

THE  
*Penny*

MARSH 664 STREET

SAN LUIS OBISPO

2018

Constructed in the 1930's to house a blacksmith shop, The Penny is downtown San Luis Obispo's only dedicated private event venue. Featuring original architecture, exposed brick, industrial finishes, and accented with modern decor, The Penny's current design honors the craftsmanship that has taken place within these walls for close to a century. Its included amenities and available in house add on services make The Penny the perfect venue for a unique and memorable wedding.

# RENTAL DETAILS:

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## CAPACITY

### Ceremony and/or Seated Meal on Site: 125 Guests

*\*While we have legal fire code capacity for up to 300 guests in our space, for a wedding with either a seated ceremony and/or meal on site we don't recommend more than 125 people to maximize comfort level for you and your guests.*

### Standing: 225 Guests

*\*\*We have hosted many wedding receptions with no ceremony on site in a more informal cocktail style party atmosphere with a mix of dining tables, cocktail tables, lounge furniture, passed and stationary food, etc and are happy to offer insight into these types of events!*

For more information regarding capacity recommendations based on your event vision, please contact our Venue Manager.

## Rental Period

Rental periods range from 12-14 hours depending upon the package booked. Rental period includes the entire time venue access is needed (ie the event itself, set up time for clients/vendors and post event breakdown). To ensure the availability of staffing, requests for additional access hours should be requested no later than 7 days prior to the event and are billed at the rate of \$350 per hour. Due to staffing ramifications additional hours that are added on the day of the event will incur a last minute charge of \$450 per hour.

## Available Rental Hours

Due to our city-mandated use permit, rental hours are available between the hours of 7am-11pm, with all events ending no later than 10pm. Please see below for rental periods for each wedding package:

**Copper Package:** 14 hours (available anytime between 7am-11pm, with event ending no later than 10pm)

**Brass and Steel Packages:** 12 hours (available anytime between 7am-11pm, with event ending by 10pm)



## *INCLUDED SERVICES & AMENITIES:*

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Although some inclusions differ by package booked, all rentals at The Penny include the following:

Custom built dining tables (also great for food, display, etc)	Indoor and outdoor catering prep areas
Modern industrial chairs	Bridal lounge space
Custom built bar	Set up and breakdown of venue furniture & rentals
Abundant indoor plants	On site venue liaison for entire rental period
Modern indoor and outdoor lighting	Licensed and insured security
Gorgeously appointed bathrooms	General cleaning
Ample power hook ups	Customized floor plans and design input
Hand painted welcome sign	Full time Venue and Events Managers

More info and policies related to our included services and amenities:

### **Indoor and Outdoor Catering Areas**

The Penny includes both a covered indoor catering barn and outdoor area adjacent to the barn for catering prep and cooking. Please note that while ample power is supplied in these areas, there is no catering kitchen, prep tables, fridge, or water on site. All kitchen equipment and water will need to be brought in by your catering team.

### **Bridal Lounge Space**

Newly completed in early 2022, our bridal lounge space offers a private space and seating for bridal parties of up to 8 to relax pre ceremony. This space is adjacent to the Penny property, and while beautiful in design it is not designed as a getting ready space but offers a serene environment to gather out of sight until it's time to walk down the aisle!

### **Setup and Breakdown of Venue Furniture and Rentals**

The Penny staff will set up and breakdown all venue owned furniture (ie tables, chairs, cocktail hour furniture, decor rentals) however it is the responsibility of the client to contract with their caterer for specific duties as outlined in the Catering Responsibilities document.

## *INCLUDED SERVICES & AMENITIES:*

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### **Full Time Venue Manager**

The Penny's full time Venue Manager is available to assist our clients from initial booking through event execution. The Venue Manager specializes in helping clients to articulate their overall event vision as it pertains to the venue. This includes everything from recommending vendors, to floor plan creation, in house rental and design assistance, and more.

They also focus on collaborating with your vendors, keeping track of all venue and event related details, required documents, and more. They are also often on site ensuring all venue related details are executed as planned.

\*It is important to note that unless The Penny's Coordination package is booked, The Penny staff does not act as a wedding coordinator during the planning process OR the day of the event. More information regarding our coordinator responsibilities is provided later in this document.

### **On Site Venue Liaison**

For all events The Penny will supply an on site Venue Liaison for the entire rental period.

