

SAN LEANDRO

RESOURCE GUIDE FOR BUSINESSES



BROUGHT TO YOU
IN PARTNERSHIP



SAN LEANDRO **VALUES YOUR BUSINESS!**

The San Leandro Chamber of Commerce works to support our local businesses and link them to key resources and opportunities.

INSIDE THIS GUIDE:

BUSINESS PLANNING

Consulting & free technical assistance

WORKFORCE DEVELOPMENT

Job training and placement needs

MARKETING & PROMOTIONS

Link your business to customers and business partners

CHOOSE SAN LEANDRO

Analyze your options for leases and/or property acquisition.

FINANCIAL SUPPORT & INCENTIVES

Business Incentive Program

BUSINESS PLANNING & TECHNICAL ASSISTANCE

Small businesses today face a particularly challenging, fast-evolving marketplace – it's critical to have expert technical assistance to help guide your planning. The Chamber of Commerce can link you to free technical assistance from our partners:

BUSINESS CONSULTING – The East Bay Small Business Development Center (SBDC), SCORE, SBA, and other organizations provide one-on-one consulting, workshops, and assistance with: business planning, sales & marketing, financial management, and other business issues.

ENTREPRENEUR SUPPORT & FINANCING – Working Solutions, ICA and other organizations offer business accelerator, consulting, and seed funding opportunities to new business ventures.

WORKSHOPS – on digital marketing, financing, accounting, crime prevention, and other topics are held regularly by the Chamber and the City. Learn more at www.sanleandrochamber.com and www.sanleandro.org/econdev



workingsolutions.org



ica.fund



americacssbdc.org



score.com



U.S. Small Business
Administration

sba.gov

WORKFORCE DEVELOPMENT SUPPORT

The San Leandro Chamber of Commerce works with several organizations that can help support your company's job training and placement needs.



Alameda County Workforce Development Board provides support to help small businesses find and train employees. They offer job postings, job training, employer incentives, and other services. <https://acwdb.org/>



Financial incentive programs like the Employment Training Panel (ETP) and California OJT (On-the-Job Training) programs are available to aid businesses while building up their capacity. <https://etp.ca.gov/>



Participating in job fairs is a great way to discover and hire local talent. The Chamber of Commerce hosts two job fairs per year, fall and spring, and our website hosts a job board for members to post available positions. Become a Chamber member and take advantage of these benefits. Sanleandrochamber.com



For companies seeking a highly trained workforce, San Leandro offers a unique location with access to major research and academic facilities. San Leandro is served by 31 colleges and universities within a 20-mile radius, including U.C. Berkeley, Stanford, Cal State East Bay, Chabot-Las Positas Community College District and many others - which can provide workforce training and support for local businesses.

A photograph of three women posing together. The woman on the left is wearing a light-colored cardigan and a dark skirt. The woman in the middle is wearing a brown leather jacket and jeans. The woman on the right is wearing a white button-down shirt and dark pants. They are all smiling. In the background, there is a logo for San Leandro featuring a sun and waves, with the text "SAN LEANDRO" arched above it.

SAN LEANDRO

OUR MISSION

Be the source of advocacy, education, and connections for business in San Leandro to foster a vibrant, smart, and current business climate.

MARKETING & PROMOTIONS

The San Leandro Chamber can help link your business to customers and business partners through a variety of ongoing initiatives. By joining the Chamber of Commerce, you can become part of a vibrant eco system of local businesses and marketing resources.



KEEPING IT LOCAL:

The Chamber of Commerce's ongoing marketing campaign to encourage residents and visitors to shop at local establishments. The City of San Leandro offers an eGift card to shoppers to use at various businesses.

Become a member of the Chamber of Commerce and have your business listed in the directory.

CITY OF SAN LEANDRO DATA:

Real estate metrics, demographics, industry data, and other helpful information affecting business in the San Leandro can be found on the City of San Leandro website.

<https://www.sanleandro.org/econdev>

- 91,008 – Population
- \$30,000,000 - Annual Sales Tax Revenue
- \$91,008 – San Leandro Population
- \$772,700 Median Home Value
- \$97,141 Median Household Income
- 41.5 – Median Age
- Racial Diversity:
 - Asian/Pacific Islander 36.1%
 - Caucasian 31%
 - Hispanic/Latino 27.6%
 - African American 10.3%
 - American Indian .9%
 - Other 4%

EVENTS

Are an important part of our year-round promotional efforts. You can view the many business events we host throughout the year at: <https://business.sanleandrochamber.com/events/calendar>.



Four major mixers per year, attend and expand your networking ecosystem.



NATIONAL MANUFACTURING DAY:

Host a tour on national manufacturing day. Attend a tour and make new connections.



CHERRY FESTIVAL:

Get a booth at this one-day event held every June. Over 5000 attendees at the festival



TWO FARMERS MARKETS:

Secure a booth and promote your business.

Downtown Farmers Markers:

<https://www.sanleandro.org/564/Downtown-San-Leandro-Farmers-Market>

Bayfair Farmers Market:

<https://www.cafarmersmkt.com/san-leandro-bayfair-farmers-market>

CHOOSE SAN LEANDRO

SITE SELECTION AND REAL ESTATE SUPPORT

If your real estate needs have changed or you are evaluating an existing or potential new lease, we encourage you to contact us. We can help link you to information about available sites or resources to help you analyze your options for leases and/or property acquisition. The Chamber's network includes the city's economic development department and several expert brokers and real estate professionals that we can connect you with.

