

An aerial photograph of a city street, likely in the West End of Toronto, with a blue color overlay. A black outline is drawn over the image, framing the text. The text is arranged in four lines: 'HOW TO START' (white and yellow), 'A BUSINESS' (green and white), 'IN THE' (white), and 'WEST END' (orange).

HOW TO START
A BUSINESS
IN THE WEST END

West
End *biz*



STARTING A BUSINESS IN THE WEST END

This guide aims to provide some basic information and helpful resources for starting a small business in the West End. Outlined are five general steps towards effectively launching your business.

STARTING A BUSINESS
/ ADVISING, TRAINING
AND FINANCING

ADVISING, TRAINING AND FINANCING

Several organizations offer assistance for new businesses. Futurpreneur, the Women's Enterprise Centre and the Business Development Bank of Canada are great starts. They focus on small to medium-sized businesses.

Futurpreneur focuses on entrepreneurs between the ages of 18 and 39 and the Women's Enterprise Centre assists businesses that are at least 50% women-owned.

Tip: Look for government and other grants for your specific business type or when hiring employees.

Look to the Canada Business Network's website.

All offer practical advice, training, guidance and mentoring as well as financing options with good rates and other perks for new business owners.

Your financial institutions may also offer business guidance and support.

FUTURPRENEUR

www.futurpreneur.ca
(204) 480-8481 or
1-866-646-2922
info@futurpreneur.ca

THE WOMEN'S ENTERPRISE CENTRE

www.wecm.ca
(204) 988-1860 or
1-800-203-2343
wecinfo@wecm.ca



REGISTRATION

REGISTRATION

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FEDERAL AND PROVINCIAL REGISTRATION

Depending on what type of business structure you are setting up (sole proprietorship, partnership, corporation or cooperative), naming and/or numbering your business may be required. This is not as complicated as it sounds. The Business Development Bank of Canada has good information on the pros and cons of different structure types. A sole proprietorship registered under the owner's name is not required to have a separate name registration.

Tip: Opening under one structure does not mean that it can't change later on. For example, many companies start as sole proprietorships for ease of registration and incorporate later.

A business number (or BN) registered with Canada Revenue Agency is required for registering for any program accounts (GST, Payroll, Import/Export, and others). The Canadian government website has the best information explaining when a BN is required, related programs and how to register for one.

BizPal can also be used as a gateway for BN and name registrations. It will lead you to the same Canada Revenue Agency registration.

With a BN, you can also register for an RST or PST account by contacting Manitoba Finance and Taxation and register for an RST/PST account.

BIZPAL

www.bizpalmanitoba.ca
bizpal@gov.mb.ca

CANADA REVENUE AGENCY

www.canada.ca/revenue-agency
1-800-959-5525



CITY
LICENSING,
ZONING AND
BUSINESS ROLL
NUMBER

CITY LICENSING,
ZONING AND BUSINESS
ROLL NUMBER

CITY LICENSING, ZONING AND BUSINESS ROLL NUMBER

There are 26 different types of businesses that require City of Winnipeg licensing. Types and licensing requirements are outlined in the 'Doing Business' by-law (91/2008), found on the City of Winnipeg's Community Services website. License applications can also be found here.

Licensed or not, all businesses must comply with commercial zoning regulations or apply for a variance or conditional use. For questions about licensing or zoning, contact the City of Winnipeg Planning, Property and Development Department's Zoning Branch.

Even if a license is not required for your business at the municipal level, contact 311 to set up your business roll number which serves as your business tax and BIZ levy number. Contact the West End BIZ office if you have questions and we will help get you to an answer. When you open, we can help get the word out.

Tip: Getting a business roll number (which serves as your tax and BIZ levy number) can take many months if the business does not take initiative. Getting it quickly allows you to avoid large back-tax and to be eligible for West End BIZ programming.

**PLANNING, PROPERTY
& DEVELOPMENT,
CITY OF WINNIPEG**

www.winnipeg.ca/ppd

(204) 986-5140

ppd-permit@winnipeg.ca



MEAT MARKET

HOME MADE SAUSAGE

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AND

BBQ SAUSAGE

IN TOWN!

COLD CUTS

BIRKS ON SALE 25% off

Hong Hing

EQUIPMENT DELIVERY

SPACE / RENOVATIONS AND PERMITS

SPACE

In developing your business plan, you will identify the types of spaces and surroundings that will best support your new business.

Tip: It can be advantageous to find a space that was previously used for a similar business. When sorting through necessary permits to get the business up and running, minimal change can speed up the process by reducing the building codes that must be met.

