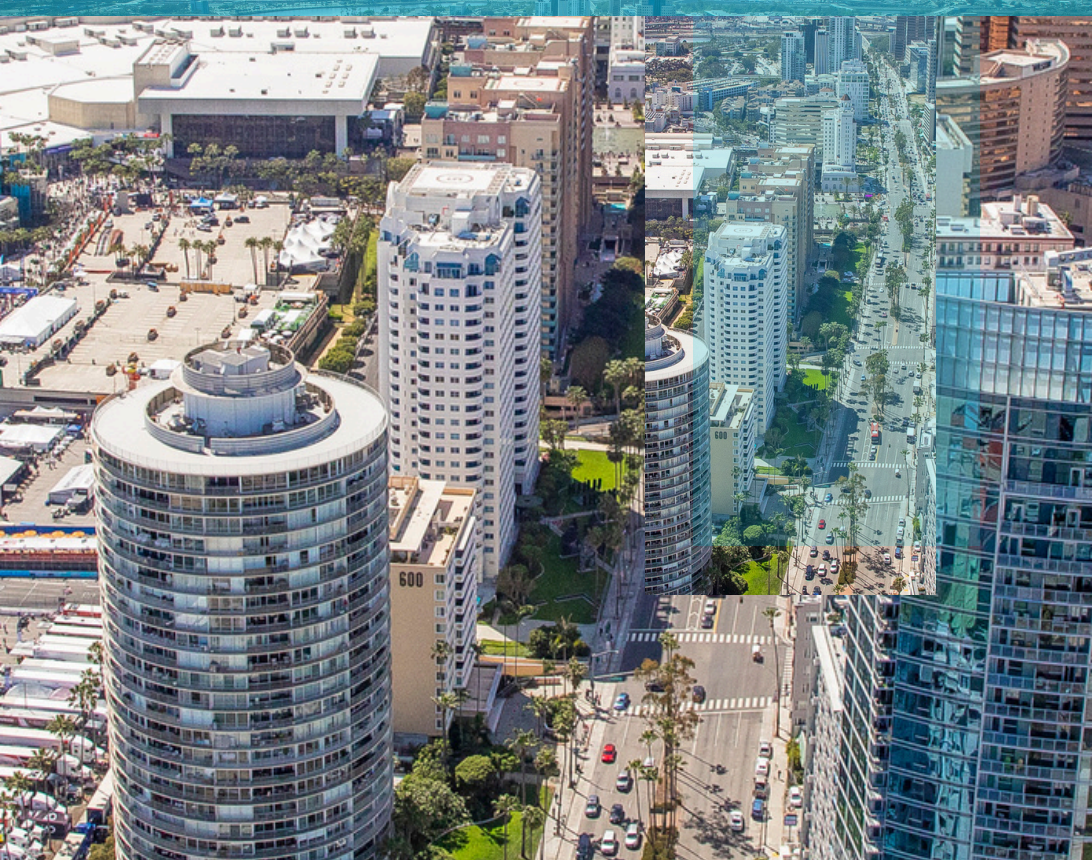
STARTING A BUSINESS

IN LONG BEACH



THE MOST BUSINESS-FRIENDLY CITY IN LOS ANGELES COUNTY

LONGBEACH ECONOMIC DEVELOPMENT & OPPORTUNITY

START YOUR ENTREPRENEURIAL JOURNEY IN LONG BEACH

Long Beach is the place where businesses thrive. With a supportive City team, diverse industries and key resources, we make it easier to launch, grow and succeed. The Department of Economic Development & Opportunity is here to help, whether it's navigating permits, securing funding or connecting you to opportunities.

This checklist is your roadmap to successfully starting your business in Long Beach. By following each step and leveraging the resources provided, you'll build a strong foundation to launch and grow your entrepreneurial venture with confidence.

Welcome to Long Beach — where your business has a future! We're here to support you every step of the way!

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GETTING STARTED

STEP 1: PLAN YOUR BUSINESS

- □ Define your business idea and goals.
- □ Create a business plan using templates:
  - Small Business Administration: sba.gov
  - SCORE: score.org
- □ Select your business structure (sole proprietorship, LLC, corporation, etc.).
- □ Estimate your start-up costs and operating budget.
- □ Select advisors (consultant, lawyer, accountant, etc.).

