

# Contacts and Resources for Entrepreneurs

(Prepared by the Research Services division of the High Point Public Library / last updated August 24th, 2022)

## Business High Point - Chamber of Commerce

400 West English Road, Suite 201  
High Point, NC 27262

[www.bhpchamber.org](http://www.bhpchamber.org) • [info@bhpchamber.org](mailto:info@bhpchamber.org)  
336.882.5000

## THRIVE High Point

(a minority entrepreneurship initiative of Business High Point)

[www.bhpchamber.org/  
thrive-minority-entrepreneurship-initiative](http://www.bhpchamber.org/thrive-minority-entrepreneurship-initiative)  
[lmitchell@theinstitutenc.org](mailto:lmitchell@theinstitutenc.org) (Lynn Mitchell, Interim Dir.)

## The Institute

(formerly the NC Institute for Minority Economic Development)

114 West Parrish Street  
Durham, NC 27701

[www.theinstitutenc.org](http://www.theinstitutenc.org) • [info@TheInstituteNC.org](mailto:info@TheInstituteNC.org)  
919.956.8889

## Washington Street Business Association

613 East Washington Street  
High Point, NC 27260

[historicwashingtonstreet.org/wsba.html](http://historicwashingtonstreet.org/wsba.html)  
[wsba.highpoint@aol.com](mailto:wsba.highpoint@aol.com)  
336.906-4734

## SCORE NC Piedmont Triad

Nussbaum Center for Entrepreneurship  
1451 South Elm-Eugene Street, Suite 2306  
Greensboro, NC 27406

[piedmonttriad.score.org](mailto:piedmonttriad.score.org) • [SCOREGSO@gmail.com](mailto:SCOREGSO@gmail.com)  
336.333.5399

## Small Business Administration

6302 Fairview Road, Suite 300  
Charlotte, NC 28210

[www.sba.gov/nc](http://www.sba.gov/nc) • [nc@sba.gov](mailto:nc@sba.gov)  
704.344.6563

## GTCC Small Business Center

Nussbaum Center for Entrepreneurship  
1451 South Elm-Eugene Street, No. 1204  
Greensboro, NC 27406

[sbc.gtcc.edu](http://sbc.gtcc.edu)  
[mthagenbuch@gtcc.edu](mailto:mthagenbuch@gtcc.edu) (Mark Hagenbuch, Director)  
336.334.4822 (ext. 62003)

## Small Business and Technology Development Center

Nussbaum Center for Entrepreneurship  
1451 South Elm-Eugene Street, Suite 2106  
Greensboro, NC 27406

[www.sbtcd.org/offices/ncat-uncg](http://www.sbtcd.org/offices/ncat-uncg) • [ncat@sbtcd.org](mailto:ncat@sbtcd.org)  
336.256.9300

## Guilford Merchants' Association

225 Commerce Place  
Greensboro, NC 27401

[mygma.org](http://mygma.org) • [info@mygma.org](mailto:info@mygma.org)  
336.378.6350

## High Point Dept. of Planning and Development

211 South Hamilton Street, Room 316  
High Point, NC 27261

[www.highpointnc.gov/149/Planning-Development](http://www.highpointnc.gov/149/Planning-Development)  
[www.BuildHighPoint.com](http://www.BuildHighPoint.com)  
336.883.3328

## Economic Development Partnership of NC

Wells Fargo Capitol Center  
Economic Development Partnership of North Carolina  
150 Fayetteville Street, Suite 1200  
Raleigh, NC 27601

[edpnc.com/start-or-grow-a-business](http://edpnc.com/start-or-grow-a-business)  
919.447-7777

# Checklist for Entrepreneurs

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## (1) Evaluate Your Idea and Yourself

Before starting a business, you should examine your idea and your resources carefully.

- Why do you want to start a business?
- Is there a demand for the product or service you plan to offer?
- Are you a risk-taker who is ready and able to commit a lot of time and money to a business?
- Do you have a “support system” of people you can turn to for advice and help?

Free personalized counseling is available for potential entrepreneurs from a variety of sources, including the GTCC Small Business Center, SCORE, and THRIVE High Point (see the back page of this checklist for contact information).

If you intend to apply for financial support, check your personal creditworthiness by requesting a free credit report, either online at [www.annualcreditreport.com](http://www.annualcreditreport.com), or by calling 877.322.8228. You can also download a request form from [www.annualcreditreport.com/manualRequestForm.action](http://www.annualcreditreport.com/manualRequestForm.action), print it out, and mail it to Annual Credit Report Request Service, PO Box 105281, Atlanta, GA 30348-5281.

