



**FONTANA**  
CALIFORNIA

# Small Business Resource Guide



# Welcome to the Fontana business community





The City of Fontana's Economic Development Department aims to create an environment where the business community can grow and succeed while strengthening the Fontana economy.

The Fontana Municipal Code requires all businesses operating within City limits to be properly licensed and in accordance with the standards for zoning (via Planning Department), Building and Safety, and Public Health.

We encourage you to use this guide to help kickstart your entrepreneurial journey in the City of Fontana.

## Before you meet with Fontana

Your meeting with Fontana's Economic Development Office will be more impactful with the following items:

-  Business Name
-  Legal Formation Structure
-  Physical Location of Your Business  
(Home-based, Brick and Mortar, Mobile, Online, etc.)
-  Business Plan:
  - > Description of your business
  - > Target Market
  - > Estimated business income

# City of Fontana Resources

**Empowerment Loan Fund** This is a funding opportunity for small businesses located in Fontana or those considering moving to Fontana with up to \$50,000. An alternative to traditional loans, credit cards, or high-interest debt financing, funds can be used for various purposes like construction, inventory, working capital, and more.



**Empower Your Business in Fontana**  
[www.fontanaca.gov/3655/Fontana-Empowerment-Loan-Fund](http://www.fontanaca.gov/3655/Fontana-Empowerment-Loan-Fund)

**Business Workshop** A series of free workshops is designed to empower the Fontana business community, equipping them with knowledge and skills for success. Participants will have the opportunity to receive one-on-one assistance to apply for the Fontana Empowerment Loan Fund.



**Free Workshops**  
[www.fontanaca.gov/3701/Business-Workshops](http://www.fontanaca.gov/3701/Business-Workshops)

**Business Summit** The Fontana Business Summit is a proud collaboration between local and regional businesses and organizations. This one-day event connects Fontana entrepreneurs with valuable resources and information to not only grow but also understand financial literacy for their businesses.



**Annual Fontana Business Summit**  
[www.fontanaca.gov/3681/Fontana-Business-Summit](http://www.fontanaca.gov/3681/Fontana-Business-Summit)

**Open For Business Series** Open For Business is a video series that highlights the business community and their journey to Fontana. Contact Monique Carter at [mcarter@fontanaca.gov](mailto:mcarter@fontanaca.gov) for inquiries related to participation in the Open For Business series.



**Fontana is Open For Business**  
[www.youtube.com/playlist?list=PLC16D1BE6EE0E55E4](http://www.youtube.com/playlist?list=PLC16D1BE6EE0E55E4)

## Data.FontanaCa.Gov

- > Zoning Map
- > Development Projects
- > City Infrastructure and Utility Projects

## Build.FontanaCa.Gov

- > Available 24/7 for online permitting
- > Search for permits; submit applications, plans, and document
- > Check your application status, view project updates, and more

## Purchasing.FontanaCa.Gov

- > Opportunities for businesses to do business with the City of Fontana through bids

# Fontana Chamber of Commerce

*Not a City of Fontana organization*

[www.FontanaChamber.org](http://www.FontanaChamber.org)  
909-822-4433 | [info@fontanachamber.org](mailto:info@fontanachamber.org)

The Fontana Chamber of Commerce strives to promote the continuous improvement of the common good and quality of life in Fontana through the promotion of local commerce, the pursuit of new businesses; the cultural, social atmosphere, and economic education of Fontana citizens. The City's partnership with the Fontana Chamber of Commerce serves as an additional source of community and support for Fontana businesses.

What it means to be a member:

- > All-inclusive marketing
- > Workforce resources
- > Ribbon cuttings
- > Events and mixers
- > Educational opportunities
- > And more



# Obtaining Your Fontana Business License

Depending on your business type or industry, this process may vary. Using a home address for your business? Please apply in-person at Fontana City Hall, 8353 Sierra Avenue between Monday – Thursday from 8 am – 5 pm.

## Steps for obtaining a business license

- 1

Starting your application online at [www.fontanaca.gov](http://www.fontanaca.gov) and pay applicable fees.
- 2

Once your application is received, it is reviewed by different departments like
  - > Planning for zoning compliance\*
  - > Building and Safety for building regulations\*
  - > Public Health\*\*
  - > Police Department\*\*
- 3

You'll receive feedback and address any concerns raised by City departments.
- 4

After successful completion of inspections and approvals from City departments, your applications forwarded to the Business License division for final processing and issuance.

## Frequently asked questions

- Who do I contact for a list of commercial and industrial sites that are available in the City of Fontana?**

> You will need to find a broker with commercial and industrial listings in the City of Fontana and work with them for any dealings related to property. We are unable to recommend a specific broker to you.
- What do I do to start my business once I find a piece of property?**

> Before you purchase the property, you'll want to find out the land use and zoning designation. If you need assistance, you can contact Planning.
- Where can I find information about land use and zoning?**

> [Data.FontanaCa.Gov](http://Data.FontanaCa.Gov)  
> Don't forget to check out the How-to videos
- What is the process to get my plans approved to construct my building?**

> We suggest you connect with Marketing & Economic Development Manager, Monique Carter, who can help give you initial feedback on your project and any prerequisites before the development process.  
> Refer to the booking information
- Where can I get a list of architects and engineers who can assist me with the plans I need to submit to the City?**

> You will need to find an architect/engineer. We are unable to recommend a specific architect/engineer to you. In addition, you will need to check for the architect's and engineer's licensing.  
> California Architects Board: [www.cab.ca.gov](http://www.cab.ca.gov)  
> Board for Professional Engineers, Land Surveyors, and Geologists: [www.bpelsg.ca.gov/consumers/lic\\_lookup.shtml](http://www.bpelsg.ca.gov/consumers/lic_lookup.shtml)



Check out the How-To videos on YouTube

\*If additional permitting is required for your project – visit [Build.FontanaCa.Gov](http://Build.FontanaCa.Gov) to submit your documents, plans, and more.

\*\*If applicable to your business.

## KEY TERMS

**Land use** refers to the way a property is used. Larger categories are residential, commercial, industrial, and public uses. Land use can also be more specific, like retail sales or single-family residential.

**Zoning** is a set of rules that state which land uses can go in which areas and how properties can be developed.

“I’d like to welcome you to Fontana, the community for you to forge your entrepreneurial legacy in. With a clear vision and exceptional leadership from the City Council, our priority is to support your success at every stage. Your aspirations will lead you to endless possibilities right here in Fontana.”

— Matthew C. Ballantyne, City Manager

“San Bernardino County—very simple. One of the most rapidly growing, successful, middle-class economies in the entire United States of America. Fontana occupies an incredibly important part of that overall success story. And Fontana has an enormous opportunity to take that and run with it.”

— Dr. Christopher Thornberg, Economist and Founder of Beacon Economics







## DIRECTORY

### **Fontana Economic Development**

[Business.fontanaca.gov](http://Business.fontanaca.gov)

909-350-6520 | [mcarter@fontanaca.gov](mailto:mcarter@fontanaca.gov)

### **Fontana Business License Division**

[www.fontanaca.gov](http://www.fontanaca.gov)

909-350-7675 | [businesslicense@fontana.org](mailto:businesslicense@fontana.org)

### **Fontana Planning Department**

[www.fontanaca.gov](http://www.fontanaca.gov)

909-350-6718 | [planning@fontanaca.gov](mailto:planning@fontanaca.gov)