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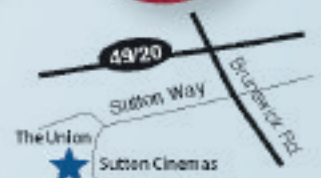
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# Welcome to Western Nevada County Business Connections

From gold mining and agricultural production to the pioneering tech industry, many businesses have developed and grown in Nevada County. Building on our history in technology advanced by the Grass Valley Group in the 1960's, the Economic Resource Council, the Chambers of Commerce, businesses, governmental agencies and many volunteers are working together to establish Nevada County as a Global Center of Excellence in Digital Media, with a special concentration on the rapidly growing Virtual Reality and Augmented Reality (VR/AR) sectors. The goal is to position Nevada County as one of the top 5 Digital Media industry clusters in the U.S.



The vision behind the *Business Connections* publication is to provide a resource of relevant information for a wide range of individuals and businesses, having varied interests and skills. The publication will be distributed locally and be present on multiple websites, enhancing its utility throughout the Nevada County and beyond. It is our hope that you use this guide as a true resource as you navigate opening or growing your business in Nevada County.

Hundreds of small businesses and offsite workers connected to the Bay are drawn to the rich culture and outdoor recreation found in Nevada County. The tall Ponderosa Pines, rocky-river canyons, and vibrant Gold Rush Era downtowns, buzzing with the arts, are treasured and must be preserved. At the same time, it is clearly understood that a local economy that will provide career opportunities for future generations is also essential.

The development and easy access to forward thinking educational programs and tools that encourage creativity and the success of local businesses is also an important component of our business attraction and retention programs.

As we continue to evaluate how best to ensure an economically competitive environment for the future, while protecting the life style we value today, collaborative well-thought out plans for sustainable growth will continue to be key components to achieving our goals.

Here's to a prosperous future in Nevada County!

Susan George  
Nevada County Regional Chambers of Commerce,  
Treasurer and Community Volunteer

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What makes a community great: The **T.O.T.A.L.** Package!

## Nevada County is the TOTAL Package

By Jon Gregory, Executive Director  
Nevada County Economic Resource Council

### NEVADA COUNTY IS THE T.O.T.A.L. PACKAGE!

It provides perfect work/life balance for individuals, families, entrepreneurial start-ups and business owners.

The T.O.T.A.L. acronym is for the numerous attributes Nevada County possesses including talent, outdoor recreation, technology, arts and lifestyle. If you want another "A" you can add in agriculture, which is a critical sector of the local economy as well.

Nevada County provides all of these key stakeholders with an affordable cost of living, excellent schools, top quality healthcare, four seasons of outdoor recreation, arts and culture, abundant film and music festivals, live theater, and, importantly, super high speed Gigabit Fiber Optic Internet is coming soon! There's plenty of space to work, play, grow your business and raise a family.

For techies, unique for a rural area, Nevada County has a 50-year legacy of global video broadcast technology leadership through companies like Grass Valley Group, Telestream, Aja and others - combined with a deep talent

pool of artists and cinematographers, along with proximity to the San Francisco Bay Area and Los Angeles. Nevada County has a compelling concentration of Digital Media companies and talent, and is establishing a special concentration within the exploding Virtual Reality and Augmented Reality (VR/AR) sectors.

Visit [GoNevadaCounty.com](http://GoNevadaCounty.com) to explore Nevada County's beauty, arts and culture and [ncerc.org](http://ncerc.org) for resources and support.

### Gyro-Stabilized Systems

It's been a really great experience starting a tech company in Nevada County. Many of our local tech business leaders and the Nevada County Economic Resource Council have been great resources to me and GSS the past six years to help us navigate the startup environment successfully. The commitment of our business community when combined with the proximity to the Lake Tahoe area make this one of the best work and play environments anywhere.



Jason Fountaine  
Managing Director  
[gyrostabilizedsystems.com](http://gyrostabilizedsystems.com)



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# TECH CONNECTIONS

## Tech Related Meetups

### NEVADA COUNTY TECH CONNECTION:

Promotion of the Nevada County Tech ecosystem to build awareness and connectivity locally as well as showcase the region as a desirable destination in Northern California for tech start-ups and employees. In addition to marketing, education, recruitment and talent development through the creation of training sessions, courses, workshops and industry expert presentations promote innovation and learning with peers. [info@nctechconnection.org](mailto:info@nctechconnection.org)

**VIRTUAL REALITY MEET-UP:** NCVR meets every Wednesday from 7 – 9 p.m. at the Connected Communities Academy. It's a "hacking" session where they bring ideas and tech related to AR and VR to work on projects and talk about them. [www.meetup.com/nevada-county-vr/](http://www.meetup.com/nevada-county-vr/)

**DIGITAL INNOVATORS GUILD:** The Digital Innovators Guild of Nevada County (DIGNC) facilitates networking, advocacy, and community building for digital creative professionals in the Grass Valley & Nevada City area. [facebook.com/groups/dignc/](https://facebook.com/groups/dignc/)

**THE CURIOUS FORGE:** Nerd night is a public meetup that happens on the second Wednesday of every month from 6-8 p.m. at Curious Forge, 12400 #5 Loma Rica Drive, Grass Valley, CA 95945 United States. [thecuriousforge.org](http://thecuriousforge.org)

**NEVADA COUNTY HACKERS:** Nevada County's programmers, software developers, and scalable tech business founders are getting together for hackathons, help, support, and fun. [meetup.com/nevada-county-hackers](http://meetup.com/nevada-county-hackers)

**TECHTONIC TUESDAYS:** is a platform to bring topics, speakers and discussions to the technology community in Western Nevada County. [info@nctechconnection.org](mailto:info@nctechconnection.org)

**NEVADA COUNTY FREE CODE CAMP:** Nevada County Free Code Camp is an open source community that helps you learn to code, then practice by building projects for nonprofits. [meetup.com/nevada-county-free-code-camp](http://meetup.com/nevada-county-free-code-camp)



## Helpful Business Apps

- 1** **Expensify** - Make expense receipt-keeping a breeze with this helpful app that syncs your credit cards and bank accounts. You can also include cash purchases by taking a picture of receipts.
- 2** **LinkedIn®** - Network, reach out to that occasional contact, and stay in-the-know regarding the activities of a group or company.
- 3** **Any.DO** - Task management right at your fingertips, featuring voice input for new items. And you can just shake the phone to remove completed tasks.
- 4** **Sign Now** - Sign documents from wherever you are. Just upload the PDF, Word document, or other file, sign with your finger, and then email or save it.
- 5** **Asana** - This collaborative information management software (fancy words for shared task list) helps you plan projects and organize the task lists for you and your team.
- 6** **inDinero** - All of your accounting needs in one tool. It will help you keep your books, file your taxes and manage your payroll. It pulls in records and gives you a comprehensive view of your finances.
- 7** **Foursquare** - Millions of consumers "check in" from wherever they are, and the company recently added a mobile app which allows small business owners to push specials to customers directly from their mobile devices.
- 8** **Evernote** - This handy app helps you remember whatever you need to remember across multiple devices. You can type, record voice notes, and snap pictures.
- 9** **TripIt®** - Helps business travelers stay organized. Just forward your reservation confirmation emails and the app builds an itinerary you can access while on the go.
- 10** **HootSuite** - HootSuite pulls your social media accounts on Facebook, Twitter, Foursquare and LinkedIn together, allowing you to use a single app to communicate on a variety of social media platforms.

Source: [sba.thehartford.com](http://sba.thehartford.com)

## Big City Healthcare in a Small(ish) Town



Since 1958, Sierra Nevada Memorial Hospital has provided compassionate, quality health care to western Nevada County. Today, as a 104-bed not-for-profit hospital, their comprehensive health care services and community outreach are focused on healing and wellness for every community member. Services include an award-winning Community Cancer Center that takes a traditional and holistic approach, orthopedic and general surgical services, labor and delivery, emergency services, cardiology and more. As an affiliate of the nationally recognized Dignity Health system, they link patients to important regional resources within Dignity Health, including the Heart & Vascular Institute of Greater Sacramento and Neurological Institute. With the newest resources such as telemedicine and a built environment project that has taken the newest findings about patient care and recovery into account, you can rest easy that your health is in good hands. See [snmh.org](http://snmh.org) for more info and check out *Your Health* magazine to learn more about the excellent care offered there.



# Nevada County Economic Resource Council - Helping business thrive

By Jon Gregory, Executive Director



The Nevada County Economic Resource Council's (ERC) mission is to implement initiatives that result in Nevada County becoming recognized nationally as one of the most economically competitive rural counties in the U.S. by 2022. Whether you are a start-up, a freelance solopreneur, an SME or a global corporation setting up a satellite office, Nevada County provides the community, talent and space that will help you achieve and exceed your goals.

## About the Economic Resource Council

The ERC is a public-private partnership nonprofit corporation with an active 18-member board of directors and dozens of additional volunteers who help drive its key initiatives: Talent Connection, Nevada County Tech Connect, Marketing and Communications, The Royal Welcome and the Fab 5.

## Green Screen Institute

Green Screen Institute is an annual summer start-up accelerator program that focuses specifically on the exploding Virtual Reality and Augmented Reality sectors. Between four and six start-ups, after an application process, are selected

to participate in the intensive 10-week program. Selected start-ups receive capital, housing, mentoring and access to an in-depth network of VR and AR experts from all over the world. Contact Jon Gregory at [jcgregory48@gmail.com](mailto:jcgregory48@gmail.com) for more information.

## Venture Capital Resources

Nevada County Economic Resource Council has relationships with key seed, Series A and Series B angel and venture capital sources of capital. Active angel groups include the Sacramento Angels and the Sierra Angels. Boutique angel investment funds include the Green Screen Investment Fund and the Northern California Investment Funds. Series A investors include Moneta Ventures, Blacktop Capital and Impact Venture Capital. DCA Capital and Central Valley Fund provide later stage capital.

Contact the ERC for more information, (530) 274-8455 or visit [www.ncerc.org](http://www.ncerc.org).

