



Author: Stacey Safeus

Date: 08/27/2026

BUSINESS PLAN

Executive Summary

Elegant Soirée Venue, operated under Capital Multi Services, LLC, is a private event venue located in Sunrise, Florida, offering approximately 3,200 square feet of flexible, modern event space. The venue is designed to host a wide range of events, including corporate meetings, weddings, social celebrations, fundraisers, and family-oriented gatherings. The venue is currently awaiting final construction and operational approvals prior to opening.

Sunrise Florida, presents a strong market opportunity due to its growing population, steady commercial activity, and consistent demand for professionally managed event spaces. Elegant Soirée Venue addresses a clear market need by combining modern facilities, flexible layouts, and in-house décor services, allowing clients to execute high-quality events without relying heavily on third-party vendors. Elegant Soirée Venue is positioned to enter the market efficiently and generate strong revenue. Backed by a comprehensive understanding of the event industry and a demonstrated track record of success through comparable ventures (*Signature Sunrise and Five Stars Banquet LLC, both are event halls located in Sunrise, FL*), the operation is well-positioned to establish and sustain a successful event venue within this vibrant market.

The business is owned and managed by Stanley Safeus and Stacey Safeus, who bring hands-on operational oversight and event industry experience, and will be present during all business hours. There will be a cleaning crew present before each event, one bartender, and two security guards at the door during all event hours. During non-rental hours, the owners will be present for scheduled tours and bookings with prospective clients. With a structured management plan, clearly defined operating procedures, and conservative financial assumptions, Elegant Soirée Venue is positioned as a stable, scalable, and financially viable operation. The company's objective is to establish long-term profitability while building a strong reputation for reliability, professionalism, and exceptional event execution.

Business Description

Elegant Soirée Venue provides short-term rental of an indoor event space for private, pre-booked functions. The venue will not operate as a nightclub or open-to-the-public entertainment facility. All events will be by reservation only, with defined start and end times.

Elegant Soirée Venue provides short-term rental of an indoor event space for private, pre-booked functions. The venue operates strictly by reservation, with defined start and end times, and will not function as a nightclub or open-to-the-public entertainment facility. Events are controlled to ensure limited occupancy, scheduled usage, and minimal disruption to surrounding properties.

This use is consistent with the City of Sunrise Land Development Code (LDC) Section 16-277, which regulates banquet halls and similar assembly uses by establishing standards for occupancy, parking, operational controls, and compatibility with adjacent uses. Elegant Soirée Venue will comply with these requirements through managed scheduling, adherence to occupancy limits, and operational measures.

Our company prides itself on delivering exceptional customer service and maintaining a strong sense of integrity in all our business practices. With our commitment to excellence, we have created an event space that is meticulously designed to meet the needs and expectations of our clients. Our modern and versatile facility offers flexible configurations to accommodate events of various sizes and styles. Whether it's an intimate gathering or a large-scale celebration, we have the perfect space to bring our clients' visions to life.

We are dedicated to creating memorable moments and exceeding our clients' expectations through our commitment to cleanliness, affordability, and a professionally managed environment. We will comply with Chapter 9 article II of the City's code by soundproofing to achieve a sound transmission class (STC) rating of sixty(60) . Our goal is to be the premier choice for private event venues, delivering an unforgettable experience that leaves a lasting impression on our clients and their guests.

Product Description

The product is centered on facility use, supported by essential services that ensure consistency, quality, and ease of execution.

Core Product Features

- **Private Event Space Access:** Use of a modern, climate-controlled venue only suitable for corporate events, social gatherings such as birthday parties, baby showers, fundraisers, galas, weddings, etc... The proposed use will not be a nightclub, as defined by the City of Sunrise Land Development Code 16-277.

