this document as part of their loan documentation packaging. Not only is the business plan crucial to securing financing, but, arguably more importantly it will indicate to the applicant whether the proposed venture/expansion is financially viable, whether revenues exceed costs, whether the loan can be satisfied and an adequate profit achieved. It is best to be brutally honest when preparing this document, err on the side of caution taking a very conservative approach, especially with regard to potential revenues. While an over optimistic prediction of your business’ future success may convince a loan committee, the ultimate Responsibility for satisfying the loan will be left with the author of the business plan.

A sample Business Plan is available from the Agency to assist in this task Listed below are the topics that must always be covered.

- ∞ Business Description
 1. Identify your business plan audience
 2. Short Summary
 3. Purpose of business plan – ie. Obtain financing
 4. Description of business
 5. Mission statement
- ∞ Product or Service offered
 1. Identify the product or service
 2. Identify customers
 3. Identify suppliers
 4. Identify pricing structure

- ∞ Market description
 1. Industry background
 2. Role of your business in the industry
 3. Location description
 4. Future needs of the location
 5. Location costs
 6. Location maps
 7. Legal documentation (leases, etc.)
- ∞ Competition
 1. Identify 3 competitors
 2. Compare: Products
 3. Price
 4. Quality
 5. Selection
 6. Service
 7. Reliability
 8. Expertise
 9. Image and Reputation
 10. Location
 11. Layout
 12. Appearance
 13. Sales methods
 14. Credit policy
 15. Availability
 16. Management Style
 17. Longevity and Stability
 18. Advertising
- ∞ Employment Information
 1. Employees needed
 2. Source
 3. Costs (salaries, employer taxes, benefits etc.)
 4. Written policies
- ∞ Marketing
 1. Pricing Strategy
 - A. How do you calculate selling price
 - B. What factors included in the selling price
 - C. Sensitivity to fluctuations
 - D. Discount policies
 2. Promotional Strategy
 - A. What media to be used
 - B. What days of the week
 - C. Which seasons
 - D. Displays
 3. Services
 - A. Customers services offered
 - B. Payment options offered
 - C. Returns policy
- ∞ Current profit and loss statement
- ∞ Current balance sheet
- ∞ Project start up costs
- ∞ Projected profit and loss
- ∞ Projects source and application of funds (Where is the money coming from and what will it be used for)
- ∞ Projected cash flow analysis

- ∞ Personal financial information
 1. Personal financial statement
 2. Employment information
 3. Secured debts
 4. Assets and liabilities
 5. Personal budget
- ∞ Sources of Information
 1. Identify trade associations
 2. Identify industry publications

It is important that you prepare this document yourself as the completed plan will be your feasibility study, serve as a tool to successfully manage your operations and communicate your ideas more effectively. Businesses managed from a plan rather than by reaction to events are always far more successful

Venture Capital:

If you have developed a product or service you are convinced can be put to productive, and profitable, use you will either have to put up the investment capital yourself or convince venture capitalists that this is a project which will yield returns in a number of months (years).

Conventional business lenders generally do not lend for venture capital as they need to see an income stream within 30 days. In most cases it is impossible to take a product from prototype to production in this time scale.

Listed below are a number of contacts that may be useful in putting together inventions together with much needed capital.

- ∞ The Inventors Workshop at www.inventorsworkshop.org offers support and guidance for inventors, protections against common scams and seminars on how to gain access to investors. These seminars are held throughout California on a regular basis for a very nominal fee. Sometimes sessions include direct access to “Angel” investors.
- ∞ Tech Coast Angels at www.techcoastangels.com allows you to submit proposals online which in turn are then submitted to investors groups. These investors provide seed and early stage capital in the range of \$250,000-\$2 million range. This group will only accept proposals online and like to have a good PowerPoint proposal submitted along with the proposal.
- ∞ If your project contains an element of recycling, currently defined as and keeping waste products out of landfills, the Recycling Market Development Zone (RMDZ), a partnership of local government and the California Integrated Waste Management Board, may be of assistance. The RMDZ program combines recycling with economic development to fuel new businesses, expand existing ones, and create jobs. Manufacturers in RMDZ zones (most of San Bernardino south of 5th street and west of the I 215 to around Palm Avenue) are eligible for low interest loans up to \$2 million as well as product marketing assistance, permitting assistance etc. For further information call (916) 341-6530 or visit the web site at www.ciwmb.ca.gov/RMDZ . The also operate an inventors hot line at (916) 341-6523

EMPLOYMENT ASSISTANCE

According to Dr. John Husing in today's economy a rapidly growing skilled labor force is vital to a community's well being. San Bernardino's competitive home prices attract a continuous flow of experienced workers, most of whom prefer local jobs to long commutes while its community college, private institutions and state university provide a number of on-campus employer based training programs. To ensure that the inland Empire's companies have access to skilled labor, San Bernardino's Economic Development Agency, in partnership with the city of San Bernardino One Stop Career Center and the County of San Bernardino Jobs and Employment Services has made workforce development a priority. Many of these efforts involve tying together employers, educators, workers and funding sources when skill shortages arise.

- ∞ County of San Bernardino Employers Services
- ∞ City of San Bernardino One Stop Career Center
- ∞ State of California Training Programs
- ∞ Small Business Development Center Seminars and Training
- ∞ California State University San Bernardino College of Extended Learning
- ∞ Valley College Professional Development Center

County of San Bernardino Jobs and Employment Services.

Incentives to Businesses:

San Bernardino County has the ability to provide assistance to businesses via training reimbursement programs and assistance with applying for tax credits. Information on this assistance is provided below. In addition, via the Employers Services district, the County can design and implement recruitment plans, as well as deploy staff to meet the unique hiring needs of any business.

