

# Small Business Resource Guide

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United States Senator for **Nevada**

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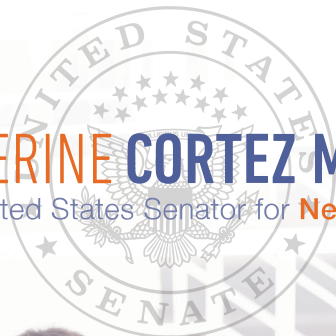
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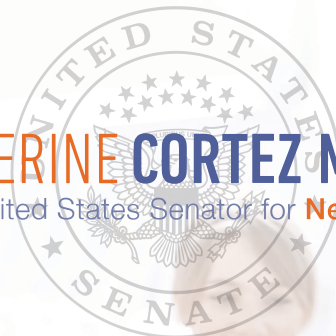
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# A MESSAGE FROM THE SENATOR

From budding startups with new and innovative ideas to the mom-and-pop stores that support our local communities, small businesses are the heart of our nation. In Nevada alone, there are over 250,000 small businesses located in our rural areas, suburbs, and urban cores.

Unfortunately, it is not always easy to start, grow, and maintain a small business. Entrepreneurship can be an intimidating process that involves dealing with the financial system and local, state, and federal rules, as well as with existing competitors. With this guide, I hope to help entrepreneurs in Nevada succeed, allowing our communities thrive by creating jobs, investing in our local areas, and growing the state's economy.

This guide includes information on important concepts like licensing, banking, taxes, and other operations that are vital to the day-to-day function of any business. It also includes valuable contact information for organizations and government agencies that are committed to helping your businesses succeed.

My office is dedicated to helping all Nevadans, so please feel free to reach out to my Las Vegas, Reno, or Washington offices with any questions. I appreciate the work all small business owners and employees do for our great state and look forward to hearing from you soon.

Sincerely,



**Catherine Cortez Masto**  
United States Senator



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Acknowledgement: The Office of Senator Cortez Masto is grateful to the Small Business Administration, the Nevada Department of Business and Industry, and the National Federation of Independent Businesses for providing much of the background material for this guide.





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# OPENING YOUR BUSINESS

Nevada's small business community is the backbone of our economy. Ninety-nine percent of all businesses in Nevada are small businesses, and they employ about 42% of the state's workforce. In addition to providing jobs and economic growth, small businesses in Nevada are often at the forefront of technology and ingenuity. As the Innovation State, Nevada not only offers incentives to new and existing businesses of all sizes so they can thrive, but it also proactively seeks to improve its infrastructure to meet the needs of our business community.

## SMALL BUSINESS COUNSELING

Small business owners are often encouraged to meet and work closely with a small business counselor to receive one-on-one guidance and support in matters related to starting and expanding a business.

### WHAT IS A SMALL BUSINESS COUNSELOR?

A small business counselor is a person with previous experience or knowledge about the skills needed to succeed as a small business owner. Mentors offer new business owners and entrepreneurs an informed perspective and minimize the likelihood of running into common mistakes. They advise prospective owners throughout the process of opening or expanding a small business.

### WHAT TYPES OF ASSISTANCE CAN COUNSELORS PROVIDE?

Small business counselors often assist with:

- Providing expert advice
- Offering a fresh perspective
- Networking
- Developing new skills
- Reducing or mitigating risk

### WHERE CAN I FIND A COUNSELOR?

Mentors are available all across Nevada and often provide mentorship services at no cost. Some agencies that provide mentorship services include SCORE and the Nevada Small Business Development Center. A comprehensive list of business mentors is provided in the appendix portion of this guide.



## CREATING A BUSINESS PLAN

A business plan is your business' resume. It is intended to help a prospective small business owner better understand and organize aspects of their business. Most lenders require a well-written business plan before they consider an application for funding and financing.

Before you start working on your business plan, consider whether you want to write a traditional business plan or a lean startup plan. Traditional plans will take more time to write, will be very detailed, and are the most commonly requested formats. A lean startup plan only contains key elements and is often less time-consuming.

### BASIC COMPONENTS OF A TRADITIONAL BUSINESS PLAN

The National Federation of Independent Businesses has identified a few key components of a business plan. See more below:

#### Executive Summary

The first section should be a concise overview of your business plan. It should be short and well written. Your goal is to draw readers in so they want to learn more about your company.

Though this section appears first, consider writing it last, after you have worked out the details of your plan and can summarize your thoughts succinctly and accurately.

The executive summary for a business plan should include:

- Your business name and location
- Products and/or services offered
- Mission and vision statements
- The specific purpose of the plan (to secure investors, set strategies, etc.)

#### Company Description

This high-level view of your business should explain who you are, how you operate, and what your goals are.

The company description should feature:

- The legal structure of your business (corporation, sole proprietorship, etc.)
- A brief description of the history and nature of your business, and the needs or demands you plan to supply
- An overview of your products/services, customers, and suppliers
- A summary of company growth, including financial or market highlights
- A summary of your short and long-term business goals

#### Products and Services

In this section, clearly describe what you are selling, with a focus on customer benefits. You should include details about suppliers, product or service costs, and the net revenue expected from the sale of those products or services. Consider adding pictures or diagrams.

In general, this section should include:

- A detailed description of your product/service that emphasizes customer benefits
- An explanation of the market role of your product/service and advantages it has over competitors
- Information about the product/service's life cycle
- Relevant copyright, patent, or trade secret data
- Research and development activities that may lead to new products and services

#### Market Analysis

Show your industry knowledge and present conclusions based on thorough market research in the market analysis. You should also place detailed findings of any studies in an appendix.

Your market analysis should include:

- A sketch of targeted customer segments, including size and demographics of each group
- An industry description and outlook, including statistics
- Historical, current, and projected marketing data for your product/services
- A detailed evaluation of your competitors, highlighting their strengths and weaknesses

#### Strategy and Implementation

In this section, summarize your sales and marketing strategy and specify how you will implement the strategy.





This section should include:

- An explanation of how you will promote your business to customers and enter the market
- Details about costs, pricing, promotions, and distribution/logistics
- An explanation of how the company will function, including the operations cycle (from acquisition of supplies through production to delivery)
- Information on sources of labor and number of employees
- Data on operating hours and facilities

### Organization and Management Team

You'll also need to outline your company's organizational structure and identify the owners, management team, and board of directors.

Include the following:

- An organizational chart with descriptions of departments and key employees
- Information about owners, including their names, percentage of ownership, extent of involvement within the company and a biography listing their background and skills
- Profiles of your management team, including their names, positions, main responsibilities and past experience
- List of any advisors, such as board members, accountants, and attorneys

### Financial Plan and Projections

This last section of your business plan should be developed with a professional accountant after you have completed a market analysis and set goals for your company.

Some of the important financial statements that should be part of your plan include:

- Historical financial data (if you own an established business), including income statements, balance sheets and cash flow statements for the past three to five years
- Realistic prospective financial information, including forecasted income statements, balance sheets, cash flow statements and capital expenditure budgets for the next five years
- A brief analysis of your financial data, featuring a ratio and trend analysis for all financial statements

### Appendix

Use your appendix to include any documents requested by the lender or the agency in question. Examples of documents typically included in the appendix are credit histories, personal resumes, and pictures of the product you are selling.

## BASIC COMPONENTS OF A LEAN BUSINESS STARTUP PLAN

The U.S. Small Business Administration has identified a few key components of a lean business startup plan. The components of this type of business plan are listed and detailed below:

### Key Partnerships

Note the other businesses or services you will work with to run your business. Think about suppliers, manufacturers, subcontractors and similar strategic partners.

### Key Activities

List the ways your business will gain a competitive advantage. Highlight things like selling direct to consumers, or using technology to tap into the sharing economy.

### Key Resources

List any resource you will leverage to create value for your customer. Your most important assets could include staff, capital, or intellectual property. Do not forget to leverage business resources that might be available to women, veterans, Native Americans, and HUBZone businesses.

### Value Proposition

Make a clear and compelling statement about the unique value your company brings to the market.

### Customer relationships

Describe how customers will interact with your business. Is it automated or personal? In person or online? Think through the customer experience from start to finish.

### Customer segments

Be specific when you name your target market. Your business will not be for everybody, so it's important to have a clear sense of whom your business will serve.

### Channels

List the most important ways you will talk to your customers. Most businesses use a mix of channels and optimize them over time.

### Cost Structure

Will your company focus on reducing cost or maximizing value? Define your strategy, then list the most significant costs you will face pursuing it.

