



ESCONDIDO



**AT
YOUR SERVICE!**

**Business
Resource Guide**



Your company needs to

EXPAND

It's up to you to examine alternatives that will enable
your company to

ESTABLISH

itself competitively.

You need extensive resources to

ENSURE

you will be effective and efficient.

You
EXPLORE

one locale after another, seeking the essence of
something extraordinary in an otherwise ordinary world.

A community creative enough to nurture
your employees and

ENTICE

your customers, educated enough to lead by example and
enterprising enough to find solutions for today's world.

You
EXPRESS

your desire for a community
small enough to know your
name and expansive enough
to host the world's greatest entertainers.

But most of all, a community that will

EXCEED

expectation - breathtakingly located
at Interstate 15 and Highway 78.

Experience

ESCONDIDO





At Your Service Business Resource Guide

City of Escondido
201 N. Broadway
Escondido, CA 92025
760-839-4000

Escondido Chamber of Commerce
720 N. Broadway
Escondido, CA 92025
760-745-2125

Published January 2004

At Your Service!

Whether you're just starting a business, or already have a business, you probably wish you had a one-stop place to go that can provide information about business resources.

The "***At Your Service Business Resource Guide***" is a handy and important tool for the business community.

The Guide purposely has only brief information about a particular resource, and relies heavily on websites to provide more detailed information. Additional contact information is provided when possible for your use. We will be updating the electronic version of the Resource Guide, as needed. The on-line version of this guide can be found at www.ci.escondido.ca.us/econdev/index.html.

To give the best service to our business community, the City of Escondido Economic Development Division and City staff developed the Guide. Thanks to the generosity of the Escondido Chamber of Commerce Economic Development Committee for sponsoring the printing cost, hard copies of the guide are available at the Chamber office and at City Hall.

We hope this resource will be beneficial to you, and welcome comments and suggestions for future guides. Contact us at 760-839-4000; **we're here to serve you!**

Graphic Design by Melanie Winkelmann, City of Escondido Planning Division Graphic Design Artist.

TABLE of CONTENTS

Page

[ADA Requirements](#) 5

[Agriculture](#)..... 5

[Arts, Entertainment & Museums](#) 6

[Business Associations](#) 7

[Business Counseling](#) 8

[Business Licenses](#) 9

[Chambers of Commerce](#)..... 9

[City of Escondido Business Resources](#) 10

[City of Escondido Depts., Divisions & Facilities](#)..... 11

[City of Escondido – How to do business with us](#) 15

[Company Reports and Profiles](#) 16

[County of San Diego Resources](#) 16

[Economic Development](#)..... 17

[Education Resources and Literacy Services](#) 18

[Emergency Assistance](#) 20

[Energy Information](#) 22

[Environmental Resources](#)..... 23

[Establishing Your Business](#) 23

[Financial Information](#) 24

[Frequently Asked Questions About Escondido](#) 26

[Government Resources: City, State & Federal Links](#) 26

[Graffiti](#) 31

TABLE of CONTENTS

Page

[Grants, Incentives & Fee Waivers](#) 31

[Home Based Businesses](#)..... 32

[Hospitals](#) 33

[Import/Export Resource Information](#)..... 33

[Library Services](#) 35

[Mega Web Sites For Business Information](#) 35

[Minority Business Assistance](#) 36

[Networking](#)..... 37

[Newspapers, Newsletters & Business Reports](#) 37

[Patents & Trademarks](#) 38

[Permits](#)..... 38

[Post Offices](#) 39

[Recreation and Family Fun Activities](#) 39

[Recycling](#) 39

[Shopping](#)..... 40

[Tax Issues](#) 40

[Technology Links](#)..... 41

[Tourism](#)..... 41

[Transportation](#)..... 41

[Workforce Resources/Employment, Training & Recruitment](#) 42

[Zoning](#)..... 44

ADA REQUIREMENTS

Able-Disabled Advocacy

4700 N. River Road
Oceanside, CA 92057
760-439-7033 www.abledisabledadvocacy.org

A-DA TECHWORKS offers free customized employment and training services to employers for persons with disabilities ages 18 and older including: vocational assessment, workplace skills, certified computer training, job search and placement. Employers that hire A-DA participants may be eligible to receive a Work Opportunity Tax Credit.



AGRICULTURE

California Farm Bureau Association (CFBA)

2300 River Plaza Drive
Sacramento, CA 95833
916-561-5550
www.cfbf.com/about/

CFBA is a voluntary, nongovernmental, nonpartisan organization of farm and ranch families seeking solutions to the problems that affect their lives,

both socially and economically. The Farm Bureau is organized on a county, state and national basis. The county Farm Bureau is the nucleus of the organization.

County Farm Bureau

1670 E. Valley Parkway
Escondido, CA
760-745-3023

County Department of Agriculture Dept. of Weights & Measures
858-694-2778

Escondido Community Gardens

Escondido is home to one of the most unique gardening programs in the state and boasts three community gardens with over 145 garden plots

available for residents to use. Visit the website for additional information.
www.ci.escondido.ca.us/depts/hns/neighborhood/community/gardens.html

Escondido Farmers Market

Downtown Escondido's Certified Farmers Market showcases fresh-picked California-grown fruits, vegetables, and flowers every Tuesday, year-round, at the corner of Grand Avenue and Broadway, from 2:30 p.m. to 6:00 p.m. For more information, call 760-745-8877. The Farmers Market is sponsored by the Downtown Business Association of Escondido. www.downtownescondido.com

ARTS, ENTERTAINMENT & MUSEUMS

California Center for the Arts, Escondido (CAAE)

340 North Escondido Boulevard
Escondido, CA 92025
1-800-98-TICKETS (1-800-988-4253) www.artcenter.org

CAAE is located on a 12-acre campus in the heart of downtown Escondido. CCAE has a 1,538-seat concert hall and a 408-seat theater presenting theatre, Broadway musicals, dance, comedy, and concerts; a museum featuring painting, sculpture, photography, and installations highlighting the art of this century; and a full-service conference center and banquet facility catering to civic groups, trade shows, private receptions, weddings, and corporate meetings.

Escondido Arts Partnership (EAP)

142 West Grand Ave
Escondido, CA 92025
760-480-4101 www.escondidoarts.org

EAP is the city's official nonprofit arts agency and was established in December 1995 to promote Escondido art and artists. EAP creates an environment where the arts can prosper and enhance the quality of life for Escondido's residents and visitors.

Escondido Children's Museum (ECM)

380 N. Escondido Blvd
CAAE - Art Studio I
Escondido, CA 92025
760-233-7755
www.escondidochildrensmuseum.org



The mission of the ECM is to build creative minds in children through innovative, interactive exhibits and programs that celebrate family, a diverse society, and the natural world. The ECM fills a community need by offering a wholesome, educational and appealing gathering place for families, schools, and other groups that serve children. ECM programs and exhibits cultivate school readiness and lifelong learning. As only a children's museum can, ECM affirms diverse children as they develop and helps them understand the world they'll inherit.

Patio Playhouse

201 East Grand Avenue, Suite 1-D
Escondido, CA 92025
760-746-6669 www.patioplayhouse.com

Patio Playhouse was incorporated in November of 1967 to establish a little theatre group for theatrical arts education and presentation. Patio Playhouse provides a venue where people from school age to seniors can participate in live drama, learn new skills, and enrich the quality of life in the community. The youth theatre provides in-school performances to introduce schoolchildren to live theatre.

Theatrx

155 East Grand Avenue
Escondido, CA 92025
760-735-2491 www.theatrx.com

THEATRXX is a Repertory Theatre Company which opened its doors to the public in December of 1997 with their first Christmas Review "Home for the Holidays."

Escondido Stadium 16

Signature Theatre

350 W. Valley Parkway
Escondido, CA 92025
www.signaturetheatres.com

BUSINESS ASSOCIATIONS

Comerciantes Latinos Asociados/Association of Latino Merchants

Latino Merchants Association (LMA) promotes Latino businesses so that their success contributes to the regional economy. LMA carries out its mission with the participation of established business people who

cooperate with each other; sharing information, knowledge and experience and serving as mentors to new Latino businesses. Please check the website for contact and meeting information.

www.ci.escondido.ca.us/econdev/latinos

Downtown Business Association (DBA)

120 West Grand Avenue, Ste 202

Escondido CA, 92025

760-745-8877 www.downtownescondido.com

In 1962, the DBA was established by business owners to speak for the central commercial district and is the steward of the Business Improvement District since 1989. The DBA's all-volunteer Board and Committees follows the National Main Street 4-point approach.

