**The Nevada Department of Business and Industry**

**Nevada Business Startup Guide**

# **Introduction to the accessibility version.**

This is the accessibility version of the guide to starting and growing a business in Nevada, an information product of the Nevada department of business and industry.

Because the original guide is a visually oriented tool, its format may not lend itself to easy access by users who are visually impaired or otherwise require accessibility support. This accessibility version of the guide has been prepared to ensure that users with disabilities have access to and use of the same information and data as users without disabilities. The content in this version of the guide is the same as that in the visually oriented version; however, where the visual guide uses embedded images and a network of links to point users to resources, this guide uses plain text and URL citations (also known as website addresses).

If you are an individual interested in starting or growing a business in Nevada, we thank you for using this guide. We hope it is helpful. If you require additional assistance or information, please visit our website at [www.business.nv.gov](http://www.business.nv.gov) or call us at 702-486-2750.

# **What is the guide?**

The guide can help you understand what’s required to start a business in Nevada. It can also help you identify and connect to resources. If you are new to the state and looking to start a business, or if you are a long-time resident who is thinking about going into business, or if you are someone already in business but who wants to take your business to the next level, the guide has something for you.

# **Structure of the guide.**

The guide is comprised of fifteen topics. In the visual version of the document, the image of these fifteen topics is called “the road map.” In this text version, the topics will be presented in the order in which they appear on the road map.

You do not need to follow the topics in their order of presentation. The guide was written to allow users to do what they want. If you want to go through the topics in order, you can. If you prefer to jump around from topic to topic, you can. If you only want to review one topic, you can. It depends on what you – the user – want or need to do.

With that said, let us begin.

# **Topic 1 – 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, connect with one of the following groups to see what they have to offer:

1. U.S. small business administration at <https://www.sba.gov/offices/district/nv/las-vegas>.

Read the SBA’s 10 steps to start your business at <https://www.sba.gov/business-guide/10-steps-start-your-business/>.

1. Score at [https://www.score.org/#](https://www.score.org/).

Score northern nevada at <https://northernnevada.score.org/>.

Score las vegas at <https://lasvegas.score.org/>.

1. Nevada small business development center at <https://nevadasbdc.org/>.

Read the services available at Nevada SBDC at <https://nevadasbdc.org/what-we-do/>.

1. Nevada women’s business center at <http://nevadawbc.org/>.

Read the services available at Nevada WBC at <http://nevadawbc.org/services>.

1. You can also go to the networking topic to see a few of the many business support, planning, training, and networking groups in Nevada.

You can also start with the online learning center at the Nevada department of business and industry at <http://business.nv.gov/Resource_Center/The_Learning_Center/>.

For a general overview of Nevada’s business support resources, the Nevada department of business and industry makes available a high-level visual ecosystem chart at <http://business.nv.gov/Resource_Center/Business_Support_Ecosystem/> .

# **Topic 2 – 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.’ The YouTube and Canvanizer links below provide help with business model canvases. Score and other groups also offer business planning assistance. Use their following links to learn more.

1. Score offers free business planning and financial statement templates at <https://www.score.org/resource/business-planning-financial-statements-template-gallery>.
2. Business news daily offers free business plan templates for startups at <https://www.businessnewsdaily.com/5067-free-business-templates-word-pdf.html>.
3. The $100 startup website offers a free one-page business plan form at <http://100startup.com/resources/business-plan.pdf>.
4. You can watch a video called “a business model canvas in five minutes” by Gabrielle Benefield on you tube at <https://www.youtube.com/watch?v=_4MHqyf4Vw0>.
5. You can watch a video called “a business model canvas explained” by strategyzer on you tube at <https://www.youtube.com/watch?v=QoAOzMTLP5s>.
6. You can create a business model canvas for free at <https://canvanizer.com/>.

You may also want to consider taking a ‘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 following information.

1. Wikipedia has an overview of lean startup at <https://en.wikipedia.org/wiki/Lean_startup>.
2. Harvard business review has an article on why the lean startup changes everything at <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>.
3. The medium website has an article on how to apply lean startup methodologies to small businesses at <https://medium.com/@leanometry/how-to-apply-the-lean-startup-methodologies-to-small-businesses-92f18926c396>.
4. Entrepreneur magazine has an article on four common misconceptions about lean startup at <https://www.entrepreneur.com/article/286701>.
5. The lifehack website offers a free downloadable e-book on the minimum viable products design process at <http://lifehackhq.co/wp-content/uploads/2015/04/MVP-Design-eBook-v1.pdf>.
6. You can also go to the networking topic in this guide to see a few of the many business support, planning, training, and networking groups in Nevada.

# **Topic 3 – training.**

Many groups offer training, workshops, and webinars to help you become better prepared to start, run, and grow your business. A few of the many resources available are listed below. You can 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!

1. Score offers free webinars and interactive courses on small business topics. Learn more at <https://www.score.org/content/take-workshop>. Connect with score northern nevada at <https://northernnevada.score.org/> or score las vegas at <https://lasvegas.score.org/>.
2. The U.S. small business administration has an online learning center at <https://www.sba.gov/learning-center>. Connect with the Nevada district office at <https://www.sba.gov/offices/district/nv/las-vegas>.

1. The Nevada women’s business center provides free training classes. Learn more at <http://nevadawbc.org/services>. Check out their dream builder tool at <http://nevadawbc.org/dreambuilder>.
2. The university of Nevada cooperative extension provides training and other services as part of its business development program. Check out their website at <https://extension.unr.edu/busdev>.
3. The Nevada small business development corporation offers education for entrepreneurs and startups at <https://nevadasbdc.org/education-training/nxlevel-entrepreneur-training/>. You can access their statewide training calendar at <https://nevadasbdc.org/events/>.
4. The Nevada department of business and industry has an online business resource center at <http://business.nv.gov/Resource_Center/Business_Resource_Center_New/>. Use the site to find information and resource partners for a variety of business activities, including training and education.
5. You can also go to the networking topic in this guide to see a few of the many business support, planning, training, and networking groups in Nevada.

# **Topic 4 – 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. This section includes subtopics covering (1) tips to improve your networking ability; (2) a list of a few of the support, planning, training and networking groups in Nevada; and (3) a statewide calendar of upcoming events.