Customized Training programs:

Jobs and Employment Services Department has the ability to partner with businesses to off-set or underwrite the cost of customized training using a variety of funding sources. In partnership with the businesses and local educational institutions training programs designed to meet the specific needs of the business

can be brought into reality. Utilizing existing state and federal funds, tapping into Employment and Training Panel funding opportunities, pursuing specialized grant opportunities and connecting with the wealth of programs available through local Community Colleges and Universities, these programs speak directly to the unique needs of business.

*For further information regarding services please contact
District Manager at (909) 381-7910
or visit the web site at www.co.san-bernardino.ca.us/jesd/*

City of San Bernardino One Stop Career Center.

In today's world of building partnerships to achieve greater success the city of San Bernardino Private industry Council and its Employment and Training Agency have been leaders in implementing innovative partnerships since 1983. These partnerships have resulted in the provision of job training to over 10,000 city residents

The purpose of the Private Industry Council (PIC) is to involve the business community in the employment and training activities under the Job Training Partnership Act in order to:

- ∞ Increase private sector opportunities for economically disadvantaged persons
- ∞ Maintain a partnership between business and government that will effectively address the labor needs of business, and contribute to the economic well-being of the community.

SBETA provides one-stop employment services for employers and job seekers. A visit to our facility will put the employer or the job applicant in touch with related services they may require including the Employment Development Department, the Community Colleges, Economic Development and other community resources.

Services for job seekers include:

- ∞ Career counseling
- ∞ Education and Older Worker placement training;
- ∞ Work experience;
- ∞ On-the-job training with area businesses
- ∞ Summer/Youth Training
- ∞ Dislocated Worker Training

Job training services are available to eligible youth, adults, mature workers 55 plus and displaced workers laid off due to permanent closures or declining occupations. SBETA also coordinates the Summer Youth Employment and Training Program which provides entry-level jobs and career preparation for young people.

SBETA operates a fascinating web site offering a host of valuable information from finding employees to examining trends in the labor market. Listed below are a number of possible scenarios although the applications are endless. The website can be accessed at www.usworks.com/sbeta/ We believe these scenarios will give you some ideas for starters. Use your imagination to come up with your own scenarios

- ∞ WIA: A Case Manager wants to produce a list of occupations that must meet certain salary and educational requirements and should be in demand in his/her area.
- ∞ Welfare: A Case Manager is working with a client from a Welfare to Work program and wants a list of potential occupations that would be suitable. The client may have limited skills and/or availability.

- ∞ School-to-Work: A School-to-Work Coordinator wants to know which occupations are best-suited for high school students in his/her district.
- ∞ Staffing Agency: A Staffing Agency or Private Sector Workforce Development Organization needs to identify which occupations to focus on to satisfy the needs of its customers - "the employers."
- ∞ College: A Community College or School Planner wants to identify what new courses of instruction the business community needs and which programs are no longer in high demand.
- ∞ Salary Review: A Business Owner wants to review staff salaries for budgetary purposes.
- ∞ Competition: A Business Owner wants to identify his/her competition in the local area.
- ∞ Job Information: A Job Seeker who has an occupation in mind wants to identify salaries, job outlook, training providers, employers who might hire and potential job openings.
- ∞

Small Business Development Center SBDC Seminars

The Inland Empire Small Business Development Center is a division of the Inland Empire Economic Partnership and is partially supported by the U.S. Small Business Administration and the California Technology, Trade and Commerce Agency. The Small Business Development Center offers a variety of resources that can dramatically improve the way you run your business:

Seminars and Workshops – Taught by SBDC business consultants and experts in various fields, the SBDC's low cost informative seminars and workshops are designed to give small business owners immediate knowledge they can put into action in running their business. Examples of seminars available are listed below but can also be specially constructed to meet the individual clients needs.

- ∞ Business Planning and how to Start a Small Business
- ∞ Develop your Plan for Success
- ∞ Money Management
- ∞ Be Legal with your Labor
- ∞ The Internet – Your new Business Partner
- ∞ Payroll Tax News for the Employer
- ∞ Quick Success with QuickBooks Accounting Software
- ∞ SBA Loans and How to Get One
- ∞ How to Succeed in a Home Based Business
- ∞ SBA Pre-qualification Loan Program
- ∞ Doing Business with the Government
- ∞ Seize Your Opportunity...to do business with the government
- ∞ Entrepreneurial Finance and accounting
- ∞ Cash Flow is King
- ∞ SBA and 89a0 Government procurement program

- ∞ Business community Training
- ∞ Get the Tax Facts
- ∞ Quick Success with QuickBooks Accounting (advanced)

SBDC one-on-one consultations and seminars take place at the offices of the San Bernardino Economic Development Agency. Call 663-1044 for an appointment or schedule of courses on offer or log on to www.iesbdc.org for the latest schedule. For some courses there is a nominal charge.

California State University San Bernardino (CSUSB)

California State University San Bernardino operate the College of Extended Learning from their garden campus in the north of the city. The College of extended learning offers both professional development programs as well as on site skills training. Professional development programs include certificate programs which can be completed within a year as well as seminars geared towards advancing the organizations bottoms line.

