

Starting a Business in Glynn County

A resource guide presented by:



Enterprise Glynn

A comprehensive survey and resources for small business in Glynn County
P.O. Box 684, Brunswick, GA 31521 Phone 912 265 4082 Fax 912 265 8181

In cooperation with:



WHAT IS AN ENTREPRENEUR?

- Someone who organizes and maintains a business venture
- Someone who takes on the risk and does what he/she wants in order to make a profit
- Someone who can coordinate the resources available to meet a need.

How can you become an entrepreneur? How can you start your own business? Enterprise Glynn, in cooperation with; Brunswick/Golden Isles Chamber of Commerce, Brunswick & Glynn County Development Authority, University of Georgia Small Business Development Center and the Brunswick Downtown Development Authority have designed this booklet to simplify your transition into the role of an entrepreneur.

Starting a Business in Glynn County will make establishing your own business easier by providing “one-stop shopping” for the information needed to begin. Enterprise Glynn is determined to promote economic development. We believe that economic development begins with you. By offering the proper tools, we can help build a strong economic foundation for you.

In order to receive the maximum benefits of the information contained in this booklet, we suggest you treat it as you would a workbook. Start at the beginning and work through to the end, making notes along the way.

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IS ENTREPRENEURSHIP FOR YOU?

There is no way to eliminate all of the risks associated with starting a small business. Improve your chances of success with good planning and preparation. A good starting place is to evaluate your strengths and weaknesses as the owner and manager of a small business. Carefully consider each of the following questions.

Are you a self-starter? It will be up to you – not someone else telling you to develop projects, organize your time and follow through on details.

How well do you get along with different personalities? Business owners need to develop working relationships with a variety of people including customers, vendors, staff, bankers and professionals such as attorneys, accountants or consultants. Can you deal with a demanding client, an unreliable vendor or cranky staff person in the best interest of your business?

How good are you at making decisions? Small business owners are required to make decisions constantly, often quickly, under pressure and independently.

Do you have the physical and emotional stamina to run a business? Business ownership can be challenging, fun and exciting, but it is also a lot of work. Can you face 12-hour days six or seven days a week?

How well do you plan and organize? Research indicates that many business failures could have been avoided through better planning. Good organization of financials, inventory, schedules and production can aid in avoiding many pitfalls.

Is your drive strong enough to maintain your motivation? Running a business can wear you down. Some business owners feel burned out by having to carry all the responsibility on their shoulders. Strong motivation can make the business succeed and will help you survive slowdowns as well as periods of burnout.

How will the business affect your family? The first few years of business startup can be hard on family life. The strain of an unsupportive spouse may be hard to balance against the demands of a business. There also may be financial difficulties until the business becomes profitable, which could take months or years. You may have to adjust to a lower standard of living or put family assets at risk.

Self-Biz Quiz

Are you the type of person who should open their won business? Take this short quiz and find out.

MOTIVATION	Disagree-----Strongly Agree
I constantly see business opportunities or ideas with potential commercial value.	1 2 3 4 5 6 7 8 9 10
I like growing or building businesses or taking ideas and making something of them.	1 2 3 4 5 6 7 8 9 10
I regularly come up with new ideas on doing things better or more efficiently.	1 2 3 4 5 6 7 8 9 10
I am able to find solutions to challenges and problems.	1 2 3 4 5 6 7 8 9 10
I am able to find the help, assistance and resources I need to be successful.	1 2 3 4 5 6 7 8 9 10
I am a dynamic person providing vision, hope and energy to those with whom I work and partner.	1 2 3 4 5 6 7 8 9 10
I am a hardworking person. I do what it takes to succeed	1 2 3 4 5 6 7 8 9 10
I am able to adapt to changes and surprises quickly and successfully.	1 2 3 4 5 6 7 8 9 10
I am able to successfully manage risk associated with creating and growing a business.	1 2 3 4 5 6 7 8 9 10
I thrive on learning. I am constantly seeking new information that can help me with my business.	1 2 3 4 5 6 7 8 9 10
I am motivated by success and driven to do well.	1 2 3 4 5 6 7 8 9 10
I believe in working with others who can help me make my dream a reality.	1 2 3 4 5 6 7 8 9 10

CAPACITY RELATED TO BUSINESS SKILLS <i>Consider yourself and other members of your management team.</i>	Disagree-----Strongly Agree
Ability to assess market opportunities.	1 2 3 4 5 6 7 8 9 10
Ability to develop products for services.	1 2 3 4 5 6 7 8 9 10
Ability to provide products or services.	1 2 3 4 5 6 7 8 9 10
Marketing and communications capacity.	1 2 3 4 5 6 7 8 9 10
Fiscal management.	1 2 3 4 5 6 7 8 9 10
Ability to acquire financial capital.	1 2 3 4 5 6 7 8 9 10
Personnel or team development management.	1 2 3 4 5 6 7 8 9 10
Ability to develop and sustain partnerships.	1 2 3 4 5 6 7 8 9 10
Quality Control.	1 2 3 4 5 6 7 8 9 10

CAPACITY TO NETWORK AND PARTNER	Disagree-----Strongly Agree
I am comfortable seeking information from others.	1 2 3 4 5 6 7 8 9 10
I regularly network to gain information for my business.	1 2 3 4 5 6 7 8 9 10
I have an extensive resource network I am constantly building.	1 2 3 4 5 6 7 8 9 10
I am comfortable with partnerships.	1 2 3 4 5 6 7 8 9 10
I have two or more partnerships associated with my business.	1 2 3 4 5 6 7 8 9 10
I have learned how to deal with the challenges of partnering.	1 2 3 4 5 6 7 8 9 10

SUPPORT FROM FAMILY AND COMMUNITY	Disagree-----Strongly Agree
I am challenged and happy in my work building a business.	1 2 3 4 5 6 7 8 9 10
There is good balance between my work and personal life.	1 2 3 4 5 6 7 8 9 10
Family and friends are supportive and encourage me.	1 2 3 4 5 6 7 8 9 10
My community is supportive of me and my undertaking.	1 2 3 4 5 6 7 8 9 10
My community is actively helping me build my business.	1 2 3 4 5 6 7 8 9 10

SCORE Self-Biz Quiz

Scoring

Question #	Total Points		Value factor	=	Points
1-2		X	1.0	=	
3-12		X	0.25	=	
13-21		X	0.25	=	
22-27		X	0.25	=	
28-32		X	0.25	=	
Total Points					

0-25 points Low potential
 26-50 points Some potential
 51-75 points Moderate potential
 76-100 points High potential

Source: Center for Rural Entrepreneurship

For more information on starting your own business, contact:

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Brunswick Downtown Development Authority
 PO Box 684
 1229 Newcastle St
 Brunswick, GA 31521
 P: 912-265-4032 F: 912-265-8181
 E-mail: mhill@cityofbrunswick-ga.gov
 Web: www.brunswickgeorgia.net

Woody Woodside
Brunswick Golden Isles Chamber of Commerce
 1505 Richmond St.
 Brunswick, GA 31520
 P: 912-265-0620 F: 912-265-0629
 E-mail: woodyw@bgicoc.com
 Web: www.brunswick-georgia.com/chamber

Chuck Scragg
Brunswick-Glynn County Economic Development Authority
 PO Box 1079
 1505 Richmond St.
 Brunswick, GA 31521
 P: 912-265-6629 F: 912-265-9460
 E-mail: cscragg@bwkeda.com
 Web: www.bwkeda.com

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University of Georgia – Small Business Development Center
501 Gloucester St. Suite 200
Brunswick, GA 31250
E-mail: dlewis@sfdc.uga.edu
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ONE YEAR CHECKLIST FOR ETREPRENEURS

Starting your own business is not something to be rushed into. Careful, advanced planning can ensure the success of your venture. Below is a suggested one-year plan.

