

## **RESOURCES TO OPEN A BUSINESS IN REEDSPORT**

Good day, and welcome to the City of Reedsport! We are extremely happy that you have decided to open a business here, and we'd like to do everything we can to help you succeed and make money. The City of Reedsport's Economic Development office has put together this "How to Open a Business in Reedsport" guide to help you navigate the City's requirements (as well as county, state and federal regulations) for operating a business within Reedsport's city limits.

We strongly advise that new business owners do not sign a lease for a retail space with a commercial property owner until you have read through this guide. **We cannot emphasize this strongly enough.** Choosing a property for your business before understanding what will be involved in customizing it to your needs and maintaining compliance with city, county, state and federal regulations can literally cost you thousands of dollars in unplanned expenses. If you have any questions or concerns about this, please contact the City Manager or the Planning Department in the City of Reedsport. We would be happy to discuss the particulars with you.

### **Step 1 – What to Do Before Coming to the City**

Your business will have the best chance to succeed if you do your homework prior to renting a commercial storefront. Hours spent studying your proposed business idea can save you money in the long run and can give you the proper information to avoid unsound business decisions. We recommend taking the following steps prior to looking for a home for your business.

#### **Create a Business Plan**

A business plan serves two primary purposes: it helps a business owner analyze whether or not their great idea can bring in more revenue than it costs to produce, and it explains the business idea in great detail to potential investors or commercial lending institutions (like banks, for instance).

For more information on business plans click [here](#)

#### **Develop a projected budget for year 1 of your business (and beyond)**

Developing a projected budget allows you to demonstrate your business' potential profitability to potential lenders or investors. If you plan on taking out a business loan to get started, be aware that a commercial lender will almost certainly want to see your startup budget before loaning you any money.

Most business schools and small business advisers recommend that you put together a projected budget for the first two to five years of your operation, and the farther you can project out, the better. But at an absolute minimum, we suggest a projected budget for your first year so you can measure your startup costs against your projected revenues.

#### **Make sure you're properly capitalized**

Many businesses take out small business loans from banks, credit unions, or other commercial lending institutions to get themselves off of the ground. A general rule of thumb here is to make sure that you

have enough operating capital on hand to run your business comfortably for a year **assuming you make \$0 in your first year.**

For more information on commercial lenders available in Reedsport contact the Economic Restructuring Committee (please add in any other contacts, realtors you feel are necessary).

### **Register your business with the feds and the state**

Registering your business with the federal government and the state of Oregon is required by law. Complete the following tasks:

--> **Choose a business organizational structure** (i.e. S-Corporation, C-Corporation, Limited Liability Company, Sole Proprietorship, etc.) – The choice you make here can have an impact on multiple aspects of your business, including taxes, liability, ownership succession, and others. We recommend that you consult both legal counsel and an accountant before deciding the type of business entity to form.

--> **Check to see if your desired business name is available**

**on the Oregon Business Registry** – Go to [www.filinginoregon.com/businessnamesearch](http://www.filinginoregon.com/businessnamesearch) and see if your desired business name is registered with the state of Oregon. If it is, you'll need to choose another name.

--> **Register your business with the State of Oregon** – Go to [www.filinginoregon.com/cbr](http://www.filinginoregon.com/cbr) and register your business with the State of Oregon. This will provide you with an Oregon Tax Identification Number for your business.

--> **Register your business with the federal government** –Go to [http://www.irs.gov/uac/Form-SS-4,-Application-for-Employer-Identification-Number-\(EIN\)](http://www.irs.gov/uac/Form-SS-4,-Application-for-Employer-Identification-Number-(EIN)). This will provide you with an Employer Identification Number for your business.

### **Business Licensing: City of Reedsport City of Reedsport - Economic Development**

🔗 [State of Oregon - How to Start a Business in Oregon](#) The Oregon Business Guide (from the Secretary of State's office)

🔗 [State of Oregon - License Directory](#) A comprehensive directory of over 1,100 state licenses, permits, and certifications, including driver & fishing licenses, arranged by license type.

🔗 [State of Oregon - Business Registration Services](#) Search the registry for available names for your business.

🔗 [Business Oregon](#) The state agency responsible for attracting and growing business in Oregon.

🔗 [Business Oregon's Finance page](#) Loads of information on available financing and assistance programs from the state.

🔗 [Business Oregon's Industrial & Commercial Site Selection Tool](#) Tool to help you identify and select available industrial and commercial properties in Sandy.

🔗 [Oregon Liquor Control Commission](#) Does your business sell alcohol? Get your liquor license and server's permits here.

🔗 [Douglas County's Economic Development Resources](#) Douglas County's business resource agency.

