

If you are a Registered Agent but not a business owner, please forward this to the business owner.



Craven County Entrepreneurs: Great Resources to Jumpstart Your Business' Success

Congratulations on starting your new business!

I remember when I started my own small business in rural NC. Finding resources to help was difficult--there simply was no roadmap. It was tricky and time consuming to figure out what to do next. Was my business plan solid? Where could I get a small business loan? What kind of documents would that lender need from me? And who in the community could help me promote my business?

I would have loved to have had quick access to **experienced, professional advisors** to help me get off to a great start—right from the beginning. That experience is why I started **Rural RISE NC**—Resources for Innovators, Start-ups, and Entrepreneurs—for you.

Rural RISE NC provides this important roadmap of resources to you. This initiative connects you with small business lenders, business counselors, and more—within your community and beyond. And even better, **many of these resources are free.** We have made it easier for you to find these resources with a new web page, sosnc.gov/RISE.

Below is just a sample of the resources you'll find on the web page. Please **search by Craven County**, and start connecting with professionals who will help increase the likelihood of your success. I am confident they can help your new business **RISE** to the next level.

RURAL RISE NC SEARCH



[Craven County Economic Development and the Craven 100 Alliance](#) wants your business to be successful. We can assist you by connecting you with local lenders, finding

real estate options, and with resources that can help with your workforce needs. Craven County Economic Development also has a strategic partnership with the [Fleet Readiness Center East \(FRCE\)](#), North Carolina's largest aviation maintenance, repair, overhaul and technical services provider. We can help you explore doing business with FRCE. For more information, please contact Economic Development Director Jeff Wood at [252-876-5228](tel:252-876-5228) or via email jwood@cravencountync.gov.

New Business Checklist

Stay on the path to success.

[Download and review the checklist](#) which contains some of the key ingredients to help you succeed—including links to **many free resources**.



Find Funding

Identify and build relationships with lenders.



[Learn more about CCI](#)

[Learn more about the Kiva program](#)

[Carolina Community Impact \(CCI\)](#) is a non-profit community development financial institution (CDFI) focused on providing loans to small businesses that may not qualify for traditional financing. The Central NC Kiva Hub allows us to provide **0% interest small business microloans** through a crowdfunding platform that taps borrowers' friends, family, supporters, as well as a community of 2 million lenders hoping to expand access to capital for all.



Interested in learning more?
Reach out to Reggie Jones at
[919-803-1437](tel:919-803-1437) ext. 248
or [via email](#)

Ready to get started? Complete
a [Business Solutions Request](#)

[Carolina Small Business Development Fund](#) is a statewide, 501(c)(3) nonprofit community development financial institution that provides capital, technical assistance, and policy research to light the way for small businesses. Programs include:

- [Financial Solutions](#) - Loans up to \$350,000 in a wide range of industries and with flexible terms to meet your needs.
- [Bilingual Technical Assistance programs](#)
- [SBA Community Advantage Lending](#), as well as other specialized loan programs and products.



*Business lending to advance equity
and help communities flourish.*

Contact
Dionna White
at [336-602-4230](tel:336-602-4230)
or via email

[Partner Community Capital](#) lends to businesses, agricultural enterprises, and non-profits so they can improve quality of life in underserved communities, through job creation, delivery of vital products and services and environmental stewardship. We're a U.S. Treasury-certified Community Development Financial Institution (CDFI). CDFIs provide access to capital to borrowers who cannot meet the credit standards of traditional financial institutions because of risks, real or

dlewis@partnercapital.org
to learn more about
PCAP's offerings.

perceived. As a community-based financial institution, we can be **more flexible in what and how we choose to finance**. PCAP also recognizes that small enterprises often need more than just capital to succeed. That's why we connect our customers with **business advisory services** so they can make the best use of the loans they receive from us (or other lenders).

Connect With Local Resources

Meet contacts who can lend a hand.



Contact SBC Director
Jeff Wilke
via phone [252-638-1088](tel:252-638-1088)
or email wilkej@cravenc.edu
to get started.

Craven Community College's Small Business Center (SBC) supports the development of new Craven County businesses by being your community-based provider of **FREE counseling, training**, and resource information. Our professional staff will help you find solutions to challenging business questions, provide assistance in the **creation of a business plan**, and more. No question is too simple or too complicated. SBC understands the unique challenges that local businesses encounter, and we're ready to help.