ONE YEAR BEFORE START-UP

- Define your ideas in writing. Determine exactly where you want to go.
- Decide what business you want to start. Be specific in your business definition.
- Access the impact on your family and personal life. How will this affect your relationships? Will your family support the use of finances and time?
- Begin research. You must determine if there is a need for your product. This research can be performed by students, professionals or on your own.
- Build your skills by taking management/business courses. Contact DDA, SBDC or CGCC about continuing education courses.
- Contact the SBDC for assistance in writing a business plan.
- Contact GA DOL for information on educational seminars on labor/safety issues.

SIX MONTHS BEFORE START-UP

- Determine the focus of your business. What do you want to specialize in? It is easier to excel at one area than at many.
- Start writing your business plan.
- Define your target markets. Who is you intended clientele? Who should you aim your advertising towards?
- Research business and trade organizations. Most areas of business have agencies and organizations set up to facilitate businesses. Take advantage of what these groups have to offer.
- Seek the best location for your business. Do you need little or lots of space? Would your business be better suited downtown or in a rural part of the county? Is a storefront location needed or can you locate in a second story office of off the main street? Location can make or break a business. Conduct the search on your own or contact a real estate agent.

FOUR MONTHS BEFORE START-UP

- Name your business. Be careful in deciding on a name and be aware that someone may already be using the name. Have a few back-up ideas. You can check to see if a name is being used by contacting the Georgia Secretary of State's office.
- Select a business location. After seeking out several possible locations, now is the time to choose one. Make sure the location you choose is within your budget.
- Select outside advisors. This will be a very hectic time. It will be beneficial to have people on whom you can call to listen to your ideas, problems and plans. These people will provide you with guidance, constructive criticism and feedback. They should be people experienced and knowledgeable in business.
- Set up a network of mentors. Select people who can help you by giving you insight and ideas.

- Choose your business' legal form. Will you be a partnership, sole proprietorship or corporation? Legal form should be chosen very carefully as it can impact your business in many ways.
- Set up bookkeeping, accounting and office systems. How are you going to operate your office? If you are going to keep your own books, then you need to learn or refresh your skills. Are you going to hire a bookkeeper/bookkeeping firm?
- Seek outside demographic information. Gather secondary information.
- Work on your business plan.

THREE MONTHS BEFORE START-UP

- Determine your cash needs. How much money do you need to start up? What will your monthly variable and fixed costs? What is your break-even point? These are all questions that must be answered. You must estimate your cash flow.
- Review preliminary financial objectives. How much profit is expected? Are you planning on making investments? What is intended cash flow?
- Decide on pricing strategy. After determining variable and fixed costs, decide what your markup rate will be. Consider demand and competitive factors in setting your price.
- Forecast sales. Contact the SBDC or others in your field to help you forecast accurately.
- Determine your company's needs. How many people do you need on your staff? This is important to decide as it affects your requirements for insurance, etc.
- Project your cash flow. Write out an estimated statement of revenues and expenditures. This statement should cover one calendar year. Also, project your net cash flow for the entire year.
- Work on your business plan.

TWO MONTHS BEFORE START-UP

- Prepare your marketing plan. How are you going to market your product? Are you going to use publicity? Are you going to use paid advertisement? You must decide how you will go about introducing your business to the public.
- Get your business license. (see occupational tax)
- Review non-financial objectives (image, legal questions). How do you want the public to see your business? Are you a family establishment or geared more toward adults? What form is your business taking? Do you have all legal documents needed?
- Prepare a preliminary balance sheet. Contact SBDC for assistance.
- Secure necessary financing. Whether through a private lender or through other resources, you must obtain the necessary amount of start-up capital.
- Secure insurance coverage if applicable. (see Labor/Safety).
- Determine advertising, promotion and public relations strategies.
- Order opening inventories. Talk to your suppliers for estimated opening needs.
- Complete improvement of your facility.
- Start your hiring process (see Labor/Safety).
- Refine your business plan.

ONE MONTH BEFORE START-UP

- Fine-tune your cash flow budget.
- Prepare for your grand opening. The Brunswick-Golden Isles Chamber of Commerce can be of assistance in planning your event. Be creative and practical. Consider a “soft” opening 1-2 weeks before the grand opening.
- Set up your office, display areas, etc. Have everything exactly as you want it. The last few days before opening are not the time to do this. The look of your store or office sets the tone for your business. You should put thought and time into it.
- Review your final checklist.
- Hire your staff (see Labor/Safety).
- Make sure everything works. It is better to find out that your equipment does not work in advance. In that case, you can make any necessary repairs and be ready to open the doors on time.
- Implement marketing, promotion and opening plans. This will be a good time to start advertising in local newspapers, radio and television if your budget permits. Remember; word of mouth is your most powerful publicity! It’s also the least expensive. Spread the word.

START-UP AND AFTER

- Budget your time. As a new business owner, your time will be precious. Schedule your time wisely. It is important to get the maximum out of the time you have available. You must consider reading some time management materials or speaking with someone who you think manages time wisely.
- Continuously update your product/service. What is good about your product? Make it better. What doesn’t work with your product? Eliminate the problem as much as possible. If people patronize your business for the original product, and improved product can only increase that.
- LISTEN to your customers, advisors and vendors. The customers are your cash flow. It is important to gather their opinions and put them to use. Their ideas can be helpful in updating your product. LISTEN to your advisors, you asked them to advise you for a reason. Let them guide you. LISTEN to your vendors. They have been in business much longer than you. They can possibly provide you with money saving or moneymaking ideas.
- Check cash flow budget against actual performance.
- Maintain good communication with your bankers and vendors. By keeping the lines of communication open, you are helping yourself. Should you need their help in the future, you are more likely to receive it.
- Continue to improve the “Five C’s” of credit – Character, Collateral, Capacity, Capital and Condition.
- Work with investors. Make sure you are in contact with them. Make sure that you understand the conditions of your repayment. When are payments due? Make sure you fulfill all obligations to investors. You may need to call them again someday.
- Check cost of living budget. If you are drawing money from the company for living expenses, be sure to take only what is necessary. Stick tightly to your budget.

BUSINESS PLAN

A business plan precisely defines your business, identifies your goals and serves as your firm's resume. The basic components include a current and pro forma balance sheet, an income statement and a cash flow analysis. It helps you allocate resources properly, handle unforeseen complications and make good business decisions. Because it provides specific and organized information about your company and how you will repay borrowed money, a good business plan is a crucial part of any loan application. Additionally, it informs sales personnel, suppliers and others about your operations and goals.

The following outline of a typical business plan can serve as a guide. You can adapt it to your specific business. Breaking down the plan into several components helps make drafting it a more manageable task.

INTRODUCTION

- Give a detailed description of the business and its goals.
- Discuss the ownership of the business and the legal structure.
- List the skills and experience you bring to the business.
- Discuss the advantages you and your business have over your competitors.

MARKETING

- Discuss the products/services offered.
- Identify the customer demand for your product/service.
- Identify your market, its size and locations.
- Explain how your product/service will be advertised and marketed.
- Explain the pricing Strategy.

FINANCIAL MANAGEMENT

- Explain your source and the amount of initial equity capital.
- Develop a monthly operating budget for the first year.
- Develop an expected return on investment and monthly cash flow for the first year.
- Provide projected income statements and balance sheets for a two-year period.
- Discuss your breakeven point.
- Explain your personal balance sheet and method of compensation.
- Discuss who will maintain your accounting records and how they will be kept.
- Provide "what if" statements that address alternative approaches to any problem that may develop.

OPERATIONS

- Explain how the business will be managed on a day-to-day basis.
- Discuss hiring and personnel procedures. Discuss insurance, lease or rent agreements and issues pertinent to your business.
- Account for the equipment necessary to produce your product or service.
- Account for production and delivery of products and services.