- **Flexible Space Configuration:** Adjustable layouts to accommodate different event sizes, seating arrangements, and event formats.
- **Clean and Well-Maintained Facility:** Thorough cleaning and sanitation are conducted before and after each event to maintain a safe and presentable environment.
- **Professional On-Site Support:** Trained staff available to oversee event setup, monitor facility use, and support smooth event flow.
- **Affordable and Transparent Pricing:** Clearly defined rental rates with straightforward terms and no hidden fees.

Optional Enhancements

- **In-House Décor Packages:** Professionally curated décor options to enhance event presentation and reduce reliance on third-party vendors.
- **Lighting and Audiovisual Access:** Basic lighting and audiovisual accommodations available to support presentations, entertainment, and special moments.
- **Vendor Coordination Support:** Access to preferred vendors and coordination assistance to streamline event planning.

This product offering allows Elegant Soirée Venue to deliver a reliable, high-quality event experience while maintaining operational control, consistency, and customer satisfaction.

Target Audience

The target audience for the event space includes mature individuals or families who seek a venue to host safe, family-friendly events. This audience values a secure and welcoming environment, where they can gather with their loved ones and create lasting memories. They prioritize venues that provide ample space for children's activities, offer accessible facilities, and have a reputation for delivering exceptional customer service. Targeting this audience allows the event space to tap into a market segment that values a family-oriented experience.

Traffic Management Plan

Elegant Soirée Venue will operate primarily during evenings and weekends, minimizing overlap with peak traffic hours. For events occurring during higher-traffic periods, Elegant Soirée will coordinate with on site security guards to manage traffic flow, parking, and guest safety. Guests will be encouraged to carpool, use public transportation, or use ride-sharing services. Clients will be required to provide estimated vehicle counts, and a maximum vehicle limit will be enforced through contracts. The parking chart submitted confirms that I have all the required parking spaces for my business, and no parking agreement will be necessary. Even though "limited parking" will be clearly communicated to discourage congestion and unauthorized parking in adjacent areas, which will be actively monitored by Elegant Soirée security guards. These

measures will ensure orderly traffic management, responsible parking practices, and minimal impact on the surrounding community, supported by the plaza's existing infrastructure.

Community Policing

Elegant Soirée Venue will comply with the City of Sunrise, Florida trespass program by registering the property with the City and confirming that any exterior improvements to the building or parking area, if proposed, will be fully permitted and code-compliant. The venue will operate as a non-smoking establishment with required signage posted, prohibit outdoor seating and outdoor activities, and display the mandated alcohol warning signage in a visible location.

Elegant Soirée Venue further acknowledges and will adhere to all plaza restrictions, including the prohibition of nightclub activity as defined in LDC §16-244, ensuring operations remain consistent with permitted banquet/event uses.

Competitive Analysis

The Sunrise, Florida, event venue market includes standalone event spaces, banquet halls, and hotels offering event accommodations. While competition exists, Elegant Soirée Venue operates within a clearly defined segment that balances quality, flexibility, and affordability.

Competitive Positioning:

Elegant Soirée Venue differentiates itself from other venues by offering a professionally managed, all-white modern space supported by in-house décor services. Unlike competitors that rely heavily on external vendors or narrowly target either luxury or entertainment segments, Elegant Soirée Venue provides a balanced solution that appeals to both quality-conscious and value-driven clients.

Key competitive strengths include:

- Modern, adaptable space suitable for multiple event types
- In-house décor packages that enhance presentation and reduce client planning complexity
- Strong emphasis on cleanliness, reliability, and professional operations
- Flexible pricing that allows access to a wider client base without sacrificing quality

This positioning enables our venue to compete effectively by delivering consistent execution, visual appeal, and operational efficiency while maintaining sustainable margins.