The West End BIZ is a great resource to use here. We have a working knowledge of the commercial space in our zone and keep an updated list of available space. Check out our map of available space - with agent and listing information - on our website. We consolidate a list from Spacelist, Kijiji, and broker websites while also including some otherwise unlisted spaces we know of. The BIZ also provides grants and incentives for businesses locating in our zone, along with a wide array of other services, including marketing and promotion.

RENOVATIONS AND PERMITS

BizPal is a great one-stop resource to take you through the licensing, permitting and related paperwork for your specific projects or business.

Contact the City of Winnipeg Permits Department to discuss opening date and upcoming projects. Contact information for permits and other relevant inquiries can be found on the Planning, Property and Development Department's webpage.

Tip: If hiring a contractor to do renovations they may be responsible for permits on the work.

An occupancy permit is required before your business operates or even before furniture and equipment is moved in. Contact Planning, Property and Development for City of Winnipeg occupancy permit details.

The West End BIZ offers grants and rebates for a wide variety of projects for new businesses.

BIZPAL

www.bizpalmanitoba.ca
bizpal@gov.mb.ca

PLANNING, PROPERTY & DEVELOPMENT, CITY OF WINNIPEG

www.winnipeg.ca/ppd
(204) 986-5140
ppd-permit@winnipeg.ca

INFORMATION & OTHER SUPPORT

*You can never have too much support and knowledge when launching a new business.
Make sure you connect with all the available resources!*

THE WEST END BIZ

- information on available space, grants for starting your business, and exposure and general guidance when starting out

www.westendbiz.ca
(204) 954-7900
info@westendbiz.ca

FUTURPRENEUR

- provides loans to businesses owned and operated by those between 18 and 39 years old, and connects eligible participants to mentoring programs

www.futurpreneur.ca
(204) 480-8481 or 1-866-646-2922
info@futurpreneur.ca

THE WOMEN'S ENTERPRISE CENTRE

- provides business loans and advising to businesses owned and operated by women by at least 50%

www.wecm.ca
(204) 988-1860 or
1-800-203-2343
wecinfo@wecm.ca

THE BUSINESS DEVELOPMENT BANK OF CANADA

- provides loans to businesses, information on business structures and advising services

www.bdc.ca
1-888-463-6232

WORLD TRADE CENTRE WINNIPEG

- connects you to other financing options

www.wtcwinnipeg.com
(204) 253-4888 or 1-800-665-2019
info@wtcwinnipeg.com

BIZPAL

- sorts through what you will need in terms of permits, licensing, and registrations paperwork along with other information

www.bizpalmanitoba.ca
bizpal@gov.mb.ca

PLANNING, PROPERTY & DEVELOPMENT, CITY OF WINNIPEG

- gives direction on zoning, permit and licensing questions

www.winnipeg.ca/ppd
(204) 986-5140
ppd-permit@winnipeg.ca

CITY OF WINNIPEG

- information on what business types need licensing

www.winnipeg.ca
dial 311
311@winnipeg.ca

ENTREPRENEURSHIP MANITOBA

- provides invaluable information like “Your Guide to Starting a Business in Manitoba”, and connect to you educational, mentoring, financing, and grant programs for many types of businesses

www.entrepreneurshipmanitoba.ca
(204) 945-8200
embinfo@gov.mb.ca

ECONOMIC DEVELOPMENT WINNIPEG

- provides excellent information, support and resources to businesses looking to set up in Winnipeg
- economicdevelopmentwinnipeg.com
Unit 800-One Lombard
(204) 954-1997

YES! WINNIPEG

- Economic Development Winnipeg’s business development team, which attracts new companies to the city, assists entrepreneurs in bringing their ideas to life and helps existing businesses expand
- economicdevelopmentwinnipeg.com/yes-winnipeg
(204) 954-1997

THE WINNIPEG CHAMBER OF COMMERCE

- a resource for information and support

www.winnipeg-chamber.com
100-259 Portage Avenue
(204) 944-8484


MANITOBA FINANCE AND TAXATION

- takes you through registering for an RST or PST account
- www.gov.mb.ca/finance/taxation
(204) 945-5603 or 1-800-782-0318
mbtax@gov.mb.ca

CANADA REVENUE AGENCY

- takes you through registering for your BN and registering for a GST account.

www.canada.ca/revenue-agency
1-800-959-5525



Adjacent to the University of Winnipeg, Exchange District and Downtown, the West End is home to 37,000 people and experiences high foot, bicycle and vehicle traffic down its main commercial streets. New businesses are increasingly choosing to locate in the West End. Despite its proximity to the city centre and low commercial vacancy, rent is affordable compared to Downtown and other central neighborhoods.

West
End *biz*



WWW.WESTENDBIZ.CA