CONCLUDING STATEMENT

- Summarize your business goals and objectives and express your commitment to the success of your business.
- Once you have completed your business plan, review it with a friend or business.
- When you feel comfortable with the content and structure, make an appointment to review and discuss it with your lender. The business plan is a flexible document that should change as your business grows.

FEASIBILITY AND MARKETING STRATEGY

Is your business idea feasible?

Answer the following questions regarding your idea. Give complete, well thought out answers. If you are unsure about or answer no to any of the following questions, then you should rethink your idea.

- What type of business do you plan to start?
- What kind of product/service do you plan to offer?
- Will your product/service satisfy a need yet unfilled?
- Will your product/service have a competitive edge based on price, location, quality or selection?

Researching your markets

It is recommended that you research your potential market demand for your product or service. First, determine what questions you need answered. The following are ideas on where to find the information you need:

Primary Data:

- Your experience
- Experiences of people you know
- Survey potential customers to determine their wants/needs. Observe similar businesses
- Interview these business's owners
- Interview suppliers, vendors, bankers

Secondary Data:

- Visit your public library
- Contact trade associations (trade shows and trade journals)
- Contact the SBDC, VTC, VSU, EDA and Chamber of Commerce. See the Resource Directory for contact information
- Use various search engines on the Internet

Marketing your business

In order to properly market your product, you need to answer the following questions. This information can be used to help you develop your marketing plan. Contact SBDC for more information on constructing this plan.

- Who are my customers? (This determines your target market.)
- Where are they?
- How many are there? (This indicates your market size.)
- What are their needs?
- Who are your competitors?
- How does my competition do it? (One method of marketing/dealing with competition is the end-run strategy. In this strategy you adopt your competitors' strategy with the intention of making it better.)

- How can I reach them? (The distribution of your product is very important. Where your product is located can affect how well it sells.)
- How much will they pay? (The pricing of your product is also very important. You must take into consideration what your competitors charge.)
- What are the market trends? (What are people buying? It is important to be aware of market trends. This relates back to knowing your customer's needs. Try to distinguish between trends and fads.)
- What are the technological trends? (One obvious answer to this question is the Internet. Will you be using technology? How can it be used to help your business? Do you need to advertise on the Internet? Do you need a network of computers for your business? If you are in a business related to technology, it is imperative that you stay abreast of any changes.)

Determining Cash Needed to Start a Business

	Estimate of monthly expenses based on projected sales of \$____ per year	Estimate of cash needs to start (col. 1 x non-profit months)
Salary of owner/manager		
All other salaries/wages		
Rent (building/equipment)		
Advertising		
Office Expenses		
Supplies		
Telephone & Fax		
Other utilities		
Insurance		
Taxes, including Social Security		
Maintenance/Repairs		
Legal/Professional Fees		
Loan Payments		
Miscellaneous		
Subtotal:		
One-Time Start-Up Costs		
Fixtures and equipment (get estimates from suppliers)		
Decorating and remodeling (get estimates from contractors)		
Installation of fixtures/equipment (get estimates from suppliers)		
Starting inventory (vendors can advise as to amounts and costs)		
Deposit of utilities (contact providers for estimates)		
Legal/professional fees (get estimates from attorney/CPA, etc.)		
Licenses & permits (contact government offices for amounts)		
Advertising and promotions for opening (get estimates from media)		
Other (make additional list if necessary)		
TOTAL ESTIMATE OF CASH NEEDED FOR START-UP:		

Demographic Information

A variety of free demographic information is available on the Internet or through the local Chamber of Commerce office. This information breaks down population by different categories, such as age, sex, race, income and education. It can be used to identify the number of people who may use your business or services.

Franchise Information

There are a number of aspects to the franchising method that appeal to prospective business owners. For example, easy access to an established product and a proven method of operating a business reduces the many risks of opening a business. In fact, U.S. Small Business Administration and U.S. Department of Commerce statistics show a significantly lower failure rate for franchised businesses than for other business start-ups. The franchisee purchases not only a trademark, but also the experience and expertise of the franchiser's organization.

Frannet

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Procurement – Doing Business with the Government

Through the Governor's Small Business center, learn how to become a registered vendor with the State of Georgia and its many agencies. Visit the Governor's Small Business Center website for more information, a list of current bid opportunities and to register online.

Governor's Small Business Center: www.doas.state.ga.us

Legal aspects of starting a business

Deciding what form of legal entity your business will take is an important decision. This will have an impact on the future of your business including your protection under the law, and the rules and regulations (for example: federal and state taxes) that will apply to you.

It is recommended that before you enter into any of these four forms of business, that you contact an attorney, CPA or other qualified individual. Speaking with someone informed about the legal entities of business will reduce the risk of mistakes in the business setup. You can probably do the necessary paperwork and procedures yourself, but it makes sense to leave it up to the professionals. Also, contact the Small Business Development Center (SBDC) at 245-3738 for more information.

THERE ARE FOUR BASIC FORMS THAT A NEW BUSINESS CAN TAKE:

- Sole proprietorship
- Partnership (General or Limited)
- Corporation (C or S)
- Limited Liability Company

A **sole proprietorship** is usually owned and operated by one person. Under the law, it is not actually considered a legal entity. It is instead considered an extension of the person who owns the business. This individual has sole ownership of assets, but is also solely liable for the debts of the business.

A **partnership** can be formed in two ways. A general partnership is comprised of two or more individuals who join to start a business. Each person has proportional ownership of the business assets and proportional liability for business debts. Each person also has authority in running this business. A partnership agreement can be drawn up to alter each person's particular liability. However, despite this document, creditors may collect from each and every member of the partnership (this may include personal assets.)

A **limited partnership** is made up of one or more general partners as well as one or more limited partners. Limited partners contribute capital and share in profits/losses. These limited partners, however, take no part in the running of the business and are not held liable for the organization's debts.

Whether taking part in a general or limited partnership, it is advisable that you draw up a partnership agreement. This document will detail each partner's rights and responsibilities. Partnerships are required to file both federal and state income tax. While the partnership is not typically taxed, each partner reflects charges for the partnership on his/her personal tax returns.

A **corporation** is an entity, which must be approved by the state of Georgia through the Office of the Secretary of State. A corporation must file federal, state and local taxes on its operations. One advantage to a corporation is the protection from liability afforded to shareholders. However, when an organization is small, creditors may require personal guarantees of the predominate owners. Another advantage to the corporation is the ease of raising capital through the sale of common or preferred stock. A disadvantage of the corporation is that the organization's income will essentially be taxed twice (once for the business and again on the shareholders personal income tax after collecting dividends.) There are two types of corporations: C and S.

The C corporations have their own tax identification numbers and pay their own taxes. The S corporation is the opposite. It is not taxed as if it is a corporation at all. Instead, it is taxed similarly to a partnership. Its gains and losses are reflected on the personal income tax of the shareholder. The S corporation does not provide protection from liability to its shareholders. (The distinctions between C and S corporations can be complicated. It is very important that you consult with someone who is knowledgeable on the subject before making a decision.)

In order to incorporate your business, contact the Office of the Secretary of State. You will then reserve your corporation name. The incorporation process must be completed within 90 days. The Office of the Secretary of State will instruct you in the completion of all documents needed. You will be required to pay an incorporation fee each April 1.

Office of the Secretary of State

315 W Tower
2 Martin Luther King Dr
Atlanta, GA 30334
404-656-2817
www.sos.state.ga.us

Office of the Secretary of State

238 E Second St
Tifton, GA 31794
229-391-3732

This incorporation process includes publishing your intent to incorporate in the local newspaper's legal publication. The charge for this service is \$40. The legal organ for Glynn County is the Brunswick News. To publish your intent to incorporate, contact:

The Brunswick News

3011 Altama Ave
Brunswick, GA 31520
912-265-8320

An attorney can usually perform the necessary procedures for you for several hundred dollars. How much it will cost depends on the attorney and your business.

