



Yes to Yuba County

YUBA COUNTY BUSINESS

A guide to navigating your business in Yuba County!



Yes
TO YUBA
COUNTY



RACHEL DOWNS

YOUR BUSINESS DEVELOPMENT CONCIERGE

Yuba County is my home and helping you succeed is my passion. On behalf of Yuba County, “thank you” for choosing to do business here. How can we help?

Starting a business or traversing a new development project is no easy feat. We’re here to help you every step of the way.

We also know investments in public infrastructure and economic prosperity positively impact the future of your business. Stay up-to-date with the Yes to Yuba County newsletter!

Our “Yes to Yuba” initiative is dedicated to **Connecting** you to essential information and people, sharing what’s **Developing** in Yuba County, and **Navigating** governmental processes.

Our mission is to understand your goals and help you thrive, while supporting growth and development throughout Yuba County.



YestoYuba.com/news



Community Development



RACHEL DOWNS

BUSINESS ENGAGEMENT MANAGER

Your personal development liaison! Rachel is your go-to contact and will work hand-in-hand with you to start up a new business or expand your location in Yuba County.

MIKE LEE

COMMUNITY DEVELOPMENT AND SERVICES AGENCY DIRECTOR

Mike leads all Community Development departments that review and approve your projects, setting the tone for our team's innovative "Yes to Yuba" culture.



KEVIN PERKINS

COMMUNITY DEVELOPMENT AND SERVICES AGENCY ASSISTANT DIRECTOR

As a seasoned Land Use Planner, Kevin's creative problem-solving ability and personable nature makes navigating California's development regulations a breeze!

JEREMY STRANG

BUILDING DEPARTMENT MANAGER

Whether you're building a new HQ office or expanding a local machine shop, our Building Department is committed to reviewing your project as quickly as possible!



CLARK PICKELL

ENVIRONMENTAL HEALTH DIRECTOR

From taco shops to underground fuel tanks and industrial hazardous waste, Clark's team helps keep our community safe and reliable.

SAM BUNTON

PUBLIC WORKS DIRECTOR

Quality asphalt and functioning storm drains are fundamental to the success of your business! We're investing millions into Yuba County's infrastructure.



MELANIE MARQUEZ

FINANCIAL MANAGER

Bringing quality customer service to a government office near you, Melanie's team is waiting to welcome you into our office!

BUSINESS CHECKLIST

Getting Started

- ☐ Review this Business Welcome Packet
(You're on the right track!)
- ☐ Dig into data and your business idea! Are there enough customers seeking what you offer? Who are your local competitors?
- ☐ Connect with us! Yuba County's Business Engagement team is here to help you every step of the way. (Yes@co.yuba.ca.us)

Pre-Planning Process

- ☐ Develop a business plan
- ☐ Determine the type of business entity you're operating (e.g., sole proprietorship, LLC, corporation)
- ☐ Decide on the location of your business. (Are you homebased, looking to lease or purchase?)

Establishing Your Business

- ☐ Register your business with the appropriate local and state government agencies (e.g. Fictitious Business Name, Tax & Employer Identification, etc.)
- ☐ Obtain business licenses, if relevant. (In Yuba County, only some businesses are required to have a business license.)
- ☐ Do you need startup funding or a loan? Have you established cash flow statements and financial projections? These friendly folks can help!
- ☐ Hiring and training employees

Who Can Help?

Sacramento Valley Small Business Development Center (SBDC)

Yuba County Clerk
Recorder's Office
& Sacramento Valley SBDC

Yuba County Tax
Collector's Office OR
City of Marysville OR
City of Wheatland

Sacramento Valley SBDC
& Yuba Sutter Economic
Development Corporation
(YSEDC)

Yuba County One Stop

Compliance & Operations:

- Ensure compliance with zoning regulations and land use ordinances.
- Obtaining permits and licenses for your business operations, including building renovations or signage.
- Familiarize yourself with tax filing deadlines and compliance requirements. Register for state and local taxes, including sales tax, payroll taxes, and business property taxes
- Comply with health, safety, and environmental regulations specific to your industry
- Understand federal, state, and local employment laws and regulations including minimum wage requirements, overtime regulations, and anti-discrimination laws
- Obtain appropriate business insurance coverage, including general liability and workers' compensation, property insurance

Continued Growth:

- Connect with local business organizations, events and community initiatives
- Stay informed about changes in business tax regulations and labor laws.

Who Can Help?