East Valley Association (EVA)

720 North Broadway

Escondido, CA 92025

760-746-5476 www.ci.escondido.ca.us/econdev/events/eva/index.html

The EVA's goal is to develop and implement a comprehensive strategy for the revitalization of the physical character and economic health of East Valley Parkway businesses and the community.

Mercado Business Association (MBA)

720 North Broadway

Escondido, CA 92025

760-745-9090

www.ci.escondido.ca.us/econdev/events/mercado/index.html

The focus area of the Mercado project is located north of Fifth Avenue, south of West Valley Parkway, between Centre City Parkway and Quince Street. Monthly meeting time and locations vary so please call for details.

BUSINESS COUNSELING

SCORE ® is a national organization that provides free counseling to hundreds of entrepreneurs in the San Diego area. Experienced business executives donate their time to help you start a new business or improve your present business and have a wide variety of business backgrounds. Call 619-557-7272 or visit www.score-sandiego.org.

BUSINESS LICENSES

City of Escondido

201 N. Broadway
Escondido, CA 92025
760-839-4650

www.ci.escondido.ca.us/depts/cd/code



All businesses operating in the City of Escondido are required to have a business license, including businesses that operate from home. The City of Escondido provides a one-stop shop for obtaining your license.

CalGOLD database provides detailed information on business permits, license and registration requirements from all levels of government.

www.calgold.ca.gov

Contractors State License Board

Contractor regulation and licensing in more than 40 classifications.

www.cslb.ca.gov

Department of Consumer Affairs

Licensing information for more than 200 business categories.

www.dca.ca.gov

Secretary of State

Business filing, Corporations, Limited Liability Companies, Notary Public application and Uniform Commercial Code filings. www.ss.ca.gov

CHAMBERS OF COMMERCE

Escondido Chamber of Commerce

720 N. Broadway
Escondido, CA 92025
760-745-2125

www.escondidochamber.org



The Chamber is an organization focused on influencing the political, social and economic direction of Escondido. It is a driving force among key players in developing and implementing positive actions which lead to prosperity for the Escondido community, businesses and citizens.

California Chamber of Commerce

California business news and commentary. www.calchamber.com

San Diego County Hispanic Chamber of Commerce (SDCHCC)
1250 Sixth Avenue, Suite 550
San Diego, CA 92101
619-702-0790 www.sdchcc.com

The San Diego County Hispanic Chamber of Commerce's mission is to promote a favorable business climate, advance economic development, enhance the social and cultural environment of the community and encourage responsible and cost effective governmental responsibility.



CITY OF ESCONDIDO BUSINESS RESOURCES

Business Retention & Expansion Program (BREP)

BREP can help your business be more successful and can assist in business expansion and/or relocation in Escondido; act as a liaison and problem solver for city-related issues; facilitate communication as a single point of contact for city-related questions; provide referrals to other agencies, and resources regarding business consulting, employment needs, financing and more. Call 760-839-4000 or visit the website.

www.ci.escondido.ca.us/econdev/brep

Host/Domain Name Registration

Customers will identify with the Escondido CA.US domain as a company that is technically innovative while still being close to home. This service is available to any resident, business or organization that is either based in the City of Escondido, or has branch offices in Escondido, CA. To find out how you can sign up visit www.ci.escondido.ca.us/services/domain.

Map Data

The City of Escondido Economic Development Division uses Geographic Information Systems (GIS) software to analyze geographic data, assist local business, and provide easy-to-understand mapping information. Available maps include: Area Boundaries, City of Escondido, Housing Developments, Mercado Project Area, Restaurants and Shopping Centers. www.ci.escondido.ca.us/econdev/mapped/index

Sales Tax Revenue Update

Escondido is #1 in retail sales in San Diego County, except for the City of San Diego. The Economic Development Division performs a geo-area sales tax analysis to monitor the performance of commercial business districts in Escondido. Tracking the performance of well-defined commercial areas using sales tax data provides insight into our local retail economy and allows us to evaluate business climate.

Site Selection Assistance

The City of Escondido Economic Development Division actively engages in recruitment, attraction, and retention of businesses that provide quality goods and services, and high paying jobs. The online Site Request Form gives business and property owners, residents, developers, and real estate agents the ability to electronically send information to EDD. Call 760-839-6203 or www.ci.escondido.ca.us/econdev/site/index.html.

CITY OF ESCONDIDO DEPARTMENTS, DIVISIONS AND FACILITIES – City Hall 201 N. Broadway

The Mission of the City of Escondido staff is to enhance the quality of life, environment, and safety of our customers and employees in an atmosphere of courtesy, integrity, respect for diversity and quality service. All City Departments and Divisions will be happy to assist you. For a list, visit www.ci.escondido.ca.us/depts/index.html.

City Attorney

City Hall, Second Floor

760-839-4608 www.ci.escondido.ca.us/depts/at/index.html

The Escondido City Attorney represents the City of Escondido and also advises the City Council, City Departments, and City Boards and Commissions regarding legal and regulatory matters of concern to the City and its operations. The office represents the City in all civil lawsuits and administrative proceedings filed against or on behalf of the City.

City Clerk

City Hall, Second Floor

760-839-4617 www.ci.escondido.ca.us/depts/cc/index.html

The City Clerk is responsible for the care and custody of all the official records and documents of the City, and for providing and maintaining

legal and historical records and information. The City Clerk conducts all municipal and special elections held by the City, coordinates the annual Board and Commission recruitment process, administers a citywide records management program, administers regulations relating to the Fair Political Practices Commission, and coordinates the updating of the Escondido Municipal and Zoning Codes.

City Manager

City Hall, Second Floor

760-839-4631 www.ci.escondido.ca.us/depts/cm/index.html

The City Manager's office supports the information and policy-making needs of the Council, implements Council decisions and directives, and manages the day-to-day operations of City departments.

Community Development Department (CDD)

City Hall, First Floor

760-839-4671 www.ci.escondido.ca.us/depts/cd/index.html

The CDD is comprised of four divisions (**Building, Code Enforcement, Economic Development and Planning**) working together to protect life and property, to improve the quality of life and the environment and to address the needs of businesses.

Building Division

City Hall, First Floor

760-839-4647 www.ci.escondido.ca.us/depts/cd/building/index.html

The Building Division protects life and property through the application and enforcement of codes and standards for the construction and maintenance of buildings and structures in the city. They are your source for: Building Advisory & Appeals Board, Building Fees, Building Inspections, Building Permits, Building Permit Records, Building Plans, Development Fees, Pool Permits and Street Address Numbers.

Code Enforcement Division

City Hall, First Floor

760-839-4650 www.ci.escondido.ca.us/depts/cd/code/index.html

The Code Enforcement Division (CED) protects life, safety, and property through the enforcement of codes and standards for the maintenance and regulation of property, buildings, and structures in the city. The

Division also enforces the requirements for the licensing of all persons conducting business within the city of Escondido. CED is your source for the Abandoned Vehicle Abatement Program (*vehicles on private property only*), Business Licenses, Code Enforcement Complaints, (all complaints are confidential), Code Enforcement and Mobile home Inspections, and Sign Abatement (illegal signs in the right-of-way).

Economic Development Division (EDD)

City Hall, Second Floor – *will move to first floor First Quarter 2004*
760-839-4563 www.ci.escondido.ca.us/depts/cd/edd/index.html

Escondido has established a climate attentive to the needs of new and existing businesses. For a list of business resources, incentives, key information policies and programs contact EDD or check out the website.

Planning Division

City Hall, First Floor
760-839-4671 www.ci.escondido.ca.us/depts/cd/planning/index.html

The Planning Division assists in maintaining and improving the quality of life and the environment through the General Plan Implementation Program and the development review process. The Planning Division is your source for: Demographics, Development Applications, Design Review Board, Environmental Advisory Board, Fencing Requirements, General Plan Historic Preservation Commission, Parcel / Zoning Information, Parking Requirements, Planning Commission, Setback Requirements, Street Names and the City's Zoning Ordinance.