The **Limited Liability Company (LLC)** is one owned by two or more persons known as members. It is a mixture of other forms of organizations. This form combines some of the partnership, corporation and S corporation's best features. Similar to a corporation, you must reserve a name and file the articles of incorporation. You and your fellow members should write an operation agreement to control the conduct of the business.

An LLC shields the personal assets of members as if they were shareholders in a corporation. It also eliminates double taxation. Because an LLC is a somewhat new organizational form, it is unclear how the partnership tax rules will apply. You may not be able to conduct interstate trade as and LLC. Many state and foreign governments have not yet approved this form. In addition, and LLC may not have a perpetual life. While this form of organization is gaining popularity, you must take great care in the establishment of an LLC to insure pass-through tax treatment.

Licensing and permit information

Business License (also called an Occupational Tax)

If you plan to operate a business in the state of Georgia, you must obtain a city or county business license. In some cases, such as home-based businesses and some county areas outside the incorporated city limits, no license is needed. You should discuss the details of your situation with the licensing department. The fee for a license is contingent on the location, type and size of your business. In the City of Brunswick, the tax is based on the number of employees and starts

at \$80. Please keep in mind that the occupational tax license fee is not concrete. It is completely dependent on what business you will be in and where your business will be located. If you require a City license, you do not need a County license and vice-versa.

If your business will be located within the Brunswick city limits:

City of Brunswick Business License Department
Customs House / City Hall
PO Box 550
601 Gloucester St
Brunswick, GA 31521
912-267-5515

If your business will be located outside the city limits:

Glynn County Occupational Tax Office
1725 Reynolds St (Courthouse Annex)
Brunswick, GA 31520
912-554-7122

Zoning

Once you have chosen a tentative location for your business, contact the planning department to determine the permitted uses of that location. There might be special restrictions on that area.

DO NOT INVEST ANY MONEY IN A LOCATION UNTIL ZONING HAS BEEN THOROUGHLY RESEARCHED!

The Planning department can help determine if your location and type of business are in compliance with ordinances. You will be interviewed about your business to determine if the business complies/can be adapted to comply with the following:

- Current zoning classification
- Building setbacks
- Off-street parking availability and service entrance requirements
- Buffer yards or required screening
- Minimum lot area
- Signage regulations

Note: Businesses located in the “Old Town Brunswick National Register District” (including Downtown Brunswick) must gain additional approval for their signs in one of two ways: Applying for a Façade Grant from the Brunswick DDA or applying for a Certificate of Appropriateness from the Brunswick Historic Preservation Board. DDA staff can assist you with any questions.

If you plans do not/cannot meet these specifications, you can discuss options with the planning office. If you find the current zoning classification of your potential location does not allow for your business, you may file an appeal for rezoning. In order to file this appeal, contact the appropriate Planning Department listed below.

For businesses located within the City Limits:

Arne Glaeser
City Planner
City Hall Annex
PO Box 550
503 Mansfield St
Brunswick, GA 31521
912-267-5502
www.brunswickga.org

For business located outside the City Limits:

Community Development Department
Glynn County
1725 Reynolds St, Suite 200
Brunswick, GA 31520
912-554-7428
www.glynncounty.org

Building Construction/Renovation/Occupancy

A building permit must be obtained for both new construction and renovation of and additions to existing buildings. Before you may construct a new facility or renovate an existing one, you must have this permit. Once you have obtained a building permit, complied with the regulations pertaining to the area you are in, and construction is complete, your facility will be inspected. You will then apply for a Certificate of Occupancy. Without this certification, it is illegal for your business to reside in the facility.

For businesses located within the City Limits:

City of Brunswick Building Inspector
City Hall Annex
503 Mansfield St
PO Box 550
Brunswick, GA 31521
912-267-5519
www.brunswickga.org

City of Brunswick Fire Marshall
1201 Gloucester St
Brunswick, GA 31520
912-267-5546

For businesses located outside the City Limits:

Glynn county Building Inspector
1725 Reynolds St. Suite 200
Brunswick, GA 31520
912-554-7456
www.glynncounty.org

Health Permits

If your business is to involve food processing, handling, storage or distribution, you must obtain permits from the Glynn County Health Department, which handles the permits for the entire county and city. You may also be required to have an inspection by the Department of Agriculture if you pre-package food for sale off premises. If you are unsure if your business needs a permit or which permit is appropriate, contact the Health Department.

Glynn County Health Department

1725 Reynolds St, Ste. 105
Brunswick, GA 31520
912-279-2940
www.glynncounty.org

Trade Name Registration

In the State of Georgia, every person, firm or partnership that conducts business has two options regarding trade name registration: 1) The business name must include the last name of the individual owner of the business. 2) If using a fictitious name (one not including the last name of the individual owner), the fictitious name must be registered in the office of the clerk of the Superior Court of the county where the business is located. A corporation or limited liability company will not need to file this registration, as it will already be registered with the office of the Secretary of State. The fee for trade name registration is \$27.

The Clerk's office will provide any paperwork that needs to be completed. Similar to publishing your intent to incorporate a business, you must publish a notice of your trade name registration in the newspaper. You must also file the required affidavit. Notice of the filing of the trade name registration must be published once a week for two weeks in the legal section of the publication. There is a charge of \$10 / 100 words per insertion. In order to run your legal advertisement, contact:

The Brunswick News
3011 Altama Ave
Brunswick, GA 31520
912-265-8320

Failure to register a trade name will not nullify contracts signed by the unregistered entity. The court, however, is authorized to assess court costs against the parties who have failed to register the trade name or partnership name at the time an action is filed. Thus the trade name registration prevents a company from having to pay all court costs in an action by or against a company. If you have a question as to whether your business needs to register a trade name, contact the Clerk's office.

To file your trade name registration, contact:

Clerk of Superior Court
Glynn County Courthouse
1725 Reynolds St
Brunswick, GA 31520
912-554-7272

Federal Licensing

Most new small businesses most likely will not require any type of federal licensing to conduct business, unless you will be engaged in one of the following activities:

- Rendering investment advice
- Making alcohol products
- Making tobacco products
- Preparing meat products
- Making or dealing in firearms

You would need a federal permit also to start large operations such as a television station, radio station, common carrier of producer of drugs or biological products. The aforementioned businesses are all heavily governmentally regulated. For information on federal licensing for these types of businesses, contact:

US Department of Alcohol, Tobacco & Firearms

2600 Century Pkwy, Suite 3430
Atlanta, GA 30345
404-679-5130

US Food & Drug Administration

60 Eighth St
Atlanta, GA 30309
404-253-1169

US Federal Communication Commission

3575 Kroger BL
Atlanta, GA 30096
888-225-5322

State Licensing

Many licensing regulations should be considered when establishing a business or practicing certain regulated occupations in Georgia. Contact the Secretary of State's office for a listing of all occupations that require state licensing.

State Board of Accounting

Certified Public Accountant
Registered Public Accountant
Foreign Accountant
Accounting Firms

State Board of Architects

Architects
Interior Designers

Marriage Therapists
Professional Counselor
Associate Prof. Counselor
Master Social Worker
Clinical Social Worker
Marriage & Family Therapist
Assoc. Marriage & Fam. Therapist

Composite State Board of Medical Examiners

Acupuncture
Paramedic
Cardiac Technician Teacher
(MD & OO)
Osteopath Respiratory Therapist

Before applying, you would be well advised to check the current licensing regulations through the office of the secretary of State, the county and the city. For information, contact:

Georgia Secretary of State

Licensing Boards Division
166 Pryor St SW
Atlanta, GA 30303

404-656-3900
www.sos.state.ga.us

**The Office of the Secretary of State offers a timesaving booklet entitled “Consolidated Registration Information for Business.” This book is more familiarly known as the BLUE BOOK. This packet includes request forms for governmental departments and agencies that will be instrumental in starting your business. In addition, this book contains important phone numbers, addresses and internet addresses of offices and departments essential to your business., See the Resource Directory (Section IX) for the list of forms include in this booklet.

