

2019 Knowledge Sharing Summit and Marketplace  
Thursday, March 28, 10:00 am - 11:30 am Roundtable Session:  
***Weddings 101: How to Make Your Property a Wedding Destination***  
Capitalizing on small properties

Presented by Nancy Malikie  
Gibson Mansion Bed and Breakfast, Missoula, MT

Nancy will be discussing ways to increase your revenue by adding all types of size weddings for the small property.

1. Large weddings do not mean you have to do full wedding event planning and catering. Offering wedding coordination for the event and be a resource to suppliers they need for their special day is a very desirable option to a Bride and Groom. Allows for smaller properties to have the options for large outdoor events without needing all the additional staff and facility.
2. Adjusting your wedding venue offerings to work around your property and possibly the seasons of the years: This allows you to maximize your ROI as a wedding venue year round.

### BULLET POINT LIST OF TALKING POINTS:

- \*Evaluate your property both inside and outside to see what you can offer.
- \*Use of tents and heaters are options to allow for expanded outside venue size.
- \*When evaluating weddings can you accommodate just the ceremony or can you vary the reception style to accommodate both.
- \*For inside events increase your venue size by a more informal ceremony where guests are not all seated and offering a Tapas style menu rather than a sit down event.
- \*Do not miss the increase in wedding revenue because you do not offer in-house catering and full wedding planning. Create the niche market for a lower venue costs but the added value of wedding day/weekend coordination. This is a huge niche that brides LOVE.

### HANDOUTS:

Gibson Mansion Bed and Breakfast is a 4 room Victorian property, with the main floor as guest common area of around 1200 square feet of space (dining room, library/entry space, and parlor. In addition we have outside garden space just under ½ acre. We are located in the city limits with residential behind us and commercial on the other side.

### *Items to consider when evaluating event options:*

1. Parking. We have small business complex on the one side of our street that has 3 small parking lots. We talked with the owners and since the businesses are all closed on the weekend, we are able to use their parking lots on weekends and after 5pm on

weekdays. This allows for parking for up to 200 guests (includes our cul-de-sac and street parking).

2. Alcohol-Check your state/local laws. We do not have a liquor licenses but we are able to let groups bring in their own when doing private events. This is a huge cost savings for a B&G, and a huge selling point. We limit it to beer wine and champagne for our over 40 events so that we can keep better control on drinking. We also do not allow for any outside beverages to be brought in by guests, and once reception begins no additional alcohol can be brought in. This has eliminated any over consumption issues for us.
3. Time of Events. When starting to do events, we agreed our focus would be the B & B as our first priority and the events second. This helps to keep in mind what events you are willing to do and what times these events take place.
  - what time can events start, 12:00pm for us, and what time does it wrap up; 8:30pm in peak season unless all rooms are booked by event. Outside events are complete by 10pm complying with the city sound ordinance.
  - We do not book large events if guest rooms are already booked. We ALWAYS communicate to new room reservations that come through on a day we have an event taking place. We let them know what time the event is taking place (we cushion it by 30 minutes) and how they can come and go during the event.
  - If an event is taking place and not reserving all rooms we put in our contract that B & B guests may be coming and going during their event

#### *Weather, Seasons, and other charges-be creative*

1. We are in a 4 season climate, as well as a seasonal occupancy. Due to this we customize our wedding sizes to maximize each season.
  - We offer outside weddings through October, but begin a taper in the size of the event come mid-September to allow for tents with side walls and heaters for the cooler weather.
  - Inside events we offer weddings and receptions in a more non-traditional setting to increase the amount of guests for the event. This means guests do not sit during the wedding and the reception style if over 18 becomes a tapas style menu where no utensils are needed with furniture with side tables available. This allows us to increase our event size to 40.
2. Time of events during your off-season. We allow for a later event time during our slower months, 9:30pm. Again we communicate to our regular B & B guests to make sure they are not surprised by an event going on and the time it will be complete.
3. Packages and other charges. We do not include guest rooms in our packages, but we do have requirements on rooms being reserved by their party. This allows for individual rooms to be paid by guests rather than the B & G. We allow for a rehearsal to be done the day before, but charge extra if they do a rehearsal dinner onsite.

This is an example of our Wedding Day Walk through meeting: Used to assist in coordinating their event.

B & G \_\_\_\_\_ Guest Size \_\_\_\_\_ Time \_\_\_\_\_

Officiant \_\_\_\_\_ # Attendants's \_\_\_\_\_ Fl Girl \_\_\_\_\_ Ring B. \_\_\_\_\_

Florist \_\_\_\_\_ Arrival Time \_\_\_\_\_ Photographer \_\_\_\_\_

Caterer \_\_\_\_\_ Arrival Time \_\_\_\_\_ Location \_\_\_\_\_

Bakery \_\_\_\_\_ Cutter \_\_\_\_\_ Arrival Time \_\_\_\_\_ Location \_\_\_\_\_

\_\_\_\_\_ Top \_\_\_\_\_

Musicians/DJ \_\_\_\_\_ Arrival Time \_\_\_\_\_ Location \_\_\_\_\_

Ceremony Music: Grd Prts \_\_\_\_\_ Parents \_\_\_\_\_ Attend \_\_\_\_\_ Fg/RB \_\_\_\_\_ Bride \_\_\_\_\_

Chairs in front row B \_\_\_\_\_ G \_\_\_\_\_ Rehearsal Time \_\_\_\_\_ R-Dinner on site? Yes / No

Time for set-up day before \_\_\_\_\_ Lighting \_\_\_\_\_ Chairs Moving \_\_\_\_\_

Guest book table \_\_\_\_\_ Cake Table \_\_\_\_\_ Gift Table \_\_\_\_\_

Iron Settee moved? Yes / No Gazebo furniture out? Yes / No Ceremony Table \_\_\_\_\_

Black Urn placement \_\_\_\_\_ Cream Urn Placement \_\_\_\_\_ Bike \_\_\_\_\_

Breakfast choice \_\_\_\_\_ Time \_\_\_\_\_ Time \_\_\_\_\_

Master Suite \_\_\_\_\_ Payee \_\_\_\_\_ Time \_\_\_\_\_

Name

Sunset Room \_\_\_\_\_ Payee \_\_\_\_\_

Name

Garden Room \_\_\_\_\_ Payee \_\_\_\_\_

Name

City Room \_\_\_\_\_ Payee \_\_\_\_\_

Name

Order: Cut \_\_\_\_\_ Toast \_\_\_\_\_ 1<sup>st</sup> dance \_\_\_\_\_ Lst Dance \_\_\_\_\_ Toss \_\_\_\_\_ Garter \_\_\_\_\_

Questions? Please contact:

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