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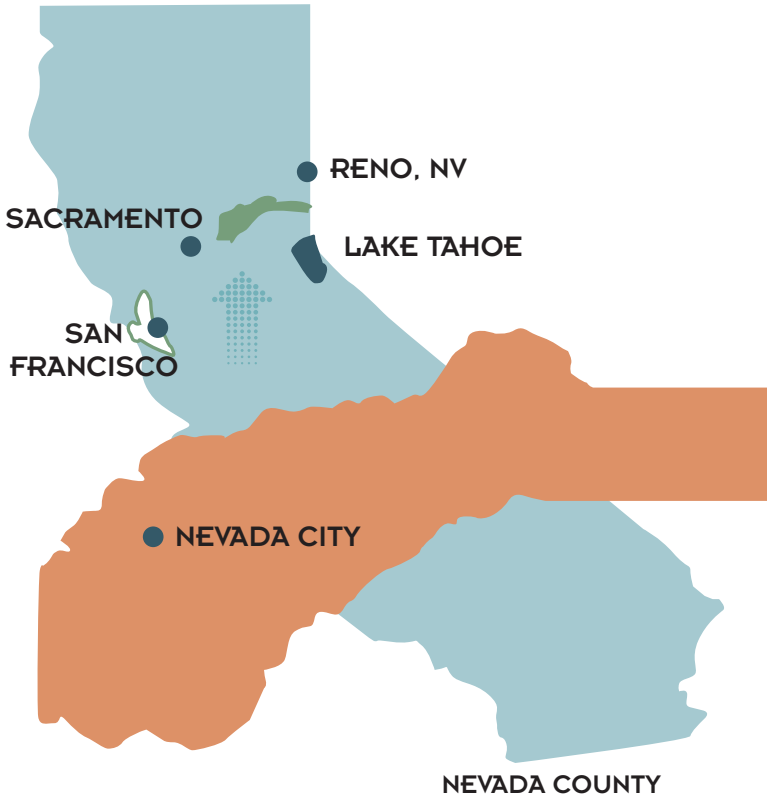


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## Distance to key locations (from Nevada City)



San Francisco West **157**  
 Reno Northeast **91**  
 South Lake Tahoe Southeast **94**  
 Sacramento Southwest **60**

Nevada County, California is a land of blue skies, green trees and golden opportunity. The county extends eastward from the rim of the Sacramento Valley, spans the snowcapped Sierra, and continues to the Nevada state line.

Life in Western Nevada County is centered around the historic Gold Rush towns of Grass Valley and Nevada City. All-weather highway access is via State Routes 20, 49 and 174. Grass Valley and Nevada City are 60 miles northeast of Sacramento, 50 miles west of Truckee-Tahoe, and 80 miles west of Reno.

Eastern Nevada County includes the town of Truckee and the Donner Lake-Donner Summit area, where year-round recreational opportunities attract visitors from far and wide. Truckee is reached via Interstate 80, old U.S. 40 and State Route 89. Truckee is located 100 miles east of Sacramento, 50 miles east of Grass Valley and Nevada City and 35 miles west of Reno.

## Education Completed

(25+ Yrs of Age)	Nevada County	Statewide
Less than 9 <sup>th</sup> Grade	<b>2%</b>	<b>10%</b>
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	<b>4%</b>	<b>9%</b>
High School Diploma/GED	<b>21%</b>	<b>21%</b>
Some College, no degree	<b>30%</b>	<b>22%</b>
Associates Degree	<b>11%</b>	<b>8%</b>
Bachelor's Degree	<b>21%</b>	<b>19%</b>
Graduate or Professional Degree	<b>11%</b>	<b>11%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>

Source: County of Nevada

## Climate

	Grass Valley	Nevada City	Truckee	Penn Valley	Alta Sierra	Lake of the Pine	Lake Wildwood	US Average
Annual Rainfall	<b>52.8</b>	<b>59.6</b>	<b>28.8</b>	<b>39.5</b>	<b>46.7</b>	<b>36.8</b>	<b>39.5</b>	<b>39.2</b>
Annual Snowfall	<b>10.7</b>	<b>13.1</b>	<b>194.4</b>	<b>1.99</b>	<b>10.3</b>	<b>4.04</b>	<b>1.99</b>	<b>25.8</b>
Sunny Days	<b>243</b>	<b>239</b>	<b>245</b>	<b>240</b>	<b>243</b>	<b>237</b>	<b>240</b>	<b>205</b>
Ave. January Low Temp	<b>34.7</b>	<b>34.1</b>	<b>16.5</b>	<b>36.6</b>	<b>35.2</b>	<b>36.44</b>	<b>36.6</b>	<b>22.6</b>
Ave. July High Temp	<b>89.8</b>	<b>88.8</b>	<b>81.1</b>	<b>92.6</b>	<b>91.33</b>	<b>90.86</b>	<b>92.6</b>	<b>86.1</b>
Elevation	<b>2525</b>	<b>2582</b>	<b>5960</b>	<b>1450</b>	<b>2013</b>	<b>1598</b>	<b>1267</b>	<b>1443</b>

<http://www.bestplaces.net/climate/city/california/>

The weather of Nevada County is another valued feature of the area. Residents enjoy a long, warm sunny season while experiencing color changes in the fall with cool, snowy winters.

On the western slope of the Sierra, the western part of the county has warm, dry summers and cool wet winters. Average annual precipitation is 53 inches with occasional winter snow at the mid-elevations.



## Labor Force (Greater Sacramento Region / Within Commuter Distance)

Source: CA Employment Development Department

County	2017-Feb	2016	2015
Nevada County	<b>48,390</b>	<b>48,420</b>	<b>48,510</b>
Placer County	<b>179,300</b>	<b>179,800</b>	<b>176,500</b>
Yuba County	<b>28,600</b>	<b>28,300</b>	<b>28,100</b>
Sacramento County	<b>694,900</b>	<b>697,400</b>	<b>677,500</b>

Source: CA Employment Development Department: Quarterly Census of Employment and Wages

### Average Weekly Wages All Industries 2015

- Nevada County: \$768
- Placer County: \$989
- Butte County: \$713
- El Dorado County: \$837
- Mendocino County: \$698
- Napa County: \$946
- Sutter County: \$714
- Tehama County: \$742
- Santa Clara County: \$2,254
- Sacramento County: \$983
- Yuba County: \$823
- San Francisco County: \$1,894

Nevada County has over 11,000 commuters going out of the county for work, and nearly 6,000 coming into the county. The top destination out for work is Placer County (6,170), followed by Sacramento County (1,732), and Washoe County, Nevada (844).

Nevada County's vibrant community, abundant natural beauty, outdoor recreation, location and natural resources provide a competitive advantage for employee attraction. Nevada County's top businesses include technology, ski-resort and other lodgings, supermarkets and other service providers.

Source [www.census.gov/population/metro/data/other.html](http://www.census.gov/population/metro/data/other.html)  
2016-2017 Nevada County, California Demographic Report



## Key Baseline Demographic Information (from County Report)

Population	<b>98,893</b> United States Census Fact Finder
Median Age	<b>47</b>
No. of Establishments	<b>5,868</b> CA Employment Development Department, Quarterly Census of Employment and Wages, Annual 2013
% of High School Graduates or higher	<b>94%</b> United States Census-Fact Finder - American Fact Finder
Total Housing Units	<b>53,662</b>
Median Household Income	<b>56,949</b> <a href="http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmrk_Ca">http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmrk_Ca</a>
Individuals Below Poverty Level	<b>12.4%</b> US Census - <a href="http://factfinder2.census.gov/">http://factfinder2.census.gov/</a>

### Population by Age %

0-14	14,140	<b>14.3%</b>
15-29	14,818	<b>15.0%</b>
30-44	15,459	<b>15.7%</b>
45-59	21,907	<b>22.2%</b>
60-74	23,284	<b>23.5%</b>
75+	9,285	<b>9.3%</b>
<b>Total</b>	<b>98,893</b>	<b>100%</b>

S2016-2017 Nevada County, California Demographic Report

## Western Nevada County Commercial Real Estate - 2016 - Stats

Office Vacancy (based on 375 properties totaling +-2.4m SF)	Start of 2016 <b>14.5%</b>	End of 2016 <b>13.2%</b>
Industrial Vacancy (based on 188 properties totaling +-1.8m SF)	<b>3.4%</b>	<b>3.4%</b>
Retail Vacancy (based on 925 properties totaling +-2.7m SF)	<b>4.6%</b>	<b>3.6%</b>
	Start of 2016	End of 2016
Median Office Asking Rent per SF/Mo. Gross	<b>\$1.30</b>	<b>\$1.31</b>
Median Industrial Asking Rent per SF/Mo. Gross	<b>\$.63</b>	<b>\$.63</b>
Median Retail Asking Rent per SF/Mo. Gross	<b>\$1.51</b>	<b>\$1.52</b>
	2015	2016
# of Sale Transactions - Office	<b>10</b>	<b>11</b>
# of Sale Transactions - Industrial	<b>6</b>	<b>7</b>
# of Sale Transactions - Retail	<b>11</b>	<b>10</b>
	Start of 2013	End of 2013
Median Office Sale Price per SF	<b>\$124</b>	<b>\$124</b>
Median Industrial Sale Price per SF	<b>\$80</b>	<b>\$81</b>
Median Retail Sale Price per SF	<b>\$142</b>	<b>\$166</b>

# RETAIL AND BUSINESS ASSOCIATIONS

## WESTERN NEVADA COUNTY CHAMBERS OF COMMERCE

### BENEFITS OF CHAMBER MEMBERSHIP

Membership in a local chamber of commerce offers numerous benefits and helps keep business owners on top of important, ever-changing issues and trends within their community. The Chambers of Commerce also focus on bringing the business community together through networking activities that foster individual member growth and support for one another. "When consumers know that a business is a member of local chamber, there is a **49% increase in favorability toward that business and consumers are 80% more likely to patronize a business in the future that they believe is a member of the local Chamber of Commerce.**" - *The Schapiro Group Research Study 2012*

### NEVADA COUNTY REGIONAL CHAMBERS OF COMMERCE (NCRCC)

The NCRCC was formed in 2010 by the Greater Grass Valley Chamber, Nevada City, Penn Valley Area, Truckee, South Nevada County and Rough

& Ready Chambers of Commerce. Representatives from the local Chambers meet monthly to exchange information and ideas. Since its inception, the member Chambers of Commerce have engaged in collaborative tourism and business marketing projects that enhance the economic vitality of Nevada County.

### GREATER GRASS VALLEY CHAMBER OF COMMERCE

This 105 year old chamber actively seeks to expand its involvement with all civic entities, other chambers of commerce, member nonprofits and media organizations to establish new, or enrich existing relationships that through collaboration will benefit the community. 128 E. Main St. Grass Valley, CA 95945 (530) 273-4667 \* (800) 655-4667 Grassvalleychamber.com

### NEVADA CITY CHAMBER OF COMMERCE

The Nevada City Chamber of Commerce is a voluntary partnership of business and professional people working together to promote commerce, business and tourism through marketing campaigns, promotions and events.