Certificate programs include:

- ∞ Administrative Support Professional
- ∞ Supervisory Skills Development
- ∞ Management Practices
- ∞ Advanced management Practices
- ∞ Human Resources management
- ∞ Computer Applications for Business professionals
- ∞ Computer aided drafting and design
- ∞ Mechanical Desktop
- ∞ Grant development Management
- ∞ Web page design
- ∞ Computer graphics and design
- ∞ Mortgage Banking
- ∞ Fundamentals of Nonprofit organizations

Professional Development Seminars include:

- ∞ Strategic and business Planning Leadership
- ∞ Customer Service
- ∞ Time and Project Management

Performance Partners stand ready to assist clients in every phase of staff d. The programs are customized to the individual business and delivered on-site and according to the business training schedule. Below is a sample of programs that have been developed. If you don't see what you need the university will develop a customized program focused on your specific needs

English as a Second Language

- ∞ Spanish in the Workplace
- ∞ Time and Resource Management
- ∞ Project management
- ∞ Customer Service
- ∞ Supervisory Skills
- ∞ Team Building
- ∞ Management Skills
- ∞ Human Resources Management
- ∞ Administrative Support

Technical Skills Development Programs

- ∞ SUN Microsystems Authorized Education Center
- ∞ Network Systems Administration
- ∞ Basic Computer Operations
- ∞ Microsoft Office
- ∞ Microsoft project
- ∞ Database Development and Management
- ∞ Information Systems Management
- ∞ Computer Aided Drafting and design
- ∞ PC Technical support
- ∞ Mechanical desktop
- ∞ Web Page design
- ∞ Computer Graphics and design

Computer Based Training

- ∞ E-Commerce
- ∞ Internet and Intranet Use
- ∞ Web Server Management
- ∞ Budgeting and Financial management
- ∞ Interpreting Financial statements

California State University San Bernardino College of Extended Learning Conference Connection Team will find the best location for your conference and take care of all the details, from marketing to audio visual, from meals to video conferencing.

For more details on the College of Extended learning call California state university at (909) 880-5977

Or visit their web site at

cel.csusb.edu

San Bernardino Community College District

The San Bernardino Community College District (SBCCD) is one of 72 community college districts within the California Community College System, the largest education system in the world. SBCCD has a 75-year history of providing quality and affordable education and workforce training programs to our community through its two comprehensive community colleges: San Bernardino Valley College and Crafton Hills College. SBCCD currently serves over 16,000 students through our diverse student-centered academic programs and quality services offered at Valley College and Crafton.

SBCCD employs over 1200 experienced faculty and staff who are committed to providing occupational and vocational degree and certificate programs. The SBCCD Professional Development Center was established to provide meaningful short-term professional development programs, customized training for employers, and full-service support for working adults.

Our satisfied clients include both private and public sector employers such as, county departments, city governments, health care facilities, non-profit organizations, school districts, financial institutions, transportation companies, manufacturing companies, and service sector businesses.

The Professional Development Center

- Helps employers who are interested in improving employee performance, skills, morale, safety and health.
- Offers customized and off-the-shelf training solutions for area businesses.
- Provides online professional development courses anytime and anywhere for working adults.
- Offers user-friendly computer training programs with high-tech wireless labs or high-speed desktop computer labs.
- Utilizes the wide array of resources and unique academic programs, services and eminent faculties of San Bernardino Valley College and Crafton Hills College.

Our Mission...

...is to provide training and retraining for incumbent workers, performance improvement services and economic development programs to employers and the diverse communities of greater San Bernardino and Yucaipa Valley.

Professional Development Program:

Take the first step in advancing your career and developing new skills!

Business Professional

- Leadership Development
- Business Writing
- Workplace Communication
- Business Office Procedures
- Effective Teamwork Skills
- Customer Service
- Principles of Marketing and Sales

Computer Training

- Basic Keyboarding/Typing
- Computer Fundamentals
- Word Processing
- Spreadsheets
- Database Management
- Dynamic Computer Presentations
- Exploring the World Wide Web

Advanced Computer Training

- A+ Certification
- Web Development and Design
- Graphic Art and Design
- MCSE

The PDC facility includes a corporate training room, seminar rooms, an executive boardroom, a desktop computer lab and state-of-the-art wireless computer labs.

The PDC provides:

- affordable classes
- quality training
- career advancement
- marketable skills
- convenient class schedule
- basic skills development for employees at employer site
- online professional development

Economic Development Program:

Under the auspices of the Professional Development Center, the Regional Center for Business Excellence (CBE) will provide a free initial assessment of your business. This will be followed by a comprehensive analysis identifying areas that could affect your company's profitability and productivity, including the job performance of your employees.

Customized Training Program:

Offering customized training programs for private and public-sector employers designed to meet their specific business needs on site, which may include:

- Performance-based training and workplace improvement solutions
- Customized not-for-credit certificate programs
- Basic skills development courses
- Off-the-shelf training programs
- College-level courses on contract
- Organizational assessments and employee performance assessments
- Management consulting
- Language training

All training programs can be offered either at the PDC or at the employer site.

Solutions are then recommended to enhance your business' bottom line. Recommendations may consist of training or consulting solutions, or a combination of both. The training solutions may include training programs at the PDC, at your business site, or at another local community college.

These affordable, customized solutions are designed to yield the right results, such as enhanced employee productivity, increased sales, and higher return on investment!

Contact Information:

Take the first step in improving the performance of your workforce today; contact the Professional Development Center!

SBCCD Professional Development Center

114 S. Del Rosa Drive

San Bernardino, CA 92408

909-382-4076 or 909-382-4001

Email: pdcc@sbccd.cc.ca.us

Web: www.sbccd.cc.ca.us

BUSINESS CONSULTING SERVICES

Knowledge is power, recognizing the importance of this the Agency is able to offer numerous consulting services designed to assist the entrepreneur in their business endeavors. Time is money and the Agency is committed to ensuring that any project, be it large or small, new construction or remodel is efficiently and expeditiously processed through our development system. For many the entire development process can be very confusing, especially when coupled with complicate state and federal requirements such as the California Environmental Quality Act (CEQA) hence the Agency, in partnership with the city, have established a number of specialist teams to smooth the process for large, medium and small ventures

Working with other consultants such as the Inland Empire Small Business Development Center, National Development Council and the Community Investment Corporation the Agency is able to offer a wide range of courses and seminars to keep you up to date on the latest developments and trends in the business world, as well as practical advice on a wide range of topics from ranging from expansion strategies to sources of capital as listed below.