Taxes

State of Georgia

Sales & Use Taxes

Every business that sells tangible personal property, such as merchandise, to customers is required to obtain a seller’s permit. This is issued from the Department of Revenue. (There are some businesses, however, that are exempt from this requirement.) Typically, a separate permit must be obtained for every business in which property subject to sales tax is sold. If selling to a retailer, wholesalers and manufacturers usually do not have to collect sales tax on the goods they sell. This, however, is contingent on whether the retailer has a valid seller’s permit and can provide you with a “resale certificate.”

Similarly, retailers are not required to pay sales tax on items you purchase for resale. You may purchase blank resale certificates at office supply stores. If state law requires that your business collect sales and use tax, you must keep detailed records of your gross receipts from sales/rentals. These records must include all sales/rentals whether or not you believe them to be taxable. Your records must also include evidence of all deductions you claim on sales/use tax returns. In addition, you must record the total purchase price of all tangible personal property acquired for sale, lease or consumption.

Sales tax forms must be filed monthly or quarterly. The taxes must also be paid on the same schedule. You can register via the internet at: www.georgiabusinessregistration.com.

Georgia Department of Revenue

PO Box 943
Douglas, GA 31543
912-389-4094
www.gatax.org

State Excise Taxes

In addition to federal excise tax, you may be responsible for collecting state excise tax as well. The categories are comparable to the federal categories. Alcoholic beverages, tobacco products, motor carriers and trucks with more than two axles are included in the taxed categories. You should contact the Georgia Department of Revenue for complete information.

Georgia Department of Revenue

PO Box 943
Douglas, GA 31543
912-389-4094
www.gatax.org

Estimated State Income Taxes

The State of Georgia also requires that you pay estimated state income taxes. The payment dates for estimated state tax are the same as those for federal payments (see Section K, Federal Income Taxes). The form 500ES should be completed for sole proprietorships or partnerships. A 9% per year penalty can be imposed for failure to file an estimated return or failure to pay the correct amount of tax.

Federal Taxes

Federal Excise Taxes

There are some forms of business on which the U.S. Government requires additional taxation. This will be a tax that you are responsible for collecting. This tax does not come out of your pocket. Typically, it is added to the sale price of your product or service. Form 720, Quarterly Federal Excise Tax Return is used to file most federal excise taxes. Federal excise taxes can be broken into nine general categories of products and services. They are:

1. Motor vehicle use tax (vehicles greater than 55,000 lbs. gross weight)
2. Retailers tax (certain types of fuels)
3. Retail excise tax on the sales of the following: heavy trucks/trailers, tires and tubes, recreation equipment (e.g. fishing/hunting supplies), firearms and ammunition.
4. Air transportation tax (if you are transporting people by air, you have to collect this tax.)
5. Communications taxes (e.g. on telephone or teletype services)
6. Wagering taxes
7. Taxes on U.S. mined coal
8. Environmental taxes (imposed on petroleum products, various chemicals and hazardous wastes)
9. Alcohol, firearms, ammunition and tobacco taxes

Be sure to contact the IRS for complete information on federal excise taxes.

Internal Revenue Service

Taxpayer Educational Services Division
401 W Peachtree St, NW
Atlanta, GA 30308
404-522-0050
www.irs.gov

Federal Income Taxes

The amount and way you will pay federal income taxes will be dependent on the legal form in which your business is organized.

For a sole proprietor or a member of a partnership:

In either of these arrangements, you will be required to make estimated federal income tax payments and federal self-employment tax payments in advance. These individual payments are due in four installments. These payment deadlines are: April 15, June 15, September 15 and January 15 for one whose tax year is the calendar year. Any amount left unpaid will be due April 15 of the following year. The form 1040-ES is used to file these taxes. 90% of your estimated tax must be paid during the course of the year.

For a corporation:

The corporation is responsible for paying estimated corporate taxes if it has taxable income. These taxes can be due as soon as the fourth month of the corporation's first tax year. The proper form for filing these taxes is the form 1120W. You must deposit these payments in a bank licensed to accept federal tax payments. The corporation will be issued a coupon book. These coupons will carry the corporation's tax ID number and are to be used with all federal tax payment deposits.

All forms necessary to file any of the estimated taxes mentioned above are available at your local IRS office. A coupon book will be mailed to you upon receipt of your form SS-4 (the form filed requesting a tax ID number.)

Internal Revenue Service

Taxpayer Educational Services Division
401 W Peachtree St NW
Atlanta, GA 30308
404-522-0050
www.irs.gov

Employer Taxes

These are taxes that as an employer you are responsible for both withholding from employee wages as well as paying yourself. For more complete information on employer taxes, see Labor and Safety Regulation Information in Section IV.

Federal Tax Identification Numbers

Your federal tax identification number is the number used to file your taxes. It acts in a similar capacity to your social security on your personal income taxes. In fact, if you are a sole proprietorship you will probably use your social security number. In partnerships and corporations you will need a Federal Tax ID number. To determine whether you need a Tax ID number, contact the Internal Revenue Service. There is a form in the BLUE BOOK (see Section G- State Licensing above) that you may fill out and mail in for more information.

Utilities

Establishing Water, Sewer and Garbage Service

Water service in the City of Brunswick and unincorporated areas of Glynn County is provided by the Brunswick-Glynn County Joint Water & Sewer Commission. To establish service, contact the JWSC Customer Service department. You will be required to sign a service contract and pay a deposit.

To establish garbage service in a location within the City limits of Brunswick, contact the City of Brunswick Customer Service Department. You will be required to sign a service contract and pay a deposit. This deposit is refundable at the closing of your final bill. To sign up, you must present a copy of your lease agreement or closing statement and driver's license or valid GA ID.

Garbage service in areas outside the City limits is billed on property taxes. If you have questions regarding service in unincorporated Glynn County, contact the Customer Service Department.

Brunswick-Glynn County Joint Water & Sewer Commission

Customer Service
700 Gloucester Street
Brunswick, GA 31520
912-261-7100

City of Brunswick Garbage

Customer Service
Customs House / City Hall
601 Gloucester Street
Brunswick, GA 31520
912-267-5511

Glynn County Garbage

Customer Service
Harold Pate Building
1725 Reynolds Street
Brunswick, GA 31520
912-554-7111

Establishing Electrical Service

Brunswick and Glynn County are served by Georgia Power Company. Call 1-888-660-5890 or visit their website: www.southernco.com/gapower.

Establishing Natural Gas Service

Brunswick and Glynn County are served by multiple suppliers. You will need to choose a supplier. The meters and service are handled by Atlanta Gas Light Company. For a current list of suppliers, see the yellow pages section of your phone book under the heading “Gas-Natural” or visit the Georgia Public Service Commission web site at: www.psc.state.ga.us, click on “Gas.”

Establishing Telephone Services

AT&T provides landline telephone service for businesses in Glynn County and the City of Brunswick. To establish phone service, call AT&T at 1-866-620-6000 or visit www.att.com. Wireless and internet telephone services are provided by other companies.

Labor and Safety Regulation Information

Educating Yourself on Labor/Safety Issues

The Georgia Department of Labor (GDoL) is available to provide consultation to new businesses in the state. The local and state departments offer educational seminars and presentations throughout the year. These classes cover a wide range of labor-related topics such as labor laws, labor issues, prevailing wages, unemployment insurance, benefits and employment services. It would be advisable to contact the local office regarding these classes. These seminars are intended to provide you will have all the information you need to prepare you for the employment aspects of running a business. You should begin these classes up to one year before your intended start-up. At these seminars you will be provided with a section of the instructional workbook. After attending a certain number of these seminars, you will have the entire workbook. The GDoL can help walk you through all of your employment and labor problems.

