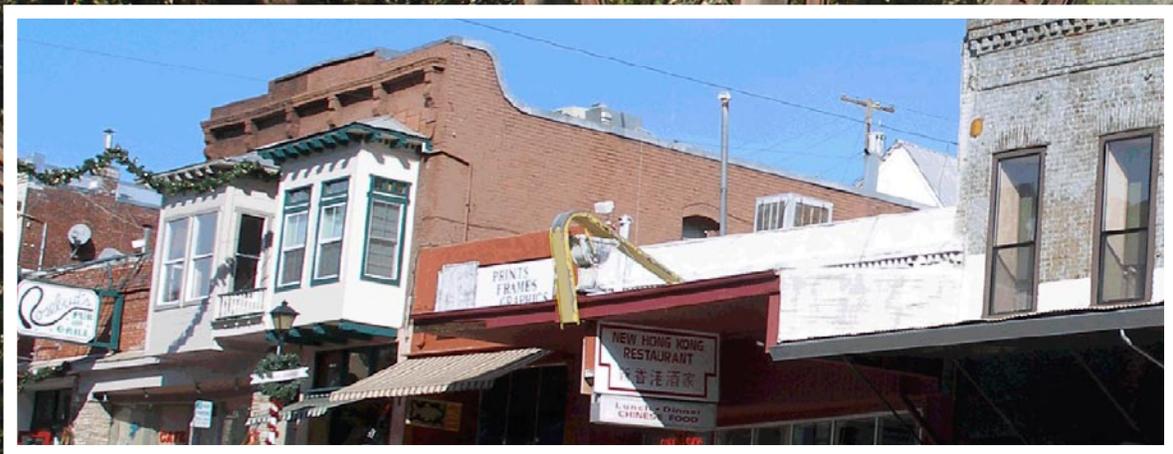


• *City of Jackson* •

2009/2010 BUSINESS PLANNER

A GUIDE TO
LOCATING YOUR
BUSINESS IN



Historic Jackson





Historic Jackson

The City of Jackson is located in the heart of California's historic Mother Lode, 45 miles east of Sacramento and Stockton. Jackson began as a gold mining camp in 1848 and today is the hub of commerce and the seat of government in Amador County. State Routes 49 & 88 bisect the City. With a total area of 3.5 square miles, Jackson blends the ambiance of a gold rush-era downtown district and Victorian era neighborhoods with modern subdivisions and shopping centers. Nestled in the Sierra Nevada foothills, church spires and oak tree covered hillsides lend to the community's rural charm.

At the same time, the City also boasts a state-of-the-art hospital, a wide variety of ancillary medical services, and several excellent long-term care facilities that cater to the needs of a segment of a thriving senior community. Numerous local restaurants offer fine ethnic dining, and the Shenandoah Valley is just a short drive from Jackson for lovers of premium wines.

Jackson enjoys a diversified economy supported by agribusiness, government, and tourism. Commercial activities include two major grocery chain stores, and a variety of personal service providers. The Jackson Rancheria Casino is located two miles east on State Hwy 88. Jackson is also home to the only movie theater complex in Amador County, and hosts a number of well attended seasonal events and festivities that are famous throughout the Mother Lode, the Sacramento Valley, and Northern California.

In the heart of California's Gold Country, an appealing place to shop, work and live for the local resident, merchant and visitor.

COME SEE FOR YOURSELF...
and get your share of the gold!



IMPORTANT TELEPHONE NUMBERS

City of Jackson

- City Manager:** Michael Daly (209) 223-1646
http://ci.jackson.ca.us/Admin_Finance.html
- City Planner:** Susan Peters (209) 223-1646
http://ci.jackson.ca.us/general_plan_info.html
- City Building Dept.:** Larry White (209) 223-1646
http://ci.jackson.ca.us/building_depart.html
- Electric/Gas Service (PG&E)** (800) 743-5000
<http://www.pge.com/mybusiness/>
- Cable Internet (Comcast)** (800) 824-2000
<http://www.comcastbusinessservices.com/>
- DSL Internet (AT&T)** (800) 750-2355
<http://www.corp.att.com/dsl/>
- Waste Disposal (Aces Waste Services)** (209) 296-2237
<http://www.aceswasteservices.com/>
- Water Service** (209) 223-1646
http://ci.jackson.ca.us/public_works.html
- Sewer Service** (209) 223-1646
http://ci.jackson.ca.us/public_works.html
- Telephone Land Line (AT&T)** (800) 464-7928
<http://att.com/>
- Jackson Post Office** (209) 223-7720
<http://www.usps.com/business/>
- County Library - Jackson Branch** (209) 223-6400
<http://www.co.amador.ca.us/depts/library/>
- Sutter Amador Hospital** (209) 223-7500
<http://www.sutteramador.org/>

