



**Economic  
Development**

# Small Business Quick Reference Guide



**Dallas welcomes small business in a big way**

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**Other Resources**  
[www.sba.gov](http://www.sba.gov)



# Economic Development

The Office of Economic Development has staff on hand to provide user-friendly resources for persons interested in starting a small business or maintaining an existing small business. This general information packet is intended to assist you with basic information regarding the development of a small business. City staff is available to answer your questions and provide assistance.

<b>Address</b>	<b>Office of Economic Development</b> 1500 Marilla Street, Room 6DN Dallas, TX 75201
<b>Parking</b>	There is a surface lot with meters available behind City Hall
<b>Phone</b>	(214) 670-1685
<b>Fax</b>	(214) 670-0158
<b>Website</b>	<a href="http://www.dallasecodev.org">www.dallasecodev.org</a>

This general information packet is to be used for informational purposes only.  
None of the information contained herein is intended to be nor should be construed as legal advice.

# Introduction to Small Business

## What is a Small Business?

- ◆ Small businesses are defined by the U.S. Small Business Administration (SBA), [www.sba.gov](http://www.sba.gov), as firms that have fewer than 500 employees, but on average have less than 20 employees. A small business is deemed to be one which is independently owned and operated and generally is not dominant in its field of operation.
- ◆ Other experts define a micro business as a firm with 4-19 employees, and a small and emerging business as a firm with 25 or fewer employees or \$500,000 or less in annual sales revenue.

“We are shifting from a managerial society to an entrepreneurial society.”

-- John Naisbitt, Megatrends

## Are You Ready to Start a Small Business?

How do you know if you are ready to start a small business? While there is no one size fits all answer to this question, SCORE has developed a self-assessment tool that we've included below to help potential small business owners decide if small business ownership is right for them.

### Small Business Readiness Assessment Tool

Answer Yes or No to each of the below question. The more yeses you have indicate the more ready you are. If you have a lot of no answers, this guide can provide some guidance or Office of Economic Development staff can connect you with partners to get you to ready.

<b>GENERAL</b>	Yes	No
Do you think you are ready to start a business?		
Have you ever worked in a business similar to what you are planning to start?		
Would people who know you say that you are well-suited to be self-employed?		
Do you have support for your business from family and friends?		
Have you ever taken a course or seminar designed to teach you how to start and manage a small business?		
Have you discussed your business idea, business plan or proposal with a business coach or counselor such as a faculty advisor, SCORE counselor, Small Business Development Center counselor or other economic development advisor?		
Do you have a family member or relative who owns a business?		
<b>PERSONAL CHARACTERISTICS</b>		
Do you consider yourself a leader and self-starter?		
Would other people consider you a leader?		
Are you willing to invest a significant portion of your savings or net worth to get your business started?		
Do you have enough confidence in yourself and your abilities to sustain yourself in business, if or when things get tough?		
Do you like to make your own decisions?		
Are you prepared, if needed, to temporarily lower your standard of living until your business is firmly established?		
Do others turn to you for help in making decisions?		
Are you willing to commit long hours to make your business work?		
Would others consider you a team player?		
<b>SKILLS, EXPERIENCE &amp; TRAINING</b>		
Do you have a business plan for the business you are planning to start?		
Do you know and understand the components of a business plan?		
Do you know what form of legal ownership (sole proprietor, partnership or corporation) is best for your business?		

	Yes	No
Do you know why some consider business planning to be the most important factor determining business a success?		
Do you know if your business will require a special license or permit and how to obtain it?		
Do you know where to find demographic data and information about your customers?		
Do you know how to compute the financial “break-even point” for your business?		
Do you know how to compute the start-up costs for your business?		
Do you know about the various loan programs that are available from banks in your area and the SBA?		
Do you understand how a business loan can impact your credit?		
Do you know how to prepare and/or interpret a balance sheet, income statement and cash flow statement?		
Do you know why small business loans are considered more risky than loans made to large businesses?		
Are you sure your planned business fills a specific market need?		
Do you know your target market?		
Do you understand the tax requirements associated with your business?		
Do you know how to prepare a marketing strategy for your business?		
Do you know how to learn about your business competitors?		
Do you understand marketing trends in your business industry?		
Do you feel comfortable using a computer or other technology to improve business operations?		
Do you have a payroll process planned for your business?		
Do you have a customer service strategy in mind or in place?		
Do you know how to obtain an EIN (Employer Identification Number) for your business?		
Do you know if your business should have some form of intellectual property protection?		
Do you know where to obtain information about regulations and compliance requirements that impact your business?		
Have you sold anything of value before?		



## Understanding your Business Start-Up Costs

### “The Business Burden”

When you look at your monthly family income, you should consider what will happen if you quit your job to pursue your business full-time. Your expenses will not decrease much, but your income certainly will. The difference between the family expenses and the family income other than yours can be called “the business burden.” What this means is that unless you want your family's lifestyle to change dramatically, you must produce enough revenue from the business to cover the shortfall between expenses and the other household income. Every month that you do not produce enough sales to cover this amount, you must borrow to keep the family going.

