Guide to Starting and Growing a Business in Nevada

Nevada Department of Business and Industry

Click anywhere on this page to begin

June 2019 Edition

The Road Map – Click a Topic

Nevada Department of Business and Industry
Guide to Starting & Growing a Business in Nevada

GETTING HELP

Starting, running and growing a business is hard work. Having a great idea may not be enough.

Many organizations exist to help with information, counseling and other needs. This help is often free.

You don't have to go it alone. If you want help, click on the links to see what these groups have to offer. You can also start with our Learning Center HERE.

For a general overview of Nevada's business support resources, check out our Ecosystem Chart HERE.

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U.S. Small Business Administration

10 STEPS TO START

SCORE™ COUNSELORS TO AMERICA'S SMALL BUSINESS

SCORE Northern Nevada | SCORE Las Vegas

AMERICA'S SBDC NEVADA

Nevada SBDC Services

Nevada WBC

Women's Business Center Services

A Few of the Many Business Support, Planning, Training and Networking Groups in Nevada

PLANNING

A business plan can help you better organize, manage, and understand your business. A business plan is also required by many lenders if you want to borrow money. To think through things before writing your plan, use a 'business model canvas.' Click on the links for YouTube and Canvanizer for help.

SCORE and other groups offer business planning assistance. Click on the icons to learn more.

You may also want to consider taking a 'Lean Startup' approach. Click on the link to learn more.

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SCORE™
COUNSELORS TO AMERICA'S SMALL BUSINESS

BUSINESS PLANNING TEMPLATES

BUSINESS NEWS DAILY
Small Business Solutions & Inspiration

THE $100 STARTUP

YouTube

A Business Model Canvas in 5 Minutes
Gabrielle Benefield

Business Model Canvas Explained
Strategyzer

It's more than Sticky Notes on a whiteboard:
Canvanizer
Brainstorm better concepts. Together with your team.

LEARN ABOUT THE LEAN STARTUP APPROACH

A Few of the Many Business Support, Planning, Training and Networking Groups in Nevada

Lean Startup

A new type of thinking about starting a business has become popular in recent years. It is called the 'Lean Startup' approach.

'Lean Startup' emphasizes concepts such as defining value, minimizing waste, deploying a minimal viable product, and using a build-measure-learn approach to improving your product and growing your business.

To learn more about the 'Lean Startup' philosophy, check out the links to the right.

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Wikipedia The Free Encyclopedia

LEAN STARTUP – AN OVERVIEW

Harvard Business Review

WHY THE LEAN STARTUP CHANGES EVERYTHING

Medium

HOW TO APPLY LEAN STARTUP METHODOLOGIES TO SMALL BUSINESSES

Entrepreneur MAGAZINE

FOUR COMMON MISCONCEPTIONS ABOUT LEAN STARTUP

LIFEHACK

THE MINIMUM VIABLE PRODUCTS (MVP) DESIGN PROCESS EBOOK

TRAINING

Many groups offer training, workshops and webinars to help you become better prepared to start, run and grow your business.

The links to the right are a few of the many resources available. Use the Business Resource Center of the Nevada Department of Business and Industry to identify others – or contact your local chamber of commerce, college or university, library, etc.

Remember – success depends on you!

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SCORE
COUNSELORS TO AMERICA'S SMALL BUSINESS

SCORE Northern Nevada

SCORE Las Vegas

SBA U.S. Small Business Administration

Online Learning Center

Nevada WBC

DreamBuilder

AMERICA'S SBDC NEVADA

Statewide Training Calendar

NV Department of Business and Industry

Welcome to the Business Resource Center

A Few of the Many Business Support, Planning, Training and Networking Groups in Nevada

NETWORKING

Building and maintaining relationships is critical to the long-term success of any business.

In Nevada, many groups are available to provide advice, assistance, mentoring or other forms of opportunity to expand your contacts and turn those contacts into productive relationships.

To get tips on how to improve your networking ability, learn more about available groups, and see a calendar of upcoming events, click the buttons to the right.

NETWORKING TIPS

GROUPS

CALENDAR OF EVENTS

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Networking Tips

Good networking involves more than talking to people or groups that can help you start, fund or expand your business. It also involves building relationships with customers, suppliers, and the community as a whole. Each of these can play an important role in your company's success.

For tips on how to be more effective at networking, click through the various articles and links to the right.

business know-how®

TOP 10 WAYS TO MAXIMIZE YOUR NETWORKING APPROACHABILITY

Inc.

HOW TO NETWORK LIKE YOU REALLY MEAN IT

AMERICAN EXPRESS

HOW TO MAKE CONTACTS – THE RIGHT WAY

NEILPATEL

TEN WAYS TO MAKE CUSTOMERS FALL IN LOVE WITH YOUR BUSINESS

Money Crashers

BUSINESS RELATIONSHIPS ARE MORE THAN A ROLODEX

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Business Relationships – More Than A Rolodex

Your Fellow Business People Might Be Able To:

- Share their business advice and experience.
- Provide leads to people, information or resources.
- Help with money or financing for your business.
- Refer customers to your business.
- Direct you to job opportunities for your business.
- Help you find business partners, coworkers or employees.
- Create more contacts for you through people they know.