Unique Selling Proposition (USP):

Event Space Name: Elegant Soirée Venue

USP: At Elegant Soirée Venue, we specialize in offering high-quality decor packages that transform every event into a magical experience. Our competitive advantage lies in our meticulous attention to detail, ensuring that every element of the decor is crafted to perfection. From exquisite floral arrangements to elegant lighting fixtures, we curate a stunning ambiance that captivates guests and creates an unforgettable atmosphere. Our dedicated team of skilled decorators works closely with clients to understand their vision and bring it to life, resulting in a truly enchanting event that exceeds expectations. Choose Elegant Soirée Venue for an event that is adorned with sophistication, elegance, and an enchanting touch that sets us apart from the competition.

By highlighting our commitment to delivering exceptional decor packages and our focus on creating a truly enchanting atmosphere, Elegant Soirée Venue establishes itself as the premier choice for clients seeking high-quality and visually stunning event experiences.

Marketing Strategy

- **Online Presence & Branding:** Maintain a professional website that clearly presents venue features, services, pricing transparency, and event visuals. The website will be optimized for search engines to increase local visibility and attract organic traffic.
- **Social Media Marketing:** Utilize platforms such as Instagram, Facebook, and LinkedIn to showcase past events, décor setups, behind-the-scenes content, and client testimonials. Consistent posting and engagement will strengthen brand recognition and trust.
- **Digital Advertising:** Implement targeted advertising through Google Ads and social media platforms to reach users actively searching for event venues within the local market. Campaigns will focus on geographic targeting and specific event-related keywords.
- **Content Marketing:** Share practical event-planning tips, venue highlights, and short-form visual content to position Elegant Soirée Venue as a knowledgeable and reliable event partner.
- **Strategic Partnerships:** Establish referral relationships with event planners, decorators, caterers, photographers, and local businesses. These partnerships will generate recurring referrals and expand market reach.
- **Email Marketing:** Build and maintain an email database to share promotions, availability updates, and event planning resources, supporting lead nurturing and repeat bookings.

Sales Strategy

- **Lead Capture & Follow-Up:** Capture inquiries through the website, social media, and open house events, followed by prompt and professional follow-up to convert interest into bookings.
- **Personalized Consultations:** Offer guided tours and consultations to understand client needs and recommend appropriate packages and enhancements.
- **Flexible Packages:** Provide structured pricing packages with optional add-ons to accommodate different budgets while maximizing revenue opportunities.
- **Reputation Management:** Encourage client reviews and testimonials to strengthen credibility and support word-of-mouth referrals.

This integrated sales and marketing approach allows Elegant Soirée Venue to consistently attract new clients, maintain strong booking volume, and support long-term growth.

Growth Strategy

Elegant Soirée Venue's growth strategy focuses on steady, sustainable expansion driven by brand visibility, repeat clientele, and operational efficiency rather than rapid overextension.

- **Marketing Optimization:** Continuously evaluate the performance of digital marketing channels and reinvest in the platforms generating the highest booking conversions. Seasonal promotions and targeted campaigns will be used to maximize occupancy during off-peak periods.
- **Client Retention & Referrals:** Encourage repeat bookings through referral incentives, loyalty discounts, and preferred-client benefits. Satisfied clients and vendor partners will serve as a primary source of organic growth.
- **Service Expansion:** Gradually expands décor offerings, premium packages, and event enhancements based on demand. Upselling décor, lighting, and coordination services will increase average booking value without increasing fixed costs.
- **Operational Improvements:** Reinvest in facility upgrades, staff training, and process improvements to enhance efficiency, reduce turnaround time between events, and maintain consistent quality standards.
- **Strategic Partnerships:** Strengthen relationships with planners, vendors, and local organizations to secure recurring business and long-term booking agreements.

This measured growth approach allows Elegant Soirée Venue to increase revenue while maintaining service quality, financial control, and operational stability.

Ownership & Management

Elegant Soirée Venue is owned and managed by Stanley Safeus and Stacey Safeus, operating under Capital Multi Services, LLC. Ownership maintains direct involvement in strategic planning, financial oversight, and daily operations to ensure accountability and consistency.

The management structure is designed to support efficient operations while allowing flexibility as the business scales. Key responsibilities include client relations, vendor management, staffing oversight, and compliance with regulatory and safety standards.