Georgia Department of Labor

2517 Tara Lane
Brunswick, GA 31520
912-264-7244

OSHA

The issuing and enforcing of occupational and safety health regulations is handled by the U.S. Department of Labor. The Occupational Safety and Health Administration (OSHA) is the federal agency that administers these policies. The requirements put forth by OSHA include posting notices to employees and maintaining accurate records of employee injuries. OSHA will provide you with information on all requirements as well as related publications. OSHA policies and regulations must be posted in the workspace where all employees may see.

In addition to OSHA, the U.S. Government also supports the Employment Standard Administration, Mine Safety and Health Administration, Veterans Employment and Training Service and the Pension and Welfare Benefits Administration. Each of these departments is designed to protect both the employer and employee. Similar to OSHA, each issues and enforces a unique set of requirements and regulations.

OSHA

U.S. Department of Labor
1375 Peachtree St. NE, Suite 587
Atlanta, GA 30303
404-374-3573
www.osha.gov

Employer Tax Responsibilities

Income Taxes

Businesses with employees must pay employer taxes and withhold employee taxes for both the state and federal governments. These should be deposited in any Federal Reserve Bank. You will be given a coupon book to accompany your deposits. These deposits are required monthly or quarterly. The Georgia and U.S. Departments of Revenue will determine your time of payment. You will be required to withhold Social Security and Medicare taxes. In addition to this withholding, the employer must pay a matching amount. You should consult the current year tax calendar for present percentages.

Georgia Department of Revenue

PO Box 943
Douglas, GA 31543
912-389-4094
www.gatax.org

Internal Revenue Service

Taxpayer Educational Services Division
401 W Peachtree St NW
Atlanta, GA 30308
404-522-0050
www.irs.gov

Georgia Department of Labor

2517 Tara Lane
Brunswick, GA 31520
912-264-7244
www.dol.state.ga.us

Unemployment Insurance Taxes

Federal Unemployment Insurance Tax is the employer's responsibility. This is not withheld from employee wages. Consult the Employer's Tax Guide for more information on the various taxes that you will be required to pay. The Employer's Tax Guide is a booklet designed to help you with all aspects of taxation. Contact the Georgia and U.S. Departments of Labor and Revenue to receive the Employer's Tax Guide and other relevant information. See contact information above.

If you are a sole proprietor, you are not required to pay withholding. You are, however, required to pay self-employment tax. Contact the Internal Revenue Service for complete details.

Georgia New Hire Program

Georgia Statute 19-11-9.2 and the Personal Responsibility and Work Opportunity Reconciliation Act (PRWORA) of 1996, 42 U.S.C. 653A, requires all employers to report newly hired and re-hired employees to a state directory within 10 days of their hire date.

Employers are required to report the following employees:

- *New employees*: Employers must report all employees who reside or work in the State of Georgia to whom the employer anticipates paying earnings. Employees should be reported even if they work only one day and are terminated (prior to the employer fulfilling the new hire reporting requirement).
- *Re-hires or Re-called employees*: Employers must report rehires, or employees who return to work after being laid off, furloughed, separated, granted a leave without pay, or terminated from employment. Employers must also report any employee who remains on the payroll during a break in service or gap in pay, and then returns to work. This includes teachers, substitutes, seasonal workers, etc.
- *Temporary employees*: Temporary agencies are responsible for reporting any employee who they hire to report for an assignment. Employees need to be reported only once; they do not need to be re-reported each time they report to a new client. They do need to be reported as a rehire if the worker has a break in service or gap in wages from your company.

For More Information visit www.newhirereporting.com

Workers' Compensation Insurance

Workers' Compensation Insurance is required for any business with more than three employees. The rates vary with the business type and the risk level. For more information, contact the State Board of Workers' Compensation.

State Board of Workers' Compensation

404-656-3875

www.state.ga.us/sbwc/

Your business can become eligible for up to a 10% discount on your Workers' Compensation Insurance Premiums. This is possible through the DRUGS DON'T WORK program. Contact the Georgia Chamber of Commerce for more information.

Georgia Chamber of Commerce

Drugs Don't Work in Georgia

Chuck Wade, Director

404-223-2277

www.gachamber.com/affiliates/drugs

Application, Hiring and Termination Process

There are basic ground rules for hiring and firing employees. There are legal requirements to acquiring or terminating employees. If handled incorrectly, personnel issues can result in legal

problems. These legal problems can be large enough to close your business. It is important to make sure all your bases are covered. In addition to the do's & don'ts listed below, contact the GA Department of Labor for more on correct hiring and firing policies.

Application and Hiring

Don't

- *Ask Obvious questions.* Do not ask questions regarding sex, age, race, etc. or anything related to these areas. These are sensitive areas and cannot be used as discriminating factors. Some applicants may believe that all gathered information is used. It is for this reason that you should not ask these questions. It is best to avoid these topics so as to eliminate all possibility of legal problems.
- *Write on the job application form.* Any notes taken during interviews should be made on photocopies or other paper. This allows you to preserve the original application without marring it for your permanent records.

Do

- *Limit your interview questions to job duties.* There is no reason to ask questions that do not apply to the responsibilities of the position. You may ask if an applicant has any barriers to completing the duties. Do not ask questions such as "Do you have children?" or "Are you married?" Small talk is acceptable if the interviewer is careful. Do not venture into conversation that might produce seemingly discriminatory information.
- *Make sure all company procedures follow employment statutes.* Have your advisors or attorney review your system for application, hiring and termination before you begin hiring and periodically thereafter.
- *EDUCATE YOURSELF!* The best way to prevent problems is to be familiar with the law. When you are in doubt about any issue concerning labor or safety, contact the GA Department of Labor. See the Resource Directory for contact information.

Termination process

Do

- *Review company policies.* If you have not yet developed company policies regarding application, hiring and termination, call the GA DoL. Make a checklist of your procedures. Make sure that you have followed the rules in the firing process. If you have not completed your checklist, **YOU SHOULD NOT TERMINATE THE EMPLOYEE YET.** Take care to finish all steps in the process to alleviate any questions and possible legal repercussions.
- *Have a stated code of expected employee behavior.* Many employers face problems due to unclear expectations of conduct. It is easier to prove reasons for termination if such a code is in place. This documentation will be helpful if you are faced with paying restitution because it will show that you had sufficient cause to terminate the employee.

- *Conduct an exit interview.* This allows you to tie up any loose ends. Final paychecks can be issued, and company property (keys, paperwork, files, etc.) can be returned. Ask the employee what he/she liked or disliked about your company. Ask for feedback on aspects of your company of which this person has knowledge. This person might be a bit more forthcoming with problems or constructive criticisms than someone that still works there.
- *Keep termination of an employee between you (management) and the employee.* The fired employee should not be discussed with other employees. Privacy can help you avoid harsh feelings and legal repercussions.
- *Have employees sign a release.* If you are offering the fired employee severance pay or anything of value, have him/her sign a release of liability to the company. This may protect you in case of legal action,

Where to Find your Labor Force

There are many resources through which one can find employees. The first things that typically come to mind are the classified advertisements in local newspapers. You can place ads in these publications for week long and even month long periods. Contact the publication you wish to use for more specific information. The GA Department of Labor is an agency that can assist you in finding employees. For more information on how the GA DoL can help you, call 912-264-7244.

Other places you might contact are College of Coastal Georgia (CCG) and Coastal Workforce Services (CWS). You can register your job opening with their Cooperative Education, Career Planning and Placement office or Welfare to Work Program.

