# \_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Wedding

**Budget DEVELOPMENT**

**Initial Draft**

**Vivid Expressions LLC**

& BAILEY-KEEN DESIGN SERVICE

**Artistic Event Design | Floral Design | Creative Solutions**

Design & Consulting

259 Granby Street, Suite 250

Norfolk, Virginia 23510

Local: 757-802-3199

(Toll free: 888-878-4843)

Fax: 757-802-3199

Email: [events@vividexpressions.com](mailto:events@vividexpressions.com)



Alternative: [vividexpressionsllc@gmail.com](mailto:vividexpressionsllc@gmail.com)

**www.VividExpressions.com**

***(Certified Floral Designer)***

Concepts presented in this document are intellectual property of Vivid Expressions LLC and may be subject to change.

Copyright 2010

Wedding Budget Development Review

**Summary**

This document contains a carefully outlined analysis of current “Average Wedding Budget Costs”, a rough estimate broken-down with your “Desired Budget”, and a typical break-down how services/products can by budgeted and paid so it’s not so overwhelming. So, first let’s start with a summary of what to expect with wedding costs and how I can help. Please keep in mind this is a rough draft overview and is a living document, as you begin to select things for your wedding your desires may change. You may add or remove items as we go through the process and as your planning I will continue to help you adjust and manage your service sourcing and overall budget to make sure your create your dream wedding with your allotted budget.

**Fast Facts: How much does an average Virginia wedding really cost?**

* According to the latest Industry Reports (released earlier this year), the average wedding in the United States is currently approximately $27,000. Of course, this is the average of high and low. Virginia is more in-line with the national average and can range one average for $20 -$35K.
* The Founder’s Inn & Spa (one of the best venues in the region) ranges from their Emerald Wedding Package $80 per person to the Platinum Wedding Package (includes some ***Spa Services***) of $130 per person
* Current Promotion from the venue: 50% off in October for ceremonies. The price is usually $1200.00++ but only $600.00++ through the month of October if the wedding is booked.
* Chauffeured Rolls-Royce rate $550.00 (1st three hrs., Additional time, if necessary, rate of $125.00 per hour)
* Horse Draw Carriage packages typically start at $650 for a Princess Carriage - $850 Cinderella “Pumpkin” carriage (additional discounts Planner Discounts may be available)
* Room rates: Blocks for guests typically cost $159-199 (rates are subject to charge until room blocks are in place).
* Other amenities like complimentary room for Bride & Groom, shuttle bus services for guests, etc. may be included
* On average, couples can spend$129-$231 on ***each guest*** when you consider ***all*** their expenses including but not limited to; ***Invitations, postage, food, drink, entertainment, favors, flowers/décor, ceremony programs, rentals, gratuity, etc***.). This doesn’t include other wedding expenses.

***Budget Management and Solutions Example:***

Wedding cakes costs can be surprising for couples… especially for really fantastic cakes. Remember, people are very specific about their cake preferences. They want it look amazing (often using the cake table display as a focal point in the room) and taste amazing (there’s nothing worse than seeing plates of uneaten cake on guest tables). You want everything to look and taste better than you can imagine. Cake costs are priced by the estimated servicing slices and cake costs in Virginia can range from $4 to$10 a slice depending on buttercream vs. fondant, fillings/flavorings, design and details, number of tiers, etc. ( ***ex: $5 per slice x guests = $1,250,*** *not* including cake sand rental, taxes,delivery, and/or set-up fees). Note: Wedding Cakes in NY can range typically between $5-$25 per slice). Now, consider that most Caterers and/or Hotels may automatically charge a “*Cake Cutting fee*”. This is because after the couple cuts the first slice of their wedding cake the cater then takes the cake into the back, then slices it, plates them, and then brings the sliced cake back out and services them to guests. Here is my suggestion of a better way to manage costs for your cake budget. Some Bakers can do a multi-tier “*Cutting Cake Design*”. This is a real cake that looks like a regular wedding cake for presentation and the ceremonial cutting but it’s only slightly smaller and not meant to serve all guests. Instead there’s also an additional cake to slice already in the back. I have relations with award winning area bakers who could create a 6”, 8”, and 10” tier cake that serves 55 people ($4.5 per slice) with an additional slicing cake for the kitchen($2 per slice) for ***250 guest of approximately*** **$647.55** . Note: This is before cake stand rental, tax, delivery, and set-up fees.

Overview: Basic, General Wedding BUDGET (Approx. 150 *Guests*):

***Proposed Wedding Budget: $35 - $40K***

Remember, actual costs and category items may fluctuate due to season, availability, preference, etc. and may be lower, higher, or substituted all together as we move forward to find the best solutions to your wedding needs.

***Please note:*** Pricing is for some of the highest quality vendors in the region (some with Planner discounts)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Vendors/Services | Average Wedding Costs  (of average size of approx. *150*) | Average Basic % of Budget | Wedding Budget | Estimate/  Typical Deposit | Final Balance Due Dates |
| Reception Venue & Catering (including food, beverage, and some bar but may not include gratuity/fees) | $8,462-16,926+ | 40% |  | Average $500 to 10% | 2- 4 Weeks Prior to the Wedding Date |
| Ceremony location & Officiant | $155-$412+ | 3% |  | If not family Pastor usually $100 to 50% | Typically 2 weeks to day of the before |
| Bride’s Attire (Gown, Accessories and alterations) | $1,138- $3,034+ | 7% |  | Typically 10% - 50% | Depending on alterations needed - typically 3-6 months prior |
| Groom’s Attire | $165 - $432+ | 1% - 2% |  | 10% - 50%  (It varies) | Typically 2 weeks to day of the before – but varies |
| Wedding Bands | $959-$2556+ | 3% |  | TBD | TBD |
| Photography | $2,153-$3,444+ | 10%-15% |  | TBD | TBD |
| Flowers & Décor (may include rentals, accessories, etc.) | $2,896-$6,527+ | 12%-18% |  | Typically 50% but may be as little as 20% as Vivid Expressions Client | Approx. 30 days Prior to the Wedding Date |
| Music/Entertainment | $560- $1,892+ | 5% |  | May range from $100 to 30% | Typically 2 weeks to day of the before – but varies |
| Stationery & Postage (may include Invitation suites/Reply Cards and *postage* as well as programs, escort/place cards, menu cards, etc.) | $758 - $2,020+ | 4% |  | Up to 50% however some may be waived with established accounts or paid upon order | Invitations Suites usually send 8 -10 weeks prior. Other products typically paid 4 Weeks Prior |
| Cake/Treats | $665-$886+ | 4% |  | Typically start at $100 | 2- 4 Weeks Prior to the Wedding |
| Gifts (Favors, Bridal Attendants, family, Tips) | $619- $1,650+ | 2% |  | TBD | TBD |
| Transportation/  Accommodations | $372-$1,602 | 3% |  | Typically 50% | Typically 1-week prior to wedding. |
| Misc. (ex: Beauty/Spa, Rehearsal Dinner, Post wedding hotel room, etc.) | $1,610- $2,146+ | 5% |  | TBD | Typically 1-week to 1- day before the wedding. |
| Total (Approximate) | $20,412 – $43,127+ | ------- |  | ---------- | --------- |