

LA CROSSE CENTER

EXPERIENCE THE MAGNIFICENT

Wedding Projects

by Heather Sommer



Updating Wedding Packages

- Increased room rentals \$1,000.00
- Utilizing and showcasing what the Center offers
 - Gobo lighting
 - Up-lighting
 - Bottoms up magnets
- Standing out among other wedding venues in the area by offering something unique
- Adding value to package making the Center a more desirable venue
- Upfront costs vs. additional costs
 - Couples are more likely to utilize what is offered when quoted during tour
 - Couples are less likely to utilize what the Center offers when quoted as an additional price
 - Allowing couples to budget and plan more efficiently
- Increasing wedding profits when items are not utilized and additional days are added to room rental



Bringing in Preferred Vendors

- Providing weddings and events with quality vendors
- Creating consistency
- Setting expectations of high quality service and professionalism among all vendors; preferred and non preferred
- Profit
 - \$300.00 per vendor annually
 - Yearly fee's are expected to increase as demand grows, making being apart of the list more competitive
- Supporting couples



RSVP

Wedding Nov. 3rd

- **Realistically Staged Vendor Party**
- Inviting preferred vendors to an exclusive wedding event to showcase our ballrooms
- Inviting members of the community to sponsor event
- Increasing cash flow for the Center, creating growth opportunities
- Allowing
 - Couples to freely interact with vendors
 - Vendors to showcase their talent without the restrictions of an 8' x 10' booth
- Profit
 - General Admission \$25.00
 - \$600.00 per vendor
 - Sponsorship's



RSVP

Wedding Nov. 3rd

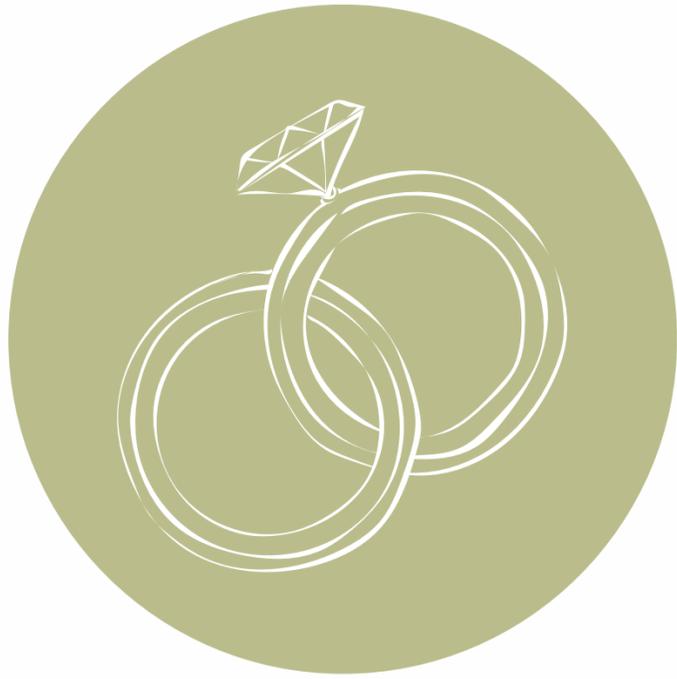
- Taking the guess work out of planning
- What to expect?
 - DJ
 - Dance floor
 - Cash bar with signature drinks showcased
 - Decorators staging the room with dinner tables, head tables
 - Ceremony staging in Riversides pre-function hallway with the beautiful view
- Utilizing this event as our “Tasting” event to decrease the work load on our catering staff members
- What to expect cont.
 - Hair and Makeup teams transforming our boardrooms into ‘bridal suites’
 - Dinner options in appetizer portions
 - Desserts
 - Photographers and Videographer taking photos of guests enjoying themselves
 - Usage rights providing us with advertising materials
 - And more!



Growth Opportunities

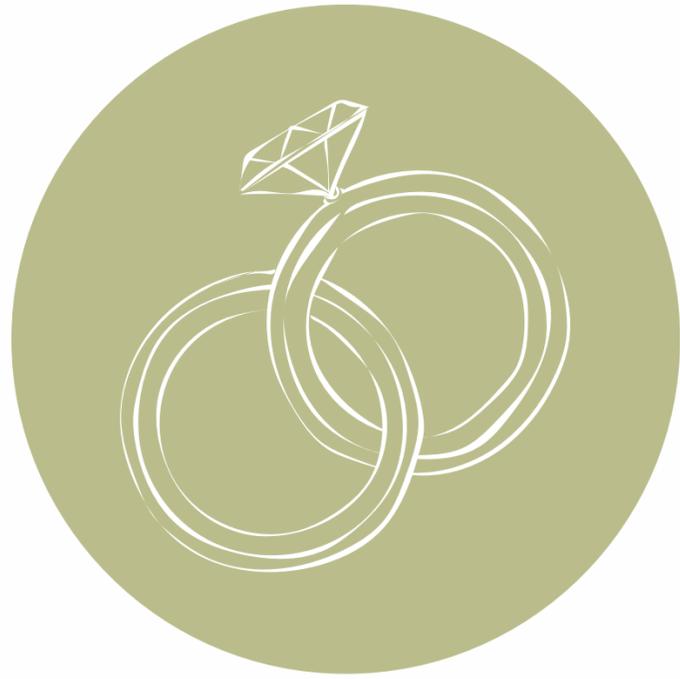
- Preferred Vendor yearly cost will be initially used for a starting marketing budget for our RSVP event on November 3rd
- Increased cash flow allows the potential for adding decor to the Center
 - Candles, votives, hurricane glass, table numbers, flower vases
 - Most event's require decor
 - Used for other events such as holiday parties, business dinners, etc.
 - Increasing what companies spend with the center
- Portable Styling Stations for guests getting ready





Wedding Board

- Board of 5-6 people involved in the wedding industry
- Events hosted throughout the year promoting networking among vendors, people in the wedding industry and couples
- All wedding businesses are welcome to participate
- 'Wedding Phone Tree'
 - Network between all vendors to provide community resources
- Anticipated Outcome
 - Increased moral and support between wedding vendors
 - Creating an 'organization' couples and businesses can reference for all weddings needs
 - resources
 - bookings
 - and more



Wedding Board

- Heading this project as a board of people who put their community first
- Benefits
 - Displaying interest to help small/local businesses grow within our community
 - Creating strong networks within the local community