



# Start Your Business in Plainview, Texas Hale County

**Explore the Opportunities**





# Starting a Business in Plainview, Hale County, Texas

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## Welcome to Plainview, Hale County, Texas!

Are you ready to turn your business idea into a reality?

This guide is designed for first-time entrepreneurs, existing businesses expanding locally, and anyone considering relocating a business to Plainview or Hale County. It will serve as your roadmap from concept to grand opening. It highlights the resources, programs, and people who can help you start and grow right here in Plainview and Hale County.

The Plainview Hale County Economic Development Corporation (PHCEDC) is a resource for guidance, data, and connections. Whether you're developing a small storefront, a manufacturing startup, or a professional service, PHCEDC is here to help guide you every step of the way.

## Laying the Groundwork

Starting a business takes planning, persistence, and perspective. Before diving in, evaluate your readiness—your skills, resources, and the market you're entering. Doing your own research is a great way to learn and get to know the market you are entering. The good news: Plainview and Hale County are places that reward initiative. Our communities value hard work and support entrepreneurship through education, involvement, mentorship, and access to financing.

PHCEDC can help with:

- Entrepreneurship resources such as training and workshops on marketing, finance, and business management.
- One-on-one coaching and mentorship with experienced local business leaders.
- Introductions to local lenders, industry experts, peers and potential partners.



**The following nationally collected data will help set realistic expectations as you begin planning.**

### **1. How do entrepreneurs fund their business?**

As of 2025:

- 66.3% use personal funds.
- 27.6% finance with income from another job.
- 11.3% borrow from friends and family, and 6.4% use donations from friends and family.
- 11.2% use a bank loan.
- 9% use a credit card cash advance.
- Less than 4% use investors, grants, and crowdfunding.
- 58% start with less than \$25,000, 30% start with less than \$5,000.
- 6% use U.S. Small Business Administration loans to start their businesses.



### **2. How much does the average entrepreneur make?**

According to PayScale.com, the average entrepreneur makes around \$64,000 per year.

### **3. What percentage of businesses are profitable?**

Over 65% of small businesses are profitable.

### **4. How many people do most small businesses employ?**

In the U.S., 46.4% of the U.S. private (non-government) workforce are employed by small businesses. Over 80% of small businesses have no employees at all.

### **5. What percentage of entrepreneurs are college-educated?**

44% of entrepreneurs have a college degree. While it can be useful to have some higher education, it isn't something you need in order to be successful. Most people don't have that background at all.

### **6. Why do most entrepreneurs fail?**

According to research by Forbes, 42% of businesses fail due to a lack of demand for their products or services. The second most common reason is the lack of funds.



## 7. What are the biggest costs for entrepreneurs?

Labor is the biggest cost, accounting for about 70% of a company's budget.

Inventory is the second highest cost, averaging 17 - 25%.

**Ready to move ahead? Time to do some planning.**



## WRITING A BUSINESS PLAN

A business plan is both your compass and your pitch document. It defines your vision, your goals, strategy, and financial projections. Lenders, investors, and partners will all rely on it when they are advising you and making decisions on lending you start up capital.

Your business plan doesn't have to be perfect – it has to be clear and honest. It should contain:

### **Executive Summary**

A high-level overview that should clearly and precisely define:

- » Your business.
- » The product you manufacture or the service you provide.
- » The industry and its overall condition.
- » Information about yourself, your qualifications and your experience, including your personal background. Include education and training, work experience, special skills, personal financial records, real estate owned and references.

### **Goals**

List and detail your long and short-term goals for production, sales, and finance. Describe the image you want to project and the way you want the public to think about your company.

### **Description of product or service**

Be detailed; if you manufacture a product, include photographs or diagrams. If your product solves an industry problem, describe that problem and how your product aids in the solution. Provide results of all research and testing that has been completed on the product or service to demonstrate the need, popularity, safety or reliability.

### **Marketing Strategy**

Identify your target market - that is, the group of consumers who will be buying your product or service.

- » Demonstrate how you will reach the target market.
- » Describe your plans for marketing and advertising.
- » Show distribution plans for the product or service.
- » Establish a pricing strategy and compare prices with competitors.
- » List long- and short-term sales targets.
- » Identify potential major accounts.

