

Culinary Guild of New England Event Planning Worksheet

Event Name:

Event Date:

Legend:

Blue fields are input fields
Other fields are calculated / do not edit

	Count	Price
Members	<input type="text"/>	<input type="text"/>
Non-members	<input type="text"/>	<input type="text"/>
Gratis guests	<input type="text"/>	\$ -
Total seats	0	

3

4

Costs per person

Food + tax (7%) + tip (18%)	\$ -
Paypal fees	<input type="text"/>
itemized item	<input type="text"/>

1

Fixed Costs:

Room fee	\$ -
Speaker fee	\$ -
itemized item	\$ -

2

Calculated Event Summary:

Member revenue	\$ -
Non-member revenue	\$ -
Total pp costs	\$ -
Total fixed event costs	\$ -
Event Profit	\$ -

5

Directions:

1. Document all per-person costs.
2. Document all fixed costs.
3. Estimate number of guests (restaurant's minimum/maximum #) - member, non-member and gratis.
4. Estimate fee per person - member and non-member to arrive at appropriate profit and establish event pricing.
5. Evaluate profit against event goals and adjust attendee counts and fees to arrive at appropriate profit and establish event pricing.
6. Include with event form and review with CGNE Treasurer to finalize event pricing.

Profit Goals:
\$600 or more for non-Supper Club events
\$50 for Supper Club events

Supper Club Overview:

- Supper Clubs are *usually* a 3 course menu with limited choices of appetizer/entrée/ dessert showcasing the restaurant's signature items.
- Where possible keep in mind vegetarian and gluten-free requirements.
Ask the restaurant if they will offer a vegetarian and/or GF option.
- We *always* ask that the Chef/ Sous Chef or GM come out and speak with the guests before or after the meal.
- Supper Clubs are *usually* held on 'off nights' for a restaurant (eg. Monday, Tuesday or Wednesday).
- Supper Clubs usually begin at 7 pm and end approximately at 9 pm.

Pricing:

Supper Club pricing worksheet

Restaurant's Menu cost	\$35.00	\$37.50	\$38.50	\$40.00
Plus 18% tip	\$6.30	\$6.75	\$6.93	\$7.20
Plus 7% meals tax	\$2.45	\$2.63	\$2.70	\$2.80
Restaurant's Total Price	\$43.75	\$46.88	\$48.13	\$50.00
Paypal fees & CGNE profit	\$5.00	\$5.00	\$5.00	\$5.00
Guild Member price	\$48.75	\$51.88	\$53.13	\$55.00

- The negotiated price to be paid by the Guild to the restaurant **must include tax & tip (see worksheet above).**
- Supper Club price normally does NOT include beverages
(this includes alcoholic beverages, as some members do not drink).
- If the restaurant is willing to include soft drinks, coffee or tea in the price this must be agreed in advance.
- All beverages (including alcohol, soft drinks and coffee /tea) are usually ordered & paid for individually by attendees; the restaurant should be made aware of this.
- Some restaurants may require a contract and / or deposit.
If so ensure that the contract indicates that the price per person includes tax and tip.
- Cancellation penalty:
we need to know if the restaurant requires a minimum / maximum number of attendees and what happens if we do not have the minimum number of guests registered 1 week before the event?
Is there a cancellation penalty?
- The Guild has a debit card which we will use for a deposit and final bill payment - if the President or Treasurer are in attendance. If the neither is in attendance, the person coordinating the event will be responsible to pay the negotiated amount and submit a copy of the receipt for reimbursement.

Marketing:

- Assume the restaurant wants the final count 1 wk before the date of the dinner so we close registration 1 wk. prior to event.
- An Event Information Sheet must be completed and sent to Communications Manager at least 5 weeks prior to event.
- Clearly indicate within the invitation what is / is not included with the event (e.g., beverages, etc)
- 2 emails should be sent to members:
 - first @ 4 least weeks before the event date
 - second at 10 days before the event date
(3 days prior to close of registration and submission of final count)
- ConstantContact event closes 1 week prior to the event.
This date must be clearly stated on the email invitation.
- Final count is provided to the restaurant 1 week prior to the event