



# Wedding Venue



## SPECIAL MOMENTS

### OVERVIEW

The Wedding Venue opportunity is built on the current and increasing demand for destination wedding venues that allow for the bride and groom to design their own experience. The critical components of a successful destination wedding venue in Camrose include capacity for at least 250 guests, on-site accommodation for at least the wedding party and parents, flexible indoor and outdoor space and a reasonable distance to additional services (hotels, shuttles, and other supporting services).

The venue will be easily accessible and adaptable for small and large events. Indoor capacity is larger than the competitors in the surrounding area and will allow for separation between indoor wedding and reception spaces if required due to weather or preference. Outdoor wedding ceremony spaces will also be available, and the building will include a large patio area with large accessible doors to take advantage of the weather when appropriate. The venue will also be designed with the potential requirements of various diverse ethnic communities considered to allow for appropriate food or other preparations that may be required.

### INITIAL CAPITAL "D" INVESTMENT

\$ 4,778,950

## Market Opportunity

The market opportunity for a new wedding venue in Camrose is based upon the trends in the overall industry combined with the gaps in the Camrose market. While there are a few wedding venues within a 30–60-minute drive from Camrose (listed in the next section of the report), they are all remarkably similar. They have a maximum of 200 guests and some require the use of a heated tent to accommodate even that number. All the digital marketing appears directed at a very homogenous and non-ethnic clientele. And none are close enough to Camrose to be seen as providing standalone accommodation or a large conference space for non-wedding clientele.

It is therefore recommended that a new venue include the following:

1. The Edmonton catchment area includes a massive number of diverse cultures and ethnic groups, many of whom are new Canadians with large families, often with marriage-age children. It is therefore recommended that the facility be created so that it can appropriately accommodate wedding parties of diverse ethnic origins. This ability should be highlighted in specific digital marketing efforts targeting these market segments.
2. The facility should be able to accommodate and feed a minimum of 250 people in the main room so as to be known as the facility able to hold the largest convention or event that might come to Camrose.
3. The facility must also be able to have the wedding venue contracted into a size that is appropriate for a more intimate sized wedding.
4. The facilities must accommodate both the ceremony and the reception either inside or outdoors.
5. The accommodation needs to be able to accommodate the main wedding party, be very unique and be designed and include amenities so that it provides for the needs a wedding party.
6. The accommodation must also be able to suitably accommodate non-wedding parties at a price point that is appropriate for such unique accommodation so as to help fill the gap that

currently exists in Camrose with regard to very little higher-end accommodation.

## The Experience

Based upon the market demand, gaps and segments already identified in this document, the following are the initial experiences and corresponding, required infrastructure recommended for the execution of a successful wedding venue business based in the Camrose region. It is recommended that the venue includes high-end catering services as well as boutique accommodation.

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The venue will also be designed with the potential requirements of various diverse ethnic communities considered to allow for appropriate food or other preparations that may be required.

The wedding venue is ideally located within 20–30 minutes of the City of Camrose without being in a highly developed area. It will preferably have some water features or the ability to create some water features on the property to enhance photography opportunities. The facility is an open space structure of approximately 10,000 square feet with a commercial kitchen embedded in the facility. Polished coloured cement floors will allow for a variety of deco-



rating options, including carpeting, stages, and dance floors with ease of facility adjustments. An aerial lift is included in the servicing equipment for ease of lighting, sound, decoration and other ceiling or high-wall mounted requirements.

Glamping accommodation is provided on-site in 10 fully serviced and winterized yurts for the wedding party, parents and other guests. The yurts will also be available for other visitors to Camrose when events are not underway at the facility. Yurts have been chosen due to their low capital cost, ease of maintenance and year-round operations and uniqueness to the area. Each Yurt contains a full ensuite and is luxuriously appointed. Yurts will be configured for two to four guests with at least two of the Yurts developed with the bride and groom preparation requirements in mind.

Rates for weekends are higher than weekdays. Minimum rates for the facility would be set to be competitive with surrounding wedding venues. Food and beverages would be supplied by the venue only, no outside catering options would be permitted.