Develop Good Relationships By:

- Networking! Get out to events and meet with people.
- Staying in touch. Follow up on what contacts are doing.
- Building trust. Never take advantage of someone.
- Showing a genuine interest in people. Learn what's important to them. Listen to them. Ask questions.
- Being the first to act or do a favor. A giving attitude is rewarded with relationships more than a taking attitude. Give more than asked.
- Focusing on quality of relationships, not quantity. Be open to all, but invest in the relationships that are mutually beneficial.

Don't Make These Mistakes:

- Being impersonal (all business, all the time).
- Not showing appreciation.
- Forgetting to update people who have helped you on how things are going.
- Being inconsistent in how you treat people.
- Acting unprofessionally when things don't go as expected.
- Not admitting your mistakes.
- Not being careful in what you say or how you say it.
- Surrounding yourself with untrustworthy people.
- Keeping too many secrets. People trust transparency.

Adapted from "Business Relationship Building Skills – Benefits & Tips for Success," *by Kalen Smith, MoneyCrashers.Com.*

Link to Full Article

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Back to Networking Tips Page

A Few of the Many Business Support, Planning, Training and Networking Groups in Nevada

1 MILLION CUPS

AMERICA'S SBDC NEVADA

More Nevada Chambers of Commerce

Nevada WBC

WOMEN'S CHAMBER OF COMMERCE OF NEVADA WCCNV

LAS VEGAS METRO CHAMBER OF COMMERCE

HCC HENDERSON CHAMBER OF COMMERCE

ENTREPRENEURSHIP NEVADA

NEVADA GROW HELPING SMALL BUSINESSES GROW

Nevada Governor's Office of ECONOMIC DEVELOPMENT Empowering Success

SCORE Las Vegas

NCET Business. Technology. Events.™

Reno Sparks Tahoe ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA

LAS VEGAS GLOBAL ECONOMIC ALLIANCE

Latin Chamber of Commerce Las Vegas – Nevada

Urban Chamber of Commerce

BRIDGEWIRE

THE CHAMBER Reno-Sparks-Northern Nevada

Vegas PBS Trusted. Valued. Essential. GOAL GLOBAL ONLINE ADVANCED LEARNING

vyp VEGAS YOUNG PROFESSIONALS

Nevada Hispanic Business Group Building Community Is Our Business

ARMED FORCES CHAMBER OF COMMERCE The Business Voice of Armed Forces Members

RENO COLLECTIVE

SCORE Northern Nevada

Las Vegas Urban League A Nevada Community Action Agency

Mesquite Chamber of Commerce

ACC Las Vegas Asian Chamber of Commerce

ADAMS HUB for innovation

YPN reno • tahoe young professionals network

ELKO AREA CHAMBER ELKO • SPRING CREEK • LAMOILLE • CARLIN

STARTUP NV

Meetup

ROB ROY'S innevation POWERED BY SWITCH

Entrepreneurs Assembly

innevation center UNIVERSITY OF NEVADA, RENO POWERED BY SWITCH

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BUSINESS STRUCTURE

The business structure you choose will have legal and tax implications. The links to the right provide more information and help on this important topic. Do your research, seek the advice of an accountant or attorney, and pick the structure that will work best for you and your business.

When you're ready, register your business structure at SilverFlume, Nevada's only online portal to handle all your licensing and registration needs in one place. Click the SilverFlume button to get started.

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Entrepreneur MAGAZINE — CHOOSE YOUR BUSINESS STRUCTURE

SBA U.S. Small Business Administration — CHOOSE A BUSINESS STRUCTURE

AMERICA'S SBDC NEVADA — FORMS OF BUSINESS OWNERSHIP

SilverFlume BUSINESS PORTAL — FILE YOUR BUSINESS HERE

A service provided by the Nevada Secretary of State.

NAMING YOUR BUSINESS

When you set up and license your business at SilverFlume, you will establish a legal name for the business. Be sure to select a name that is not already being used in the state. You can check existing business names using SilverFlume's "Nevada Business Search" feature.

After establishing the legal entity name, you can use another name for the business by filing a Fictitious Firm Name Form (also known as a "Doing Business As" or "DBA" form) with the county in which you plan to do business under that different name. For information on county DBA filings, use SilverFlume or the map on the Business Licensing Page in this Guide to connect with the filing contacts for each Nevada county. See the buttons below to get started.

After establishing a legal entity name and DBA name, you might want to reserve a web domain name if you plan to have an online presence for your business. For help with that, go to the Getting Help topic of this Guide, click on the button for the U.S. Small Business Administration's "10 Steps to Start," and read Step 6.

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Business Licensing Page

SilverFlume BUSINESS PORTAL

BUSINESS LOCATION

Where you open shop can play a critical role in the success or failure of your business operation. For tips on handling this aspect of your business, click on the links to the right.