Management Roles

- **Owners / Management:** Responsible for business strategy, budgeting, marketing oversight, vendor relationships, and overall operational control.
- **Sales & Client Relations:** Manage inquiries, consultations, site tours, booking coordination, and follow-up communication.
- **Event Operations Staff:** Oversee event setup, on-site coordination, and breakdown to ensure events are executed according to plan.
- **Décor Team:** Execute in-house décor packages, maintain décor inventory, and collaborate with clients to meet event design expectations.
- **Housekeeping & Maintenance:** Ensure the facility remains clean, safe, and event-ready before and after each booking.

This ownership and management structure supports clear decision-making, hands-on oversight, and scalable staffing while maintaining a high standard of service delivery.

Operating Plan

Elegant Soirée Venue's operating plan is designed to ensure efficient day-to-day management, consistent event execution, and positive client experience. Operations are structured to support a storefront-style event space with clear procedures and accountability.

Event Booking & Coordination

- Maintain a structured inquiry and booking process, including contracts, deposits, and confirmed event schedules.
- Utilize a centralized calendar system to track availability and prevent scheduling conflicts.
- Assign coordination oversight to ensure client requirements are clearly documented and executed.

Event Setup & Execution

- Follow standardized setup and breakdown procedures for furniture, décor, lighting, and equipment.
- Coordinate closely with décor staff and event attendants to ensure timely preparation.
- Monitor events on-site to ensure compliance with venue policies, safety standards, and client expectations.

Staffing & Training

- Employ trained event attendants, décor staff, and housekeeping personnel.
- Provide ongoing training focused on customer service, safety procedures, and operational efficiency.
- Clearly define staff roles to maintain smooth workflow and accountability.

Vendor Coordination

- Maintain a list of approved and trusted vendors for catering, rentals, and event services.
- Coordinate vendor access and setup schedules to minimize disruption and ensure professionalism.
- Monitor vendor performance to maintain service quality.

Customer Experience

- Provide clear communication throughout the planning process.
- Offer on-site support during events to address issues promptly.
- Collect post-event feedback to support continuous improvement.

This operating structure allows Elegant Soirée Venue to deliver reliable, well-organized events while maintaining efficiency and quality control.

Risk Management

Elegant Soirée Venue recognizes the importance of identifying and managing potential risks to protect clients, staff, and business operations. Risk management practices are integrated into daily operations and long-term planning.

Safety & Security

- Maintain a safe event environment through regular inspections and hazard prevention.
- Ensure clear access to emergency exits and fire safety equipment.

- Train staff on emergency procedures and incident response.

Insurance Coverage

- Carry appropriate insurance coverage, including general liability, property insurance, and workers' compensation.
- Review coverage periodically to ensure adequate protection.

Vendor & Operational Risk

- Work with vetted vendors and utilize written agreements to define responsibilities and expectations.
- Monitor vendor performance to reduce service disruptions.

Financial Risk

- Maintain sound financial controls and monitor cash flow.
- Set aside reserves for unexpected expenses or emergencies.

Legal & Regulatory Compliance

- Comply with local, state, and federal regulations related to event operations.
- Ensure permits, licenses, and safety requirements are met.
- Use written contracts and policies to minimize legal exposure.

Reputation Management

- Address client concerns promptly and professionally.
- Monitor feedback and reviews to protect the venue's reputation.

By proactively managing these risks, Elegant Soirée Venue maintains operational stability, safeguards its clients and staff, and supports long-term business sustainability.

Financial Overview

Elegant Soirée Venue's financial approach is structured around conservative assumptions, controlled operating costs, and steady revenue growth. Financial planning prioritizes sustainability, predictable cash flow, and the ability to meet fixed obligations while supporting gradual expansion.

