

10 Steps To Starting Your Business In Downtown Goldsboro

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Research & Define Your Business Model
 - Start by identifying a business concept that complements the historic charm of downtown Goldsboro


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Conduct Market Research
 - Analyze the local market, competition, and customer demographics.

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Create A Business Plan
 - Develop a comprehensive business plan detailing your business goals, target market, marketing strategies, financial projections, and operations.


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Secure Funding
 - Look into local organizations like the Goldsboro Downtown Development Corporation (DDC) for financial incentives or programs specifically designed for businesses in historic districts

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Select A Location
 - Choose a storefront in downtown Goldsboro that aligns with your business type and is accessible to your target market.


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Register Your Business
 - Register your business with the North Carolina Secretary of State and obtain an Employer Identification Number (EIN) from the IRS for tax purposes.

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Understand Historic Preservation Guidelines and Code Enforcement
 - Review the historic preservation rules that apply to your building, ensuring any changes or renovations comply.


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Obtain a Certificate of Appropriateness (COA)
 - If you plan to make any exterior changes to your business location—such as renovations, signage, or alterations—you'll need to apply for a Certificate of Appropriateness (COA) from the Goldsboro Historic District Commission

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Apply for Signage Permits
 - Submit your signage designs to the Planning and Zoning Department to obtain approval. Signs in historic districts are regulated to maintain the aesthetic character of the area


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Join the Wayne County Chamber of Commerce and Set Up Refuse Collection
 - Chamber membership can help raise your business's profile and connect you with potential customers and partners.
 - Additionally, arrange commercial refuse collection by contacting the Goldsboro Public Works Department or a private waste management service.

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Welcome To Downtown Goldsboro

10 Steps to Starting Your Business Downtown

1. Research and Define Your Business Idea

Start by identifying a business concept that complements the charm of downtown Goldsboro. Research local needs, access market gaps, and explore how your business can align with the community's preferences. Engaging with local residents and businesses will help ensure your idea fits with the downtown Goldsboro atmosphere.

2. Conduct Market Research

Analyze the local market, competition, and customer demographics. Look at foot traffic, neighboring businesses, and the overall economic environment. Use this data to fine-tune your business offering, pricing, and marketing strategy to ensure you meet the demands of both residents and customers.

3. Create a Business Plan

Develop a comprehensive business plan detailing your business goals, target market, marketing strategies, financial projections, and operations. Ensure the plan includes how your business will contribute to the economic development of downtown Goldsboro while maintaining the area's historic character.

4. Secure Funding

Based on your business plan, explore funding options such as small business loans, grants, or investors. Look into local organizations like the **Goldsboro Downtown Development Corporation (DGDC)** for financial incentives or programs specifically designed for businesses in historic districts.

5. Select a Location

Choose a storefront in downtown Goldsboro that aligns with your business type and is accessible to your target market. Take into account foot traffic, proximity to other businesses, building condition, and historic preservation rules when selecting a location.

6. Register Your Business

Register your business with the **North Carolina Secretary of State** and obtain an **Employer Identification Number (EIN)** from the IRS for tax purposes. Additionally, acquire any local business licenses required by the City of Goldsboro or Wayne County based on your business type (e.g., retail, restaurant, service).

7. Understand Historic Preservation Guidelines and Code Enforcement

Goldsboro's historic district has specific regulations to preserve its character. Familiarize yourself with local code enforcement standards, including building codes, safety requirements, and accessibility guidelines. Review the historic reservation rules that apply to your building, ensuring any changes or renovations comply.

8. Obtain a Certificate of Appropriateness (COA)

If you plan to make any exterior changes to your business location such as renovations, signage, or alterations you'll need to apply for a **Certificate of Appropriateness (COA)**. The COA ensures your changes are in line with preservation standards to protect the historic integrity of downtown Goldsboro.

9. Apply for Signage Permits

Submit your signage designs to the planning department to obtain approval. Signs in historic districts are regulated to maintain the aesthetic character of the area. Follow all guidelines regarding size, placement, and materials.

10. Join the Wayne County Chamber of Commerce and Set Up Refuse Collection

Become a member of the **Wayne County Chamber of Commerce** to build relationships with local businesses, access networking opportunities, and stay informed about community events. Chamber membership can help raise your business's profile and connect you with potential customers and partners.

Additionally, arrange commercial refuse collection by contacting the **Goldsboro Public Works Department** or a private waste management service. Ensure your waste disposal meets city requirements, including keeping bins out of sight to preserve the area's aesthetic. Stay compliant with local waste management, recycling, and disposal rules.