

Community Services Report: Grand Hall

October 2021

Grand Hall Key Indicators

Indicator	October 2021	October 2020	FY22 YTD	FY21 YTD
Facilities Bookings	24	10	24	10
Total Attendance	2,037	754	2,037	754
# of Comp Bookings	4	0	4	0
Average Revenue/Per Paid Booking	\$2,042	\$1,774	\$2,042	\$1,774
Total Revenue	\$40,859	\$17,740	\$40,859	\$17,740

Grand Hall Highlights

- Grand Hall heads into a very busy November/December averaging 30 events monthly, comprising of repeat events from 2019 and new clients.
- 2022 sales efforts will focus on marketing all-inclusive services to corporate clients in order to drive revenue and create a repeat customer base.
- 2022 will also bring monthly "Tour Saturdays," when the event calendar allows, in order to create fun, interactive events for prospective clients to see the venue outside of regular office hours.