



A Guide to What Things *Should* Cost.

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Website Pricing

- **New Website Builds will run you...**
 - \$20k - \$25k for customized sites.
 - \$3k-\$5k for standard WordPress sites.
- **A Website Refresh will run you...**
 - \$8k - \$10k for customized sites.
 - \$2k-\$3k for standard WordPress sites.
- **Website Maintenance/Updates will run you...**
 - \$4k - \$14k per year.

Your Event Pricing Guide

□ **Hotel prices have skyrocketed.**

- Plan ahead and be flexible.
- You pick 2 cities and 3 dates, we bid the hotels.
 - ✓ Confirm date options with your council BEFORE we bid!

□ **Spring is more expensive.**

- Can you switch it up... big fall retreats, modest spring meetings?

□ **Hybrid is not the friend you think it is.**

- Pick virtual OR in-person -- you will save money and get better attendance.

Hotel Pricing

- **Aim for \$250 per night, max out at \$300.**
 - We do still get great hotels for under \$200 -- it all depends on your date flexibility and how early you start the bidding process.
- **Perception is important, pick 3 or 4 star hotels.**
- **Keep an eye on those resort fees and tourism taxes.**
- **The later you are in planning, the fewer will attend... and the less negotiating power we have!**

Dinner Pricing

- **About \$150 per person (includes meal, appetizers & drinks).**
 - All in total bill should be \$3k-\$7k. A casual dinner should be under \$3k.
- **Wine per bottle should be less than \$70.**
- **Cocktails need to be middle tier, typically called “premium”**
 - Not wells, but not top shelf.
- **Service fees are typically 20-25% (and are usually not a tip).**
- **Always tip, but be aware of already added group gratuities.**

A/V Pricing

- ❑ **Projector & Screen Packages cost about \$3k per day.**
- ❑ **Meeting wi-fi, cost approximately \$40 per person.**
- ❑ **Power strips comes out to around \$30 per cord.**
- ❑ **Service fees, Set-up & Strike, OH MY!**
(these on average make up 30-40% of your total A/V bill)
- ❑ **You can bring your own A/V but that makes YOU responsible for transportation, setup, breakdown, etc.**

Travel Pricing

- **Encourage attendees to book flights early.**
 - Direct flights are cheaper. Southwest typically has less fees.
 - Covering baggage & early check-in fees are ok -- never business or first class upgrades.
- **If you fly, take a taxi/ride share -- no rental cars!**
 - If you do approve rental cars, get the discount code from the Sections Dept. and don't get additional insurance.
- **Know your reimbursement policy.**

Tips & Take Aways

- ❑ **Having a pricier meeting? Balance it out with a free Zoom meeting next time.**
- ❑ **Trying to spend down? Don't go wild -- Set a max rate and/or adopt a spend down policy.**
- ❑ **Plan, plan ahead... and don't be afraid to ask for help!**



thank you!