SHAUN SAVVY

Wedding Venue Business Plan Template

A fill-in-the-blank business plan for wedding and event venues

Venue name: _____

Prepared by: _____

Date: _____

Free template from Shaun Savvy, a wedding venue marketing agency. Replace the guidance boxes with your own answers. Need help with the marketing section? Book a free strategy call at shaunsavvy.com/contact.

1. Executive Summary

> **Guidance:** *Write this last. In one page: what your venue is, who it serves, why it will win, how much funding you need and when you expect to be profitable.*

Venue concept:

Target couples and events:

Funding needed and use of funds:

Year 1 booking goal and revenue goal:

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2. Company Description

Mission and vision

Legal structure and ownership

> **Guidance:** *LLC, S-Corp or partnership. List owners and ownership percentages.*

Location and property

> **Guidance:** *Address, acreage, existing buildings, zoning status, distance from the nearest city and airport.*

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3. Market Analysis

> **Guidance:** *Use real data. Example U.S. benchmarks from The Knot 2026 Real Weddings Study: average wedding cost $34,000, average guest count 117, 89% of couples book a venue, and the average venue cost is $12,900 (ranging from about $3,770 in Wyoming to $27,710 in New Jersey). Pull local search demand, such as "wedding venues + your city," from a tool like Semrush or Google Keyword Planner.*

Market data point	Your market	Source
Weddings per year in your county		
Average venue price in your area		
Monthly searches for "wedding venues [your city]"		
Monthly searches for your venue type (barn, winery, estate…)		
Peak season months		

Target couples

> **Guidance:** *Describe your ideal couple: age, budget, guest count, style, where they live and how far they will travel.*

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4. Competitor Analysis

Competing venue	Style	Capacity	Starting price	Strength	Weakness

Your competitive advantage

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5. Venue, Spaces and Services

Space	Use (ceremony, reception, getting ready…)	Seated capacity	Standing capacity

> **Guidance:** *Planning rule of thumb: about 15 to 17 square feet per person for a ceremony, roughly 2,000 square feet to seat 160 guests for dinner, and 1 parking space for every 2 guests.*

Included amenities and in-house services

- Tables, chairs and linens: _____
- Getting-ready suites: _____
- Catering and bar (in-house or approved vendors): _____
- Lodging on site: _____
- Coordinator / day-of manager: _____

6. Packages and Pricing

Package	Day / season	Guest count	Price	What is included
Peak Saturday				
Friday / Sunday				
Off-season / weekday				
Micro-wedding / elopement				

> **Guidance:** *Publish starting prices on your website. It filters out mismatched couples and improves lead quality.*

7. Marketing and Sales Plan

> **Guidance:** *This is where most venue business plans are weakest. List every channel, its goal and budget, and start 9 to 12 months before opening. Want help? Book a free strategy call at shaunsavvy.com/contact.*

Channel	Goal	Monthly budget	Start date
Google Ads (“wedding venues near me” + your city)	Tour requests		
Meta (Facebook + Instagram) ads	Inquiries and retargeting		
SEO and website	Long-term organic inquiries		
Google Business Profile and reviews	Map Pack visibility		
Social media	Visibility and trust		
Open house / vendor partnerships	Tours and referrals		

Sales process

- Respond to every inquiry within 5 minutes during business hours
- Offer a tour in the first reply
- Follow up at day 2, day 5 and day 10
- Track inquiry source for every booking

8. Operations

Permits, zoning and compliance

- Zoning / special use permit: _____
- Occupancy and fire code: _____
- Septic, restrooms and ADA access: _____
- Liquor license or alcohol policy: _____
- Noise ordinances and event end time: _____

Insurance

> **Guidance:** *General liability, liquor liability, property and event cancellation. Ask your agent for quotes specific to event venues.*

Staffing

Role	Full-time / part-time / contract	Cost per year
Owner / general manager		
Sales and tours		
Event coordinator		
Setup and maintenance		

9. Startup Costs

> **Guidance:** *Example ranges from industry sources: a new venue built to full capacity with parking can run $750,000 to $1,000,000; building an 8,000 square foot barn has been estimated around $360,000 ($45 per square foot); refurbishing an existing barn roughly $250,000. Your costs will vary widely by region and site.*

Category	Estimated cost	Notes
Land or lease		
Construction / renovation		
Parking and site work		
Restrooms, septic and utilities		
Furniture, décor and equipment		
Permits, legal and insurance		
Website, branding and launch marketing		
Working capital (6 months)		
Total		

10. Revenue Forecast

Month	Weddings	Avg. revenue per wedding	Other events	Other event revenue	Total
Jan					
Feb					
Mar					
Apr					

Month	Weddings	Avg. revenue per wedding	Other events	Other event revenue	Total
May					
Jun					
Jul					
Aug					
Sep					
Oct					
Nov					
Dec					
Year total					

> **Guidance:** *Couples book 10 to 15 months ahead, so year one bookings depend on marketing that starts 9 to 12 months before opening.*

11. Break-even and Profitability

Fixed costs per year:

Average profit per event:

Events needed to break even:

Target profit margin:

12. Funding Request

Amount requested:

Use of funds:

Repayment or return plan: