



Building a stronger community through our small businesses & entrepreneurs.





Honorable Jamie Romeo
Monroe County Clerk

Jamie Romeo is the Monroe County Clerk, serving as our community's Registrar, Chief Notary, Clerk of Supreme and County Courts, and Agent of the New York State Department of Motor Vehicles. During her first term in office, Jamie and her team have dedicated significant effort towards the review of overall operations, using the lessons from the COVID-19 pandemic to deconstruct and rebuild the ways the Clerk's Office functions and interacts with the public. Every year, the Monroe County Clerk's Office processes close to one million transactions. That is one million touches with members in our community, and one million opportunities for our team to take a moment to provide the best access to the information and services the Clerk's Office provides. Jamie is proud to bring this new partnership with the City of Rochester and Greater Rochester Chamber of Commerce into the community. Appointed Monroe County Clerk in February 2020, Jamie was elected to a full four-year term in November of 2020.



Honorable Malik Evans
City of Rochester
Mayor

Malik D. Evans is the 71st Mayor of Rochester. As the leader of the City's executive branch, Mayor Evans is committed to promoting positive, systemic and structural change by providing transparent and collaborative leadership, offering equitable access to essential municipal services, enabling productive intergovernmental, private, and non-profit partnerships, and promoting increased quality of life through investments that create vibrant neighborhoods and employment opportunities, making Rochester a hope-filled city with an exciting future. He was inaugurated on Jan. 1, 2022.



Robert Duffy
President & CEO
Greater Rochester Chamber
of Commerce

Rochester native Robert J. Duffy began as Greater Rochester Chamber of Commerce president and Chief Executive Officer January 1, 2015. Prior to coming to Greater Rochester Chamber, Duffy served as New York lieutenant governor from January 2011 to December 2014. Duffy previously served as Rochester mayor from January 2006 to January 2011 and as Rochester police chief from March 1998 to April 2005.

During his tenure as Rochester mayor, Duffy was widely recognized for reducing the cost of government, improving services, lowering tax rates, and attracting millions of dollars in private-sector investments.

As lieutenant governor, Duffy chaired the Regional Economic Development Councils aimed at rebuilding New York's economy and having local/regional leaders identify their respective funding priorities.



U.S. Small Business
Administration



Dear Neighbor:

We know that starting a new business or growing an existing one can be both exciting and chaotic. We know there is a multitude of questions that may seem overwhelming at first.

Where can I go for support? Are there funds available to help me out? What if I need help hiring? What regulations apply to my business? What agencies should I be working with?

As your partners, we are eager to help you answer these questions!

The information in this packet will offer answers to these questions and many more. We hope this packet can alleviate some stress and point you in the right direction as you move forward with your new or expanding business!

Do not hesitate to contact us or any of the organizations listed if we may be of service, and thank you for your commitment and investment in Monroe County and the Finger Lakes Region!

Respectfully,

Ms. Jamie Romeo
Monroe County Clerk

Bob Duffy
President & CEO
Greater Rochester Chamber of Commerce

Malik Evans
Rochester City Mayor

Lindsey Ward
Regional Director of Brockport SBDC

Paul Morrell
Director of the Geneseo SBDC

HOW TO GET STARTED



The first step to getting started is to determine what business formation or Entity you need to choose for the business type your are starting. Selecting the best entity could help protect your business name, mitigate risk, allow for business transfer should you sell the business and be recognized as a legitimate business to your vendors. Read through the information provided and then speak with a business professional to help you make the right choice.

1.) Sole Proprietor/DBA forms are available by visiting the Monroe County Clerk's Office at 39 West Main Street, Room 101 of the County Office Building or they can be found on our website www.monroecounty.gov/clerk-index.php

2.) DBA forms can be filed in person or through the mail. **In Person Filing** - Our hours are Monday through Friday from 9:00 a.m. until 5:00 p.m. We can take any form of government issues photo ID such as drivers license , passport and or Veterans ID card is required in order for your signature to be notarized.