- ∞ EDAT – Economic Development Action Team – Fast Tracking Large Projects
- ∞ Small Business Liaison – Problem Solving for Small Business
- ∞ D/ERC – Development/Environmental Review Committee – Technical Evaluation and or Project Guidance
- ∞ Business Permits
- ∞ Environmental Impacts and the California Environmental Quality Act (CEQA)
- ∞ Small Business Development Center
- ∞ Informational Technology Assistance
- ∞ Local Business Associations

Economic Development Action Team – EDAT ***(Fast Tracking Large Projects)***

If you're a business that needs to expand or relocate to San Bernardino with a large-size project that will add a significant number of new jobs to our employment base the EDAT, San Bernardino's Economic Development Action Team is your best tool.

The EDAT team:

- ∞ Is made up of half a dozen top level departmental heads from different city departments, this means you will be dealing directly with the Director of Planning, Fire Chief, head of the Economic Development Agency etc. resulting in instantaneous decisions and top level action.
- ∞ Will talk with you to understand your project needs
- ∞ Explain City requirements and timeline you may be required to adhere to
- ∞ Help you through the entire development process

∞ Act as your consultant team for completing your project on time

Small Business Liaison:

For many small and medium sided business expansion and/or relocation is a one in a lifetime occurrence, consequently, the development department process can be daunting with its myriad of codes, regulations and acronyms. Alternatively you may have encountered a problem dealing with a city department, what should you do?

Contact the Small Business Liaison. Its job is to help small business understand city requirements and resolve problems that may arise between small business and the City. We can't promise that the Small Business Liaison will always be able to give you what you want – City requirements are based on laws and regulations that must be enforced, many of them state or federal mandates, but it will do its best to help you in a fast and timely manner, and to ensure you are always treated fairly. Small Business Liaison works to resolve misunderstandings, find solutions and prevent small problems blowing into big ones.

Development/Environmental Review Committee D/ERC

This committee is comprised of a team of specialists from different City departments who review the detailed technical needs and requirements of business projects to ensure that they will comply with all applicable rules and regulations (including environmental). For many projects the D/ERC is the review authority (or FINAL approval body) so this saves considerable time and money. If Planning Commission approval is required (as applies in some cases) D/ERC will act as your consultant and take your project through the review process to the Planning Commission for you.

D/ERC will also provide pre-project guidance to businesses whose projects are not targeted for EDAT assistance saving time, money and costly mistakes, however, a sound piece of advice is always hire a good architect or engineer familiar with local codes and regulations.

Business Permits:

As with any city certain permits are required at city, county, state and federal level before you are able to commence business. Most city permits are involve with health and safety, fire and aesthetic issues while taxation, employment issues etc are handled at the state and federal level.

For exact information on the permits require for your specific type of business go to the Inland Empire Permit Assistance Center Web site at www.calgold.ca.gov . This site allows you to enter the exact type of industry and location and will give a listing of the permits required contact information. Listed below is a typical sample of the permits required for a light manufacturing operation in the City of San Bernardino.

City:

Building and Construction Permit

Includes plans for new buildings, renovations, tenant improvements etc to both residential and commercial construction. Can be subdivided into grading, plumbing, mechanical and electrical. Contact the City of San Bernardino Planning and Building Services.

Business License:

Required for anyone doing business within the city limits. Contact the city Clerk, business license division at 384-5002

Fire Prevention – ensures compliance with the uniform fire code. Contact the Fire Department at 384-5388

Public Safety/Police – permits may be required for certain activities including burglar alarms, firearm sales, sale of alcohol and entertainment. Planning or the police department will be able to inform you if a permit is necessary. Call the Police department at 384-5742

Zoning/Land use: Businesses must conform with the General plan and zoning ordinances including building height, setbacks, landscaping, parking, signage, construction materials etc. For exact information contact Planning and Building Services at 384-5057

Certificate of Occupancy: All Commercial and industrial projects must complete a certificate of Occupancy form prior to obtaining city permits. If your business is located within 1,000 feet from a K-12 school approval must also be obtained from the Air Quality Management District at 800-388-2121

Conditional Use Permit:

A discretionary entitlement authorizing a specific use which may be granted. The public within a certain radius are entitled to have input. Conditional Use permits are generally required for business that may impact their neighbors such as the sale of alcohol, entertainment related businesses, group homes, automobile sales businesses etc. Contact the Planning and Building Services Department at 385-5057 for further information. A conditional use permit can take up to six months to be processed because of the public input and statutory hearings.

County:

Fictitious Name Filing: required when the business does not include the surname of the owner: e.g. “Mary’s Glamour Nails vs. Mary’ Jones Nails. Contact the County Auditor/Controller Fictitious name Filing at 386-8970

Hazardous Materials/Waste Generation Program: is required if you are going to store, transport or dispose of hazardous materials or waste. Contact San Bernardino County Fire Department Hazardous Waster division at 387-3080

Notification to Assessor of Business Activity. New businesses, including those operating from home, are required to notify the County Assessors Office at the personal property division, 387-6666

State:

Corporation, Company or Partnership Filing.. If you are considering becoming a corporation, limited liability company or partnership you must file with the Secretary of State. Certain businesses also require a bond to be posted with the Secretary of State. Call the Secretary of State, Business programs Division at (916)-657-5448 for more information.

Industrial Activities Storm Water General Permit: governs the discharge of storm water associated with industrial activities (excluding construction). Contact the Environmental Protection Agency at (916) 445-3846 to see if a permit is necessary for your activity.

