



HTM COMPETITION

THE HOSPITALITY PROJECT

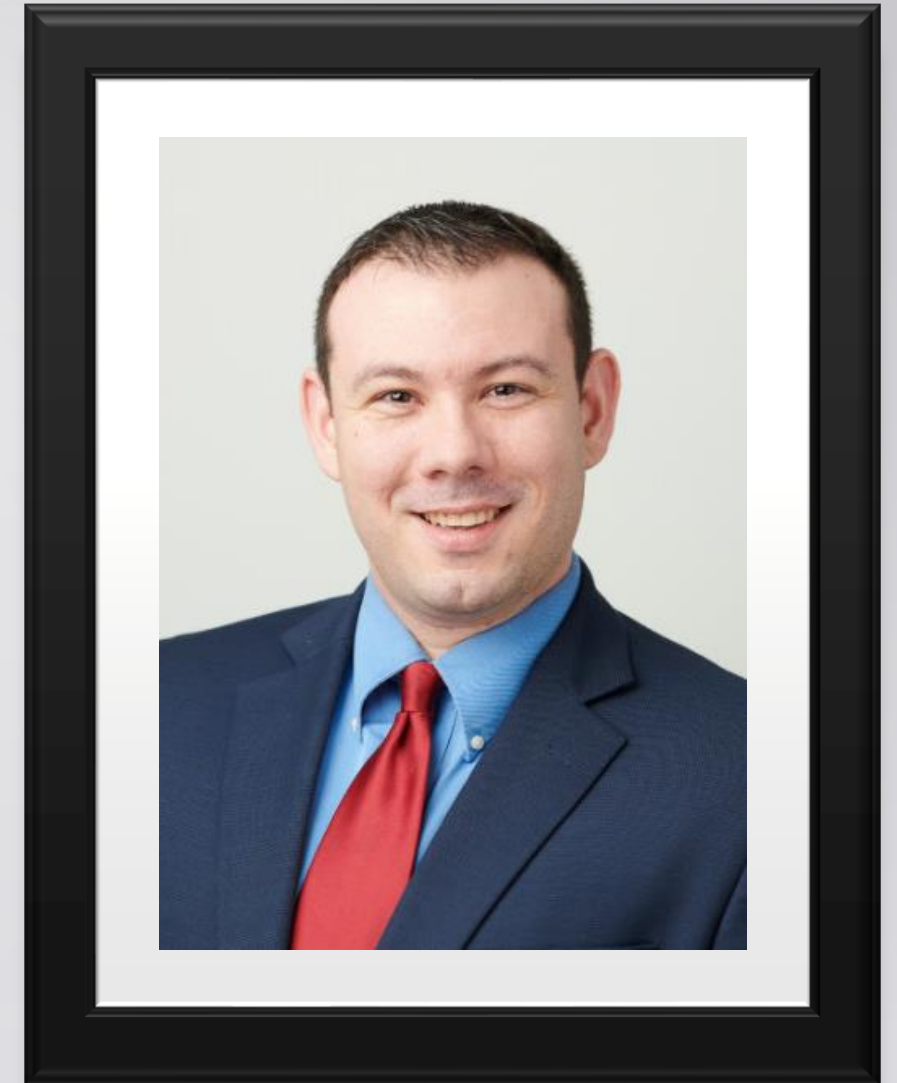


James Donlin, MBA

Director, Events

Association for Healthcare Philanthropy

- Been Involved with FRLAEF since 2007
- Florida ProStart Judge since 2013
- Florida HTM Judge since 2015





Agenda

- Overview of “The Hospitality Project” Sample Scenario
- How to Prepare Before The Competition
- Project Deliverables
 - Room Selection & Floor Plan
 - Menu
 - AV
 - BEO
- The Do’s and Don’ts
- Questions??



Overview of “The Hospitality Project” Sample Scenario

- The goal of this competition is to provide a “life like” scenario of the duties performed by a hotel sales and meetings department.
 - Students take on the role of the hotel
 - Judges are the client



OBJECTIVES

Clients (Judges)

- Hit Budget
- Hit F&B Minimums to ensure no room rental fees
- Understand where the money is being spent
- Get excited about doing our event

Hotel (Students)

- Hit F&B Minimum
- Suggest menu that follows the client's requirements
 - If necessary, suggest Enhancement to increase spend up to client's budget.
- Get as close to client's budget as possible
- Get the BEO Signed



