



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



THE PENROSE PROFIT CALCULATOR V3.2

It's not just the obvious expenses that matter. Sure, you know about staffing and utilities. But what about the LED candle replacements for your signature lighting? The extra cleaning supplies for glitter cleanup? The overtime costs when receptions run late? Those "little" expenses add up fast and can turn a profitable event into a money loser.

This calculator helps you capture every single cost—both the fixed expenses you pay regardless and the variable costs that change based on guest count, package selection, and special requests.

This calculator gives you clarity. You'll finally know which events make you money, which ones break even, and which ones you should politely decline or restructure.



EVENT COST TRACKING SHEET

Wedding Date: _____

Couple Names: _____

Package Selected: _____

Guest Count: _____

1. Fixed Costs Per Event

STAFFING

- Venue Manager (8 hours): \$400
- Event Assistant (8 hours): \$280
- Security Staff (6 hours): \$210
- Parking Attendant (5 hours): \$175
- Bathroom Attendant (6 hours): \$180
- Setup Crew (4 people x 4 hours): \$480
- Breakdown Crew (4 people x 3 hours): \$360

Total Staffing: \$2,085

UTILITIES

- Electricity (based on 8-hour event): \$145
- Water Usage: \$65
- HVAC/Climate Control: \$180
- Generator Backup (mandatory): \$95

Total Utilities: \$485



EQUIPMENT & SUPPLIES

- LED Candle Replacements: \$45
- Basic Linen Package: \$320
- Chair Setup/Breakdown: \$275
- Table Setup/Breakdown: \$225
- Penrose Spiral Lighting Package: \$175
- Legacy Loft Preparation: \$150
- Cleaning Supplies: \$85

Total Equipment + Supplies: \$1,275

INSURANCE & PERMITS

- Per-Event Insurance Portion: \$175
- Liquor Liability Coverage: \$225
- Music/Entertainment Permit: \$45

Total Insurance/Permits: \$445

2. Variable Costs Per Event

MOONLIGHT MYSTERY PACKAGE ADD-ONS *(if applicable)*

- Theatrical Lighting Setup: \$450
- Historical Display Setup: \$175
- "Lily's Kiss" Signature Cocktail Station: \$12/person
- Full Moon Experience Coordinator: \$350

Total Package Add-Ons: *Calculate based on selections*

ADDITIONAL HOURS

- Venue Extended Hours: \$400/hour
- Staff Overtime: \$45/person/hour
- Additional Setup Time: \$250/hour

Total Additional Hours: *Calculate based on hours*



3. Package Revenue

Base Package Price: \$ _____

Add-On Selections: \$ _____

Bar Package: \$ _____

Extended Hours: \$ _____

Total Revenue : \$ _____

4. Profit Calculation

Total Revenue: \$ _____

Less Total Fixed Costs: (\$4,290)

Less Total Variable Costs: \$ _____

Net Profit : \$ _____

Profit Margin : _____ %

5. Historical Metrics

Average profit margins by package:

- **Classic Heritage Package: 42%**
- **Moonlight Mystery Experience: 58%**
- **Penrose Legacy Collection: 51%**