Waste Discharge Requirements (WDR’s): Any facility that discharges waste that may affect the groundwater quality or cause soil erosion must first obtain waste discharge requirements. Contact the Cal/EPA at (916) 445-3846 for specifications.

Seller's Permit: Officially known as a Sales and Use Permit is required for all businesses selling or leasing tangible property. Contact the State Board of Equalization, the closest office is in Riverside at 680-6400.

Workers' Compensation: Businesses with employees must maintain Workers' Compensation insurance coverage on either a self-insured basis or provided through a commercial carrier, or the State Workers' Compensation Fund. For more information contact the Department of Industrial Relations at 383-4341

Discrimination Law: Discrimination or harassment in the workplace is prohibited if based on a person's race, ancestry, national origin, color, sex (including pregnancy), sexual orientation, religion, physical disability (including AIDS), mental disability, marital status, medical condition (cured cancer) and refusal of family leave care. Employers must post the required Department of Fair Employment and Housing notices in the workplace. Contact the Department of Fair Employment and Housing (DFEH) at 1-800-884-1684 to obtain the latest notices and publications.

Wage/Hour Laws: Businesses must comply with the laws establishing the minimum standards, wages, hours and working conditions for their employees. Contact the Department of Industrial Relations at 383-4334 for more information.

Occupational Safety and Health Information: Businesses with employees must have a Injury and Illness Prevention plan. The state will provide a free consultation to assist you in safe workplace conditions and preventing workplace hazards. Call Cal/OSHA at 383-4567 for your consultation.

Registration Form for Employers: You are required to file a registration form within 15 days after paying more than \$100.00 in wages to any employee/s. No distinction is made between full-time, part-time, permanent or temporary. Contact the Employment Development Department at 1-888-745-3886 for details on how to go about this procedure.

Federal:

Employer Identification number (EIN or SSN): Employers with employees, business partnerships and corporations must obtain an Employer Identification Number (EIN) from the Internal Revenue Service. The appropriate forms can be downloaded at <ftp://ftp.fedworld.gov/pub/irs-pdf/fss4.pdf> or you may call 1-800-870-3676 for more information.

Proof of Residency Requirement (I9): Employees hired after November 6, 1986 must provide proof of eligibility to work in the United States. An I 9 form must be maintained for all employees. To find out more about INS requirements and download forms go to their web site at <http://www.ins.usdoj.gov/graphics/formsfee/forms/>.

The above list is a cross section of permits required for an average manufacturer but the list is not comprehensive. Specific industries such as food service, medical, those handling chemicals or hazardous materials, construction etc will require specific permitting. To reiterate detailed information for each occupation can be found at:

www.calgold.ca.gov

Small Business Development Center SBDC Consulting

The Inland Empire Small Business Development center is a division of the Inland Empire Economic Partnership and is partially supported by the U.S. Small Business Administration and the California Technology, Trade and Commerce Agency. The Small Business Development Center offers a variety of resources that can dramatically improve the way you run your business:

Business Consulting – in a confidential, one-on- one relationship consultants offer their guidance and expertise in such areas as:

- ∞ Business Planning – Business Plan
- ∞ Expansion Strategies
- ∞ Home Based Businesses
- ∞ Marketing
- ∞ Loan Assistance – Sources of Capital
- ∞ Accounting – General and Financial Management
- ∞ Personnel

Special Programs –

- ∞ High tech/Emerging Business consulting - assisting high tech/high growth businesses with business planning and access to venture funding
- ∞ Government Procurement Assistance - assisting companies to gain federal, state and local government contracts
- ∞ Inland Empire International Trade - assisting companies to export their products and services worldwide

Information Resources –Information is vital in today’s business world. The SBDC offers information resources by providing an extensive small business library, computer lab with internet access, and our internet web-site.

Informational Technology Assistance

This program, which uses the latest in computer based informational technology which helps businesses find new customers, markets and locations is discussed in the following section named BizNet.

Local Business Associations

There are a number of local business associations, chambers of commerce and merchants associations and Project Area Committees in San Bernardino. These organizations meet on a regular basis and are frequently attended by Agency staff, police and/or other city staff and the local elected official for the area. Should the need arise political representatives at county or even state and federal levels attend, or are represented especially if issues arise at these levels of government that will impact local businesses or the area. These organizations offer an excellent opportunity to learn of the latest developments in your area of businesses, find out about opportunities that may exist for businesses available through the various agencies, voice opinions or concerns to local elected and non elected officials and network with your counterparts.

Listed below are the business organizations and contact telephone numbers. These numbers may change from time to time and an updated list may be obtained through the Office of the Mayor, Community Liaison at 384-5133. Contact these organizations directly for meeting time and venues as these may change from time to time.

Chambers of Commerce:

- | | |
|---|----------|
| ∞ African American Chamber of Commerce | 881-3355 |
| ∞ Hispanic Chamber of Commerce | 387-4565 |
| ∞ San Bernardino Area Chamber of Commerce | 885-7515 |

Business Associations:

∞ Baseline Avenue Business Association	885-7648
∞ Downtown Business Association	884-0106
∞ Highland Avenue Business Association	882-0575
∞ Hospitality Better Business	888-1315
∞ Inland Empire Economic Partnership (IEEP)	(951) 779-6700
∞ Manufacturers Industry Council	
∞ Northenders (Kendal Drive Area)	887-8791
∞ North End Merchants (40 th Street Area)	881-4640
∞ Norton Business (S.B Airport Area)	437-9003
∞ S.B Convention and Visitors Bureau	889-3980

Project Area Committees:

∞ Northwest Project Area Committee	663-1044
∞ 40 th Street Project Area Committee	663-1044
∞ Mount Vernon Project Area Committee	663-1044

GENERAL INFORMATION

This section will discuss the basic elements of the State of California Redevelopment Law and why it is so necessary. Hopefully some myths and misunderstanding that may arise from having your business in, or outside, a designated project area will be explained. Also included is a resource list of departments you may need to deal with at both City Hall and the Economic Development Agency. As personalities come and go departments and key position titles have been listed but not individual names.

