

# événement

## A LITTLE ABOUT US!



Événement is an event planning & design company serving Milwaukee and SE Wisconsin area.

Our Milwaukee event planners are known for creating custom events that are beautiful, organized and for making memories!




**TOP 20**  
Women in  
Hospitality  
**TO WATCH**

WISCONSIN RESTAURANT ASSOCIATION

*Award Recipient*

**Janelle Meyer-Brown**  
Owner, Story Hill FireHouse & événement planning  
Milwaukee

**Janelle Meyer-Brown ~Owner/Planner~**

*Just awarded Top 20 Women in Hospitality Wisconsin Restaurant Association  
Wauwatosa Resident for 20 years*

Story Hill FireHouse: Owner (5 years)  
evenement planning: Owner (14 years)

Past experience: 35 years  
Marriott & Omni Hotels,  
General Manager Director of F&B: Bartolotta Catering Pier  
Wisconsin



**Manda Gill ~Planner.Lead planner~**

Past Experience: 10 years  
War Memorial Center: Director of Events (2yrs)  
Milwaukee Art Museum: Director of Catering (5 yrs)



**Cori Coffman ~Planner. Support~**

Past Experience: 35 years  
Historic Pritzlaff Events Director (18 yrs)  
Eisner Museum Events Director (10 yrs)

*événement*

already established with a strong reputation and actively marketing in ALL social media platforms, members of Visit Milwaukee and Wisconsin magazines, We work closely and friendly and with all major vendors in Milwaukee, which then supports referrals. Word of Mouth. WE WOULD BE A PERFECT FIT FOR THIS EXCITING WAUWATOSA PROJECT!

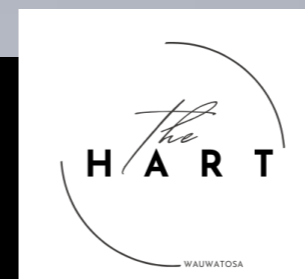
this unique venue will attract major non-profit events, corporate, city wides, social gatherings, weddings or others wanting something different than a hotel ballroom. Helping promote Wauwatosa as a destination for amazing experiences...



# JOB & BUSINESS OPPORTUNITIES

## LOCAL PRESENCE AND COMMUNITY FUN

- General Manager/Events Director (Sales and Operations) **MANDA**
- Sales Team **MANDA & JANELLE & CORI**
- Banquet Captain , Set Up Crew **WILL HIRE AS NEEDED**
- Bartenders (5-10) \*1 PER 75 GUESTS **WILL HIRE**
- **WILL COMMUNICATE CLOSELY WITH FINANCIALS AND CALENDER SHARING**
- CORPORATE/NON-Profit events
- name of venue still in thought: TBD / CAN ASSIST: The Arch, The Arches, The Hart
- **ENDLESS POSSIBILITIES!**



# Proposal

evenement to manage all calls, tours, contracts and invoicing of all clients.

evenement will manage all payroll, staffing needs, set up and lead contacts with all vendors.

evenement will apply for liquor licensing and all licensing needed for the Project, evenement will continue carrying insurance needed and will manage.

Wauwatosa will purchase needed equipment: (evenement can get you a wish list: tables, chairs, ice machine, glassware dish washer, power needed, glassware) based on most events average 200-250 ppl. Possibly rent for first few months to establish needs.

Wauwatosa to receive 70% of all rental revenue  
evenement to receive 30% of all rental revenue

Wauwatosa to receive 20% of all bar revenue  
evenement to receive 80% of bar revenue to cover beverage costs, payroll and operation costs.

evenement to receive 100% of the 22% service charge to help with payroll and staffing needs.

evenement to charge catering companies contracted a 10-16% venue fee and will keep 50% and Wauwatosa will keep 50% of this %fee.

Wauwatosa to pay all property garbage pick up and building maintenance & all taxes.

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EVENT

## EXAMPLE

\$7,000 RENTAL REVENUE PER  
 TOSA REC \$4,900 (70%)  
 EVE REC \$2,100 (30%)

\$15,000 EST. BAR REVENUE (EX)  
 TOSA REC \$3,000 (20%)  
 EVE REC \$12,000 (80%), - COST OF BEV (AVER) \$4,500, -COST OF  
 OPS, RENTALS ETC (AVER) \$3,500 = \$4,000 after cost

10-16% VENUE FEE COLLECTED FROM CATERING CO  
 EVE REC 50%  
 TOSA REC 50% OF THIS CATERING REVENUE  
 (EX \$20,000 REV, -10%=\$2,000/SPLIT EVENLY)