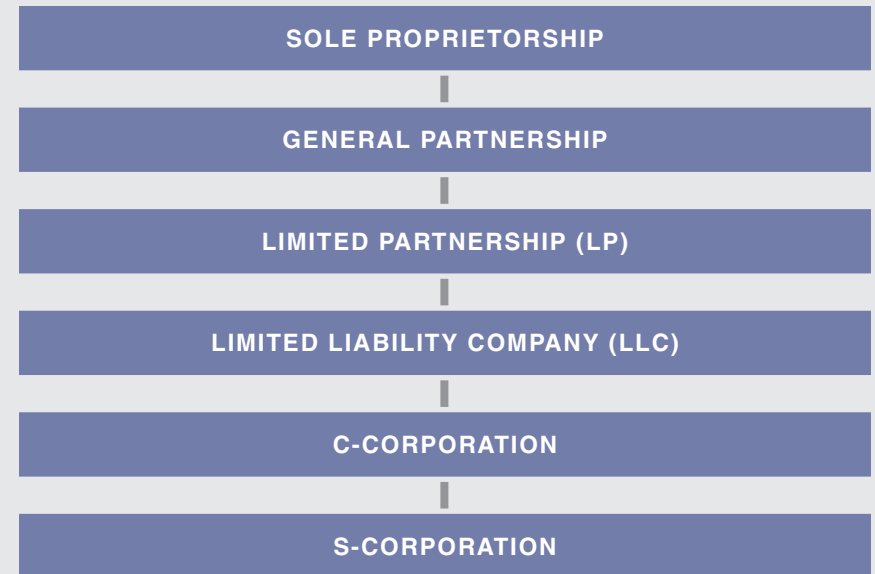
### Revenue Streams

Explain how your company will actually make money. Some examples are direct sales or memberships.

## CHOOSING A BUSINESS STRUCTURE

There are many different types of business structures, and all of them have important legal and financial implications for your business. Your taxes depend on your business entity choice, as does the ease with which you can get a small business loan or raise money from investors. Legal ramifications also differ depending on the type of business you choose.

**State governments in the U.S. recognize more than a dozen different business entity types, but the average small business owner chooses among these six:**





**BENEFITS AND DISADVANTAGES OF THE DIFFERENT TYPES OF BUSINESS ENTITIES**

**Sole Proprietorship**

A sole proprietorship is the simplest business entity, with one person as the sole owner and operator of the business. If you launch a new business and are the only owner, you are automatically a sole proprietorship under the law. There is no need to register a sole proprietorship with the state, though you might need local business permits or licenses depending on your industry.

Freelancers, consultants, and other service professionals commonly work as sole proprietors. It is also a viable option for more established businesses, such as retail stores, with one person at the helm.

**Benefits of Sole Proprietorships**

- Easy to start up (no need to register your business with the state).
- No corporate formalities or paperwork requirements, such as meeting minutes, bylaws, etc.
- You can deduct most business losses on your personal tax return.
- Tax filing is easy—simply fill out and attach Schedule C-Profit or Loss from Business to your personal income tax return.

**Disadvantages of Sole Proprietorships**

- As the only owner, you are personally liable for all of the business's debts and liabilities. Someone who wins a lawsuit against your business can take your personal assets (your car, personal bank accounts, and even your home in some situations).
- There is no real separation between you and the business, so it is more difficult to get a business loan and raise money. Lenders and investors prefer LLCs or corporations.
- It is harder to build business credit without a registered business entity.

Sole proprietorships are by far the most popular type of business structure in the U.S. because of how easy they are to set up. There is a lot of overlap between your personal and business finances, which makes it easy to launch and file taxes. The problem is that this same lack of separation can also land you in legal trouble. If a customer, employee, or other third party successfully sues your business, they can take your personal assets. Due to this risk, most sole proprietors eventually convert their business to an LLC or corporation.

**General Partnership**

Partnerships share many similarities with sole proprietorships—the key difference is that the business has two or more owners. There are two kinds of partnerships: general partnerships (GPs) and limited partnerships (LPs).

In a general partnership, all partners actively manage the business and share the profits and losses. Like a sole proprietorship, a general partnership is the default mode of ownership for businesses with more than one owner. There is no need to register a general partnership with the state.

**Benefits of General Partnerships**

- Easy to start up (no need to register your business with the state).
- No corporate formalities or paperwork requirements, such as meeting minutes, bylaws, etc.
- You do not need to absorb all the business losses on your own because the partners divide the profits and losses.
- Owners can deduct most business losses on their personal tax returns.

**Disadvantages of General Partnerships**

- Each owner is personally liable for the business's debts and other liabilities.
- In some states, each partner may be personally liable for another partner's negligent actions or behavior (this is called joint and several liability).
- Disputes among partners can unravel the business (though drafting a solid partnership agreement can help you avoid this).
- It is more difficult to get a business loan, land a big client, and build business credit without a registered business entity.

Most people form partnerships to lower the risk of starting a business. Instead of going all in on your own, having multiple people sharing the struggles and successes can be very helpful, especially in the early years.

If you do go this route, it is very important to choose the right partner or partners. Disputes can seriously limit a business's growth, and many state laws hold each partner fully responsible for the actions of the others. For example, if one partner enters into a contract and then violates one of the terms, the party on the other side can personally sue any or all of the partners.

**Limited Partnership**

Unlike a general partnership, a limited partnership is a registered business entity. To form an LP, you must register with the state. In an LP, there are two kinds of partners: those who own, operate, and assume liability for the business (general partners), and those who act only as investors (limited partners, sometimes called "silent partners").

Limited partners do not have control over business operations and have fewer liabilities. They typically act as investors in the business and pay fewer taxes because they have a tangential role in the company.

**Benefits of Limited Partnerships**

- An LP is a good option for raising money because investors can serve as limited partners without personal liability.
- General partners receive funds to operate the business and maintain authority over business operations.
- Limited partners can leave anytime without dissolving the business partnership.

**Disadvantages of Limited Partnerships**

- General partners are personally responsible for the business's debts and liabilities.
- Limited partners may also face personal liability if they inadvertently take too active a role in the business.
- LPs require a state filing, so they are more expensive to create than a general partnership.

Multi-owner businesses that want to raise money from investors often do well as LPs because investors can avoid liability.

Limited Liability Partnership

You might come across yet another business entity structure, called a limited liability partnership (LLP). In an LLP, none of the partners have personal liability for the business, but most states only allow law firms, accounting firms, doctor's offices, and other professional service firms to organize as LLPs. These types of businesses can organize as an LLP to prevent each partner from having liability for the others' actions. For example, if one doctor in a medical practice commits malpractice, having an LLP lets the other doctors avoid liability.

C-Corporation

A C-corporation is an independent legal entity that exists separately from the company's owners. Shareholders (the owners), a board of directors, and officers have control over the corporation. (However, one person in a C-corporation can fulfill all of these roles, so it's possible to create a corporation with a single owner in charge of everything.)

With this type of business entity, there are many more regulations and tax laws that the company must comply with. Methods for incorporating, fees, and required forms vary by state.

Benefits of C-corporations

- Owners (shareholders) do not have personal liability for the business's debts and liabilities.
- C-corporations are eligible for more tax deductions than any other type of business.
- C-corporation owners pay lower self-employment taxes.
- You have the ability to offer stock options, which can help you raise money in the future.

Disadvantages of C-corporations

- More expensive to create than sole proprietorships and partnerships (filing fees range from \$100 to \$500, depending on which state you choose to incorporate the business in).
- C-corporations face double taxation: The company pays taxes on corporate income, and then shareholders pay personal income taxes on any dividends.
- Owners cannot deduct business losses on their personal tax returns.
- There are many formalities that corporations have to meet. Some of these include holding board meetings and shareholder meetings, keeping meeting minutes, and creating bylaws.

Most small businesses pass over C-corporations when deciding on a structure, but they can be a good choice as your business grows and you find yourself needing more legal protections. The biggest benefit of a C-corporation is limited liability. If someone sues the business, they can only take business assets to cover the judgment—they cannot come after your home, car, or other personal assets.

Corporations are a mixed bag from a tax perspective—there are more tax deductions and fewer self-employment taxes, but there is the possibility of double taxation if you plan to offer dividends. Owners who invest profits back into the business as opposed to taking dividends are more likely to benefit under a corporate structure. Corporation formation and maintenance can be complicated, but online legal services can assist you. Consult with your business counselor to learn more about online legal services.

S-Corporation

An S-corporation preserves the limited liability that comes with a C-corporation but is a pass-through entity for tax purposes. This means that, similar to a sole proprietorship or partnership, an S-corporation's profits and losses pass through to the owners' personal tax returns. There is no corporate-level taxation for an S-corporation.

Benefits of S-corporations

- Owners (shareholders) do not have personal liability for the business' debts and liabilities.
- There is no corporate taxation and no double taxation: an S-corporation is a pass-through entity, so the government taxes it similar to a sole proprietorship or partnership.

Disadvantages of S-corporations

- Like C-corporations, S-corporations are more expensive to create than either sole proprietorships or partnerships, and they require registration with the state.
- There are more limits on issuing stock in S-corporations as compared to C-corporations.
- You still need to comply with corporate formalities, such as creating bylaws and holding board and shareholder meetings.