Community Services Department

City Hall, First Floor
760-839-4691 www.ci.escondido.ca.us/depts/cs/index.html

The Community Services Department is responsible for the development and scheduling of recreation programs. The department is also responsible for Library services offered at the Main Library, Branch Library, and Pioneer Room, the Public Art Program, and Older Adults programming and nutrition services.

Community Services is your source for: East Valley Community Center, Escondido Sports Center, Older Adults Services / OASIS, Main Library / Computer Center, East Valley Branch Library, Pioneer Room

Local History and Genealogy Research, Public Art Program, Public Meeting Rooms, Recreation and Social Services Referral Information.

Finance Department

City Hall, Second Floor

760-839-4676 www.ci.escondido.ca.us/depts/fi/index.html

The Finance Department accounts for all revenues and expenses of the City. This includes utility, false alarm and paramedic billing, passports, collections, payroll, purchasing and payments to vendors. Finance is responsible for the City's annual audit, publication of the Comprehensive Annual Financial Report and the Annual Capital Improvements Budget.

The Finance Department is your source for: Bidders' List Information, Budget, Collections, Paramedic Billing, Passport Services Purchasing Division, Utility Billing and the Utility Billing Automatic Payment Program.

Housing and Neighborhood Services

City Hall, First Floor

760-839-4841 www.ci.escondido.ca.us/depts/hns/index.html

Housing Services is your source for: Affordable Multi-Family Project Development, Apartment Rental Subsidy Program, City-owned Mobile home Parks (Mountain Shadows & Escondido Views), First-Time Home Buyer Program, HOME Program, Housing Rehabilitation Loan Program and Mobile home Rental Subsidy Program.

Neighborhood Services is responsible for administration of CDBG Public Service and General Fund Human Service Grant programs and projects. The division also manages capital projects related to neighborhood improvements and acts as the primary liaison between the City, neighborhood organizations, and the Department of Housing and Urban Development (HUD).

Human Resources (HR)

Job Hotline: 760-839-4585

City Hall, Second Floor

760-839-4643 www.ci.escondido.ca.us/depts/hr/index.html

HR functions as a supportive partner by providing a full range of services to City of Escondido employees and the public. Services include employee and labor relations, classification and compensation, recruitment and selection, employee benefit programs, safety and risk

management, policy development, and training. HR employees serve as advisors to departments, thereby providing information that empowers managers, administrators, and staff to meet the goals of the City.

Public Works Department (PW)

City Hall, First Floor

760-839-4651 www.ci.escondido.ca.us/depts/pw/index.html

Public Works is responsible for the physical structures and facilities that house governmental functions and provide transportation, drainage and flood control, water, waste disposal, and similar services. They are your source for Geographic Information System (GIS) Maintenance (Streets & Parks) Utilities (Water & Wastewater), Building & Facility Maintenance, Capital Improvement Projects, Design Standards, Graffiti Removal, Parks & Landscaping Maintenance, Recycled Water Program, Requesting Repairs/Reporting Problems, Street Maintenance & Sweeping, Traffic Engineering and Utilities Administration.

HOW TO DO BUSINESS WITH THE CITY OF ESCONDIDO

Bidding on a Public Project

Engineering Division

City Hall, First Floor

760-839-4651 www.ci.escondido.ca.us/depts/pw/engineering/index.html

The Engineering Division coordinates engineering review of private development projects, planning applications, and environmental studies; designs and administers bidding of all capital improvement projects; inspects all public construction projects including those initiated by private developers; and administers traffic and transportation projects. The Division utilizes www.ebidboard.com **Construction Bidboard™** to better assist businesses with the bid process.

Finding Out About Current Open Bids & Quotes

City of Escondido Purchasing Division

City Hall, Second Floor

760-839-4697 www.ci.escondido.ca.us/depts/fi/purchasing/index

The principal function of the Purchasing Division is to assist City departments in securing a variety of items, including supplies, equipment and services necessary to carry out their duties at the most economical cost. The Purchasing Division acts as a liaison between departments,

vendors, and contractors. Responsibilities are carried out in accordance with the legal requirements established in the Escondido Municipal Code and by the general law of the State of California. To be added to the City's bidders' list, obtain an online copy the Bidders' List Form* and send your request back either by fax or mail. Attach your business card and, if possible, a line card.

COMPANY REPORTS AND PROFILES

Edgar Database of Corporate Information - All corporations are required to file 10K & 10KSB statements and other forms with the SEC. Download these from their website - www.sec.gov/edgarhp.htm

PRARS is America's largest annual report service. Company financials, including annual reports, prospectuses or 10k's on over 3,600 public companies are available without charge. Call 1-800-4-ANNUAL (426-6825) or PHONE: 1-860-974-2223. www.prars.com

COUNTY OF SAN DIEGO RESOURCES

County of San Diego

1600 Pacific Highway
San Diego, CA 92101
858-694-3900 www.co.san-diego.ca.us

County Assessor

San Marcos Branch Office
334 Via Vera Cruz, Suite 150
San Marcos, CA 92069
760-940-6868

San Diego County Board of Supervisors

Pam Slater - 3rd District
1600 Pacific Highway, #335
San Diego, CA 92101 www.co.san-diego.ca.us/cnty/bos/sup

County Health Department

San Marcos Branch Office
334 Via Vera Cruz, Suite 150
San Marcos, CA 92069
760-471-0730

ECONOMIC DEVELOPMENT

City of Escondido Economic Development Division (EDD)

City Hall, Second Floor – *moving to First Floor First Quarter 2004*
760-839-4563 www.ci.escondido.ca.us/econdev/index.html

Escondido EDD is dedicated to working with businesses and organizations to improve their environment connect them with resources, bring their issues to decision makers, and to provide business and market related information.

Escondido Chamber of Commerce

Economic Development Committee (EDC)
720 N. Broadway
Escondido, CA 92025
760-745-2125 www.escondidochamber.org

Volunteer leadership ensures that the Chamber's financial health is strong, that the Chamber is a leading component for a business friendly environment and that the Chamber has sufficient strength in numbers to promote positive change. Chamber leadership thinks globally while making the Chamber a "point source" for local business opportunities and problem solving. EDC meets the third Thursday of each month.

East County Economic Development Council (ECEDC)

1870 Cordell Court, Suite 202
El Cajon, CA 92020
619-258-3670 www.eastcountyedc.org

The East County EDC effectively promotes the importance of a healthy, vital economic climate and quality of life in San Diego's East County.

San Diego North Economic Development Council (SDNEDC)

100 Rancho Santa Fe Rd., Suite 124
San Marcos, CA 92069
760-598-9311 www.sandiegonthedc.org

SDNEDC is a coalition of the private and public sectors working together to sustain and carefully grow the economic base of North San Diego County. The Council will work with businesses, chambers of commerce, health organizations, local governments and educational institutions to improve the quality of life and economic sustainability of North County.

San Diego Regional Economic Development Corporation (SDREDC)
401 B Street, Suite 1100
San Diego, CA 92101
619-234-8484 www.sandiegobusiness.org

SDREC works to create and sustain a region that is globally competitive, fueled by a diversified, technology-driven economy, and positioned to achieve sustained economic prosperity and opportunity for its residents.

EDUCATION RESOURCES AND LITERACY SERVICES

Cal State University San Marcos (CSUSM)
333 Twin Oaks Valley Road
San Marcos, CA 92096
760-750-4000 www.csusm.edu

CSUSM offers rigorous undergraduate and graduate programs distinguished by exemplary teaching, innovative curricula, and the application of new technologies. CSUSM provides a range of services that responds to the needs of a student body with diverse backgrounds, expanding student access to an excellent and affordable education. As a public university, CSUSM grounds its mission in the public trust, alignment with regional needs, and sustained enrichment of the intellectual, civic, economic, and cultural life of our region and state.

Escondido Education COMPACT
2251 East Valley Pkwy
Escondido, CA 92027
760-839-4515 www.educationcompact.org

The COMPACT is designed to provide youth with job readiness, training and linkages to employment. It works with local businesses and industry to provide enriching educational and career exploration for all students who access the programs and support education for youth. The purpose is to expand the education and career opportunities for students and assist them in becoming contributing citizens to our community.

Escondido Union School District
1330 East Grand Ave
Escondido, CA 92027-3099
760-432-2400 www.eusd4kids.org

Escondido Union (Elementary) School District (EUSD), in partnership with the community, is committed to providing quality-learning experiences for all students in a supportive environment, enabling them to be lifelong learners, productive members of the community, and positive contributors.