## Subtopic 1 - 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, review the following articles and links.

1. The business know-how website has an article on the top ten ways to maximize your networking approachability at <https://www.businessknowhow.com/marketing/approach.htm>.
2. Ink magazine has an article on how to network like you really mean it at <https://www.inc.com/minda-zetlin/8-things-power-networkers-do-make-connections.html>.
3. American express has an article on how to make contacts the right way at <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/how-to-make-contacts-the-right-way/>.
4. The Neil Patel blog has an article on 10 ways to make customers fall in love with your business at <https://neilpatel.com/blog/10-ways-to-make-customers-fall-in-love-with-your-business/>.
5. The money crashers website has an article on business relationship building skills at <https://www.moneycrashers.com/business-relationship-building-skills/>. Highlights from that article include the following:

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.

The preceding highlights were adapted from “business relationship building skills – benefits and tips for success,” by Kalen Smith at money crashers dot com.

## Subtopic 2 – a few of the many business support, planning, training, and networking groups in Nevada.

The following lists the name and website link for some of these organizations.

* Economic development authority of western Nevada at <https://www.edawn.org/news-events/>.
* Reno sparks chamber of commerce at <http://www.thechambernv.org/>.
* Nevada center for entrepreneurship and technology at <https://ncet.org/>.
* RNOX tech accelerator in reno at <https://www.rnox.io/>.
* Reno collective at <https://renocollective.com/>.
* Adam’s hub for innovation at <https://adamshub.com/>.
* Biz assembly at <https://www.bizassembly.org/>.
* Nevada small business development center at <https://nevadasbdc.org/>.
* Entrepreneurship Nevada at <https://enevada.org/>.
* One million cups at <https://www.1millioncups.com/>.
* Bridgewire maker space at <https://bridgewire.org/>.
* Score northern Nevada at <https://northernnevada.score.org/>.
* Young professionals network in reno tahoe at <https://renotahoeypn.com/>.
* Elko chamber of commerce at <https://www.elkonevada.com/>.
* Innevation center at university of Nevada reno at <https://www.unr.edu/innevation>.
* More Nevada chambers of commerce at <http://business.nv.gov/Resource_Center/Networking/>.
* Nevada grow program (workforce development) at <https://www.csn.edu/workforce-development>.
* University of Nevada cooperative extension at <https://extension.unr.edu/>.
* Vegas PBS education to go at <https://www.ed2go.com/vegaspbs-pro/>.
* Work in progress co-working space at <https://www.workinprogress.lv/>.
* Las Vegas urban league at <http://lvccul.org/>.
* Startup Nevada at <https://startupnv.org/>.
* The resource center for small businesses certified as disadvantaged business enterprises or small business enterprises in southern Nevada at <http://nvresource.center/>.
* Nevada women’s business center at <http://nevadawbc.org/>.
* Women’s chamber of commerce of Nevada at <https://womenschamberofnevada.com/>.
* Governor’s office of economic development at <https://www.goed.nv.gov/>.
* Nevada institute for autonomous systems, which provides research, training and support for commercial drones and unmanned aerial systems at <https://nias-uas.com/>.
* The safety consultation and training section of the Nevada division of industrial relations at <https://www.4safenv.state.nv.us/training>.
* Vegas young professionals at <https://vegasyp.lvmcc-group.com/>.
* Nevada Hispanic business group at <https://www.nvhbg.org/>.
* Las Vegas metro chamber of commerce at <https://lvchamber.com/>.
* Las Vegas global economic alliance at <https://www.lvgea.org/>.
* Latin chamber of commerce at <http://lvlcc.com/>.
* Armed forces chamber of commerce at <https://www.armedforceschamber.com/>.
* Mesquite chamber of commerce at <http://www.mesquitenvchamber.com/>.
* Meetup at <https://www.meetup.com/>.
* Henderson chamber of commerce at <https://www.hendersonchamber.com/>.
* Score Las Vegas at <https://lasvegas.score.org/>.
* Urban chamber at <http://www.urbanchamber.org/>.
* Las Vegas Asian chamber of commerce at <https://lvacc.org/>.
* Rob Roy’s Innevation at switch at <https://www.innevation.com/>.

## Subtopic 3 – calendar of events.

A statewide calendar is available from the department of business and industry at <http://business.nv.gov/Resource_Center/Calendar_of_Events/Calendar_of_Events/>.

# **Topic 5 – business structure.**

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

1. Entrepreneur magazine has an article on choosing your business structure at <https://www.entrepreneur.com/article/38822>.
2. The U.S. small business administration offers information on choosing a business structure on its website at <https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>.
3. The Nevada small business development center has an e-document on forms of business ownership at <http://business.nv.gov/uploadedFiles/businessnvgov/content/Resource_Center/Nevada%20SBDC%20Forms%20of%20Business%20Ownership.pdf>.

When you’re ready, register your business structure at silver flume, Nevada’s only online portal to handle all your licensing and registration needs in one place. You can access silver flume at

<https://www.nvsilverflume.gov/home>.

# **Topic 6 – naming your business.**

When you set up and license your business at silver flume, 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 silver flume’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 form, or DBA form) with the county in which you plan to do business under that different name. For information on county DBA filings, use silver flume or the business licensing topic in this guide to find the filing contacts for each Nevada county.

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 U.S. small business administration’s 10 steps to start at <https://www.sba.gov/business-guide/10-steps-start-your-business/> and read step 6.

You can connect with silver flume at <https://www.nvsilverflume.gov/home>.

# **Topic 7 – business location.**

Where you open shop can play a critical role in the success or failure of your business operation. Check the following links for tips on handling this aspect of your business.

1. The U.S. small business administration offers tips for choosing your business location at <https://www.sba.gov/business-guide/launch-your-business/pick-your-business-location>.
2. Entrepreneur magazine has an article on how to find the best location at <https://www.entrepreneur.com/article/73784>.
3. The balance website has an article on 12 key considerations when finding a locationyou’re your business at <https://www.thebalancesmb.com/choosing-a-location-for-your-business-1201032>.
4. Kimco realty has an article on eight little known factors to consider when finding the right location for your business at <https://www.kimcorealty.com/blog/post/8-little-known-factors-to-consider-when-finding-the-right-location-for-your-small-business/1662/view>.

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 business licensing topic of this guide to find and connect with the jurisdiction or jurisdictions you are considering.

# **Topic 8 – business licensing.**

You must license your business with the state. To do that, use silver flume, Nevada’s only online portal to handle all your licensing and registration needs in one place. You can access silver flume at <https://www.nvsilverflume.gov/home>.

You may need to license your business with the city and county where the business is based, as well as in every city or county where it will operate. A list of Nevada counties and their respective resources follows below.