BEFORE locating your business anywhere in Nevada, first verify the zoning requirements of the jurisdiction in which you want to put it and then ask whether the jurisdiction offers any programs or incentives for locating the business in certain redevelopment areas.

Use the map on the Licensing Page of this Guide to connect with the jurisdiction(s) you are considering.

SBA U.S. Small Business Administration — TIPS FOR CHOOSING YOUR BUSINESS LOCATION

Entrepreneur MAGAZINE — HOW TO FIND THE BEST LOCATION

the balance — HOW TO FIND A LOCATION FOR YOUR BUSINESS: 12 KEY CONSIDERATIONS

KIMCO REALTY — EIGHT LITTLE KNOWN FACTORS TO CONSIDER WHEN FINDING THE RIGHT LOCATION FOR YOUR BUSINESS

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Business Licensing Page

BUSINESS LICENSING

You MUST license your business with the state. To do that, use SilverFlume, Nevada's only online portal to handle all your licensing and registration needs in one place. Click the SilverFlume button below to get started.

You MAY need to license your business with the city and/or county where the business is based and in every city and/or county where it will operate. Click a county on the map to learn about local license requirements in that area.

Are you based outside Nevada? Then click HERE.

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SilverFlume BUSINESS PORTAL

Map courtesy of Encyclopaedia Britannica, Inc., copyright 1998; used with permission.

Carson City

If you plan to locate or operate a business in Carson City, you must license it with the city. Click on the city logo for more information.

To register a Fictitious Firm Name in Carson City, obtain and file the relevant forms HERE.

To learn more about other business resources, click on the logos for the Carson City Chamber of Commerce, Northern Nevada Development Authority, and Western Nevada Development District.

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Clark County

Each city in Clark County – and Clark County itself – has different licensing requirements for businesses. These are in addition to requirements of the State of Nevada. Click on each entity's logo for licensing information. Click on each entity's adjoining button for other business support.

Click on the Jurisdictional Finder Tool if you need to know what entity applies to your business location. Click on the Las Vegas Global Economic Alliance logo to explore other programs and resources available to businesses.

Fictitious Firm Name Forms must be submitted to the Clark County Clerk. Click HERE to learn more.

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Clark County Economic Development

City of Boulder City Community Development

City of Henderson Economic Development

City of Las Vegas Economic Development

City of Mesquite Business Center

City of North Las Vegas Economic Development

LAS VEGAS GLOBAL ECONOMIC ALLIANCE

SOUTHERN NEVADA REGIONAL BUSINESS LICENSE JURISDICTIONAL FINDER TOOL

Churchill County

A county business license is required in addition to your State of Nevada license. A separate city license is also required in the City of Fallon. Click on the county or city logos to learn more.

For Fictitious Firm Name filings, click HERE.

For other business help, click on the logos for the Fallon Chamber, Churchill Economic Development Authority, Northern Nevada Development Authority, or Western Nevada Development District.

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Douglas County

A local or county business license is not required in addition to the state license. For general business information, click the Douglas County logo.

For Fictitious Firm Name filings, click HERE.

To learn about other available business support, click on the logos for Douglas County; towns of Minden, Gardnerville or Genoa; Northern Nevada Development Authority; Carson Valley Chamber of Commerce; or the Western Nevada Development District.

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Elko County

A county business license is <u>not</u> required.

The City of Elko and communities of Carlin, Wells and West Wendover do require their own business licenses.

Fictitious Firm Name Forms must be filed with the county clerk. Click HERE to learn more.

For other resources, click on the Northeastern Nevada Regional Development Authority logo.

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Esmeralda County

A county business license is not required, nor are licenses required by any of the towns (Dyer/Fish Lake Valley, Goldfield, Silver Peak). To learn more about the county, click on the county logo.

For Fictitious Firm Name Form information, click on the county logo and type “fictitious name” into the search function on the county webpage.

To explore resources in Goldfield, click on the link to the Goldfield Chamber of Commerce.

Goldfield
CHAMBER OF COMMERCE

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Eureka County

A county business license is not required, nor are licenses required by the communities of Eureka, Crescent Valley and Beowawe.

For Fictitious Firm Name filings, click HERE.

Eureka County

NNRDA
NORTHEASTERN NEVADA REGIONAL DEVELOPMENT AUTHORITY

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Humboldt County

A county business license is needed unless the business is only conducted within the city limits of Winnemucca, in which case only a city license is required. Click on the county button or city logo to learn more.

Fictitious Firm Name filings must be done through the county clerk. Click HERE for the clerk's webpage.

HUMBOLDT COUNTY GOVERNMENT

CITY OF WINNEMUCCA

Committed To Our Community
Taking Care of Business Since 1920
HUMBOLDT COUNTY Chamber of Commerce

HDA
Humboldt Development Authority
winnemucca, nevada

NNRDA
NORTHEASTERN NEVADA REGIONAL DEVELOPMENT AUTHORITY

WESTERN NEVADA
WNDD
DEVELOPMENT DISTRICT

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Lander County

A county business license is required in addition to a State of Nevada business license.