### Estimating Business Start-Up Costs

In addition to providing enough money to pay your family living expenses for two to three months, you will need money to pay for a variety of one-time expenditures necessary to set up your business.

If you are planning to open a retail store, a wholesale company or manufacturing firm, you would be wise to consult an accountant before you launch. The accounting systems needed to support these types of businesses can be complicated, and you can't expect to understand all the details without some help.

### Summing it Up

When you total all the categories of start-up expense, you may be amazed at the total. If you include the purchase of a computer, start-up costs can easily run several thousand dollars or more, without any cash contribution to your personal living expenses. Advance planning is the key, because you should try to avoid borrowing money for start-up costs. You will likely need to borrow later to stay in business and borrowing before you start puts you in a deep credit hole before you have even started doing business, let alone started marketing it to potential customers.

## Developing a Business Plan

- ◆ A business plan is an outline or road map for your new business. It tells what it is, where it is, how it will operate and whom it will serve.
- ◆ It includes information about customers, your employees, and you.
- ◆ It explains something about the industry you will be a part of and briefly explains the market for your product or service.
- ◆ It expresses these things with both words and numbers.
- ◆ It is essential to the success of any business.
- ◆ A sample business plan outline can be found in the [Appendix](#).
  - The SBA also has [resources for creating a business plan](#)

# Selecting a Business Structure

## Business Concept Statement

To determine the structure of the business, first build a Business Concept Statement. This statement should answer the following questions:

- ◆ What does the product or service do?
- ◆ How is it different?
- ◆ Who will buy it?
- ◆ Why will they buy it?
- ◆ Where will it be sold?
- ◆ When will it be ready to be sold?
- ◆ How will it be promoted and sold?

The second step is to develop a Business Plan. For a sample Business Plan Outline, see Appendix, page 30.

Once the Business Concept Statement and Business Plan have been completed, an appropriate business structure can be determined.

## Business Structure Options

There are several legal structures available for businesses operating in Texas. Each structure is listed below with a brief description.

### Sole Proprietorship

One person operating a business as an individual is a sole proprietorship. This is the most common form of business organization and is relatively simple to form and operate. It offers fewer legal controls, flexibility of management and profits are taxed as income to the individual.

### General Partnership

A general partnership is comprised of two or more persons who agree to contribute money, labor and/or skills to a business, and share its profits, losses and management. Each partner is individually liable for the total partnership debts if the business or the other partner is not able to pay the partnership debts. More certainty is provided through a written partnership agreement. Even though a business may be listed as a sole proprietorship, if two or more people operate a business as a partnership for an extended period of time, courts may rule it to be a partnership in the event of outstanding debts, notwithstanding the intention or perception of the parties.

### Limited Partnership

A limited partnership is composed of one or more general partners who manage the business and share full liability, and one or more limited partners who share in the profits but whose liability is limited to the extent of their investment. Limited partners may take no part in running the business. To assure the existence of limited liability, you must file a Certificate of Limited Partnership with the office of the Texas Secretary of State.

## **Limited Liability Company**

A limited liability company is a relatively new type of unincorporated business entity that shares aspects of corporations and limited partnerships. A limited liability company is composed of one or more members. If properly structured, the limited liability company provides its members with limited liability and may provide pass-through tax advantages without the restrictions imposed on S corporations and limited partnerships. Limited liability companies doing business in Texas are subject to the state franchise tax. A limited liability company is formed by filing articles of organization with the office of the Texas Secretary of State, and the activities of the limited liability company are governed by its regulations.

## **Corporation**

A corporation is a legal entity made up of persons who have received a charter legally recognizing the corporation as a separate entity having its own rights, privileges and liabilities apart from those of the individuals forming the corporation. As a sole owner of a small corporation, you have separate tax and financial responsibilities. Corporations may be formed for profit or nonprofit. To create a corporation, Articles of Incorporation must be filed with the Texas Secretary of State's office, along with payment of the various fees. An S Corporation Election may be filed with the Internal Revenue Service to request that, for tax purposes, the entity is treated as a partnership. Strict deadlines exist for this filing, and you should consult with your attorney regarding such election.

A corporation (Subchapter C or S) is created when two or more individuals, partnerships, or other entities join together to form a separate entity for the purpose of operating a business in the state. A corporation has its own legal identity, separate from its owners. The corporation offers protection to the business owner's personal assets from debts and liabilities relating to corporate operations. Taxation of the corporation varies depending on the type of corporation formed. A corporation must be registered with the Texas Secretary of State.

## **Subchapter 'C' Corporation**

A Subchapter 'C' Corporation is taxed at a higher rate than an individual. The owners are not taxed personally for profits; however, the owners do pay personal taxes on any salaries and/or dividends, and the corporation is also taxed on the profits.