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 silver flume to get started. You may also need to license your business in every Nevada city or county where it will operate. A list of Nevada counties and their respective resources follows below.

## Carson City.

If you plan to locate or operate a business in Carson City, you must license it with the city. You can contact the city’s business license division online at <https://carson.org/government/departments-a-f/community-development/business-license-division>. To register a fictitious firm name in Carson City, obtain and file the relevant forms at <https://carson.org/home/showdocument?id=71816>. For other information, check out the following business resources.

1. Carson City Chamber of Commerce at <http://www.carsoncitychamber.com/>.
2. Northern Nevada Development Authority at <https://nnda.org/>.
3. Western Nevada Development District at <https://wndd.org/>.

## 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. If you need to know what entity applies to your business location, use the online jurisdictional finder tool at <http://gisgate.co.clark.nv.us/gismo/apps/jurisdiction/app/index.html>.

For information on filing fictitious firm name forms, check out the website of the Clark County clerk at <http://www.clarkcountynv.gov/clerk/Services/Pages/FictitiousFirmNames.aspx>. To learn about other programs and resources available to businesses, go to the website of the Las Vegas global economic alliance at <https://www.lvgea.org/>.

The following are the online links to each jurisdiction in Clark County.

1. Boulder City business licensing at <http://www.bcnv.org/155/Business-Licensing>.
2. Boulder City community development at <http://bcnv.org/156/Community-Development>.
3. City of Henderson business licensing at <https://cityofhenderson.com/finance/business-license/business-license-general-description>.
4. City of Henderson economic development at <https://hendersonnow.com/>.
5. City of Las Vegas business licensing at <https://www.lasvegasnevada.gov/Business/Business-Licenses>.
6. City of Las Vegas economic development at <https://www.lasvegasnevada.gov/Business/Economic-Development>.
7. City of Mesquite business licensing at <https://www.mesquitenv.gov/departments/business-licenses>.
8. City of Mesquite business center at <https://www.mesquitenv.gov/business-center>.
9. Clark County licensing information at <http://www.clarkcountynv.gov/business-license/Pages/default.aspx>.
10. Clark County economic development at <http://www.clarkcountynv.gov/government/departments/economic_development/index.php>.

## 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. Information on fictitious firm name filings can be found at <http://www.churchillcounty.org/index.aspx?NID=119>.

The following are the online links to the city, county, and other resources in Churchill County.

1. Churchill County business licensing at <http://nv-churchillcounty.civicplus.com/index.aspx?NID=166>.
2. City of Fallon business licensing at <https://www.fallonnevada.gov/business/business-licenses-building-permits/>.
3. Fallon chamber of commerce at <http://www.fallonchamber.com/>.
4. Churchill economic development authority at <http://www.cedaattracts.com/>.
5. Northern Nevada development authority at <https://nnda.org/>.
6. Western Nevada Development District at <https://wndd.org/>.

## Douglas County.

A local or county business license is not required in addition to the state license. For fictitious firm name filings, go to the Douglas County forms download center at <https://cltr.douglasnv.us/forms-download-center/>.

The following are the online links to the city, county, and other resources in Douglas County.

1. Douglas County business licensing information at <https://www.douglascountynv.gov/cms/one.aspx?pageId=12585646>.
2. Town of Minden at <http://www.townofminden.com/>.
3. Town of Gardnerville at <https://www.townofgardnerville.com/>.
4. Town of Genoa at <http://www.genoanevada.org/>.
5. Carson Valley Chamber of Commerce at <http://www.carsonvalleynv.org/>.
6. Northern Nevada development authority at <https://nnda.org/>.
7. Western Nevada Development District at <https://wndd.org/>.

## Elko County.

A county business license is not 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; find more information at <https://www.elkocountynv.net/departments/clerk/clerk/forms.php>.

The following are the online links to the city, county, and other resources in Elko County.

1. Elko County at <https://www.elkocountynv.net/departments/clerk/clerk/forms.php>.
2. City of Elko business licensing at <http://www.ci.elko.nv.us/government/licensing/index.php>.
3. City of Carlin business licensing at <http://www.cityofcarlin.com/departments/city_clerk/licenses.php>.
4. City of Wells business licensing at <http://www.cityofwellsnv.com/businesslicensing.shtml>.
5. City of West Wendover business licensing at <https://www.westwendovercity.com/services/business-services/business-licensing>.
6. Northeastern Nevada Regional Development Authority at <https://nnrda.com/>.

## 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). Learn more about the county at <http://www.accessesmeralda.com/>. For fictitious firm name form information, go to <http://www.accessesmeralda.com/> and type ‘fictitious name’ into the search function on the county webpage. Explore resources in Goldfield by visiting the Goldfield Chamber of Commerce at <http://www.goldfieldnevada.org/>.

The following are the online links to other resources in Esmeralda County.

1. Southwest Central Regional Economic Development Authority at <http://www.swcreda.com/>.
2. NyE Communities Coalition at <https://nyecc.org/>.

## Eureka County.

A county business license is not required, nor are licenses required by the communities of Eureka, Crescent Valley and Beowawe. Information on fictitious firm name filings can be found at <http://www.co.eureka.nv.us/clerk/forms.htm>.

The following are the online links to the city, county, and other resources in Eureka County.

1. Eureka County general information at <http://www.co.eureka.nv.us/>.
2. Northeastern Nevada Regional Development Authority at <https://nnrda.com/>.

## 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. Go to the county and city websites to learn more. Fictitious firm name filings must be done through the county clerk at <https://www.hcnv.us/175/County-Clerk>.

The following are the online links to the city, county, and other resources in Humboldt County.

1. Humboldt County at <https://www.hcnv.us/175/County-Clerk>.
2. City of Winnemucca business licensing at <https://www.winnemuccacity.org/business-license-forms/>.
3. Humboldt County Chamber of Commerce at <https://www.humboldtcountychamber.com/>.
4. Humboldt Development Authority at <https://hdanv.org/>.
5. Northeastern Nevada Regional Development Authority at <https://nnrda.com/>.
6. Western Nevada Development District at <https://wndd.org/>.

## Lander County.

A county business license is required in addition to a State of Nevada business license. Information on business licensing and fictitious firm name filings can be found at <http://www.landercountynv.org/businesses/business_license/index.php>.

The following are the online links to other resources in Lander County.

1. Battle Mountain Chamber of Commerce at <https://www.battlemountainchamber.com/>.
2. Lander County Economic Development Authority at <https://www.landercountyeda.org/>.
3. Northeastern Nevada Regional Development Authority at <https://nnrda.com/>.