Click on the county seal for business license information and Fictitious Firm Name filings.

To explore other business resources, click on the Battle Mountain Chamber of Commerce or Lander County Economic Development Authority logos.

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Lincoln County

A county business license is required. Click on the Lincoln County logo for information on the county license and Fictitious Firm Name filings.

A separate city license is also required in the City of Caliente. Click on the Caliente icons to learn more.

For other business resources in Lincoln County, click on the link to the Lincoln County Regional Development Authority. For general information on the county, click on the Primitive Man logo.

CITY OF CALIENTE

Caliente Business License Form

LINCOLN COUNTY REGIONAL DEVELOPMENT AUTHORITY

LincolnCountyNevada.com
get primitive

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Lyon County

A county business license is required. Click on the Lyon County logo to get information on licensing, fees and Fictitious Firm Name Forms.

Separate city licenses are required in Yerington and Fernley. Click on the city logos to learn about requirements in those jurisdictions.

To learn about other business support in the area, click on the logos for the Yerington or Fernley chamber of commerce, Northern Nevada Development Authority, or Western Nevada Development District.

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Mineral County

The application for a county business license, which includes the Fictitious Firm Name Form, is available through the Mineral County Sheriff's Office. Click on the county logo to access it.

To learn about other business resources in the area, click on the logos for the county, Mineral County Economic Development Authority, or Western Nevada Development District.

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Nye County

The county does not require its own business license.

The towns of Pahrump and Tonopah do.

For information on filing a Fictitious Firm Name Form, click HERE.

For licensing requirements in Beatty, Gabbs and Round Mountain, contact Nye County directly – click on the county seal for phone and address.

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TONOPAH

Pershing County

For county licensing, click on the Pershing County logo for the application packet and contacts.

For licensing in Lovelock, contact the city directly by using the button at right.

For a Fictitious Firm Name filing, click HERE .

To learn about other business resources in the area, contact the Pershing County Economic Development Authority, Pershing County Chamber of Commerce, or Western Nevada Development District.

City of Lovelock

Pershing County
Economic Development Authority

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Business Licensing Page

Storey County

A county business license is required in addition to your state license. Click on the county logo to learn more.

To file a Fictitious Firm Name, click HERE.

For information on other business resources in the area, contact Storey County Economic Development or the Western Nevada Development District. Click on their links to learn more.

Storey County
Economic Development

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Washoe County

Each city in Washoe County – and Washoe County itself – has different licensing requirements for businesses. These are in addition to requirements of the State of Nevada. Click on each entity's logo for licensing information. Click on each entity's adjoining button for other business support.

DBA forms (another name for Fictitious Firm Name Forms) must be filed with the Washoe County Clerk. To learn more about the county's DBA process, click HERE.

To explore other business resources, click on the logos for the Economic Development Authority of Western Nevada (EDAWN) and Western Nevada Development District.

Washoe County Economic Development

City of Reno Economic Development

City of Sparks Economic Development

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White Pine County

A county license is required to do business outside the City of Ely, while a city license is required to do business inside the City of Ely. To learn more, click on the county and city logos to the right.

To file a Fictitious Firm Name Form with the county, click HERE.

For economic development assistance, click on the logos for the Nevada Rural Development Corporation or Northeastern Nevada Regional Development Authority.

WHITE PINE COUNTY WEBSITE

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Not Based Here?

If your business is already licensed and based in another state, you must still license your out-of-state business with the State of Nevada if you want to operate in Nevada.

Use the SilverFlume link below to get started.

You may also need to license your business in every Nevada city and/or county where it will operate. The requirements for every city and county are listed in this guide.

Click on “Back to the Licensing Page” below and use the map to learn what city and/or county licenses are required in different parts of Nevada.

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SilverFlume BUSINESS PORTAL

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OTHER LICENSES & PERMITS

Depending on the type of business you plan to operate, you may need other licenses or permits in addition to your business license. These other licenses or permits typically fall into one of three categories: Professional, Environmental, and Public Health.

For example, certain professions require a license from a special board before you can do business in Nevada. Some businesses require environmental permits to address air, water or hazardous waste aspects of the business operation. Other activities may require public health licenses or permits to ensure public safety.

To learn about these categories and whether any of their requirements might apply to you, click the buttons on the right.

PROFESSIONAL

ENVIRONMENTAL

PUBLIC HEALTH

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Business Licensing Page

Professional

Some professions require additional licensing approvals from an independent board.

Some professions and businesses are regulated by state agencies.

Other businesses or occupations rely on local officials or civil action for enforcement.

To learn whether a profession or business activity might require additional licensures or regulatory compliance, use the buttons below to search for a profession.