- Amador Ledger-Dispatch Newspaper** (209) 223-1767
<http://www.ledger-dispatch.com/>
- TSPN Local Cable TV Programming** (209) 223-4877
<http://www.tspntv.com/>
- Home Town Radio** (209) 223-0241
<http://www.htradio.net/>

County of Amador

- Assessor's Office** (209) 223-6351
- Clerk/Recorder** (209) 223-6468
- Environmental Health** (209) 223-6439
- Health and Human Services** (209) 223-6407
- Planning Department** (209) 223-6380
- Public Works** (209) 223-6429
- Transportation Commission** (209) 223-2282
- Treasurer/Tax Collector** (209) 223-6364

Business Associations

- Jackson Revitalization Committee** (209) 223-1646
<http://ci.jackson.ca.us/revitalization.html>
- Historic Jackson Business Association** (209) 223-2327
<http://www.historicjackson.org>
- Amador County Chamber of Commerce** (209) 223-0350
<http://www.amadorcountychamber.com/>
- Amador Council of Tourism** (209) 245-4503
<http://www.touramador.com/>



STARTING A BUSINESS IN JACKSON

If you're an entrepreneur considering starting a small business, it is helpful to run through a standard checklist of activities common to nearly all businesses. The following are suggestions for opening a business within the City of Jackson.

- 1. Determine your legal structure.** This will normally fall within a sole proprietorship, general partnership, corporation, or limited liability company. <http://www.sos.ca.gov/business/be/resources.htm>
- 2. Prepare a business plan.** Preparation organizes your thoughts on paper and determines the feasibility and practicality of going into business. A business plan also forms the basis to pitch your concept to lenders and/or investors, if needed. A variety of business plan formats are available on the Web. Remember it is the content, your research, and thoroughness that matter most.
- 3. File a Fictitious Name Statement.** Unless you are incorporated, a statement must be registered with the Amador County Recorder's Office, and published in a local newspaper (Amador Ledger-Dispatch). This is usually required before a business may open a business checking account. (209) 223-6468 <http://www.co.amador.ca.us/depts/recorder/>
- 4. Insurance.** Insurance should be obtained before your business opens its doors. The most common coverages include: liability, fire, auto, vandalism, health and worker's compensation.
- 5. Federal Employer Identification Numbers (EIN).** It is recommended that you obtain an EIN regardless of whether you have employees. You may obtain an EIN either by telephone (800) 829-4933 or on-line. <http://www.irs.gov/businesses/small/article/0,,id=102767,00.html>.
- 6. Employment Development Department (EDD).** Registration with the State of California is necessary if you have any employees. If you have employees you are required by law to have Worker's Compensation insurance. (888) 745-3886. http://www.edd.ca.gov/Payroll_Taxes/Reporting_Requirements.htm
- 7. Resale Permit.** If applicable to your business, obtain a resale permit from the State Board of Equalization. (800) 400-7115. <http://www.boe.ca.gov/info/reg.htm>
- 8. Business License.** If you will be operating any part of your business within Jackson's City Limits, a Business License is required. http://ci.jackson.ca.us/PDF/city_clerk/Business_License_Application.pdf
- 9. Establish your business contact information:** telephone numbers, mailing addresses, and web address prior to creating your business stationery, forms and business cards.
- 10. Explore business resources:** economic development associations, business associations, trade publications/organizations, accountants, attorneys and business consultants.

GUIDELINES

To establish a new building activity in an existing building, the following steps would usually apply. You are encouraged to determine what steps you will need to take, and what codes or other requirements would apply, before you make a commitment to purchase or lease space for your business.

1. Contact the City of Jackson at (209) 223-1646 to determine whether or not the business activity is permitted in the building you would like to use, and whether any special permits are required. Determine the off-street parking requirements for your use.
2. Contact the Jackson Building Department at (209) 223-1646 to determine what, if any, obvious building modifications will be needed to comply with City, State or Federal Code Requirements. Ask about mitigation fees, seismic safety, handicapped access and fire sprinkler requirements.
3. If you are proposing to prepare and/or serve food, contact the County Public Health Department at (209) 223-6407.
4. The City of Jackson has a Revitalization Committee organized to attract, assist and promote business enterprises within the City Limits. The Revitalization Committee would be happy to meet with you to discuss the scope of your business needs and how they can assist you with getting established in Jackson. Contact at (209) 223-1646.
5. If a Conditional Use Permit from the Planning Commission is required, you should obtain an application from the City of Jackson and file the application as soon as possible. (Because of legal notice requirements, the process of obtaining a use permit generally takes about 60-days.) Please note that most commercial land uses do not require a Use Permit.
6. Hire a licensed/qualified architect, engineer or contractor to prepare plans for any building modifications that will be needed. File for a building permit.
7. When you are nearing completion of your tenant improvements, be sure to contact the County Health Department (if applicable) to insure that you have met their requirements. Confirm with your Building Inspector that you have met the requirements needed to obtain a Certificate of Occupancy. Apply for a Business License with the City of Jackson.