While emphasizing our quality of life and historic environment, our goal is to benefit merchants and citizens both professionally and economically. 132 Main Street Nevada City, CA 95959 (530) 265-2692 \* (800) 655-6569 Nevadacitychamber.com

### PENN VALLEY AREA CHAMBER OF COMMERCE

The Penn Valley Area Chamber of Commerce serves unique purpose in the rural far western area of Nevada County. In addition to the primary function of promoting and protecting business and commerce, the Penn Valley Area Chamber of Commerce takes on a leadership role and advocates on behalf of the entire community in whole with programs, projects, and beneficial assistance for all. 17422 Penn Valley Drive, (In the Penn Valley Shopping Center) Penn Valley, CA 95946 (530) 432-1802 Pennvalleycoc.org

### SOUTH NEVADA COUNTY CHAMBER OF COMMERCE

The South Nevada County Chamber mission is to provide a voice for the



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business community and enhance the economic vitality of South Nevada County. As our membership continues to grow and flourish, the Chamber will continue to work with our local businesses and the community bringing vitality to the South Nevada County area.

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**ROUGH & READY CHAMBER OF COMMERCE**

Rough & Ready today is home to hundreds of residents who take pride in the culture, history and sustainability of their community. With social and community activities centered around the Chamber of Commerce, the Grange and the Volunteer Fire Department, Rough and Ready is a popular place to live or visit.

Post Office Box 801  
Rough & Ready, CA 95975  
(530) 272-9145  
Roughandreadychamber.com

**ADDITIONAL WESTERN NEVADA COUNTY BUSINESS ASSOCIATIONS**

**NEVADA COUNTY ECONOMIC RESOURCE COUNCIL**

104 B New Mohawk Rd, Suite 2  
Nevada City, CA 95959 (See pg. 7 for details)

**GRASS VALLEY DOWNTOWN ASSOCIATION**

The Grass Valley Downtown Association is a Business Improvement Assessment District. The function of the organization is to represent its general membership with a unified voice in economic development and the historical preservation of Downtown Grass Valley. Currently, 218 businesses reside in the district. The boundaries include parts of Main Street, Mill Street, Church Street, North and South Auburn Streets, Neal Street and Bank Street.  
125 Neal St. Grass Valley, CA 95945  
(530) 272-8315  
downtowngrassvalley.com.

**THE NEVADA COUNTY ARTS COUNCIL**

Nevada County Arts facilitates a range of collaborative activities for county arts organizations and artists, unified around the common purpose of promoting and exhibiting their talents and sustaining their organizations. The group represents and advocates for the arts in Nevada County and acts as liaison to city, county and state government, chambers of commerce and other regional organizations; secures funding to facilitate



collaborative projects of benefit to the artists and arts organizations of Nevada County; collaborates to increase audiences and support the arts of Nevada County and; educates and inspires the community about the value of the arts both economically and for quality of life.  
PO Box 1833, Nevada City, CA 95959  
(530) 278-5155  
Nevadacountyarts.org

**THE NEVADA COUNTY ASSOCIATION OF REALTORS**

The Nevada County Association of REALTORS® provides services, programs and a level of expertise and knowledge that distinguish REALTORS® from all other real estate agents. Our members, directors and officers adhere to a strict Code of Ethics and are among a professional group of local, state and national real estate professionals. Our staff's goal is to provide the most professional and congenial service to members and the public.  
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nevadacountyar.com

**NEVADA COUNTY CONTRACTORS ASSOCIATION**

The Nevada County Contractors' Association is a nonprofit association of general contractors, sub-contractors, building material suppliers, and other related construction industry businesses. The purpose of the NCCA is to promote high standards, integrity and ethical practices within the construction industry.

149 Crown Point Ct.  
Grass Valley, CA 95945  
(530) 274-1919  
Nccabuildingpros.com

**SIERRA VINTNERS**

Association of Wineries  
PO Box 1552, Grass Valley, CA 95945  
(530) 205-3016  
sierravintners.com

**MIXING IT UP**

**CHAMBER SPONSORED BUSINESS AFTER HOURS MIXERS** – Chamber members host after hours mixers at their businesses that provide hours of power networking with other Chamber members. Building relationships and making business connections at mixers are key strategies for small business success. Most of the mixers involve joint chambers 1-2 times per month extending the opportunity to network with an expanded number of business owners.

**BUSINESS FOR BREAKFAST** - The Penn Valley Business for Breakfast networking meeting is held on the first Thursday morning each month at Buttermaker's Cottage in Western Gateway Park. Each gathering presents guest speakers, as well as networking introductions and breakfast. (530) 432-1802 or pennvalleycoc.org





## Education

### K-12

Nevada County offers an abundance of school choice from well regarded open enrollment traditional public schools to innovative charter options that emphasize different learning styles and philosophies. There are also several higher education options either within the county or within easy commuting distance. The area has well regarded and innovative K-12 school systems, focused on continuous improvement, including numerous public charter schools. For a complete directory of schools visit: Western Nevada County [nevco.org](http://nevco.org) or in Truckee [ttusd.org](http://ttusd.org)

#### Charter Schools:

Nevada County boasts the greatest number of charter schools per capita in California. A variety of educational offerings are available in each of the 12 charters.

#### National Blue Ribbon Schools:

Nevada Union High School, Alta Sierra Elementary, Pleasant Ridge Elementary and Cottage Hill Elementary were named Blue Ribbon Schools by the President for academic excellence. Nevada City School of the Arts is the first charter school in the nation to earn the Blue Ribbon award.

#### California Distinguished Schools:

Many schools throughout the county, in the past decade, have been recognized as Distinguished Schools by the Governor for academic excellence. Nevada Union High School, Bear River High School, Ghidotti Early College High School, Magnolia Intermediate School, and Seven Hills Middle School were all awarded this honor.

#### S.T.E.A.M. Expo:

The event combines science, technology, engineering, art and math into a stimulating experience that promotes

21st Century educational goals and links to local career opportunities and resources.

#### Nevada Joint Union High School District is a group of Innovative Educational Communities:

- Nevada Union Partnership Academy of Telecommunications, which has a multimedia focus to many of the assignments with video production at its core.
- Engineering Design Pathway.
- Green Academy which focuses on renewable energy.
- The humanities academy which focuses on the classical education with extra focus on world languages.

## Secondary Education

### Sierra College

Nevada County has two Sierra College campuses, one in Grass Valley and one in Truckee. The college ranks among the top 1% of United States community colleges in awarding Associate Degrees and ranks 4th in California. Sierra College is also ranked first in Northern California (Sacramento north) for transfers to four year Universities.

Career/technical training, and classes for upgrading job skills are available by way of approximately 83 degree and 78 certificate programs. Graduates from Sierra College can be found in businesses and industries throughout the region.

The college also prepares students bound for engineering majors through lower division required courses such as Mathematics, Chemistry and Physics. Sierra College is proud to offer the Mechatronics program which is the study of electronics, mechanics, pneumatics, hydraulics through computer control in one cohesive hands-on, project-based program. The field of mechatronics includes robotics, industrial automation, industrial process control, and electro-mechanical systems. Sierra College offers a three course series in photovoltaic (i.e. solar energy) technician training. Numerous programs in the digital arts are offered such as graphic design,

3-D modeling, web design, video production and editing and interactive multi-media production.

Students may choose from traditional on-ground, online, and hybrid courses from each of the four campuses, Rocklin, Nevada County, Tahoe-Truckee and Roseville. Sierra also offers an extensive not-for-credit Community Education (Kaleidoscope) program, as well as a large variety of courses through the Osher Lifelong Learning Institute (OLLI) program for retired community members.

**The Nevada County Campus (NCC)** located in Grass Valley currently offers courses in all patterns of Intersegmental General Education Transfer Curriculum (UC Admissions), Cal State University Breadth (Cal State Admissions, and General Education requirements for Associate degrees, as well as Community Education non-credit courses and Osher Lifelong Learning courses. Students may entirely complete 38 degrees at NCC, as well as many others by taking a combination of on-ground and online classes at NCC and Rocklin.

To learn more about Sierra College and what it can do for you, visit [sierracollege.edu](http://sierracollege.edu).

**THERE ARE FOUR MAJOR UNIVERSITIES WITHIN 90 MILES OF NEVADA CITY**

**Cal State University Chico**

400 West First Street  
Chico, CA 95929  
(530) 898-4636  
[csuchico.edu](http://csuchico.edu)

**Cal State University Sacramento**

6000 J Street  
Sacramento, CA 95819  
(916) 278-6011  
[csus.edu](http://csus.edu)

**University of Nevada, Reno**

1664 N. Virginia Street  
Reno, NV 89557  
(775) 784-1110  
[unr.edu](http://unr.edu)

**University of California, Davis**

One Shields Avenue  
Davis, CA 95616  
(530) 752-1011  
[ucdavis.edu](http://ucdavis.edu)



# Support for a Dynamic Nevada County

Hooper & Weaver has been part of our dynamic Nevada County community for more than 75 years. We are proud of the important service we provide, and of the positive impact our business has on the health and vibrancy of our community. Our dedicated employees share our commitment to the many Nevada County businesses and organizations that we are proud to support. We look forward to being part of the fabric of Nevada County for many years to come.

## HOOPER & WEAVER MORTUARY

459 Hollow Way, Nevada City  
530.265.2429  
[hooperandweavermortuary.com](http://hooperandweavermortuary.com)

Debbie Prisk Olsen,  
General Manager: FDR 2247  
Kay Lott Baker, Owner: FDR 2228  
Lic FD411, CR142

# Putting the pieces together for your business

## A STEP-BY-STEP GUIDE TO STARTING A BUSINESS IN NEVADA COUNTY



**S**tarting a business is an exciting proposition, however a level of risks and challenges are always part of the undertaking. You can improve your chances of success with proper planning and preparation.

### Create a Business Plan

A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenue.

### Choose a Business Structure

The business structure you choose will have legal and tax implications. Learn about the different types of business structures and find the one best suited for your business. If you will be establishing a corporation, S-corporation, partnership or a limited liability company you must register with the California Secretary of State.

#### California Secretary of State

Business Program Division  
(916) 653-6814  
[sos.ca.gov/business/](https://sos.ca.gov/business/)

### Choose and Register Your Business Name

Choosing and registering your business name is a key step to legally operating your business and potentially obtaining financial aid from the government. If you intend to name your business anything other than your personal name, you must file a Fictitious Business Name Statement with the Nevada County Clerk.