The Venue Liaison is responsible for:

- Making the space available to both clients and vendors
- Event set up of venue owned items, breakdown, and cleaning, assisting with any chair moves and flips as contracted
- Communicating and coordinating with vendors and other venue staff
- Offering insight and information into venue related property, infrastructure, logistics
- Managing security staff
- Ensuring all venue policies and contractual terms are adhered to

\*It is important to note that the Venue Liaison does not act as an on site wedding coordinator

Unless our Coordination Package is booked, and in order for staff to be able to focus on venue related duties the day of your wedding The Penny staff DOES NOT assist with the following on a wedding day:

- Acting as main liaison between bridal party, family, guests, and/or vendors
- Timeline management
- Management of vendors for event specific details (ie. managing setup/breakdown, timeline, meal service details, decor setup/breakdown, etc)
- Set up or breakdown of personal items, decor, signage, etc
- Management of all rental items at the end of the event (ie ensuring they are properly organized and accounted for, etc)

### **Security**

**On Site Security:** Package pricing includes 1 security staff member. Included hours range depending on package booked. The Penny works with a licensed, bonded, and insured 3rd party service provider for all security services and handles all scheduling. Security is required to begin 1 hour prior to event start and stays until all breakdown is complete. Depending upon event timeline additional hours may be required. Hours over 8 hours start at \$75 per hour.

*\*For some events larger than 200 guests additional security may be required.*

### **General Cleaning**

All packages include general cleaning by venue staff and cleaning company at the end of the event. This includes the following:

- Deep cleaning of venue bathrooms, patio, and reception spaces
- Sweeping, mopping, cleaning of venue owned furniture and property
- Cleaning of adjacent bridal lounge area, walkways, and entryways

## *INCLUDED SERVICES & AMENITIES:*

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All vendors working on site are expected to leave their related venue spaces in the condition they were received. Meaning that vendors are expected to clean any spaces in which they used while on site. This includes but is not limited to:

- Removal of trash to on site dumpsters
- Spot sweeping and mopping of catering prep area, cocktail and dinner spaces, buffet/food station areas, rental pickup locations for spills and/or trash.
- Bussing guest spaces during event and at the end of the event and placing all rental items back in appropriate rental containers
- Dumping any strained waste liquids and ice in designated space
- Wiping down of any Penny owned furniture that may have been used (ie prep and food tables, etc)

\*For a more specific list of vendor related expectations and requirements please ask the Events Manager, we will also clearly communicate these requirements to vendors prior to the event date.

\*We recommend sharing vendor requirements with vendors prior to booking to ensure they agree to these terms. If the vendor fails to complete all required cleaning duties additional charges may be deducted from clients' Security Deposit.

### **Customized Floor Plans**

With hundreds of events under our belts here at The Penny, our team offers experienced insight and floor plan creation for all bookings. Our team works hand in hand with clients taking into account headcount, desired event flow, seasonal factors, design, decor, and more to create fully customized floor plans for your event. Once floorplans are completed our team will set up all Penny owned items based on this plan. Due to this we ask that all final headcounts are submitted no later than 1 month prior to your event. Headcount changes and/or floorplan changes made later than 3 weeks prior to the event date will not result in changes to contracted rental items. If The Penny Coordination package is not booked your contracted coordinator will be responsible for communicating any last minute headcount/floorplan changes to the penny staff and other vendors working on site.

## *ADDITIONAL SERVICES, POLICIES & INFORMATION*

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### **Vendor Info and Requirements**

#### **General Vendor Requirements**

The Penny has curated a wonderful list of recommended local vendors that offer a wide range of services. With over a decade of local event planning experience, our team has compiled this list with vendors we feel offer a high quality product and service. These vendors are vetted and experienced with working in our space and with our vendor requirements and are pre approved to work on site. Because we have thoroughly vetted these vendors, we believe it is the best place to start your vendor search, however you are not required to choose only from this list. All vendors not on this list must be pre approved by our Venue Manager before working on site. Our Venue Manager is happy to offer insight and information about these vendors to help guide you towards ones that will work best with your event vision and budget. A complete list of vendors must be submitted for approval no later than 90 days prior to your event, unless otherwise discussed.