### **Operating Strategy**

Describe your organization, including an organizational chart that lists all job titles. Describe the location of your facility and the activities that will take place there. List the equipment to be purchased. List suppliers and their ability to deliver goods when you need them.

## Financial Strategy

To develop your financial strategy:

- » Include a current financial statement, projected cash flow, income statements, and balance sheet. Include a 2-3 year projection to estimate your needs for the immediate future.
- » List your anticipated costs to start the business.
- » Describe the sources of funds. How much will you invest, how much others will invest, and how much will you borrow? Creditors and investors pay particular attention to the amount of money the business owner invests. *Banks prefer to see a personal investment of one-quarter to one-half of the money needed before approving the remainder of a loan.*
- » Indicate how you will use the funds during the start-up period.
- » Show in dollars and time when your business will break even, the point at which you have covered all your expenses and are not making a profit or taking a loss.
- » List and explain your significant debt. Also, list and explain significant amounts of money owed to you.

### PHCEDC can help you:

- Draft your plan with coaching and templates.
- Build realistic startup budgets and projections.
- Provide connections to bankers, financial advisors and other professionals to help review your plan before submission to banks or investors.

### Additional Resources:

- ✓ [SBA – Write Your Business Plan](#)
- ✓ [Texas SBDC Network](#)
- ✓ [Texas Governor’s Office Small Business Handbook](#)

## Organize Your Business

Texas offers several business structures: Sole Proprietorship, Partnership, LLC, or Corporation. Each carries different tax, liability, and reporting implications. PHCEDC can connect you with local attorneys, accountants, and the Small Business Development Centers (SBDC) for guidance.

- [Governor's Small Business Resource Portal](#) – An excellent resource!
- [Texas Business Permit Office](#)

## Research Your Market

Market research helps you understand your potential customers' needs, your competition, trends in consumer habits, and to identify geographic advantages and demographics. In Plainview and Hale County, suggestions include:

- [Plainview Chamber of Commerce](#): Business networking and marketing opportunities.
- [City of Plainview](#): Offers demographic and community information, area maps and assistance with zoning and code compliance, including:
  - ✓ Helping to identify suitable locations that align with zoning regulations.
  - ✓ Ensuring the new business complies with local zoning laws, land use regulations and any special requirements for the type of business
  - ✓ Providing guidance on safety, fire codes and necessary inspections for building renovations or construction.

### ➤ **Not in Plainview? Check with your own City to discover resources and rules in your community.**

- Small Business Development Centers (SBDC)
  - ✓ [SBDC at Texas Tech University in Lubbock](#) provides no-cost business consulting and low-cost training to new and existing businesses. Small business owners and aspiring entrepreneurs can receive face-to-face business consulting and at-cost training on a variety of topics.
  - ✓ [The SBDC at West Texas A&M University](#) in Canyon similarly provides no-cost business consulting and low-cost training to new and existing businesses, either in person or virtually.
- State and Federal Resources
  - ✓ [U.S. Census Bureau](#) – population, income, spending, and business formation data through tools like data.census.gov and Census Business Builder.
  - ✓ [Bureau of Labor Statistics \(BLS\)](#) – employment, wage, and industry trends
  - ✓ [Texas Workforce Commission](#) for recruiting and hiring initiatives
- Rural Community Strategies.

Don't underestimate these strategies to help you understand business development in the small towns of rural West Texas.



- ✓ Boots-on-the-ground research. Firsthand observation. Visit competitors, talk to potential customers, check local foot traffic, and note prices and service levels. It's often the missing texture behind the numbers.
- ✓ Join the [Plainview Chamber of Commerce](#). The Chamber is an excellent opportunity to network and meet fellow business owners.
- ✓ Local service clubs like the Lions, Kiwanis, Soroptimists and Rotary clubs — full of friendly West Texas people who know what sells and what stalls.
- ✓ Texas Department of Agriculture's "[Go Texan](#)" program – consumer and producer directories, rural business grants, and marketing support.
- ✓ [USDA Rural Development](#) – market and infrastructure reports for small towns, plus funding opportunities







## Obtain Financing

Capital is crucial. Underfinancing is one of the leading causes of small business failures. Before applying for a loan, know your total startup costs, including personal living expenses for at least six months.