How to Prepare Before The Competition

- **Read** the competition rules & sample scenario
 - There might be small changes from year to year.
 - Know what is expected and what you are being evaluated on.
- Practice pricing math (F&B & A/V)
- Practice public speaking

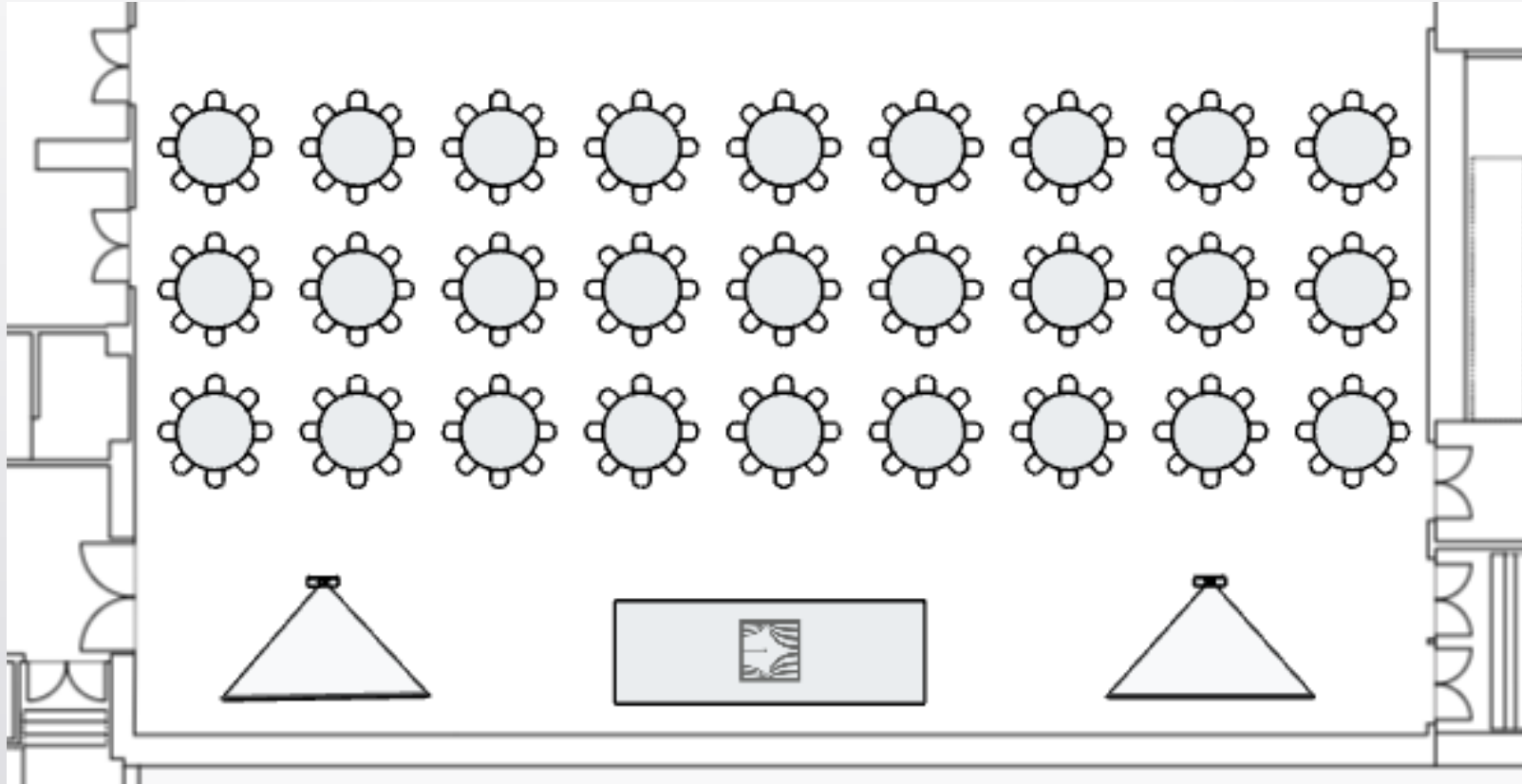


Project Deliverable – Room Selection & Layout

- Is the room selected the right size for the style of event taking place?
- Does the floorplan work for the style of event taking place?
- Are all the AV requirements met that have been requested?



