



## *Business Assistance Program*

### **Knowledgeable Staff**

The City's knowledgeable staff, led by City Manager René Mendez, enables businesses to quickly obtain needed information and resources. Staff members are responsive and accessible to ensure close collaboration between the City and business owners throughout the permitting and development process.

### **Fast Track Permitting Process**

The fast track permitting process allows necessary permits and applications to be processed quickly. This process is geared to meet the time constraints often associated with starting new businesses. City staff works cooperatively with clients to fit the permitting process to their specific needs.

### **Retail Business Technical Assistance**

The City teams up with various business experts to provide technical assistance and marketing training to new start-up retail businesses. This assistance allows businesses to adapt their marketing efforts to the City's customer base and achieve success within the Gonzales business community.

### **Financial Assistance**

Gonzales offers a variety of loan and grant programs tailored to individual business needs. The Gonzales Redevelopment Agency provides low interest loans to new businesses located within the Redevelopment Area. In addition, City staff is experienced in several state loan programs including the Economic Development Administration (EDA) and the Community Development Block Grant (CDBG) programs. The City also has good working relationships with local lenders.

### **Building and Façade Improvement Program**

Gonzales can assist property owners with improvements to existing buildings through the Building and Façade Improvement Program. The program provides up to \$10,000 in matching funds to businesses improving the exterior façade of their building.

### **Salinas Valley Enterprise Zone**

Salinas Valley Enterprise Zone, scheduled for final adoption in fall of 2008, is a state and local incentive program designed to bring new business and retain and expand existing businesses within the Salinas Valley in order to create new jobs for its residents and improve economic conditions. The zone stretches along the Highway 101 corridor from Salinas to King City and incorporates the commercial and industrial areas of Gonzales. Substantial benefits and incentives to businesses within the zone include:

- A minimum of \$36,000 in tax credit over five years for each qualified employee hired;
- Sales tax credit on qualified equipment purchases up to \$20 million per year;
- Up to 100 percent net operating loss deduction;
- Employee training programs;
- Reduced or waived development fees;
- Business consultant service grants;
- Local financing.

For more information on Business Assistance Programs, contact the Director of Planning and Economic Development, Bill Farrel, at (831) 675-5000, [bfarrel@ci.gonzales.ca.us](mailto:bfarrel@ci.gonzales.ca.us).