#### Nevada County Clerk

(530) 265-1221  
[mynevadacounty.com/recorder/index.cfm?ccs=1597](https://mynevadacounty.com/recorder/index.cfm?ccs=1597)

### Business Licenses

No business license is required to conduct business within unincorporated Nevada County. A business license is required within the incorporated city limits of Grass Valley and Nevada City. If your business is within city limits, contact the business permit and licensing section of your city's government. Additionally, special permits are required for businesses such as second-hand dealers, taxi services, kennels, automobile



wreckers and massage studios. Some occupations such as accountants, cosmetologists, optometrists, real estate agents and brokers etc., may require additional state licensing. Contact the California Department of Consumer Affairs to determine what licensing board governs your profession.

### Business Financials

Improve your odds of business success by understanding your financing needs as well as the options that are available to help you start, manage and grow your business.  
[sba.gov/starting-business/business-financials](https://sba.gov/starting-business/business-financials)

### Finance your Business

There are a variety of options when it comes to financing your small business. Explore your opportunities that range from traditional loans to grants and bonds. To help you identify what government financing programs may be available to help you start or expand your business, check out the "Access Financing" Wizard from Business USA, a guide to government resources that access financing for your business. Keep in mind that SBA and Business USA do not provide grants to start or grow a business.  
[business.usa.gov/access-financing#](https://business.usa.gov/access-financing#)

### Banking

Having separate business and personal accounts is essential. Contact the lender of your choice directly. A Fictitious Business Name Statement may be required to open a business account

### Filing and Paying Taxes

Find out if your business needs to obtain a tax ID and what are the benefits and requirements.

### Hire & Retain Employees

Learn about employment and labor laws to make sure your business is in compliance.



# We take your business personally.



## **A Unique Brand of Service With Solutions**

Our unique brand of Service With Solutions provides a breadth of financial services, business knowledge and personalized problem solving. It's a "come to you" style of full-service relationship banking built to last for years.

Your Tri Counties Bank Business Banker is a financial services expert dedicated to understanding you and your business, and will coordinate with other specialists to construct and update a custom portfolio of financial services to help your business grow and thrive.

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 **tri counties bank**

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1-800-982-2660 | TriCountiesBank.com



## Financing your business

### Business Line of Credit

A business line of credit is a tool that allows a business owner to borrow money as it is needed. A line of credit is opened with a lender, and it typically has a maximum amount of money that you can borrow. You do not necessarily have to borrow the money right away, but the line of credit is open.

One type of credit line that you could choose to get for your business is an unsecured line of credit. This particular type of credit line does not use any kind of collateral to secure it, but because it is riskier for lenders the interest on the loan is usually at a higher rate.

A secured line of credit usually requires real property as collateral. For example, you might put a line of credit on the building that you use for your business. Lenders may then be willing to let you borrow more money when you offer collateral and the interest rates will most likely be lower for this kind of credit line.

### US Small Business Administration Loans (SBA)

If you're planning to start a business or expand an existing business, you might need financing help. SBA participates in a number of loan programs designed for business owners who may have trouble qualifying for a traditional bank loan.

To start the process, you should visit a local bank or lending institution that participates in SBA programs. SBA loan applications are structured to meet SBA requirements, so that the loan is eligible for an SBA guarantee. This guarantee represents the portion of the loan that SBA will repay to the lender if you default on your loan payments. Commonly requested SBA programs include the following: Starting and Expanding Businesses, Disaster Loans, Export Assistance Loans, Veteran and Military Community Loans, and Special Purpose Loans.  
[www.sba.gov/loanprograms](http://www.sba.gov/loanprograms)



## Choosing the ideal business location

By Lock Richards, SVN - Highland Commercial Real Estate

Moving to a new location can be very expensive and significantly disruptive to your business. On the other hand, relocating may also dramatically improve company moral, increase employee productivity and expand your company's overall profitability.

The first step in choosing an ideal location is to identify your needs. An experienced commercial leasing agent ("CLA") can be very helpful here. Before ever showing you a building, a good CLA will ask you a series of questions about your needs regarding issues that you may not yet have considered. Are you looking to project an image that attracts customers and enhances client relations? Do you need convenient and accessible space? Could certain physical building amenities (more parking, larger offices, greater power, dock-high loading, etc.) create efficiencies and improve your operations? Do you need better exposure or more visible signage? Is your space efficient or are you paying rent on square footage that is simply being wasted?

Next comes searching the market. You can attempt this on your own, but there are numerous benefits to using the services of a CLA. First, many of the best commercial properties never see a real estate sign. A CLA who spends every hour of every working day leasing commercial properties may often have knowledge of prime soon-to-be-available properties that can lease up before ever hitting the market. Second, a CLA will equalize the playing field by representing your interests, arming you with market knowledge not otherwise available, and uncovering competing options that can make landlords sharpen their pencils. Third, you will have a single point of contact who will save you time, allow you to focus on your primary business, and provide you with an objective viewpoint.



# Equipment Finance Specialists

By John Neal,  
Tri Counties Bank Senior Account Executive

**E**quipment Finance Specialists make a concerted effort to reach out to local businesses to assist them with their equipment purchases. Often pre-calculated, one size-fits-all financing programs are not the standard. Instead, terms can be tailored to fit unique situations. For many businesses owners, financing makes good economic sense. These programs typically require no down payment, and sometimes a portion of equipment costs can be deferred to the end of the term. For many growing companies, new equipment represents not only significant cost, but significant opportunity. Certain pieces of equipment can offer increased capacity or efficiency, and sometimes even entirely new profitable lines of business.



## Penn Valley True Value Hardware

Opening our Penn Valley True Value hardware store was the start of a relationship with the community that has grown and flourished. Our loyal customers continually thank us for locating in Penn Valley and on top of that, their requests for more goods and services have motivated us to grow and diversify our line of products and services.



Since our opening in 2011 we have expanded to include a fence supply store and are just putting the finishing touches on our revamped garden Center and Gift Shop. The community has invested in us, and we will happily continue to invest in this community!



Scott Gutierrez, Owner



**LOCK RICHARDS**  
Managing Director  
**530.470.1740**  
[www.svnhighland.com](http://www.svnhighland.com)



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- Confident informed decision-making
- A trusting prosperous relationship

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# Building a great team for your business

By Valerie Costa

The team you hire can make or break your business. Having good, quality employees, and managing them well, is the secret of success for a business or organization; so how do you make sure that you have the best team possible?

I sat down with Julia Stidham, Advertising Director of The Union, who oversees 17 satisfied and happy employees, to find out some of her secrets to managerial success. She identified several tactics that she has developed over the years to ensure that she is an effective and inspirational supervisor. Here are her top six pieces of advice that will serve any boss well:

- **Follow your instincts and be willing to take risks**

Sometimes, an applicant will look great on paper, have all of the experience and education you are looking for, and even say the right things, but something feels off. Conversely, there are times when people come in without the experience or degree you are looking for, but you feel they would be a perfect fit for the position. Listen to your gut. "In my past career, in another industry, I once hired a mom of five who was going through a tough stage in her life. I just knew that she was the right fit," Stidham said. "The owner of the company was hesitant, but I convinced her. The woman we hired was the hardest worker I ever had and went on to move up in the company."

- **Don't be afraid to hire people smarter than you are**

The more people that you have who think differently than you and each other, the better they can work together to find new and better ways of doing things. Don't micromanage; rather, engage with your team members and give them the freedom to discover their own solutions. "People might not know what to do in a situation, but if you give them the opportunity to work it out for themselves they might find a better way to do something than you could have given them," Stidham advised.

- **Draw from your own experiences**

Think back to when someone above you did something that worked well to motivate you, and also when a boss did something to make you feel bad about yourself or witnessed that happening to a coworker. Put yourself into the shoes of your employee to figure out the best way to address an issue by being firm but positive. "I have had a lot of bad managers and a couple of good ones, and that made me realize that there is a positive way to manage people," Stidham said. "I am not perfect, I've made plenty of mistakes, but I've tried to make sure I learn from them so that I can be better the next time I'm in that situation."

- **Focus on the people**

Get to know your employees and find out what their goals are for their career, and where they want to go in the company. It is your responsibility as a manager to know that and give them the tools, resources, and environment to get there. "You don't motivate people, people motivate themselves. As a leader you can only create an environment in which you provide the tools and resources for an employee to feel motivated to reach their goals. collaborating, and discovering talents," Stidham said.



- **Give your workers autonomy**

Employees are people with obligations and life outside of work. Trust your employees and give them freedom to have a good work/life balance, and they will be more present and productive at work. "Taking care of ourselves and our families is key," Stidham emphasized. "Treat your team with respect and they will give you respect in turn."

- **Know when to cut your losses**

Whether it's because of budgetary concerns or other reasons, sometimes you have to let people go. When that time comes, be kind and trust that you are doing the right thing. "I always try to remind myself to consider good of the whole when making difficult decisions," Stidham said.

If you need to build YOUR perfect team, use these resources available in Nevada County:

## PERSONNEL | STAFFING SERVICES

### Adecco Staffing in Grass Valley

452 Brunswick Road  
Grass Valley, CA 95945  
(530) 273-7633  
[adeccousa.com/locations/grass-valley-california-staffing-agencies/](https://adeccousa.com/locations/grass-valley-california-staffing-agencies/)

### Blue Ribbon Personnel Services Grass Valley, Auburn

4150 Grass Valley Highway #B  
Auburn, CA 95602  
(530) 823-0556



◀ The Union team had some fun at Empire Mine State Historic Park

**Express Employment Professionals**

(530) 671-9202  
expresspros.com

**Principle Resource Group**

Executive recruiting services to civil engineering and construction companies  
313 Railroad Ave.  
Nevada City, CA 95959  
(530) 478-6478  
prgnc.com

**Rush Personnel Services**

15 Independence Circle  
Chico, CA 95973  
(530) 893-5500  
rush-personnel.com

**Nevada County Business and Career Network**

Grass Valley Location  
988 McCourtney Drive  
Grass Valley, CA 95949  
(530) 265-7088

**The Union**

Classified Ads and Employment Ads  
Zip Recruiter, After College & more  
Laci Lund  
(530) 477-4208  
llund@theunion.com

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**Debra@DorfmanSitzberger.com**  
**530.274.1321**





## Business Insurance

“Running a small business involves a significant investment. Business insurance protects your investment by minimizing financial risks associated with unexpected events such as a death of a partner, an injured employee, a lawsuit, or a natural disaster. Unless you are an employer, business insurance is generally not required by law, however, it is common practice to purchase enough insurance to cover your assets. If your business is an LLC or a corporation, your personal assets are protected from business liabilities; however, neither business structure is a substitute for liability insurance, which covers your business from losses.