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Other Licenses & Permits Page

Click on a Profession for Licensing Information

- Accountants
- Alcohol Counselors
- Appraisal Management Companies
- Architects
- Athletics – Boxer, Kick Boxer, MMA
- Athletics – Officials & Other Roles
- Athletics – Promoters
- Athletic Trainers
- Attorneys
- Audiologists
- Autism Behavior Interventionists
- Automobiles – Salespersons
- Automobiles – Body Shops and Garages
- Automobiles – Emissions Inspections
- Automobiles – Driving Instructors
- Barbers & Barbering
- Behavior Analysts & Asst. Behavior Analysts
- Blasters
- Cemetery & Crematory Operators
- Child Care Facilities
- Chiropractic
- Clinical Professional Counselors
- Collection Agencies & Debt Collectors
- Contractors
- Cosmetology
- Court Reporters
- Dentistry & Dental Hygiene
- Detoxification Technicians
- Dietetics
- Dispensing Opticians
- Dog Handlers (for Security/Protection)
- Drug Counselors
- Embalmers
- Energy Auditors
- Engineers
- Environmental Health Specialists
- Escrow Agencies & Agents
- Family Therapists
- Fire (Performers/Protection Services)
- Funeral Directors

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Q to Z

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Click on a Profession for Licensing Information

- Gambling Counselors
- Health Facilities
- Hearing Aid Dispensers
- Homeopathic Medicine
- Insurance – Agents & Businesses
- Interior Designers
- Interpretors
- Investment Advisors & IA Representatives
- Landscape Architects
- Land Surveyors
- Long-Term Care Facility Administrators
- Marijuana – Agents & Businesses
- Manufactured Housing (Dealers, Manufacturers, Sales and Service Persons)
- Marriage Therapists
- Massage Therapists
- Medical Assistants
- Medical Laboratories
- Money Transmitters
- Mortgage Agents, Bankers & Brokers
- Music Therapists
- Notary
- Nursing
- Occupational Therapists
- Optometry
- Oriental Medicine
- Osteopathic Medicine
- Perfusionists
- Pharmacists & Pharmacy
- Physical Therapists
- Physicians & Physician Assistants
- Podiatry
- Polygraphic Examiners
- Private Investigators
- Private Patrol Officers
- Process Servers
- Property Managers
- Psychologists
- Pyrotechnicians

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Click on a Profession for Licensing Information

- Real Estate Appraisers
- Real Estate Brokers & Salespersons
- Real Time Captioning Providers
- Repossessors
- Residential Designers
- Respiratory Care Practitioners
- Securities Broker-Dealers
- Securities Sales Representatives
- Social Workers
- Speech-Language Pathologists
- Sports Agents
- Structure Inspectors
- Taxicab Drivers
- Transfer Agents (Securities)
- Transportation Related Businesses Other Than Taxi (includes autonomous vehicle networks, charter limos and buses, employee van pools, movers, rideshare firms, and tow cars)
- Veterinarians

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G - P

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Environmental

You may need special environmental permits if your business is going to produce air emissions, generate hazardous wastes, store hazardous materials, or discharge wastewater. In some cases, these permits may be needed before you can begin operating.

For free help in figuring out what environmental permits apply to your business situation and where to get them, contact the Nevada Business Environmental Program (BEP) at the University of Nevada Reno – they provide statewide assistance in this area. Click their logo at the top on the right.

To learn more about federal, state and local environmental rules and regulations, check the other agencies and resources listed on this page.

Business Environmental Program Nevada

Fact Sheets

FAQs about Hazardous Waste

NEVADA DIVISION OF ENVIRONMENTAL PROTECTION

Air Quality Permitting

Waste Mgmt. Regulations

Water Pollution Control Permitting

EPA United States Environmental Protection Agency

Environmental Topics

Laws and Regulations

EPA in Nevada

Hazardous Materials – Use and Storage

Fire Protection Licensing

Contact Your Local Fire Department if you use or store hazardous materials

Northern Nevada

Washoe County Air Quality Permits

Washoe County Waste Mgmt.

Southern Nevada

Clark County Air Quality Permits

Southern Nevada Waste Mgmt.

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Back to Other Licenses & Permits Page

Public Health

Health permits or licenses may be required if your business is going to involve certain aspects of public health – for example, aquatics, body art/tattooing, child care, food service, etc.

The Nevada Division of Public and Behavioral Health (NDPBH) provides state licenses and permits in this area. Click their box on the right to see the types of businesses they regulate.

The NDPBH issues health permits for these activities in all parts of Nevada except (1) Carson City and Douglas County, (2) Clark County, and (3) Washoe County. For those three areas, links to the relevant local health agencies are provided on the right. In some instances, you may need both a state and local permit. Review the NDPBH and/or local agency websites for guidance.

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Nevada Division of Public and Behavioral Health
List of Regulated Business Types

Food Establishment Guidance

Centralized Licensing & Inspections-on-Line System (CLICS)

CARSON CITY HEALTH & HUMAN SERVICES

Programs

Health Permits and Fees

Forms and Resources

SNHD Southern Nevada Health District

Programs

Permits and Regulations

Food Establishment Resource Library

WASHOE COUNTY HEALTH DISTRICT
ENHANCING QUALITY OF LIFE

Programs and Services

Applications and Forms

Food Safety Resources

TAX STUFF

Not planning to operate your business under your own Social Security Number? You will need an Employer Identification Number issued by the U.S. Internal Revenue Service (IRS). Click the IRS logo on the right to learn more.