🔗 **(LOOK for Link/info on ODOT highway traffic count data) How many cars travel through Reedsport**

**every day? Click here to find out.**

- 👉 [Deomographics for the City of Reedsport](#) Loads of demographic data on the City of Reedsport from City-Data.com.
- 👉 [Rural Community Explorer](#) More demographic data on Reedsport and other rural communities in Oregon.
- 👉 [Reedsport Winchester Bay Chamber of Commerce](#)

**Check out these additional business and strategic management resources:**

- 👉 [SBDC Biz](#) Business Development Center
- 👉 [Oregon Secretary of State](#) Oregon Business Guide
- 👉 [The Partnership](#)
- 👉 [CCD Business Development Corporation](#)
- 👉 [Business Oregon](#)
- 👉 [Enterprise Zone & other Incentives](#)
- 👉 [Grow Your Business](#) Profiles of Pacific Northwest companies
- 👉 [Rural Communities Explorer](#) Rural Communities Natural Resources Digital Library
- 👉 [Starting a Business in Oregon-Business Xpress](#)
- 📄 [Reedsport area Economic Development Brochure.pdf](#)
- 📄 [Industrial Property for Sale- Gardner Oregon](#)

**Step 2 – Find a Location:** So you've done your due diligence and are ready to take your first step towards building a business in Reedsport. The next step is to find a suitable home for your business.

This guide is intended for **commercial businesses seeking an existing building** - it is not meant for the following types of businesses:

### **Home-occupation businesses**

A home occupation business is exactly what it sounds like – a business operating out of a residential property. If this is where your business is going to start out, this guide really isn't for you. Simply apply for a business license [here](#) and make sure you know the rules regarding home occupation businesses. Contact the Planning department [here](#).

### **Industrial businesses**

On the other end of the spectrum, industrial businesses are generally larger businesses that focus on manufacturing. Due to the level of complexity surrounding their regulation, we require industrial businesses to communicate directly with the City's Planning Department. If you wish to start an industrial business, please contact the Planning Desk [here](#) to get started.

### **New Construction**

Building your own building is a much more complicated process than moving into an existing building, and also requires direct communication with the Planning Department. If you plan to build your own building to house your business, please contact the Planning Desk [here](#) to get started.

## **Commercial businesses seeking an existing building**

To secure a location for your commercial business, do the following:

### **Find a vacant building or space:**

There are three methods for finding a vacant commercial space in town.

--> Commercial Realtor: There are several realties in Reedsport that specialize in commercial real estate and can give you detailed information on available properties in Reedsport.

--> City of Reedsport Economic Development Department - contact us and we are happy to help with any steps in the process

### **Contact the property owner:**

Let the owner of the property know you are interested in leasing their space, and schedule an appointment with them to physically see the space. This would also be a good time to mention any potential changes you wish to make to the space should you sign a lease, and make sure the building owner is OK with those changes. **WE STRONGLY ADVISE NOT TO SIGN A LEASE AT THIS TIME!**

**Identify the zone your property is in:** A commercial business must be housed in an appropriate zone for the type of business you are operating. Please check the following:

-->[Map](#) -REEDSPORT ZONING MAP (Website): Check this map and make sure that your property is located in one of the following zones: C-1 (Central Business District), C-2 (General Commercial), C-3 (Village Commercial) or I-1 (Industrial Park)

--> If your property is located in the I-1 zone, there are specific requirements that must be met in order to house a commercial business here. Please consult the Planning office [here](#) before proceeding any further.

### **Is your business a permitted use or a conditional use for the zone you're in?**

Every area in Reedsport is designated for certain types of business use by our zoning ordinance by the Planning Commission depending on the nature of the request. Please check out the land use codes [here](#).

### **The cost of an empty storefront**

A small building sitting empty for one year in a small-town commercial district will have the following impact on the community:

- \$293,988 in lost sales
- \$17,640 in lost rent
- \$77,613 in lost loan demand to local banks
- \$29,105 in lost business profits and owner compensation

- \$19,109 in lost employee payroll

*Source: 2006 Project for Public Places*

*Updated for inflation per CPI Inflation Calculator; Bureau of Labor Statistics, 2014*

### **The Impact of Main Street in Oregon**

In 2012, Oregon Main Street programs saw the following impact in their communities (from the Oregon Main Street annual report):

- \$3,409,766 in private funding invested in local communities
- \$18,891,654 in public funding invested in local communities
- 114 building rehabilitation projects completed
- 65 total new businesses
- 219 total new jobs

### **The Impact of Main Street Across the U.S.**

The National Main Street program has been reviving downtowns across the country for over 25 years. In that time, Main Street has had the following impact:

- Collecting over \$48.8 billion in new investment
- Completing 206,600 building rehabilitations
- 391,050 total new jobs
- 87,850 total new businesses