- ∞ What is Redevelopment and How Does it Work
- ∞ What it means to be in a “Project Area”
- ∞ Project Area Maps and Descriptions
- ∞ Demographics/Promotions
- ∞ Key Contacts at the Economic Development Agency
- ∞ Key Contacts at City Hall
- ∞ Economic Development Terminology
- ∞ Acknowledgements

What is Redevelopment and How Does it Work:

Redevelopment is one of California's most effective ways to breathe new life into deteriorated and blighted areas which are plagued by a variety of social, environmental and economic conditions. These conditions act as barriers to new investment by the private sector, however, redevelopment is able to level the playing field by making it as cost effective to develop a blighted area as to develop raw land on the outskirts of town.

In order to be eligible for redevelopment deteriorating or blighted conditions must exist. Blight can encompass the following.

- ∞ Economic deficiencies such as depreciated property values or loss of jobs and businesses, inadequate government revenue generation, incompatible land use.
- ∞ Physical deteriorations such as ineffective street patterns, deteriorating buildings, obsolete utilities, sewers, drainage, lack of public space and a jumble of signs,
- ∞ Social deterioration such as poverty, unemployment, crime and juvenile delinquency, lack of social services, infant mortality, poor housing.

A sophisticated and well planned strategy is required to stop the deterioration in its tracks, however, community redevelopment is not intended to do the job alone, it is a public private partnership. Local funds are in essence used as seed money for items such as:

- ∞ Street improvements
- ∞ Upgrading utilities
- ∞ Land assemblage
- ∞ Demolition and clearance
- ∞ Rehabilitation and reconstruction
- ∞ Redesign and Re-planning
- ∞ Capital Project Implementation
- ∞ Parking
- ∞ Landscaping.
- ∞

The additional tax dollars created in a project area due to redevelopment are used to change adverse social, economic and physical conditions and improve the lifestyle and environment of community residents.

Revitalization efforts through redevelopment has positive effects which spill over the boundaries of a redevelopment project area so benefiting the entire community.

Benefits include:

- ∞ More job opportunities within the area
- ∞ Construction jobs created by development of new buildings and infrastructure
- ∞ New shopping and recreation opportunities
- ∞ New dollars flowing into city coffers in the form of sales tax, bed tax, property tax and tax increment.
- ∞ New residential opportunities for all income levels in the community
- ∞ Reversal of the financial drain of the blighted area into a positive financial asset to the community
- ∞ Improvement to the area without increasing the individuals property taxes unless there is a change of ownership or new construction.

How Redevelopment Works:

In 1952, Article XVI, section 16 of the California constitution was adopted by initiative and provides for tax increment financing and the implementation of California Community Redevelopment Law.

The City of San Bernardino activated the Redevelopment Agency in 1952. The Agency is governed by the Community Development Commission of San Bernardino whereby the Chairman and Commissioners are the Mayor and Common Council acting in a different capacity. The Agency is therefore a legally separate unit of local government.

Project area(s) are designated by the Mayor and Common Council based upon the existence of blight and the feasibility of redevelopment. The Project area may or may not be contiguous. A redevelopment plan is adopted which will contain the following

- ∞ Legal description in both written and graphic format
- ∞ Proposed actions necessary to carry out the redevelopment. This covers duties, powers and authorities of the Agency, and City as well as the rights of owners and tenants.
- ∞ The permitted land uses in the project area
- ∞ Description and authority for financing activities of the Agency

Although there is no direct citizen vote to affirm or deny a project area a Project Area Committee (PAC) is required by California Law if a substantial number of low and moderate income families may be displaced. The Project Area Committee acts as an advisory body and can consist of residents, property owners, business persons and representatives of community organizations.

When a redevelopment Project Area is adopted current assessed values within the project are designated as the "Base Value" and these taxes continue to go to the City to cover normal municipal expenditures such as fire, police and garbage disposal etc. Taxes resulting from an increase in assessed value over the base value become a source of revenue for the Agency. This is known as "Tax Increment" As the redevelopment plan is implemented the improvements will result in an increase in property values within the project area. However, these increases in value will not result in increased taxes to individual property owners unless there is a change of ownership or new construction, in other words Proposition 13 still applies.

As an example a \$100,000 property is assessed taxes of 1% or \$1,000. Following new construction to the site the building is now worth \$500,000. One percent of the value is now \$5,000.00. The original \$1,000 continues to go to the City and the additional \$4,000 becomes revenue of the Agency.

The agency can only collect its tax increment if it can show it has created debt as an obligation of the Agency. Debt can be created by the sale of bonds, the receipt of loans or advances or the obligation to pay for the cost of a project. The flow of tax increment revenues may not be sufficient to finance the full realm of redevelopment activities on a pay-as-you-go basis, therefore the Agency may issue tax allocation bonds. The bond funds will then be used to implement the redevelopment plan.

In addition the Agency may receive loans, grants or other financial assistance from the City, state and federal governments.

Provisions in the Community Redevelopment Law require that 20% of the tax increment be set aside for projects which improve the quality and/or quantity of housing for low and moderate-income families. This revenue does not have to be set aside if the community can

prove that no such need exists, a percentage less than 20% will suffice or this need is being met by the City or Agency through some other source.

Certain project areas may have other set asides as well such as flood control, school districts etc.