All vendors must be able to provide appropriate licensing and insurance documents as outlined in our vendor agreement and client's rental agreement. They must also review and sign The Penny's vendor packet outlining our vendor requirements. The Penny must receive requested insurance documents and a signed vendor packet no later than 60 days prior to the event date or risk not being allowed to provide services at the property. Failure to comply with vendor requirements and policies (i.e. not adequately bussing/cleaning, not checking out with venue before leaving, etc) may result in additional charges to the client and will be deducted from the security deposit on file.. For a copy of our Vendor Packet and policies please inquire before signing any contracts/placing deposits with any vendors.

### **Vendor Specific Requirements and Policies**

#### **Wedding Coordination**

To ensure the success of your wedding The Penny **REQUIRES** that clients hire a dedicated, insured coordinator for all weddings. You are welcome to hire a day of, month of, or full service wedding planner, although we highly recommend at least a month of wedding coordinator. The Penny also offers a wonderfully comprehensive coordination package that can be added on to your rental if desired. Please inquire with us for more information. Additionally our recommended vendor list has some wonderful coordinators! As with all vendors at The Penny, the coordinator must not be a guest at the wedding, must abide by all vendor requirements (i.e. insurance, sign The Penny vendor packet, etc), and must be approved by The Penny management at least 90 days prior to the event.

In order to ensure a successful event we required outside coordinators to be contracted for the following items:

### *Pre Event Related Duties*

- Assistance with design related items that are not owned by the venue (ie decor, signage, etc)
- Assistance with vendor collaboration beyond venue related items and requirements (ie. timeline info, service questions, contract updates, etc)
- Assistance and guidance with any event specific questions that do not pertain to the venue and/or its assets (ie. timeline questions, vendor service questions, design items, etc)
- Creation of wedding day timeline, distribution of that timeline to vendors (ie vendor arrival/departure times, key event time points, rental delivery and pickup times, etc) and venue
- Any floorplan changes and/or seating chart updates made less than 3 weeks from the wedding day
- Facilitate rehearsal day prior to wedding
- Manage and check in all non venue owned rental items (ie. plates, glassware, flatware, etc) unless The Penny has been hired to coordinate all rentals
- Manage and organize all personal items dropped off the day prior to the wedding

### *Event Day Related Duties*

- Act as main point of contact for all vendors, clients, and guests throughout the event, communicate any venue related questions or concerns to The Penny on site staff
- Manage all vendor arrivals and departures and ensure that venue parking and loading policies are being adhered to
- Oversee set up of all client owned items (ie. decor, signage, alcohol, etc). The Penny staff will handle any venue owned items only (ie furniture, florals, equipment, etc)
- Assist venue and catering staff with any ceremony to cocktail hour/dinner flips by managing vendors, assisting with any furniture and decor moves/set up, etc
- Manage and oversee all vendor related duties, communication, and questions as they pertain to event details (The Penny to handle any venue related issues and questions)
- Communicate table settings set up to contracted vendor (ie caterer, staffing agency, etc)
- Manage and execute all key timeline points (both vendor and client) for duration of event
- Check out all rentals at the end of the event, ensuring vendors have organized and returned all rentals to proper racks, location, etc
- Organize all and breakdown all client owned personal items (ie. gifts, marriage certificates, decor, signage, alcohol, etc)

\*All of the above items and more are included in our Coordination Package!

\*If any of these responsibilities are not met by an outside wedding coordinator an additional service fee may be assessed to cover The Penny's additional labor required to adequately manage the event. This fee starts at \$500.

\*For a more specific list of Coordinator related expectations and requirements please ask the Venue Manager. This information is also provided to all vendors via a Vendor Packet that must be signed and reviewed before working on site.

### **Catering Responsibilities**

Based on the experience of hosting hundreds of events our team has found catering to have one of the largest impacts on the overall success of the event. Because of this we highly recommend contracting with a catering team on our list and/or one that our team has worked with and can vouch for. Due to the impact of catering service on the event we have developed specific policies and requirements for catering vendors working on site. A full list of catering requirements and responsibilities is included in our Catering Responsibilities document, however key responsibilities include:

- Assisting with any chair moves or space flips (ie ceremony to cocktail hour, ceremony to dinner, etc)
- Set up of table settings (ie napkins, plates, flatware, glassware)