STEP 2: FINANCE YOUR BUSINESS

- □ Calculate how much capital you need to start and sustain your business.
- □ Develop financial projections for at least three years.
- □ Check your credit score.
- □ Explore funding resources:
  - Microenterprise Loan Program.
  - Grow Long Beach Fund.
- □ Open a business bank account.

STEP 3: CHOOSE A LOCATION

- □ Determine the type of property for your business (home-based, mobile, or commercial).
- □ Research zoning regulations:
  - View Long Beach Zoning Map: longbeach.gov/zoningmap
  - Verify zoning compliance before signing a lease agreement.
- □ Evaluate locations for accessibility, foot traffic and infrastructure.
  - Business Insights Tool: longbeach.sizeup.com
- □ Verify ADA compliance.
- □ Contact the Long Beach Community Development Department to confirm zoning information.
- □ Negotiate lease terms for commercial spaces.

Tepechi Restaurant

Uptown Commons

REGISTRATION, LICENSING AND PERMITS

STEP 4: REGISTER YOUR BUSINESS

□ Register your business name.
Apply for an Employer Identification Number:
- irs.gov

□ Register your business structure with the California Secretary of State:
- sos.ca.gov/business-programs

STEP 5: OBTAIN LICENSES AND PERMITS

□ Apply for a California Seller's Permit:
- California Department of Tax and Fee Administration
- cdtfa.ca.gov

□ Obtain a business license from the City of Long Beach.
- 562.570.6211and LBBiz@longbeach.gov

□ Check specific permits (e.g., health, hazardous materials and alcohol sales).
- longbeach.gov/permitcenter

□ Contact City of Long Beach departments for guidance.

□ Schedule inspections required by regulations.

STEP 6: BUILD YOUR TEAM

□ Develop a hiring plan and draft job descriptions.

□ Have employees fill out tax forms:
- Form I-9: uscis.gov/i-9
- Form W-4: irs.gov/w4

□ Obtain Workers' Compensation Insurance:
- California Department of Industrial Relations: dir.ca.gov

□ Explore training program opportunities with the Long Beach Workforce Innovation Network:
- longbeach.gov/workforce

MARKETING, LAUNCHING AND GROWING

STEP 7: MARKET YOUR BUSINESS

□ Create a marketing plan with goals and messaging.
- Business Improvement Districts: longbeach.gov/bids
- Visit Long Beach: visitlongbeach.com

□ Establish an online presence.
- Website tools: Squarespace, Wix and WordPress.
- Social media accounts: Facebook, X, Instagram and LinkedIn.

□ List your business on platforms like Yelp and Trip Advisor.
□ Design promotional materials with local printers.
□ Attend local networking events.
- Long Beach Area Chamber of Commerce: 562.436.1251 and lbchamber.com

STEP 8: PREPARE FOR LAUNCH

□ Finalize permits, licenses and inspections.
□ Purchase or lease equipment and stock inventory.
□ Test products or services with a soft launch.
□ Announce your opening and host a ribbon-cutting ceremony with the City.

STEP 9: STAY IN COMPLIANCE

□ Pay business taxes.
□ Renew your business license annually.
□ Keep accurate financial records with tools.

STEP 10: GROW YOUR BUSINESS

□ Monitor financials and refine your strategy.
□ Explore funding for expansion.
□ Build partnerships with local organizations and stay engaged with business resources.
□ Explore contracting opportunities with the City and County.
- Long Beach Buys: longbeachbuys.com
- Los Angeles County: lacounty.gov/business

Foodologie

WE'RE HERE TO HELP YOUR BUSINESS PROSPER AND GROW!

Long Beach Department of Economic Development & Opportunity BizCare
562.570.4BIZ (4249)
BizCare@longbeach.gov

Long Beach Department of Economic Development & Opportunity Long Beach Workforce Innovation Network
562.570.3700

Long Beach Community Development Department Permit Center
562.570.5223

Long Beach Department of Financial Management Business License Division
562.570.6211

Long Beach Fire Department
562.570.2500

Long Beach Department of Health & Human Services
562.570.4000

Long Beach Department of Economic Development & Opportunity
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Visit us at longbeach.gov/edo

@LBEconDev

To request this information in an alternative format or to request a reasonable accommodation, please contact the Department of Economic Development & Opportunity at EDOMedia@longbeach.gov. A minimum of three (3) business days is requested to ensure availability. Reasonable attempts will be made to accommodate requests made within less than three (3) business days.