

Jeffrey Mansion Rental Report

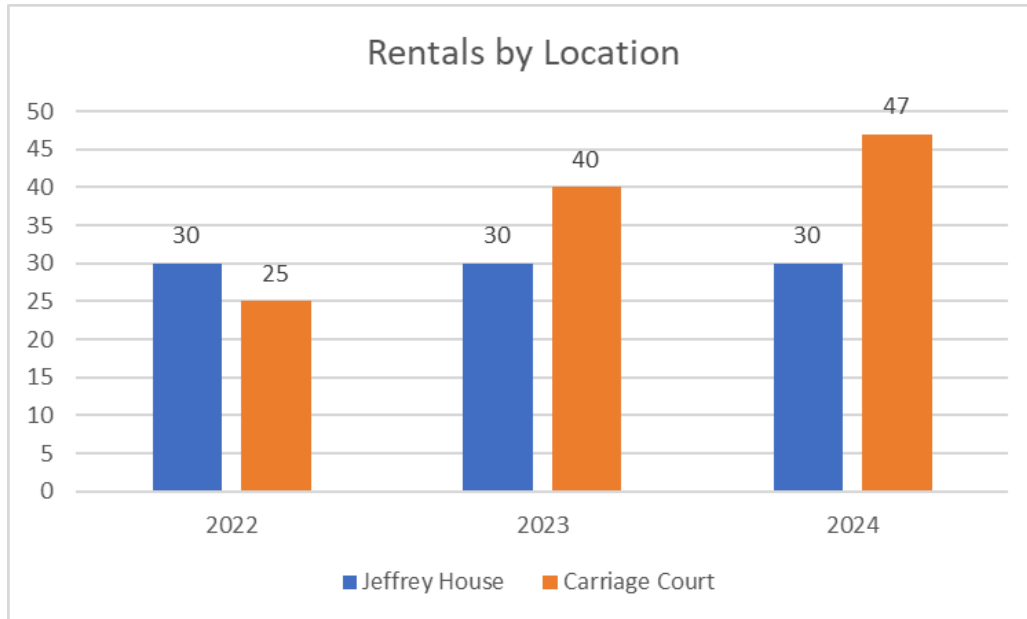
2024 Overview

Number of Paid Rentals

2022: 55- 34% increase

2023: 70- 27% increase

2024: 77- 10% increase



Community Comped Rentals (not included in above numbers)