## **Subchapter 'S' Corporation**

Owners of Subchapter 'S' Corporations may deduct business losses on personal income tax returns, similar to a partnership. The Subchapter 'S' Corporation also offers alternative methods for distributing the business income to the owners.

## **Nonprofit Corporation**

Nonprofit organizations, or their equivalent, have been with us since the dawn of civilization. The notion of charity has been an integral part of virtually all religions and cultures. The concept of the corporation as an association of people to which the authority of the state gives formal recognition as a legal entity (a creation endowed with the same kind of rights and powers associated with a person) has existed as long as has the very idea of people joining together to accomplish common goals.

## E-Commerce

If you decide to sell your goods and/or services online, you will need to:

- ◆ Choose a business and domain name
- ◆ Design your website and/or determine what 3<sup>rd</sup>-party sites you would like to have your goods and/or services sold by
- ◆ Determine what laws you will need to comply with when conducting business online such as how and when to collect sales tax; you should consult with legal and tax professionals for guidance
- ◆ Please note that choosing to sell online does not mean you do not need to establish a business structure

# Selecting a Business Name

## Selecting a Business Name

Once the legal structure of the business has been determined, and if a separate business name will be used, the business name must be registered with the Secretary of State and/or the county clerk's office.

### State Registration

All businesses operating in Texas as limited partnerships, registered limited liability partnerships, limited liability companies, corporations, professional corporations, nonprofit corporations, and professional associations must register with the Texas Secretary of State.

A name may not be used by more than one corporation in the state. The Texas Secretary of State will perform a name search to verify that no other corporation, limited partnership, or limited liability company in Texas is using the exact name selected. To find out if a business name is available, call or email the Secretary of State at (512) 463-5555 or [corpinfo@sos.texas.gov](mailto:corpinfo@sos.texas.gov), and they will conduct a computer search, and will provide any additional information. You can also reserve names on line: <https://www.sos.state.tx.us/corp/sosda/index.shtml>

If a corporation will transact business under names other than that stated in the Articles of Incorporation, the corporation must file an Assumed Name Certificate with the Texas Secretary of State, and with the county clerk in which the principal office and registered office of the corporation are located.

#### Office of the Secretary of State

P.O. Box 13697  
Austin, TX 78711-3697  
(512) 463-5701  
[www.sos.state.tx.us](http://www.sos.state.tx.us)

### Local Registration (Assumed Name Certificate)

If the business will operate as a sole proprietorship or general partnership, an Assumed Name Certificate or dba (doing business as) for each name (or deviation of that name) the business will use must be on file with the county clerk in each county where a business premise will be maintained. If no business premise will be maintained, it should be filed in each county where business will be conducted.

Neither the filing of an Assumed Name Certificate nor the reservation or registration of a company name imparts any real protection to the party filing the certificate. It is merely a formal process that informs the general public of the registered agent for a business and where official contact with the business can be made.

#### Dallas County Clerk

509 Main Street, Suite 200  
Dallas, TX 75202  
(214) 653-7099  
[cc-inquiry@dallascounty.org](mailto:cc-inquiry@dallascounty.org)  
[www.dallascounty.org/departments/countyclerk](http://www.dallascounty.org/departments/countyclerk)



# Taxation

## **Business Tax Responsibilities**

The next step in starting a business is to determine the federal, state, and local tax obligations. The following sections briefly discuss each of these areas.

### **Federal Taxes**

Information regarding federal income taxes, tax identification numbers, business tax credits, and employment tax regulations may be obtained by contacting the following agencies:

#### **Federal Income Taxes, Tax Identification Numbers, and Business Tax Credits Internal Revenue Service**

825 East

Rundberg

LaneSuite

H-4

Austin, TX 78701

(800) 829-1040 or (800) 829-4059 (TDD)

[www.irs.gov](http://www.irs.gov)

#### **Business Tax Kit and Other Publications**

(800) 829-3676 or (800) 829-4059 (TDD)

[www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Starting-a-Business](http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Starting-a-Business)

### **Federal Employment Taxes**

Social

Security

Administration

903 San Jacinto

Austin, TX 78701

(800) 772-1213

[www.socialsecurity.gov](http://www.socialsecurity.gov)

### **State Taxes**

The Comptroller of Public Accounts is charged with the administration and collection of state and local tax from businesses operating in Texas, and also collects any franchise taxes owed by Texas corporations (there is no state income tax in Texas). For further information on these taxes, contact:

#### **Comptroller of Public Accounts**

Capital Station

Austin, TX 78714-0100  
(512) 463-4600 or (800) 252-5555  
[www.window.state.tx.us](http://www.window.state.tx.us)

## State Employment Taxes

The Texas Workforce Commission collects all unemployment taxes for workers employed in Texas. For information regarding these taxes, to obtain state employer's identification number, and for information on tax credits, contact:

### Texas Workforce Commission

Tax Department  
101 East 15<sup>th</sup> Street  
Austin, TX 78778  
[www.twc.state.tx.us](http://www.twc.state.tx.us)

New Employer Accounts/Status of Accounts	(512) 463-2731
Rates Section	(512) 463-2755
Quarterly Reports	(512) 463-2407
Unemployment Insurance Customer Service	(512) 463-2999
Labor Market Information	(512) 463-2841
Work Opportunity Tax Credit (WOTC)	(800) 695-6879

## Local Taxes

If the business owns tangible personal property that is used to produce income, the property must be reported on a rendition form to the local county district, after January 1 and no later than March 31, each year. Business owners must report all inventories, equipment, and machinery.