College of Coastal Georgia

Career Development Center
3700 Altama Ave
Brunswick, GA 31520
912-262-3297
www.ccg.edu

Coastal Workforce Services

5618 White Bluff Rd
Savannah, GA 31405
912-351-6379
www.coastalworkforceservices.org

Financing Information

When starting a business, one important consideration is where to obtain capital to back your venture. Most start-up businesses require a capital contribution by the entrepreneur, usually 20%. The remaining financing may be available from local banks or may require private investors. There are several Small Business Administration loan programs available to businesses, all of which require bank participation. These loan programs, however, are not guaranteed. They are all subject to change based on the SBA's current budget.

- **SBA Guaranteed Loan Program 7(a):** This program provides financing to small businesses through guaranteeing a percentage of the banks loan to the business. Eligible expenditures are for land and building, machinery and equipment, working capital and

some restructure of existing debt. The maximum SBA will guarantee is \$750,000 and not more than 75% of the total loan.

- **SBA 504 Loan Program:** This program provides financing for small business through a low interest, fixed rate, long-term loan. The Small Business Administration takes a second lien position behind the bank. Eligible expenditures are for land and building, long-life machinery and equipment. The minimum SBA will finance is \$125,000, and the maximum is \$1,000,000. Job creation is a requirement of the program.

While each of these programs has specific requirements for eligibility, there are certain standards that must be met for all loan programs. A loan applicant must be of good character, show the ability to operate a small business successfully and have a reasonable amount of his/her own resources to invest to withstand possible losses. In addition, the following will likely be required:

- Credit Report
- Collateral adequate to secure the debt. List of collateral and its value.
- Appraisals required on real property used as collateral. Personal guarantees required of those persons (or companies with 20% ownership).
- Secondary collateral may be required.
- Personal financial statements and financial statements of businesses (if applicable.)

How to Apply

Take your business plan to your banker and discuss your financial requirements with them. Their involvement is essential. Then, call the Small Business Development Center (SBDC) at 912-264-7343 or the Coastal Regional Commission (CRC) at 912-261-2500 to discuss the project's eligibility for SBA assistance.

Low Interest Loan Pool

Eligibility Criteria and Participation Conditions

- Applicants must be either property owners or business tenants (with property owner's approval) located within the Downtown Development Authority Area.
- Eligible uses of Loan Pool funds include façade rehabilitation, rear entrance improvements, roof repair, masonry maintenance, window rehabilitation, code compliance, plumbing and wiring, etc. Loans shall not be used to purchase merchandise. Loan proceeds may be used to acquire property, if material improvements are required, or if a building is vacant for a period of three (3) months or more.
- Only commercial or income-producing properties will be eligible for Loan Pool funds.
- There is no limit on the loan amount.
- All exterior rehabilitation must adhere to the Mainstreet Brunswick Design Guidelines (attached as Exhibit B) and receive a Certificate of Appropriateness from the Architectural review committee prior to receiving final approval for loan pool funding.

- The Mainstreet office will provide technical support and design assistance to the applicant at a minimal cost through the Georgia Trust’s Mainstreet Design Program

Loan Application Process

- All applicants for Loan Pool funds must submit a completed loan package, façade and/or interior improvement plan, and contractor bids or estimates to their bank. The bank’s representative will review the loan package in order to determine the applicant’s creditworthiness.
- The rehabilitation plan will be reviewed by the Architectural Review Committee, and a Certificate of Appropriateness will be issued or denied within 45 days of submittal, unless additional information is required.
- If a Certificate of Appropriateness is issued and the loan package is complete, the Loan Committee designee will submit the application to Loan Committee for review and evaluation one week prior to the monthly meeting. CRC will receive a full credit package, including personal financial information, on which to review and base their decision. Approval will be granted or denied under normal banking procedures within 45 days of submittal to the Loan Committee, unless the Committee requires additional information from the applicant.
- If the loan is approved, closing documents will be executed, and eligible construction activities may begin. CRC will participate on both the construction and permanent loans.
- The Architectural Review Committee will monitor the rehabilitation for compliance with all design guidelines.
- The loan commitment is for a period of six (6) months. If improvements proposed to be funded by the loan are not initiated within this time period, the loan will be either renewed or revoked at the discretion of the loan Committee.

Loan Policy

- Funds will be committed to the Mainstreet Brunswick Loan Pool by CRC and participating financial institutions. Loans made from the pool will be at a blended rate. The loan rate of the participating financial institution will be at the institution’s own prime rate. CRC’s rate will be Wall Street Journal Prime less 2%, and a minimum rate of four (4%) percent. The blended rate may fluctuate along with the lead bank’s prime rate.
- The Loans will be structured as follows:

Loans of \$200,000 or Less

CRC	50.0%
Bank	50.0%

Loans of more than \$200,000

CRC	\$50,000	at interest rate of 80% of prime
Bank	50%	at interest rate determined by bank

Participating Banks

The Heritage Bank	Southcoast Bank
Coastal Bank of Georgia	United Community Bank
BB & T	Ameris Bank
Southeastern Bank	SunTrust Bank

The amount committed by each bank will be determined by the number of loans submitted and approved for that bank.

There will be no participation limit of Loan Pool funds per bank. Funds will be offered on a first come, first serve basis.

The funding bank may share the collateral on a pro-rata basis (shared first lien) with CRC on a loan exceeding \$200,000 or secure the amount exceeding \$200,000 as a subordinated loan.

- Loans will be made to individual property owners or business tenants with approval from property owner. Business tenants must have assignable leases, lessor approval in writing, and adequate collateral. All loans secured by real property must be supported by an independent appraisal.
- The bank presenting the loan package to the Loan Committee will take the role of “lead lending institution” to close and service the loan.
- A one percent (1%) service fee (\$100 minimum and \$1,000 maximum) shall be paid by the borrower to the Brunswick Mainstreet Program at closing.
- All closing costs will be the responsibility of the borrower.

Contact the Coastal Area District Development Authority (CADD) for more information or to apply.

CADD

Robin Blackwell
912-261-2500
robin150@bellsouth.net

International Trade

International trade can be difficult, but also can provide tremendous opportunities. Most start-up businesses will not be participating in international trade. However, if you choose to export or import goods, the following contacts may provide you with valuable information. The U.S. Export Assistance Center can provide you access to all federal exporting resources.

Savannah Export Assistance Center

U.S. Department of Commerce
6001 Chatham Center Drive, Suite 100
Savannah, GA 31405
912-652-4204
www.buyusa.gov/sunbelt

Georgia Department of Economic Development

Kathe Falls
75 Fifth Street, N.W., Suite 1200
Atlanta, GA 30308
404-962-4122
www.georgia.org/business

Small Business Administration

Ray Gibeau
Regional Manager, International Trade Programs
Sunbelt U.S. Export Assistance Center
75 Fifth Street, N.W., Suite 1055
Atlanta, Georgia 30308
404-897-6089
www.sba.gov

Georgia Department of Agriculture

David Bryant
Director, Office of International Trade
19 Martin Luther King, Jr. Dr., S.W.
Atlanta, Georgia 30334
404- 656-3740
www.georgia.gov

U.S. Government Multi-agency Portal

Export.gov brings together resources from across the U.S. Government to assist American businesses in planning their international sales strategies and succeed in today's global marketplace.
www.export.gov

Resource Directory

When starting a new business, it is important to have a diverse base of information sources. One way to ensure success is through education. The more you know about your field, the better off your business will be. The following is a list of potential resources for information:

- **Brunswick/Golden Isles Chamber of Commerce:** The Chamber, a 501c6 non-profit membership organization, is composed of businesses and individuals collectively volunteering in the promotion of projects and programs beneficial to the membership, economy and community. Located at 4 Glynn Ave, Brunswick. Phone: 912-265-0620
- **City of Brunswick:** 601 Gloucester Street, Brunswick. Phone: 912-267-5511, Web: www.brunswickga.org
- **Glynn County Commission:** 701 G Street, Brunswick. Phone: 912-554-7400, Web: www.glynncounty.org
- **Brunswick Downtown Development Authority:** 1229 Newcastle Street, Brunswick. Phone: 912-265-4032, Web: www.brunswickgeorgia.net