Yuba County Community Development - Planning
OR City of Marysville OR City of Wheatland

Yuba County Community Development - Multiple Departments OR City of Marysville OR City of Wheatland

Sacramento Valley SBDC

Yuba County Community Development - Environmental Health
OSHA

Sacramento Valley SBDC
Yuba Sutter Chamber of Commerce

Consult your business or personal insurance agent

Yuba-Sutter Chamber of Commerce OR 1 Million Cups
OR Sacramento Valley SBDC

Sacramento Valley Small Business Development Center
OR Yuba-Sutter Chamber of Commerce



PARTNER AGENCIES & RESOURCES

Sacramento Valley Small Business Development Center (SBDC)

- www.sacramentovalleysbdc.org
- 1792 Tribute Rd Suite 455, Sacramento, CA 95815
- 916-655-2100

Yuba-Sutter Chamber of Commerce

- www.yubasutterchamber.com
- 1300 Franklin Rd, Yuba City, CA 95993
- 530-743-6501

Yuba County One Stop

- www.yubacoe.org/onestop
- 1114 Yuba St., Marysville, CA 95901
- 530-749-4850

Yuba Sutter Economic Development Corporation (YSEDC)

- www.chooseyubasutter.com
- 950 Tharp Rd., Yuba City CA 95993
- 530-751-8555

1 Million Cups - Yuba Sutter

- www.1millioncups.com
- 922 G St., Marysville, CA 95901

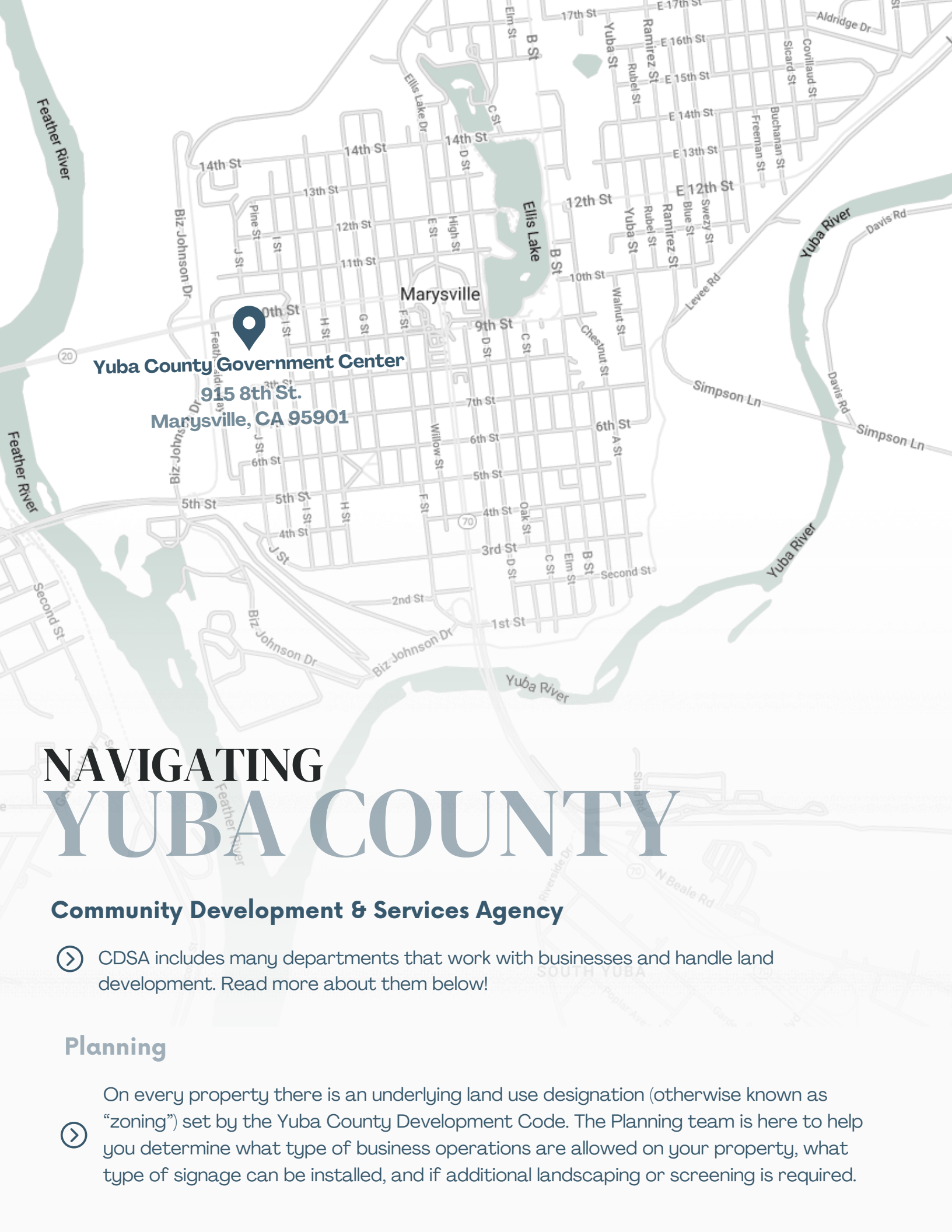
The Sacramento Valley Small Business Development Center (SBDC) is dedicated to making a big impact on small businesses. Whether you need access to funding, marketing, HR, or any other business need, SBDC can offer you a no-cost personal business advisor.

