

CCC Events Presentation by Christina Russell, Events Coordinator

Events Program: Strategic Framing + Why This Matters

- Framed the events program as more than “bookings” - positioned it as a strategic use of CCC property as an underutilized asset.
- Stated the core objective: build a sustainable second revenue stream that supports church operations while minimizing reliance on reserves, contributing to long-term operating stability.
- Shared the headline performance: ~57% projected year-over-year growth from 2025 to 2026 across the overall events program.
 - Added context that this is significantly above typical venue benchmarks:
 - 3–10% YoY = strong/healthy for established venues
 - 10–20% YoY = common for venues in an expansion/repositioning phase
 - Explained that growth at CCC’s level typically signals:
 - an underutilized asset is being activated
 - the strategy is working
- Clarified that weddings are driving the majority of growth.
 - Explained why: highest revenue per event relative to time/staffing, making weddings the strongest ROI category.
- Highlighted intentional investments made over the past few years to strengthen the program and reduce friction:
 - Purchased chairs to reduce rental logistics and increase perceived value
 - Invested in AV equipment to be more turnkey/event-ready
 - Added small wedding accessories (mirrors, hangers, staging items)
 - Focused on keeping the grass pristine during peak months
- Summarized the purpose of those investments: improved client experience, fewer outside vendor dependencies, and greater booking confidence.

Weddings as the Priority + Booking Momentum + Marketing Focus

- Reinforced the strategy: CCC is intentionally prioritizing weddings because they generate the highest return on time and resources.
- Clarified the nonprofit perspective:

- CCC values nonprofit events, but financially, weddings allow revenue growth without heavy discounting.
- Explained the premium inventory logic:
 - Saturdays are our most valuable days, so improving Saturday bookings is the main lever for profitability.
- Shared forward booking momentum:
 - 37% of 2026 peak-season Saturdays are booked vs. 23% across all of 2025
 - Interpreted as a 14-point improvement and noted it's still early in the year (February) with more inquiries expected for 2026 and 2027.
 - Positioned this as evidence of increasing demand and stronger forward momentum.
- Noted a specific opportunity area:
 - Summer months still have availability, and that's a focus for continued marketing.
- Summarized where marketing is focused and why:
 - Targeting where Gen Z / early millennial couples actually search and shortlist venues:
 - WeddingWire / The Knot
 - Instagram
 - Explained that these platforms influence shortlisting decisions, and the goal is visibility at that decision stage.
 - Mentioned inquiry sources are increasingly coming from these platforms, while word-of-mouth is also growing, especially via vendor partners.
- Closed with the overall message:
 - CCC is showing measurable growth, stronger forward bookings, and improved utilization of space.
 - The focus is to scale weddings thoughtfully while staying aligned with church mission and operational capacity.

Supporting Metrics Referenced (For Board Quick Reference)

Revenue growth (Weddings)

- 2025: \$29,150
- 2026: \$48,000

Revenue growth (Total program: Weddings + Nonprofit)

- 2025: \$42,500–\$44,000
- 2026: \$66,959–\$68,000

Win rate

- CCC: 64%
- Benchmarks shared:
 - Inquiry → booking industry average: 20–40%
 - Site visit (tour) → booking industry average: 40–50%
 - 40% = solid
 - 50% = strong
 - 60%+ = high-performing