- **UGA Small Business Development Center:** 501 Gloucester Street, Brunswick. Phone: 912-264-7343 www.sbdc.uga.edu
- **College of Coastal Georgia Continuing Education:** 3700 Altama Avenue, Brunswick. Phone: 912-264-7260 www.ccg.edu
- **Georgia Institute of Technology Economic Development Institute:** 210 Technology Circle, Savannah. Phone: 888-272-2104 www.edi.gatech.edu
- **Coastal Regional Commission (CRC):** 501 Gloucester Street, Brunswick. Phone: 912-261-2500 www.crc.ga.gov
- **Brunswick & Glynn County Development Authority:** 4 Glynn Avenue, Brunswick. Phone: 912-265-6629 www.brunswick-georgia.com/devauth
- **Small Business Administration (SBA):** 233 Peachtree St., NE Atlanta. Phone: 404-331-0100 www.sba.gov
- **Savannah Export Assistance Center:** 6001 Chatham Center Drive, Suite 100, Savannah. Phone: 912-652-4204 www.buyusa.gov/sunbelt
- **Georgia Department of Labor:** 2517 Tara Lane, Brunswick. Phone: 912-264-7244 www.dol.state.ga.us
- **Occupational Safety and Health Administration (OSHA):** 450 Mall Boulevard, Suite J, Savannah. Phone: 912-652-4393
- **Child Care Licensing:** 6606 Abercorn Street, Suite 214, Savannah. Phone: 912-691-6240.
- **Coastal Workforce Services:** 5618 White Bluff Road, Savannah. Phone: 912-351-6379 www.coastalworkforceservices.org
- **Service Core of Retired Executives (SCORE):** 501 Gloucester Street, Suite 202, Brunswick. Phone: 912-262-5329 www.scorebrunswick.org

Other Resources

- **Better Business Bureau**
6606 Abercorn St.
Savannah, GA 31405
912-354-7521
- **GA Secretary of State's Office:** 211 State Capitol, Atlanta. Phone: 404-656-2881 www.sos.state.ga.us
- **Internal Revenue Service:** 120 Barnard St. Savannah, GA 31401. Phone: 912-651-1430 www.irs.gov
- **Minority Business Development Agency:** 401 W. Peachtree Street Room 1717, Atlanta. Phone: 404-730-3300
- **U.S. Department of Labor:** 1375 Peachtree Street NE Suite 587, Atlanta. Phone: 404-347-3573
- **Other Web-based resources for entrepreneurs**

- CCH-Business Owner’s Toolkit Website: www.toolkit.cch.com
- Kauffman Foundations Resources for Entrepreneurs: www.entreworld.org
- Price Waterhouse Coopers – Vision to Reality: www.pwcglobal.com/v/2r
- Wall Street Journal Center for Entrepreneurs: www.startup.wsj.com
- Microsoft Small Business Solutions: www.bentreal.com
- Center for Rural Entrepreneurship: www.ruraleship.org
- Community-based E & SB Programs: www.georgia.org
- WA Department of Economic Development: www.georgia.org

Other Resources – Statewide

- Georgia’s web portal to business resources www.georgia.gov click on Business & Labor. This comprehensive site gives all information necessary to start or grow a new business and also includes links to the Secretary of State’s office, federal resources, online applications (Federal ID numbers) and by county pertinent numbers.
- For all procurement information (business to government) Governor’s Small Business Center (GSBC): www.doas.state.ga.us click on Governor’s Small Business Center.
- Governor’s Mentor Protégé Program: www.state.ga.us
- GA Tech’s Entrepreneur Resource Center (start up technology companies): www.atdc.org/erc
- GA Minority Business Development Center (GMBDC): www.edi.gatech.edu
- GA Hispanic Chamber of Commerce: Sara Gonzales 404-929-9998
- Asian American Chamber of Commerce: Lani Wong 770-394-0970
- GA Black Chamber of Commerce: Judy Brownlee 770-322-8980
- GA Micro Enterprise Network (GMEN): Patricia Williams 404-696-8748

Booklets & Forms

- The Office of the Secretary of State’s Blue Book provides postage paid response cards so you may access the following forms or agencies:
 - Business Incorporation Forms
 - Professional And Occupational Licensing Forms
 - State Tax Application
 - Internal Revenue Service Forms
 - GA Dept. of Economic Development/US SBA
 - UGA Small Business Development Centers
 - GA Tech Services for Business & Technology
 - Governor’s Office of Consumer Affairs
 - U.S. General Services Administration
 - GA Department of Labor
 - U.S. Department of Labor
 - GA Dept. of Consumer Affairs – Office of Business & Economic Assistance
 - U.S. Export Assistance Center
 - GA Department of Insurance
 - GA Department of Agriculture

Also Available through this booklet are various books and publications on starting a business and entrepreneurship.

Glossary of Terms

- **Assets** – resources, owned or controlled by a company, that have future benefits. These benefits must be quantifiable in monetary terms.
- **Balance Sheet** – a list of company's assets, liabilities and owner's equity of a particular point in time.
- **Break Even** – the unit volume where total revenue equals total cost; there is neither profit nor loss.
- **Capacity** – the amount of goods or work that can be produced by a company given its level of equipment, labor and facilities.
- **Capital** – the funds necessary to establish or operate a business.
- **Cash Flow** – the movement of money into and out of a company; actual income received and actual payments paid out.
- **Cash Flow Statement** – a presentation of the cash inflows and outflows for a particular period of time. These flows are grouped into major categories of cash from operations, cash investing activities and cash-financing activities.
- **Collateral** – assets pledged in return for loans.
- **Conventional Financing** – financing from established lenders, such as banks, rather than from investors/debt financing.
- **Debt Financing** – raising money for a business by borrowing, often in the form of bank loans (See conventional financing above).
- **Debt Service** – money being paid out on a loan; the amount necessary to keep a loan from going into default.
- **Disbursements** – money paid out.
- **Equity** – shares of stock in a company; ownership interest in a company.
- **Expenses** – outflows of resources to generate revenues.
- **Fixed Costs** – those costs that are not responsive to changes in volume over the relevant range of time.
- **GA DoL** – Georgia Department of Labor
- **Income Statement** – a matching of a company's accomplishments (i.e. sales) with effort (expenses from operations) during a particular period of time (Revenues – Expenses = Net Income)
- **Leasehold Improvements** – the changes made to a rented store, office or plant, to suit the tenant and make the location more appropriate for the conduct of the tenant's business.
- **Letter of Intent** – a letter or other document by a customer indicating the customer's intention to buy from a company.
- **Liabilities** – commitments to pay out assets (typically cash) to or render services for creditors
- **Licensing** – the granting or permission by one company to another to use its products, trademark or name in a limited, particular manner.
- **Liquidity** – the ability to turn assets into cash quickly and easily.
- **Market Share** – the percentage of the total available customer base captured by a company.
- **Net Worth** – the total ownership interest in a company, represented by the excess of the total amount of assets minus the total amount of liabilities.

- **Partnership** – a legal relationship of two or more individuals to run a company.
- **Profit Margin** – the amount of money earned after the cost of goods or all operating expenses are deducted; usually expressed in percentage terms.
- **Pro Forma Statements** – a financial statement detailing management’s predictions
- **Receipts** – funds coming into the company, the actual money paid to the company for its products or services; not necessarily the same as a company’s actual receipts.
- **Sole Proprietorship** – company owned and managed by one person
- **Variable Costs** – those costs that are directly responsive to changes in volume over the relevant range of time.
- **Venture Capitalists** – individuals or firms who invest money in new enterprises.
- **Working Capital** – the cash available to the company for the ongoing operations of the business.