G R A P H

At the conclusion of a project area's life (usually 25 years) all debt has been repaid and the tax increment flow created by the redevelopment project is returned to the taxing entities.

When redevelopment activities are successful, the property values within, as well as around, the redevelopment project area will increase. The changed image of blighted area and improved economic base will increase the marketability of property in that area. Furthermore, as cities receive revenues from a number of sources in addition to property taxes other revenues generated as a result of redevelopment activities go to the City. For example increased retail sales activity due to a revitalized retail area and new stores mean more sales tax revenue for the City. New residents in the area will result in increased population based revenues. New job opportunities mean less employment subsidies.

What it Means to be in a Project Area:

If you are in a project area you will have the opportunity to participate actively in improving the quality of life in your neighborhood. Being located in a project area does not mean that all property is deteriorated or planned for acquisition, a community redevelopment program includes a large amount of re-use and enhancement of existing facilities as well as reinforcement of existing neighborhoods. Property owners, residents and businesspersons will benefit from redevelopment as follows.

- ∞ There will be a wider range of jobs available
- ∞ Community services will be improved
- ∞ New construction will occur
- ∞ Traffic circulation patterns will improve
- ∞ Property values will increase
- ∞ Loans to improve property may be more readily available
- ∞ More recreation and leisure opportunities may be created

The redevelopment plan will be carried out in stages. Fair and timely notice will be given to residents and businesses which will be directly affected by redevelopment activities. Not all redevelopment entails clearance, redevelopment is also a means for improving neighborhoods. Some examples include:

- ∞ Street landscaping with trees, shrubs and flowers
- ∞ New sidewalks, gutters and curbs

- ∞ Alleys paved, improved repaired
- ∞ Street lighting improved and repaired
- ∞ Direct loans and grants for rehabilitation of existing structures
- ∞ Neighborhood parks, greenbelts and bike paths
- ∞ Buffers between mixed land uses

It may be necessary at times for the Agency to use “Eminent Domain” which is the authority to acquire property for a public purpose in the public interest. It is not used lightly and if exercised the Agency is required by law to hold public hearings. If eminent domain is exercised the Agency must:

- ∞ Pay fair market value
- ∞ Provide assistance in finding a new and comparable location
- ∞ Make payment to cover moving costs
- ∞ Make other payments such as differentials to ensure a smooth and successful relocation.

Redevelopment does not occur overnight, it takes hard work and active citizen participation. As illustrated in the previous section redevelopment can only take place according to actual/project tax increment streams. Generally, unless there is a common public good, funds from different project areas cannot be co-mingled.

For more detailed information on the redevelopment process ask for a copy of the “Citizens Guide to Redevelopment” produced by the California Redevelopment Association or “Redevelopment – a Tool for Community Improvement and Growth” produced by the City’s Redevelopment Agency. Both publications are available at no charge from the Agency.

Demographics/Promotion

The Economic Development Agency maintains the most up to date demographics and statistics available, invaluable for business plans, business recruitment and even college studies. Economic Development Agency staff are ready to make presentations on your behalf to potential customers or investors at any time. The Agency Economic and Community Profile is written by noted economist John Husing Ph.D. using the latest census and other sources of data such as labor statistics, real estate statistics etc. The profile is updated as new statistics are published and is available at no charge from the agency or from the web at www.sbrda.org (click on Community and Economic Profile).

Topics covered include:

- ∞ Introduction -A discussion including
 - Location, Logistics
 - Higher Education
 - Diversity
 - Cost Advantages
 - Lifestyle
 - Weather
- ∞ Demographics and Quality of Life
 - Population growth
 - City income
 - College attendance
 - Ethnicity
 - Crime Statistics
- ∞ Housing Information

- Median home Prices
- Existing and new home prices
- Apartment Rents
- ∞ Employment and Payroll
 - Employment statistics
 - Payroll
 - Average size of firm
 - Payroll by sector
- ∞ Industrial location Advantages
 - Vacancy Rates
 - Cost comparisons to southern California
 - Major industrial companies
 - Air and rail cargo tonnage
- ∞ Commercial Real Estate
 - Availability
 - Vacancy by class
 - Lease rate comparison to southern California
- ∞ Taxable Retail Trade
 - Taxable sales per capita
 - Taxable sales per sector
 - Taxable sales per outlet
- ∞ Business incentives

Other useful information available from the Agency includes the following.

The Inland Empire Fact Book

Produced by the Inland Empire Economic Partnership (I.E.E.P) the publication examines the demographics of a region with a population in excess on 3 million people or roughly akin to the 21st state. The topics covered follow those of the San Bernardino Community and Economic Profile and the publication is essential when doing projections or due diligence on the region as a whole. The publication is available in hard copy or CD-ROM

The Business Press Book of Lists

Produced by the Business press of Ontario this publication lists the top twenty company's in a variety of categories ranging from accounting firms to trucking companies. Where available information such as revenue, number of staff, areas of specialty, year established and top local executives are given in addition to address and telephone numbers.

News of the City

This quarterly publication produced by the Mayor's Office is generally circulated to the population as an insert to "The San Bernardino Sun" newspaper. This publication is packed with useful information regarding city services, development activity, public meetings about to take place on various topics from new developments to book clubs an poetry corners and any other topic that may arise such as local business profiles to terrorism preparedness. There is also good information on what's happening on the local arts scene as well as personal updates from each councilmanic ward. New of the City gives an excellent 'snapshot' of San Bernardino on a quarterly basis.

Promotional Video

If you would like to give your client, customer or potential visitor a visual impression of San Bernardino, what's going on and what future plans are underway ask for a free copy of the San Bernardino promotional video. This six minute long

production gives a crisp, clear and concise narrative of San Bernardino and it's economic development activities without being too long.

