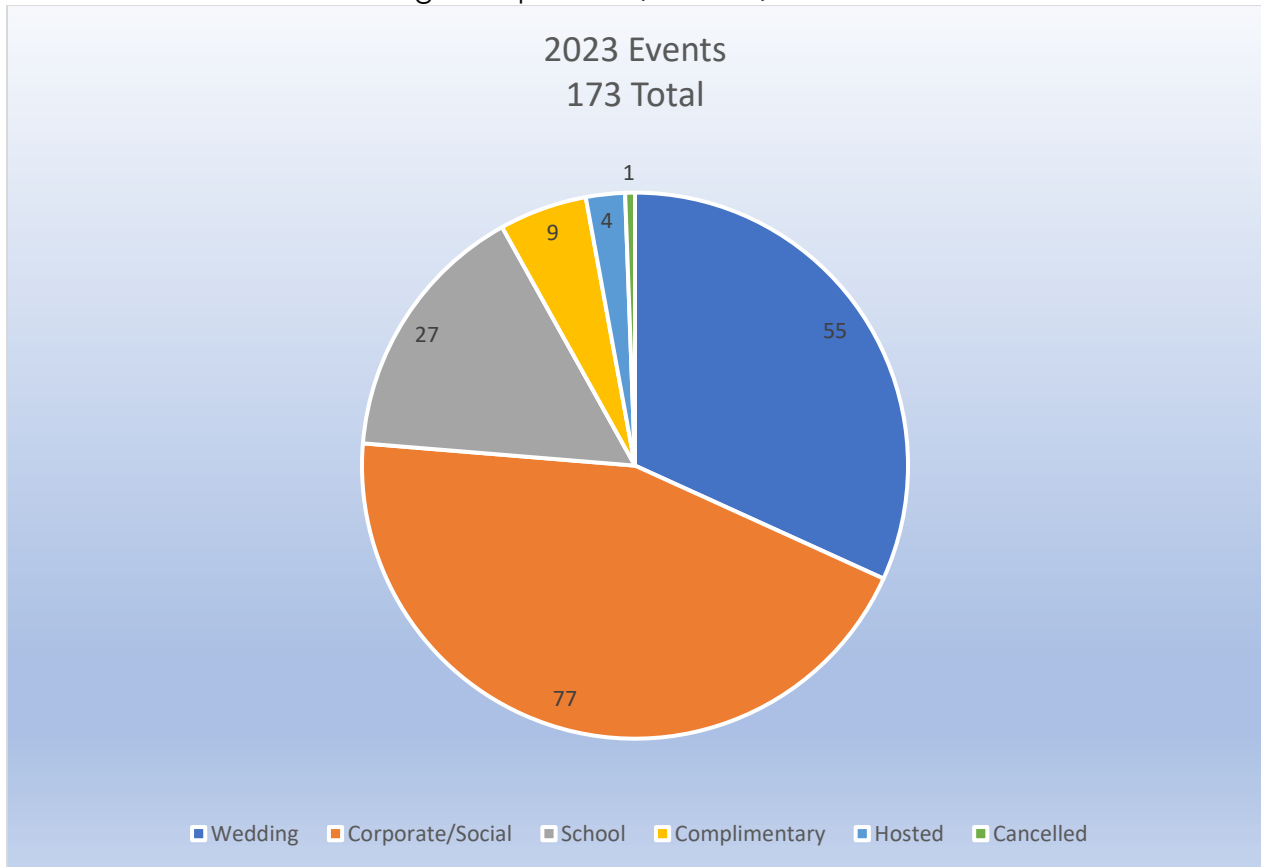


# CROSSROADS PAVILION

## Event Center

2023 Calendar Year

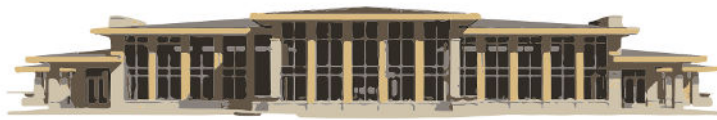
Including Recap of Past/Current/Future Events



### SURVEY RESULTS

Why did clients choose CPEC?