## Lincoln County.

A county business license is required. Information on the county license and fictitious firm name filings can be found at <https://lincolncountynv.org/departments/doing-business/>. A separate city license is also required in the City of Caliente. Caliente’s website can be accessed at <https://www.cityofcaliente.com/>. Caliente’s business licensing form can be found at <https://www.cityofcaliente.com/wp-content/uploads/bsk-pdf-manager/2018/12/Business-License-Application-1.pdf>.

The following are the online links to other business resources in Lincoln County.

1. Lincoln County Regional Development Authority at <http://lcrda.com/>.
2. NyE Communities Coalition at <https://nyecc.org/>.
3. General information on the county can be found at <https://lincolncountynevada.com/>.

## Lyon County.

A county business license is required. Information on licensing, fees and fictitious firm name forms can be found at <https://www.lyon-county.org/158/Business-Licenses>. Separate city licenses are required in Yerington and Fernley. For Yerington business licensing information, call the city hall at 775-463-3511 or access their website at <https://yerington.net/how-do-i/>. Fernley business licensing information is available at <http://www.cityoffernley.org/782/Business>.

The following are the online links to other business resources in Lyon County.

1. Fernley Chamber of Commerce at <https://www.fernleychamber.org/>.
2. Yerington Chamber of Commerce at <https://www.yeringtonchamber.org/>.
3. Northern Nevada development authority at <https://nnda.org/>.
4. Western Nevada Development District at <https://wndd.org/>.

## 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. Call 775-945-1046 or access the information online at <http://www.mineralcountynv.us/government/mcso_forms.php>.

The following are the online links to other business resources in Mineral County.

1. Mineral County economic development authority at <http://www.mineralcountynevada.com/>.
2. Western Nevada Development District at <https://wndd.org/>.

## Nye County.

The county does not require its own business license. The towns of Pahrump and Tonopah do. Information on filing a fictitious firm name form can be found at <http://www.nyecounty.net/246/Fictitious-Firm-Names>. For licensing requirements in Beatty, Gabbs and Round Mountain, contact Nye County directly.

The following are the online links to business resources in Nye County.

1. Nye County website at <http://www.co.nye.nv.us/>.
2. Beatty general information at <http://www.beattynv.info/>.
3. Town of Pahrump business licensing at <http://www.pahrumpnv.org/158/Business-License>.
4. Town of Tonopah business licensing at <http://www.tonopahnevada.com/doing-business-in-tonopah/>.
5. Southwest Central Regional Economic Development Authority at <http://www.swcreda.com/>.
6. NyE Communities Coalition at <https://nyecc.org/>.

## Pershing County.

The application packet and contacts for county licensing are available at <http://pershingcounty.net/how_do_i/business_license.php>. Information on requirements in the City of Lovelock is available at <http://www.cityoflovelock.com/>. For fictitious firm name filings, go to <http://pershingcounty.net/government/clerk-treasurer/fictitious_firm_name.php>.

The following are the online links to other business resources in Pershing County.

1. Pershing County Economic Development Authority at <http://www.pershingcounty.net/community/economic_development/index.php>.
2. Western Nevada Development District at <https://wndd.org/>.

## Storey County.

In Storey County, a county business license is required in addition to your state license. For more information, go to <https://www.storeycounty.org/166/Business-License>.

To file a fictitious firm name, go to <https://www.storeycounty.org/180/Clerk-Forms>.

The following are the online links to other business resources in Storey County.

1. Storey County Economic Development at <https://www.storeycounty.org/277/Economic-Development>.
2. Virginia City general information at <https://visitvirginiacitynv.com/>.
3. Western Nevada Development District at <https://wndd.org/>.

## 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. For more information, use the links provided below. 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, go to <https://www.washoecounty.us/clerks/bsd/dba_forms.php>.

The following are the online links to other business resources in Washoe County.

1. Washoe County business licensing information at <https://www.washoecounty.us/csd/planning_and_development/business_license/index.php>.
2. Washoe County economic development at <https://www.washoecounty.us/csd/economic_development.php>.
3. City of Reno business licensing information at <https://www.reno.gov/government/departments/community-development/business-license-division>.
4. City of Reno economic development at <https://www.reno.gov/government/departments/economic-development-redevelopment-agency>.
5. City of Sparks business licensing information at <https://cityofsparks.us/departments/business-license-dept/>.
6. City of Sparks economic development information at <https://cityofsparks.us/resources/business/economic-development/>.
7. Economic Development Authority of Western Nevada at <https://www.edawn.org/>.
8. Western Nevada Development District at <https://wndd.org/>.

## 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, use the county and city links provided below. To file a fictitious firm name form with the county, <https://nv-whitepinecounty.civicplus.com/175/Fictitious-Firms-Business-License>.

The following are the online links to other business resources in White Pine County.

1. White Pine County website at <https://nv-whitepinecounty.civicplus.com/>.
2. City of Ely forms, including business license application, at <http://www.elycity.com/forms>.
3. Nevada Rural Development Corporation at <http://www.rndcnv.org/>.
4. Northeastern Nevada Regional Development Authority at <https://nnrda.com/>.

# **Topic 9 – other licenses and 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.

## Subtopic 1 – professional licenses or permits.

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 following alphabetical list to identify a profession, then access the website link provided with it.

Accountants, go to <http://www.nvaccountancy.com/>.

Alcohol counselors, go to <http://alcohol.nv.gov/>.

Appraisal management companies, go to <http://red.nv.gov/Content/Appraisal/Main/>.

Architects, go to <http://nsbaidrd.state.nv.us/architects/>.

Athletics (including boxer, kick boxer, mixed martial arts, officials, promoters, and others), go to <http://boxing.nv.gov/Licensing/Licensing/>.

Athletic trainers, go to <http://nevadaathletictrainers.nv.gov/>.

Attorneys, go to <https://www.nvbar.org/>.

Audiologists, go to <http://www.nvspeechhearing.org/>.

Autism behavior interventionists, go to <http://psyexam.nv.gov/>.

Automobiles (including salespersons, body shops, garages, emission inspections, and driving instructors), go to <http://www.dmvnv.com/olbl.htm>.

Barbers and barbering, go to <http://barber.nv.gov/>.

Behavior analysts and assistant behavior analysts, go to <http://adsd.nv.gov/Boards/ABA/ABA/>.

Blasters, go to <http://fire.nv.gov/bureaus/FPL/Licensing/>.