Arts and Entertainment

The California Theater of the Performing Arts is owned by the Agency as part of it's commitment to enhance the quality of life for the citizens of San Bernardino. This beautiful, 1928 palace is home to Theater Arts International, famous for their lavish Broadway productions, The San Bernardino Symphony Orchestra, The San Bernardino Valley Concert Association and the Inland Dance. Brochures on the upcoming season are always available at the Agency as is the latest schedule of events for Court Street Square, downtown's outdoor event venue, famous for it's free Friday night concert series.

Key Contacts: Economic Development Agency

201 North "E" Street Suite 301
San Bernardino CA 92401

(909) 663-1044
Fax: (909) 888-9413

www.sbrda.org

Key Contacts: City Hall

San Bernardino City hall
300 North "D" Street
San Bernardino CA 92418

(909) 384-5350/5211

www.ci.san-bernardino.ca.us

Business Registration Division

City Hall– Second floor
(909) 384-5302 – Fax (909) 384-5158

Building/Plan Check Division

(Development Services Department)
City Hall – Third Floor
(909) 384-5567 – Fax (909) 384-5080

City Administrator

City Hall – Sixth Floor
(909) 384-5122 – Fax (909) 5138

City Attorney

City Hall – Sixth Floor
(909) 5355 – Fax (909) 384-5238

Code Compliance

201 North "E" Street Suite 201 (Second Floor)

San Bernardino CA 9201
(909) 384-5205 – Fax (909) 384-5427

Engineering

(Development Services department)
City Hall – Third Floor
(909) 384-5111 – Fax (909) 384-5155

Fire Department

Administration and Fire Prevention Offices
200 East Third Street, San Bernardino CA 92401
(909) 384-5286 – Fax (909) 384-5281

Parks Recreation and Community Services

547 North Sierra Way, San Bernardino CA 92401
(909) 384-5217 – Fax (909) 384-5160

Mayor's Office

City Hall – Sixth Floor
(909) 384-5133 – Fax (909) 384-5067

Planning

(Development Services department)
City Hall – Third Floor
(909) 384-5057 – Fax 384-5080

Police Department

701 North “D” Street, San Bernardino CA 92401
(909) 384-5742 – Fax (909) 388-4838

Refuse and Recycling

(Public Services Department)
City Hall – Fourth Floor
(909) 384-5335 – fax (909) 384-5190

Water Department

City Hall – Fifth Floor
(909) 384-5141

Water Department

Engineering, Operations and Distribution
195 North “D” Street, San Bernardino CA 92401
(909) 384-5292 – Fax (909) 384-5532

Economic Development Terminology:

Absentee Owner:	Property owner who owns property at one location but lives or operates a business at another location.
Assessed Value:	The value of real property as determined by the County Tax Assessor for tax purposes. Assessed value is generally the market value of property. Assessed value multiplied by the tax rate determines property tax.
Base Value:	The total assessed value of property within a project area in the year in which the redevelopment project is approved
Blighted Areas:	Areas and/or structures of a community which constitute either physical, social, or economic liabilities requiring redevelopment in the interest of the health, safety and general welfare of the people of the community and the state.
California Community Redevelopment Law:	Redevelopment Law of the State contained in California Health and Safety Code Division 24, Part 1 (section 33000 <u>et.seq.</u>)
Deteriorating Area:	Refer to “blighted Areas”
Demolition:	Clearance or removal of a structure in order to carry out the redevelopment plan.
Eminent Domain:	Authority of the Agency to acquire property for the public purposes set forth in the Community Redevelopment Law (not to be confused with meaning public buildings and improvements only)
Infrastructure:	Public improvements which support development including streets, bridges, lighting, sewers, flood control facilities, water lines, gas lines, telephone lines, etc.
Market Value:	What a willing seller could reasonably expect to receive if he/she were to sell the property on the open market to a willing buyer.
Negotiated Sale:	When the price to be paid for land and improvements is mutually agreed upon by the buyer and seller.
Project area:	The area which is designated in the redevelopment plan for redevelopment and revitalization.
Project Area Committee (PAC)	Citizen’s committee composed of project area residents, business persons, and representatives of community-based organizations to consult with and advise the Agency.
Property Tax:	The amount of tax which a property owner pays on the value of his property. The tax is calculated by multiplying the assessed value of the property by the tax rate.

Public Amenities:	Generally refers to environmental beautification efforts which can include greenbelt, parks, recreational facilities, lakes fountains and bike trails.
Redevelopment:	Planning, development, re-planning, redesign, clearance, reconstruction or rehabilitation in a project area.
Redevelopment Agency/ Community Development Commission:	The public body created in the city of San Bernardino to, amongst other things, designate redevelopment areas, supervise and coordinate planning for a project area and implement a redevelopment program. The mayor and common council sit as the Agency/Commission
Redevelopment Plan;	Plan for recycling and redevelopment of land within the project area in order to eliminate blight, remedy the conditions which caused it and revitalize the project area.
Rehabilitation:	To improve, alter, modernize or modify an existing structure to make it safe,, sanitary, and decent and/or bring it up to City Building Standards.
Relocation:	The effort to assist and facilitate re-housing of families and single persons, businesses or organizations who are displaced due to redevelopment activities.
Relocation Assistance:	Relocation help and payments to assist families, individuals, businesses, non-profit organizations which are displaced as a result of redevelopment activities. This includes aid in finding new location, payments to help cover moving costs, and additional payments for certain other costs. Monetary benefit limits are set by the California Relocation Assistance Act (and the Federal uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended if Federal funds are used).
Tax allocation Bond:	A bond or financial obligation issued by the Agency in order to generate revenues to implement the redevelopment plan. The bond is repaid with tax increment.
Tax increment:	The increase in tax revenue over the revenue received from a base year value.