Escondido Union High School District

302 North Midway Drive
Escondido, CA 92027
760-291-3200 www.euhdsd.k12.ca.us

The EUHSD supports three comprehensive high schools – Escondido, Orange Glen and San Pasqual – and Valley (Continuation) and Center City (Independent Study). A wide range of college preparatory, vocational and special education courses are offered, preparing today’s students to attend the nation’s universities, community colleges, or to enter the workforce immediately after graduation.

Literacy Services

Escondido Public Library
239 South Kalmia Street
Escondido, CA 92025
760-747-2233 www.ci.escondido.ca.us/library/literacy/index.htm



The Escondido Public Library provides one-on-one and small group intergenerational literacy services for English speaking adults and their families who want to improve reading, writing and technology skills. Bilingual workplace skills and financial literacy classes are also provided to support local business in developing their employee skills.

Palomar College

1140 West Mission Road
San Marcos, CA 92069
760-744-1150 www.palomar.edu

Palomar College is a public two-year community college. Palomar enrolls approximately 30,000 full-time and part-time students. Residents of California are charged only \$18 per unit. Students may choose from over 200 associate degree and certificate programs, complete the first two years of a bachelor's degree, or enjoy personal enrichment classes for lifelong learning. Visit the website for more information.

Private Schools

There are a number of private schools in Escondido. For a listing, visit www.ci.escondido.ca.us/glance/schools.

San Diego County Regional Occupational Program (ROP)

North County Coordinator

858-571-7243 www.sdcoe.k12.ca.us/rop

The San Diego County ROP is the largest County ROP in the state of California serving 45,000 students per year who are at least 16 years of age through adult. Teachers are credentialed by the California Commission on Teacher Credentialing and the program is accredited by the Western Association of Schools and Colleges (WASC). Over 490 tuition-free courses are offered per year.

San Pasqual Union School District

15305 Rockwood Road

Escondido, CA 92027-6700 www.sdcoe.k12.ca.us/districts/sanpasqual

San Pasqual enjoys the benefits of small classes, dedicated teachers and staff members, high SAT-9 test scores, and varied academic programs. The core of the District's mission is to nurture in each student the desire to contribute and to make meaning out of life.

EMERGENCY ASSISTANCE

FIRE, POLICE, MEDICAL EMERGENCIES: CALL 9-1-1

Escondido Fire Administration/Prevention

City Hall, Second Floor

760-839-5400 www.ci.escondido.ca.us/fire/

The Escondido Fire Department (EFD) provides fire protection and emergency medical services to the City of Escondido and the Rincon Del Diablo Fire Protection District through a contractual arrangement established in 1984. EFD's mission is to serve the public, to safeguard the community from the impact of fire, medical, and environmental emergencies through education, emergency services, and enforcement.

EFD works with business owners and builders to maximize safety and evacuation elements throughout the design and construction process and enforces fire and life safety codes once a building is occupied.

Escondido Police Dept (EPD)

EMERGENCY: 9-1-1

700 West Grand Avenue

Escondido, CA 92025

Business Phone: 760-839-4722

Business FAX: 760-839-4919 www.ci.escondido.ca.us/police/

EPD is committed to providing quality service and fostering partnerships with all community members through ongoing daily, direct, and positive contacts. EPD is your sources for Activities and Events; Community Calendars; Crime Prevention Information; Newsletters; Business Information; Crime Statistics Forms; Crime Reports; Applications; Patrol Information; Special Units; Contact Information; Questions; Press Releases; Recruitment Information and Job Openings.

EPD Business Liaison Office

700 W. Grand Avenue

Escondido, CA 92025

760-839-4948 www.ci.escondido.ca.us/police/prevention/index.html

The Business Liaison is an Escondido Police Officer and is the single point of contact for businesses. Call or visit the website for business, safety and security tips.

California Highway Patrol (CHP)

1888 Oceanside Blvd. (Nearest Office)

Oceanside CA 92054-3486

760-757-1675 www.chp.ca.gov

The CHP is dedicated to providing quality safety service, and security. The public's voice has historically been, and continues to be, an integral measure of our success as a public service agency.

Center for Disease Control and Prevention (CDC)

CDC is recognized as the lead federal agency for protecting the health and safety of people. CDC serves as the national focus for developing and applying disease prevention and control, environmental health, and health promotion and education activities designed to improve the health of the people of the United States. www.cdc.gov

County Office of Emergency Services (OES)

5555 Overland, Building #19

San Diego, CA 92101

858-565-3490 www.co.san-diego.ca.us/

OES's goal is to protect life and property within the County of San Diego's Operational Area in the event of a major emergency or disaster. This is done by alerting and notifying appropriate agencies when disaster strikes; coordinating all Agencies that respond; ensuring resources are available and mobilized in times of disaster; developing plans and procedures for response to and recovery from disasters and developing and providing preparedness materials for the public.

Federal Bureau of Investigation San Diego Division

9797 Aero Drive
San Diego, California 92123
858-565-1255 sandiego.fbi.gov/

The San Diego Division of the FBI is responsible for investigations within San Diego and Imperial counties of California.

San Diego County Sheriff

San Marcos Station
187 Santar Place
San Marcos, CA 92069
760-736-2140 www.sdsheriff.net

The Sheriff's Department is the chief law enforcement agency in the County of San Diego and provides general law enforcement and jail functions in a service area of approximately 4,200 square miles.

US Border Patrol

San Diego Headquarters
2411 Boswell Rd.
Chula Vista, CA 91914-3519
619-216-4000 uscis.gov/graphics/fieldoffices/sandiego/aboutus.htm

ENERGY INFORMATION

City of Escondido Energy Links

www.ci.escondido.ca.us/g glance/energy/index.html

San Diego Regional Energy Office

8520 Tech Way, Suite 110
San Diego, CA 92123
866-SDENERGY (733-6374) www.sdenergy.org



The City of Escondido is **AT YOUR SERVICE**

The City Council, City Manager and City staff, value your business and want you to be successful and to grow in Escondido. We are here to assist you with getting your business license, processing your projects, and solving issues that arise when possible.

A friendly and knowledgeable staff will provide quality service to meet your needs. Also, the City has policies and programs in place that benefit business. They include: Business Assistance Teams, Business Enhancement Zone (BEZ) Incentives, a Façade & Property Improvement Program (FPIP), processing fee waivers for targeted areas, graffiti eradication programs and a graffiti hotline at 760-839-4668, site locating services, and much more. Let us assist you or answer your questions; we're "at your service".



WHY DO WE STAND FOR BUSINESS IN ESCONDIDO?



It's Our Job.

We are Escondido's voice of business!

"I joined the Escondido Chamber of Commerce to keep informed about the business activities and issues in Escondido. I remain a member of the Chamber because I enjoy associating with the brightest of the business community in Escondido"

Carl Skaja, Chairman of the Board
Palecek, Skaja & Broyles, LLP

"At the time I joined the Escondido Chamber of Commerce, I thought it was the best way to get connected to, and do business with, the Escondido business community. I still do."

Dick Daniels, Chairman-Elect
RMD Communications

"I joined the Escondido Chamber of Commerce to meet people on a favorable basis. The friends I have made have helped my business flourish and my involvement in the Chamber has allowed me to 'give back' to the community I have grown to love. Escondido is my 'City of Choice'."

Kevin S. Svetich, CLU
Kevin Svetich Insurance & Investments



Your Port Of Entry For Business Opportunities:



760-745-2125

email: info@escondidochamber.org

www.escondidochamber.org

Reasons to join the Chamber of Commerce ...

Contacts and Networking

- *Business After 5 Mixers*
- *Good Morning Escondido Breakfasts*

Community Involvement

- *Economic Development Committee*
- *Business Showcase Committee*
- *Member Services Committee*
- *Street Faire Committee*
- *Education Committee*

Special Events

- *60 Minutes to Success*
- *Escondido Street Faire, Spring & Fall*
- *Golf Tournament-Charitable Foundation*
- *Annual Installation Dinner*
- *Annual Business Showcase*

Visibility

- *Link from Escondido Chamber of Commerce website to your business web site*
- *Free listing of name, address, phone number and email link on the Escondido Chamber of Commerce website*
- *Free listing in annual Membership Directory*

Advertising/Referrals/ Advantages

- *Member Lists*
- *Member-to-Member discount program*
- *Referrals from calls received by the Escondido Chamber of Commerce*
- *Opportunities to advertise in the Business Advocate and Chamber of Commerce website*

Legislative advocacy and information

- *Government Issues and Political Action Committee*



California Center for the Arts,
Escondido
340 N. Broadway

Escondido

JOB FAIR

Don't miss the
BEST recruiting opportunity
at the best venue in
North County!