Cannabis employees, agents and businesses, go to <https://ccb.nv.gov>.

Cemetery or crematoria operators, go to <http://funeral.nv.gov/>.

Child care facilities, go to <http://dpbh.nv.gov/Reg/ChildCare/Child_Care_Licensing_-_Home/>.

Chiropractic, go to <http://chirobd.nv.gov/>.

Clinical professional counselors, go to <http://marriage.nv.gov/>.

Collection agencies and debt collectors, go to <http://fid.nv.gov/>.

Contractors, go to <http://www.nvcontractorsboard.com/>.

Cosmetology, go to [https://nvcosmo.com](https://nvcosmo.com/).

Court reporters, go to <http://crptr.nv.gov/>.

Dentistry and dental hygiene, go to <http://dental.nv.gov/>.

Detox technicians, go to <http://alcohol.nv.gov/>.

Dietetics, go to <http://dpbh.nv.gov/Reg/Dietitian/Dietitian_-_Home/>.

Dispensing opticians, go to <http://nvbdo.nv.gov/>.

Dog handlers (for security or protective services use), go to <http://pilb.nv.gov/uploadedFiles/pilbnvgov/Content/Forms/FirstTimeLicenseeInfoSheet(2).pdf>.

Drug counselors, go to <http://alcohol.nv.gov/>.

Embalmers, go to <http://funeral.nv.gov/>.

Energy auditors, go to <http://red.nv.gov/Content/Inspect_Audit/Main/>.

Engineers, go to <https://www.nvbpels.org/>.

Environmental health specialists, go to [https://www.nvrehs.org/](https://www.nvrehs.orginfo/).

Escrow agencies and agents, go to <http://mld.nv.gov/Industry/Escrow_Agencies_and_Agents_-_NRS_645A/Escrow_Agencies_and_Agents_-_NRS_645A/>.

Family therapists, go to <http://marriage.nv.gov/>.

Fire (including performers and protective services), go to <http://fire.nv.gov/bureaus/FPL/Licensing/>.

Funeral directors, go to <http://funeral.nv.gov/>.

Gambling counselors, go to <http://alcohol.nv.gov/>.

Health facilities, go to <http://dpbh.nv.gov/Reg/HealthFacilities/HealthFacilities_-_Home/>.

Hearing-aid dispensers, go to <http://www.nvspeechhearing.org/>.

Homeopathic medicine, go to <http://nvbhme.org/>.

Insurance (including agents and businesses), go to <http://doi.nv.gov/Licensing/>.

Interior designers, go to <http://nsbaidrd.state.nv.us/registered-interior-designers/>.

Interpretors, go to <http://adsd.nv.gov/Programs/Physical/ComAccessSvc/Interpreter_Registry/Interpreter_Registry/>.

Investment advisors and representatives, go to <http://nvsos.gov/sos/licensing/securities/investment-adviser-ia-investment-adviser-representative>.

Landscape architects, go to <http://nsbla.nv.gov/>.

Land surveyors, go to <https://nvbpels.org/professionals/land-surveyors>.

Long-term care facility administrators, go to <http://beltca.nv.gov/Licensing/Licensing_Information/>.

Manufactured housing (all aspects), go to <https://housing.nv.gov/ManfHousing/Licensing/>.

Marriage therapists, go to <http://marriage.nv.gov/>.

Massage therapists, go to <http://massagetherapy.nv.gov/>.

Medical assistants, go to <http://medboard.nv.gov/>.

Medical labs, go to <http://dpbh.nv.gov/Reg/Health_Laboratory_and_Child_Care_Licensure/>.

Money transmitters, go to <http://fid.nv.gov/>.

Mortgage (including agents, bankers and brokers), go to <http://mld.nv.gov/>.

Music therapists, go to <http://dpbh.nv.gov/Reg/Health_and_Allied_Personnel_Licensing/>.

Notary, go to <http://nvsos.gov/sos/licensing/notary>.

Nursing, go to <https://nevadanursingboard.org/>.

Occupational therapists, go to <https://www.nvot.org/>.

Optometry, go to <https://nvoptometry.org/>.

Oriental medicine, go to <http://orientalmedicine.nv.gov/>.

Osteopathic medicine, go to <http://license.k3systems.com/LicensingPublic/app?page=main&service=page>.

Perfusionists, go to <http://medboard.nv.gov/>.

Pharmacists and pharmacy, go to <http://bop.nv.gov/>.

Physical therapists, go to <http://ptboard.nv.gov/>.

Physicians and physician assistants, go to <http://medboard.nv.gov/>.

Podiatry, go to <http://podiatry.nv.gov/>.

Polygraph examiners, go to <http://pilb.nv.gov/uploadedFiles/pilbnvgov/Content/Forms/Polygraph_Examiner_License_Information(1).pdf>.

Private investigators, go to <http://pilb.nv.gov/>.

Private patrol officers, go to <http://pilb.nv.gov/uploadedFiles/pilbnvgov/Content/Forms/FirstTimeLicenseeInfoSheet(2).pdf>.

Process servers, go to <http://pilb.nv.gov/uploadedFiles/pilbnvgov/Content/Forms/FirstTimeLicenseeInfoSheet(2).pdf>.

Property managers, go to <http://red.nv.gov/Content/Education/Requirements/>.

Psychologists, go to <http://psyexam.nv.gov/>.

Pyrotechnicians, go to <http://fire.nv.gov/bureaus/FPL/Licensing/>.

Real estate appraisers, go to <http://red.nv.gov/Content/Appraisal/Main/>.

Real estate brokers and salespersons, go to <http://red.nv.gov/Content/Education/Requirements/>.

Real-time captioning providers, go to <http://adsd.nv.gov/Programs/Physical/ComAccessSvc/Interpreter_Registry/Interpreter_Registry/>.

Repossessors, go to <http://pilb.nv.gov/uploadedFiles/pilbnvgov/Content/Forms/FirstTimeLicenseeInfoSheet(2).pdf>.

Residential designers, go to <http://nsbaidrd.state.nv.us/residential-designers/>.

Respiratory care practitioners, go to <http://medboard.nv.gov/>.

Securities broker-dealers, go to <http://nvsos.gov/sos/licensing/securities/broker-dealer>.

Securities sales representatives, go to <http://nvsos.gov/sos/licensing/securities/sales-representative-agent-of-the-issuer>.

Social workers, go to <http://socwork.nv.gov/>.

Speech-language pathologists, go to <http://www.nvspeechhearing.org/>.