Remember that banks would prefer to see a personal investment of at least one-quarter to one-half of the money needed before approving the remainder of a loan. If you do not have this much available money, programs through the Small Business Administration Loan Program might be available to you.

Potential funding sources include:

- Local banks and credit unions
- [U.S. Small Business Administration \(SBA\)](#)
- [USDA Farm Service Agency Loans.](#)
- [Minority Business Development Agency.](#)
- [Amber Grants for Women in Business.](#)
- [Caprock Business Finance](#) – Small Business loans.
- [Texas Small Business Credit Initiative.](#)
- [PHCEDC job incentive programs.](#)
- [City of Plainview incentive programs](#) and TIRZ grants for downtown.

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*Avoid using personal credit cards without a repayment plan – this is a common early pitfall.*

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## Choose Your Location

Plainview and the Hale County area offer prime sites for retail, industrial, and service businesses, from historic downtown storefronts to the [Plainview – Hale County Business Park](#) adjacent to I-27. Things to consider when choosing your location:

- ✓ The need for business visibility: Will your business need foot traffic to be successful?
- ✓ Option of renewing your lease at the end of the term.
- ✓ Lease inducements such as free rent or reduced rent for an initial period.
- ✓ Services like common area maintenance included in the monthly rent.

For a list of local real estate brokers, see: <https://plainviewcdc.org/doing-business/realtors/>



## Zoning

Always be sure to verify the zoning of your potential locations. In Plainview, information can be found online at the [City of Plainview's website](#), or by visiting City Hall. Business uses are typically not allowed in residential areas, and some business uses are not allowed in commercial or industrial zones. You must satisfy the zoning requirement before your business is permitted to operate. If the property site you have selected is not zoned for your type of business, you may discuss a zoning change with the City.

### [Community Development Department](#)

202 W 5<sup>th</sup> Street  
Plainview, Texas 79072  
806-296-1100

Not in Plainview? Check with your City to understand the rules and regulations in your Hale County Community.



## Building, Construction & ReModeling

Whether constructing a new building or remodeling an existing structure, your plans must be approved by the City of Plainview Community Development Department. In *most* cases, you will need stamped architectural, engineering and construction plans for your project from a licensed professional. Through the review process, you may be required to change your plans to meet certain building, fire and safety codes. If you are located in downtown Plainview, you may need to comply with certain historic codes. City staff will work with you to explain and guide you through the necessary changes. Once your submitted plans meet design, building and fire code requirements, you will be issued a building permit to begin construction.

### [Community Development Department](#)

202 W 5<sup>th</sup> Street



Plainview, Texas 79072  
806-296-1100

## Permits, Licensing & Paperwork

In order to open and begin operating, you need a Certificate of Occupancy to show that the building you are locating in has met the City's code requirements. You can apply for a Certificate of Occupancy at the City of Plainview, Community Development Department. Representatives from the department will inspect your building for compliance, which may require some building modifications before you can open. That is especially true if your business represents a different type of use than the previous occupant, or if your building is particularly old. If your business is located in Downtown Plainview, you may be required to comply with certain [historical development codes](#).

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*Permitting and inspections can take several weeks. Build this into your opening timeline.*

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If your business is a restaurant or food related, the [City's Health Department](#) will also have to approve the building.

For more information on all these permit requirements, call the [City of Plainview Community Development Department](#) at 806-296-1100.

If your business serves or sells alcohol, wine or beer, visit the [Texas Alcoholic Beverage Commission](#).

If you are developing your business in Hale County, outside of any City limits, two permits are required: Flood Plain and Septic System. [https://www.halecounty.org/county\\_offices/special\\_projects.php](https://www.halecounty.org/county_offices/special_projects.php) Contact Hale County at (806) 288-1541.