The Yuba-Sutter Chamber of Commerce is your advocate championing policies that support local business growth, bringing together businesses from all sectors to network, and offering valuable educational resources.

Serving both job seekers and businesses, the One Stop is available to assist with your employment and training needs.

YSEDC helps take your business to the next level with small business mentoring and expert advice on financing, providing the tools and support needed to succeed and grow.

Ever had a groundbreaking idea you couldn't wait to share? 1 Million Cups (1MC) is your platform to showcase it! Attend a 1MC meet-up to refine your elevator pitch, engage with a diverse audience of fellow business owners, and tap into a supportive community.



Yuba County Government Center
915 8th St.
Marysville, CA 95901

NAVIGATING YUBA COUNTY

Community Development & Services Agency

- CDSA includes many departments that work with businesses and handle land development. Read more about them below!

Planning

- On every property there is an underlying land use designation (otherwise known as “zoning”) set by the Yuba County Development Code. The Planning team is here to help you determine what type of business operations are allowed on your property, what type of signage can be installed, and if additional landscaping or screening is required.

Building

Once you've pinpointed your ideal spot, whether for a new build or tenant improvements, securing a Certificate of Occupancy is the next step to kickstart operations. With various routes to this certificate, we're here to guide you in identifying the specific processes and submission documents tailored to your unique goals.

Public Works

If you're considering alterations to your business site, additional permits from Public Works may be necessary, including parcel maps, survey records, grading permits, and encroachment permits. You can also consult with Public Works when considering development in FEMA-designated floodplains.

Environmental Health

Depending on your business operations, you may need a permit from Environmental Health. This includes, but isn't limited to, operations like gas stations, hazardous waste management, medical waste disposal, and food services, as well as tattoo and massage services.

County Clerk-Recorder

Here you can research property titles and register your Fictitious Business Name!

Agricultural Commissioner, Weights & Measures

Visit the Ag Commissioners Office to verify your scales or pumps, and obtain agricultural certifications, as needed.

Treasurer & Tax Collector

Head to the Treasurer & Tax Collector to obtain a Yuba County Business License (if needed) and for property tax payments.

Assessor's Office

The Assessor's Office appraises property values and business personal property (for example, equipment and machinery) for tax purposes. Visit the Assessor's office to report assessed personal property or research values of real property.

What They Say

"No, we had never owned a business prior to moving to Yuba County. No, we had no clue how to even start a business.

Yes, we have always had the dream of becoming business owners! Yes, Yuba County was instrumental in helping us find our way!

Yes, Yuba County was there every step of the way! Yes, Yuba County answered every single question we had! Yes, Yuba County was very responsive and provided solutions to perceived roadblocks! Yes, Yuba County went above and beyond to help make our dreams come true!

Yes, we are so grateful to Yuba County for making it all happen! Yes, you can do it too!"

-Cummings Family
OWNERS, *2TallsSweetTreats*



"We have developed a great partnership with Yuba County. We appreciate their attention to detail and approach to creating jobs while bringing Benzeen Auto Parts to Yuba County."

-George Trunyan
CEO, *Benzeen Auto Parts*



"We are very happy to be located in Yuba County and work with a County that is motivated to help businesses! The help everyone has provided across the spectrum, from workforce development to planning for expansion, has been wonderful and we look forward to working together for years to come."

-Jared Ware
CEO/OWNER, *Builtware Fabrication*



"In my experience, Yes to Yuba is one of a kind in City or County Government! The County team possesses the instincts of real estate professionals, while understanding the ins-and-outs of development. Thank you Yes to Yuba for making it easy to bring new business to Yuba County."

-Berk Jones
Commercial Real Estate Agent



"Moving my business to Yuba County was one of the best decisions that I had ever made. The amount of support that we have received before, during and after our site improvement was just incredible. I plan to grow and expand our food trailer manufacturing business with Yuba County!"

-Mike Shiyaeko
CEO/OWNER, *Golden State Trailers*



<http://>



YestoYuba.com



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Thank you for choosing to do business in Yuba County.
Let's grow together!



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