Project Deliverable – Floor Plan Diagram





Project Deliverable – Room Selection & Layout

- Common Issues:
 - Space is either way to small or way to large
 - No Space is identified
 - Room Setup does not work well for style of service
 - Examples:
 - High-tops for a plated dinner
 - No buffet tables for a buffet dinner
 - No enough tables for guest count



Project Deliverable – Menu

- Does the menu selected:
 - Contain the needed elements
 - Salad
 - Entrée
 - Dessert
 - Work within the client's budget
 - Hit the F&B minimum
- Pricing is calculated correctly



Project Deliverable – Menu

- How to calculate F&B Pricing
 - Menu Price (\$70)
 - # of Attendees (500)
 - Subtotal # 1 (F&B Minimum)
 - Taxable Service Fee (26%)
 - Subtotal #2
 - Sales Tax (6.5%)
 - Grand Total

Menu Price	Attendees	Subtotal #1 (F&B Minimum)	Taxable Service Charge (26%)	Subtotal #2	Sales Tax	Grand Total
\$70	500	\$35,000	\$9,100.00	\$44,100.00	\$2,866.50	\$46,966.50

Project Deliverable – Menu

- Step #1 – Locate the menu price for the food options you are selecting
 - Plated Dinner: \$70
 - Found in the hotel F&B menus
- Step #2 – Locate the number of Attendees
 - 500 Attendees
 - Found in the Hospitality Project Scenario

Menu Price	Attendees	Subtotal #1 (F&B Minimum)	Taxable Service Charge (26%)	Subtotal #2	Sales Tax	Grand Total
\$70	500	\$35,000	\$9,100.00	\$44,100.00	\$2,866.50	\$46,966.50

Project Deliverable – Menu

- Step #3 – Calculate Subtotal #1 (F&B Minimum)
 - \$35,000
 - Multiple the menu price (\$70) by the number of attendees (500)
- Step #4 – Locate The Taxable Service Charge Percentage
 - 26%
 - Found in the Hospitality Project Scenario
- Step #5 – Calculate The Taxable Service Charge
 - \$9,100
 - Multiple Subtotal #1 (\$35,000) by the Taxable Service Charge Percentage (26% or .26)

Menu Price	Attendees	Subtotal #1 (F&B Minimum)	Taxable Service Charge (26%)	Subtotal #2	Sales Tax	Grand Total
\$70	500	\$35,000	\$9,100.00	\$44,100.00	\$2,866.50	\$46,966.50

Project Deliverable – Menu

- Step #6 – Calculate Subtotal #2
 - \$44,100
 - Add Subtotal #1 (\$35,000) and the taxable service charge (\$9,100)
- Step #7 – Locate The Sales Tax Percentage
 - 6.5%
 - Found in the Hospitality Project Scenario
- Step #8 – Calculate The Sales Tax
 - \$2,866.50
 - Multiple Subtotal #2 (\$44,100) by the sales tax percentage (6.5% or .065)

Menu Price	Attendees	Subtotal #1 (F&B Minimum)	Taxable Service Charge (26%)	Subtotal #2	Sales Tax	Grand Total
\$70	500	\$35,000	\$9,100.00	\$44,100.00	\$2,866.50	\$46,966.50

Project Deliverable – Menu

- Step #9 – Calculate Grand Total
 - \$46,966.50
 - Add Subtotal #2 (\$44,100) and the sales tax charge (\$2,866.50)
- Step #10 – Repeat For Each Individually Priced Menu Item
 - Examples:
 - Adding beverages to the meal
 - Adding an extra item to a plated meal that is not included

Menu Price	Attendees	Subtotal #1 (F&B Minimum)	Taxable Service Charge (26%)	Subtotal #2	Sales Tax	Grand Total
\$70	500	\$35,000	\$9,100.00	\$44,100.00	\$2,866.50	\$46,966.50



Project Deliverable – Menu

- Common Issues:
 - 98% of teams do not calculate pricing correctly
 - Not knowing how to calculate taxable service charge
 - Not including the taxable service charge in the sales tax
 - Too far below or above budget
 - Too much or not enough food
 - Ordering only 500 hors d'oeuvres for 500 people
 - Poor Menu Selections
 - When the team wants to provide meal choices, they order 3 plated meals for options instead of ordering a buffet