Sports agents, go to <http://nvsos.gov/sos/licensing/sports-agents/forms-fees>.

Structure inspectors, go to <http://red.nv.gov/Content/Inspect_Audit/Main/>.

Taxicab drivers, go to <http://taxi.nv.gov/Driver_Info/Driver_Permit_Requirements/>.

Transfer agents (securities), go to <http://nvsos.gov/sos/licensing/securities/transfer-agent>.

Transportation related businesses other than taxi (including autonomous vehicle networks, charter limousines and buses, employee van pools, movers, rideshare firms, and tow cars), go to <http://nta.nv.gov/Forms/New_Applicant_Forms/>.

Veterinarians, go to <https://www.nvvetboard.us/glsuiteweb/clients/nvbov/public/default.aspx>.

## Subtopic 2 – 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 and can be reached online at <http://www.unrbep.org/about-bep/>.

To learn more about federal, state and local environmental rules and regulations, check the other agencies and resources in the following list.

1. Nevada business environmental program at <http://www.unrbep.org/about-bep/>.
2. Nevada business environmental program fact sheets at [http://www.unrbep.org/resources/fact-sheets-and-publications/](http://www.unrbep.org/resourcespublications/fact-sheets-and-publications/).
3. Nevada business environmental program frequently asked questions about hazardous waste at <http://www.unrbep.org/what-we-do/environmental-management/hazardous-waste-faqs/>.
4. Nevada division of environmental protection at <https://ndep.nv.gov/>.
5. Nevada division of environmental protection air quality permitting at <http://ndep.nv.gov/air/permitting>.
6. Nevada division of environmental protection sustainable materials management at <http://ndep.nv.gov/land/waste>.
7. Nevada division of environmental protection water pollution control permitting at <http://ndep.nv.gov/water/water-pollution-control/permitting>.
8. U.S. environmental protection agency at <https://www.epa.gov/>.
9. U.S. environmental protection agency environmental topics at <https://www.epa.gov/environmental-topics>.
10. U.S. environmental protection agency laws and regulations at <https://www.epa.gov/laws-regulations>.
11. U.S. environmental protection agency in Nevada at <https://www.epa.gov/nv>.
12. Nevada state fire marshal at <http://fire.nv.gov/home/Fire_Home/>.
13. State fire marshal hazmat use and storage information at <http://fire.nv.gov/bureaus/FPL/Hazmat_Reporting/>.
14. State fire marshal fire protection licensing at <http://fire.nv.gov/bureaus/FPL/FPL_Main/>.
15. List of local fire departments at <https://beta.firedepartment.net/directory/nevada/>.
16. Washoe County air quality permits at <https://www.washoecounty.us/health/faq/air-quality/how-do-i-know-if-a-permit-is-required-for-my-business.php>.
17. Washoe County waste management at <https://www.washoecounty.us/health/programs-and-services/environmental-health/index.php>.
18. Clark County air quality permits at <https://www.clarkcountynv.gov/government/departments/environment_and_sustainability/division_of_air_quality/permitting/applications_forms/index.php>.
19. Southern Nevada waste management at <http://www.southernnevadahealthdistrict.org/permits-and-regulations/solid-waste-compliance/restricted-waste-management-program/>.

## Subtopic 3 – 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. To learn about the types of businesses they regulate, go to <http://dpbh.nv.gov/Reg/RegulatoryPgms/>. 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 below. In some instances, you may need both a state and local permit. Review the NDPBH and/or local agency websites for guidance.

To learn more about public health requirements in your area, visit the link for the appropriate agency or agencies in the following list.

1. Nevada division of public and behavioral health (NDPBH) at <http://dpbh.nv.gov/Reg/RegulatoryPgms/>.
2. NDPBH food establishment guidance at <http://dpbh.nv.gov/Reg/Food/Food_Establishments_Home/>.
3. NDPBH centralized licensing and inspections-on-line system (or clicks) at <http://dpbh.nv.gov/Reg/CLICS/CLICS_-_Home/>.
4. Carson City health and human services (CCHHS) at <http://gethealthycarsoncity.org/>.
5. List of CCHHS programs at <http://gethealthycarsoncity.org/programs/>.
6. CCHHS health permits and fees at <http://gethealthycarsoncity.org/health-permits-fees/>.
7. CCHHS forms and resources at <http://gethealthycarsoncity.org/environmental-health/>.
8. Southern Nevada health district (SNHD) at <http://www.southernnevadahealthdistrict.org/>.
9. SNHD programs at <https://www.southernnevadahealthdistrict.org/programs/>.
10. SNHD permits and regulations at <https://www.southernnevadahealthdistrict.org/permits-regulations/>.
11. SNHD food establishment resource library at <http://www.southernnevadahealthdistrict.org/permits-and-regulations/food-establishment-resource-library/>.
12. Washoe County health district (WCHD) at <https://www.washoecounty.us/health/>.
13. WCHD programs at <https://www.washoecounty.us/health/programs-and-services/>.
14. WCHD applications and forms at <https://www.washoecounty.us/health/resources/health-forms/index.php>.
15. WCHD food safety resources at <https://www.washoecounty.us/health/programs-and-services/environmental-health/food-protection-services/Food-Safety-Resources.php>.

# **Topic 10 – tax information.**

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). Learn more at <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>.

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 silver flume at <https://www.nvsilverflume.gov/home>.

More information on business taxation in Nevada is available from the Nevada department of taxation at <https://tax.nv.gov/>.

# **Topic 11 – hiring people.**

## Subtopic 1 - 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. You also need to know the difference between an employee and an independent contractor.

The following are online links to help with these issues.

1. Office of Nevada labor commissioner at <http://labor.nv.gov/>.
2. Frequently asked questions about Nevada labor laws at <http://labor.nv.gov/uploadedFiles/labornvgov/content/Employer/Frequently%20Asked%20Questions-%20Employers(2).pdf>.
3. Nevada labor commissioner information for employers at <http://labor.nv.gov/Employer/Employer_Information/>.
4. Nevada division of industrial relations at <http://dir.nv.gov/>.
5. Nevada workers compensation at <http://dir.nv.gov/WCS/Employers/>.
6. Nevada occupational safety and health at <http://dir.nv.gov/OSHA/Employers/>.
7. Nevada division of industrial relations safety consulting and training section at <http://4safenv.state.nv.us/>.
8. U.S. department of labor at <https://www.dol.gov/>.
9. Federal information on work hours at <https://www.dol.gov/general/topic/workhours>.
10. Federal information on workplace safety at <https://www.dol.gov/general/topic/safety-health>.
11. Federal information on workplace posters at <https://www.dol.gov/general/topics/posters>.
12. Nevada information on workplace posters at <http://business.nv.gov/Resource_Center/Workplace_Poster_Requirements/>.
13. Federal information on employees and independent contractors at <https://www.irs.gov/businesses/small-businesses-self-employed/independent-contractor-self-employed-or-employee>.