3.) The fee for filing a DBA is \$25.00 plus \$5.00 for a certified copy. The form fee is a additional \$3.00 for sole proprietorship or \$4.00 for a partnership. **Cash, Visa, Mastercard, Discover money order or a check made payable to "Monroe County Clerk's Office" will be accepted for the fees.** You will also receive a non-certified copy for your records.

4.) **Religious Corporations** may be filed with the Monroe County Clerk's Office



NEW YORK STATE



1.) For questions regarding collecting New York State sales tax or sales tax exemption requirements, call the New York State Tax Department at 518-485-2889. For questions regarding withholding taxes from your employees call 518-485-6654. Many questions may also be answered by visiting them online at www.tax.ny.gov.

2.) For information regarding **New York State required permits and licenses**, visit the New York State Online Permit and Licensing website at www.nys-permits.org or contact them 518-474-8275.

3.) For information regarding **local permits and licenses**, contact City Hall or the Town Hall in which your business is located.

4.) For information regarding Federal Taxes and Federal Employer Identification Number, contact the local IRS office at 255 East Avenue or call 1-800-829-1040.

Requesting an EIN is free and there should NEVER be a charge.
You can also go online at IRS.gov and apply for the EIN number.

5.) Corporations and LLCs are filed through the NYS Department of State. For more information contact them at 518-473-2492 or www.dos.ny.gov/corps.index.html



City of Rochester, NY
Malik D. Evans, Mayor



The companies that have defined the City of Rochester and provided jobs to residents all have a similar story. Xerox, Bausch and Lomb, Wegmans, and Paychex all started small and with an entrepreneur.

Entrepreneurship is the heart of the City.

Entrepreneurs like you are demonstrating your willingness to help move Rochester forward by adding to our local economy and creating jobs to uplift residents.

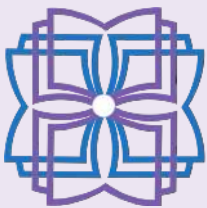


30 Church Street, Rochester, New York 14614
www.cityofrochester.gov

**Rochester Financial Empowerment Center**

Free, one-on-one financial coaching for your personal and business finances. Manage credit, decrease debt, increase savings, and access banking.

rochesterfec.org • (585)-252-7110 • RochesterFEC@cccsofrochester.org

**Downtown Central Library**

Business insight, including legal structures, funding sources, and sample business plans. Free market research services that can save time and money. By appointment only.

business.insight@libraryweb.org • 585-428-8130
roccitylibrary.org/division/business-insight-center

Carlson Center for Intellectual Property Patent and Trademark Resource Center of the US Patent Trademark Office. Offers free prior art searches for patents and expert guidance on filing processes. By appointment only.

carlsonptrc@libraryweb.org • 585-428-8130 • carlsonptrc.org

**Kiva Rochester**

0% interest, \$0 fee, community supported, small business loans from \$1,000 to \$15,000. No minimum credit score. Start an application at kiva.org/borrow/kivaroc

(585) 376-0397 • cityofrochester.gov/kivaroc

**Neighborhood Service Centers**

Business permits, neighborhood and business associations, landlord complaints, crime prevention, handicap permits, and community information localized to each of the four quadrants of the City.

cityofrochester.gov/nsc

**Department of Neighborhood and Business Development**

Low-interest loan and grant opportunities, which can be used to buy equipment, materials, supplies, and more, or to purchase, build or renovate property. The business must be located within the City in a commercial building

(585) 428-6912 • cityofrochester.gov/nbd



Greater Rochester Chamber of Commerce has a long history of supporting the Greater Rochester and Finger Lakes small business community with resources, information, advocacy, and opportunities. Small businesses are the backbone of our region, providing critical products, services, and a great quality of life for millions of our citizens. We are honored to support the small business community and serve as a trusted partner for all those who are sparking innovation, driving growth, and modeling success in our community.