Project Deliverable – AV

AV PRICES

ITEM DESCRIPTION	RATE
VIDEO	
1 Video – Ballroom Dual 5.5k LCD Projector 5500 Lumen 1280x800 LCD 9' x 16' Dress Kit Black 9' x 16' Screen Frame 9' x 16' Front Projection Surface 25' HDMI Cable 1x 2 HDMI DA	\$2217.00 Daily
If you have more than one video screen, then one of these is required.	
1 8x1 Seamless Switcher	\$655.00 Daily
AUDIO	
1 Podium Microphone	\$65.00 Daily
1 Handheld Microphone	\$65.00 Daily
If you have a microphone, then one of these is required.	
1 Audio – Line Array Speaker Package 12" 2-Way Powered Line Array Single 18" Powered Line Array Subwoofer Audio Cable	\$1865.00 Daily
1 3-8 Channel Digital Mixer	\$150.00 Daily
LIGHTING	
1 Stage Wash 2 - 4 x 1.2K Simmer Park 12 Channel DMX/MPX Lighting Controller 2 - 50 LB Steel Pipe Base Plate Round 8 – ETC Source 4 19 Black SPG 2 – Sand Bag 25 LB 2 – 14' Steel Pipe	\$804.00 Daily
1 LED Lighting Package 10 LED Accent Light	\$405 Daily
LABOR	
1 Technician to Set/Strike (5 Technician Minimum with 7 Hours Each Minimum)	\$100 per Hour
1 Audio Technician – Operate (1 Technician Minimum with 6 Hours Each Minimum)	\$115 per Hour
1 Video Technician – Operate (1 Technician Minimum with 6 Hours Each Minimum)	\$115 per Hour

AUDIO-VISUAL

Amount	Description	Rate	Total
2	Video – Ballroom Dual 5.5k LCD Projector	\$2217.00 Daily	\$4434.00
1	8x1 Seamless Switcher	\$655.00 Daily	\$655.00
1	Podium Microphone	\$65.00 Daily	\$65.00
1	Audio – Line Array Speaker Package	\$1865.00 Daily	\$1865.00
1	3-8 Channel Digital Mixer	\$150.00 Daily	\$150.00
1	Stage Wash	\$804.00 Daily	\$804.00
1	LED Lighting Package	\$405 Daily	\$405.00
5	Technician to Set/Strike – 7 hours	\$100 per Hour	\$3500.00
1	Audio Technician – Operate – 6 Hours	\$115 per Hour	\$690.00
1	Video Technician – Operate – 6 Hours	\$115 per Hour	\$690.00
Subtotal			\$13,258.00
Service Fee			\$3447.08
Subtotal			\$16,705.08
Sales Tax			\$1,085.83
Total			\$17,790.81

Room Setup:

- o The room will be set with 6' rounds of 10.
- o There will be a stage that is 24' x 24'.
 - The stage setup will include a standing podium with microphone along with (3) 8 ft tables towards the back of the stage for awards.
- o There will be an AV table (tech booth) to the right of the stage, large enough for 6 people.
- o On each side of the stage will be a screen and projector setup.



Project Deliverable – AV

- Common Issues:
 - Not selecting the correct equipment as outlined in the scenario
 - Not pricing correctly
 - Labor Hour based on minimums
 - Usually see just a charge for 1 hour of each
 - Taxable service charge
 - Sales tax

Project Deliverable - BEO

- The BEO includes every **DETAIL** for the event:
 - Event Details
 - Date/Time/Guarantee Count
 - Found in the Hospitality Project Scenario
 - Room Setup
 - Table Size/Quantity
 - Found in the Hospitality Project Scenario
 - Stage Size & Setup
 - Found in the Hospitality Project Scenario
 - Audio Visual Needs
 - Found in the Hospitality Project Scenario
 - Selected Menu
 - Options Found in Hotel F&B Menus
 - AV Pricing
 - Found on AV Pricing Sheet
 - F&B Pricing
 - Found in Hotel F&B Menus
 - Total Cost
 - Do the math!

BANQUET EVENT ORDER SAMPLE

ROSEN PLAZA
 9700 International Drive, Orlando, FL 32819-8114 * Phone: 407.996.9700 * Fax: 407.996.9111
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Name of Group: HTM Competition Primary Contact: Laura Rumer Address: 230 South Adams Street Tallahassee, FL 32301 Phone Number: 321-889-7192	Meeting Name: HTM Competition Awards Event Date: March 6, 2023 On-Site Contact: Laura Rumer Email: laura@rfla.org
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Day/Date	Start Time	End Time	Event Type	Function	Location	Tent	Set	500	500
Monday, March 6, 2023	6 AM	6:30 PM	Set Up		Ballroom BCD		500		500
Monday, March 6, 2023	6:30 PM	9 PM	Dinner		Ballroom BCD		500		500

