Small Site, Big Reward?

“Successfully” Managing Functions with a Staff of One

Craig Tuminaro
Director of Guest Experience
Peabody Essex Museum
Salem, MA
Before I Start…

I've got a message!

Me

You
My role at the time...

Jackson House, c. 1664
Portsmouth, NH

Gov. John Langdon House, 1784
Portsmouth, NH

Rundlet-May House, 1807
Portsmouth, NH

Gilman Garrison House, 1709
Exeter, NH

Barrett House, c. 1800
New Ipswich, NH
Sayward-Wheeler House, 1718
York Harbor, ME

Sarah Orne Jewett House, 1774
South Berwick, ME

Hamilton House, c. 1785
South Berwick, ME

Marrett House, 1789
Standish, ME

Nickels-Sortwell House, 1807
Wiscasset, ME

Castle Tucker, 1807
Wiscasset, ME
The Governor John Langdon House, 1784
John Langdon
Colonial Revival Addition, c. 1905
Colonial Revival Landscape
The Basics for Site Rentals at the Langdon House

Limits imposed by the City of Portsmouth
- 2012 – 6 tented functions, 3 wedding ceremonies
- 2013 – 5 tented functions
- 2014 – 6 tented functions, 2 wedding ceremonies

Rates with minimum rentals for ceremonies and receptions
Maximum of 150 guests
Garden rentals only
Access to the carriage barn
Exclusive agreement with local rental company
Staff person on-site throughout the event
All events conclude by 9 p.m.
Some “add-ons”
The Process

1. Post basic information
Gov. John Langdon House Gardens

The Governor John Langdon House is often cited as one of the finest Georgian residences in the country. An expansive lawn at the rear of the house is shaded by mature trees and enclosed by hedges and a perennial flower border. A 100-foot rose and grape arbor, installed in the early 1900s by owner and family descendant Elizabeth Langdon, leads to a small pavilion and secluded garden. Historic New England invites you to host your wedding or special event in this idyllic outdoor setting.

John Langdon rose from modest origins to become a merchant, shipbuilder, Revolutionary leader, signer of the United States Constitution, and three-term governor of New Hampshire. The house he built for his family expresses his status as Portsmouth's leading citizen and was praised by George Washington, who visited there in 1789. At the end of the nineteenth century, Langdon descendants purchased the house and restored it to its eighteenth-century glory, adding on a substantial wing designed by McKim, Mead, and White to house modern conveniences.

The handsome garden, dating from the same era, features restored perennial beds, a rose and grape arbor, and a pavilion.

Availability

The site is currently sold out for 2012 season for site rentals; reservations are now being accepted for 2013. For an alternate venue nearby, the Hamilton House, in South Berwick, ME has a number of dates available for 2012.

Rates

$400 per hour, during event
$200 per hour, set-up and clean-up
50% non-refundable deposit due with rental. Full payment is due thirty days before the event.

Map and directions

Directions detail

Take I-95 to Exit 7 towards downtown (Market Street). Bear right after the railroad tracks. Turn right onto Deer Street. Turn left onto Maplewood Avenue. Turn left onto State Street. Turn right onto Pleasant Street. Langdon House is one block down on the left.

E-mail the Langdon House staff or call 603-436-3205.
The Process

1. Post basic information
2. Respond to inquiries
The Process

1. Post basic information
2. Respond to inquiries
3. Wait for a return response.
The Process

1. Post basic information
2. Respond to inquiries
3. Wait for a return response
4. Schedule a walk-through/site visit
The Process

1. Post basic information
2. Respond to inquiries
3. Wait for a return response
4. Schedule a walk-through/site visit
5. Sign a contract!
The Process Doesn’t End There
Managing the Process

1. Check-in e-mails as the date draws closer
2. Set reminders
3. Multiple reviews of catering guidelines and liquor liability
What “Start” Time Really Means
On the Day of...
...but are functions at historic sites?
#1. If you are going to do it, then DO IT.
#2. Remember the **importance** of customer service.
#3. Streamline the process as much as feasible.

- Customizable responses “at the ready”
- Share information… at the right time
- Be discerning
Tips

#4. Set limits—reasonable and realistic.
#5. Know when to be flexible…

…and when bending over backwards can be hazardous to your health!
#6. Learn as you go, adjust and evolve.
Last Tip

And finally… If you are going to do it, then DO IT!
If done right, the revenue generated will support your core mission programming

AND

potentially recruit new members, new supporters, or at a minimum, positive word of mouth.
SISTER ACT

Kim, with her bridesmaids (from left) Kendall and Kylie Jenner and co-maids-of-honor Kourtney and Khloé, all wore ivory Vera Wang silk organza gowns.