



# DOWNTOWN JOPLIN

## A GUIDE TO STARTING YOUR BUSINESS

### KEY TO SUCCESS

We are excited you want to do business in Downtown! We are here to help you navigate the process and to connect you with the right folks along the way.

### NEED MORE HELP?

Downtown Joplin Alliance  
Lori Haun, Executive Director  
lori@downtownjoplin.com | 417-501-9649  
931 E 4th Street, Joplin Missouri 64801



### ADDITIONAL RESOURCES

Joplin Area Chamber of Commerce  
417-624-4150 | [www.joplincc.com](http://www.joplincc.com)

Small Business Development Center  
417-625-3128 | [sbdc@mssu.edu](mailto:sbdc@mssu.edu)  
[mssutrainng.com](http://mssutrainng.com)

MO Sourcelink  
866-870-6500 | [mosourcelink.com](http://mosourcelink.com)

## GETTING STARTED

### YOU HAVE AN IDEA!

Evaluate your business idea and develop your strategic plan. Here are some resources as you work through your business idea:

- Evaluating your business idea (Small Business Development Center)  
<https://missouribusiness.net/article/evaluating-business-idea/>
- Outline for building your business plan  
<https://www.mosourcelink.com/guides/start-a-business/plan-your-business>  
<https://www.sba.gov/tools/business-plan/1>
- On-Line business plan templates  
<https://www.score.org/resource/business-planning-financial-statements-template-gallery>
- Consider meeting with a business counselor and/or attending a workshop. The Small Business Development Center provides free counseling to help with marketing, finance, management and technology development. In addition, Downtown Joplin Alliance and the Chamber of Commerce are both ready to help with your business questions.

### GET LEGAL!

What's your name? Things to consider:

- Is the name available in Missouri? Run a search here:  
<https://bsd.sos.mo.gov/BusinessEntity/BESearch.aspx?SearchType=O>
- Search to ensure that there is an available website and e-mail extension to go with your business name. You can start your search here:  
<https://www.godaddy.com/domains/domain-name-search>

What structure for your business?

- It is important to consult an expert before making this critical decision but a good place to start your research is here:  
<https://www.sba.gov/starting-business/choose-your-business-structure>
- Form Your Entity. Create an account with the state of Missouri here:  
<https://bsd.sos.mo.gov/Account/AccountSetup.aspx?lobID=1>
- Get an employer identification number (EIN). Apply online here:  
<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>
- Sales Tax Number and other tax registrations: Contact MO Dept of Revenue.  
<https://dor.mo.gov/faq/business/register.php>

## THRIVING DOWNTOWN

Downtown Joplin has come a long way. With a nearly 150 year history, downtown has long been a regional and local destination. While losing 40 acres of historic buildings due to urban renewal in the 60s and 70s, downtown retains dozens of unique historic buildings which make up an impressive span of approximately 150 blocks. In the past dozen years, downtown Main Street has gone from 75% vacancy to less than 10% vacancy in the same area. As momentum builds, more and more properties are being brought back to life. What really makes a difference in our downtown is locally owned unique small businesses--like yours!

## BUSINESS LICENSE

Business Licenses - Victoria  
417-624-0820 ext 242  
(3rd floor of City Hall)  
602 S Main Street

## INSPECTIONS

Planning & Zoning - Troy  
417-624-0820 ext 511  
(4th floor of City Hall)

Building and Code - Bryan  
417-624-0820 ext 521  
(4th floor of City Hall)

Plan Review - Kathy  
417-624-0820 ext 523  
(4th floor of City Hall)

Fire Marshal - Dale  
417-623-0403  
(303 E 3rd St)

Health Dept - Ryan  
417-623-6122  
(321 E 4th)

Historic Preservation - Tom  
417-624-0820 ext 539  
(4th floor of City Hall)

Liquor License  
417-624-0820 ext 432  
(303 E 3rd St)

## LOCAL PROCESS

### LOCATION, LOCATION, LOCATION

Where are you going to be located? What type of space do you need? Are you leasing or buying? How much space? What's your budget? Consult with your realtor and get in touch with us at Downtown Joplin Alliance for current downtown property inventory.

- Consider starting in co-working or office space to keep overhead low: Joplin Empire Market <https://downtownjoplin.com/joplin-empire-market/workspace/> Or the Chamber: <http://www.joplincc.com/attc/small-business-incubation/> have reasonably priced options.
- Is it an historic property? Missouri offers historic rehabilitation tax credits for both income producing and residential property. For more information about this program, please visit the MO Department of Natural Resources webpage at: <https://www.dnr.mo.gov/shpo/taxcrdts.htm>
- Consider meeting with city department prior to finalizing your purchase or lease. DJA can assist coordinating this for you.
- Once you've selected your location, before you begin signage, remodeling, repairs or other changes, coordinate with Downtown Joplin Alliance and the City of Joplin Planning Dept for a pre-development meeting.