In order to organize as an S-corporation or convert your business to an S-corporation, you have to file IRS form 2553. S-corporations can be a good choice for businesses that want a corporate structure but like the tax flexibility of a sole proprietorship or partnership.

Limited Liability Company

A limited liability company takes positive features from each of the other business entity types. Like corporations, LLCs offer limited liability protections. However, they have less paperwork and ongoing requirements, and in that sense, they are more similar to sole proprietorships and partnerships.

LLCs are popular among small business owners, including freelancers, because they combine the best of many worlds: the ease of a sole proprietorship or partnership with the legal protections of a corporation.

Another benefit is that you can choose how you want the IRS to tax your LLC. You can elect to have the IRS treat you as a corporation or as a pass-through entity on your taxes.



### Benefits of LLCs

- Owners don't have personal liability for the business' debts or liabilities.
- You can choose whether you want your LLC to be taxed as a partnership or as a corporation.
- Fewer corporate formalities than an S-corporation or C-corporation.

### Disadvantages of LLCs

- It is more expensive to create an LLC than to create a sole proprietorship or partnership, and LLCs require registration with the state.

Corporations and Limited Liability Companies (LLC) must file Articles of Incorporation or Articles of Organization with the Nevada Secretary of State and maintain all records, minutes, etc., as required by law. For more information, visit the Secretary of State online at [nvsos.gov](http://nvsos.gov).

### Fictitious Firm Name (DBA)

If you plan to operate the business under any other name other than your own name, you will need to complete a Fictitious Firm Name (DBA) with your county clerk. In Clark County, you can go to [www.clarkcountynv.gov](http://www.clarkcountynv.gov) for more information. In Washoe County, you can visit [www.washoecounty.us/](http://www.washoecounty.us/).

## OBTAINING A BUSINESS LICENSE

### STATE BUSINESS LICENSE

If you wish to start a business, you need to obtain a business license through the State of Nevada Secretary of State's Office. You will first need to choose your business entity, as discussed. About 70% of small businesses open as an LLC. You may want to speak with an attorney or a business counselor prior to deciding which entity is best for you. You can apply for your business license online at [www.nvsilverflume.gov](http://www.nvsilverflume.gov). You will need to create an account and then follow the instructions provided. You may also contact the Secretary of State directly for assistance.

#### Nevada Secretary of State

555 E. Washington Ave. Suite 5200  
Las Vegas, NV 89101  
Phone: (702) 486-2880  
Web: [www.nvsos.gov](http://www.nvsos.gov)

#### Nevada Secretary of State

202 North Carson St.  
Carson City, NV 89701  
Phone: (775) 684-5708  
Web: [www.nvsos.gov](http://www.nvsos.gov)

### LOCAL CITY/COUNTY BUSINESS LICENSES

In the State of Nevada, all businesses are required to obtain a business license within the county and/or city in which they will operate. If you perform work in several jurisdictions within a county, you may be required to obtain a city license from multiple jurisdictions. License fees vary by jurisdiction and type of business.

You might benefit from contacting your county initially to determine the different jurisdictions your business may be under. Once you have determined the proper jurisdiction you will want to contact that jurisdiction for licensing information. Please see the appendix for a list of jurisdictions and their phone numbers.

There are other special permits required in Nevada from Health, Police, Fire, or Building Departments. Additionally, there are permit requirements for liquor, gaming, home occupation, cosmetology, and others. Contact your local jurisdiction(s) to determine the licensing/permit requirements.

### Special Permits

In addition to city and county licenses, certain types of occupations are required to obtain special state licenses. Below is a list of licensing agencies to contact for more information.

#### State Contractors Board

Web: [www.nvcontractorsboard.com](http://www.nvcontractorsboard.com)

2310 Corporate Circle, Ste. 200  
Henderson, NV 89074  
Phone: (702) 486-1100

5390 Kietzke Lane, Ste. 102  
Reno, NV 89511  
Phone: (775) 688-1141

## Public Transportation Permits

Web: [www.nta.nv.gov](http://www.nta.nv.gov)

Nevada Transportation Service  
Authority  
3300 W. Sahara Ave., Suite 200  
Las Vegas, NV 89102  
Phone: (702) 486-3303

Nevada Transportation Service  
Authority  
1755 E. Plumb Lane, Suite 229  
Reno, NV 89502  
Phone: (775) 688-2800

## Health Care Business

State of Nevada, Department of  
Health and Human Services  
4126 Technology Way, Suite 100  
Carson City, NV 89706

## Air Quality Permits

500 S. Grand Central Pkwy, First Floor  
Las Vegas, NV 89155  
Phone: (702) 455-5942

1001 E. Ninth St.  
Reno, NV 89152  
Phone: (775) 784-7200

## Restaurants/Food Service

P.O. Box 3902  
Las Vegas, NV 89127  
Phone: (702) 759-0588

1001 E. 9th St., Building 220  
Reno, NV 89520  
Phone: (775) 328-2434

## YOUR BUSINESS LOCATION

Counties and municipalities in Nevada are often governed by zoning laws that restrict the types of developments and industries that can be established at a given location. You should contact the planning division of your local jurisdiction prior to establishing a business address to ensure you are compliant.

You should especially consult with your local jurisdiction if you are planning to operate your business from home. Common zoning restrictions for neighborhoods prohibit deliveries, inventory storage, sign restrictions, or customer parking. Other fees may be associated with home businesses.

## TAX INFORMATION

### Employee Identification Number (EIN)

If you are a business owner who is not operating under your own Social Security Number, you are required to have an Employer Identification Number (EIN) with the Internal Revenue Service. You will need this number to open a business banking account, pay employees, and for other tax purposes. For additional information, please contact the Local Taxpayer Advocate in Nevada at (702) 868-5179 or visit [www.irs.gov](http://www.irs.gov).

### Nevada Department of Taxation

You must also register your business with the Nevada Department of Taxation, which can be done at the same time that you apply for a state business license through the Nevada Secretary of State's SilverFlume portal. Please visit [www.nvsos.gov](http://www.nvsos.gov) or contact the Nevada Department of Taxation at any of their locations below:

#### Carson City Office

1550 College Parkway, Suite 115  
Carson City, NV 89706  
Phone: (775) 684-2000  
Fax: (775) 684-2020

#### Las Vegas Office

Grant Sawyer Office Building  
555 E. Washington Ave., Suite 1300  
Las Vegas, NV 89101  
Phone: (702) 486-2300  
Fax: (702) 486-2373

#### Reno Office

4600 Kietzke Lane, Building L,  
Suite 235  
Reno, NV 89502  
Phone: (775) 687-9999  
Fax: (775) 688-1303

#### Henderson Office

2550 Paseo Verde, Suite 180  
Henderson, NV 89074  
Phone: (702) 486-2300  
Fax: (702) 486-3377





## BANKING INFORMATION

Once you have an EIN, you may need to open a business bank account to help you stay legally compliant and protected. Please see additional recommendations from the U.S. Small Business Administration on business bank accounts below:

### BENEFITS OF BUSINESS BANK ACCOUNTS

As soon as you start accepting or spending money as your business, you should open a business bank account. Common business accounts include a checking account, savings account, credit card account, and a merchant services account. Merchant services accounts allow you to accept credit and debit card transactions from your customers.

Most business bank accounts offer perks that don't come with a standard personal bank account.

- **Protection** - Business banking offers limited personal liability protection by keeping your business funds separate from your personal funds. Merchant services also offer purchase protection for your customers and ensure that their personal information is secure.
- **Professionalism** - Customers will be able to pay your business directly with credit cards or checks. Plus, you'll be able to authorize employees to handle day-to-day banking tasks on behalf of the business.
- **Preparedness** - Business banking usually comes with the option for a line of credit for the company. This can be used in the event of an emergency, or if your business needs new equipment.
- **Purchasing power** - Credit card accounts can help your business make large startup purchases and establish a credit history for your business.

### FIND AN ACCOUNT WITH LOW FEES AND GOOD BENEFITS

Some business owners open a business account at the same bank they use for their personal accounts. Rates, fees, and options vary from bank to bank, so you should shop around to make sure you find the lowest fees and the best benefits.

Here are things to consider when you're opening a business checking or savings account:

- Introductory offers
- Interest rates for savings and checking
- Interest rates for lines of credit
- Transaction fees
- Early termination fees
- Minimum account balance fees



Here are things to consider when you're opening a merchant services account:

- Discount rate: The percentage charged for every transaction processed.
- Transaction fees: The amount charged for every credit card transaction.
- Address Verification Service (AVS) fees.
- ACH daily batch fees: Fees charged when you settle credit card transactions for that day.
- Monthly minimum fees: Fees charged if your business doesn't meet the minimum number of required transactions.

Payment processing companies are an increasingly popular alternative to traditional merchant services accounts. Payment processing companies sometimes provide extra functionality, like apps that let you use your phone to accept credit card payments. The fee categories that you need to consider will be similar to merchant services account fees. If you find a payment processor that you like, remember that you'll still need to connect it to a business checking account to receive payments.