**41 Employees - 1,300+ Member Companies -
136 years of experience, advocacy, progress, and
innovation.**

Our Values

Inclusion: We believe that diversity, equity, inclusion and belonging aren't buzzwords – they are our game-changing competitive advantage.

Passion: We are brave, bold and daring. We bring new ideas and solutions. We lead with inspiration, courage and vision.

Integrity: We hold ourselves and others accountable for delivering on our promises and doing what we say we will do.

Collaboration: We seek out others' perspectives. We lift our team members up. We demonstrate respect, excellence and kindness always.

Customer Commitment: We strive to excite, wow and amaze our partners, members and customers with unparalleled service. We win together.

Your membership with Greater Rochester Chamber is a partnership. We work with you and for you to make sure that your business is supported and uplifted to succeed in the Greater Rochester/Finger Lakes region and beyond.

We are there for member companies on matters that require support and assistance. We aid in company-specific legislative, regulatory, and funding issues at the regional, state, and federal levels including, but not limited to:

Mandate relief

Navigating the processes to obtain permits/certifications/variances

Assisting with government agency disputes

Immigration/Visas

MWBE Certification

Letters of Support

Letters of Introduction



U.S. Small Business Administration



U.S. Small Business Administration

The New York Small Business Development Center is a technical advisory program, providing expert one-to-one advisement, training, publications and marketing research. The NY SBDC has been in existence in New York since 1984. The SBDC is partially funded by the SBA and New York State (SUNY) and the host institution. For Rochester, SUNY Brockport is our host institution.

Since 1984, the SBDC has worked with over 561,019 business owners and entrepreneurs who have in turn invested over \$8.3 billion into the New York State economy. The 22 SBDC offices are staffed by seasoned professional certified Business Advisors and have created or saved over 160,000 jobs. The SBDC Geneseo, Brockport, and Niagara Offices all work together in support of this initiative. Please visit www.nysbdc.org for more guidance.

The SBDC provides free and confidential technical advisement, training, publications, training software, lead generation assistance through Bidlinx, and marketing research. SBDC is able to assist manufacturers, international trade, government procurement, tech transfer and agriculture.





U.S. Small Business
Administration



Since its founding on July 30, 1953, the U.S. Small Business Administration has delivered millions of loans, loan guarantees, contracts, counseling sessions and other forms of assistance to small businesses.

SBA provides assistances primarily through its four programmatic functions:

Access to Capital (Business Financing)

SBA provides small businesses with an array of financing for small businesses from the smallest needs in microlending - to substantial debt and equity investment capital (venture capital).

Entrepreneurial Development (Education, Information, Technical Assistance & Training)

SBA provides free individual face-to-face, and internet counseling for small businesses, and low-cost training to nascent entrepreneurs and established small businesses in over 1,800 locations throughout the United States and US territories.

Government Contracting (Federal Procurement)

In keeping with the mandate of Section 15(g) of the Small Business Act, SBA's Office of Government Contracting sets goals with other federal departments and agencies to reach the statutory goal of 23 percent in prime contract dollars to small businesses. This office also provides small businesses with subcontracting procurement opportunities, outreach programs, and training.

Advocacy (Voice for Small Business)

Created in 1978, this Office reviews Congressional legislation and testifies on behalf of small business. It also assesses the impact of the regulatory burden on behalf of small businesses. Additionally, it conducts a vast array of research on American small businesses and the small business environment. The Chief Counsel of this office is appointed by the President of the United States.



Please Consider giving back to local Veterans!

The Monroe County Clerks Office, in conjunction with Monroe County Veterans Service Agency, provides a Veterans ID Discount Card to local veterans to thank them for their service. We encourage local businesses to participate in offering discounts to those carrying this card and honor the brave men and women who have sacrificed so much for our community.



Monroe County Clerk
JAMIE ROMEO
DMV • PASSPORTS • PISTOL PERMITS

To learn more about participating please visit monroecounty.gov/clerk-veterans-info or contact 585-753-1645 to learn more