



OPENING AN **EATING** ESTABLISHMENT IN MENIFEE

THE RECIPE FOR
OPENING SHOP IN MENIFEE!



MENIFEE

ECONOMIC
DEVELOPMENT

Are you interested in opening a boutique restaurant, deli, brewpub, or eater-tainment in the regional economic hub of Menifee? Let this be your guide to understanding the basics of opening an eating establishment in our booming city.

Contact the Economic Development Restaurant Rocketeer Team!

- The Menifee Economic Development Team—
Your business ombudsman
- The Small Business Development Center (SBDC)—
Your FREE Business Consultant

Reach out to our “Restaurant Rocketeers” for any questions at **EconDev@cityofmenifee.us** or call (951) 672-6777.





Use this brochure as a road map to launch your eatery from concept to opening day in Menifee.

1. Identify

Find two or three possible locations

- Determine square footage
- Check zoning map*
- Confirm location

**Need assistance on where to locate? We can help! Please email econdev@cityofmenifee.us or call (951) 672-6777 and ask for Economic Development*

2. Estimate

Understand the costs

- Finalize size and type of eating establishment
- Identify your business start up & on-going costs

3. Finance

Obtain funding for the improvements, development plans, and construction

- Contact the Small Business Development Center to identify funding options
- GoBiz Small Business and Entrepreneurship Assistance Center
- Connect with SBDC Restaurant Program

4. Anticipate

Learn what the additional costs may be

- Fees (City and external agencies)
- Land-Use Approvals (City)
- Permits (City/County/Utility)
- Inspections (Environmental Health, Fire, Building & Safety)
- Licenses (City/Alcohol Beverage Control/Environmental Health)

5. Consult & Hire

Hire professionals for planning and development

- Broker
- Architect
- Contractor
- Legal counsel
- Designer

6. Submit

Submit application and plans to the city

(either Plot Plan, Conditional Use Permit, or Tenant Improvements)

- Pay the plan check fee
- Anticipate feedback within 14 days - 30 days depending on application type
- Apply for a business license

7. Build & Inspect

- Obtain a Building Permit after city approval of your plans
- Determine if a Fire Permit is required
- Complete construction
- Obtain a Certificate of Occupancy from city
- Obtain a business license from city
- Join Chamber of Commerce
- Hold Grand Opening Ceremony

**CONGRATS!
YOU'RE IN
BUSINESS!**

INGREDIENTS FOR SUCCESS

1. Identify a Location

We are thrilled about your interest in locating in Menifee! Now let's find you a home in one of the fastest-growing cities in the state.

- First, identify how much square footage you will need to operate your business, as this will be a driving factor when selecting a location.
- Find two or three potential locations for your eating establishment. Don't know where to start your search? Contact the Economic Development Team, we are excited to assist you on your hunt for the perfect location!
- Double check your use! Work with City staff to identify your business type and verify land use and zoning, including if alcohol is allowed at your desired locations, and what is needed to get permitted.

Our staff is here to assist you every step of the way. This service is **FREE** to potential Menifee businesses and no appointment is required. Please call **(951) 672-6777** or email **EconDev@cityofmenifee.us**.

2. Estimate & Calculate Costs

The key to a successful business is preparation, so we encourage you to complete a business plan. Part of your business plan is identifying start-up and ongoing costs.

Examples of start-up costs could be:

- Equipment and supplies, making a website, tenant improvements, signage, licenses and permits, grease traps, and more.

Some start-up costs will need to be considered ongoing costs, such as: utilities, insurance, employee salaries, marketing expenses, inventory, and more.

Depending on your eating establishment use type, a grease trap may be required if there is not currently one in your location. Sometimes, this cost can be negotiated within your lease. Based on use and restaurant seats, estimated costs should be inquired with Eastern Municipal Water District (EMWD) (water connection fee).

Calculating these costs and projecting future expenses will be a critical component in developing your business plan, which you will need to secure formal financing. If you need assistance developing a business plan, please contact the Small Business Development Center (SBDC) for **FREE** business consulting, Karla Gonzalez, (951) 781-2345.

3. Finance

Upon completing your business plan, the next step is securing financing to make your restaurant dream a reality! The City of Menifee partners with the SBDC to assist for **FREE** Menifee businesses with consultation advice



3. Finance (Cont.)

and training, including working with the US Small Business Administration (SBA) to develop and provide informational tools to support restaurant start-ups, as well as existing and expanding eateries with no strings attached; this includes assistance with exploring funding options to start your business.

- The SBDC has a specialized program to assist you with your food establishment through the SBDC Restaurant Program. This program is designed to support start up and existing restaurants and food businesses through one on one advising, training and resources. You are encouraged to utilize this FREE resource to you and seek financial advising on available funding options.
- The GoBiz Small Business and Entrepreneurship Assistance Center also offers assistance to start-ups at no cost.



4. Think Ahead

Depending on your location or the type of development/construction you desire, some additional fees and permits may be required. Below are some potential fees that you may have not anticipated within your first estimate of start-up costs.