Revenue Model

Revenue is primarily generated through private event bookings, with an average of eight events per month. The initial average booking value is projected at approximately \$3,000 per event, with incremental annual increases driven by pricing adjustments, enhanced décor packages, and

optional service add-ons. Growth assumptions are based on a conservative annual increase rather than aggressive volume expansion.

Sales Projections

The business projects consistent year-over-year growth, with annual revenue increasing at an estimated rate of 12%. This growth reflects modest price adjustments, improved brand recognition, repeat clientele, and strategic upselling rather than a significant increase in event frequency. This approach allows the venue to scale responsibly while maintaining service quality.

Cost Structure

Fixed costs include monthly rent, utilities, insurance, and baseline staffing. Variable costs are directly tied to event activity and include event staffing, décor materials, cleaning, and operational supplies. By controlling fixed expenses and aligning variable costs with confirmed bookings, the business maintains flexibility and cost efficiency.

10-Year Sales Forecast

Here's the detailed 10-year sales forecast, based on an industry average of 8 bookings per month, and an average order value derived from market data within the area.

<u>Year</u>	<u>Avg. Booking Value</u>	<u>Monthly Sales</u>	<u>Annual Sales</u>
1	\$3,000	\$24,000	\$288,000
2	\$3,360	\$26,880	\$322,560
3	\$3,763	\$30,104	\$361,248
4	\$4,215	\$33,720	\$404,640
5	\$4,721	\$37,768	\$453,216
6	\$5,287	\$42,296	\$507,552
7	\$5,921	\$47,368	\$568,416
8	\$6,636	\$53,088	\$637,056
9	\$7,436	\$59,488	\$713,856
10	\$8,333	\$66,664	\$799,968

Again, these numbers are based on the assumption of a consistent growth rate of 12% per year. In reality, the growth rate might vary from year to year, and there might be fluctuations in the average booking value and average number of bookings per month.

Break-Even Analysis

Based on projected costs and average booking value, Elegant Soirée Venue is expected to reach a monthly break-even point between two and four events, depending on variable expense levels. This low break-even threshold provides a financial buffer and reduces exposure during slower booking periods.

Financial Management Approach

Financial oversight emphasizes disciplined budgeting, regular cash flow monitoring, and maintaining reserves for unexpected expenses. Revenue and expenses will be reviewed consistently to ensure alignment with projections and to support informed decision-making. This financial strategy reflects a deliberate, risk-aware approach focused on long-term profitability, operational stability, and responsible growth rather than short-term volume-driven expansion.

Conclusion

This business plan outlines a clear and compelling opportunity to establish a profitable, well-positioned event space in Sunrise, Florida. Anchored in strong market demand, disciplined operations, and a differentiated service offering, the business is designed for scalability, consistency, and long-term success.

Market analysis confirms the need for a safe, professional, and family-friendly venue tailored to a mature clientele. By delivering premium décor packages and turnkey event solutions, the business distinguishes itself from competitors while increasing average booking value and customer satisfaction.

A focused sales and marketing strategy leverages proven digital channels, including Facebook and Google Ads, supported by short-form content and repeat-booking initiatives. This approach drives efficient customer acquisition, predictable demand, and sustained revenue growth.

Financial projections demonstrate strong viability, with a projected 12% annual growth rate and an average booking value of \$3,000. The 10-year forecast and break-even analysis validate profitability, cash-flow stability, and the capacity to scale operations responsibly.

Operational execution is supported by a lean and effective management structure led by a General Manager and a specialized team covering sales, event execution, décor, and housekeeping. This structure ensures consistent service quality, operational efficiency, and seamless event delivery.

With disciplined risk management, a commitment to safety and quality, and a clearly defined growth strategy, the business is positioned to become a leading private event destination in

Sunrise. This plan presents a strong opportunity for investors and partners seeking a stable, high-potential venture in the event services industry in Sunrise, Florida.

Thank you for considering our business plan, and we look forward to the possibility of partnering with you to create unforgettable experiences in the heart of Sunrise, Florida.