## (2) Write a Business Plan

Your business plan is the blueprint for your business. It describes your business, product, market, finances, and more. Banks and other creditors will want to review your business plan before offering you any financial support.

More information and sample plans are available online from the Business Plan Handbook. Go to the library's website at [www.highpointpubliclibrary.com](http://www.highpointpubliclibrary.com), select “Library Databases” from the drop-down menu under “Research and eLearning,” then click on the “Gale Virtual Reference Library” link near the bottom of the page.

The Small Business Administration also offers an online tool to help you write your business plan, at [www.sba.gov/starting-business/write-your-business-plan](http://www.sba.gov/starting-business/write-your-business-plan).

## (3) Create Your Business's Legal Structure

There are five basic business structures: sole proprietorships, general partnerships, corporations, limited liability company (LLC) and S-corporations. Read more about them and get the forms mentioned below from Business Link North Carolina, at [edpnc.com/start-or-grow-a-business/start-a-business/business-structure/](http://edpnc.com/start-or-grow-a-business/start-a-business/business-structure/).

- A sole proprietorship is basically an extension of its owner's personal finances, so starting one does not require filing any paperwork.
- Starting a general partnership requires a partnership agreement. The agreement should be in writing, and each partner should have a copy. This document does not need to be filed with a government agency.
- To start a corporation (C-corporation), file [Articles of Incorporation](#).
- To start a limited liability company, file [Articles of Organization](#).
- An S-corporation is created as a C-corporation, and then converted into an S-corporation using [IRS Form 2553, Election by a Small Business Corporation](#), available online at [www.irs.gov/pub/irs-pdf/f2553.pdf](http://www.irs.gov/pub/irs-pdf/f2553.pdf).

File these forms with the Business Registration Division of the NC Department of the Secretary of State, at [www.sosnc.gov/divisions/business\\_registration](http://www.sosnc.gov/divisions/business_registration) (919.814.5400).



High Point Public Library  
901 North Main Street  
High Point, NC 27262

336.883.3670 or 336.883.3641  
[ligenres@highpointnc.gov](mailto:ligenres@highpointnc.gov)  
[www.highpointpubliclibrary.com](http://www.highpointpubliclibrary.com)



## (4) Name Your Business

Choose a name that is distinctive, says something about the nature of your business, and is easy to remember.

- A sole proprietorship can operate under the legal name of its owner and a general partnership can operate under the partners' last names. To give a business a name of its own, obtain a [Assumed Business Name Certificate](#) (available online from the Economic Development Partnership of North Carolina website, at [edpnc.com/start-or-grow-a-business/start-a-business/business-forms/](#)), get it notarized, and file it at the Guilford County Register of Deeds, at 325 E. Russell Ave, Room 155, High Point, NC 27260 (336.641.7556).
- Banks may require a Certificate of Assumed Name before creating an account for a sole proprietorship or partnership.
- Corporations, LLCs, and LLPs are named through the Corporations Division of the NC Department of the Secretary of State.

Avoid names that resemble existing businesses (otherwise you could confuse potential customers, make marketing harder, and create legal problems).

- Check the Corporations Division of the NC Department of the Secretary of State.
- Check Guilford County's Register of Deeds, at [www.guilfordcountync.gov/our-county/register-of-deeds/business](#)
- You may also wish to check the US Patent and Trademark Office's database at [www.uspto.gov/trademarks/search](#). Taking this extra precaution is particularly advisable if you envision your business eventually expanding into other states.
- An online presence is essential for business. When selecting a name, think about whether it can be easily adapted into a web address, and whether it conflicts with the web addresses of existing businesses. Use the WHOIS database, at [www.networksolutions.com/whois](#), to check for online conflicts.

## (5) Register Your Business with the City of High Point

Businesses which are physically located within the city limits of High Point are required to register with the municipal Revenue Collection Division and pay a \$25.00 registration fee. If a business has two or more locations, each one must register separately. Business registrations must be renewed annually. The registration year begins on May 1st and ends on the subsequent April 30th. The [Application for Business Registration](#) is available at [www.highpointnc.gov/BusinessRegistration](#). For more information, contact the municipal Revenue Collections Division, at 336.883.3205.

Businesses which are owned and operated by people with occupational licenses issued by the State of North Carolina (such as doctors, dentists, and lawyers) are exempt from registration if those licenses require continuing education.