Dallas Central Appraisal District  
2949 North Stemmons Freeway  
Dallas, TX 75247  
(214) 631-0520  
[www.dallascad.org](http://www.dallascad.org)

Commercial Department	(214) 637-2194
Customer Service	(214) 631-0910

## Tax Rates

6.25% - State

1.00% - City of Dallas

1.00% - MTA (Optional tax for cities and counties that are located within a metropolitan authority [MTA] such as Dallas Area Rapid Transit [DART])

8.25% - Combined

## Tax Base

The sales tax applies to the sale of tangible property, unless specifically exempted. The major exemptions to the sales tax are:

Fuels

Manufacturing Equipment

Grocery Foods

Raw Materials

Purchases for Resale

Most Utilities

The sales tax also applies to certain services including:

Credit Reporting

Landscaping

Installation

Custom Computer Software

Laundry Services

Security Services

Data Processing Services

Mail Order Services

Janitorial Services

Information Services

Repairs/Remodeling

Telecommunications

## Use Tax

The use tax is the same as sales tax and is imposed on the storage, use or consumption of tangible personal property brought into Texas on which sales tax has not been paid. The amount of tax is paid on the purchase price or fair market value. This tax is imposed both by the city and the state.

If you purchased tangible personal property when buying a business (furniture, fixtures and equipment) and did not pay sales tax at the time of sale, you as purchaser are liable for the use tax.

## Business Personal Property Rendition

Each year you must file with the Dallas Central Appraisal District (DCAD) a rendition of your business personal property, a statement as to the cost and age of all personal property (furniture, fixtures, autos and equipment) that is used in your business. This serves as the basis for determining your assessed value. The person who owns the property on January 1 of any given year is liable for the assessment for the year. If you wish to protest the assessed valuation of the property, this must be done within 30 days after you receive your appraisal notice. Once you have received the tax bill it is too late to protest the assessment. If you

have not received the form by January 15, you should contact the DCAD. The form must be filed no later than April 15 of each year.

## **Personal Property Tax**

Even though the value of personal property is assessed as of the status of your property on January 1 each year, you are not mailed a tax bill until the end of the year. This can be very confusing when a business is sold. Before you purchase a business, you should contact both the city and the county treasurer's office to determine the status of the taxes and request tax certificates. This will certify that all personal property taxes have been paid or show the amount of the unpaid taxes. A search should be done both by the name of the business and the address. If the name has changed since the tax bill, it will only appear under the address search. A tax search is important because unpaid property taxes are a lien against the property.

**For more information, contact the following agencies:**

**City of Dallas - Revenue & Taxation Division**  
City Hall

1500 Marilla Street, Room 2BSDallas, TX 75201  
(214) 670-3536

[www.dallascityhall.com/financial\\_services/financial\\_functions.html](http://www.dallascityhall.com/financial_services/financial_functions.html)

**Dallas County Tax Office**  
Records Building

500 Elm Street  
Dallas, TX 75202-3504  
(214) 653-7811

[www.dallascounty.org/departments/tax/](http://www.dallascounty.org/departments/tax/)

## **Corporate Franchise Tax**

**Tax Rate** - For current tax rate contact the Comptroller of Public Accounts at website <https://comptroller.texas.gov/taxes/franchise/>

**Tax Base** - The franchise tax is paid by corporations doing business in Texas. The tax base (thetotal taxable capital of a corporation) is the sum of a Corporation's;

1. Stated capital as defined by Article 1.02, Texas Business Corporation Act; and,
2. The amount of surplus allocated to Texas on a gross receipts basis.

**For more information, contact the following:**

**Comptroller of Public Accounts**

Tax Correspondence Division  
P.O. Box 13528 Austin, TX 78711 (800) 252-555  
[www.window.state.tx.us/taxinfo/proptax/law06](http://www.window.state.tx.us/taxinfo/proptax/law06)

# Permits, Approval, Licenses and Regulations

## Zoning and Use Regulations

Before you select a location for your business, you must make sure that the zoning is correct. The City of Dallas' Planning and Development Department Zoning Division (<https://dallascityhall.com/departments/pnv/Pages/zoning.aspx>) will be able to provide zoning related information for your business. They also have zoning maps for your review.

If the location you have selected does not have the proper zoning, you may apply for a variance or zoning change. Building Inspection staff will assist you with the application which is submitted to the Planning Department. Once the application is completed, it is first reviewed by the Planning Commission and then sent to the City Council for approval or rejection. You should be prepared to attend at least two public hearings related to your application. These applications may take up to seven months before a final determination is made, depending on the number of pending cases.