The capital cost estimates include the development of trails, waterways, gazebo, arches, and other photographic opportunities. The estimates assume that the land is already owned, however the financials support the lease or purchase of land if the operator wishes to take longer than 5 years to capture initial investment costs.

## Nearby Wedding Venues

- [Hillside Acres](#) (tent, 200 max capacity)
- [Lions Garden](#) (barn, 200 max capacity)
- [Obsidian Ridge](#) (outdoor venue, reception tent, 30 min east of Edmonton)
- [The Valley Weddings](#) (outdoor ceremony, reception timber frame, outdoor bathrooms, 200 capacity)

## Financial Projections

### THE SEASON

The financial projections assume a year-round season for the venue, with 260 operating days for the venue and 365 operating days for the Glamping Yurts.

### OPERATING CAPACITY/OCCUPANCY

For the purpose of forecasting sales, the capacity of the proposed operation has been identified. Each of the revenue components has projections based on a conservative sales forecast in terms of occupancy and capacity. Each revenue component starts at a different occupancy or sales level based on the market demand and capacity of the experience. Occupancy and sales levels have been set on a monthly basis for the first year and projected for the remaining four years. The venue has a capacity of 250 guests. Projected sales are based on the percentage of guests, no minimum charges have been set for the purposes of projections. There are 10 Yurts designed for 2-4 guests. Projected sales are based on the percentage of guests, no minimum charges have been set for the purposes of projections.

- There are 10 Yurts designed for 2-4 guests projected based on double occupancy rates.
- Venue Weekend Blended Sales Rate: Year One 31.7%; Year Two 41.7%; Year Three 49.7%; Year Four 56.7%; Year Five 61.7%.
- Venue Weekday Blended Sales Rate: Year One 10.6%; Year Two 20.6%; Year Three 28.6%; Year Four 35.6%; Year Five 40.6%.
- Glamping Yurts Blended Occupancy Rate: Year One 45%; Year Two 55%; Year Three 63%; Year Four 70%; Year Five 75%.
- Dinner Plate Sales are based on the total number of guests (weekday and weekend).
- Liquor Sales are set at 75% of guests.

## CONSERVATIVE PROJECTIONS

A conservative approach to the financial projections has been utilized, including:

- Growth has been projected at 10% per year for year 2; 8% for year 3; 7% for year 4; and 5% for year 5.
- Operating expenses have been projected to increase 5% annually;
- Bank/credit card charges of 3% on all revenues have been assessed; and
- Generous salaries and wages have been projected and staffing numbers have increased as sales increase.

Supporting Infrastructure	Number	Cost per unit	Total
10 Furnished Yurts	10	\$ 65,000	\$ 650,000
Yurt Electrical and Plumbing	10	\$ 3,500	\$ 35,000
10,000 sq ft event structure (250 people)	10,000	\$ 175	\$ 1,750,000
Event structure plumbing and electrical	15%	\$ 1,750,000	\$ 262,500
Event structure washrooms and change rooms	10%	\$ 1,750,000	\$ 175,000
Event structure FF&E (chairs, tables, etc.)	35%	\$ 1,750,000	\$ 612,500
Event structure polished cement floor	10,000	7.5	\$ 75,000
Commercial Kitchen FF&E	1	\$ 100,000	\$ 100,000
Landscaping, trails, water features, gazebo	1	\$ 150,000	\$ 150,000
Water System (if not on city services)	1	\$ 100,000	\$ 100,000
Wastewater Treatment (if not on city services)	1	\$ 50,000	\$ 50,000
Gravel Parking Lot Development (150 car)	1	\$ 50,000	\$ 50,000
<b>Equipment</b>			
Servicing ATV & Trailer	2	\$ 24,000	\$ 48,000
Aerial Lift (electric, flat surface)	1	\$ 11,500	\$ 11,500
Grounds Maintenance Equipment	1	\$ 25,000	\$ 25,000
<b>Soft Costs Budget Estimates</b>			
Pre-Opening Marketing	1	\$ 250,000	\$ 250,000
Engineering/Architectural	15%	\$ 2,187,500	\$ 328,125
10% Contingency			\$ 434,450
<b>Class "D" Capital Budget Estimate Total</b>			<b>\$ 4,778,950</b>