Job seekers
attend from all over San Diego, Orange,
Riverside
and
Imperial Counties



For more information
visit our website:

www.ci.escondido.ca.us/econdev/jobfair

ENVIRONMENTAL RESOURCES

The California Environmental Protection Agency (Cal/EPA)

Created in 1991 by Governor's Executive Order, the six Boards, Departments and Office were placed within the Cal/EPA "umbrella" to create a cabinet level voice for the protection of human health and the environment, and to assure the coordinated deployment of State resources. For more information visit www.calepa.ca.gov.

City of Escondido Storm Water Policy

Call 760-839-4668 to report any spills or violations of storm water regulations. Anything that flows into the storm drains ends up in our creeks untreated. By following simple practices, you can prevent runoff and the pollutants it carries from entering the storm drain. For information on Commercial & Industrial Best Management Practices, Community Outreach, Construction, Contacts, Links, Storm Water Regulations and to Report Violations, visit our website at www.ci.escondido.ca.us/depts/pw/utilities/stormwater/index.html.

The Environmental Protection Agency's (EPA) mission is to protect human health and to safeguard the natural environment — air, water, and land — upon which life depends. This site offers links to local resources to provide further details on environmental issues affecting your business or organization. www.epa.gov

Regional Environmental Business Resource Assistance Centers is an initiative of the California Community College system, providing assistance to businesses in complying with Federal and California EPA, OSHA and other Environmental, Health and Safety regulations. www.sandiegorebrac.org

ESTABLISHING YOUR BUSINESS

Better Business Bureau (BBB) of San Diego

5050 Murphy Canyon, Suite 110
San Diego, CA 92123
858-496-2131 www.sandiego.bbb.org

The BBB is a non-profit organization and receives about 1,000 phone calls a day. Most callers are seeking pre-purchase information on companies with whom they are considering doing business.

Center for Applied Competitive Technologies (CAT-SD)

Their mission is to advance California's economic growth and global competitiveness through quality education and services, focusing on: Continuous workforce improvement, technology deployment and Business development. www.cact-sd.org

Entrepreneurial Management Center San Diego State University
5250 Campanile Drive
San Diego, CA 92182-1915
619-594-2781 www.rohan.sdsu.edu/dept/emc/home.shtml

Entrepreneurial Management Center (EMC) is a non-profit that supports and serves the regional entrepreneurial academic, business and social communities. EMC programs provide students, faculty, and the community with opportunities for understanding and implementing concepts of entrepreneurship for business creation and growth.

Establishing Your Business in the City of Escondido

All businesses in Escondido are required to have a business license, including businesses that operate from home. The City of Escondido provides a one-stop shop for Planning/Building Departments; Fire Department; Code Enforcement and other necessary departments. For a brochure on "Establishing Your Business in Escondido", call 760-839-4659 or visit www.ci.escondido.ca.us/econdev/business/index.html.

Small Business Development Center (SBDC)

North San Diego County
1823 Mission Avenue
Oceanside, CA 92054
760-795-8740 centerinfo@miracosta.edu

SBDC offers NO COST assistance in Finance, Marketing, Business planning, Government contracting, Manufacturing, General business, Accounting, and E-business. www.sandiegosmallbiz.com

FINANCIAL INFORMATION

ACCION San Diego

1250 6th Avenue, Suite 500
San Diego, CA 92101
619-685-1380 www.accionsandiego.org

ACCION San Diego supports low- to moderate-income small business owners. With micro loans ranging from \$300-\$25,000 clients can increase their inventory, buy equipment and raw materials, and grow their businesses.

Bankrate Inc. is an Internet consumer finance marketplace that owns and operates a portfolio of Internet-based personal finance channels including banking, investing, taxes and small-business finance. Find the current rates on mortgages, home equity loans, certificates of deposit and credit cards. www.bankrate.com

CDC Small Business Finance

San Diego County Corporate Headquarters
925 Fort Stockton Drive
San Diego, CA 92103
619-291-3594 – FAX 619-291-6954 www.cdcloans.com

CDC Small Business Finance is committed to serving the capital needs of small businesses in San Diego. CDC Small Business Finance is the largest of over 260 Certified Development Companies nationwide working with the U.S. Small Business Administration to provide low-cost financing for small businesses.

CNN Financial Network

This 24-hour news powerhouse provides comprehensive news, financial markets, planning and management articles. www.money.cnn.com

Federal Deposit Insurance Corporation (FDIC)

The Federal Deposit Insurance Corporation's mission is to maintain the stability of and public confidence in the nation's financial system. The FDIC was created in 1933 to insure deposits and promote safe and sound banking practices. www.fdic.gov

The Federal Reserve Bank of San Francisco is the fiscal agent for the U.S. Treasury. The Twelfth Federal Reserve District includes the nine western states--Alaska, Arizona, **California**, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington--and American Samoa, Guam, and the Northern Mariana Islands. www.federalreservebanks.org/

MSN Moneycentral

A personal finance mega-site. Find help with money, investing, banking, planning and taxes. www.moneycentral.msn.com

Yahoo Finance Company & Fund Index

Profiles on over 9,000 public companies including contact information; business summaries; officer and employee information; sector and industry classification; financial statements and ratios. biz.yahoo.com/i/

FREQUENTLY ASKED QUESTIONS ABOUT ESCONDIDO

Escondido is a wonderful place to visit, live, work, play, and provides a business-friendly environment. www.ci.escondido.ca.us/glance

Escondido Community Profile

The City creates and publishes a Community Profile approximately every three years. www.ci.escondido.ca.us/econdev/profile/index.html

GOVERNMENT RESOURCES: CITY, STATE AND FEDERAL LINKS

For a list of City, County, State and Federal Resources, and Legislative links, visit www.ci.escondido.ca.us/links/index.html.

California Department of Education (CDE)

P.O. Box 944272
Sacramento, CA 94244-2720
916-319-0791 www.cde.ca.gov

California State Assembly

State Capitol
P.O. Box 942849
Sacramento, CA 94249-0000 www.assembly.ca.gov

California Technology, Trade and Commerce Agency is a dynamic and interactive portal into the world's 5th largest economy. Find the tools you need for success at www.commerce.ca.gov/state/ttca/ttca.

City of Escondido Council Members

City Hall
201 North Broadway
Escondido, CA 92025
760-839-4610 www.ci.escondido.ca.us/government/members/index.html

Escondido Council Members

Lori Holt Pfeiler, Mayor

lpfeiler@ci.escondido.ca.us

Marie Waldron, Mayor Pro Tem

mwaldron@ci.escondido.ca.us

Tom D'Agosta, Council Member

tdagosta@ci.escondido.ca.us

Ed Gallo, Council Member

egallo@ci.escondido.ca.us

Ron Newman, Council Member

rnewman@ci.escondido.ca.us

Department of Consumer Affairs (DCA)

400 R Street

Sacramento, CA 95814

800-952-5210 or 916-445-1254 www.dca.ca.gov

DCA promotes and protects the interests of California consumers. DCA licenses and regulates 2.3 million professionals in more than 200 business categories to help you make smart choices.