### Operating a Small Business from Home

Many types of small businesses can operate from the home. With the advancement in technology, many small business owners may wish to avoid the expense of a separate business location. However, you must ensure that the use complies with the City's zoning and other laws. Thought should be given to the needs of your neighbors in making this decision. If your business activity will create noise, odors, parking, or other issues for your neighbors, perhaps you should reconsider.

Your personal home situation should also be seriously considered. Can you effectively allocate your time between personal and business matters? Will family members object?

Home-based businesses are becoming increasingly popular. For many new business start-ups, they are a good idea.

More details regarding home-based business regulations can be found in the Appendix, pages 28- 29.

For information on home-based businesses, contact:

City of Dallas Building Inspection  
Oak Cliff Municipal Center  
320 East Jefferson Blvd, Room 118  
Dallas, TX 75203  
(214) 948-4480

[https://dallascityhall.com/departments/sustainabledevelopment/buildinginspection/Pages/building\\_inspection\\_faqs.aspx#A8](https://dallascityhall.com/departments/sustainabledevelopment/buildinginspection/Pages/building_inspection_faqs.aspx#A8)



# Building Regulations

## Certificate of Occupancy

Most commercial enterprises may not start their business without first obtaining a certificate of occupancy (CO). This certificate is necessary to have utilities turned on and to ensure compliance with the city codes. You will be required to obtain a [certificate of occupancy](#) prior to opening your business whether you own or lease the premises.

## Construction Codes

Any offers to lease or purchase should be contingent on the premises meeting the city codes. One or more of the following codes may be applicable to your venture: Building Code, Fire Code, Electrical Code, Plumbing Code, Mechanical Code, Landscape Ordinance etc. There may also be special codes that govern your particular business, such as the Health code for businesses serving food. The codes change periodically. A change of occupancy or change of ownership may require that the premises be brought up to the current codes. Where work requires construction, the Building Inspection Division will ensure that the building complies with the current codes for a small fee. Mist sellers or owners will coordinate with you to grant these inspections until all other contingencies in a contract or lease have been removed. Before you purchase a business with personal property (furniture, fixtures or equipment), be sure to check for unpaid personal property taxes at the [County Tax Office](#), and the [City Tax Office](#).

## Signs

Sign regulations are controlled by the Building Inspection Division. You may review copies of the regulations to find out the type, size and location of allowable signs, at their office. Staff is also available to discuss what is permissible. The size of the sign allowed is determined by the zoning of your business premises. Be sure you know your zoning classification before placing inquiries. The fee for sign permits depends on the size of the sign. There is also a pre-inspection fee that is later deducted from the total sign fee, when paid. You can request that your permits be mailed to you by paying an additional fee.

### City of Dallas Building Inspection

320 East Jefferson Blvd, Room 118

Dallas, TX 75203

<http://dallascityhall.com/departments/sustainabledevelopment/buildinginspection/>

## Construction Permits

If you want to ...	You need a ...*
Build or remodel	<a href="#">Building Permit</a>
Install plumbing	<a href="#">Plumbing Permit</a>
Install electrical	<a href="#">Electrical Permit</a>
Install mechanical	<a href="#">Mechanical Permit</a>
Install an automatic fire sprinkler system	<a href="#">Fire Sprinkler Permit</a>
Install landscaping	<a href="#">Landscaping Permit</a>
Pave drive approach, curb or sidewalk	<a href="#">Paving Permit</a>
Cut the pavement, excavate or place an embankment in the public right of way	<a href="#">Cut Permit</a>
Install a septic tank	<a href="#">Plumbing Permit</a>
Install a sign greater than 20 square feet or one that contains electrical or moving parts	<a href="#">Sign Permit</a>
Demolish existing building, 120 square feet or greater	<a href="#">Demolition Permit</a>
Excavate more than 4 feet deep	<a href="#">Excavation Permit</a>
Block public sidewalk, streets or alleys	<a href="#">Barricade Permit</a>
Occupy a building	<a href="#">Certificate of Occupancy</a>
Be certified to move a building	<a href="#">House Movers License</a>
Move a building to, through or within the city	<a href="#">House Moving Permit</a>
Install a private swimming pool	<a href="#">Swimming Pool Permit</a>
Install a tent or temporary enclosure greater than 400 square feet in area	<a href="#">Tent Permit</a>
Store flammable liquid or liquid petroleum	<a href="#">Flammable Liquid and Liquid Petroleum Permit</a>

\*Apply for any or all of the above permits at Building and Fire Code Inspection Division, 320 East Jefferson Blvd, Room 118, Dallas, Texas 75203.