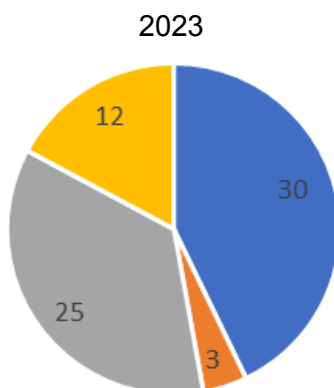
2022 - 22 events

2023 - 25 events

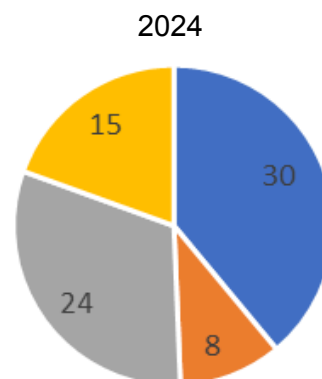
2024 - 16 events*

**Less building availability due to increased programming & rentals, a few comped rentals have become paid rentals*

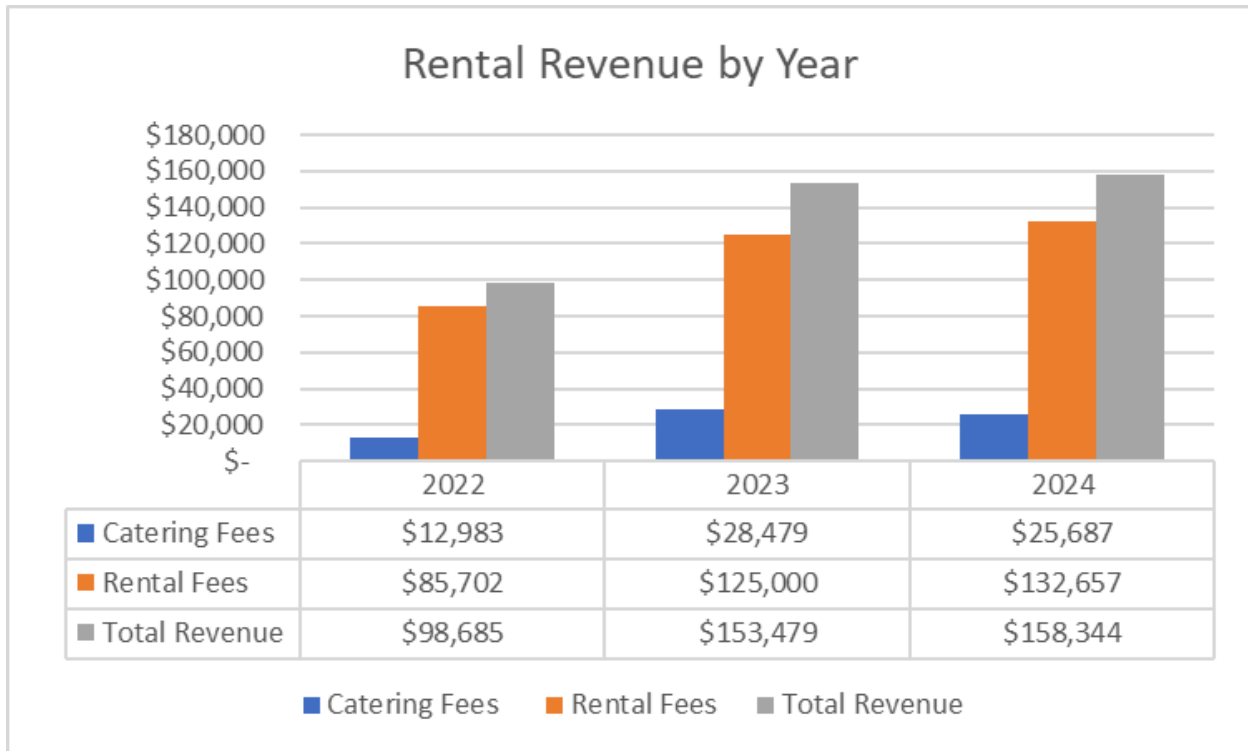
Type of Events



- Weddings/Rehearsal Dinners, 43%
- Mitzvahs, 4%
- Celebrations (grad parties, showers, birthdays), 36%
- Corporate/Non-profit, 17%



- Weddings/Rehearsal Dinners, 39%
- Mitzvahs, 10%
- Celebrations (grad parties, showers, birthdays), 31%
- Corporate/Non-profit, 20%



