

# SHOW ME THE MONEY

HOW AM I GOING TO PAY FOR EVERYTHING I NEED?

On the previous page, there is a reference to a Business Plan. The basic business plan involves market research and competitive analysis, writing the plan, calculating your startup costs, financing options, and choosing options such as “Should I buy an existing business or franchise or start from scratch?” You will need to know how much this is going to cost you. Things like permits, insurance, inventory, building acquisition or leasing a space, tangible property and real property improvements, marketing, etc. all will factor into what you need to fund and how. Work with the teams at the Small Business Development Center ([sbdctampabay.org](http://sbdctampabay.org)), Pasco SmartStart ([PascoEDC.com](http://PascoEDC.com)), SCORE ([pascohernandosc.org](http://pascohernandosc.org)), and the SBA ([sba.gov](http://sba.gov)) to help you. The help is free. And don’t forget your banking relationships. They have some resources for you too. While you’re there, talk to them about opening company accounts; you will want to keep your personal finances separate from your business finances.

Won’t the City just give me a grant to start up? The City would love to see you become successful in our community. We have some limited grant funds for certain improvements to buildings and parking lots within our Community Redevelopment Area. Pasco EDC has a microloan program, with limited funding options. The County has incentives for targeted industries who create at least 10 full time positions that pay over the average annual wage in Pasco County. If you are a target industry (see the list at <https://www.pascocountyfl.net/1178/Targeted-Industry-Sectors>), contact Tom Ryan at [PascoEDC.com](http://PascoEDC.com) He will help navigate through the incentive process.

## GRAND OPENING?

Our partners at the Greater Dade City Chamber will be more than happy to learn about your business and help coordinate an introduction to the community. Find more information at <https://www.dadecitychamber.org/>

## QUARTERLY, ANNUAL, AND ONGOING REQUIREMENTS

Dependent upon your type of business, you may need to file quarterly or annual reports, renew registrations, pay sales taxes, renew business tax receipts and the like. Having a mentor or CPA on your team will be helpful for what you will need to do to remain in compliance with local, state, and federal agencies. The City of Dade City encourages you to continue relationships with our partners to help you out.

## I STILL NEED HELP

If you need any assistance, our team may not know the answers, but we will connect you with someone who can help. Call our office at 352-523-5050 . We will be more than happy to assist you.

# Opening a Business in Dade City

Are you just thinking about creating your own business? Are you an established business and wish to locate in Dade City? Don’t know where to begin?

This informational brochure provides you with an overview of what you need to do to begin operating a business in Dade City.

We want you to know that we are here to help. And if we don’t have the answer, we can provide you with resources to get the answers.

Above all, welcome to Dade City.



Proud Heritage, Promising Future

## City of Dade City

Office of Community and Economic Development  
38020 Meridian Avenue

Phone: 352-523-5050  
[www.dadecityfl.com](http://www.dadecityfl.com)



# JUST GETTING STARTED

## WHERE DO I BEGIN?

### Step 1: Decide on a Business Structure

There are 3 basic options: a DBA, a Corporation or an LLC.

- **A DBA** or “Doing Business As” (also known as a “Fictitious Business Name” or FBN) is not really a separate structure, but just a different name that an individual or partners use as their business name.
- **A Corporation** is a separate entity (provides liability protection to the owners) that has a structure that includes shareholders, directors and officers. More complex than a DBA but the entity of choice for large companies and startups that intend to raise funding. Some professions are required to choose what is known as a “Professional Corporation” or PC (doctors, lawyers, architects, etc.)
- **An LLC** or “Limited Liability Company” is a newer type of business that is both a separate entity but provides very easy management (doesn’t require directors or officers) and taxation. Has largely replaced the DBA and Corporation in popularity recently as it provides liability protection but with much less complexity (and taxation) than a Corporation.

If you’re not sure which one to choose, consult with a corporate attorney or seek advice from our Pasco Economic Development Corporation partners at SmartStart ([www.pascoedc.com](http://www.pascoedc.com)) or Pasco – Hernando Service Corps of Retired Executives (SCORE) (<https://pascohernando.score.org/>).

### Step 2: Pick a Business Name

Picking a business name is easier said than done – many legal and business problems can arise from picking the wrong name (you can always change it later but the fewer number of times you have to do that, the better).

- **Make sure you’ve covered the basics:** unique, easy to understand/pronounce.
- **Search the web** for your proposed name.
- **Do a trademark search** with the US Patent and Trademark Office (USPTO).
- **Make sure your company name choice is available** by searching the Florida Department of State Division of Corporations business name database at <https://dos.myflorida.com/sunbiz/>.

### Step 3: Register the Business

Information for registering your business in the State of Florida can be found at <https://dos.myflorida.com/sunbiz/> and with the IRS ([www.irs.gov](http://www.irs.gov)) for your Federal Employee Identification Number (FEIN). You may have to hire a registered agent to help you out. Consult with an attorney or our partners at Pasco EDC or SCORE.

# I NEED A PLACE

## WHERE DO I BEGIN?

Most businesses choose a location that provides exposure to customers. Additionally, there are less obvious factors and needs to consider, for example:

- **Brand Image** – Is the location consistent with the image you want to maintain?
- **Competition**– Are the businesses around you complementary or competing?
- **Local Demographics** - Is your potential customer nearby? Are the demographics changing?
- **Labor Market** – Does the area have potential employees? What will their commute be like?
- **Plan for Future Growth** – Will you have room to add onto the current building? What about additional parking?
- **Proximity to Suppliers** – Can your supply chain find you? Do you have the access they need?
- **Budget** - Research your property taxes, insurance and any potential fees.

Free resources to “size up” your competition, check the demographics, and market information can be found at: <https://www.pascolibraries.org/econtent/electronic-resources/sizeup/>.

Our partners at SCORE can also mentor you when it comes to picking a location. Find their information at: [www.pascohernandoscore.org](http://www.pascohernandoscore.org)

## REQUIRED PERMITTING

Think you have the perfect spot? It’s now time to check the zoning and any additional building permits you may need before you can open.

Call the Planning Division at 352-523-5050 extension 403 or 430. Our planning staff will confirm that you can operate in your choice of location. You will also need to speak with the Building Division. Your type of business will dictate what requirements must be met with the Florida Building Code and the Florida Fire Prevention Code. They can be reached at 352-523-5050 extension 411 or 412. You must receive a certificate of occupancy from our Building Department prior to opening, even if you are going into a space where a business similar to yours once operated.

## BUSINESS PLAN?

Yes, you will want to put together a business plan, especially if you need financing. Banks require it. And it helps to keep you on track. What goes into a business plan? Our partners at the Small Business Administration can help (along with our SCORE partners). Templates and thorough descriptions of what can go into your plan can be found at: <https://www.sba.gov/business-guide>. After all, you do need to think about your business launch, how are you going to manage your business (including marketing), and when the time comes, how you want to grow your business.