To construct a new building to accommodate your business, the same basic steps as described in Guidelines 1-7 would usually apply, with the exceptions described below. Again, you are encouraged to determine what steps you will need to take, and what codes or other requirements would apply, before you make a commitment to purchase the property where you would like to establish your business.

1. Contact the City's Planning Department at (209) 223-1646 to determine if a Development Plan or other special requirements apply to the new building that you are planning to construct. Be sure to ask about any design or developmental guidelines, impact fees and special plans.
2. Contact the City's Building Department at (209) 223-1646 and schedule a meeting to discuss what you plan to be building. The building department staff wants to help you avoid any "surprises" in terms of building code requirements, fees, etc.
3. Particularly with regard to new construction, the Jackson Revitalization Committee can be a valuable resource in terms of anticipating what City/County requirements may apply. Call (209) 223-1646 to arrange a meeting.

**At any step in the process of establishing your business in Jackson,
City staff will welcome the opportunity to assist you.**

Please feel free to contact them!



MEETING SCHEDULES

CITY COUNCIL • 2nd and 4th Mondays at 7 p.m.

Council Chambers, City Hall • 33 Broadway, Jackson 95642

http://ci.jackson.ca.us/council_members.html

City Meeting Agendas are posted at City Hall at least 72 hours prior to the meeting as well as on the City's web site at <http://www.ci.jackson.ca.us>

PLANNING COMMISSION • Every 3rd Monday at 6 p.m.

Council Chambers, City Hall • 33 Broadway, Jackson 95642

http://ci.jackson.ca.us/planning_commission.html

REVITALIZATION COMMITTEE • Every 2nd Thursday at 6 p.m.

Council Chambers, City Hall • 33 Broadway, Jackson 95642

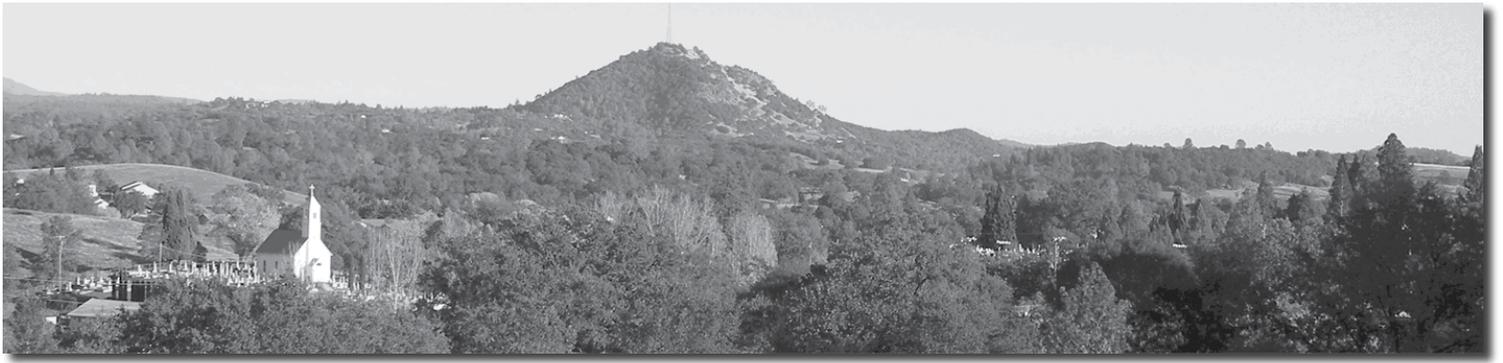
<http://ci.jackson.ca.us/revitalization.html>

HISTORIC JACKSON BUSINESS ASSOCIATION

The Historic Jackson Business Association with more than 100 members is a vital part of the historic Main Street district. Businesses located within the boundaries are a part of a business improvement district and are subject to a modest special assessment. Its membership represents an impressive retail mix incorporating professional services, banks, antique shops, retail merchants, restaurants, hotels and saloons. Call (209) 223-2327. <http://www.historicjackson.org>