Opportunity Zone- Opportunity Zones provide tax incentives for investment in designated census tracts. Investments made by individuals through special Opportunity Funds in these zones facilitate the deferment or elimination of federal taxes on capital gains.

Learn More: www.OpportunityZones.gov

San Leandro has identified two unique clusters, each with their own valuable markets, culture, assets and opportunities.

Bayfair TOD

Learn More:

<https://rb.gy/n9v39w>



San Leandro
Business Center

Learn More:

<https://rb.gy/0opdik>

FINANCIAL SUPPORT & INCENTIVES

The City of San Leandro has a Business Incentive Program, which offers matching forgivable loans up to \$45,000 to help businesses make exterior and interior improvements.

Learn more at:

<https://www.sanleandro.org/248/Business-Incentives>

Several Federal, State, and local programs can provide financial assistance for your business. Contact us today to discuss which of the following programs might be useful for your business needs:

- U.S. Small Business Administration (SBA): 7(a), 504, and microloans
- U.S. Housing and Urban Development (HUD) small business programs
- Industrial Development Bonds
- CalCAP
- California Competes – Grant & Tax Credit Programs
- Employment Training Panel
- Sales & Use Tax Exemptions
- R&D Tax Credit (both Federal & State)
- New Market Tax Credits
- Working Solutions CDFI
- Centro Community Partners (KIVA)
- Marble Bridge Funding Group
- Main Street Small Business Tax Credit
- Food Production Investment Program
- New Employment Tax Credit
- California Rebuilding Fund
- PG&E Economic Development Rate
- Capital Investment Incentive Program
- CDFIA Healthy Soils Program
- California State Historic Tax Credit

HELPFUL GOVERNMENT CONTACTS

For all other inquiries, please feel free to contact the San Leandro Chamber of Commerce at: (510) 317-1400 or info@sanleandrochamber.com.

- **Building Permits:**
(510) 577-3405,
permitsbyemail@saneleandro.org,
www.sanleandro.org/building,
- **Planning Department:**
(510) 577-3325,
planner@sanleandro.org,
www.sanleandro.org/planning
- **Business License:**
(510) 809-3133,
www.sanleandro.hdlgov.com
- **California ABC (Liquor):**
(925) 655-6314,
concord@abc.ca.gov,
www.abc.ca.org.
- **Fire Prevention:**
(510) 577-3317,
www.sanleandro.org/794/fire-services
- **Engineering & Transportation:**
(510) 577-6009,
etpermits@sanleandro.org,
www.sanleandro.org/engineering
- **Electric/Gas Service (PG&E):**
(877)743-5000,
www.pge.com
- **Fictitious Business Name:**
If a name has been invented for the business you must register it with the Alameda County Clerk-Recorder's Office (510) 272-6362
- **Food Sales**
Markets, restaurants, catering trucks, etc.:
Alameda County Environmental Health (Environmental Protection Division):
(510) 567-6700,
dehwebmain@acgov.org,
www.deh.acgov.o
- **Garbage/Recycling Service:**
Alameda County Industries:
(510) 357-7282,
www.alamedacountyindustries.com
OR Waste Management:
(510) 613-8710,
csnorthbay@wm.com
- **Import/Export:**
U.S. Commercial Service (415)
705-2300 or U.S. Customs Office (415)
744-7741 or Bureau of Export
Administration:
(408) 271-7300 ext. #13.
- **Federal Tax Information:**
IRS (800) 829-1040 (510) 839-5711
- **Sewer & Wastewater:**
(510) 577-3434,
www.sanleandro.org/645/water-pollution-control
- **State Franchise Board:**
Bank and Corporation Tax Information
(800) 852-5711
- **Water (East Bay Municipal Utility District):**
(866) 403-2683,
www.ebmud.com
- **General Advice:**
-U.S. Small Business Administration,
(415) 744-6820
www.sba.gov
-California Office of Small Business
(877) 345-4633
www.calosba.gov
-Small Business Development Center
(SBDC):
(510) 885-4806
www.eastbaysbdc.org

WHY JOIN THE CHAMBER?

We are committed to **fostering the growth** of our members' businesses, **advancing economic development** within the business community, and **cultivating strong partnerships** between our members and the broader community.

JOIN THE CHAMBER OF COMMERCE TODAY!

CORE BENEFITS:

- **EXPOSURE** - Announcement of your business to 2200+ contacts.
- **RESOURCES** - Post job openings, share events on the calendar, share press releases.
- **CONNECTION** - Access to events, programs & services: workshops, job fairs, networking opportunities, and more.
- **VISIBILITY** - Promote your business with cost effective advertising, email blast promotions, event sponsorship, directory profile, social media shares & reposts.
- **INFORMATION** - Subscription to Chamber e-newsletter and member promotions.
- **ADVOCACY** - representation of business interests and concerns at all levels of government.

Reach out today to schedule a membership appointment: 510.317.1400
San Leandro Chamber of Commerce, 120 Estudillo Ave., San Leandro
www.sanleandrochamber.com



Catalyst for business growth

Convener for leaders and influencers &

Champion for a stronger community

since 1923