Your state government determines insurance requirements for businesses. Most states require businesses with employees to pay for workers’ compensation insurance, unemployment insurance, and state disability insurance. Your state may require insurance of specific business activities. For example, if you own a car or truck and use it for business purposes, you may be required to purchase commercial auto insurance. Finally, your financial lender or investors may require you to maintain life, business interruption, fire, flood or other types of insurance to protect their investments.

Insurance coverage is available for every conceivable risk your business might face. Cost and amount of coverage of policies vary among insurers. You should discuss your specific business risks and the types of insurance available with your insurance agent or broker. Your agency can advise you on the exact types of insurance you should consider purchasing.”

Resource: <https://www.sba.gov/managing-business/running-business/insurance/business-insurance>.

## Other areas of insurance coverage you will need to evaluate

By Anthony Halby

**A**s a business owner, there are several areas of insurance you need to look at. I am going to discuss Life, Health and Disability insurance.

Medical insurance is obviously important. Considering the huge cost of medical care, when a simple tonsillectomy can cost \$6000, one must protect oneself with either an individual policy, or a group plan purchased through your business/company.

Life insurance is another important area of coverage that should be in place if you wish to keep the business/company active and running. As a key partner, one would need to be replaced quickly, especially if the death is unexpected. If the business is also a partnership, a life insurance policy could fund a buy/sell agreement to prevent future litigation with a surviving spouse.

Disability insurance replaces your income if you become disabled. If you are a sole proprietor, a business overhead expense policy will pay the expenses required to keep a business running until the proprietor is able to return. Disability insurance is also a beneficial product to include as part of a buy/sell agreement. Should you or your partner become disabled it would be important to have defined the terms as to when a disability is considered permanent; 18 months, 3 years or 5 years. A disabled partner who is entitled to half of the business’ profits while not able to contribute can be a debilitating burden to the business. Some policies will pay 80% of the agreed value and then pay the other 20% over time.



# Nevada County challenges and solutions

By Michael P. Anderson, CEO of Clientworks, Inc. and CIO of Spiral Internet

There are currently two prominent business challenges in Nevada County, and it feels like the stars are aligning after much discussion by Nevada County's business and political leaders to achieve solid and complimentary solutions for both. The first challenge is *workforce housing* and the second is *broadband infrastructure*. Not surprisingly, broadband and housing are inextricably linked.

In December of 2015, after a three-year process to identify the service area, write the application, meet countless times with The California Public Utilities Commission (CPUC) staff to vet the numbers, and lobby the commissioners with a diverse group of Nevada County government and business leaders, the California public Utilities Commission approved a resolution to provide \$16.7 million dollars in funding to Spiral Internet so they can build the first of three phases of a state-of-art fiber optic broadband network that will eventually pass by—and be able to service—every business and residential premise in the county.

The environmental assessment which categorized biological and archeological resources in the Phase One geographical area, required to support the CPUC's California Environmental Quality Act (CEQA) process, has now been submitted for review to the CPUC's Energy and Legal Division (CPUC-ELD). The Spiral team will be working with the CPUC-ELD in the coming months to finish up this portion of the project.

In March of 2011, Google Fiber chose Kansas City, Missouri and Kansas City, Kansas, to be the first two cities in their ambitious initiative to transform the stalled state of 21st-century fiber optic broadband infrastructure construction in the United States. In the early 2000s, while companies like Comcast, Time-Warner, Verizon, and AT&T were launching expensive and misleading advertising campaigns to gloss over their rising prices and lack of last-mile fiber optic broadband infrastructure investment, countries such as South Korea, the Netherlands, Sweden and Japan mounted aggressive fiber-as-utility strategies that allowed them to overtake the United States' previous top position in speed and price for broadband.

By January of 2015, when I first visited Kansas City, cranes had begun to dot the skyline and ground had been broken for a new light-rail line that looped through the downtown. In the city's suburbs, entire neighborhoods



were starting to be renovated by developers and turned over to Millennials in a variety of innovative business arrangements—drawn to Kansas City from our nation's high-priced and crowded coastal tech centers such as Boston and Palo Alto—with innovative incubator projects such as the Kansas City Startup Village ([www.kcstartupvillage.org/](http://www.kcstartupvillage.org/)).

When I returned to Kansas City in the latter part 2016, the light-rail line was complete and the city was booming and bursting at the seams. A formerly economically-challenged Midwestern city had been transformed by near-universal access to ultra-high speed and reasonably priced Internet connectivity: new restaurants and a vibrant downtown were filled with young people, new housing construction was visible everywhere, and the citizens, along with business and government, were beaming with optimism. In 2016, Spiral Internet released a vision document that was the result of an earlier workshop commissioned by John Paul, CEO of Spiral. If you have not yet read it, I encourage you to imagine Nevada County in 2025 after ultra-high speed Internet access has transformed our region. In places like Chattanooga Tennessee, Danville Virginia, and Kansas City, where fiber optic broadband infrastructure has reinvented their regional economies, particularly in the technology sector, Nevada County's Spiral project is being carefully watched and is seen as yet another forward-thinking community in America working hard to join the 21st century fiber optic broadband club.

The first challenge is workforce housing and the second is broadband infrastructure.



## Business Assistance & Business Education Programs

**SIERRA COLLEGE SMALL BUSINESS DEVELOPMENT CENTER (SBDC)** - The Sierra College Small Business Development Center has been established to serve the unique needs of the small business community. The Center and its staff provide comprehensive assistance to those who own or plan to own a small business, in the areas of general management, business planning, financial resources and marketing services. Consultation services are provided at no cost and consultations are confidential. 11930 Heritage Oak Pl #1, Auburn, CA (530) 885-5488  
Sierrasbdc.com

**SIERRA COMMONS BUSINESS IGNITOR** - Working at Sierra Commons gives people access to a supportive business network. It is comprised of a combination of remote employees, independent contractors, freelancers, startup companies, students, consultants, growing businesses and more. This shared working environment fosters collaboration, sharing new ideas, peer to peer feedback, team building, consultation, mentoring and marketing programs. 792 Searls Ave, Nevada City, CA 95959  
(530) 265-8443  
Sierracommons.org

**NEVADA COUNTY BUSINESS AND CAREER NETWORK** - The Mission of the Nevada County One Stop is to provide access to a comprehensive array of quality employment services, job-related education, and training opportunities to job seekers, employers and the community.

Grass Valley Office  
988 McCourtney Drive, Grass Valley, CA 95949  
(530) 265-7088  
Afwd.org

**SCORE** - A nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. Because their work is supported by the U.S. Small Business Administration (SBA) and a network of 11,000 + volunteers, it is able to deliver services at no charge or at a very low cost. SCORE provides mentoring, business tools, templates and tips (online) and inexpensive or free business workshops online 24/7. score.org

**SIERRA BUSINESS COUNCIL (SBC)**  
Association of businesses working to implement projects that model proactive change to secure the economic and environmental health of the Sierra Nevada. SBC's work includes research, policy analysis, public education and leadership development. 10183 Truckee Airport Rd., Ste. 202 Truckee, CA 96161  
(530) 582-4800  
sierrabusiness.org

**SIERRA HUMAN RESOURCES ASSOCIATION (SHRA)** - Serves HR practitioners, business owners and managers, students and community members by providing professional resources, networking and educational opportunities. (530) 573-0224  
Sierraahra.org

**DIGIGIG** - Prepares residents in rural communities for the future of work by teaching professional-level digital literacy skills, modern communication tools and personal productivity habits needed to thrive in the modern economy. It bridges the opportunity gap by helping citizens adapt their skill-sets to the digital economy to take advantage of nationwide opportunities for middle skilled jobs. Our programs are taught by professionals who have learned these new methods of communication, adapted to new web-based workflow tools and understand how to make the most of the internet to achieve our goals. Greater Grass Valley Chamber of Commerce - (530) 273-4667  
grassvalleychamber.com

**CONNECTED COMMUNITIES ACADEMY** - CCA is Nevada County's Digital Technology Training Center. It was founded by the Nevada County Economic Resource Council as a result of a workforce assessment that categorized the in-demand skills in the region and showed a glaring gap in availability of training for those specified skills in Nevada County. All courses are led by local "mentors" who are industry experts, working in local tech companies or remotely for national and international organizations. Their goal is to introduce new skills and career pathways to the participants. The courses are developed very organically, keeping in mind both the interest and demand from the local population as well as being available as a platform to



introduce cutting edge technologies such as Augmented and Virtual Reality and Internet of Things. New course and workshop proposals are always encour-

aged from talented and community minded professionals. [connected.academy](http://connected.academy)

**SIERRA COLLEGE CAREER AND TECHNICAL EDUCATION (CTE)**

CTE at Sierra College is a group of programs that prepares students for entry into professional level employment opportunities, typically within one to four semesters. The programs are organized by 15 industry sectors: Agriculture and Natural Resource; Arts, Media, and Entertainment; Building Trades and Construction; Education, Child Development, and Family Services; Energy and Utilities; Engineering and Design; Fashion and Interior Design; Finance and Business; Health Science and Medical Technology; Hospitality, Tourism and Recreation; Information Technology; Manufacturing and Product Development; Marketing, Sales and Service; Public Services; and Transportation.

