

# E218 EVENTS MANAGEMENT, LLC.

## CASE STUDY – The Andrew Freedman Home, Bronx, NY

The Andrew Freedman Home, a landmark mansion located in the South Bronx, is owned and operated by Mid-Bronx Senior Citizens Council. With seven event spaces throughout the building (including 2 outdoor spaces), there was great potential for under leveraged income through ongoing event space rentals.

### OUR PROCESS:

- Determined each event space's ideal usage and capacity for different event types: theater/classroom, banquet, and reception/standing events
- Standardized pricings for daily and hourly rates. Established a space rental schedule to eliminate space utilization conflicts.
- Established booking system to automate initial inquiry to site visit appointment to reduce time spent with customers not ready to book.
- Reviewed and inventoried all existing furnishings: tables, chairs, AV equipment, glass/dishware, linens, etc. Made recommendations and procured additional and updated goods.
- Reviewed physical spaces to increase on-site parking, (re)activate outdoor spaces, maximize storage areas for event related items. We coordinated everything from the removal of abandoned cars in parking area to the installation of additional lighting in garden and roof deck areas.
- Established custom house rules and rental guidelines. Created custom rental proposal, outlining fees and upsell options. Updated rental contracts with guidance from organization's legal counsel.
- Established and automated proposal and contract creation, drastically reducing preparation time for both.
- Curated a list of event-related preferred vendors, with preference given to local businesses



including caterers, security, audio/video, staffing, laundry services, valet parking, cleaning/sanitizing services, and rental companies.

- Provided training and on-going support to existing staff for event management and logistics, which decreased the duration required to turn over spaces between events. Hired additional staff where needed.
- Established online presence on several space rental platforms, which represent 11% of rental income, 14% of total bookings and a 13% of inbound inquiries. Designed and produced a full color, tri-fold rental brochure.

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## **THE RESULTS** *(in 21 months, including the pandemic season of closures):*

- Hosted over 106 revenue generating events, averaging 5 events per month
- Generated gross rental revenues in excess of \$196K
- Gained exposure for venue space and organizational owners across numerous industries, locally and throughout the City

## **PARTIAL CLIENT LIST:**

In addition to various birthdays and weddings, conferences and meetings, as well as numerous film/video and photo shoots, we had the pleasure to serve the following government and community organizations:

- New York State Comptroller Scott Stringer
- New York City Councilwoman Vanessa Gibson
- Hostos Community College
- Theater Development Fund
- The Bronx Chamber of Commerce
- Columbia University
- NYC Dept of Education, Office of Teacher Recruitment & Quality
- NYC Dept of Education, Office of Organizational Development & Effectiveness
- NYC Dept of Education, Office of School Design & Charter Partnerships
- Fund for Public Schools
- Bronx Womens Bar Association
- Theater of War
- Urban Sketchers
- Restorative Justice
- Mercy College
- WHedCo
- NYC Board of Elections
- Montefiore Medical Center



Contact us to discuss how our turn-key venue management services can help generate additional revenue for your organization!

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