### DOCUMENTS YOU NEED TO OPEN A BUSINESS BANK ACCOUNT

Opening a business bank account is easy once you've picked your bank. Simply go online or to a local branch to begin the process. Here are some of the most common documents banks ask for when you open a business bank account. Some banks may ask for additional information.

- Employer Identification Number (EIN) (or a Social Security number, if you're a sole proprietorship)
- Your business' formation documents
- Ownership agreements
- Business license



## HIRING EMPLOYEES

### WORKERS COMPENSATION

If you decide to hire employees, you will also be required to obtain workers compensation insurance. The best way to ensure you are covered is to work with a business insurance agent. The Nevada Division of Industrial Relations, as well as your business counselor, can help with this important step. You may contact the Workers Compensation Section at the Division of Industrial Relations at the phone numbers to the right:

#### Workers Compensation Section (WCS)

Las Vegas Office  
Phone: (702) 486-9080  
Email: [WCSHelp@business.nv.gov](mailto:WCSHelp@business.nv.gov)

Carson City Office  
Phone: (775) 684-7270

**Unemployment Insurance:** As described by the Nevada Department of Employment, Training and Rehabilitation, employers starting a new business in Nevada must pay an unemployment insurance (UI) tax at a rate of 2.95 percent of wages paid to each employee up to the taxable wage limit. The employer retains this rate for a period of 14 to 17 calendar quarters (depending on the quarter in which he or she becomes subject to the law), after which the rate will be determined under the "Experience Rating" system.

**Labor Laws:** You will be need to be in compliance with local state labor laws as you manage and employ staff. For more information, call the Office of the Labor Commissioner at the phone numbers below or visit [www.laborcommissioner.com](http://www.laborcommissioner.com).

#### Carson City

Office of the Labor Commissioner  
1818 College Parkway, Suite 102  
Carson City, NV 89706  
Phone: (775) 684-1890  
Fax: (775) 687-6409

#### Las Vegas Office

Office of the Labor Commissioner  
3300 West Sahara Ave., Suite 225  
Las Vegas, NV 89102  
Phone: (702) 486-2650  
Fax: (702) 486-2660





# GROWING YOUR BUSINESS

One of the biggest challenges in running a small business is finding the resources to grow. Fortunately, both the federal and state governments offer resources that can help small businesses access capital, obtain grants, and take advantage of incentives that can give them a leg up.

## ACCESSING CAPITAL

One of the biggest obstacles to small business growth is access to capital. At the federal level, SBA provides a number of opportunities to ease access to capital for Nevada's small businesses. From 2006-2015, nearly 5,000 Nevada small businesses received over \$1.27 billion in SBA funding, averaging \$262,152 each. SBA offers a variety of financing options, from microloans to venture capital-investments averaging \$2 million. The largest programs are the SBA 7(a) loan guaranty program and the 504/CDC loan guaranty program.

Under these programs, SBA guarantees loans issued by approved lenders to offer opportunities to underserved communities of entrepreneurs who may not otherwise be able to access the capital they need. These loans help small businesses gain access to global trade and offer key support to women, veteran, and minority-owned small businesses.

### SBA 7(a) Loan Guaranty Program

This program provides government-backed loans for small businesses that have the ability to repay loans but have limited ability to secure them. Instead of giving a direct loan, SBA partners guarantee loans provided through private lenders to small business owners who take advantage of the program to secure the capital they need. The maximum loan amount available for eligible small businesses through the program is \$5 million, with a maximum term of 25 years. The SBA 7(a) loan guaranty program is one of the largest sources of long-term capital in the U.S., allowing small businesses to spread out payments over time and maintain a healthy cash flow.



### **SBA 504 Loan Guaranty Program**

This program provides long-term fixed-rate loans to support major investments in real estate, infrastructure, and heavy equipment. Small businesses can secure up to \$5.5 million to support critical asset investments on the condition that they create or retain jobs. SBA works with and guarantees private financing through private certified development companies (CDCs).

### **SBA Microloan Program**

This program funds nonprofit intermediary lenders to provide small loans of up to \$50,000 to assist small businesses and nonprofit childcare centers with funding for supplies, equipment, marketing, management, or technical assistance. The SBA Microloan program is mandated to assist entrepreneurs and business owners who are underserved by conventional lenders. As a result, the program serves a greater proportion of minorities, women, and rural small business owners than other conventional lending programs.

### **Small Business Investment Company (SBIC) Program**

These entities provide start-up capital to help get new small businesses up and running. SBICs invest smaller amounts at an earlier stage than many private venture capital firms. They do so by using their own capital plus funds borrowed with an SBA guaranty to make debt investments in qualifying small businesses.

The State of Nevada also offers programs to help certain small businesses access capital. Be sure to consult with a local counselor when deciding which program might work for you.

### **State Small Business Credit Initiative**

This initiative provides cash collateral accounts to Nevada-based financial institutions to cover all or a portion of a calculated collateral shortfall. Entities with a collateral shortfall can apply for coverage through their financial institutions and in coordination with the Governor's Office of Economic Development (GOED). Typically, businesses best suited for this program are those with strong historical cash flow and projected future business.

### **Industrial Development Revenue Bonds**

These are tax-advantaged municipal bonds issued by the Nevada Department of Business and Industry that are designed to assist a borrower achieve the lowest cost of capital. Proceeds are used by private manufacturers that are interested in locating a facility in Nevada or expanding a Nevada-based business.

Although both the federal and state governments run the many different programs described above, there are also a range of options in the private sector to help your business access capital. A summary of a few of these options is below, but it is important to do research and consult with a counselor or other trusted source of information to choose the path that works best for your business.

### **Community development financial institutions (CDFIs)**

CDFIs are private financial institutions that provide credit to populations that are typically underserved by traditional banks, such as those with low incomes. CDFIs are certified by the U.S. Treasury Department and can be community banks, credit unions, nonprofits, or other sources of funds. CDFIs generally offer competitive rates. Although they often require collateral and usually only offer small loans, they can be a good option in lieu of traditional bank loans.

### **Credit Unions and Community Banks**

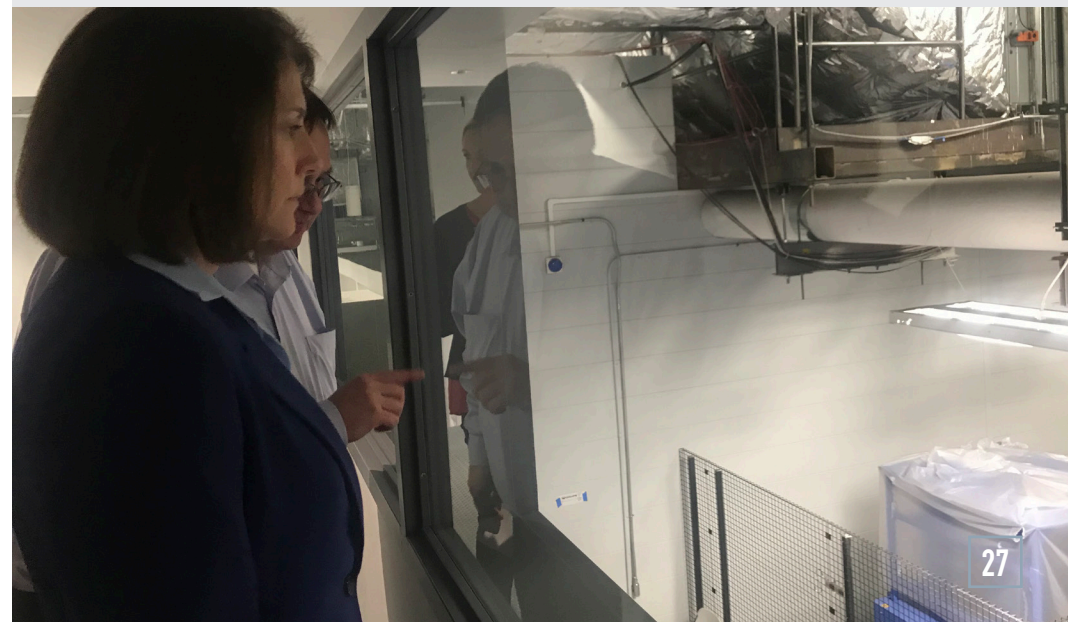
Credit unions and community banks are defined as banks with under \$10 million in assets, but they make a disproportionate share of all small business loans. Credit unions and community banks can offer good interest rates and are often known for their great customer service, but they sometimes lack the flexibility and range of products offered by larger institutions.

### **Venture Capital (VC)**

VC is capital pooled from institutional investors that is given to you in exchange for providing the investors with a percentage of equity in your company. It is rare for small businesses to receive this type of financing, as it is typically done in startup businesses with high-growth potential. However, VC can be a game changer for your business, lending you prestige, a network of experienced investors, and no burden of debt to pay off. Venture capital is highly concentrated in our nation's major cities, but can also be found in Nevada, so be sure to consult with counselors about what choice might be right for you.