<https://dallascityhall.com/departments/sustainabledevelopment/buildinginspection/Pages/inspections.aspx>

## Operating Licenses

If you are starting ...	You need a ...	You apply at ...
Dance hall or club	Dance Hall License	<a href="#">Dallas Police Department</a>
Billiard hall or club	Billiard Hall License	<a href="#">Dallas Police Department</a>
Sexually oriented business	Sexually Oriented Business License	<a href="#">Dallas Police Department</a>
Business that buys precious or crafted metals from anyone other than a wholesaler	Precious Metals Dealer License	<a href="#">Dallas Police Department</a>
Public or semi-public pool	Swimming Pool Permit	<a href="#">Environmental &amp; Health Department</a>
Business that emits particulate matter or gases into the air	Air Emissions Permit	<a href="#">Environmental &amp; Health Department and Air Quality Control Board</a>
Business that hauls grease or sand trap waste	Liquid Waste Hauling Permit	<a href="#">Environmental &amp; Health Department</a>
Business doing auto, home or electronics repair	Auto, Home or Electronics Repair License	<a href="#">Consumer Protection (Building Inspection Division)</a>
Valet parking on public right of way (streets)	Valet Parking License	<a href="#">Transportation Department</a>
Shuttle service between a business and a remote parking lot or utilize parking as part of your required parking	Special Parking License	<a href="#">Transportation Regulation Division</a>
Restaurant, grocery store or any other food products establishment	Food Products Establishment (Health Permit)	<a href="#">Environmental &amp; Health Department and Food &amp; Drug Administration (Federal)</a>
Business that sells alcoholic beverages	Alcoholic Beverages License (Liquor License)	<a href="#">Texas Alcohol and Beverage Commission (State)</a>
Live theater, motion picture theater or concert hall	Theater license	<a href="#">Dallas Police Department</a>

For information on the fees for various licenses and permits, contact:

### City of Dallas

City Comptroller's Office – Revenue & Taxation Division

Special License Section

1500 Marilla Street, Room 2DN

Dallas, TX 75201

(214) 670-3438

[www.dallascityhall.com/financial\\_services/financial\\_functions.html](http://www.dallascityhall.com/financial_services/financial_functions.html)

## Food Handling Permits

The Texas Food Cottage Law allows baked goods that do not require refrigeration, including bread, rolls, buns, biscuits, bagels, croissants, pastries, doughnuts, danishes, cakes, tortes, pies, tarts, muffins, lemon squares, cookies, large pretzels, and tortillas. Baked Goods are defined in the Texas Administrative Code. Other examples include:

- ◆ Candy (including chocolate, chocolate-dipped pretzels, chocolate-dipped Oreos, etc.)
- ◆ Coated and uncoated nuts
- ◆ Unroasted nut butters
- ◆ Fruit butters
- ◆ Canned jams and jellies
- ◆ Fruit pies (including pecan pie)
- ◆ Dehydrated fruits and vegetables including dried beans
- ◆ Popcorn and popcorn snacks
- ◆ Cereal, including granola
- ◆ Dry mixes
- ◆ Vinegar
- ◆ Pickles
- ◆ Mustard
- ◆ Roasted coffee or dry tea
- ◆ Dried herbs or herb mixes

Please refer to the following links for additional information, regulations and laws pertaining to the Texas Food Cottage Law:

<https://texascottagefoodlaw.com/sb-572-summary/>  
<https://www.dshs.texas.gov/foodestablishments/cottagefood/default.aspx>  
<https://texascottagefoodlaw.com/cottage-food-checklist/>

Any business related to food located within the City of Dallas must contact the City of Dallas Food and Commercial Services Division. Your business must be inspected prior to opening or with a change of ownership. When you sign a lease or if you are purchasing a business such as a restaurant, the lease or purchase contract should be contingent on the physical facilities and equipment meeting regional health codes. Because codes change, practices that were allowed before a change of ownership may not be allowed under new ownership.

### City of Dallas Consumer Health Division

7901 Goforth Road

Dallas, TX 75238

(214) 670-8083

<https://dallascityhall.com/departments/codecompliance/Pages/FoodSafety.aspx>

The Dallas County Health Department is in charge of the following:

- ◆ Restaurant and Food Service
- ◆ Solid Waste Disposal
- ◆ Insect and Rodent Control
- ◆ Rabies Control Public
- ◆ Hazardous Substances
- ◆ Wastewater Disposal Systems
- ◆ Water Quality
- ◆ Schools
- ◆ Swimming Pools

**For information on any of these items please contact:**

**Dallas County Health Department**  
2377 North Stemmons Freeway  
Dallas, TX 75207  
(214) 920-7900  
[www.dallascounty.org/departments/dchhs/](http://www.dallascounty.org/departments/dchhs/)

All plans for new construction or remodeling in which any of the above are involved must be approved by the City Health Department before construction may begin. You must also submit a building permit with two sets of plans.