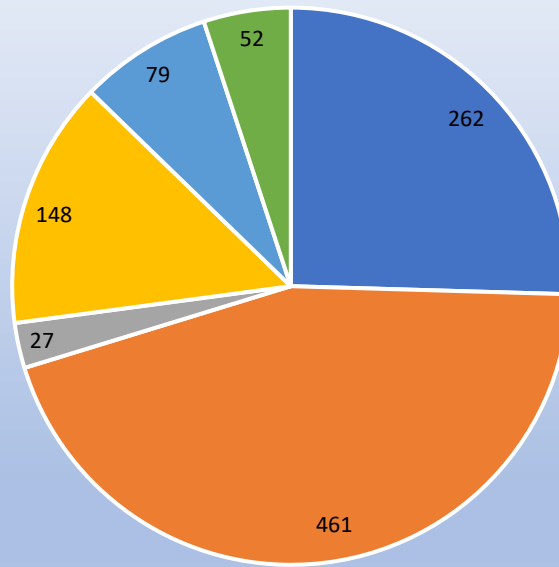
- View – Open Floorplan, Windows
- Location (Hwy 18 & Hwy 60)
- Staff
- Event Space Flexibility
- Accommodations
  - Hotels
  - Food (restaurant and fast food)
  - Health/Beauty
  - Airport



# CROSSROADS PAVILION

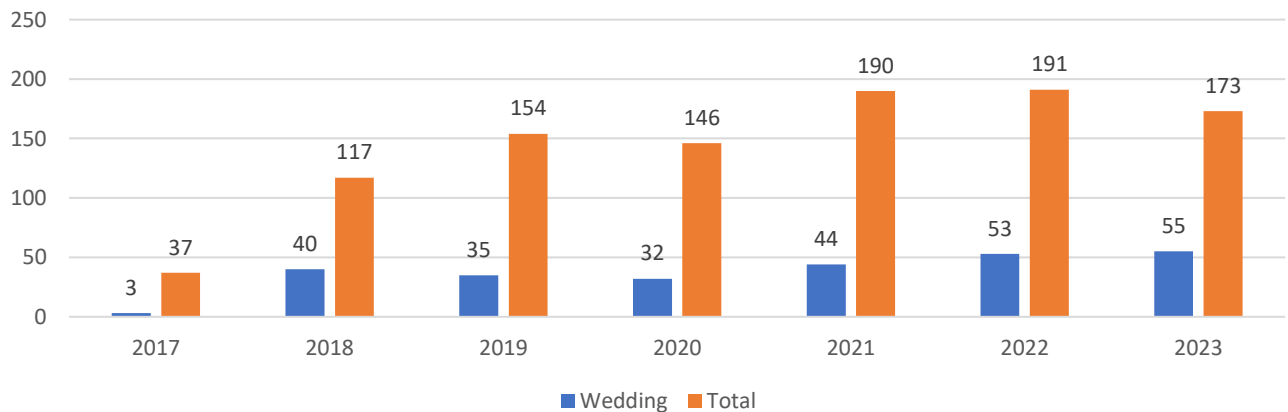
## Event Center

2017-2023  
Total Events



■ Wedding ■ Corporate-Social ■ School ■ Complimentary ■ Hosted ■ Cancelled (COVID=41)

2017-2023  
Weddings In Comparison to All Events





# CROSSROADS PAVILION

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## Event Center

2023 Recap and Plans for 2024+

### 2023 EVENTS:

- 173 booked events, 1 having to cancel = 172 fulfilled events.
  - Wedding events take approximately 4 hours to set-up with 3-5 staff and 4-8 hours to clean with 1-2 janitors, as well as an absolute minimum of 8 hours' time spent with the client(s) from the beginning touring, consultations prior to event, emails correspondence, preparing schedules, ordering product, etc.
  - Corporate events would average about half of this time.