FedWorld was established through the Department of Commerce to serve as the online locator service for a comprehensive inventory of Federal Government information. www.fedworld.gov

GovBenefits is the official free government benefits website and can help you find the benefits and assistance you may be eligible to receive. www.govbenefits.gov

Internal Revenue Service site offers information, forms and training for small business owners. www.irs.gov

Legislators

San Diego County Board of Supervisors

3rd District Pam Slater

1600 Pacific Highway, #335

San Diego, CA 92101

619-531-5533 Pam.Slater@sdcounty.ca.gov

California State Senate

38th District Bill Morrow
2755 Jefferson Street, Ste, 101
Carlsbad, CA 92008
760-434-7930 www.republican.sen.ca.gov/web/38/default.asp

California State Assembly

74th District Mark Wyland
221 East Main Street, Ste. 205
Vista, CA 92084
760-631-7670 www.republican.assembly.ca.gov/members/74

Governor of California

Arnold Schwarzenegger
State Capitol
Sacramento, CA 95814-4905 www.governor.ca.gov/state/govsite/gov

U.S. House of Representatives

51st District Randy "Duke" Cunningham
613 West Valley Parkway, #320
Escondido, CA 92025
760-737-8438 www.house.gov

United States Senate

Dianne Feinstein
750 B Street, #1030
San Diego, CA 92101
619-231-9712 www.senate.gov

Senator Barbara Boxer

525 B Street, #990
San Diego, CA 92101
619-239-3884 www.senate.gov

Library of Congress (LOC)

101 Independence Ave, SE
Washington, DC 20540
202-707-5000 www.locweb.loc.gov

The Library of Congress is the nation's oldest federal cultural institution and serves as the research arm of Congress. It is the largest library in the world with more than 126 million items on approximately 530 miles of bookshelves. Visit the website for an on-line catalog.

San Diego Association of Governments (SANDAG)

401 B Street, Suite 800

San Diego, CA 92101

619-595-5300 www.sandag.cog.ca.us

SANDAG serves as the forum for decision-making on regional issues such as growth, transportation, land use, the economy, the environment, and criminal justice. SANDAG is governed by a Board of Directors composed of mayors, council members, and supervisors from each of the San Diego region's 19 local governments.

Social Security Administration provides information to help employers and employees explain the value of Social Security. You will find important information for business owners regarding Social Security taxes and regulations at this site. www.ssa.gov

State of California Business Portal

This State website has a step-by-step approach to starting a business, plus a large number of helpful links such as California business search, California Codes, legislation, and proposed regulations. www.ss.ca.gov

State of California Tax Information Center

For answers to questions about tax reporting, office locations, taxpayer rights, special circumstances, nonprofit organizations and more. Quick access to the most commonly used individual and business tax forms, important dates, filing requirements, and helpful information on tax issues to help you and your business succeed. www.taxes.ca.gov

U.S. Census Bureau

4700 Silver Hill Road

Washington DC 20233-0001 www.census.gov

The US Census Bureau has information regarding demographic trends and data in the US. A great source for business owners conducting marketing research, identifying marketing opportunities and making informed business decisions. Get the latest economic indicators and summaries of the most requested data for states and counties.

US Dept. of Commerce (DOC)

DOC focuses on promoting and advocating for American business, both at home and abroad. DOC gathers economic and demographic data, issues patents and trademarks, helps set industrial standards, forecasts the weather, researches the oceans and oversees telecommunications

policy. The DOC is a member of the President's Economic team and advises him on many issues, including trade, business concerns, energy policy and overall U.S. economic policy. www.commerce.gov

US Department of Labor (DOL)

The DOL provides a wide variety of information for the business owners including DOL regulations on minimum wage, work safety, work hours, pensions and much more. This site is essential for any entrepreneur who has employees or will be hiring personnel. www.dol.gov

U.S. House of Representatives

Washington, D.C. 20515
202-224-3121 www.house.gov

US Postal Service (USPS)

The USPS helps small businesses serve their customers better by delivering goods faster and more cost effectively. Use the zip code lookup and business services to assist your business. www.usps.gov

US Small Business Administration provides financial, technical and management assistance to help Americans start, run, and grow their businesses. SBA is the nation's largest single financial backer of small businesses. www.sbaonline.sba.gov

U.S. Senate

202-224-3121 (switchboard operator)
www.senate.gov

The Senate is a living symbol of our union of states. Track and research bills, nominations, votes and lobbying disclosure information. Discover books, documents, and bibliographies on Congress and the government.

For correspondence to U.S. Senators:

Office of Senator (Name)
United States Senate
Washington, D.C. 20510

The White House

1600 Pennsylvania Avenue NW
Washington, DC 20500
Comments: 202-456-1111
Switchboard: 202-456-1414
FAX: 202-456-2461 www.whitehouse.gov

E-Mail President George W. Bush: president@whitehouse.gov
Vice President Richard Cheney: vice.president@whitehouse.gov

Visit www.FirstGov.gov to contact other federal government agencies.

GRAFFITI

City of Escondido Police Department

Graffiti Prevention Tips

www.ci.escondido.ca.us/police/prevention/graffiti

City of Escondido Public Works - GRAFFITI HOTLINE 760-839-4668

Maintenance Yard

475 N. Spruce Street

Escondido, CA 92025 www.ci.escondido.ca.us/depts/pw/index.html

The Maintenance Division removes graffiti from any public or private property in the city at no cost to the property owner using high-pressure wash and airless paint spray equipment to eradicate graffiti. They have a large collection of paint to match the property's paint color. Maintenance strives to remove graffiti within 24–48 hours upon receiving a report.

GRANTS, INCENTIVES AND FEE WAIVERS

City of Escondido Grants for Business

Façade Property Improvement Program (FPIP)

The purpose of the FPIP is to induce private investment that results in quality improvements and enhancements to business-use properties.

The grant is meant to be a catalyst for improving the exterior appearance of the business property. All commercially or industrial zoned properties within the City of Escondido that are permitted uses (no legal non-conforming uses) may be eligible depending on what kind of improvements will be made. Contact the program administrator at 760-839-4000 or www.ci.escondido.ca.us/econdev/index.html.

City of Escondido Fee Deferrals

The purpose of the City's fee deferral policy is to provide an incentive, on a case-by-case basis, to reduce the up-front cost of development for businesses that foster beneficial economic development in Escondido. Businesses locating in targeted areas or those businesses providing a

significant community benefit other than jobs or revenue may also be candidates for a fee deferral at the discretion of the Staff Economic Development Committee. Call 760-839-4563 for more details.

Government Grants

An electronic storefront for federal grant money. www.grants.gov

Market Development Cooperator Program (MDCP)

MDCP is a competitive matching grants program that builds public/private partnerships by providing federal assistance to nonprofit export multipliers such as states, trade associations, chambers of commerce, world trade centers and other nonprofit industry groups that are particularly effective in reaching small- and medium-size enterprises (SMEs). MDCP help underwrite the start-up costs of exciting new export marketing ventures which these groups are often reluctant to undertake without Federal Government support. www.ita.doc.gov/td/mdcp

National Institute of Standards and Technology (NIST)

NIST offers grants to encourage work in specific fields: precision measurement, fire research, and materials science. Grants/awards supporting research at industry, academic, and other institutions are available on a competitive basis through several different Institute offices. Call 301-975-6329 for general information on NIST. www.nist.gov/public_affairs/grants

Small Business Innovation Research Program funds proposals by small businesses for research and development efforts that fall within areas recommended yearly by the U.S. Department of Commerce. Call 301-975-3085 for more information.

U.S. Department of Commerce www.osec.doc.gov.oebam.grants.htm

HOME BASED BUSINESSES

Businesses operating from home **MUST** have a City of Escondido Business license. Call 760-839-4659 for more information.

The National Association of Home Based Businesses (NAHBB)

www.usahomebusiness.com

A Small Business Library - Small Business Information

Hundreds of articles about small and home based business. How to: advertise, market, sell, write a business plan and how to hire.

www.bizoffice.com/library/library.html.

HOSPITALS

Palomar Medical Center

555 E. Valley Pkwy

Escondido, CA 92025

760-739-3000 www.pph.org



Located in Escondido, the 319-bed acute care hospital boasts North County's only trauma center, a 24-hour Emergency Department, and the area's finest state-of-the-art cardiac, oncology and general medical/ surgical services. Fully accredited by the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO), Palomar Medical Center (PMC) has a family-friendly Birth Center that provides mothers with labor, delivery, and recovery care in homelike comfort. PMC also has a Level II Neonatal Intensive Care Unit (NICU) and a Pediatric Unit which, through a partnership with Children's Hospital & Health Center, Children's Specialists of San Diego Medical Group and Neighborhood Health Care, offers expanded access to pediatric services for the children and families of North County.