JACKSON REVITALIZATION COMMITTEE

The Jackson Revitalization Committee (JRC) evolved from an economic development workshop the City Council conducted in January 2008 and a group of citizens interested in pursuing the implementation of ideas spawned from this workshop. The JRC's objective is to create and implement a comprehensive program that will effectively restore, promote and enhance the economic vitality and unique historical value of Jackson, while maintaining a friendly, community atmosphere; recruit and retain businesses and industries; sustain a growing economy; enrich the lives and experiences of Jackson property owners, merchants, residents and tourists. Within the Jackson Revitalization Committee there are five sub-committees which work to achieve the objectives. Members of the public are invited and encouraged to attend committee meetings that take place the 2nd Thursday of every month at 6 p.m. in the Jackson City Council Chambers. Call for information at (209) 223-1646. <http://ci.jackson.ca.us/revitalization.html>



JRC SUBCOMMITTEES

STRATEGIC PLANNING

Develops and executes the City of Jackson's short and long term economic revitalization plan. Builds consensus and cooperation among the many businesses, clubs and individuals who have a role in the City's revitalization process.

BUSINESS RECRUITMENT & RETENTION

Involved in new business recruitment through the publication and distribution of materials about the City of Jackson. Provides outreach services and information to businesses considering beginning, expanding, or relocating to the City of Jackson. Organizes, educates, and assists existing businesses to succeed with business assessment, problem solving, and needed services.

BUSINESS PROMOTION

Markets the City's commercial businesses to customers, potential investors, tourists, and local citizenry. Organizes major and minor promotional events throughout the year. Assists and facilitates marketing efforts among existing business organizations, service clubs, and the media.

FINANCE

Seeks public and private funding and financing to further the City of Jackson's economic goals. May create or administrate programs that fund and/or provide financing to new or expanding businesses within the City of Jackson. Provides counseling and assistance to Jackson businesses seeking financing. (209) 223-1646.

COMMUNITY IDENTITY

Develops design concepts for different neighborhood areas of the City. In addition to creating architectural guidelines for residential and commercial buildings to ensure compatibility with existing neighborhoods, works with the business community to enhance the appearance of Historic Downtown Jackson and other key commercial areas in the City.





SELECT DEMOGRAPHICS

TOURISM & TRAVEL	
TOT Tax County	\$ 694,100
TOT Tax Jackson 2007/2008	\$ 320,130
Travel Generated Employment	\$ 2,967
Annual Travel Generated Spending	\$ 111,600,000
Annual County Visitor Spending	
Lodgings	\$ 33,300,000
Restaurants & Beverages	\$ 29,300,000
Fuel & Transportation	\$ 8,600,000
Grocery/Food Stores	\$ 8,000,000
Entertainment & Recreation	\$ 15,200,000
Retail Sales	\$ 18,000,000

POPULATION	
City Population	4,319
5-Mile Radius Population	9,665
10-Mile Radius Population	28,020
County Population	37,943
Amador's Population/Square Mile	59
California's Population/Square Mile	217
Age Groups	
Ages Under 18	16.07%
Ages 16 to 29	15.74%
Ages 30 to 49	22.61%
Ages 50 to 64	20.75%
Ages 65 and Older	24.82%

SCHOOLS	ENROLLMENT	AV. CLASS SIZE
Argonaut High School	816	27.3
Jackson Junior High School	369	26.4
Jackson Elementary	405	21.3