[sierracollege.edu/academics/divisions/cte/cte-programs.php](http://sierracollege.edu/academics/divisions/cte/cte-programs.php)  
One stand-out CTE program is:

**Mechatronics**, the study of electronics, mechanics, and computer control in one cohesive hands-on project base program. The field includes robotics, industrial automation, industrial process control, and electro-mechanical systems. Local employers are very interested in mechatronics graduates because with so much of world be automated, there is a huge demand for people than can install, maintain and upgrade automated systems. Funded by more than \$900,000 in state and federal grants, Sierra College Mechatronics labs allow students to learn on state-of-the-art, industrial-quality equipment. [realskillsrealjobs.com](http://realskillsrealjobs.com)

**Sierra College - Business Information Worker, Pathway to Success** - In just two semesters gain marketable skills to get hired and start your career. The Business Information Worker is a job readiness pathway or certifi-

cate for office workers, developed in conjunction with local employers. Enrolled students are prepared in a broad range of entry-level skills and applications which promote success in a variety of workplace environments. [sierracollege.edu](http://sierracollege.edu)

**LUNCH-N-LEARN** The Nevada County Association of Realtors provides the popular Lunch and Learn program. Topical subjects, interesting speakers and valuable education - and lunch is included! [ncaor.getlamps.net](http://ncaor.getlamps.net)



**The New York Life Agents in your community...good guys to know.**



**KYLE R. SMITH\*\***  
Ca Ins. Lic # 0H07460  
[ksmith2@ft.newyorklife.com](mailto:ksmith2@ft.newyorklife.com)

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Ca Ins. Lic # 688575  
[tlcox@ft.newyorklife.com](mailto:tlcox@ft.newyorklife.com)

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- RETIREMENT PLANNING

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\* Issued by New York Life Insurance and Annuity Corporation. \*\*Registered Representative offering securities through NYLIFE Securities, LLC (Member FINRA/SIPC) A Licensed Insurance Agency. \*\*\*Financial Adviser offering investment advisory services through Eagle Strategies, LLC, a Registered Investment Adviser.

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**JOHN BAKER**  
Survey Coordinator

**DAN HOAGLAND**  
Land Surveyor



[www.nevadacityengineering.com](http://www.nevadacityengineering.com)

**(530) 265-6911**  
505 Coyote Street • Suite B • Nevada City, CA 95959





# Marketing your business

## THE IMPORTANCE OF ADVERTISING

By Valerie Costa

Here at the Union, it's a common story for companies who are going out of business to advertise their final sale in the paper and on our website and then tell us, "Wow, that was the best my business has ever done. I should have advertised more before I got to this point."

It's easy when you are looking at cutting expenses to remove your marketing funds from the budget, but that is a short sighted way to save some pennies, costing you countless dollars in the long run. According to Reference.com, "Advertising is important for both new and existing businesses, as it helps to communicate important information to customers and is one of the first steps in building strong relationships. It raises awareness for different brands that are available in the market. Therefore, creating an effective advertising plan is essential in attaining objectives and goals."

Many business owners think that because they have a Facebook page, they are reaching everyone they need to and therefore don't need an official website, but this is a mistake. Facebook can be an effective tool to enhance your website, but not to have in lieu of one. Also, Facebook puts competitor ads on your page, which is the opposite of your intention with marketing

The professional advertising consultants at The Union can help you come up with a great marketing strategy that fits your business's goals and budget. **Not just print and web ads, the Union is a full service digital marketing agency that can provide you with cutting edge digital solutions, including website building and maintenance, reputation management, SEM and SEO, social media strategies, targeted display advertising, and more.**

Contact Julia Stidham, Advertising Director of The Union today at (530) 477-4243 or [jstidham@theunion.com](mailto:jstidham@theunion.com) to see how we can help you get your message out and help your business succeed.

MEDIA

YOUR LOCAL MEDIA COMPANY  
TRANSFORMING & INNOVATING  
IN TODAY'S WORLD

Traditional media companies are changing with the times...  
leveraging their core strengths to remain relevant to advertisers and  
to their communities.

Local media companies have a major strategic advantage:  
Longstanding relationships with advertisers in their markets.

88 PERCENT

of local businesses surveyed said they considered their local newspaper, TV or radio sales reps to be digitally savvy.

There are

91 THOUSAND

local advertising reps in the U.S., the vast majority of whom sell digital as well as traditional advertising.

Local media companies dominate digital advertising in smaller markets:

Local media companies sold

\$10.5 BILLION

in digital advertising in 2015.

The heaviest hitters in this field were daily newspapers selling

\$5.1 BILLION

There has been a boom in local media companies offering digital and marketing services:

86 PERCENT

of traditional local media providers sell

DIGITAL SERVICES

in addition to advertising space.

The most popular digital services are web development, SEO, reputation management and video production.

www.TheUnion.com

Source: Borrell Associates, 2016 & 2015 data

464 Sutton Way, Grass Valley, CA 95945 • 530.273.9561

### Mill Street Clothing

I have owned Mill Street Clothing Company in Downtown Grass Valley for 27 years. I knew when I moved back to Grass Valley that I wanted to open a clothing store, and I wanted to be in the Downtown district. While I've seen many changes over the years, the one constant that remains is the positive business climate for retail in Nevada County. We have built and maintained a loyal following over the years which has allowed us to prosper and thrive even during tough economic times. Being in the assessment district has given us the advantage of great foot traffic, built in clientele and stellar events.



Lisa Swarthout, Owner



# Three Steps to Getting into the Real Estate Business...

Do you like the idea of a business where you have flexible career, can set your own schedule with potential to earn an excellent annual salary?

A career in Real Estate might be right for you.

STEP

1

## Required Education

### First things first - Education

#### Course Requirements

Prior to applying for the exam and license, individuals pursuing the license must complete specific industry-related classes. Courses must be three semester-units or four quarter-units at the college level. Courses must be completed at an institution of higher learning accredited by the Western Association of Schools and Colleges or by a comparable regional accrediting agency recognized by the United States Department of Education, or by a private real estate school which has had its courses approved by the California Real Estate Commissioner. Each course approved by the Bureau of Real Estate is a minimum of 45 hours in length.

#### Salesperson's License Course Requirements

Completion of three college-level courses is required to qualify for a real estate salesperson:

- Real Estate Principles
- Real Estate Practice

And one of the following:

- Real Estate Finance
- Real Estate Appraisal
- Real Estate Economics

- Property Management
- Legal Aspects of Real Estate
- Real Estate Office Administration
- Escrows

#### Broker's License Course Requirements

Applicants for a real estate broker license examination must have successfully completed the following eight statutorily required college-level courses:

- Real Estate Practice; and
- Legal Aspects of Real Estate; and
- Real Estate Finance; and
- Real Estate Appraisal; and
- Real Estate Economics or Accounting\*; and
- Three courses from the following list:
  - Real Estate Principles
  - Business Law
  - Property Management
  - Escrow
  - Real Estate Office Administration
  - Mortgage Loan Brokering and Lending
  - Advanced Legal Aspects of Real Estate

- Advanced Real Estate Finance
- Advanced Real Estate Appraisal
- Computer Applications in Real Estate
- Common Interest Developments

\*Note: If both Real Estate Economics and Accounting are taken, only two courses from the above group are required.

Nearby Institutions & R.E. Schools offering Real Estate Classes

- Sierra College - [matchcollege.com](http://matchcollege.com)
- California Community College Real Estate Programs - [cccreec.org/community-college-real-estate-programs/](http://cccreec.org/community-college-real-estate-programs/)
- Allied Real Estate Schools - [realestatelicense.co](http://realestatelicense.co)
- Kaplan Real Estate Schools - [kapre.com/real-estate-courses/california](http://kapre.com/real-estate-courses/california)
- California State Universities offer a bachelor's degree with an emphasis in Real Estate. [degrees.calstate.edu/degree\\_list/csu-degree-programs](http://degrees.calstate.edu/degree_list/csu-degree-programs)

STEP

2

## Test & Get Licensed

### The Next Step is Real Estate License Testing

To obtain a real estate salesperson or broker license, you must first qualify for and pass a written examination. Those who pass the examination are must complete and submit a license application to the CalBRE.

For a Broker's License, you must also qualify with:

- **Experience:** A minimum of two years full-time licensed salesperson experience within the last five years or the equivalent is required. For further information, see Documenting Experience Requirements for the Broker Examination on the CalBRE website.

#### General Requirements

- **Age:** You must be 18 years of age or older to be issued a license.
- **Residence:** If you are not a California resident, refer to Out of State Applicants on CalBRE website
- **Honesty:** Applicants must be honest and truthful. Conviction of a crime may result in the denial of a license. Failure to disclose any criminal violation or disciplinary action in an applicant's entire history may also result in the denial of a license.

#### License Exam Time-

- **Salesperson:** 3 hours 15-minutes. 150 multiple choice questions.
- **Broker:** 5 hours, administered in a 2 1/2-hour morning session and a 2 1/2-hour afternoon session. 200 multiple choice questions (100 in each session).

#### Format

Examinations conducted in Fresno, La Palma, Oakland, Sacramento and San Diego are currently offered in an electronic format.

#### Method

The examinations are given in a multiple-choice format.

#### Acceptable Identification

To be admitted into an examination, you must show a valid form of photo identification issued within the past 5 years: Current state-issued driver's license or DMV identification card, Passport or U.S. Military identification card.

STEP

3

## Sign-on with a Broker

### Finally – Get Your Business Going

#### Sign-on with a Broker

Under CA Law, a license is required to conduct real estate activities and under a broker's license or the supervision of a licensed broker; A salesperson without an employing broker may not perform acts requiring a real estate license.

Join a Local Association of REALTORS and Multiple Listing Service



336 Crown Point Cir. • Grass Valley, California  
Call (530) 272-2627 • [nevadacountyraor.com](http://nevadacountyraor.com)

# Housing

## Residential Real Estate Sales

February 2017 Median Sales  
Price Comparison by County

Nevada County	<b>\$390,000</b>
Butte	<b>\$290,000</b>
El Dorado	<b>\$419,000</b>
Mendocino	<b>\$322,000</b>
Napa	<b>\$660,000</b>
Placer	<b>\$435,000</b>
Tehama	<b>\$166,750</b>
Sutter	<b>\$269,120</b>
Yuba	<b>\$256,000</b>
Sacramento	<b>\$324,000</b>
Santa Clara	<b>\$1,100,000</b>
San Francisco	<b>\$1,276,000</b>

Source: California Association of Realtors

## Securing a residential rental property

By Amelia Barrett, President/Broker, Barrett Property Management, Inc.

In order to successfully secure a residential rental property in Western Nevada County, it is necessary to first understand the unique features of the area.

- GEOGRAPHY & TERRAIN:** Our unique geography lends itself to the adventurous outdoor community that we are. From the 1,400 foot elevation in Penn Valley to the 4,000+ foot elevation at the top of Nevada City, Western Nevada County provides an abundance of residential properties, which can range from lake-front, golf course, river-side, agricultural, recreational, city lots, rural and everything in-between. The diverse geography provides a perfect “pairing” of tenants with homes, but it is up to the home seekers to first decide which terrain fits their needs and likings best, before beginning the search.
- HOW TO SEARCH:** Most property management companies in California list their rental inventory for lease in their local Multiple Listing Service (MLS), which is also a hub for listing properties for sale. However, that process is not the “norm” for Western Nevada County. Each property management company works independently. Take it upon yourself to search all avenues of available rental properties (including Craigslist and management companies) in order to be successful in securing a rental home.
- PROVIDE PERSONAL INFORMATION TO PROPERTY MANAGEMENT COMPANIES:** If one is able to meet minimum screening requirements for a rental property, it may be advantageous to provide personal information to local property management companies. Often times, brokers can match potential tenants with a home before it hits the market.

