Business Matters

THE CITY OF SAN DIEGO

Summer 2009

Doing Business with the City of San Diego

Did you know the City of San Diego purchases goods and services from businesses like yours? The City is continually seeking vendors, suppliers, and contractors who can provide quality products and services at competitive prices. If you are a consultant, service provider, contractor, vendor, or supplier, the City of San Diego's Bid & Contract Opportunities Page is a convenient place for you to find out about current bidding and contract opportunities. Visit the Purchasing Department's page on the City's website: www.sandiego.gov. Find your service or commodity on the City's posted Commodity Listing, then contact the appropriate procurement specialist to get started.

The Purchasing & Contracting Department also conducts free workshops for vendors and service providers on how to conduct business with the City of San Diego. Call **(619) 236-6000** for schedule information.

NO TIME TO WASTE NO WATER TO WASTE

WATER USE RESTRICTIONS BEGAN JUNE 1, 2009

San Diego imports 85-90% of its water. Due to environmental stresses, wholesalers are reducing water delivery to the region. Beginning June 1, 2009, the City of San Diego is at a Level 2 – Drought Alert Condition that includes mandatory water use restrictions for Water Department customers.

To learn more about the additional mandatory restrictions on water use, as well as conservation tips, free commercial landscape water surveys and rebate information for businesses, visit the City's website at www.sandiego.gov/wateremergency or call (619) 515-3500.

Commercial Recycling

The City Recycling Ordinance requires business owners, landlords, and property owners/managers to provide recycling services for employees, tenants, and residents. The ordinance currently applies to businesses and commercial/public facilities of 10,000 square feet or more and apartments and condominiums with 50 units or more. All multi-family properties, businesses and commercial/public facilities will be required to comply by January 1, 2010. Recycling is also required for single family residences and special events requiring a permit from the City.

SAN DIEGO RECYCLING WORKS
WHY WASTE A GOOD THING?

The more materials you recycle, the lower your trash collection costs.

The Environmental Services Department website has downloadable materials to help educate tenants and employees about recycling programs, and other helpful resources and information at sdrecyclingworks.com. Recycling Specialists are on staff to provide assistance and advice for setting up a successful program. Call **(858) 694-7000** for assistance.

Tenant Improvement Tips

The City of San Diego wants your business to succeed – it benefits all of us.

But, as you expand, you may have questions regarding permits, fees, debris recycling, parking and disabled access.

So, before you expand, talk to a contractor, engineer, architect or other design professional, along with City staff members… they're there to help you find out what's needed.

These requirements help your business be a safer, better neighbor, and preserve the beauty and character of San Diego. For general permit assistance and information call (619) 446-5000.

Mayor's Message

Mayor Jerry Sanders

Creating and retaining jobs is a critical part of weathering the current economic storm. The City of San Diego is working with local businesses, trade groups and other government agencies to implement strategies for job development.

Mayor Sanders has taken the lead in Washington, DC and Sacramento helping to bring new money for public projects to our region. Working with business and community leaders from throughout San Diego, he has been successful in securing commitments for more than $100 million in federal stimulus funds for transportation, energy efficiency and other projects that will create jobs in our area. The Mayor is also working to ensure that the state's own budget crisis won't become an undue burden on local government or dim hopes for creating additional jobs in the year ahead.

UPCOMING EVENTS

- Free street trees available from Urban Corps of San Diego. Call (619) 235-6884 to find out about Urban Forestry in San Diego.
- For more information on upcoming events visit www.sandiego.gov and type "calendar" in the search window.

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San Diego, CA 92101
Phone: 619-236-5555

Produced and distributed by the Office of Small Business and the Office of the City Treasurer. For more information visit www.sandiego.gov/directories/business.

This information is available in alternative formats upon request.

Free Business Assistance Workshops and Seminars

The Library's Business Resources & Technology Link is an outreach program to assist small businesses. Workshop topics include Legal issues on the Internet, patents and trademarks, e-commerce and e-business, finance, and more.

For more information, call 619-238-6630, email businesslink@sandiego.gov<mailto:businesslink@sandiego.gov>, or visit the Central Library, 820 E St., 3rd floor Social Sciences Section.

Also, SCORE San Diego offers FREE business counseling and low-cost workshops. Contact SCORE at **(619) 557-7272** or www.score-sandiego.org.

THINK BLUE!