You must also register your business with the Nevada Department of Taxation. You can do this when applying for your state business license online at SilverFlume – click the SilverFlume button to get started.

For more information on business taxation in Nevada, click on the Nevada Department of Taxation logo.

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IRS

SilverFlume BUSINESS PORTAL

File Your Business Now

A service provided by the Nevada Secretary of State.

Nevada Department of Taxation

HIRING PEOPLE

Employment Laws. Do you plan to hire people? If so, you need to know about state and federal rules on wages, payment of overtime, workers compensation, health insurance, workplace posters, etc. The links to the right provide information on these topics and more.

You also need to know the difference between an employee and an independent contractor. Click on the IRS link to find out.

Finding Workers. Once you understand the employment laws, how do you find the workers? For links to some state and local resources that assist businesses in finding qualified people to train or hire, click HERE .

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Welcome to the Office of the Nevada Labor Commissioner

FAQs About Nevada Labor Laws

Employer Information

State of Nevada
Division of Industrial Relations

Workers Compensation

Occupational Safety & Health

Safety Consulting & Training Section

Work Hours

Workplace Safety & Health

Workplace Posters

Nevada Department of Business and Industry
NV Workplace Posters

IRS

Employee or Independent Contractor?

Finding Workers

Finding good employees can be a challenge, but state and local resources are available to help. Nevada JobConnect helps match employers with available workers, while Silver State Works offers financial incentives to employers to train and employ new hires. Click on the links to learn more.

To see how employers can benefit from Nevada's workforce development efforts, click on the links to the Governor's Office of Economic Development, OWINN, and LifeWorks Nevada – or check out Nevadaworks and New Nevada Jobs for northern Nevada or Workforce Connections and its One-Stop Career Center for southern Nevada.

For more hiring assistance, click on the Nevada Department of Employment, Training and Rehabilitation (DETR) or the Nevada State Council of the Society for Human Resource Management (SHRM).

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Nevada JobConnect start here.

Silver State Works

Nevada Governor's Office of Economic Development Empowering Success

Workforce Innovations for the New Nevada (WINN)

OWINN Governor's Office of Workforce Innovation

Nevada's Work-Based Learning Hub LifeWorks Nevada

nevadaworks Coordinating Workforce Development for Northern Nevada

New Nevada Jobs

workforce CONNECTIONS People. Partnerships. Possibilities.

Nevada Grow Helping Small Businesses Grow

one stop Career Center A proud partner of the americanjobcenter network

DETR Nevada Department of Employment, Training and Rehabilitation

Nevada State Council SHRM Partnership • Leadership • Membership www.nvstatecouncil.shrm.org

CERTIFICATIONS & CONTRACTS

A “certification” is formal acknowledgement by an authorized entity that your business has a certain status or compliance to defined standards. Certifications can help a business qualify for preferential bidding processes, compete for public or private sector procurements, or gain access to additional capital.

Here in Nevada, there are several entities that can help you understand and acquire certifications, as well as identify business opportunities related to them. Click the “Getting Certified” and “Finding Contracts” buttons to learn more.

GETTING CERTIFIED

FINDING CONTRACTS

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Getting Certified

Many different types of certification exist today:

- Disadvantaged Business Enterprise (DBE)
- Airport Concession Disadvantaged Business Enterprise (ACDBE)
- Small Business Enterprise (SBE)
- Minority Business Enterprise (MBE)
- Woman-Owned Small Business (WOSB)
- Economically Disadvantaged Woman-Owned Small Business (EDWOSB)
- Veteran-Owned Small Business (VOSB)
- Service-Disabled Veteran-Owned Small Business (SDVOSB)
- 8(a) Small Business
- Historically Underutilized Business Zones (HUBZone)
- Emerging Small Business (ESB)

To learn about specific certifications and to receive help in getting certified at little to no cost to your business, click on the icons listed to the right.

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U.S. Small Business Administration

Online SBA Contracting Program Certification Process

Nevada Unified Certification Program

Women's Business Enterprise National Council WBENC

Women's Business Enterprise Council WEST

Western Regional Minority Supplier Development Council

NEVADA PTAC Nevada Governor's Office of ECONOMIC DEVELOPMENT Empowering Success

Procurement Technical Assistance Center (PTAC)

Finding Contracts

Here in Nevada, there are many contracting and subcontracting opportunities in both the private and public sectors. To aid in identifying available public sector procurement solicitations at the local, state and federal government level, several resources exist.

For example, the Nevada Procurement Technical Assistance Center (PTAC) is funded in part through a cooperative agreement with the Defense Logistics Agency and can assist established organizations in their pursuit of government-related contracts or subcontracts. Click the PTAC logo to learn more.

To explore additional resources that can help identify contracting opportunities, click the other buttons on the right of this page.