- Bussing of cocktail hour spaces (ie glassware, plates, napkins, etc on cocktail tables, lounges, bar, etc)
- Water service for entire event (ie self serve station pre ceremony, water service during dinner, water station for dancing, etc)
- Ice provision for entire event (bar, catering, etc)
- Staffing on site until at least the end of the event to handle breakdown of all rentals/trash (ie bussing - of all tabletop items including but not limited to glassware, flatware, plates, napkins, etc) This includes not only cocktail hour and dinner bussing, but bussing the dancing and reception spaces of all rentals and trash at the conclusion of the event
- Scraping, cleaning, dumping and organization of all rental items at the end of the event (ie plates, glassware, flatware, rental racks, etc)
- Removal of all trash from both catering and guest areas into designated on site dumpsters

\*\*For a full list of required catering duties please ask our Venue Manager for a copy of our Catering Responsibilities document that all caterers must review and sign before working on site.

\*\*For liability reasons all of the above duties must be performed by an insured vendor and not clients family, friends, or guests at the wedding

\*\*If duties are not properly contracted and/or executed by the applicable vendor deductions from the clients security deposit may be incurred to cover the cost of additional Penny staff labor

### **Booking and Payment Details**

A non refundable booking deposit equal to 50% of the rental rate and a signed rental agreement is required to reserve your date. Additional items such as furniture and specialty decor can be added at any time throughout the process, and will be finalized 1 month prior to your wedding date, with final payment due 3 weeks before your event date, along with the \$1000 security deposit. For staffing and planning purposes all details must be finalized and paid for 3 weeks prior. Any last minute headcount changes, floorplan edits, etc after the 3 week mark will not affect final pricing. We realize that booking your venue is the first of many big choices in your planning journey, and so we do not require you to book any add on items when you place the deposit. In fact, we love working with you along the way to add these items as more details unfold.

### **Security Deposit**

A \$1000 security deposit for damages is required for all weddings. This amount will be added to your final balance 1 month prior to your wedding date and is due along with final payment. This deposit is fully refundable within 15 days of the event assuming there is no damage to the property and all contract terms are met.

### **Wedding Packages**

Wedding packages are confirmed at the time the booking deposit is received and contract is signed. While packages can be further customized by adding additional specialty rentals, decor, and services at a later date, bundled package items and their associated discounts are considered confirmed at the time of booking. Due to the time associated with adding items at a later date, items will be charged at la carte pricing. The deposit placed on the package booked (ie 50% of the package price) is non refundable for any reason.

### **Accepted Forms of Payment**



The Penny accepts payment in the form of credit card, debit card, ACH bank transfer, check, or cash. For payments other than cash or check the following fees apply:

Credit or Debit Card 3.5%

ACH/Bank Transfer 1.5%

\*please notify The Penny staff as to which form of payment you'd like to use before submitting payment so they can add any applicable fees

### **Rental Start/End Times**

Rental package pricing and our staffing protocols are based on venue access during rental hours only. Our staffing schedule is made due to contractually agreed to rental access times. If clients, vendors, or guests arrive prior scheduled rental start times additional fees may be assessed. If access beyond contractually agreed to end times is needed for any reason (ie rental delivery/pickup, vendor set up/breakdown, failure to adequately clean venue before departure, client personal item pickup, etc) this may incur an additional fee.

### **Next Day Pickup**

Next day pickups are included only with our Copper package, however our staff will do our best to accommodate a 30 minute time slot for next day pickup when our schedule allows for it at the rate of \$50 for the Brass, Steel, and Micro Weddings packages. Next day pickups must be confirmed no later than 1 week prior to the event date so that The Penny can ensure availability and have adequate time to arrange staffing. If pickup time exceeds 30 minutes, additional charges may be incurred.

### **Holiday Pricing**

Holidays may incur special pricing and/or surcharges, please inquire for details. Due to demand Sunday booking prior to federal Monday holidays (3 day weekends) will be charged at the Saturday rate.

### **Rehearsals**

Our Copper and Brass wedding package includes 1 hour of rental access the day prior to your wedding day for a wedding rehearsal and/or personal item drop off. We confirm available rehearsal time slots no earlier than 4 weeks prior to your event date. While you are guaranteed a 1 hour time slot, the time available depends upon if we are booked for any other events that day. Rehearsals can be added on to our Steel package for an additional \$350 per hour of access pending our booking schedule.