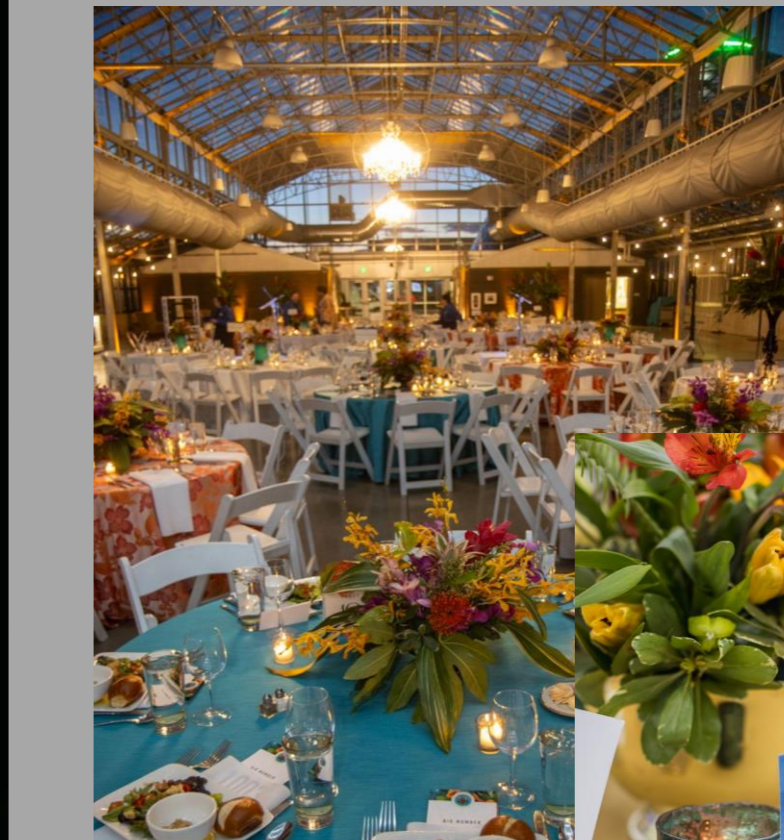
AVERAGE EXAMPLE 3:(200 PERSON EVENTS) PER MONTH

TOSA REVENUE (EXAMPLE)  
 \$24,700 PER MONTH -MAINT COSTS, ETC

EVENEMENT REVENUE (EXAMPLE)  
 \$18,300+ SC \$4,026=\$22,326  
 -MANDA PAYROLL \$5,500 = \$16,826  
 -STAFF, COSTS: JANELLE, CORI: \$5,560=\$11,266 EXAMPLE

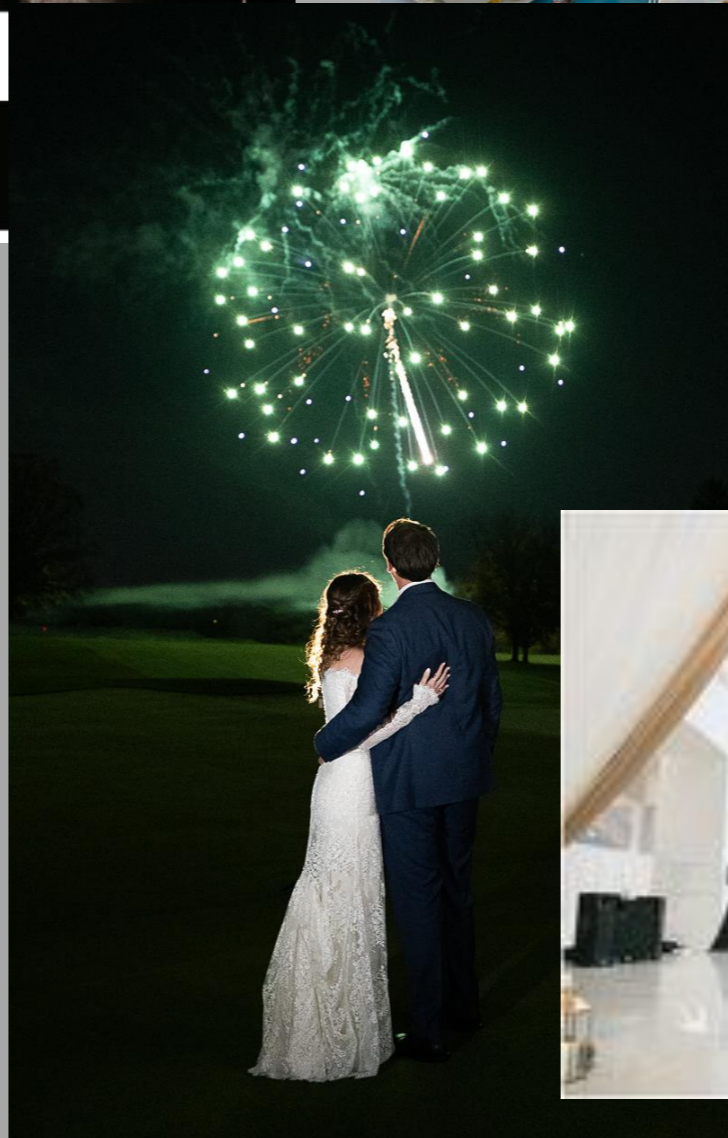
ADDITIONAL REVENUE SOURCES: [Pass thru revenue](#) for  
 rental items Wauwatosa owns

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*Celebrating 14 Years!*

DESIGN. PLAN. CONSULT.



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EVENEMENTPLANNING.ORG

CELEBRATING 14 YEARS IN BUSINESS!  
NECESSARY INSURANCE IS CARRIED AND WILL BE  
SUPPLIED AT CONTRACT TIME OF RELATIONSHIP....



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*Celebrating 14 Years!*

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PLAN .  
CONSULT .

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