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Nevada Governor's Office of ECONOMIC DEVELOPMENT — Empowering Success

Procurement Technical Assistance Center (PTAC)

Nevada Unified Certification Program

NEVADA DOT — SAFE AND CONNECTED

Nevada EPro
The State of Nevada Electronic Procurement System

Nevada State Public Works Division

NGEM
Nevada Government eMarketplace

FedBizOpps.gov — Federal Business Opportunities

SAM — SYSTEM FOR AWARD MANAGEMENT

GSA

SBA — U.S. Small Business Administration

SBA Federal Contracting Assistance

FUNDING

Funding - also known as “capital” - is essential to starting, operating and growing a business.

The links at right provide resources and tools for business owners looking for funding. For example, the Access to Capital Directory of the Nevada Department of Business and Industry offers a comprehensive list of contacts for grants, incentives, traditional financing, non-traditional financing, and other money sources. Click on an icon to learn more.

Lastly, we provide a link to several articles with helpful hints about borrowing, loans, and managing cash flow.

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Nevada Department of Business and Industry
Access to Capital Directory

SBA U.S. Small Business Administration

Nevada Lender List

Applying for an SBA Loan

SBA LINC Tool – Connecting Borrowers and Lenders

NEVADA BUSINESS OPPORTUNITY FUND
Access. Capital. Education

USDA Rural Development
Committed to the future of rural communities.

Opportunity Fund
working capital for working people

Préstamos CDFI, LLC
SMALL BUSINESS LENDING

ACCION

Helpful Hints about Money and Small Business

Helpful Hints on $$

There are many challenges associated with financing a business.

The articles to the right provide helpful advice on what to look for, what to avoid, and what to do when you need money for your business.

Also, check out the Networking and Helpful Hands pages of this Guide to find advice and assistance in developing your Nevada business.

INTRO TO SMALL BUSINESS FINANCIAL MANAGEMENT – *Wagepoint*

A GUIDE TO CHOOSING THE RIGHT SMALL BUSINESS LOAN – *Business News Daily*

FIVE WORST CASH FLOW MISTAKES MADE BY SMALL BUSINESSES – *Entrepreneur Magazine*

SEVEN DEADLY CASH FLOW MISTAKES - *LinkedIn*

AVOID THESE FIVE COMMON SMALL-BUSINESS FINANCING MISTAKES – *Entrepreneur Magazine*

FIVE BIGGEST SMALL BUSINESS LOAN MISTAKES – *National Federation of Independent Business*

20 CASH HANDLING BEST PRACTICES FOR BUSINESS – *Small Business Trends*

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Networking Page

Getting Help Page

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MARKETS & MARKETING

To start or grow a business, you need to understand your market. What need does your product or service satisfy? Who and where are the customers for that? How do you reach them? Do you plan to export/import? And so on.

Data resources can help you figure things out. Then, once you understand your market, you'll want a marketing plan to guide sales of your product/service into that market and to customers. Help exists for export/import issues.

For information pertaining to data resources, marketing, and export/import, click the applicable button to the right.

DATA RESOURCES

MARKETING

EXPORT/IMPORT

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Data Resources

This page provides links to resources that can help with data research on potential markets and customers.

The U.S. Census Bureau offers free training and workshops on how to use its large data sets. The Nevada Governor's Office of Economic Development, Las Vegas Global Economic Alliance, and Las Vegas-Clark County Library District offer data portals to assist businesses. The Business Services Group at UNR and the Center for Business and Economic Research at UNLV provide a range of business information services.

You can also check with your local chamber of commerce or other business support, training, planning and network group for data insights.

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United States Census Bureau

Census Academy – Free Courses

Training and Workshops

Data Tools and Apps

Nevada Governor's Office of ECONOMIC DEVELOPMENT Empowering Success

LAS VEGAS GLOBAL ECONOMIC ALLIANCE

Las Vegas-Clark County LIBRARY DISTRICT www.lvccld.org

Business Decision Portal

University of Nevada, Reno Business Services Group

UNLV LEE BUSINESS SCHOOL CENTER FOR BUSINESS AND ECONOMIC RESEARCH

Other Business Support, Planning, Training and Networking Groups in Nevada

Marketing

A business, product or service seldom sells itself. Think about what you are selling. Think about who will need it or want it. Why will they need it or want it? Why should they buy it from you? Think about how and where you tell that story. Put together an outline of your thoughts. This is the start of your marketing plan.

Click on the "Basics of a Marketing Plan" button for more information on developing a plan. To learn more about marketing challenges in the 21st century, click on the "Marketing Tools and Tips" button.