The City of San Diego is taking proactive steps to protect water quality and the environment by preventing pollutants from entering our rivers, creeks, bays and the ocean.

Many business owners are unaware that the storm drain system and sewer system are not connected and everything that washes into storm drains flows untreated to our beaches and waterways. The City and State require businesses to implement measures to prevent pollution from entering the system. Some simple steps to follow include:

- Use a broom to sweep trash and debris from around your business instead of using a hose to clean hard surfaces and sidewalks.Dispose waste in a trash can and secure lids properly
- Wash dirty mats over a landscaped surface or in a sink connected to the sewer system
- If you own a restaurant, have your grease traps inspected and cleaned regularly

think BLUE SAN DIEGO

For more information about how businesses can help keep our beaches and bays clean and safe for all San Diegans, contact the Storm Water Department at (858) 541-4300 or visit the **Think Blue** web site at www.ThinkBlue.org

ADA/Title 24

The Americans with Disabilities Act (ADA) is a federal civil rights law that prohibits discrimination against people with disabilities. Employers with 15 or more employees must comply with Title I and provide qualified individuals with disabilities an equal opportunity to benefit from the full range of employment-related opportunities available to others. A helpful ADA website is www.ada.gov/business.htm

Title III prohibits discrimination by businesses and non-profit agencies on the basis of disability and includes minimum standards for ensuring accessibility when designing and constructing a new facility or altering an existing facility. For information on tax incentives for accessibility improvements visit www.ada.gov/taxpack.htm

New construction and alterations must also comply with Title 24 in California. For more information visit http://www.sandiego.gov/development-services/industry/accessibility.shtml

Business Tax Information

Got BTC?

In addition to traditional store-front businesses, the City of San Diego also requires home-based businesses, self-employed persons, and independent contractors to register for a Business Tax Certificate. For additional information regarding the City's Business Tax requirements please call the Office of the City Treasurer Business Tax Program at (619) 615-1500.

Rental Unit Business Tax

The Rental Unit Business Tax is imposed annually upon anyone who owns, operates, or manages the rental of any residential real estate. Residential real estate includes single family residences, multiple family residences, mobile homes, mobile home parks, trailers, trailer parks, apartments, bungalows, hotels and motels. For additional information regarding the City's Rental Unit Business Tax requirements please call the Office of the City Treasurer Business Tax Program at (619) 615-1500.

Small Business Health Insurance

Looking for affordable health, dental, vision, and life insurance tailored specifically for San Diego small business owners and their employees? Then consider City Care Benefits:

- ✔ Large group rates and benefits for employers with a City of San Diego business tax certificate
- ✔ Guaranteed issue for employers with 3 or more eligible employees
- ✔ Low employer contribution requirements
- ✔ Available through your health insurance agent
- ✔ Domestic partner coverage
- ✔ No health questions

Contact MVI Administrators at (619) 260-2660 or email: citycare@mviinc.net

Sponsored by the San Diego Business Improvement District Council

The Bottom Line:
Stretching every dollar matters

verizon wireless

These days businesses are looking for ways to stretch their budgets. Being more effective in today's market is critical. Missing a beat could mean missing out on new business, or losing customers. That's a chance most businesses don't want to take. That's why smart businesses are turning to the value leader in the wireless industry to keep them effective and efficient. For businesses large and small, ***Verizon Wireless offers the greatest value package:***

- **Free, Unlimited** voice calling to up to 10 numbers with Family Share for Business
- **Unlimited** calling to 80,000,000 Verizon Wireless customers on qualified plans
- The most reliable wireless network in America — you can count on it
- Cutting edge smartphones to track emails, use company databases and surf the web
- Special **Business Share** calling plans to pool minutes
- San Diego-based account representatives that know the region and specialize by industry

Family Share for Business allows businesses to be more cost effective because ***the feature is free.***

- Get unlimited voice calling with up to 10 numbers you do business with the most
- Use reports available online to pinpoint the best numbers for the program
- Change your list of numbers daily, if you'd like, as your business needs change

To learn more about Friends & Family for Business, or any of the industry leading values that Verizon Wireless offers, please visit any of our Verizon Wireless Communications stores by clicking on www.verizonwireless.com/storelocator. You may also contact Shawn Naylor at **(619) 952-1340.**

Para obtener una copia de esta publicación en Español, por favor visite la página en internet de la Ciudad en: www.sandiego.gov/ecdnews.shtml

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