

## Communication with Couples during COVID-19

- 1) Sent out a broad communication to 2020 couples:
  - a. Advising them of our plans to reschedule the May weddings and our intent to take a “wait-and-see” approach with respect to June and beyond. We are not rescheduling these under the expectation that they will be held as scheduled. *We also do not want to fill the openings we do have given that the May couples don't have a choice. We are making exceptions to this on a case by case basis.*
  - b. Provided a date of when our next communication will be (late April)
  - c. Sticking to what we know and avoid being too vague
  - d. Keeping it simple and to the point.
  
- 2) We systematically contacted our May couples starting with the 1<sup>st</sup> booking, then the 2nd, 3rd, etc. This granted the most immediately effected to have the most options which were:
  - i. Reschedule to an open date later in 2020. We have extended our schedule into December (normal close is Thanksgiving) and will also do weekday weddings if they would like
  - ii. Wait and see. If they elected this, we put a timeline as to when we needed to know their decisions. Typically, 4 weeks before their wedding.
  - iii. If they aren't receptive to the first two options, then we are discussing rescheduling to 2021 with their existing deposit. They would also keep 2020 Facility and Ceremony Fees. The only pricing difference would be the 2021 menu
  
- 3) The next broadcast communication in late April will take into account information available at that point. We believe we will have much greater visibility as the effectiveness of the existing stay-at-home order will be known. If deemed necessary we will repeat the process for the June weddings that we did for May.