ROOM SETUP
 6 AM – 8:30 PM
 See diagram
 6' Rounds of 10
 Navy liners/Grey napkins
 Standard centerpieces
 Standing Podium on stage
 (3) 8 ft tables on back of riser for awards
 Stage size: 24 x 24
 Chair covers provided by Beautiful Chair Covers
 White chair covers with navy sashes
 AV Table/ Staff set for 6 people

BANQUET MENU
 8:30 PM – 9 PM
 Salad – Pre-set
Gourmet Berry Salad
 Mixed Field Green, Wild Berries, Toasted Almonds, and Buffalo Mozzarella. Pomegranate Acai Vinaigrette and Creamy, Peppercorn Ranch Dressing on Side
Petite Filet Mignon Wrapped in Nueske's Bacon
 Paired with Pan Seared Sea Bass and a Truffle Cream Sauce. Jack's Au Gratin Potatoes. Asparagus, Broccolini, Fire Roasted Pepper
 Warm Rolls

Dessert
 Crème Brûlé Cheesecake

Beverages – Pre-Set Iced Water
 Serve Lemonade, Coffee, and Hot Tea

BANQUET	Rate	Total
500	\$66.00	\$28,000
Service Fee		\$7280.00
Subtotal		\$35,280.00
Sales Tax		\$2,293.20
Total		\$37,573.20

Amount	Description	Rate	Total
2	Video – Ballroom Dual 5.5k LCD Projector	\$2217.00 Daily	\$4434.00
1	8x1 Seamless Switcher	\$855.00 Daily	\$855.00
1	Podium Microphone	\$85.00 Daily	\$85.00
1	Audio – Line Array Speaker Package	\$1885.00 Daily	\$1885.00
1	3-8 Channel Digital Mixer	\$150.00 Daily	\$150.00
1	Stage Wash	\$804.00 Daily	\$804.00
1	LED Lighting Package	\$405 Daily	\$405.00
6	Technician to Set/Strike – 7 hours	\$100 per Hour	\$3500.00
1	Audio Technician – Operate – 6 Hours	\$115 per Hour	\$960.00
1	Video Technician – Operate – 6 Hours	\$115 per Hour	\$960.00
Subtotal			\$13,258.00
Service Fee			\$3447.08
Subtotal			\$16,705.08
Sales Tax			\$1,085.83
Total			\$17,790.81

Guarantee Information and Signature
 Guaranteed guest count must be confirmed 72 hours (3 working days) prior to the event. If guarantee is not received by the hotel, the expected count becomes the guarantee for minimum billing purposes. A Taxable Service Charge 25% and 6.5% Sales Tax has been included in the above prices.

Authorized Signature: _____ Date: _____



Project Deliverable – BEO

- Common Issues:
 - Not doing a BEO
 - Not including enough details
 - Leaving out pricing
 - Incorrect information
 - Client Name
 - Time/Date/Location
 - Forgetting to ask client to sign BEO after reviewing
 - Does not need to get the signature but needs to ask



The Do's and Don'ts

Do's

- Greet Us
 - It's ok to shake hands... we sanitize between teams.
- A BEO...PLEASE DO THE BEO!!!!
 - Almost all the points come from the BEO. It's good to have it in your PowerPoint but the BEO is the contract.
- The right room size, easy points!
- Hit Budget
 - If we don't spend it this year, we might lose it for next year's budget
 - Hotel wants to make as much money as possible
 - Client willing to spend on the right things. If we are coming under budget, the scenario includes items to add that will enhance the event or you can always add additional F&B.



The Do's and Don'ts

Do's

- Teamwork
 - Everyone needs to participate equally
- Correct Pricing
 - WE WANT MATH!
- Know who is who. You are the hotel. We are the client.
- It's ok to add a Wow Factor but have the fundamentals correct first.
 - Sometimes it's the way you describe the food, the room setup or an enhancement that keeps us within budget. Get us excited about doing our event with you.
- ASK US TO SIGN THE BEO!!!



The Do's and Don'ts Don'ts

- Sit Down...we know there are chairs...it's a trick!
- Just a PowerPoint...DO THE BEO!
- Centerpiece design and a theme.
 - This was taken out of the competition years ago...spend your time on things you are being judged on and earning points. **KNOW YOUR SCORE SHEET.**
- Pricing without math....it's not that we don't trust you...we just trust the math more.
- Have only part of the group present.



QUESTIONS???