## Nevada County – Types of Housing

An estimated 84% of county dwellings are single-family units, and 10% are multi-family units. An estimated 60% of all housing is in the unincorporated area of the county.

	Nevada City	Grass Valley	Truckee	Unincorp.	Total	% of Total
Single Family	<b>1,067</b>	<b>3,604</b>	<b>10,926</b>	<b>28,647</b>	<b>44,244</b>	<b>84%</b>
Multi-Family	<b>265</b>	<b>2,924</b>	<b>1,545</b>	<b>575</b>	<b>5,309</b>	<b>10%</b>
Mobile Home	<b>0</b>	<b>370</b>	<b>442</b>	<b>2053</b>	<b>2,865</b>	<b>5%</b>
Other Housing	<b>30</b>	<b>19</b>	<b>41</b>	<b>184</b>	<b>244</b>	<b>1%</b>
<b>Total</b>	<b>1,332</b>	<b>6,917</b>	<b>12,954</b>	<b>31,459</b>	<b>52,662</b>	<b>100%</b>
<b>% of Total</b>	<b>3%</b>	<b>13%</b>	<b>24%</b>	<b>60%</b>	<b>100%</b>	

Source: [factfinder.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml](http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)



# Transportation

## AIR ACCESS

### Nevada County Airport

13083 John Bauer Avenue  
Grass Valley, CA 95945

In 1995, over \$5 million was invested in improvements to the airport. Currently, it is home to over 140 aircraft and facilitates over 30,000 take-offs and landings each year.

- Nevada County residents commute in their private aircraft to business meetings outside the area and,
  - Both business people and recreational travelers use the airport as a gateway to the national air transportation system.
- Aircraft charter business located at the airport provides transportation to larger airports.
- Travelers in small aircraft from all over the U.S. have visited for business and recreation by flying into this community airport.
- Nevada County Airport is also home to the California Division of Forestry (CDF) Grass Valley Air Attack Base. Aircraft based at the airport are on standby, ready at a moment's notice, to respond to fires throughout the foothills and mountains. When large fires occur nearer to the airport, many other fire-fighting aircraft use the airport as a base for fuel and supplies.
- Search & Rescue, Medi-Vac, and local, state and federal law enforcement agencies also use the airport year round.
- Several flight instructors provide flight training every day to young men and women who are considering a future in commercial aviation. Through the Golden Empire Flying Association, [www.goldenempireflyingassociation.org](http://www.goldenempireflyingassociation.org), scholarship programs and the Experimental Aircraft Association's Young Eagles Flights, [eaa.org](http://eaa.org), hundreds of young people are introduced to the world of aviation each year.



Photo provided by Lee Ocker

### Alpine Air

Charter Flights and Flight Instruction  
13310 Nevada City Ave  
Grass Valley, CA 95945  
(530) 477-7701  
[flyalpine.com](http://flyalpine.com)

### Truckee Tahoe Airport District

10356 Truckee Airport Road  
Truckee, CA 96161  
Phone: (530) 587 4119  
[TruckeeTahoeairport.com](http://TruckeeTahoeairport.com)

The Truckee Tahoe Airport District has been providing a high quality, safe facility for pilots, visitors and the community. It is nestled in the Sierra Nevada mountain range at an elevation of 5,900 feet

- Twelve miles from Lake Tahoe
- Proudly hosts pilot safety and community programs, state-of-art energy saving facilities
- RENTAL CAR CENTER -both Hertz and Enterprise rental car agencies.
- The airport offers free meeting room space to community and nonprofit groups.
- The Truckee Tahoe Airport (KTRK) is a regional hub for many of the agencies vital to the safety and protection of the community. Care Flight has a full time, 24 hour facility for emergency medical response and transport located on site. Care Flight can reach most locations within the Town of Truckee in less than a minute and other more remote areas of Placer and Nevada County in less than ten minutes.
- The California Highway Patrol uses the airport to stage and refuel both its fixed wing and helicopter assets in support of search and rescue missions and law enforcement.

- Fire Fighting aircraft are based at the airport in the summer to aid in quick response to forest fires.
- The District is in the process of developing a Tahoe City heliport for rapid transportation and staging for both firefighting and medical response helicopters. In addition to this, the airport is frequently used to transport patients and organ donors nationwide in conjunction with life-saving, time critical missions.

### Surf Air

Private air travel membership club, entrepreneurs and frequent regional travelers, travel quickly and comfortably, anywhere in California, on Executive Pilatus PC-12 aircraft, flying to and from Truckee Tahoe Airport  
(800) 365-6179  
[surfair.com](http://surfair.com)

### Reno-Tahoe International Airport

2001 East Plumb Ln, Reno, NV  
(40 Miles from Truckee and 91 miles from Nevada City)  
(775) 328-6400  
[renoairport.com](http://renoairport.com)

### Sacramento International Airport

6900 Airport Blvd  
Sacramento, CA 95837  
(916) 929-5411  
[sacramento.aero/smf](http://sacramento.aero/smf)

## BUS TRANSPORTATION

### Gold Country Stage

13801 John Bauer Avenue  
Grass Valley, CA 95945  
(530) 477-0103  
[goldcountrystage.com](http://goldcountrystage.com)  
Provides safe, convenient, reliable, and affordable fixed route transit services



Photo provided by Lee Ocker

# Transportation

and specialized paratransit services. Gold Country Stage Route 5 travels to Auburn Station for connections to Placer County Transit, Auburn Transit, Sacramento Light Rail, and Amtrak Thruway bus services as connecting schedules allow.

## TAXI SERVICES

### Fast Taxi

(530) 477-7766

fasttaxi.com

Provides taxi services for Nevada County and the surrounding area. Airport shuttle service is available. Call in advance for airport transportation.

### Gold Country Cab and Courier

(530) 274-8294

Provides taxi services for south and western Nevada County. Offers wheelchair accessible taxi service.

### Gold Country Lift

(530) 271-7433

goldcountrylift.com

Provides public door-to-door paratransit service throughout western Nevada County for individuals with disabilities

## RAIL SERVICES

### Amtrak

(800) 872-7245

amtrak.com

### Auburn Station

277 Nevada Street

Auburn, CA 95603

Short-term Parking Only

1 Quick-Trak Machine - No Amtrak agent

Unstaffed - No Amtrak agent

### Colfax Station

99 Railroad St. at Church St.

Colfax, CA 95713

Enclosed Waiting Area

Short and long-term parking

Unstaffed - No Amtrak agent

### Truckee Train Depot

10065 Donner Pass Rd.

Truckee, CA

Enclosed Waiting Area

Short-term Parking Only

Unstaffed - NO Amtrak agent

### Amtrak Capitol Corridor Route

Provides convenient, frequent and affordable daily service between the Sacramento region and the Bay Area, with multi-ride tickets available. You can also take the easy Thruway bus connections to San Francisco from the Emeryville Station (EMY). The connection from Western Nevada County to the Amtrak services located in Colfax is provided by Gold Country Stage. goldcountrystage.com.

### The California Zephyr Route

Runs daily between Chicago and San Francisco, traveling through the mid-west, across the Rockies through to Reno, Truckee and Sacramento into Emeryville/San Francisco. It stops in Truckee, Colfax, and Sacramento once a day eastbound and once a day west bound. Coach seats, roomettes or bedrooms in the Superliner Sleeping Cars all require reservations.

## ELECTRIC CHARGING STATIONS

### Sierra College

250 Sierra College Drive, Grass Valley -

4 Charging Units

### I-80/Colfax Amtrak Station

99 Railroad St., Colfax -

1 Charging Unit

### Miners Foundry Cultural Center

325 Spring St., Nevada City -

1 Charging Unit

### The Cedar House Sport Hotel

11209 Brockway Rd., Truckee -

1 Charging Unit

### Meadow Park/Truckee Historical Society

1011 Donner Trail Rd - 1 Charging Unit

### Train Depot/CA Welcome Center

10065 Donner Pass Rd., Truckee -  
1 Charging Unit

### Pioneer Commerce Center

11025 Pioneer Trail, Truckee -  
1 Charging Unit

## TESLA CHARGING STATIONS

### Grass Valley Courtyard Suites

1 Tesla Charging Unit  
310 N Auburn St., Grass Valley

### The Cedar House Sport Hotel

1 Tesla Charging Unit  
11209 Brockway Rd., Truckee

### Best Western Plus

11331 Brockway Rd., Truckee  
4 Tesla Charging Units

### Safeway

6 Tesla Charging Units  
11290 Donner Pass Rd., Truckee

## ROAD CONDITIONS

### California

(800) GAS-ROAD; (800) 427-7623

### Nevada

(877) NV-ROADS; (877) 686-6237



# Media Contacts

## THE UNION

464 Sutton Way  
Grass Valley, CA 95945  
(530) 273-9561  
Theunion.com

## THE WILDWOOD INDEPENDENT

11270 Pleasant Valley Road  
Penn Valley, CA 95946  
(530) 432-2747  
Theunion.com/news/twi

## NEVADA CITY ADVOCATE

435 B Zion Street  
Nevada City, CA 95959  
(530) 559- 6378  
Nevadacityadvocate.com

## APPEAL DEMOCRAT

1530 Ellis Lake Drive  
Marysville, CA 95901  
(530) 749-4700  
(800) 831-2345  
Appeal-democrat.com

## BEALE AIR FORCE BASE

Public Affairs  
(530) 634-8887  
beale.af.mil/ContactUs.aspx

## SACRAMENTO BEE

2100 Q Street  
Sacramento, CA 95816  
(916) 321-1000  
sacbee.com

## Nevada County Broadcasters KNCO NEWSTALK AM RADIO

Business Line: (530) 272-3424  
Knco.com

## Nevada County Broadcasters STAR 94.1 FM RADIO

(530) 477-9494  
Mystarradio.com

## KVMR RADIO

120 Bridge Street  
Nevada City, CA 95959  
Email: office @ KVMR.org  
Phone: (530) 265-9073  
Studio line (530) 265-9555  
Kvmr.org

## NCTV

Nevada County TV  
104 New Mohawk Rd.  
Nevada City, CA 95959  
(530) 272-8862  
NevadaCountyTV.org