**Learn How
The SBTDC Can Make Your
Business Better**

Contact Rob Bower,
SBTDC Regional Director at
[252-737-1385](tel:252-737-1385) or
email ecu@sbtcdc.org

The **Small Business & Technology Development Center of NC (SBTDC) at East Carolina University** has resources that can help you better understand existing customers and find new ones, identify industry trends, learn best practices for human resources, marketing, management, and more. We provide management counseling and educational services to small and mid-sized businesses. Our **business counselors offer CONFIDENTIAL, FREE one-on-one assistance** to help you with your business plan. Please reach out to the SBTDC today for assistance starting and/or growing your business.



Connect With An EDPNC

EDPNC Small Business Advisors is a **free service for anyone seeking to start a small business** in North Carolina. We offer one-on-one phone consultations to people interested in starting a business, small business owners in need of general support, and entrepreneurs interested in moving to North Carolina. We're here to answer your questions and help you navigate

Small Business Advisor
[252-973-1211](tel:252-973-1211) or
email SBAdvisors@edpnc.com

topics like regulatory requirements, licensing stipulations, small-business training, and more.



NEW BERN
CHAMBER OF COMMERCE

Contact President & CEO
Kevin M. Roberts
at [252-637-3111](tel:252-637-3111) or
kroberts@newbernchamber.com

The [New Bern Area Chamber of Commerce](#) serves to develop and support an economic, political and social climate favorable for business and the community overall. We offer **networking events, community and business development opportunities, ribbon cuttings, business referrals, mentoring services, and serve as a business advocate** with governmental and regulatory bodies. Serving the New Bern area for 125 years, the New Bern Chamber is your best source for the connections you need to make your business thrive.



Contact Executive Director
Liz Crafton
at [252-447-1101](tel:252-447-1101) or
director@havelockchamber.org

We invite you to visit us and the Aviation exhibits located inside the Havelock Tourist & Event Center to learn more!

The [Havelock Area Chamber of Commerce](#) has a mission of strengthening and promoting businesses and our greater area community. We use membership investments to **provide business resources, marketing, referrals, and networking opportunities** while advocating for everyone. Check out our EXPLORE HAVELOCK app to see how we do that. Our partnership with the military/veteran community is important to the pulse of Havelock, and because of the proximity to Marine Corps Air Station Cherry Point, our area is diverse and welcoming.



[SCORE Coastal Carolina mentors](#) know what it's like to be a small business owner. We provide free and confidential one-on-one business counseling by phone, email, and in-person in the 9-county region. Our community of experienced entrepreneurs, corporate managers, and executives is eager to help you start and grow your business. [Enter your zip code and complete the mentoring request form](#) to be paired with a local business expert today. We also conduct workshops for both start-up entrepreneurs and seasoned small business owners.

Stay in Good Standing

Understand the requirements to maintain registration.

The Annual Report is a simple, one-page document, required by State law to keep your business current and active on the records of the NC Business Registry at the NC Secretary of State's Office.

It is important to keep the NC Business Registry up-to-date, from [filing your annual report](#) to amending the Articles. It is your responsibility to meet these obligations.

Maintain Your Registration

Build Your Workforce

Successfully recruit and hire.



Learn more about the no-cost business services available to you through the [NCWorks Career Center](#) in **New Bern**, including job postings and help with employee recruitment and retention. Please contact **Reeshema A. Walker** at [252-514-4828](#) or [via email](#).

And be prepared! **If you have employees now or plan to add** some as your business grows, you'll need to know how to handle payroll taxes, workers' compensation, and whether you're required to pay unemployment insurance tax.

Build Your Workforce

Keep Your Business & Customers Safe

Access free resources and be "cyber ready."

Small businesses are often the biggest targets for phishing, hacking, and other cyber threats. The **Cyber Readiness Institute** offers a free [Starter Kit](#) to help you take basic steps to protect your business. Want more than the basics? There's also a free, self-paced online [Cyber Readiness Program](#).

Learn More



Did you know that there's another way to protect your business?

Registering a trademark or service mark serves as public notice that you are claiming ownership of that distinguishing mark. While the Department of the Secretary of State does not require you to register any of the trademarks or service marks your business uses, we do strongly



Help us protect you! The Secretary of State's Office has sworn law enforcement officers who **investigate counterfeit trademark crimes** statewide. Learn what to look for and how to avoid being a victim.

recommend that you protect those marks by registering them.

[Protect Your "Brand"](#)

[Counterfeit Trademark Info](#)

Have We Overlooked Anything?

Is the content of this email helpful to you?

[Yes](#)

[No](#)

We value feedback from new business creators like you. Are there other resources you've been looking for but cannot find? We're happy to help. Please send us an email and we will be in touch.

[Share Your Thoughts](#)



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