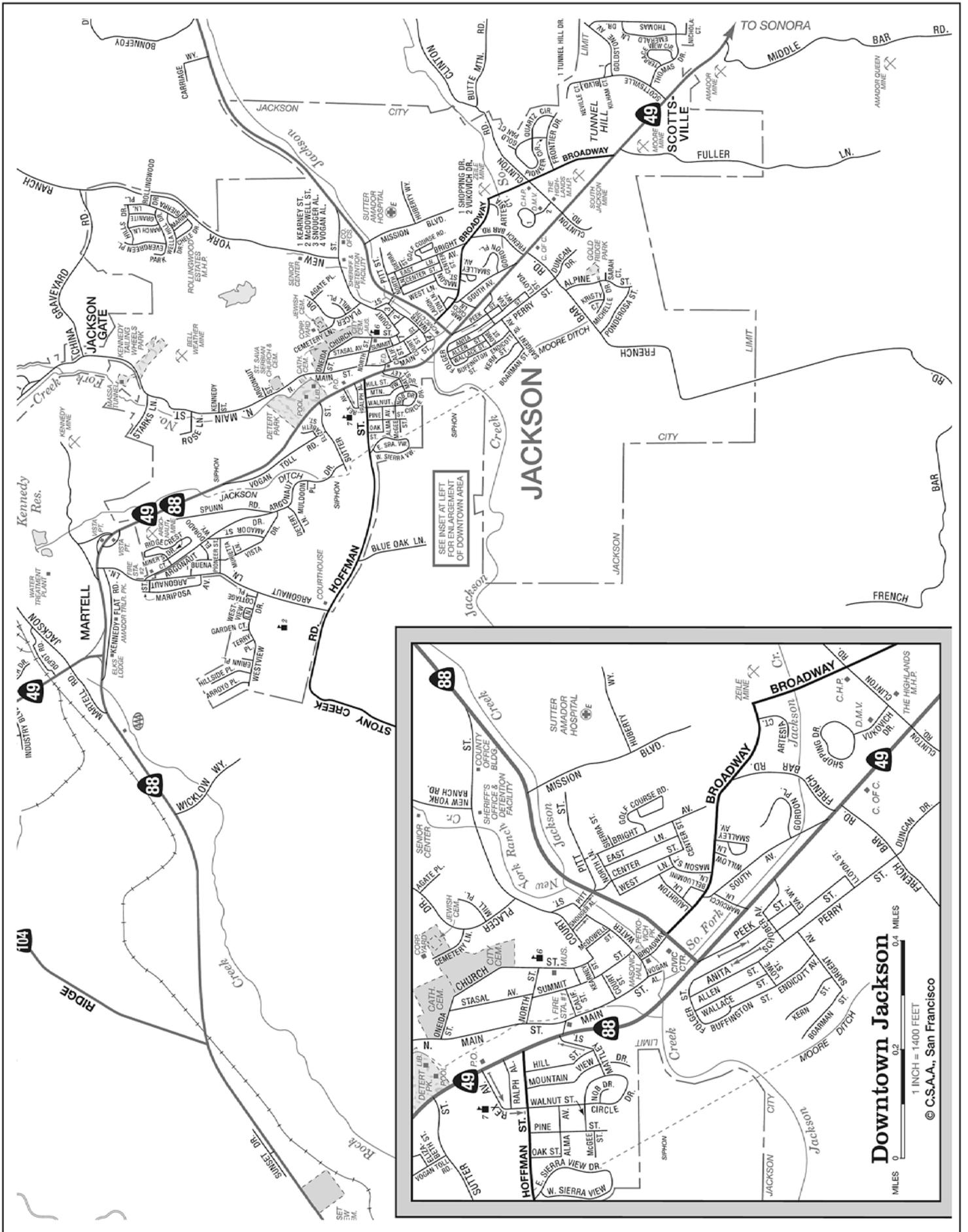
SELECT DEMOGRAPHICS

INCOME/WEALTH	
Average Household Income	\$ 69,176
Median Household Income	\$ 57,522
Per Capita Income	\$ 26,586
Income \$35K to \$50K	16.30%
Income \$50K to \$75K	20.60%
Income \$75K to \$100K	16.70%
Income \$100K and Over	23.70%
Amador Retail Sales/Person	\$ 44,592
California Retail Sales/Person	\$ 10,254

LABOR/HOUSING	
County Labor Force	18,370
County Employment	16,180
Mean Travel Time to Work	16.1 Minutes
Amador's Housing Units	17,345
Jackson's Housing Units	2,152
Amador's Vacancy Rate	13.73%
Jackson's Vacancy Rate	6.04%
Owner Occupied Dwellings	56.30%
Renter Occupied Dwellings	43.70%

TRAFFIC INFORMATION		
Intersection Traffic Counts	Average Daily Traffic	Control
Hwy 49 & Scottsville Blvd.	8,100	None
Hwy 49 & French Bar Rd.	15,200	None
So. Junction Hwy 49 & 88	24,000	Signal
Hwy 49/88 & Main St.	23,900	Signal
No. Junction Hwy 49 & 88	21,000	Signal
Hwy 49 & Jackson Gate Rd.	22,300	Stop Sign
Hwy 88 & Court St.	13,500	None

BANKING	OFFICES	DEPOSIT TOTALS
Amador County	13	\$ 618,282,000
City of Jackson	5	\$ 317,830,000



SEE INSET AT LEFT FOR ENLARGEMENT OF DOWNTOWN AREA

Downtown Jackson
 1 INCH = 1400 FEET
 0.2 0.4 MILES
 © C.S.A.A., San Francisco

• *City of Jackson* •

2009/2010 BUSINESS PLANNER



JACKSON REVITALIZATION COMMITTEE

Council Chambers, City Hall • 33 Broadway, Jackson 95642

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