

Demand



- “Weddings and funerals are certainties” – an event planner interviewed by Mareth Advisors (Mitzvahs close behind)
 - Cyclically stable trend in wedding licensing activity in Union County since 1990 (~ 3,200 per year)
 - Union County outperforms neighboring counties in terms of achieving its “fair share” of wedding license activity
- Outings represent a niche (price) opportunity
 - Always include F&B (more \$/golfer)