
Business Services

The City has adopted as part of its mission to continuously work to improve local economic development conditions by being proactive, helpful, and attentive to our business partners needs. The City Council of the City of Atwater has adopted a policy of encouraging economic development to improve the City's financial picture and provide opportunities for citizens to shop and be employed locally.

Typically economic development is a comprehensive approach which includes many factors and approaches including but not limited to:

- Marketing of the community including opportunities for business investment
- Creation of business support networks, programs, and physical infrastructure

The City of Atwater has a close working relationship with the Atwater Chamber of Commerce. This relationship allows for information to be shared. The Chamber and its members are aware of issues and opportunities within the community from the City's perspective. In return the City is advised of issues facing local businesses. The Chamber plays a key role in understanding potential impacts that may arise from new or amended local legislation being considered by the City.

Community Information

The City is often relied upon for research including, population projections, housing growth, new investment, and opportunities. Information is posted and updated regularly on the City's web site located at www.atwater.org (209) 357-6340.

Information on Sites - Business Locations

City staff are ready to assist prospective business people in locating and securing facilities which meet local zoning requirements. Consulting the City before signing a lease or purchase agreement is a simple way to avoid potential delays, costs, or possible application denials. City staff can help provide information on permitting requirements, the approval process, and other useful information (209) 357-6340.

Access to Business Counseling

A variety of different programs exist to help analyze business startups, develop marketing plans - business plans, analyze financing needs and opportunities, planning for expansion, and other needs. A few include:

- Alliance Small Business Development Center - Merced Office (209) 381-6545
www.alliancesbdc.com
- SCORE - Yosemite Chapter located in Merced (209) 724-2033
www.score556.org
- Microenterprise Business Assistance Program, Venture Capital, Entrepreneur Program (209) 385-7686

Access to Financing

Atwater Microenterprise Revolving Loan Fund, loans between \$3,000 to \$50,000 (209) 357-6340, business@atwater.org

Merced County Revolving Loan Fund (209) 385-7686

SBA Loans & Loan Guarantees
US Small Business Administration
(800) 359-1833 option 6
www.sba.gov/ca/fresno

SBA 504 Loan Program
Success Capital Expansion &
Development Corporation
(209) 521-9372
www.scedco.org

Program Incentive Areas

Atwater has two program incentive areas which provide tax credits or other benefits based upon the location of the business. For information please contact the Community Development Department at (209) 357-6340, business@atwater.org

State Enterprise Zone Program

- Hiring Tax Credits for Qualified Employees
- Sales and Use Tax Credits on qualified equipment - machinery
- Business Expense Deduction
- Net Interest Deduction for Lenders
- Net Operating Loss Carryover

Foreign Trade Zone

- Deferral or waiver of duties on imported goods

Employer Assistance Programs

Worknet of Merced County Provides many programs to help secure employees, train employees, and provide other job placement services, including;

The referral of job seekers who match an employer's specifications as the result of an extensive assessment and testing process.

Vocational training for qualified individuals.

When there are specific industry needs, customized training can be tailored to exactly what you need.

On-the-Job Training (OJT) can be arranged in certain cases to cut the expenses of recruiting, interviewing, and training a new employee. The employer is reimbursed for part of the training expenses.

Consultation and Outplacement Services to companies facing closure, relocation, consolidation, or expansion.

Information on hiring tax credits which can result in after tax savings of as much as \$29,235 in state income taxes and \$8,500 in federal income taxes.

724-2030 or 1-877-267-WORK.

Workplace Learning Resource Center

Merced College can provide low cost employer services including employee assessment and customized training for all types of businesses. Assistance ranges from on site education, workshops held in different communities, and classes held at the college campus, (209) 383-0360.

<http://www.mccd.edu/wplrc/>

Some specific programs include:

- Customer Service Academy
www.mccd.edu/csa
- Center for International Trade
www.citd.com

Business Licenses

The Atwater Municipal Code identifies a business as professions, trades, and occupations (including home occupations), both for profit and non profit. The Atwater Municipal Code requires that all new businesses procure a Business License prior to carrying out business transactions. Businesses that move from one location to another are also required to obtain a new license. In order to obtain a Business License the applicant must file an application, pay the appropriate fees, and meet all other requirements briefly described here and elsewhere in the Atwater Municipal Code.

Annual license fees are also required to continue operating a business within the City.

For additional information please contact the Atwater Finance Department at (209) 357-6310, finance@atwater.org

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Community Pride . . .

City Wide

www.atwater.org

City of Atwater
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