This is not a complete list of licenses, permits or registration required. For more information, visit: [gov.texas.gov/business/page/business-permits-office](http://gov.texas.gov/business/page/business-permits-office)



## Utilities & Services

Electricity: [Xcel Energy](#) - 800-895-4999

[Lighthouse Electric Cooperative](#) - 806-983-2814

Gas: [Atmos Energy](#) - 888.286.6700

Water/Sewer/Trash: [City of Plainview Public Works](#) - 806-296-1169

Internet: [AT&T](#): 806-302-0778 (local)

[Optimum](#): 844-874-7558

[Vexus](#): 800-658-2150



## Labor & Workforce

Hale County's workforce is skilled, diverse, and supported by regional partners:

- [Workforce Solutions South Plains](#) – job postings, training, and hiring assistance.
- [Wayland Baptist University](#) & [South Plains College](#) Plainview Campus – workforce training and internships.
- [Workforce South Plains - Skills for Small Business Program](#) – Available for companies with 100 employees or more, the Texas Workforce Commission will provide a reimbursement for employee training.

## State Unemployment Insurance

Your company must pay State Unemployment Insurance Tax if you employ one or more individuals during a portion of a day in each of 20 different weeks in a calendar year; or pay \$1,500 or more in wages in a calendar quarter. The Texas Workforce Commission is charged with collecting the unemployment insurance tax and with paying unemployment benefits to individuals who qualify.

To acquire a Texas Workforce Commission Identification number, submit Form C-1 Texas Workforce Commission Status Report. The tax must be submitted quarterly on Form C-3/C-4.

The tax number will be used on all quarterly returns and on the Federal Tax Return 940 to show that you have paid the state tax.

## Workers' Compensation

Workers' compensation is not mandatory in Texas, but you should seriously consider carrying such a policy, which is available through private insurance companies. The State Board of Insurance keeps a list of insurance companies qualified to write policies. If you decide to carry workers' compensation insurance, you must notify the Industrial Accident Board.

For additional information see:

## General Business Insurance

Protecting your business is just as important as launching it. Business insurance helps manage risk, protects your assets, and is often required by landlords, lenders, or customers before you can open.

Even small businesses face exposure—from accidents and storms to lawsuits and data breaches. The right coverage helps your business survive unexpected setbacks.

### Common Types of Business Insurance

- **General Liability Insurance** - Covers injuries, accidents, and property damage involving customers, vendors, or visitors. This is the most common and often required coverage.
- **Commercial Property Insurance** - Protects buildings, equipment, inventory, and furnishings from fire, storms, theft, or vandalism. Renters should still insure their contents.
- **Professional Liability (Errors & Omissions)**- Important for service-based businesses. Covers claims related to mistakes, negligence, or failure to deliver professional services.
- **Commercial Auto Insurance** - Required if your business owns or uses vehicles for business purposes. Personal auto policies typically do not cover business use.
- **Cyber Liability Insurance** - Recommended for businesses that accept online payments or store customer data. Covers data breaches, cyberattacks, and recovery costs.

### Getting Started

- Speak with a local insurance agent familiar with Plainview and Hale County businesses.
- Review lease and loan agreements, which may require specific coverage.
- Revisit coverage annually as your business grows.

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*Tip: Bundling coverage into a Business Owner's Policy (BOP) can reduce costs while meeting basic insurance needs.*

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PHCEDC can help connect you with local insurance professionals and integrate insurance planning into your startup strategy.

## Americans With Disabilities Act

ADA compliance applies to most public-facing businesses and is best addressed early in design. Learn more about the Americans with Disabilities Act [here](#).

## Marketing Your Business

Plainview's growing economy rewards visibility and community engagement. Local businesses in our area love to partner to multiply exposure. PHCEDC can assist with:

- Finding marketing workshops and digital media training.



- Media outreach and announcements.
- See the PHCEDC's "Social Media Guide for Small Businesses."

### Make Local Connections

Join the Plainview Chamber of Commerce to build relationships, participate in events, and gain exposure through directories and mixers. Early engagement connects you to customers and civic leaders eager to see your business succeed.

### Your Long-Term Partner

Once your doors open, PHCEDC continues to support your growth with:

- Business expansion incentives
- Workforce training partnerships
- Guidance on exporting, logistics, and new markets

Plainview is a place where entrepreneurs thrive—where resilience meets innovation, and where your business can take root and grow strong.