## Other Permits and Licenses

### Specific Use Permit (SUP)

The SUP process provides a “means for developing certain uses in a manner in which the specific use will be compatible with adjacent property and consistent with the character of the neighborhood.” SUPs are granted by the City Council. Special requirements and restrictions are contained within the ordinance written specifically for the SUP. These ordinances are available at the Building Inspection Permit Center at 320 E. Jefferson Blvd. in Oak Cliff. For more information: <https://dallascityhall.com/departments/sustainabledevelopment/buildinginspection/Pages/index.aspx>

**U.S. Department of Commerce**  
Bureau of Industry and Security  
327 Congress Ave, #200  
Austin, TX 78701  
(512) 381-8144  
[www.commerce.gov/](http://www.commerce.gov/)

A primary mission of the Bureau of Industry and Security is the accurate, consistent and timely evaluation and processing of licenses for proposed exports and re-exports of goods and technology from the U.S. BIS' objective is to protect U.S. national security, foreign policy, and economic interests without imposing undue regulatory burdens on legitimate international trade. This site is designed to assist visitors through the export licensing process and provides important information that individuals and firms need to know before exporting.

**Texas Department of Licensing and Regulation**  
P.O. Box 12157  
Austin, TX 78711-2157  
(512) 463-5522  
[www.tdlr.texas.gov](http://www.tdlr.texas.gov)

The Texas Department of Licensing and Regulation (TDLR) is a state regulatory agency that currently oversees over twenty types of businesses, industries, trades and occupations. The agency is responsible for issuing licenses, conducting inspections, investigating complaints, assessing penalties, setting rules and standard standards and holding hearings.

Many occupations and businesses require a license, examination and/or approval from the appropriate state agency before you may open for business. A listing of these occupations and businesses is included here:

<p>Accountants, Certified Public Accountants, Public Air Conditioning Contractors Alcoholic Beverage Amusement Machine Operators Antifreeze Manufacturers Architects Athletic Directors Attorneys Auctioneers Bail Bondspersons Barber Schools &amp; Instructors Barber Shops Beauty Salons Bedding Manufacturing Beehive Bingo Blaster, Explosives Boiler Inspection Boxing Matches Brake Fluid Manufacturer Burial Associations Business Schools Child Care Facilities Chiropractors Cigarette, Cigar and Tobacco Cigarette Vending Machines Coal Mining, Exploration Controlled Substance Manufacturers, Distributors, Repackers, Wholesale Cosmetology Counselors Crabmeat Processing Plants Credit Unions Day Care Centers Dental Hygienists, Technicians Dental Laboratories Dentists Dieticians Driver Training Schools Egg Handlers Embalmers Employment Agencies Engineers Explosives Use Fireworks</p>	<p>Food Service Freight and Passenger Transport Fresh Flowers Dealers Fruit Dealers, Wholesalers Fuel Tax Funeral Directors Fur Buyers Fur Processors Fur Trappers Gas &amp; Oil Well Drilling Grain Warehouses, Commercial Grocery Stores, Wholesale Gross Receipts Tax Hazardous Waste Disposal Hearing Aid Dispensers, Filters Homes for the Aged or Infirm Hospitals and Nursing Homes Hotels Hunting &amp; Fishing Sales Insurance Adjusters Pesticide Operators, Commercial Pharmaceutical Manufacturers Pharmacies Pharmacists Physical Therapists Insurance Agents Insurance Companies Insurance Premium Finance Companies Insurance Rating Bureaus Insurance Surplus Line Brokers Interstate Motor Carriers Investment Advisors Irrigators Installers Landscape Architects Liquefied Petroleum Dealers Loan &amp; Investment Companies Loan Companies, Small Manufactured Housing Milk &amp; Milk Products Mobile Home Dealers Motor Vehicle Operation Manufacturing/Dealers Nursery Stock Nurses, Registered Nurses, Vocational</p>	<p>Nursing Home Administrators Ophthalmologists Optometrists Ornamental Plant Dealers Osteopaths Outdoor Music Festivals Pest Control Savings &amp; Loan Associations Security Brokers, Dealers, Salespersons Physical Therapy Assistants Physicians Plant Disease Control Plumbers, Plumbing Construction, Contractors &amp; Maintenance Podiatrists Poisons, Pesticides, Herbicides Polygraph Examiners Prepaid Funeral Contracts Private Investigators Psychologists Radioactive Materials Real Estate Brokers Rendering Plants Restaurants Shellfish Repackers Solid Waste Disposal Speech Pathologists Structural Pest Control Surveyors Vegetable Dealers, Wholesale Vending Machines Veterinarians Warehouses &amp; Weighers, Public Wrestling Matches Zoo</p>
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# Marketing



# Marketing

## Marketing Basics

Marketing is the process of communicating with potential customers, in order to persuade them to buy your goods and/or services. There are many ways to do this, including but not limited to:

- ◆ Online via your own company website or 3<sup>rd</sup> party sites
- ◆ Paid advertising
- ◆ Social media

One of the ways to be most effective in your marketing efforts is to create a marketing plan. A well-thought out marketing plan will help you spend your marketing dollars as effectively and appropriately as possible.

