

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
Small Daytime Weddings
Presented by Nancy Miller
Southmoreland on the Plaza - An Urban Inn, Kansas City, Missouri

Nancy will review, especially for beginners, (1) the importance of identifying what you can reasonably and successfully deliver for weddings and (2) the merits of hosting small, day time weddings to increase revenue during off peak hours.

BULLET POINT LIST OF TALKING POINTS:

Using our Inn's experience of developing our wedding as an example, the following items will be reviewed with examples.

- Importance of first identifying what you able to offer and want to provide (recognize capabilities and limitations).
- Create your wedding offerings to best suit you and your Inn's capabilities. You cannot be everything to everybody! Prepare offerings that work well for your location and avoid attempts to modify your offerings if the result will be anything less than completely successful. Identifying what you won't do is equally important as identifying what you will do as you create your weddings.
- Communicate full details to potential customers. Anticipate and prepare for their entire litany of questions. Spend the necessary time to review and document all details to ensure all parties are on the same page and the wedding is smooth and highly satisfying to the customer.
- Learn from successes, mistakes, and modify accordingly.
- Review of our objectives, benefits and details of small daytime weddings.

Handout tools provided:

- Wedding overview document provided to all inquiries
- Wedding / reception contract



TO:

FROM: Nancy Miller and Mark Reichle

E-MAIL: innkeeper@southmoreland.com

WEB SITE: www.southmoreland.com

DATE:

SUBJECT: **Wedding Information - Southmoreland On the Plaza**

We appreciate your interest in holding an event at Southmoreland on the Plaza! Allow us to give you a brief overview of wedding details. For your information, all weddings are customized due to the varying needs of the client. Therefore, all final plans are made in person or via phone with the customer. This includes all seating, setting, and food and beverage arrangements. We pride ourselves on working with our customers to create an event that will be pleasing to them and their guests.

TOURS:

Many potential event guests would like to take a tour of the facility before making any final arrangements. This provides an excellent opportunity to get acquainted with the Inn and to become comfortable with the planning of the arrangements. In order to provide potential event guests with the attention they deserve, appointments must be made for tours. Please contact Southmoreland in advance to arrange for an appointment with an Innkeeper. Appointments are taken seven days a week between 11:00 AM and 4:00 PM, subject to availability. Evening appointments can be accommodated in certain circumstances when arranged in advance.

FACILITY RENTAL:

The facility rental for wedding and/or reception events is \$150 per hour, including any guest required set-up time. There is a two hour minimum. In order to reserve and confirm the arrangements, a non-refundable fee of 50% of the facility rental (by cash or check) is required. An initial meeting and final planning meeting are included in these fees, and are not to exceed 2 hours. Planning assistance beyond that time will be billed at \$50 per hour.

AVAILABLE TIMES:

If a group reserves all of the guest rooms (the 12 rooms in the main Inn as well as the Carriage House suite), they may choose to have their event any time during their stay. This includes evening events. Whole house bookings that include either a Friday or Saturday require a two night minimum stay (Thurs. & Fri., Fri. & Sat., or Sat. & Sun.) If a group has reserved only a portion of the guest rooms, or none of the guest rooms, the event may occur anytime between 12:00 PM and 4:00 PM. The Inn is open 7 days a week.

GUEST CAPACITY FOR DINING (RECEPTION):

A maximum of 24 guests can be accommodated for a sit-down meal (brunch or lunch or dinner). The meal would be served in two separate rooms: the dining room and the verandah. A maximum of 14 guests can be accommodated for a sit-down meal if the customer prefers that all guests be seated in the verandah. A maximum of 12 guests can be accommodated for a sit-down meal if the customer prefers that all guests be seated in the dining room. For a buffet set up of lighter fare, hors d'oeuvres and/or desserts can be arranged.

Please note that the outdoor courtyard deck is also available for events, but given that its use is weather dependent, that seating cannot be assured.

GUEST CAPACITY FOR WEDDING CEREMONY:

For a wedding ceremony, guest capacity is limited to 24. In this case, guests would be in the verandah and the sunroom. If the customer prefers that ceremony guests be in the same room, the maximum capacity in the verandah is 16.

FOOD AND BEVERAGE:

All menus are customized to serve the client's needs. A variety of alternatives can be provided, including hors d'oeuvres, brunch, lunch and dinner menus, sit down preparations, buffets, dessert tables, or beverages only. If any of the guests have special dietary needs and Southmoreland is notified in advance, we will do our utmost to accommodate them.

All food and beverage is to be provided by Southmoreland on the Plaza. Outside catering and provisions are prohibited. There are **two exceptions** to this: (1) Wedding cakes may be provided from an outside vendor. They would be responsible for set up and breakdown, unless other arrangements are made in advance. There is a \$1.00 per person cake service fee. (2) Alcoholic beverages may be brought in for the event. Southmoreland does not have a liquor license and we will not sell alcohol of any sort. If a customer desires that alcoholic beverages be served, arrangements **must** be made with Southmoreland **prior** to the event so that storage and glassware can be arranged. There is a \$5.00 service fee per bottle of wine, champagne, or liquor and a \$2.00 service fee per six pack of beer.