### **Angel Investing**

Similar to venture capital, but instead of a pool of funds taken from multiple investors, it is done by one wealthy individual. This type of financing is also more difficult to find, but can also pay off in a big way.







## TAX INCENTIVES, DEDUCTIONS, AND CREDITS

The federal tax code offers a number of incentives for small businesses through tax deductions and credits. Given the large differences in how tax incentives can apply to businesses of different sizes, types, and industries, it's important to keep up to date with changes to the tax code to ensure your business is taking advantage of all available deductions and credits that can impact your bottom line. Here are just a few common federal incentives to keep in mind.

### Qualified Business Income Deduction

This deduction applies to many sole proprietorships, partnerships, and S corporations, as well as to some trusts and estates. Often referred to as 199A deductions, this provision of the federal tax code allows eligible taxpayers to deduct up to 20 percent of their qualified business income, plus 20 percent of qualified real estate investment trust dividends, and qualified publicly traded partnership income.

### Section 179 Expense Deductions

These allow a business owner to deduct up to \$1 million of certain property and equipment purchases in the year the asset is placed in service, rather than spread the deduction over multiple years. This deduction can help businesses that are purchasing significant assets in a short period of time, such as startups that need to buy vehicles, machinery, or other property.

### Work Opportunity Tax Credit

This credit is available to employers for hiring individuals from certain groups that have consistently faced significant barriers to employment. This includes certain formerly incarcerated individuals, veterans, those with long-term unemployment assistance, those receiving Supplemental Nutrition Assistance Program (SNAP) benefits, and others.

### New Markets Tax Credit

Designed to help encourage investment in underserved communities, the New Markets Tax Credit provides tax relief for making eligible investments in community development entities (CDEs), which are domestic corporations or partnerships designed to provide low-income communities with investment capital. Businesses can work with local resources to find out more about eligible communities and connect with CDEs.

### Small Business Health Care Tax Credit

This credit can help businesses cover health care costs for employees, depending on the wages of the employees and whether business offers a qualified health plan. The maximum credit can cover 50% of the premiums your business pays and works on a sliding scale system that offers smaller businesses bigger benefits.

### Form 8882 Credits

These can assist small businesses in providing childcare to employees. An eligible business can receive a credit of 25% of qualified expenses that the business paid for employee childcare. A business can also receive a 10% credit for qualified expenses paid for childcare resource and referral services.





## STATE LEVEL INCENTIVES

Nevada prides itself on being a business-friendly state by providing a favorable tax environment and streamlined services to companies. The Governor's Office of Economic Development (GOED) offers a multitude of tax-based incentives to create and grow small businesses throughout the state. Businesses qualify for these tax abatements by meeting particular employment, wage, and revenue requirements. Below you will find a list of the abatements offered by GOED.



### Sales and Use Tax Abatement

This incentive applies to qualifying capital equipment purchases made by businesses that locate or expand their business in Nevada. If approved, the abatement reduces the sales and use tax to 2 percent for a two-year period. Accepting any of these abatements also requires that the recipient business stay in Nevada for at least 5 years.

### Modified Business Tax Abatement

This abatement offers a 50 percent reduction of the taxable wage rate. Every employer is taxed at the rate of 1.475 percent on taxable wages over \$50,000 in a single financial quarter. The abatement can cut this tax rate in half for up to four years. The extent of this abatement is dictated by wage levels relative to the unemployment rate.

### Personal Property Tax Abatement

This provides a partial abatement from personal property taxes for 10 years. While the reduction in personal property tax will vary across businesses, participants in this incentive program can receive as much as a 50 percent tax abatement.

Other incentives include abatements for systematic recycling, data center companies, purchasing aviation parts, and hiring state-qualified employees.

## CONTRACTING

Federal policy aims to ensure that small businesses have ample opportunity to fulfill federal government contracts. Federal agencies also set a goal to ensure that at least five percent of all federal contracting dollars go to small, disadvantaged businesses each year. The state government can also be contracted with and offers a number of helpful resources for Nevadans looking to navigate the contracting world.



### SBA 8(a) Business Development Program

This SBA program assists businesses that are socially or economically disadvantaged. A business may qualify for this program if it's primarily owned by one or more US citizens who are members of racial minorities or economically deprived. They must also demonstrate potential for long-term success and possess no more than \$4 million in assets. Businesses that are accepted into the program have an easier time securing government contracts and also receive training across all segments of the business. Moreover, participating in the program increases the likelihood that a minority-owned businesses can get a loan through the SBA 7(a) loan program.

### Women-Owned Small Business Federal Contracting Program

This program reserves government contracts for women-owned businesses across specific industries. Businesses must be certified as women-owned and must also have women who manage daily operations and make long-term decisions. Every year the SBA dedicates as much as 5 percent of all federal contracting dollars to women-owned businesses and economically disadvantaged women-owned businesses.

### Federal Emergency Management Agency (FEMA) Contracting

The Federal Emergency Management Agency (FEMA) is the primary federal agency charged with responding to natural disasters. In the aftermath of these incidents, as well as in pre-disaster planning, FEMA contracts out work to small business across the country in engineering, information technology, construction, and other services. The local Procurement Technical Assistance Center (PTAC), described below, can help your business navigate opportunities to help your business win contracts and help your community during a disaster.



## Emerging Small Business (ESB) Program

The Governor's Office of Economic Development (GOED) operates the ESB program, which provides certification for businesses intent on contracting work from state or local government agencies. ESB Certification allows small businesses to distinguish themselves as thriving enterprises when competing for contracts within the state. GOED also makes all certification decisions for the EBS program.

## NV Procurement Assistance and Outreach

Nevada's Procurement Technical Assistance Center (PTAC) is a resource available to all small businesses across Nevada interested in pursuing local, national, and international governmental contracts. PTAC's core mission is to increase the number of Nevada companies capable of performing contract work for the government. The resource center does so by providing workshops, networking events, and individual counseling. While all small businesses are eligible to receive services, PTAC recommends that interested businesses have at least two years of successful operation.



## CERTIFICATIONS

There are a variety of agencies, entities, and offices that provide certification to small businesses at the state and national levels. Certification is valuable because it allows businesses to gain access to new opportunities and increases their competitiveness in the marketplace. You will find a few Nevada-based programs that assist with certification below. For a more extensive list, visit the Nevada Department of Business and Industry website and go to the resource directory to find the Business Certifications section.

## The Nevada Government eMarketplace (NGEM)

NGEM is an online exchange administered by participating local government agencies. Small businesses can register as NGEM participants for free. Membership in the eMarketplace allows businesses to receive requests for bids or proposals from clients looking for services or suppliers. NGEM increases efficiency and results in significant cost-savings, as companies compete in a single centralized electronic market.

## The Nevada Unified Certification Program (NUCP)

NUCP is operated by Nevada's regional transportation agencies. NUCP seeks to help small businesses apply for Disadvantaged Business Enterprises (DBEs) certification. The organization provides equitable contract opportunities for construction jobs, professional services, and airport concessions.

## ADVERTISING

To grow your business, people need to know your business. But advertising can be confusing. Below, you will find different ways to get the word out about your business. Be sure to consult with a mentor about what works best for your business.

### Social Media Advertising

This type of advertising is typically a low-cost option for your business to deliver highly targeted advertising. On most platforms, you can select which audiences you want to reach based on location or demographics. In addition, creating a profile for your business is usually free and can be a way to engage with your audiences and expand knowledge of your business.

### Pay-Per-Click Advertising

This is a model in which your business pays a fee for every time someone clicks on your online advertisement. These are often seen on search engines such as Google or Bing and generally have the advantage of only charging you when a person engages with the advertisement.

### Print Advertising

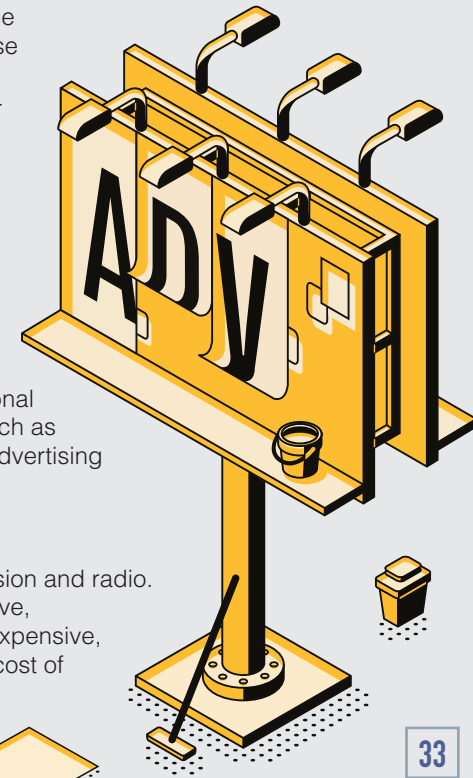
This type of advertising includes things like newspaper and magazine ads. Before the rise of digital advertising, this method was the primary way in which businesses engaged with their desired audiences. It is more difficult to track the success of these ads compared to those online, but print ads can be a way to reach audiences that are less plugged-in than other.