### GET LICENSED!

Once you have the location, you can apply for a City of Joplin business license. Every business is a little different so individual processes may vary. These steps are intended to provide a basic outline on what to expect during the application process.

- Visit the Finance Department at City Hall: 302 S Main St, 3rd Floor, Joplin, MO 64801 for business license application or find online here: <https://www.joplinmo.org/228/Business-Licenses>
- Contact Police Department if you require a liquor license 417-624-0820 ext 432. [http://www.joplinmo.org/DocumentCenter/View/285/Liquor\\_license\\_Application?bidId=](http://www.joplinmo.org/DocumentCenter/View/285/Liquor_license_Application?bidId=)
- If you are operating out of a building (mobile or permanent) you will need to have inspections completed. Contact information is at left; not all of these inspections will be applicable to all business types or locations. Each department will contact you within 48 hours of submitting an application to discuss the inspection process, requirements for each inspection and the possible inspection times/dates. If fire, building and health inspections are applicable, they must be completed prior to the opening of the business.
- To obtain a business license after completion of inspections, return to the Finance Department at City Hall to pay the Business License Fee and receive your license.
- Business License and Certificate of Occupancy are required prior to opening of business.
- To obtain a state liquor licence, visit <http://atc.mo.gov/licensing/>





# DOWNTOWN JOPLIN

## A HISTORIC LOCATION

A good part of what makes up downtown's charm and desirability is its historic structures. If you are locating your business in an historic building, here are some additional resources you might find helpful. Renovation of historic commercial properties is a complex process. Plan on hiring architects and contractors to complete renovation work.

## DOWNTOWN DISTRICT

Downtown is generally thought of as the area from the Union Depot (B Street) to the Gryphon Building (10th) and from the Murphysburg residential neighborhood on the west to the Empire Market on the east.

There are several individual historic districts located in downtown, including the locally recognized Sunshine Lamp District which is Main Street from 1st to 10th, with the 500 and 600 blocks of Joplin Ave. included. Other nationally recognized districts are found in adjacent areas of downtown.

Being located in a recognized historic district is a benefit but sometimes a challenge. You benefit from consistent standards for renovation and restoration of facades, signage, and building exteriors. This maintains the historic fabric of the neighborhood throughout and for future generations. Guidelines will direct you to maintain what you can and that any replacement materials be consistent with the original design of the building.

## CONTINUED SUPPORT

Downtown Joplin Alliance believes in continued relationship building because we want your continued success. Please let us know how we can help!

## LOCAL INFORMATION

Buildings within the Sunshine Lamp District need a Certificate of Appropriateness for any exterior modifications including signage, windows, paint, etc. These standards maintain the integrity of the historic buildings and the district. Tom Walters, City Planner, is a great resource for these particulars: 417-624-0820 ext 539.

- Historic District Guidelines [joplinmo.org/DocumentCenter/View/3287/DRS?](http://joplinmo.org/DocumentCenter/View/3287/DRS?)
- Certificate of Appropriateness [joplinmo.org/DocumentCenter/View/3285/New-COA-Application?](http://joplinmo.org/DocumentCenter/View/3285/New-COA-Application?)
- District Boundaries [joplinmo.org/DocumentCenter/View/6840/Sunshine-Lamp-District-Boundaries?](http://joplinmo.org/DocumentCenter/View/6840/Sunshine-Lamp-District-Boundaries?)
- Facade Grant [joplinmo.org/DocumentCenter/View/1550/Facade-Grant-Application--Revised2012?](http://joplinmo.org/DocumentCenter/View/1550/Facade-Grant-Application--Revised2012?)

## TAX CREDITS

For a major renovation project, state and federal historic tax credits (HTC) can be an excellent tool to make the finances work. These are a complex 3 step process. You'll want to have pros involved along the way!

- Is your building listed on the National Historic Registry or in a Nationally recognized district? <https://dnr.mo.gov/shpo/jasper.htm> If not, you will have to apply for it to be listed. This is "Part 1" of the State and Federal application.
- State HTC are equal to 25% of qualified renovation expenses. These may be sold. Missouri guidelines <https://ded.mo.gov/programs/business/historic-preservation>
- Federal HTC equal 20% of the the qualified renovation expenses. These typically are not sold for most projects in Joplin. Federal guidelines: <https://www.nps.gov/tps/tax-incentives.htm>

## OTHER POSSIBILITIES

There are other possible sources of funding for development that are situation specific.

- **Brownfields Remediation Program.** To redevelop contaminated commercial/industrial sites, this program provides financial benefits for redemption purposes. These projects must result in the creation of at least 10 new jobs or the retention of 25 jobs. <http://ded.mo.gov/programs/community/brownfield-redevelopment-program>
- **Property Tax Abatement.** Some areas considered "blighted" are eligible to apply for property tax abatement under the Urban Redevelopment Corporations Law. <http://www.ded.mo.gov/programs/community/chapter-353-tax-abatement>
- **Joplin Capital Corporation.** Provides "gap financing" such as small business loans and/or equity.
- **Opportunity Zone.** Encourages long-term investment and job creation in low-income areas of the state, by allowing investors to re-invest unrealized capital gains in designed census tracts. A portion of downtown is eligible.
- **TIF District.** TIF is a public financing method that is used most commonly to redevelop blighted areas and make public infrastructure improvements funded in part by future taxes created by the development itself. A TIF District is usually created in a blighted area where little to no property and sales taxes are currently being generated. A development is then built and paid for by the developer.

# RESOURCES TO GET STARTED NOW

## GENERAL

Downtown Joplin Alliance - Lori  
Small Business Development Center (417) 501-9649  
(417) 625-3128

Joplin Area Chamber of Commerce (417) 624-4150  
City of Joplin (417) 624-0820  
Connect2Culture (417) 625-6683

## Joplin Convention and Visitors Bureau (800) 657-2534 BUSINESS CONSULTING

Tabitha Smith Accounting Services (417) 208-2858  
Higher Vision (417)-438-4428

## BANKING

Arvest Bank (417) 627-8000  
Commerce Bank (417) 626-4000  
Guaranty Bank (417) 520-4333  
People's Bank of Seneca (417) 578-9050  
Pinnacle Bank (417) 624-3343  
U.S. Bank (417) 206-4460

## INSURANCE

Don Gould Agency, Inc. (417) 781-8343  
Kraft Insurance Services (417) 624-6565

## ACCOUNTING

Churchwell Hedman Tax Group (417) 781-1829  
Honey Bee Tax Solutions (417) 986-4287

## UTILITIES

AT&T (Internet and Fiber) (844) 723-0252  
Sparklight (Internet, Cable TV & Phone) (417) 624-6340  
City of Joplin (Sewer) (417) 627-2955  
C and R Disposal (Commercial Trash) (417) 642-5842  
Liberty Utilities, (Electric and Fiber) (417) 625-5100  
Missouri American Water Company (866) 430-0820  
Republic Services Inc., (Waste Services) (800) 431-1507  
Spire Gas (417) 626-4841

## SIGNAGE

Just Wrap it Signs & Designs (417) 825-1811  
Sign Designs (417) 624-8688

## PRINTING AND MAILING

Joplin Printing Co. (417) 623-4460  
The Lettershop (417) 627-0585  
USA Print & Digital Services (417) 626-0966

## LEGAL

Copeland & Brown Attorneys, PC (417) 623-7200  
Law Office of Cobb Young, LLC (417) 623-4000  
Parmele Law Firm, PC (417) 206-4460  
Steven A. Hays Law (417) 782-7600  
Tim Intessimone (417)-622-4036

## CONTRACTORS

American Construction, Inc. (417) 781-6811  
Dooley Roofing Company (417) 673-1439  
JMH Construction (417) 782-1381  
Neal Group Construction (417) 206-4910  
Terry Donaldson (417) 782-6421  
Willey Construction (417) 434-8100

## ARCHITECTURE/ENGINEERING

Corner Greer & Associates, Inc. (417) 206-3134  
Hunter & Millard Architects, Inc. (417) 624-8872  
Olsson Associates, Inc. (417) 781-0643  
Paragon Architecture (417) 885-0002  
PLJBD Architects & Engineers (417) 624-4004  
Anderson Engineering (417)-782-7399

## ADVERTISING & BRANDING

KM Guru Marketing (408) 766-4878  
Little Bird Marketing (417) 782-1780  
Midwestern Interactive (417) 208-9701  
S15 Designs (417) 414-0515  
Storm Cloud Marketing (417) 623-7811  
Trinity Social Advantage (417) 317-6877  
VAZZO Creative (417) 540-9310

## MEDIA OUTLETS

417 Magazine (417) 883-7417  
AMI Radio Group (417) 781-1313  
JMag - Joplin Metro Magazine (417) 627-7205  
KOAM/FOX Local News (417) 624-0233  
KSN/KODE Local News (417) 781-2345  
Show Me Ozarks Magazine (417) 455-9898  
The Joplin Globe (417) 623-3480  
Zimmer Radio & Marketing Group (417) 624-1025



(417) 501-9649 | downtownjoplin.com

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