## YUBANET

Email: news@yubanet.com  
Yubanet.com

## NEVADA COUNTY GOLD MAGAZINE

14520 Lynshar Road  
Grass Valley, CA 95949  
(530) 272-3239 fax: (530) 272-3239  
nevadacountygold.com

## SIERRA FoodWineArt

P.O. 2528  
Nevada City, CA 95959  
(530) 263-1843.  
sierraculture.com

## SIERRA HERITAGE MAGAZINE

231 Lathrop Way, Suite A  
Sacramento, CA 95815  
(916) 426-1720  
sierraheritage.com

## TRUCKEE AREA

### SIERRA SUN

(530) 550-9696  
.sierrasun.com

## MOONSHINE INK

(530) 587-3607  
moonshineink.com

## THE WEEKLY

(530) 546-5995  
theweeklymagazineonline.com

## TRUCKEE TAHOE RADIO 101.5FM


(530) 587-9999  
truckeetahoeradio.com

## TAHOE TV

(530) 583-4206  
tahoetopia.com

# Helpful resources for business owners



 John Renwick, Eric Hatch, Teresia Renwick meet up at a Chamber Mixer.  
Photo submitted by Susan George

## LICENSES, PERMITS, AND REQUIRED

**FILEINGS** - No business license is required to conduct business within unincorporated Nevada County. A business license is required within the incorporated city limits of Grass Valley and Nevada City. If your business is within city limits, contact the business permit and licensing section of your city's government. Additionally, special permits are required for businesses such as second-hand dealers, taxi services, kennels, automobile wreckers and massage studios.

### City of Grass Valley

125 East Main Street  
Grass Valley, CA 95945  
(530) 274-4300  
cityofgrassvalley.com/services/  
departments/finance/bl\_how\_to\_apply.  
php

### City of Nevada City

317 Broad Street  
Nevada City, CA 95959  
(530) 265-2496  
nevadacityca.gov



Some occupations such as accountants, cosmetologists, optometrists, real estate agents and brokers etc., may require additional state licensing. Contact the California Department of Consumer Affairs to determine what licensing board governs your profession.

**Department of Consumer Affairs**

Consumer Information Center:  
(800) 952-5210  
dca.ca.gov

**Contractors State License Board**

24-hour licensing & Consumer Information: (800) 321-2752  
cslb.ca.gov

**State Board of Equalization**

Central Information Center:  
(800) 400-7115  
boe.ca.gov

**California Bureau of Real Estate**

1651 Exposition Blvd.,  
Sacramento, CA 95815  
CalBRE Public Information Line -  
(877) 373-4542  
dre.ca.gov

A special business license known as a Hawker and Peddler License is required for: outdoor music festivals, carnivals, public dances and special events, door-to-door solicitors, peddlers, and itinerant businesses. Before the County Tax Collector's office will issue a Hawker and Peddler License, the applicant must first see the appropriate city or County Planning Department.

**Nevada County Tax Collector**

Eric Rood Administration Center  
950 Maidu Ave.,  
Nevada City, CA 95959  
(530) 265-1285  
(888) 807-1285  
mynevadacounty.com/nc/ttc/Pages/  
Home.aspx

**FICTITIOUS NAME STATEMENTS -**

If you operate a business under any name other than your own, you must file a fictitious business name statement. This also referred to as DBA (doing business as). Forms are available at the County Recorder's Office. The completed form must be filed with the Nevada County Recorder's Office. Within thirty days of filing for the fictitious business name, you must run a "Fictitious Business Name Statement" in a local newspaper with general circulation. This statement will run weekly for four weeks. At the end of four weeks, the newspaper will issue an affidavit of publication, which must be returned to the County Recorder within 30 days.



**Nevada County Recorder's Office**

Eric Rood Administration Center  
950 Maidu Avenue  
Nevada City, CA 95959  
(530) 265-1285  
Toll Free: (888) 807-1285  
mynevadacounty.com/nc/recorder/Pages/  
Filing-a-Fictitious-Business-Name-State-  
ment.aspx

**HOME OCCUPATION PERMITS**

(For Home-Based Businesses)

The County of Nevada requires a permit to operate a business within your home. The residential character of the dwelling must be maintained. There can be no change in outward appearance of a business and the home occupation must not infringe upon the rights of neighboring residents to enjoy the peaceful occupancy of their homes. A home occupation must not occupy more than 25 % or 400 square feet of floor area of the residence (whichever is greater), or 1,000 square feet in an accessory building, or involve on-site retail sales of merchandise. Contact your city or county planning department regarding this permit. See contact information under PLANNING AND ZONING.

**REGISTRATION OF TRADEMARK, CORPORATE FILINGS, NOTARY PUBLIC, ETC.**

To register a trademark or trade name, find out specifics regarding corporate filings, notary public regulations, international business relations program and more.

- Secretary of State  
General Public Information:  
(916) 657-5448  
ss.ca.gov/business

**BUSINESS PROPERTY TAX**

Businesses are required to file an Assessor's Business Statement 571 annually, when requested by the Assessor or when equipment and fixture costs reach a total of \$100,000. The form can be downloaded from the Assessor's web site.

- Nevada County Assessor's Office  
Eric Rood Administration Center  
950 Maidu Ave.  
Nevada City, CA 95959  
(530) 265-1232 or (888) 806-1232  
mynevadacounty.com/  
assessor

**SELLER'S PERMIT/SALES AND USE TAX PERMIT**

All businesses involved in the sale or lease of tangible personal property must register with the California State Board of Equalization for a seller's permit, resale license or wholesale license. This permit provides a business with a registered resale number, which must be posted where they are clearly visible at the place of business. An application may be downloaded from the BOE website. To obtain more information on seller's permit, resale license or wholesale license, contact the State Board of Equalization District Office in Sacramento.

- State Board of Equalization  
(800) 400-7115  
boe.ca.gov

### ENVIRONMENTAL HEALTH PERMIT

An Annual Certificate of Operation (C of O) is required for businesses that dispense food to the public; pump septage; operate community water systems with less than 199 connections, centralized sewage systems, underground storage tanks (USTs), public pools or beaches; store, generate, or recycle hazardous materials. The C of O permit is issued by the Department of Environmental Health and is required prior to operation.

Fee list, ordinances and program information can be obtained from:

- Nevada County Environmental Health Department  
Eric Rood Administration Center  
950 Maidu Ave.  
Nevada City, CA 95959  
(530) 265-1222  
mynevadacounty.com/eh

### PLANNING AND ZONING

Before applying for any business license or permit, make sure your business meets local zoning requirements and any construction conforms to local building codes. Usually, building permits are required for new construction as well as building improvements and change in occupancy. If you are seeking a location for your business, thoroughly investigate zoning ordinances through the local planning department to be sure that your choice is zoned for your particular business activity. In some cases, zoning regulations will require a type of use permit for your business.

- Nevada County Planning Department  
Eric Rood Administration Center  
950 Maidu Ave.  
Nevada City, CA 95959  
(530) 265-1759  
mynevadacounty.com/planning
- Nevada County Building Department  
Eric Rood Administration Center  
950 Maidu Ave.  
Nevada City, CA 95959  
(530) 265-1222  
mynevadacounty.com

The Over-the-Counter Wednesday Plan Review by Appointment Program is a program that was created to allow customers, contractors and their designers to schedule appointments with appropriate Community Development Agency staff to review plans for minor and moderate commercial tenant

improvements, residential remodels, and other qualified projects.

- City of Grass Valley Building Department  
125 East Main St.  
Grass Valley, CA 95945  
(530) 274-4330  
cityofgrassvalley.com
- City of Grass Valley Planning Department  
125 East Main St.  
Grass Valley, CA 95945  
(530) 274-4330  
cityofgrassvalley.com
- City of Nevada City  
317 Broad St.  
Nevada City, CA 95959  
(530) 265-2496  
nevadacityca.gov

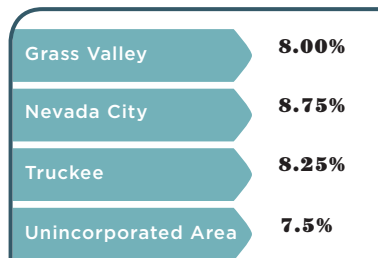
### STATE TAXES

- Franchise Tax Board  
Collection of individual and business income taxes  
(800) 852-5711  
ftb.ca.gov
- Employment Development Department  
Collection of employment taxes.  
edd.ca.gov

For the most up-to-date information, download the California Employers Guide at [gov/taxrep/de44.pdf](http://gov/taxrep/de44.pdf)

- State Board of Equalization  
Issues seller's permits and is responsible for the administration and collection of the state's sales and use, fuel, alcohol, tobacco, and other special taxes and fees.  
Central Information Center:  
(800) 400-7115  
boe.ca.gov

## Nevada County Sales & Use Tax Rates



Source: <https://www.boe.ca.gov/pdf/boe95.pdf>



## RESOURCES FOR AGRICULTURE RELATED BUSINESSES

- **Nevada County Farm Bureau** - An organization where all county residents interested in ranching, farming and agriculture have the opportunity to join together, stay informed and have a voice managing our agricultural resources.  
(530) 346-8146  
Nevadacountyfarmbureau.com
- **Nevada County Resource Conservation District** - The Nevada County Resource Conservation District has an Advisory Visit Program. It provides technical services, assessments, and information on the natural resource management of your property at no cost to you.  
113 Presley Way, Suite One,  
Grass Valley, CA 95945.  
(530) 272-3417  
ncrcd.org
- **Nevada County Grown** - Nevada County Grown is a nonprofit organization created to promote local farmers and ranchers and to strengthen the connection between Nevada County agriculture and the larger community.  
nevadacountygrown.org
- **Nevada County Agricultural Commissioner** - California's County Agricultural Commissioners serve as the primary local enforcement agents for State agricultural laws and regulations. Agricultural Commissioners have a unique and important role in the promotion of agriculture, the protection of environmental resources, and the assurance of a fair marketplace.  
(530) 470-2690  
mynevadacounty.com/nc/cda/agcomm/Pages/Home.aspx
- **University of California Cooperative Extension** - University of California Cooperative Extension provides information and assistance with crop selection, costs of production, pest management, soil fertility management, crop water requirements, livestock, range management, invasive weeds, etc.  
(530) 273-4563  
ucanr.edu



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MEETING SPACE

OUTDOOR  
EVENT PATIO

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AUDIO VISUAL  
EQUIPMENT

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530-477-1700

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