IMPORT/EXPORT RESOURCE INFORMATION



Buy USA.com is an e-marketplace sponsored by the US Department of Commerce. This sophisticated combination of online and offline services pairs the vast global resources of the US Department of Commerce with the power of the

Internet. BUYUSA.com brings together suppliers of US products and services with international companies outside the United States, and gives both groups the advocacy and services they need to conduct successful business worldwide. www.buyusa.com

Central and Eastern Europe Business Information Center -

A business facilitation program for U.S. firms interested in expanding into the Central and Eastern Europe markets. www.mac.doc.gov

Export America Magazine - www.export.gov/exportamerica/

The Federal source for Global Business Needs.

Export.gov - www.export.gov

Export.gov is the U.S. Government's online entry point for U.S. exporters. The site organizes export-related programs, services and market research information from across 19 federal agencies and provides a sophisticated cross-agency search capability.

Platinum Key Service www.export.gov/comm_svc/platinumkey.html

Allows U.S. companies to take advantage of longer term, sustained and customized U.S. Commercial Service assistance on a range of issues.

San Diego Connectory.com® Network

East County Economic Development Council

4700 Spring Street, Suite 308

La Mesa, CA 91941

619-462-3312 www.connectory.com

The Connectory is the region's premier business-to-business marketing, information, and communication tool. The Connectory includes information on industrial products, technologies, services, and core capabilities and capacities. All Primary Industry Companies are encouraged to profile themselves--this service is provided FREE of charge.

San Diego World Trade Center (SDWTC)

1250 Sixth Avenue, Suite 100

San Diego, CA 92101-4368

619-615-0868 www.sdwtc.org

The San Diego World Trade Center (SDWTC) is committed to developing and expanding international trade and commerce opportunities for the San Diego Region. SDWTC is licensed by the World Trade Centers Association (WTCA) in New York City and is affiliated with an international network of over 500,000 World Trade Center (WTC) members. There are over 300 WTCs in about 100 countries, including major cities in the United States.

Trade Development - www.ita.doc.gov/td/td_home/tdhome.html

Offers a well-coordinated, economical, and accessible array of services to help small businesses increase their export potential.

U.S. Department of Trade and Commerce - www.commerce.gov
Provides information on economic growth indicators, minority business development, grant, trade, contracting and business opportunities.

U.S. Commercial Service - www.export.gov/comm_svc/
Offers valuable assistance to help your business export goods and services to markets worldwide. From this site you can access a global listing of trade events, international market research, and practical tools to help with every step of the export process.

LIBRARY SERVICES

Escondido Public Library
239 South Kalmia Street
Escondido, CA 92025
760-839-4683 www.ci.escondido.ca.us/library/

Founded in 1898, the Escondido Public Library serves residents with a Main Library, an East Valley Branch, and the Escondido Pioneer Room. The Library is your source for: up-to-date books, videos, books on tape, and CDs. The Library also offers state-of-the-art technology and resources, Internet access and word processing, Knowledgeable librarians to help you find information, Free programs for children and adults, such as story times and concerts, Literacy tutoring for adults and materials for beginning readers, a low-cost meeting place for nonprofit groups, and a host of enjoyable volunteer opportunities.

MEGA WEB SITES FOR BUSINESS INFORMATION

Lectric Law Library is the Net's biggest source of free legal forms for business. Exercise extreme caution when using any legal material. While they may provide general ideas on format and content, validity requirements vary greatly from state to state. www.lectlaw.com/form.html

NAICS is the new uniform industry-wide classification system (North American Industry Classification System) and replaced the Standard Industrial Classification (SIC). This new system has been designed as the index for statistical reporting of all economic activities of the U.S., Canada, and Mexico. For more information, visit www.naics.com.

Small Business Information.com contains business links, how-to information, and best practice news. www.sbinformation.about.com

SuperPages.com--Verizon mega website searches over 11 million U.S. companies by business name or category and maps their locations. The Business Center provides online workshops designed to help your business grow and succeed. www.superpages.com/

Thomas Register of American Manufacturers

A comprehensive online resource for finding companies and products manufactured in North America www.thomasregister.com.

MINORITY BUSINESS ASSISTANCE

Latin Business Owners of America

15721 Bernardo Heights Parkway, Suite B
San Diego, California 92128
760-407-1501 or 858-536-9042 www.lboausa.com

A national professional business trade association committed to identifying and unifying Latino-owned businesses across America. Advocate for Access and Inclusion of Latino, Women, and Emerging Business Enterprises in Supplier Diversity, Encourage Corporate Advancement and Facilitate Community Investment.

Minority Business Community Network

Connects government agencies and corporations to minority-owned businesses through their member directory. www.mbnet.com

Minority Business Development Agency

U.S. Department of Commerce
888-324-1551 www.mbda.gov

MBDA is the only Federal Agency created specifically to foster the creation, growth and expansion of minority-owned businesses in America. They provide access to markets, capital, management and technical assistance and education and training.

Minority and Women Owned Business

The MWBE directory provides a platform for corporations to promote their dedication to diversity while providing an information portal to

access vital, timely information about Minority- and Women-owned business enterprises nationwide. www.themwbedirectory.com

National Association of Woman Business Owners (NAWBO)

San Diego Chapter

P.O. Box 90081

San Diego, CA 92169

858-625-0127 www.nawbo-sd.org

The NAWBO IS dedicated to researching and meeting the needs of women business owners worldwide. NAWBO is a major player in Washington, participating in the drafting, commenting, and shaping of legislation that affects business owners.

SBA Women's Online Center (OWBO) promotes the growth of women-owned businesses through programs that address business training and technical assistance, and provide access to credit and capital, federal contracts, and international trade opportunities. www.onlinewbc.gov

NETWORKING

Escondido Chamber of Commerce

720 North Broadway

Escondido, CA 92025

760-745-2125 www.escondidochamber.org

The Chamber offers various opportunities for networking and promoting your business, such as Good Morning Escondido Breakfasts, Business After 5 Mixers, Business Showcase, Committee Meetings, FREE listing in Annual Membership Directory, Website Links, Referrals from Chamber of Commerce Calls, Special Events and more.

NEWSPAPERS, NEWSLETTERS & BUSINESS REPORTS

City of Escondido Business News

EDD Quarterly Newsletter

EDD publishes a quarterly newsletter highlighting interesting topics and events in Escondido. Our goal is to keep people informed. Topics include current and future development, regional issues, and upcoming seminars. www.ci.escondido.ca.us/econdev/newsletter

Escondido Profile

A community and business profile of Escondido.

www.ci.escondido.ca.us/econdev/profile

North County Times publishes general news articles and syndicated national stories with an emphasis on North County San Diego local news, sports and business events. www.nctimes.com

San Diego Business Journal (SDBJ) is a full-scale communications company, combining publishing, broadcasting and special events relating to business and quality of life San Diego. SDBJ publishes the Book of Lists, special supplements, guides and directories throughout the year and presents a weekly TV show, San Diego Business Focus. For more info, call 858-277-6359 or visit www.sdbj.com.

San Diego Daily Transcript is dedicated to reporting the business of San Diego. Reporters focus and write about the events that concern decision-makers, politicians and business owners who make San Diego a great place to do business. www.sddt.com

San Diego Metropolitan is a monthly business magazine dedicated to local business happenings. Their web site features various business articles and a local business events calendar. www.sandiegometro.com

San Diego Union-Tribune is the largest newspaper in San Diego County and covers both international and national stories. The paper also covers local business stories and events. The web site features many of their newspaper articles. www.uniontrib.com

PATENTS & TRADEMARKS

The Patent and Trademark Office (PTO)'s promotes the progress of science and the useful arts by securing for limited times to inventors the exclusive right to their respective discoveries. Entrepreneurs can visit this site, and learn how to research and file for trademarks, and copyrights for their business. www.uspto.gov

PERMITS

City of Escondido Planning Department

760-839-4671 www.ci.escondido.ca.us/econdev/waiver

Processing and permit fees may be waived to encourage improvement and enhancement of existing and expanding businesses located in the South Escondido Boulevard and East Valley Parkway Commercial Corridors and the Downtown Revitalization Area. Please contact the Planning Development Department if you have any questions.

California Environmental Protection Agency Cal GOLD

This website assists in providing businesses the information they need to comply with environmental and other regulatory and permitting requirements. Cal GOLD contains information regarding state, local, and regional permitting, licensing, and other requirements, with information presented based upon specific business types. www.calgold.ca.gov

POST OFFICES

United States Postal Service website includes answers to business questions, zip code look-up and information about maintaining address data. For a list of local post offices visit www.usps.com.