**Revenue in the report is associated with the date of the event, not when the deposits/payments are received.*

Catering Fees

2022 - \$12,983 - 47% increase

2023 - \$28,479 - 119% increase

2024 - \$25,687 - 10% decrease*

**Not final, placeholders included*

**Large increase from '22-'23 attributed to a few high end events, resulting in larger catering fees*

Rental Fees

2022 - \$85,702 - 58% increase

2023 - \$125,000 - 46% increase

2024 - \$132,657 - 6% increase

Total Revenue

2022 - \$98,685 - 56% increase

2023 - \$153,479 - 55.5% increase

2024 - \$158,344 - 3% increase

2025 Look Ahead

Rentals Booked

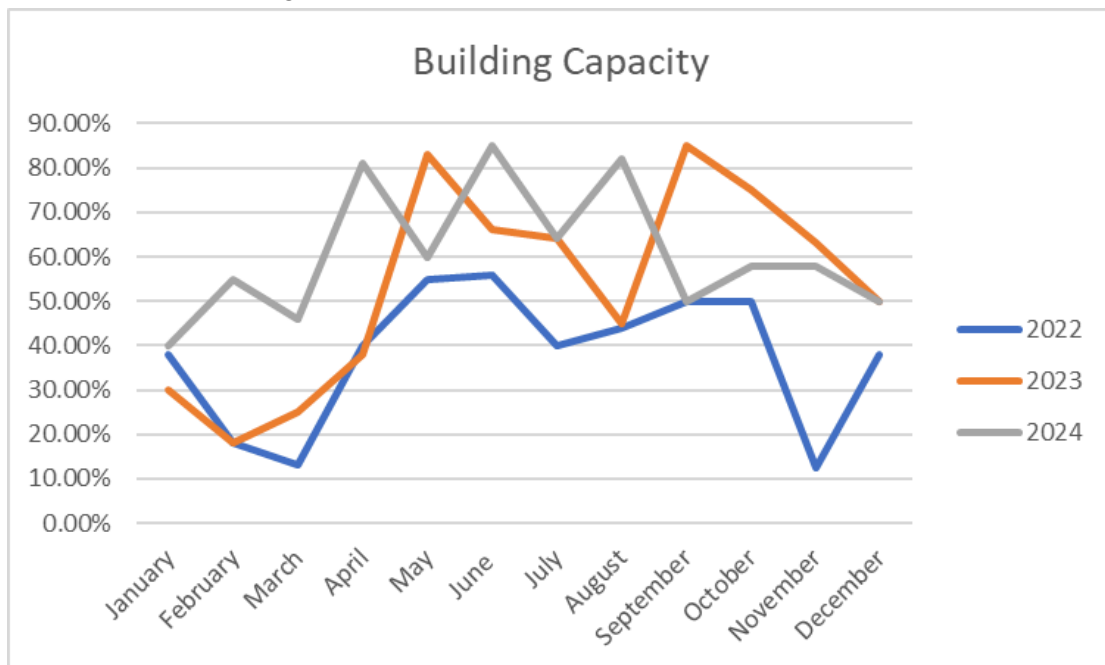
- 32 events (39 as of December last year)
- \$76,275 rental revenue (\$88,000 as of December last year)

Rentals Estimated Booked

- Additional 35-45 events
 - Additional \$50,000-\$60,000 rental revenue
 - As a reference, 39 events that took place in 2024 were booked in 2024, totaling \$48,000 in rental revenue

Areas for Growth

- Increase non-resident rentals
 - 2024 - 54 residents/23 non-residents
- Increase off season rentals
 - Provide discounts for off season rentals - January - March or shorter booking discounts of 30%



- Improve advertising & marketing to reach the non-resident demographic
 - Paid advertisement options
 - Online - The Knot or similar website used for sourcing venues and wedding vendors
 - \$600/per month
 - Print - Columbus Wedding Magazine
 - Seasonal
 - Full Page \$3,200 - 1/2 Page \$540
 - Update Website
 - Newer pictures and updated format

Potential Policy Changes

- Eliminate rental cost difference for alcohol vs. non-alcohol event
 - Not an industry standard to have two different rates, unless a service or product is provided as part of the additional cost (for example: bartenders are included).
 - Typically, there is a cost for a specific time block - the specific details of the event do not impact the rental rate.
 - Reduce variables and confusion with the rentals (ie: resident vs non resident, alcohol vs non-alcohol, carriage court vs jeffrey house, am vs pm, Saturday vs Sunday, etc.)
 - Will require a change to the Alcohol Framework
- Increase Rates
 - Our rates have not been increased since 2021.
 - Improvements to the building and customer service we are currently providing, support an increase in the rental cost.
 - Comps are priced higher.
- Proposed Rental Rates
 - 3-5% inflation over 4 years (2021-2024), recommended & rounded

Jeffrey House	Current/Proposed		
Type	Fri & Sat. Morning	Sat. Evening	Sun.
Resident (Alcohol)	\$1,000/\$1,250	\$1,500/\$1,750	\$150
Resident (Non-Alcohol)	\$750/\$1,000	\$1,000/\$1,250	\$100
Non-Resident (Alcohol)	\$2,000/\$2,250	\$2,500/\$2,750	\$250
Non-Resident (Non-Alcohol)	\$1,500/\$1,750	\$2,000/\$2,250	\$200
Carriage Court			
Type	Fri & Sat. Morning	Sat. Evening	Sun.
Resident (Alcohol)	\$2,000/\$2,500	\$3,000/\$3,500	\$200
Resident (Non-Alcohol)	\$1,500/\$2,000	\$2,000/\$2,750	\$150
Non-Resident (Alcohol)	\$2,500/\$3,250	\$3,500/\$4,250	\$300
Non-Resident (Non-Alcohol)	\$2,000/\$2,500	\$3,000/\$3,500	\$250
Add 1st Floor Space	\$500/\$600	\$500/\$600	\$500/\$600

*No rate change to Sunday

*Remove non-alcohol rate option for all rentals