

BUSINESS FORWARD

— VENTURA COUNTY —



BUSINESS PERMIT & LICENSE GUIDE

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Starting a new business is an exciting endeavor but navigating all of the requirements that a new business may need can be daunting. The Business Forward VC Business Permit & License Guide is designed to provide you with the steps and resources needed to set-up your new business.

Some businesses may be categorized as an industry that requires specific filing and compliance. In addition to the resources presented here, it is recommended that you contact the city and state offices where your business will operate to ensure compliance with all requirements of business ownership for your industry and location.

If you need additional assistance, please contact the Ventura County Business Liaison 805.409.9159.

PERMITS AND LICENSES

Opening a business legally while maintaining compliance with all permits and license requirements can be complicated but all Ventura County cities provide great customer service to facilitate business compliance and license requirements. To begin, use the checklist list below as a guide through the process.

Steps to obtaining a business license – *For more details, see next page*

1. Determine the business name
2. Determine the business entity
3. Confirm with the city your business will be located in for information on all permits and licenses that may apply
4. Apply for a Fictitious Business Name if the business will be conducted under any name other than your surname
5. Advertise the Fictitious Business Name in a local newspaper
6. Contact the California Department of Tax and Fee Administration for information on whether your business will need to collect and file sales and use tax. Apply for a seller's permit if your business will be reselling merchandise.
7. Apply for a business license with the city or unincorporated area of the county that the business will be located in

Determine Business Name: As a business owner, you will need to define a unique business name. Conducting local searches as well as using the [USPTO's TESS](#) database is a good place to start. Additionally, check your proposed name availability on the [CA Secretary of State's website](#). Lastly, be sure to conduct a "Google" search for your business name to identify business names that may be in use but have not been registered with regulatory agencies.

Determine Business Entity: Corporation, company or partnership filings: If you are considering becoming a corporation (either stock or nonprofit), a limited liability company or a partnership (limited, limited liability or general), you must file with the Secretary of State's Office. **If you choose to open your business as a sole proprietor you do not need to register with the Secretary of State.**

[Secretary of State](#)

Business Programs Divisions

1500 11th St.

Sacramento, CA 95814

(916) 657-5448

Confirm Permit/License Requirements: The best thing you can do before you open your business and preferably during the research phase of your new venture, is to confirm all of the permit and license requirements necessary to maintain compliance with all local, state and federal regulations. Do not make assumptions on which permits and licenses apply to your business and which do not. Be sure to receive confirmation from the different regulatory agencies. In addition to a general business license, there may be home occupational, health and safety and regulatory permits that apply specifically to your type of business. A good place to start is with your local city or county office. Contact information is listed below. Note: If you live in an unincorporated community area of Ventura then you must apply for a county business license.

Local Permit & License Assistance

Click on the city to visit appropriate permit website

City	Phone	Email
Camarillo	(805) 388-5330	businesstax@cityofcamarillo.org
Fillmore	(805) 524-1500 ext. 134	shannong@fillmoreca.gov
Moorpark - NEW Registration	(805) 517-6230	pneumann@moorparkca.gov
Moorpark - RENEWAL Registration	(805) 517-6243	kpriestley@moorkparkca.gov
Oxnard	(805) 385-7817	ctlicensing@oxnard.org
Ojai	(805) 646-5581 ext.100	rivera@ojaicity.org
Port Hueneme	(805) 290-4927	PortHueneme@hdlgov.com
Santa Paula	(805) 933-4211 ext. 219	BusinessLicenseInfo@spcity.org
Simi Valley	(805) 583-6769	SimiValley@hdlgov.com
Thousand Oaks	(805) 449-2201	businesslicenses@toaks.org
Ventura	(805) 658-4715	BL@cityofventura.ca.gov
Unincorporated areas of Ventura County	(805) 654-3744	Tax.Collector@ventura.org

Apply for a Fictitious Business Name: If you plan to conduct business in a name other than your surname or the business has more than one owner you must file a DBA or "Doing Business As" name with the County Clerk Recorder. You may choose to file online or in person within permitted business hours.

[County Clerk Recorder](#)

Hall of Administration, Lower Plaza
800 S. Victoria Ave.
Ventura, CA 93009
(805) 654-2263

Advertise Your Fictitious Business Name: The County Clerk Recorder's office has a list of approved publications that can be used to advertise the Fictitious Business Name. You must run an ad in an approved publication within 30 days of filing, once a week for four weeks. Proof of the ad must be submitted within 30 days of the final run to the County Clerk's Office.

Register with the California Department of Tax and Fee Administration: This state agency is the governing body for sales and use tax and issues Seller's Permits. Any business that sells tangible personal property needs to obtain a State resale permit tax number from the California Department of Tax and Fee Administration. To determine if your business requires such a permit, you may first contact them by telephone. **Be sure to check with the department below to determine if sales or use tax is applicable to your product or service and do not make assumptions that sales and use tax is not applicable to your business's product or service.**

Learn more at [CDTFA](#).

[California Department of Tax and Fee Administration](#)

4820 McGrath St., Ste. 270
Ventura, CA 93003
(800) 852-5711

Apply For Your Business License: Now that you have completed the steps above you can contact the city that you will be conducting business in to apply for your business license. All cities require a business license in order to operate. Visit your City Hall in person or online to obtain an application. At the time of filing the application, a fee must be paid and varies depending on the size and type of business. The license must be posted in plain sight at your place of business and must be renewed annually.

UNINCORPORATED AREAS OF VENTURA COUNTY

All residents of Ventura County who conduct business in the unincorporated area of the county must obtain a County Business Tax Certificate. An additional license may also be required if the business activity is regulated by the Ventura County Sheriff's Office. We advise you check first with the County Sheriff's Office to determine if your business is required to obtain a county business license. More detail below.

County Business License: The County Sheriff's Office accepts applications for business licenses ONLY from businesses located in the unincorporated areas of Ventura County which are regulated by the Sheriff, such as: temporary show or concert, dance hall, hawker, pool table, pawn broker,

junk collector or dealer, massage parlor, rubbish collector, second-hand dealer, solicitor, taxi cab operator, itinerant merchant, bingo, etc. If your business address is located in the unincorporated area, or you conduct business in the unincorporated area, please contact the Sheriff's Office to see if you are required to hold a County Business License at (805) 654-2371.

[Ventura County Sheriff's Department Licensing](#)

800 S. Victoria Ave.
Ventura, CA 93009
(805) 654-2371

County Business Tax Certificate: All businesses, professions, trades, vocations, enterprises, establishments, occupations and callings being conducted in the unincorporated areas of the county must obtain a Business Tax Certificate. This includes temporary businesses (e.g., film productions). Even businesses located within any city limits that deliver, solicit, or operate in the unincorporated areas of the county must have this certificate. For more information, call the Business Tax Bureau at (805) 654-3727.

[Ventura County Treasurer-Tax Collector](#)

Government Center, Hall of Administration
800 S. Victoria Ave.
Ventura, CA 93009
(805) 654-3744