RECREATION AND FAMILY FUN ACTIVITIES

The City of Escondido offers a wide variety of outdoor recreational opportunities. These include camping, fishing, picnicking, hiking, mountain biking, and boating, just to name a few. The City maintains a number of different facilities, including Dixon Lake, Lake Wohlford, Daley Ranch, and nine urban park facilities. www.ci.escondido.ca.us/recreation

RECYCLING

Earth 911

A national environmental program designed to empower everyone with community-specific environmental information. www.care2.com

EPA Recycle City

Graphics-intense educational resource invites visitors to tour a virtual city for details about how to recycle. www.epa.gov/recyclecity

Global Recycling Network www.grn.com

Free-access public database offers links to companies involved in the recycling industry. Includes news, a career center and events calendar.

Top 100 Recycling Web Sites

A list of the top recycling sites. www.100toprecyclingsites.com

SHOPPING

Escondido offers many conveniently located shopping centers with a wide variety of retail shops and uses. Escondido ranks second, only to the City of San Diego, in sales tax revenue when compared to the 18 cities and the county in the region. The Escondido



Auto Park and other auto dealers, Westfield Shoppingtown North County, Gateway Center, Promenade and various shopping centers, the Business Improvement District, and the East Valley business area are major contributors to the City's revenue base. For a map visit www.ci.escondido.ca.us/econdev/mapped/shopping/index.html.

Antique Shopping in Downtown Escondido

Downtown Escondido is home to many fine art galleries and antique shops. Artisans' craft blown glass, handmade jewelry and clothing are available at many of the shops. Art shows are sponsored frequently by both the Escondido Arts Partnership and the Escondido Art Association. www.ci.escondido.ca.us/glance/shopping/antiques/index.html

TAX ISSUES

Board of Equalization

Sales and use taxes. www.boe.ca.gov

Internal Revenue Service

Federal payroll taxes and federal income tax. www.irs.gov

Franchise Tax Board

State income tax. www.ftb.ca.gov

State of California Tax Information Center

Answers questions about tax reporting, office locations, taxpayer rights,

special circumstances, nonprofit organizations and much more. It provides quick access to the most commonly used individual and business tax forms, filing requirements and helpful information on tax issues to help you and your business succeed. www.taxes.ca.gov

TECHNOLOGY LINKS

San Diego Research Technology Center (SDRTC)

3647 India Street
San Diego, CA 92103
619-615-1050 www.sdrta.org

To develop a community workforce that will support economic growth and stability into the future. SDRTC promotes sustainable technology growth in the region by providing direct business assistance and networking opportunities to entrepreneurs and high tech and biotech companies, programs to bridge the digital divide, and research and education to help shape public policy and forge effective collaboration.

TOURISM

San Diego North Convention & Visitors Bureau

360 N. Escondido Blvd
Escondido, CA 92025-2600
760-745-4741 or 800-848-3336 www.sandiegonth.com

The San Diego North Convention & Visitors Bureau's primary purpose is to assist in bringing groups, conventions and events to San Diego North. Consider them a liaison to San Diego North's premiere resorts, hotels, convention facilities, attractions and restaurants.

TRANSPORTATION

American Public Transportation Association

1666 K Street, N.W., Suite 1100
Washington, DC 20006
202-496-4800 www.apta.com/contact

California Department of Transportation www.dot.ca.gov

Department of Motor Vehicles - Escondido Office
725 N. Escondido Blvd.
Escondido, 92025
800-777-0133 www.dmv.ca.gov

Metrolink
700 South Flower Street, Suite 2600,
Los Angeles, CA 90017 www.metrolinktrains.com

**North County Transit
District (NCTD)**
810 Mission Avenue
Oceanside, CA 92054
800-266-6883 www.gonctd.com



NCTD provides service to a geographical area of 1,020 square miles. "Future HOME of the SPRINTER" signs have been installed at most of the new station locations along the SPRINTER right-of-way. Construction starts in Escondido with passenger service slated for 2005.

RideLink - 1-800-commute www.ridelink.org
[RideLink commuter services](http://www.ridelink.org) contribute to your business' bottom line. RideLink helps employers and their employees find the most cost-effective and environmentally friendly commuting solutions through: transportation tax benefit information, remote workforce (telework) consulting, carpool partner matching, vanpool subsidy, guaranteed ride home program and employee surveys.

WORKFORCE RESOURCES: EMPLOYMENT ASSISTANCE, TRAINING AND RECRUITING

Department of Labor - Federal wage and hour issues. www.dol.gov

Department of Industrial Relations and Labor Standards
State wage and hour issues. www.dir.ca.gov/dlse/dlse.html

Department of Industrial Relation Workers Compensation
[www.dir.ca.gov/workers' comp.html](http://www.dir.ca.gov/workers'comp.html)

Employment Development Department Labor Market Information Division (LMID) collects, analyzes, and publishes information about the state and local labor markets. Whether you are an employer or a job seeker, you can find economic information here to help you make informed decisions. www.labormarketinfo.edd.ca.gov

Escondido Workforce Development Roundtable's primary goals are: to develop an Escondido work force that has the skills employers need for current and future jobs; to involve the Escondido community in the process of growing its own work force, and to impact the educational system so Escondido students are learning the work force skills they need. For more information and links to other workforce resources visit www.escondido.org/econdev/workforce/index.html

Goodwill Industries Works & Training Center
414 N. Coast Hwy. Oceanside, CA.
Coastal: 760-632-7850
Inland: 760-489-6604 www.sdgoodwill.org

Goodwill operates a state certified vocational training center and Goodwill Works in Oceanside and provides job placement assistance to companies at no charge. Contact Goodwill with your job openings and receive free pre-screened applicants ready to be interviewed.

North County Inland Career Center (NCICC) Operated by ACS
463 North Midway Drive
Escondido, CA 92025
760-871-1962 www.workforce.org/

NCICC provides services including: customized career search workshops, computer classes, award winning career resource room, on-site counselors for referral to Department of Rehabilitation, ClubNet and Professional Networking, workshops, which lead to the Work Readiness Certificate, Consumer Credit Counseling and resume critique.

San Diego County Regional Occupational Program (ROP)
858-571-7243 or 858-268-9726 www.sdcoe.k12.ca.us/rop/

The San Diego County ROP is the largest County ROP in the state of California serving 45,000 students per year who are at least 16 years of age through adult. Over 490 tuition-free courses are offered per year. Specific training programs can be designed to meet your business needs.

Palomar College Worksite Education & Training

1140 West Mission Road

San Marcos, CA 92069

760-744-1150 www.palomar.edu/worksite/

Palomar will work with you to design a dynamic, custom-designed training program to meet your business needs and give you the competitive edge. Performance-based training improves employee productivity, quality and profitability. We can help make training a convenient and affordable investment in your company's future.

San Diego Workforce Partnership, Inc. (SDWFP)

3910 University Avenue, Suite 400

San Diego, CA 92105

619-228-2900 or 888-884-7397 www.sandiegowork.com

SDWFP offers a one-stop solution with an array of services for [businesses](#), [job seekers](#), the [military](#) and [youth](#). Whether you're looking to recruit top talent, expand your staff's skills through education and training programs, or ease the transition for laid-off workers, the SDWFP has the tools, resources and expertise to help you find the best solutions for your business.

State of California Employment Development Department (EDD)

1949 Avenida Del Oro

Oceanside, CA 92056

760-631-6150 www.edd.ca.gov

EDD is your direct link to job placement and referrals, unemployment insurance, disability insurance, employment and training, labor market information, payroll taxes, workshops and much more. Fill job openings easily and gain access to the largest pool of job seekers with CalJOBS. This no-fee service is available at www.caljobs.ca.gov.

ZONING INFORMATION

Zoning Ordinance www.qcode.us/codes/escondido/

Parcel/Zoning Information www.ci.escondido.ca.us/parcels/

The City of Escondido provides parcel and zoning information as a convenience to the public. Further information may be obtained by calling the County Assessor's Office at 619-236-3771 and the City of Escondido Community Development Department at 760-839-4671 Search by Parcel or by Search by Street Name.

WHY DO WE STAND FOR BUSINESS IN ESCONDIDO?



It's our job.

We stand for free enterprise.

We stand for a strong, prosperous
business community.

We are Escondido's voice of business.



760-745-2125

e-mail: info@escondidochamber.org

www.escondidochamber.org