FOCUS ON:

- ✓ YOUR BUSINESS GOAL
- ✓ YOUR CUSTOMER AND AUDIENCE
- ✓ YOUR MARKETING BUDGET
- ✓ YOUR UNIQUE SELLING PROPOSITION
- ✓ YOUR MARKETING TOOLS AND TACTICS
- ✓ HOW YOU WILL MEASURE OUTCOMES

BUT REMEMBER:

THE PLAN IS ONLY A GUIDE

FREE PUBLICITY IS AS GOOD AS PAID PUBLICITY

CHANGE THINGS THAT DON'T WORK

THE CUSTOMER EXPERIENCE IS EVERYTHING

THE BASICS OF A MARKETING PLAN

MARKETING TOOLS & TIPS

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The Basics of a Marketing Plan

Your Plan Should Identify Six Things:

- Your Mission or Vision Statement
- Your Company Objective
- Your Market Environment – Research and Analysis
- Your Target Customers – Research and Analysis
- Your Competition and How They Match Up to You – Research and Analysis
- Your Action Plan

The "Action Plan" is About Media Mix:

- What media tools are best for reaching your target customers
- Advertising, public relations, sales strategies – all of these tools (and more) need to be considered, studied and figured out.
- Research and analysis are critical to putting the pieces together in a way that will work for your business objective, market environment and target customers.
- Your own insight into customers, environment, and competition is important too. Ask intelligent questions, be open to facts that may be different than you expected, and adjust accordingly.

Marketing Tips:

- Have a clear intention – know what you want to be, do, or have.
- Take consistent action – do the things necessary to achieve the desired outcome.
- Transform your passion into a market position.
- Market position evolves from your understanding the defining characteristics of your product or service. The primary elements of positioning are Pricing, Quality, Customer Service, Distribution and Packaging.
- You must define your product or service – or a competitor will do it for you.
- Identify your greatest strength and use it to position your product or service.

Adapted from a document available through the Las Vegas office of the Nevada Small Business Development Corporation (NSBDC).

Contact NSBDC

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Marketing Tools & Tips

The tools and techniques of marketing are changing. New technologies and the rise of social media are leading many businesses to rethink their traditional approaches to building customer relationships. While traditional methods may still work in some situations, other situations require new and innovative thinking.

Be willing to think about your business and its marketing in a new way. On this page are some tools, tips and professional groups to help you begin that journey. Click on a link to get started.

SEVEN THINGS YOU NEED TO KNOW ABOUT MARKETING IN THE 21ST CENTURY

MOZ BEGINNERS GUIDE TO SOCIAL MEDIA

MOZ BEGINNERS GUIDE TO SEO (SEARCH ENGINE OPTIMIZATION)

PRODUCT-MARKET FIT – THE ONLY THING THAT MATTERS (PMARCA BLOG ARCHIVES)

AMERICAN MARKETING ASSOCIATION

Las Vegas Chapter

Reno-Tahoe Chapter

AMERICAN ADVERTISING FEDERATION

PRSA Public Relations Society of America

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Export/Import

You may want to export or import with your business. If so, federal, state and local resources are available to help. For example, Nevada is home to two Foreign Trade Zones, two Ports of Entry, and two Export Assistance Centers to assist with international trade.

To learn the basics, start with the USA.Gov button at the top right. Then, depending on what you want to do, you can review the other links for assistance on specific issues such as exporting, importing, financing transactions, getting training, etc.

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USA.gov

Importing & Exporting Basics

export.gov
Helping U.S. Companies Export

How To Export

Export Market Research

Export Guides

U.S. Export Assistance Centers of Nevada

Exporter's Resource Database

EXIM
EXPORT-IMPORT BANK OF THE UNITED STATES

LAS VEGAS
GLOBAL ECONOMIC ALLIANCE

Foreign Trade Zone # 89

Reno Sparks Tahoe
Economic Development Authority of Western Nevada

Foreign Trade Zone # 126

DEC
NEVADA
DISTRICT EXPORT COUNCIL

U.S. Customs and Border Protection
Department of Homeland Security

Guide for Commercial Importers

Nevada Ports of Entry

COMMON MISTAKES

You'll make mistakes along the way. We all do.

But knowing about common pitfalls BEFORE you start your business might help you avoid them.

Read the articles to the right and do things the easy way. The hard way isn't fun.

Click on a title to learn more.

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Entrepreneur MAGAZINE — Six Mistakes People Make When Starting a Business

Inc. — Seven Mistakes to Avoid When Starting Up

AMERICAN EXPRESS OPEN Forum — 9 Brutal Startup Mistakes That Can Kill Your Business (and How to Avoid Them)

the balance — 10 COMMON SMALL BUSINESS START-UP MISTAKES

ASBTDC ARKANSAS SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER — Dos and Don'ts of Starting a Business

NORTHERN OFFICE
1830 College Parkway, Suite 100
Carson City, Nevada 89706

Phone: (775) 684-2999
Fax: (775) 684-2998
Email: biinfo@business.nv.gov

Nevada Department of Business and Industry

"Growing business in Nevada"

SOUTHERN OFFICE
3300 W. Sahara Avenue, Suite 425
Las Vegas, Nevada 89102

Phone: (702) 486-2750
Fax: (702) 486-2758
Email: biinfo@business.nv.gov

Thank you for using our Guide!

Whatever your goal, this Guide is only a starting point for the many resources available to help you with your business.

Check out our Business Resource Directory (with Learning Center, Access to Capital Directory, Calendar of Events and other business related information) on our website:

www.business.nv.gov

…and best of luck in your business adventure!

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