

FIVE STEPS TO STARTING (AND GROWING!) A SUCCESSFUL BUSINESS IN WILSON

STEP 1: Have a plan

Contact the Small Business Center at Wilson Community College. The SBC offers FREE assistance to startups and entrepreneurs by offering these services:

- Business plans
- Cash flow analysis
- Business counseling
- Seminars, webinars, and workshops

Contact **Melissa Evans** at the SBC:
WCC Lee Technology Center
Building R
Ph.: 252-246-1232
msevans@wilsoncc.edu



STEP 2: Know the rules

Properties are regulated differently depending on if they are located inside or outside the city limits. For properties inside the city of Wilson, or if you are unsure, contact **Janet Holland at 252-399-2220**. For properties outside the Wilson city limits, or unincorporated parts of Wilson County, contact **Mark Johnson at 252-399-2847**.



Before buying or leasing property, be sure you've discussed your plans with local government agencies that regulate businesses. They can help you avoid costly errors related to these common issues:

- Property development
- Permitting
- Fire and building codes
- Zoning

STEP 3: Assemble your team

Make sure you surround yourself with experienced professionals who are familiar with our market. Every business is different, but many will eventually need help from some of the following:

- Banks, credit unions, and other sources of financing and credit
- Accountants and tax professionals
- Real estate experts
- Attorneys familiar with business, employment, and IP law
- Architects, builders, and contractors

The **Chamber** is your go-to source to find service providers in all these areas and more. We'll be happy to connect you with a respected, credible reference by calling us at **252-237-0165**.



Unfortunately, it's a common misconception that **grants and other incentives** are widely available to help businesses get started. A few programs do exist to assist with downtown revitalization and industrial recruitment, and the Chamber can lead you to those limited opportunities if they apply to your business.



Most businesses can join the Wilson Chamber of Commerce for less than \$1 a day, and experience a wide range of membership rewards:

- Business leads and referrals
- Official ribbon cutting ceremony
- Networking events
- Advocacy in local, state, and federal issues

STEP 4: Join the Chamber

STEP 5: Get involved

Being active in the community proves that your business is committed to growing in Wilson over the long term, and it's the best way to keep customers coming back. Here's a few of the ways that the Chamber can help you get involved:

- Regularly attend or sponsor Chamber programs
- Find a volunteer organization to support
- Join a faith-based organization or civic club
- Invest in other organizations focused on improving our quality of life

Gig360 is Wilson's young professional organization. If you're age 20 to 40, and looking for a way to meet people and grow professionally, visit **gig360wilson.org**.