## Subtopic 2 – finding workers.

Once you understand the employment laws, how do you find the workers? Finding good employees can be a challenge, but state and local resources are available to help.

Nevada job connect helps match employers with available workers. Silver state works offers financial incentives to employers to train and employ new hires. To learn how employers can benefit from Nevada’s workforce development efforts, use the links below for the governor’s office of economic development, the governor’s office for workforce innovation, and life works Nevada. You can also check out Nevada works and new Nevada jobs for northern Nevada, or workforce connections and its one-stop career center for southern Nevada. For more hiring assistance, visit the websites of the Nevada department of employment, training and rehabilitation or the Nevada state council of the society for human resource management.

The following are online links to help with these issues.

1. Nevada job connect at <http://www.nevadajobconnect.com/>.
2. Silver state works at <http://silverstateworks.com/>.
3. Governor’s office of economic development at <https://goed.nv.gov/programs-incentives/workforce-development/>.
4. Governor’s office of workforce innovation at <http://owinn.nv.gov/>.
5. Life works at <https://www.lifeworksnv.org/>.
6. Nevada works at <http://www.nevadaworks.com/>.
7. New Nevada jobs at <https://newnevadajobs.com/>.
8. Workforce connections at <http://nvworkforceconnections.org/>.
9. Nevada grow at <https://www.csn.edu/workforce-development>.
10. One-stop career center at <http://www.nvcareercenter.org/?page_id=136>.
11. Nevada department of employment, training and rehabilitation at <https://detr.nv.gov/>.
12. Nevada state council of the society for human resource management at <https://nvstatecouncil.shrm.org/nevada-workforce-readiness>.

# **Topic 12 – certifications and 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. Review the getting certified subtopic and the finding contracts subtopic to learn more.

## Subtopic 1 – getting certified.

Many different types of certification exist today. For example:

* 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, visit the following websites.

1. U.S. small business administration online contracting program certification process at <https://certify.sba.gov/>.
2. Nevada unified certification program at <https://ndot.dbesystem.com/Default.asp?TN=ndot>.
3. Women’s business enterprise national council at <http://www.wbenc.org/certification/>.
4. Women’s business enterprise council west at <https://wbec-west.com/certification-benefits/>.
5. Western regional minority supplier development council at <https://wrmsdc.org/certified-mbe/>.
6. Procurement technical assistance center of the governor’s office of economic development at <http://www.diversifynevada.com/programs/procurement-assistance-outreach/>.

# Subtopic 2 – 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 (or pee tack) 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.

To explore resources that can help identify contracting opportunities, visit the following websites.

1. Procurement technical assistance center of the governor’s office of economic development at <http://www.diversifynevada.com/programs/procurement-assistance-outreach/>.
2. Nevada unified certification program at <https://ndot.dbesystem.com/Default.asp?TN=ndot>.
3. Nevada department of transportation at <https://www.nevadadot.com/doing-business/vendor-opportunities>.
4. State of Nevada electronic procurement system (or Nevada E-pro) at <https://nevadaepro.com/bso/>.
5. Nevada state public works division at <http://publicworks.nv.gov/Bids/Bid_Advertisements/>.
6. Nevada government e-marketplace (NGEM) at <https://www.ngemnv.com/>.
7. Federal contract opportunities website at <https://beta.sam.gov/>.
8. Federal system for award management (sam) at <https://www.sam.gov/SAM/>.
9. U.S. general services administration at <https://www.gsa.gov/small-business>.
10. U.S. small business administration federal contract assistance at <https://www.sba.gov/federal-contracting>.

# **Topic 13 – funding.**

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

The entities listed below 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. Go the listed websites to learn more. Lastly, we provide links to several online articles with helpful hints about borrowing, loans, and managing cash flow.

The following resources can help you with identifying and preparing for funding opportunities.

1. Access to capital directory of the Nevada department of business and industry at <http://business.nv.gov/Resource_Center/Access_to_Capital/Access_to_Capital/>.
2. U.S. small business administration funding programs at [https://www.sba.gov](https://www.sba.gov/).
3. Nevada lender list from the U.S. small business administration at <https://www.sba.gov/node/17571/revision/1758850/view>.
4. Applying for a loan from the U.S. small business administration at <https://www.sba.gov/funding-programs/loans>.
5. Tool for connecting borrowers and lenders from the U.S. small business administration at
6. <https://www.sba.gov/funding-programs/loans/lender-match?ms=rr>.
7. Nevada business opportunity fund at <http://nevadawbc.org/resources/financing>.
8. U.S. department of agriculture rural development at <https://www.rd.usda.gov/programs-services/business-industry-loan-guarantees>.
9. Dream spring at <https://www.dreamspring.org/index.html>.
10. Opportunity fund at <http://opportunityfundloan.org/>.
11. Prestamos at <https://www.prestamosloans.org/>.

In addition to the preceding funding resources, the following articles offer some insight into funding and money issues for businesses.

1. Wage point article providing an introduction to small business financial management at <https://blog.wagepoint.com/all-content/intro-to-small-business-financial-management-free-classes-included>.
2. Business news daily guide to choosing the right small business loan at <https://www.businessnewsdaily.com/7695-small-business-loan-guide.html>.
3. Entrepreneur magazine article on five worst cash flow mistakes made by small businesses at <https://www.entrepreneur.com/article/249020>.
4. LinkedIn article on seven deadly cash flow mistakes at <https://www.linkedin.com/pulse/7-deadly-cash-flow-sins-worst-cash-flow-mistakes-business-mixon>.
5. Entrepreneur magazine article on avoiding five common small business financing mistakes at <https://www.entrepreneur.com/article/237716>.
6. National federation of independent business article on five biggest small business loan mistakes at <https://www.nfib.com/content/resources/alabama/5-biggest-small-business-loan-mistakes-74972/>.
7. Small business trends article on 20 cash handling best practices for business at <https://smallbiztrends.com/2017/08/cash-handling-best-practices.html>.

# **Topic 14 – markets and 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 also exists for export/import issues. Review the following subtopics pertaining to data resources, marketing, and export/import for more information.

