

Gibson Mansion

Bed and Breakfast

823 39th St.

Missoula, Montana 59803

406-251-1345 1- 866-251-1345

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Monetize underutilized rooms and spaces of your inn

Heads in Bed is our # 1 focus, but there are ways to add to the bottom line. Here is a list that has evolved over the years.

- Murder Mystery Dinners
- Office party/Dinner party
- Art parties/ reveal party.
- Ladies Tea
- Bridge Party
- Bridal/Baby shower
- Memorial service or celebration of life
- Book club
- Photo shoot/Sitting fee

The Bottom Line is, THINK OUTSIDE THE BOX!

To simplify bookkeeping we basically have 2 categories.

- House Rental
This is just a use fee for renting the space for a private gathering.
- Dinners/Luncheons
Can be on top of house rental or include rental fee.
Cook meals yourself, use your chef, or hire a caterer.

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How to get started???

Talk with your CVB or Chamber of Commerce.

- **Frequent their offices with a plate full of fresh made pastries or scones. “sweet talk” them into recommending you to their visitors.**

Make up fliers and hit the streets.

- **Go to Dentist/Doctor offices. Law Firms.**
- **Talk with local caterers and let them know about your space you can both gain.**
- **Local clubs**
- **Red Hatters**
- **Book Stores**
- **Quilt Shops**
- **Funeral Homes**

How to set your pricing???

Check local hotels or restaurants to see what they charge for meeting space. Hourly or Daily.

Go out and EAT. Order items similar to what you would serve and take note of pricing. What level are you planning to provide? Set you pricing to reflect that. (appetizer, salad, main entre, desert, coffee)

2018 YEAR END NUMBERS.

OF OUR TOTAL REVENUE

72% ROOMS

10% WEDDINGS

6% DINNER/LUNCHEONS

6% ROOM ENHANCEMENT PACKAGES

4% RETAIL SALES/PET FEE

2% HOUSE RENTALS