## **CEREMONY CHAIR MOVE AND SPACE FLIP, ETC.**

### **Chair Moves**

If a ceremony chair move is necessary for your event (ie moving ceremony chairs to reception space) this service must be contracted with an insured vendor. We do include 2 staff members for this service with our Copper and Brass Wedding Package and this can be added on for a fee to our Steel package as well. We do require clients to contract additional staff from the catering company and/or staffing service to assist with this service. For liability reasons this cannot be provided by wedding guests, family/friends.

### ***Staffing Protocol for Chair Moves and Space Flips***

- Up to 50 guests: 1 additional staff member beyond The Penny supplied staff
- Up to 100 Guests: 2-3 additional staff additional staff member beyond The Penny supplied staff
- Over 100 Guests: 3-4 additional staff member beyond The Penny supplied staff

\*Please note that for most catering companies/staffing agencies this is an additional fee so please be sure to check directly with your caterer to see if this is included in your package or can be added to your contract. Failure to adequately contract this service with an insured vendor will result in an additional fee to cover labor. Fee starting at \$200.

\*Chair move plans/contracts must be communicated to Penny staff and approved in writing no later than 30 days prior to your event date. If required staffing protocols are not met additional fees will be incurred and deducted from the security deposit.

### **Damage Waiver for Specialty Decor Rentals**

To help cover costs for repair, maintenance, wear and tear, breakage, and/or theft, a small damage waiver fee may be added to certain specialty rental items such as tabletop items (i.e. candle holders, vases, dried floral arrangements, etc). Pricing varies depending upon items booked and overall rental package, but is typically between 10-20% of rental item cost. This cost will be supplied at the time the specialty rental package is proposed.

## **ADDITIONAL VENUE POLICIES**

**Day of Add Ons** Any additional rental items that are added on the day of the event (ie. tables, candles, decor, etc) will incur the standard rental fee plus a 20% surcharge.

### **Bar Services**

The Penny is pleased to be a BYOB venue, meaning clients are welcome to supply their own alcohol to be served by a pre approved, licensed, insured vendor. Clients are welcome to provide beer, wine, and distilled spirits on site if served by an approved vendor. The Penny does not allow self service alcohol of any kind. The Penny is pleased to offer fully licensed, insured and highly experienced bar services through its sister company Sidecar. Though clients are not required to book Sidecar, they are considered The Penny's preferred bar catering service. Sidecar has developed a range of exclusive packages and pricing only available for The Penny clientele. Packages range from simple beer and wine staffing services to more complex full service craft cocktail experiences. If client does not wish to book Sidecar's services, the following policies apply:

1. Client must choose from our list of approved bar service caterers who hold proper licensing and insurance
2. Opt Out Fee: if hard alcohol is to be served the client must pay the associated opt out fee of \$250. This fee does not apply if only beer and wine are served by an outside bar catering service.

For more information on Sidecar's services and/or a list of other approved bar vendors please inquire with The Venue Manager.

### **Photobooth:**

The Penny is pleased to offer a custom built, vintage inspired open air photobooth as part of its available add on services. If a client opts not to use The Penny's photo booth service but brings in an outside vendor, a \$150 opt out fee will apply.

For more information about The Penny's photo booth option and pricing please inquire with our Venue Manager.

### **Parking**

There are 2 dedicated parking spaces at The Penny. These spaces are typically reserved for the catering team and any other vendors who may need to unload items during event set up/breakdown.

We have a beautiful parking map made by a local artist that highlights the nearby guest parking options and we are happy to share this with you to post on your wedding website or email to all guests prior to your wedding day! Due to our central location we are also within walking distance to many wonderful hotels and just a quick \$10-\$12 Uber/Lyft ride from many others!

There is no dedicated guest parking on site, and all other parking spaces located at the rear of the driveway belong to neighboring businesses. Parking in a non Penny spot may put drivers at risk of being towed by neighboring businesses and/or a fee deducted from your Security Deposit. We work very hard to maintain close and respectful relationships with our neighbors and ask our clients and vendors to help us with this by not parking on site or along our driveway at any time. Our team can make spaces available for clients and those dropping off any event related items if previously discussed, but we ask that clients clearly communicate our parking situation to those who may need to unload for the event. We also have the ability to reserve event parking spaces nearby on Marsh Street for vendor or guest convenience, for more info and pricing please contact our Events Managers.

### **Additional Bathrooms**

All events over 175 guests will require additional bathrooms to be on site