

THINK **BIG**

Business Improvement + Growth

Start-Up **Business Resource Guide**

A quick-start guide for San Marcos entrepreneurs

Powered by



Congratulations on a great business idea...

...now let's get to work!

Thanks to generous support from the City of San Marcos, BCL of Texas provides customized, confidential, one-on-one small business development coaching through the ThinkBIG Business Improvement + Growth program.

Once you have filed your paperwork to become an established business entity within an eligible census tract in San Marcos, you will be able to receive the following services from our expert small business team all at NO COST to you!

- Business Assistance
- Business Plan Assistance and reviews
- Marketing Assistance
- Financial Readiness Assessment
- Loan Packaging Assistance



Get your business up and running with this helpful guide, and then let us help you grow!

Getting Started Checklist



Background Work

- Analyze your business idea by doing a SWOT (Strengths, Weaknesses, Opportunities, & Threats) analysis
- Assess your strengths and weaknesses as an entrepreneur
- Establish business and personal goals
- Assess your financial resources and identify potential sources of funds
- Identify the financial risks
- Determine the start-up costs
- Decide on your business location
- Do thorough market research
- Identify your customers
- Identify your competitors
- Develop a marketing plan

Business Transactions

- Select a lawyer and an accountant (if applicable)
- Choose a form of organization (ex. proprietorship, partnership, or corporation)
- Create your business (register your company's name, incorporate the business, etc.)

- Prepare a business plan
- Select a banker and set up a business checking account
- Apply for business loans and grants (if applicable)
- Establish a line of credit (if possible)
- Select an insurance agent and obtain business insurance

First Steps

- Prepare corporate brochures
- Build a website
- Set-up corporate email accounts
- Get business cards
- Obtain a lease (if applicable)
- Line up suppliers (if applicable)
- Get furniture and equipment
- Obtain business licenses or permits (if applicable)
- Get a federal employer identification number (if applicable)
- Get an employer ID number (if applicable)
- Send incorporation papers for federal and state/province tax forms
- Join a professional organization
- Choose a starting date
- Prepare and deploy your communication/marketing strategy

Contacts & Resources



Here are a few places to get started when organizing to open a business. BCL can assist you with completion of filing your business formation documentation, tax permits, and IRS employer identification number.

Business Structure

Sole Proprietorship or Partnership

File a DBA (Doing Business As) at your county office where you live or plan to operate the business. Below are contacts for Travis and Hays Counties, and a full list of county clerks can be found at <https://www.sos.state.tx.us/elections/voter/cclerks.shtml>

Travis County

5501 Airport Blvd.

Austin, TX 78751

Phone: 512-854-9188

Fax: 512-854-9075

<https://countyclerk.traviscountytexas.gov/departments/recording/dbas/>

Form: https://countyclerk.traviscountytexas.gov/wp-content/uploads/recording/pdfs/pdf_tc_rec_dba.pdf

Hays County

712 South Stagecoach Trail

Suite 2008

San Marcos, Texas 78666

Phone: 512-393-7330

<https://hayscountytexas.com/departments/county-clerk/records-division/>

Form: <https://hayscountytexas.com/download/county-clerk/official-public-records-fees-and-forms/ASSUMED-NAME-INFO.pdf>

Partnerships and Corporations

File with the Secretary of State Office

SOSDirect

Phone: 512-463-5555

<http://www.sos.state.tx.us/corp/businessstructure.shtml>

sosdirect@sos.state.tx.us

Taxes - Federal and State

State of Texas

State of Texas Comptroller's Office
Sales and Use Tax Information
<https://comptroller.texas.gov/taxes/forms/>

Federal

Apply for your EIN (Employer Identification Number):
<https://www.irs.gov/businesses/small-businesses-self-employed/employer-id-numbers>
Apply online: <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>

Licensing, Permitting, and Regulations

State of Texas

Texas Department of Licensing and Regulation
Phone: 512-463-6599
<https://www.tdlr.texas.gov/licenses.htm>

Legal Assistance

Assistance with finding an attorney
Lawyer Referral Service of Central Texas
www.austinlrs.com
Phone: 512-472-8303
Toll Free: 866-303-8303

Start Here



**Begin your
entrepreneurship
journey with a
phone call to BCL!**

**BCL of Texas
302 W. Hopkins St.
Suite 2
San Marcos, TX 78666
(512) 383-0027**

BCL of Texas supports Texans to acquire wealth-building assets, such as homeownership and entrepreneurship, with the financial tools and education necessary to build personal net worth. With an emphasis on diversity, equity, and inclusion, we serve communities of color, women, veterans, rural communities, and low and moderate income individuals, families, and small business owners. Learn more at bcloftexas.org.