

Checklist For Opening a Circus Business

Business Plan Development

- Define mission and vision
- Outline business structure
- Project financials
- Identify target audience
- Set goals and objectives

Legal and Regulatory

- Register the business
- Obtain entertainment licenses
- Secure liability insurance
- Comply with safety regulations
- Contract performer agreements

Location and Venue Setup

- Choose a home base
- Acquire performance tents
- Install seating arrangements
- Ensure accessibility
- Plan for mobility (if touring)

Talent Management

- Hire performers
- Engage support staff
- Conduct rehearsals
- Establish performance schedules
- Manage payroll and contracts

Show Development

- Script and choreograph acts
- Design costumes and props
- Select music and sound effects
- Plan lighting and special effects
- Arrange rehearsals and previews

Marketing and Promotion

- Develop branding
- Create promotional materials
- Utilize social media
- Engage local media
- Offer promotions and discounts

Launch and Promote

- Set up ticketing system
- Provide customer service
- Offer concessions
- Implement crowd control measures
- Enhance audience engagement

Go-to Resources for Opening a Circus Business

Event Management

- [Eventbrite](#)
- [Ticketmaster](#)
- [Bizzabo](#)

Marketing Tools

- [Mailchimp](#)
- [Hootsuite](#)
- [Canva](#)

Business & Accounting Services

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [QR Code Generator](#)

*All of the resources are clickable links