

# Event Planner Guide

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MAYOR



## Setup Business

- Create a plan** for the type of business you will open.
- Choose a business structure.** LLCs, Corporations, and Limited Partnerships must register their structure with CT Department of Revenue Services before registering locally.
- Trade Name Registration Form** In Stamford, you must register your trade name through the Town Clerk's office. More information can be found on the Create a Name page.
- Apply for an Employer Identification Number (EIN)** Known as a Federal Tax ID Number from the IRS. This number is used to identify your business and allows you to hire employees. If you are a sole proprietor without employees, you may choose to use your Social Security Number instead.
- REG-1: CT Tax Registration Form** In order to register your business with the State of Connecticut, you must complete the REG-1 Business Tax Registration Form. By filling out this form and the proper addendums, you can get your permit to sell tobacco products, fuel, etc. with the City through the Office of the Tax Collection and the Office of the Assessor.

**NOTE:** You may choose to obtain a separate business address, or you may use your personal address for your registration. Whichever you choose, it must be a physical address, not a P.O. Box.

- Loans and loan assistance programs** available specifically for small businesses to take advantage of. For more information on financial assistance, see [Borrowing Money](#) on the Stamford Business Portal. [Have an internal link to Borrowing Money.](#)

## Professional Requirements

- Obtain workers' compensation insurance** if you will have employees. You will need this in order to obtain the Department of Public Health (DPH) Permit to Operate.
- Consider obtaining general liability insurance** as you and your staff will be responsible for setting up physical spaces at events.

**NOTE:** Obtaining a certification can allow you to secure a reputation for reliability and professionalism, and keeping your certifications current can help you to retain your professional credibility. Common certifications are the CSEP (Certified Special Events Professional) or CMP (Certified Meeting Professional).

- Determine where and how you want to conduct day-to-day operations.** There are three main options for choosing a event planning business location: Home Based Business, Commercial Location, and Co-working Spaces.

**NOTE:** Key things to know about a home office:

- 1) Clients cannot come to your home;
- 2) Employees cannot work out of your home, unless they also live there;
- 3) You cannot display advertising;
- 4) You cannot use more than 25% of the total floor area for commercial purposes
- 5) Home-based businesses could violate your lease or Homeowners Association (HOA) charter.

- Obtain event-specific permits where needed,** whether it be for a temporary street closure, outdoor speakers, or even a rodeo or carnival.

## After Opening

- Solicit Work** using the web, word-of-mouth, advertising, partnerships, etc. Create a sales plan or system for marketing and managing leads (such as a CRM).
- Negotiate compensation & payment plans** prior to signing a contract. Consider when to use a flat project rate, percentage of expenses, hourly rate, and/or commissionable rate.
- Establish partnerships with key service providers** such as travel providers, caterers, hotel chains, and event centers. In return for your frequent business, these providers may be willing to offer you considerable price discounts.
- Prepare and pay your local, state, and federal taxes.** Learn more from these departments:
  - [Stamfordct.gov/tax-collection](http://Stamfordct.gov/tax-collection)
  - [Ct.gov/DRS](http://Ct.gov/DRS)
  - [Irs.gov](http://Irs.gov)

### **Important City Department Phone Numbers:**

Planning and Zoning	203-977-4711
Building Department	203-977-5651
Department of Health	203-977-4382
Fire Marshal	203-977-4651

Find all related permits and resources on the online version of this starter guide:  
[www.ChooseStamford.com](http://www.ChooseStamford.com)

For further business assistance, please contact Stamford's Office of Economic Development  
(203)-977-5168  
[EconomicDevelopment@StamfordCT.gov](mailto:EconomicDevelopment@StamfordCT.gov)