### STAFF:

- 2 Full Time
- 1 Regular Part Time (working 1-2 half days per week and in rotation of managing evening events)
- 33 Part Time Staff (Banquet Staff, Bartenders, Janitors)
  - 2 are also Part Time Banquet Managers (evening events)

### 2024 Events

- 43 Weddings booked.
- There are currently twenty-one available Saturdays in 2024
  - Most of these are in January, February, and November
  - Eight are on hold or pending signature/downpayment.
  - Two are Holiday Weekends (Easter and Labor Day)

### 2025 Events

- Two confirmed events with a few dates on HOLD.

### Hosted Events

- Chef Susanne – unfortunately, our classes with Chef Susanne have ended. We may offer a class on occasion, as her health has declined.
- NCC LLRC – partner co-hosting events usually fall/winter/spring.
- SCDC – held events on Friday evening, Saturday Morning of Labor Day Weekend, and the Moonlite Crewzers held their car show on Labor Day with plans to return in 2024.



# CROSSROADS PAVILION

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## Event Center

Continued...

(Hosted continued...)

- CPEC
  - Annual Bridal Fair – first Sunday in November 2023
    - Over seventy brides registered to attend.
    - 300-350 guests throughout the event
    - 25 Vendor Booths
    - Bridal Fair 2024 will move to the second weekend in November.
  - Late winter/early spring event in the planning stages.
  - Considering instructional classes in 2024 like “cooking with instruction” classes.

### Manager’s Notes 2023

2023 has been a remarkable year here at the Pavilion. We have many recurring events, returning clients and new clients. Often, we have had to turn away events; though the calendar may be open for a booking, we do not always have the staffing or enough hours in the day for transitioning. Our staff roster consists of 36 employees. Our staff works with purpose, to be certain each event/client if offered the best experience; from facility cleanliness, efficiency in the details and precision of setting up, excellent customer service, and joy in working together going above and beyond to please our customers’ expectations.

### C.I.P (Capital Improve Plan)

- This current FY we are still looking to add a building/structure for storage to alleviate the stress we currently have with our internal storage, electrical, and mechanical rooms.
- Estimates have been received regarding an entry sign/landmark and would hope to see this work completed in the spring 2024.
- After the recreational trail was added around the pond this past spring, we are considering building a retention type wall along the southern portion of the lawn just before the trail. Our hope is to provide an aesthetically pleasing definition of space without obstructing the view for our clients. We are hoping this would also bring attention when an outdoor event (wedding ceremony) is taking place, the



# CROSSROADS PAVILION

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## Event Center

walkers/runners/cyclists on the trail would refrain from being present in that area.

- Update West Storage Room & 2<sup>nd</sup> office.
  - Now that the Green Room is officially our second office/staff lounge, we have plans to change the west storage room to possibly include a washer/dryer and shelving. We would also like to enhance a portion of the west storage room to accommodate space during weddings, for the groom/groomsmen, and continue to be storage during weekdays.
- Another project is expanding our parking, preferably to the west of the current parking lot. We are often running out of parking spaces and find our guests are will park (respectfully) throughout the lawn. By adding additional parking to the west, this could benefit in three ways:
  - 1<sup>st</sup> more parking for event guests.
  - 2<sup>nd</sup> parking and signage could allow for “OFFICE ENTRY” and “EVENT ENTRY”.
  - 3<sup>rd</sup> another parking option for those partaking in the rec trail (currently we find some people will park here and then walk or ride their bikes through, sometimes through the back lawn even when events are taking place).

Overall, the CPEC Board provides wonderful direction and suggestions, and our staff continue with a respectful reputation, offering an exceptional experience!

Tricia Meendering  
General Manager  
11/10/2023

Following page provides recap of each year.



# CROSSROADS PAVILION

## Event Center

### RECAP 2017 - 2022