ARRANGEMENTS FOR CHILDREN:

All children must be directly supervised by an adult in your party. While children are welcome to receptions and ceremonies, we cannot recommend the Inn for overnight stays for children under the age of 13.

DECORATIONS:

Any decorations, whether floral or otherwise, must be **reviewed in advance** with Southmoreland to ensure appropriate and acceptable placement. Candles and live rose petals, items such as confetti or those requiring tape or nails are not allowed.

MUSIC:

Southmoreland has a stereo system that pipes music throughout the first floor of the Inn as well as outside of the courtyard deck. We can play a selection of light instrumental music, or you may choose to provide your own selection of (provided via thumb drive) to

be played. Live music of a subtle nature may be accommodated with prior discussion with Southmoreland, who would determine placement of the musicians. Guests are responsible for procurement of the musicians. Dancing is not allowed.

PHOTOGRAPHY:

Guests may desire to have a professional photographer present to document their event. Guests are responsible for procuring the photographer and must review all plans in advance with Southmoreland. While there is no monetary fee for utilizing the Inn's interior, exterior, or gardens for photographs, the Inn does require that professional photos be provided for Inn use and the Inn's sole discretion.

OTHER RENTAL ITEMS:

At times, guests may choose to rent chairs for an outdoor ceremony, larger floral arrangements, or an archway. All items must be reviewed with Southmoreland for appropriateness and placement. Rental and delivery are the responsibility of the guests. Due to limited storage space, it is required that items be delivered on the date of the event. Exceptions may be made with prior approval of Southmoreland and a storage fee will be charged. **Additional labor fees will be charges for set-up and break down of rental items.**

TERMS:

All arrangements must be confirmed with a credit card. If the client prefers not to provide a credit card, full payment in the form of cash or check must be made in advance. Final charges are due and payable (via cash or check) upon receipt of services. Any damages to the property or its contents will be assessed and charged to the reserving guest. A signed contract is required to confirm all event and room arrangements.

CANCELLATION POLICY:

If canceled more than two weeks in advance of the reservation date, the 50% facility rental deposit will be forfeited by the guest and 50% of the room rate for each room and date canceled will be charged to the credit card on which the rooms are being held. If the overnight guest rooms were pre-paid by cash or check, 50% will be refunded. If canceled two weeks or less in advance of the reservation date, 100% of the room rental, any overnight guest rooms, and the cost of any food already purchased for the event will be charged to the guest. If the date can be re-booked with another event, the charge reverts to a \$20 handling fee. If the overnight rooms can be rebooked with other guests, the charge reverts to a \$20 handling fee per room.

Your inquiry is greatly appreciated! We hope to have the opportunity to serve you in the future. If we can be of any additional service or if you have any questions, please do not hesitate to call. Thank you!

Nancy Miller and Mark Reichle
Co-Owners
Southmoreland on the Plaza – An Urban Inn
116 E. 46th Street
Kansas City, MO 64112



SOUTHMORELAND ON THE PLAZA WEDDING / RECEPTION CONTRACT

DATE:

CONTACT:

TIME(S):

PHONE:

GROUP:

EMAIL:

ADDRESS:

NUMBER OF ATTENDEES:

FOOD AND BEVERAGE:

First Arrival Time:

Selections:

Guest Arrival Time:

Special Dietary Needs:

Wedding Time and Duration:

Time to be served:

Miscellaneous:

Set-Up:

VENDORS AND ARRIVAL TIME:

ROOM SET UP:

Officiant:

Wedding:

Cake:

Reception:

Flowers:

Gift Table:

Music/Musicians:

Decorations and Placement:

Other:

ESTIMATED COST BEFORE
TAXES:

Facility Rental:

Food & Bev. Per Person:

Service Fee:

Guest Rooms:

50% ROOM RENTAL (\$) NON-REFUNDABLE DEPOSIT (CASH OR CHECK) DUE AT CONTRACT SIGNING. BALANCE DUE (CASH OR CHECK ONLY) ON THE DATE OF EVENT. ALL WEDDING, RECEPTION AND OVERNIGHT ACCOMMODATIONS MUST BE SECURED WITH A CREDIT CARD.

PAYMENT

CREDIT CARD NUMBER:

EXPIRATION DATE:

CARDHOLDER'S NAME:

CARDHOLDER'S SIGNATURE: _____

TERMS: Charges are due and payable upon receipt of services.

CANCELLATION POLICY:

If canceled more than two (2) weeks in advance, 50% of room rental. If canceled two (2) weeks or less in advance, 100% of the room rental and the cost of any food and beverage already purchased for the event. If the date can be re-booked with another event, the charge reverts to a \$20 handling fee. This policy also applies to any overnight guest rooms reserved.

**THANK YOU FOR SELECTING SOUTHMORELAND ON THE PLAZA.
WE GREATLY VALUE YOUR BUSINESS**

Questions? Please contact:

Nancy Miller

Co-Owner, Southmoreland on the Plaza

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www.southmoreland.com