### Out-of-home Advertising

These ads reach your audience when they are outside their homes. This category of advertising includes things like billboards and bus ads. There is also a subcategory known as digital out of home that occurs on dynamic media in places where traditional advertising has given way to digital, such as sports arenas or kiosks. Out-of-home advertising can be lucrative, but also costly.

### Broadcast Advertising

Broadcast advertising occurs on television and radio. Reaching these large markets is lucrative, so these types of ads tend to be very expensive, especially when you factor in the high cost of producing them.





## ADDITIONAL RESOURCES

### THE NEVADA DEPARTMENT OF BUSINESS AND INDUSTRY

The Nevada Department of Business and Industry is committed to helping small businesses thrive in the state. The agency is a valuable resource to connect you with the appropriate entities and actors at the state and local levels. The Department also offers two guides to help you meet your goals.

The first is the new *Nevada Business Support Ecosystem Chart*, a one-page diagram that outlines Nevada's ecosystem of business support resources. It is available online at [business.nv.gov/Resource\\_Center/Business\\_Support\\_Ecosystem/](https://business.nv.gov/Resource_Center/Business_Support_Ecosystem/).

The Ecosystem Chart offers a high-level orientation to the categories of business resources available in the state. It highlights federal, state, and local government resources, as well as private sector resources. View the chart as is, or download the PDF and click the interactive links while connected to the internet.

There is also a *Guide to Starting and Growing a Business in Nevada*, available online at [business.nv.gov/Resource\\_Center/Nevada\\_Business\\_Start\\_Up\\_Guide/](https://business.nv.gov/Resource_Center/Nevada_Business_Start_Up_Guide/).

The Guide is an interactive PDF covering fifteen essential topics for those thinking of starting or growing a business in Nevada. Among other things, the Guide has a licensing page with a state map to connect people to local and regional business resources.

### BUILDING YOUR BUSINESS NETWORK

The US Small Business Association can help you join a community that emphasizes growth and mutual support. By building your business network, you can reach broader audiences and create relationships with other business owners to further both of your goals.







## CHAMBERS OF COMMERCE

Membership in the local chamber offers numerous benefits and keeps business owners on top of important issues and trends within their community. Research points out that consumers are more likely to do business with a company if it's a member of their local chamber of commerce.

### Austin Chamber of Commerce

P.O. Box 212 Austin, NV 89310  
Phone: (775) 964-2200  
Email: [chamber@austinnevada.com](mailto:chamber@austinnevada.com)

### Battle Mountain Chamber of Commerce

625 S. Broad St.  
Battle Mountain, NV 89820  
Phone: (775) 635-8245  
Email: [Battlemntcommerce@gmail.com](mailto:Battlemntcommerce@gmail.com)

### Beatty Chamber of Commerce

P.O. Box 956 Beatty, NV 89003  
Phone: (775) 553-2424  
Email: [beattychamber@sbcglobal.net](mailto:beattychamber@sbcglobal.net)

### Boulder City Chamber of Commerce

465 Nevada Way Boulder City, NV 89005  
Phone: (702) 293-2034  
Email: [Kassie@bouldercitychamber.com](mailto:Kassie@bouldercitychamber.com)

### Carson City Chamber of Commerce

1900 South Carson St.  
Carson City, NV 89701  
Phone: (775) 882-1565  
Email: [admin@carsoncitychamber.com](mailto:admin@carsoncitychamber.com)

### Carson Valley Chamber of Commerce

1477 US Highway 395 Suite A  
Gardnerville, NV  
Phone: (775) 782-8144  
Email: [info@carsonvalleynv.org](mailto:info@carsonvalleynv.org)

### Dayton Area Chamber of Commerce

89410 P.O. Box 2408 Dayton, NV 89403  
Phone: (775) 246-7609  
Email: [Daytonncvchamber@gmail.com](mailto:Daytonncvchamber@gmail.com)

### Elko Area Chamber of Commerce

1405 Idaho St.  
Elko, NV 89801  
Phone: (775) 738-7136  
Email: [chamber@elkonevada.com](mailto:chamber@elkonevada.com)

### Fallon Chamber of Commerce

85 N Taylor St.  
Fallon, NV 89406  
Phone: (775) 423-2544  
Email: [info@fallonchamber.com](mailto:info@fallonchamber.com)

### Gay and Lesbian Chamber of Commerce Nevada

Email: [info@glccnv.org](mailto:info@glccnv.org)  
Website: [www.glccnv.org](http://www.glccnv.org)

### Goldfield Chamber of Commerce

PO Box 204  
Goldfield, NV 89013  
Phone: (775) 485-3560  
Email: [goldfieldnevadachamber@gmail.com](mailto:goldfieldnevadachamber@gmail.com)

### Las Vegas Asian Chamber of Commerce

6431 West Sahara Avenue, Suite 280  
Las Vegas, NV 89146  
Phone: (702) 737-4300  
Fax: (702) 737-4343  
Email: [info@lvacc.org](mailto:info@lvacc.org)

### Las Vegas Metro Chamber of Commerce

575 W. Symphony Park Ave., Ste. 100  
Las Vegas, NV 89106  
Phone: (702) 641-5822

### Latin Chamber of Commerce

300 North 13th Street  
Las Vegas, NV 89101  
Phone: (702) 385-7367

### Laughlin Chamber of Commerce

1585 South Casino Drive  
Laughlin, NV 89029  
Phone: (702) 298-2214  
Email: [Info@LaughlinChamber.com](mailto:Info@LaughlinChamber.com)

### Henderson Chamber of Commerce

400 N. Green Valley Pkwy., 2nd Floor,  
Henderson, NV 89074  
Phone: (702) 565.8951  
Email: [info@hendersonchamber.com](mailto:info@hendersonchamber.com)

### Mesquite Chamber of Commerce

11 W. Pioneer Blvd, Suite C  
Mesquite, NV 89027  
Phone: (702) 346-2902  
Email: [info@mesquitenvchamber.com](mailto:info@mesquitenvchamber.com)

### Mineral County Chamber of Commerce

11 W. Pioneer Blvd, Suite C  
Mesquite, NV 89027  
Phone: (775) 945-2507

### Moapa Valley Chamber of Commerce

PO Box 361  
Overton, NV 89040  
Phone: (702) 398-7160  
Email: [admin@moapavalleychamber.com](mailto:admin@moapavalleychamber.com)

### North Lake Tahoe Chamber of Commerce

969 Tahoe Blvd  
Incline Village, NV 89451  
Phone: (530) 581-6900  
Email: [info@gotahoe.com](mailto:info@gotahoe.com)

### NV AAPI Chamber of Commerce

6585 High Street, Ste. 118  
Las Vegas, NV 89113  
Phone: (702) 328-4756  
Email: [cfrancisco@aapinevada.com](mailto:cfrancisco@aapinevada.com)

### Pahrump Valley Chamber of Commerce

1301 S. Hwy 160 Floor #2  
Pahrump, NV 89048  
Phone: (775) 727-5800



**Pioche Chamber of Commerce**

644 Main St. P.O box 127  
Pioche, NV 89043  
Phone: (775) 962-5544

**Reno-Sparks Chamber of Commerce**

4065 South Virginia St. #101  
Reno, NV 89502  
Phone: (775) 636-9550  
Email: [info@thechambernv.org](mailto:info@thechambernv.org)

**Sri Lanka Chamber of Commerce**

3030 South Jones Blvd., #10  
Las Vegas, NV 89146  
Phone: (702) 461-8655  
Email: [info@slaccomm.com](mailto:info@slaccomm.com)

**Urban Chamber of Commerce**

(Las Vegas)  
1951 Stella Lake St. Suite 26  
Las Vegas, NV 89106  
Phone: (702) 648-6222  
Email: [info@urbanchamber.org](mailto:info@urbanchamber.org)

**Wells Nevada Chamber of Commerce**

436 6th St.  
Wells, NV 89835  
Phone: (775) 752-3540

**Women's Chamber of Commerce of Nevada**

4441 Zev Ct.  
Las Vegas, NV 89121  
Phone: (702) 733-3955







## BUSINESS INCUBATORS

Business incubators are organizations geared toward speeding up the growth and success of startup and early stage companies. They are often a good path to capital from angel investors, state governments, economic-development coalitions, and other investors. Your business gets access to a potential buffet of capital choices, but also a host of intangible benefits including mentorship, expertise, and networking.