## Subtopic 1 – data resources.

The resource links that follow 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 the university of Nevada reno and the center for business and economic research at the university of Nevada Las Vegas 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.

The following links can help you in the area of data resources.

1. U.S. census bureau at <https://www.census.gov/>.
2. U.S. census bureau census academy at <https://www.census.gov/data/academy.html>.
3. U.S. census bureau surveys and programs at <https://www.census.gov/programs-surveys/surveys-programs.html>.
4. U.S census bureau data tools at <https://www.census.gov/data/data-tools.html>.
5. Data library at governor’s office of economic development at <https://goed.nv.gov/why-nevada/data-portal/>.
6. Data portal for Las Vegas global economic alliance at <https://www.lvgea.org/data-portal/regional-overview/>.
7. Small business research portal for Las Vegas Nevada dot gov at <https://www.lasvegasnevada.gov/Business/Economic-Development/Small-Business-Research-Portal>.
8. Business decision portal of Las Vegas Clark County library district at <https://lvccld.org/resources/business-money/> and <https://ezproxy.lvccld.org/login?url=https://www.businessdecision.info/bd/login/login.php>.
9. Business services group at the university of nevada reno at <https://www.unr.edu/business/research-and-outreach/business-services-group>.
10. The center for business and economic research at UNLV at <https://cber.unlv.edu/>.
11. You can also go to the networking topic in this guide to see a few of the many business support, planning, training, and networking groups in Nevada.

## Subtopic 2 – 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. Review the section below titled basics of a marketing plan for more information on developing a plan. To learn more about marketing challenges in the 21st century, review the marketing tools and tips section.

With marketing, focus on your business goal, your customer and audience, your marketing budget, your unique selling proposition, your marketing tools and tactics, and 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. And the customer experience is everything.

The following basics of a marketing plan are adapted from a document available from the Las Vegas office of the Nevada small business development corporation. You can reach them by phone at 702-257-5509.

### The basics of a marketing plan.

Your plan should identify six things: (1) your mission or vision statement, (2) your company objective, (3) your market environment, (4) your target customers, (5) your competition and how they match up to you, and (6) your action plan. The action plan is about media mix. What media tools are best for reaching your target customers? What are your 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.

In terms of marketing tips, begin by having a clear intention – know what you want to be, do, or have. Take consistent action, doing the things necessary to achieve the desired outcome. Transform your passion into a market position. Market position evolves from your own understanding of 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.

### Marketing tools and 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. What follows are links to some tools, tips and professional groups to help you begin that journey.

1. Article on seven things you need to know about marketing in the twenty-first century at <http://www.bain.com/publications/articles/seven-things-you-need-to-know-about-marketing-in-21st-century.aspx>.
2. The moz beginner’s guide to social media at <https://moz.com/beginners-guide-to-social-media>.
3. The moz beginner’s guide to search engine optimization at <https://moz.com/beginners-guide-to-seo>.
4. Blog on product-market fit being the only thing that matters at <https://pmarchive.com/guide_to_startups_part4.html>.
5. American marketing association national website at <https://www.ama.org/Pages/default.aspx>.
6. American marketing association Las Vegas chapter at <https://amalasvegas.com/>.
7. American marketing association Reno-Tahoe chapter at <https://www.renoama.com/>.
8. American advertising federation national website at <https://www.aaf.org/>.
9. Public relations society of America at <https://www.prsa.org/>.

## Subtopic 3 – 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 U.S.A. dot gov website below. 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.

1. U.S.A. dot gov at <https://www.usa.gov/import-export>.
2. International trade administration (also known as ITA) at <https://www.trade.gov/>.
3. ITA export solutions, advice and tools at <https://www.trade.gov/export-solutions>.
4. ITA research center at <https://www.trade.gov/research>.
5. ITA regulations and agreements at <https://www.trade.gov/regulations>.
6. U.S. commercial service in Las Vegas at <https://www.trade.gov/nevada-las-vegas>.
7. U.S. commercial service in Reno at <https://www.trade.gov/nevada-reno>.
8. Export import bank of the U.S. at <https://www.exim.gov/>.
9. Nevada foreign trade zone 126 in northern Nevada at <https://www.edawn.org/existing-business/foreign-trade-zone/>.
10. Nevada foreign trade zone 89 in southern Nevada at <https://www.lvgea.org/wp-content/uploads/2015/06/FTZ-Brochure.pdf>.
11. Nevada district export council at <https://www.nevadadec.org/>.
12. U.S. customs and border protection at <https://www.cbp.gov/trade>.
13. Guide for commercial importers at [https://www.cbp.gov/document/publications/importing-united-states.](https://www.cbp.gov/document/publications/importing-united-states)
14. Nevada ports of entry at <https://www.cbp.gov/contact/ports/nv>.

# **Topic 15 – 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 below and do things the easy way. The hard way isn’t fun.

1. Entrepreneur magazine article on six mistakes people make when starting a business at <https://www.entrepreneur.com/article/232240>.
2. Ink magazine article on seven mistakes to avoid when starting your first business at <https://www.inc.com/aj-agrawal/7-mistakes-to-avoid-when-starting-your-first-business.html>.
3. American express open forum article on nine brutal mistakes that can kill your business and how to avoid them at <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/9-brutal-startup-mistakes-that-can-kill-your-business-and-how-to-avoid-them/>.
4. Balance website article on ten common small business start-up mistakes at <https://www.thebalancesmb.com/small-business-startup-mistakes-2951860>.
5. Article from Arkansas small business and technology development center on the do’s and don’ts of starting a business at <http://asbtdc.org/starting-dos-and-donts/>.

# **Thank you and contact information.**

The Nevada department of business and industry thanks you for using the guide to starting and growing a business in Nevada. Whatever your goal, this guide is only a starting point for the many resources available to help you with your business. Check out our online business resource directory with learning center, access to capital directory, calendar of events and other business related information at [www.business.nv.gov](http://www.business.nv.gov). We wish you all the best in your business adventure.

Here is the contact information for our department. Our northern office is located at 1830 college parkway, suite 100, carson city, Nevada 89706. The phone number there is 775-684-2999. The fax number is 775-684-2998.

Our southern office is located at 3300 west sahara avenue, suite 425, Las Vegas, Nevada 89102, in the Nevada state business center. The phone number there is 702-486-2750. The fax number is 486-2758.

For general inquiries, you can email us at [biinfo@business.nv.gov](mailto:biinfo@business.nv.gov).

Thank you. You have now reached the end of the guide.

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