Our team can provide direction and information to understand the costs, fees, and permits for opening your establishment. Having an idea of the type of eating establishment, the square footage, and the number of seats will help us provide you with a more accurate estimate.

From the City of Menifee

- Development Impact Fees (DIF)
- Signage permits
- Fire prevention permits (*sprinkler systems, alarms, kitchen hood, and special equipment*)
- Entertainment license (*if you intend to obtain an Alcoholic Beverage Control license and want to provide amplified music or another form of entertainment*)

From other Agencies

- Water connection fee with Eastern Municipal Water District, based on seat count. www.emwd.org
- California Department of Alcoholic Beverage Control <https://www.abc.ca.gov/> (if you intend to obtain a full Alcoholic Beverage Control license)
- Riverside County Department of Environmental Health <https://www.rivcoeh.org/>

Please be aware that if an eating establishment replaces an existing restaurant and increases the use of space from what was there before, they may incur additional fees as many fees are calculated by square foot. Additional ownership plan amendments and/or submittals may also be required.



5 & 6. Consult, Hire & Submit

Consider hiring experts for planning and development

Suppose you haven't built or operated an eating establishment in the past. In that case, you may find it helpful to consult and hire professionals in Menifee with experience in development.

Some of these professionals include:

- Tenant broker for assistance with Letter of Interest in locations and/or the lease negotiation process
- Legal counsel before signing a lease
- Architect or draftsman for building, design, & construction plans
- Design professional for interior aesthetics
- State licensed contractor
- Small Business Administration (SBA) to assist for FREE with business plans, SBA loan processes, and external resources

No appointments are needed; the City of Menifee is a **Zero-Stop Shop**. Applications can be submitted via Menifee Permit Portal - but again, contact a planner for assistance. Planning applications assess an application fee. Whether you are planning to relocate a restaurant to Menifee or are expanding an existing restaurant through a construction remodel, the city is here to assist you and your team!

Constructing a New Building for your Location?

Once your land has been acquired, and you submit appropriate plans (Conditional Use Permit or Plot Plan), application, and pay any necessary flat fees, you will receive conditions of the land-use approval and approvals to proceed with submitting your grading and construction documents to Building and Safety, along with prepayment for required bonding, and inspections, for your construction permit in order to begin building out your restaurant.

As your ombudsman, the Office of Economic Development assists you with the Planning Department early on to determine exactly what will be required for your restaurant and the overall process based on your desired location. Processing the first round of comments on plan checks can take up to 30 days. We are here to simplify this process for you, and the City's Development Team is eager to assist you every step of the way!



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5 & 6. Consult, Hire & Submit (Cont.)

Constructing Tenant Improvements to an [Existing Building](#)?

Once you submit your Tenant Improvement (TI) plans and Building and Safety application for improvements to be made to an existing building for your restaurant, both plan check and inspection fees will be assessed. All departments (Engineering, Building, Planning, and Fire) will return the first round of comments on the plan check within 14 business days or sooner!

Meanwhile:

- Check with Riverside County Environmental Health Department and Eastern Municipal Water District (EMWD) for separate permits needed.
- Submit subsequent fire sprinkler plans to the City of Menifee Fire Department, Fire Marshal's Office.
- Verify with the City of Menifee on signage regulations for your business sign, and your business license application. The City's Office of Economic Development, as your official city liaison, is here to guide you!

7. Build & Inspect

Construction may begin as soon as the proper permits have been issued

Build

Construction may begin as soon as the building permit is issued and received. Additionally, a fire permit may be required before construction can start depending on the scope of work.

Inspect

A Certificate of Occupancy will be issued once all the construction has been completed, approved, and signed off from all city departments, and agency partners.

Operating a Business in Menifee

To operate a business in the City of Menifee, you must obtain a business license. You will also need to have an Employer Identification Number or Tax Identification Number issued by the Internal Revenue Service to operate an eating establishment business.

To apply, visit CityofMenifee.us/BusinessLicense or call (951) 672-6777.



Menifee Business
License Division





Celebrate!

Congratulations on your successful opening in Menifee! Let city staff know how they've helped you along the way. We appreciate your feedback, as simplifying this process is one of our TOP PRIORITIES!

NOW YOU'RE OPEN FOR BUSINESS

The Economic Development Team cannot wait to share the great news with the Menifee community! Our team will assist with the promotion of your new eatery and will be here as a resource from here on out! We are SO PROUD you chose Menifee to be your business's home. **WELCOME TO MENIFEE!**



Important Phone Numbers

Economic Development

Community Development

Engineering

Building & Safety

Fire Marshal

Business License

Eastern Municipal Water District

Alcoholic Beverage Control

Dept. of Environmental Health

SoCal Gas

Southern California Edison

(951) 723-3711

(951) 723-3856

(951) 723-3779

(951) 246-6213

(951) 246-6215

(951) 672-6777

(951) 928-3777

(951) 782-4400

(951) 461-0284

(800) 427-2000

(800) 990-7788

City of Menifee

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@cityofmenifee.cityhall

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Office of Economic
Development



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