### Adam's Hub

111 W. Proctor St.  
Carson City, NV 89703  
Phone: (775) 222-0001  
Email: [AdamsHub@CarsonCityLibrary.Org](mailto:AdamsHub@CarsonCityLibrary.Org)

### AFWERX Vegas

3773 Howard Hughes Parkway  
Las Vegas, NV 89169  
Email: [support@afwerx.af.mil](mailto:support@afwerx.af.mil)

### American Dream U

9505 Hillwood Dr. #100  
Las Vegas, NV 89134

### Audacity Institute

Phone: (775) 470-7789  
Email: [info@audacityinstitute.org](mailto:info@audacityinstitute.org)

### Beacon CoWork

140 Washington St.  
Suite 200  
Reno, NV 89503  
Phone: (775) 413-0183  
Email: [info@thebeaconcowork.com](mailto:info@thebeaconcowork.com)

### Bosma Business Center

401 Ryland St.  
Reno, NV 89502  
Phone: (775) 389-4800  
Email: [manager@bosmabusinesscenter.com](mailto:manager@bosmabusinesscenter.com)

### Bridgewire

1055 Industrial Way, Suite 20  
Sparks, NV 89431  
Email: [info@bridgewire.org](mailto:info@bridgewire.org)

### Co-Operate on Main

817 S. Main St.  
Las Vegas, NV 89101  
Phone: (702) 795-5300  
Email: [info@co-operateon.com](mailto:info@co-operateon.com)

### Henderson Business Resource Center & Co-Operate on Water

112 S. Water St.  
Henderson, NV 89015  
Phone: (702) 209-3967  
Email: [dhunter@hendersonchamber.com](mailto:dhunter@hendersonchamber.com)

### Elevate Blue

885 Tahoe Blvd.  
North Lake Tahoe, NV 89451  
Phone: (885) 415-BLUE

### IDEABOX

6445 S. Tenaya Way, Suite 115  
Phone: (702) 332-3156  
Email: [info@ideabox.co](mailto:info@ideabox.co)

### Incubator Space

3535 Executive Terminal Drive,  
Suite 110  
Henderson, NV 89052  
Phone: (702) 483-0892  
Email: [contact@incubatorspace.vegas](mailto:contact@incubatorspace.vegas)

### Intelligent Office

5550 Painted Mirage Road, Suit 320  
Las Vegas, NV 89149  
Phone: (702) 952-9500

### Pacific Workplaces

1 East Liberty St., Suite 600  
Reno, NV 89501  
Phone: (775) 360-2000  
Email: [reno@pacificworkplaces.com](mailto:reno@pacificworkplaces.com)

### Reno Collective

1515 Plumas St.  
Reno, NV 89509  
Phone: (775) 391-0195  
Email: [hello@renocollective.com](mailto:hello@renocollective.com)

### StartUpNV

Phone: (775) 393-9701  
Email: [info@startupnv.org](mailto:info@startupnv.org)

### The COOP

1925 Village Center Circle, #150  
Las Vegas, NV 89134  
Phone: (702) 636-9101  
Email: [hello@thecoopcowork.com](mailto:hello@thecoopcowork.com)

### The Generator

1240 Icehouse Ave.  
Sparks, NV 89431  
Email: [info@therenogenerator.com](mailto:info@therenogenerator.com)

### The Innovation Center (Las Vegas)

6795 S. Edmond St., 3rd Flor  
Las Vegas, NV 89118  
Phone: (702) 444-1111

### The Innovation Center (UNR)

450 Sinclair St.  
Reno, NV 89501  
Phone: (775) 682-8612  
Email: [icadmins@unr.edu](mailto:icadmins@unr.edu)

### The Ozmen Center for Entrepreneurship (UNR)

Ansari Business Building, Room 402  
University of Nevada, Reno  
Reno, NV 89557

### Urban Chamber of Commerce Business Development Center

1951 Stella Lake St., Suite 26  
Las Vegas, NV 89106  
Phone: (702) 648-6222  
Email: [info@urbanchamber.org](mailto:info@urbanchamber.org)

### Black Fire Innovation and The Harry Reid Research and Technology Park

Email: [info@blackfireinnovation.com](mailto:info@blackfireinnovation.com)

## ECONOMIC DEVELOPMENT ORGANIZATIONS

Nevada is lucky to have a number of public-private partnership organizations focused on adding quality jobs and spurring economic development in the Silver State. These organizations can provide valuable guidance with:

- Permitting and licensing
- Business analysis
- Tax incentives
- Data sourcing
- Public relations
- Government affairs

One of these organizations is the Las Vegas Global Economic Alliance, a public-private partnership dedicated to developing the Southern Nevada's economy through cooperation and trade. These are two of their programs:

**BizCONNECT** – One of the cornerstones of the Las Vegas Global Economic Alliance's (LVGEA) local business retention and expansion efforts is the region's One-on-One Business Visitation Program, where LVGEA meets with all types of companies in Southern Nevada. This program is designed to help reduce local business challenges and catalyze new opportunities. Benefits include:

- Leveraging LVGEA's regional network on public and private resources for business needs
- Insight into available workforce, local supply chain, and regional new market data
- Recruiting students and graduates through secondary and higher education
- Optimizing global trade opportunities through Foreign Trade Zone #89
- Gaining a gateway to local, utility, and state incentives, including selected business assistance programs through the Nevada Governor's Office of Economic Development

**Foreign Trade Zone #89** - The Las Vegas Global Economic Alliance Foreign Trade Zone (FTZ #89) can give your company a competitive edge and help manage cash flow by deferring, reducing or eliminating customs duties, and reducing overall operating costs. Over 70% of Foreign Trade Zone users are small businesses. Importers, exporters, distributors, manufacturers, and assemblers of products are just a few examples of industries that can benefit from using an FTZ in their operations.

## NETWORKING GROUPS AND TRADE ASSOCIATIONS

Trade associations and networking groups help you to expand your business and create relationships with other business owners. Membership in these kinds of organizations can help you stay up to date on industry trends, meet potential clients, and build your business' profile.

## EXPORTING

Businesses that export are less dependent on domestic markets. Exporting also broadens the market and stabilizes sales for those who make seasonal products. Nearly 96 percent of consumers live outside the U.S., and two thirds of the world's purchasing power is in foreign countries.

### EXPORT-IMPORT BANK

The United States Export-Import Bank supports American businesses that want to engage in international trade. There are three different types of loans you can receive for international growth: the International Trade Loan, which can help you to enter or expand into international markets; the Export Express Loan, which can enhance your export development; and the Export Working Capital Program, which allows you to purchase inventory to make the products you export or to finance receivables.

## WORKFORCE DEVELOPMENT

### EMPLOYEE RECRUITMENT

Employee recruitment and retention are essential for any growing business. Local universities, community colleges, and even high schools can be excellent resources for finding your next high quality employee. Schools often hold career fairs and can even work with you to create training programs to develop the skills your business needs.

- Workforce development/career training agencies like JOIN Inc, Workforce Connections, and Nevada JobConnect work to develop skills needed in the contemporary economy and match qualified job seekers with businesses.





## NEVADA JOBCONNECT LOCATIONS:

### CARSON CITY

1929 North Carson St.  
Carson City, NV 89701  
Phone: (775) 684-0400

### ELKO

172 Sixth St.  
Elko, NV 89801  
Phone: (775) 753-1900

### ELY

1500 Ave. F, Suite 1  
Ely, NV 89301  
Phone: (775) 289-1616

### FALLON

121 Industrial Way  
Fallon, NV 89406  
Phone: (775) 423-5115

### HENDERSON

4500 East Sunset Road, Suite 40  
Henderson, NV 89014  
Phone: (702) 486-0300

### LAS VEGAS

3405 South Maryland Parkway  
Las Vegas, NV 89169  
Phone: (702) 486-0100

### NORTH LAS VEGAS

2827 Las Vegas Boulevard North  
Las Vegas, NV 89030  
Phone: (702) 486-0200

### RENO

Reno Town Mall  
4001 South Virginia St.  
Reno, NV 89502  
Phone: (775) 284-9600

### SPARKS

2281 Pyramid Way  
Sparks, NV 89431-2119  
Phone: (775) 284-9520

### WINNEMUCCA

475 West Haskell St., #1  
Winnemucca, NV 89445  
Phone: (775) 623-6520

### Satellite Offices at Nevada Partners

710 W Lake Mead Blvd,  
North Las Vegas, NV 89030  
Phone: (702) 924-2100

### One Stop Career Center

6330 W. Charleston Blvd, Suite 190  
Las Vegas, NV 89146  
Phone: (702) 822-4200

## INTERNSHIPS

Internships provide invaluable opportunities for people in the community to experience what it is like working in your field of business. You have the opportunity to share with them the knowledge you have accumulated from years of working in your field, and they can provide fresh insight. Internship programs can frequently help identify and cultivate talent for your long-term hiring needs.

## BUILDING A RESILIENT BUSINESS/PREPARING FOR AN EMERGENCY

The financial cost of rebuilding a business after a disaster can be overwhelming. However, with a business continuity plan in place, you will be better equipped to rebound and reopen quickly and contribute to the economic recovery of your community.