For more information on marketing plans:

<https://www.sba.gov/document/support-marketing-plan-example>

<https://smallbusiness.withgoogle.com/>

<https://forbusiness.snapchat.com/>

<https://www.salesforce.com/resources/guides/small-business-marketing/>

# Appendix

# Home Based Business Regulations (English)

## Home occupation

- (A) Definition: An occupation that is incidental to the primary use of the premises as a residence and conducted on the residential premises by a resident of the premises.
- (B) District restrictions: This accessory use is **not** permitted in the P (A) district.
- (C) Required off-street parking: None.
- (D) Required off-street loading: None.
- (E) Additional provisions: (i) a person who engages in a home occupation **shall not**:
  - (aa) use any advertisement, sign, or display relating to the home occupation on the premises;
  - (bb) use the street address of the premises on any advertisement, sign, or display off the premises;
  - (cc) employ more than one person on the premises, other than residents of the premises;
  - (dd) have an employee, other than residents of the premises, who works on the premises more than four hours in any given week.
  - (ee) conduct any activities relating to the home occupation, including activities on any porch, deck, patio, garage, or unenclosed or partially enclosed portion of any structure, unless conducted entirely inside the main structure.
  - (ff) involve more than 3 people on the premises at one time, other than residents of the premises.
  - (gg) generate loud and raucous noise that renders the enjoyment of life or property uncomfortable or interferes with public peace and comfort.
  - (hh) sell or offer products of the home occupation at or on the premises;
  - (ii) generate vehicular traffic that unreasonably disrupts the surrounding residents' peaceful enjoyment of the neighborhood; or
  - (jj) generate parking congestion that unreasonably reduces the availability of on-street parking spaces on surrounding streets.
  - (kk) A home occupation may not occupy more than 25 percent or 400 square feet of the total floor area of the main structure, whichever is less. This area restriction controls over the area restriction of Subsection (a) (3).

# Business Plan Outline

## Cover Sheet

Name of Business

Name of Principals

Address and phone numbers (contact information)

## Statement of Purpose

## Table of Contents

### Section One

#### The Business

- ◆ Business description
- ◆ Product / Service
- ◆ Market (demographics and psychographics)
- ◆ Location
- ◆ Competition (strengths and weaknesses)
- ◆ Management
- ◆ Personnel
- ◆ Funding (if needed)
- ◆ Summary

### Section Two

#### Financial Data

- ◆ Sources and use of funding
- ◆ Capital equipment list
- ◆ Financial statement assumptions
- ◆ Balance sheet
- ◆ Break even analysis
- ◆ Income projections (profit and loss statements)
  - 3-year summary
  - Detail monthly first year
  - Detail quarterly years 2 and 3
- ◆ Cash flow projections
  - 3-year summary
  - Detail monthly first year
  - Detail quarterly years 2 and 3
- ◆ Deviation analysis
- ◆ Historical financial reports for existing business (if applicable)
  - Balance sheets for past 3 years
  - Cash flow for past 3 years

- Income statements for past 3 years
- Tax returns for past 3 years

### **Section Three**

#### **Supporting Documents**

Personal resume, personal financial statement, cost of living budget, credit reports, letters of reference, job descriptions, letters of intent, copies of leases, contracts, legal documents, and any additional relevant information.

# Determining Start-up expenses



**Economic  
Development**

## Start up costs worksheet

Starting a business can be expensive. Use this worksheet to get a good idea of how much funding you will need to start your business. You can input your one-time and monthly expenses to get an estimated amount needed to start your business. Use the blank spaces for additional expenses if necessary.

<u>One-time expenses</u>	<u>Budget</u>	<u>Actual</u>
<b>Rent</b>		
Security Deposit		
First month's rent		
Utilities hook-up (internet, phone, electricity)		
<b>Improvements</b>		
Construction costs		
Fixtures and finishes		
Equipment		
<b>Inventory</b>		
(food, clothing, etc.)		
<b>Miscellaneous</b>		
Licenses and permits		
Legal fees/other professional fees		
Signage		
Technology		
Software		
<b>Total One-time Expenses</b>		

<u>Monthly Expenses</u>	<u>Budget</u>	<u>Actual</u>
<b>Rent</b>		
Monthly rent		
Property insurance		
Utilities (internet, phone, electricity)		
<b>Employees</b>		
Payroll		
Payroll taxes		
Health insurance		
<b>Professional Services</b>		
Accounting		
Legal		
Consultants		
Other		
<b>Supplies</b>		
Office Supplies		
Operating supplies/inventory		
<b>Marketing</b>		
Digital advertising		
Promotional materials		
<b>Miscellaneous</b>		
Liability Insurance		
Repairs and maintenance		
Organizational dues		
<b>Total Monthly Expenses</b>		

BUDGETED start-up expenses (Total one-time expenses, plus 2 times total monthly expenses)	
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ACTUAL start-up expenses (Total one-time expenses, plus 2x monthly expenses)	
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