## (6) Zoning and Building Code Compliance

Determine where you will operate your business. BEFORE you buy a building, sign a lease, or purchase any equipment, contact the High Point Planning and Development Department (336.883.3328). Doing so will ensure that the structure you wish to use is zoned correctly and in compliance with the city's development regulations and the NC Building Code. More information is available at [www.buildhighpoint.com](#).

## (7) Health Department and ABC Commission

Are you serving or selling food? Are you offering lodgings? Are you taking care of children? Are you running a swimming pool, camping facility, or tattoo/piercing studio? If so, contact the Guilford County Department of Environmental Health (336.641.3771) or visit <https://www.guilfordcountync.gov/our-county/human-services/health-department/environmental-health> for standards, permit, and inspection information.

Are you serving or selling alcohol? For information about state permits, and to download permit application forms, go to the NC Alcohol Beverage Control (ABC) Commission website, at [abc.nc.gov/Permit/PermitTypes](#) (919.779.0700).

## (8) State Occupational Licensing

Many occupations require a license from the state. Before opening a business, make sure you (and/or any applicable employees) are properly licensed to do the work. A list of occupational licensing boards is available from the Labor and Economic Analysis Division of the NC Department of Commerce at [www.ncbold.com/license](#).

## (9) Federal and State Taxes

Get your Federal Tax Identification Number (Employer ID Number, or EIN) from the IRS. Some sole proprietorships do not need an EIN (the owner uses his or her Social Security Number instead). If you think you may not need an EIN, contact Business Link North Carolina at 800.228.8443 or [edpnc.com/start-or-grow-a-business/](#) to find out.

- You can apply for an EIN online by going to the IRS website, at [www.irs.gov](#), and clicking the "Apply for an Employer ID Number (EIN)" link.
- You can also apply for an EIN by downloading Form SS-4, [Application for Employer Identification Number](#) from the IRS website at [www.irs.gov/pub/irs-pdf/fss4.pdf](#), filling it out, and then faxing it to 855.641.6935 or mailing it to Internal Revenue Service, ATTN: EIN Operation, Cincinnati, OH 45999.

Businesses that sell products retail (as opposed to selling them wholesale or providing services) and/or have employees must register with the NC Department of Revenue and get a Sales and Use Tax Number. An introduction to business registration and the state sales and use tax is available online at [www.dornc.com/learning/salesandssetax101.pdf](#).

- You can register online by going to the NC Department of Revenue website, at [www.dornc.com](#), clicking the "Taxes and Forms" option on the blue menu bar at the top of the page, and then selecting "Business Registration" from the drop-down menu
- You can also register using Form NC-BR, [Business Registration Application for Income Tax Withholding, Sales and Use Tax, and Machinery and Equipment Tax](#), which is also available from the NC Department of Revenue website, at [www.ncdor.gov/media/10751/open](#). Fill out the form online, download it, print it, and mail it to PO Box 25000, Raleigh, NC 27640-0100 (this is a "web fill-in" form -- forms filled in by hand will not be accepted!)

## (10) Employees

If you plan to hire anyone, you need to apply for an Employer Tax Account Number from the Division of Employment Security of the NC Department of Commerce. Go to [des.nc.gov](#), and click on the "Help for Employers" link, under the "Online Account Help" heading (you'll need an EIN from the IRS to obtain a NC Employer Tax Account Number).

Each time you hire someone, you must notify the NC Directory of New Hires (maintained by NC Child Support Enforcement), at [ncnewhires.ncdhhs.gov](#).

You must prove that each of your employees is permitted to work in the United States by completing and filing an Employment Verification Form (Form I-9) from US Citizenship and Immigration Services. Form I-9 (with instructions) is available at [www.uscis.gov/i-9-central](#).

## (11) Market Your Business!

Let people know about you! Social media is a great, free way to publicize your business and interact with customers.

Use Facebook for Business ([www.facebook.com/business](#)). As a minimum, you should have a Facebook page for your business, which can serve as your website until you are ready to build a custom website. Include your hours, contact information, and lots of pictures. Post regularly and respond to questions promptly.

Other social media sites to consider include Twitter ([business.twitter.com/en.html](#)), Google ([www.google.com/business](#)), and Instagram ([business.instagram.com](#)).

Traditional marketing can help, too. Consider newspaper ads, flyers, and targeted mailings, and remember the library can help you do this.