### SBA DISASTER LOANS

The SBA provides loans to businesses of all sizes, as well as to nonprofits, homeowners, and renters, to cover rebuilding or other costs not covered by insurance. Loans can cover physical damages, economic injury, and closing and fund disbursement.

### ESTABLISHING PROTOCOLS/EMERGENCY CONTACTS FOR VENDORS, CONTRACTORS

When building a resilient business and preparing for an emergency, it is important to establish a protocol to communicate with employees outside of the office. Keep your plan and all related documents in a digital format, review your insurance coverage, establish a solid supply chain (including setting yourself up to be able to receive key supplies from companies outside of your area, if possible), and plan for an alternative location.



# APPENDIX

## COUNSELING AGENCIES

### *SCORE (Southern Nevada)*

300 South Fourth St. Ste. 400  
Las Vegas, NV 89101  
Phone: (702) 388-6104  
Email: [info@scorelv.org](mailto:info@scorelv.org)  
Web: [www.scorelv.org](http://www.scorelv.org)

### *SCORE (Northern Nevada)*

**University of Nevada Reno**  
Ansari Business Building  
College of Business Administration  
Mail Stop 0032  
Room 411  
Reno, NV 89557  
Phone: (775) 784-4436  
Web: [www.score-reno.org](http://www.score-reno.org)

## NEVADA SMALL BUSINESS DEVELOPMENT CENTER (NEVADA SBDC):

Nevada SBDC provides free mentoring services. This office provides services similar to SCORE. They meet with individuals one on one and can provide assistance in starting and growing a business, business education and training, market research and more. Nevada SBDC provides services free of charge. There are multiple locations in Nevada.

### *Las Vegas*

1951 Stella Lake St., Suite 32  
Las Vegas, NV 89106  
Phone: (702) 876-0003  
Web: [www.nsbdc.org](http://www.nsbdc.org)

### **Nevada SBDC at UNLV**

University of Nevada, Las Vegas  
Lied Library, 2nd Floor  
4505 S. Maryland Pkwy.  
Las Vegas, NV 89154  
Phone: (702) 876-0003  
Web: [www.nsbdc.org](http://www.nsbdc.org)

### *Reno*

**University of Nevada, Reno  
College of Business**  
Ansari Business Building, Room 411  
Reno, NV 89557-0032  
Phone: (775) 784-1717  
Web: [www.nsbdc.org](http://www.nsbdc.org)

### *Churchill County*

**Churchill County Economic  
Development Authority**  
P.O. Box 1236  
Fallon, NV 89407 (mail)  
  
448 W. Williams Ave., Suite 103  
Fallon, NV 89406  
Phone: (775) 423-8587  
Web: [www.nsbdc.org](http://www.nsbdc.org)

### *Elko*

**Great Basin College**  
1500 College Pkwy.  
McMullen Hall #102  
Elko, NV 89801  
Web: [www.nsbdc.org](http://www.nsbdc.org)

### *Ely*

744 E. North Industrial Way  
Ely, NV 89301  
Phone: (775) 772-2891  
Web: [www.nsbdc.org](http://www.nsbdc.org)

### *Pahrump*

1301 South Highway 160  
NSB Building, 2nd Floor  
Pahrump, NV 89048  
Phone: (775) 751-1947  
Web: [www.nsbdc.org](http://www.nsbdc.org)

### *Winnemucca*

**City of Winnemucca**  
90 West Fourth St.  
Winnemucca, NV 89445  
Phone: (775) 623-1064  
Web: [www.nsbdc.org](http://www.nsbdc.org)

## FEDERAL RESOURCES

### **Nevada SBA District Offices**

*Northern Nevada Office*  
300 Booth St., Suite 3065  
Reno, NV 89509  
Phone: (702) 388-6611

*Southern Nevada Office*  
300 S. 4th St., Suite 400  
Las Vegas, NV 89101  
Phone: (702) 388-6611

### **Minority Business Development Agency**

555 N. Maryland Parkway,  
Las Vegas, NV 89101  
Phone: (725) 333-7520;  
(702) 660-3336





## STATE RESOURCES

### Governor's Office of Economic Development

Web: [www.diversifynevada.com/](http://www.diversifynevada.com/)

*Northern Nevada Office*  
808 West Nye Lane,  
Carson City, NV 89703  
Phone: (775) 687-9900

*Southern Nevada Office*  
555 E. Washington Ave.,  
Suite 5400,  
Las Vegas, NV 89101  
Phone: (702) 486-2700

### Nevada Department of Business and Industry

Web: [business.nv.gov/](http://business.nv.gov/)

*Northern Nevada Office*  
1830 College Parkway, Suite 100  
Carson City, NV 89706  
Phone: (775) 684-2999

*Southern Nevada Office*  
3300 W. Sahara Ave., Suite 425  
Las Vegas, NV 89102  
Phone: (702) 486-2750

### Nevada Small Business Administration District Office

*Northern Nevada Office*  
111 West Proctor St., Suite 38  
Carson City, NV  
Phone: (775) 222-0401

*Southern Nevada Office*  
300 South 4th St., Suite 400  
Las Vegas, NV  
Phone: (702) 388-6611

### New Ventures Capital Development Company

629 S. 9th St.  
Las Vegas, NV 89101  
Phone: (702) 382-9522

### Nevada State Development Corporation

1551 Desert Crossing Ct.  
Las Vegas, NV 89144  
Phone: (702) 877-9111

## LOCAL JURISDICTIONS

### ACCESS Community Capital

9205 West Russell Rd., Bldg 3  
Las Vegas, NV 89148  
Phone: 1-855-758-2334  
Email: [info@accesscdfi.org](mailto:info@accesscdfi.org)  
Web: [www.accesscdfi.com](http://www.accesscdfi.com)

### Boulder City

Business License  
401 California Ave.  
Boulder City, NV 89005  
Phone (702) 293-9244

### Carson City

Business License Division  
108 E. Proctor St.  
Carson City, NV 89701  
Phone: (775) 887-2105

### Clark County Business License

500 S. Grand Central Pkwy. 3rd Floor  
Box 551810  
Las Vegas, NV 89155  
Phone: (702) 455-4252

### Clearinghouse CDFI

Phone: 1-800-445-2142  
Web: [www.clearinghousecdfi.com](http://www.clearinghousecdfi.com)

### City of Elko

Elko City Business Licenses  
1751 College Ave.  
Elko, NV 89801  
Phone: (775) 777-7138

### City of Fernley

Office of the City Clerk  
595 Silver Lace Boulevard  
Fernley, NV 89408  
Phone: (775) 784-9830

### City of Henderson

City Hall  
240 Water St.  
Henderson, NV 89015  
Phone: (702) 267-1730

### City of Las Vegas

333 N. Rancho Drive  
Las Vegas, NV 89106  
Phone: (702) 229-6281

### City of Mesquite

Business Licensing  
10 E. Mesquite Blvd.  
Mesquite, NV 89027  
Phone: (702) 346-2835

### City of North Las Vegas

Business License Division  
2250 Las Vegas Blvd. North  
North Las Vegas, NV 89030  
Phone: (702) 633-1520

### DreamSpring

Phone: 800-508-7624  
Email: [info@dreamspring.org](mailto:info@dreamspring.org)  
Web: [www.dreamspring.org](http://www.dreamspring.org)

### Nevada Business Opportunity Fund

Phone: (702) 734-3555  
2250 Las Vegas Blvd. North  
Web: <https://www.nevadabof.org/>

### Prestamos CDFI

*Southern Nevada*  
555 N. Maryland Parkway,  
Las Vegas, NV 89101  
Phone: (702) 207-1614  
Web: [www.prestamosloans.org](http://www.prestamosloans.org)

### *Northern Nevada*

450 Sinclair Street  
Reno, NV 89501  
Phone: (725) 333-7520

### City of Sparks

City Hall  
431 Prater Way  
Sparks, NV 89431  
Phone: (775) 353-5555

# Small Business Resource Guide

## Other Guides Available

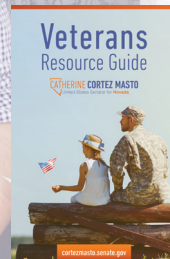
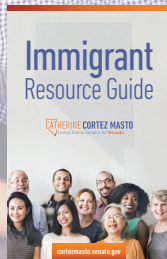
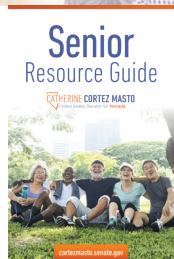
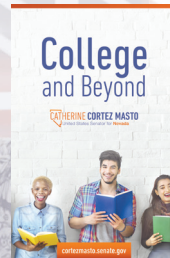
College Guide

Senior Resource Guide

Immigrant Resource Guide

Veterans Resource Guide

The most updated versions are online:  
<https://www.cortezmasto.senate.gov/resource-guides>



## Brochures Available

New Citizen Information

Constituent Services Guide

