AMERICAN IRISH ASSOCIATION OF WOODBRIDGE Hospitality Bar, Hall & Grove Rental

Business Plan

Created July 2022

Executive Summary

Product

The Club is looking for a space to hold their meetings and to run fund raising events. To this end, a space has become available that would lend itself to small meetings and refreshments.

Customers

The target audience would be the members of the Club and their extended families. The bar would be open after meetings and on specific nights to allow members to socialize.

Future of the Company

Local small clubs are having a difficult time during the Covid crisis getting together. There are 4 local clubs in the immediate area that provide refreshments to members. It could also be difficult to find volunteer bartenders

Company Description

Mission Statement

"'The purpose for which this corporation is formed is for the betterment and welfare of its members and the Community, by fostering, advancing, educating, encouraging, promoting, aiding in organizational and Community projects for Civic, educational, cultural and recreational activities.

Principal Members

President Ed McSherry Woodbridge
Vice President Sean O'Neill Woodbridge
Treasurer Cindy Jacovinich Woodbridge
Financial Sec. Karen Devlin Avenel
Recording Sec. Dolores Boyd Woodbridge

Corresponding Sec. Jane Bobel Iselin
Sergeant at Arms Patrick Heaney Colonia

Legal Structure

The Irish American club is a New Jersey not for profit corporation formed in 1966. It is currently active and in good standing with New Jersey. They are exempt from Federal Tax under 501 C(3) and are classified as an organization that normally receives a significant amount of support from the general public. The operation of a Bar would be an "unrelated" activity that would require the filing of a 990T along with the general federal requirements for filing

Market Research

Industry

The hospitality business has declined due to the Covid Virus. Additionally, service organizations have had a hard time with no meetings and therefore no members on regular meeting nights

Detailed Description of Customers

The members of the American Irish association and related persons

Company Advantages

 The organization has a built-in customer base and attendance on meeting night and during special events would provide customers

Regulations

The association needs to comply with New Jersey ABC rules, NJ taxation rules and IRS exempt organization rules

Service Line

Product/Service

The organization would provide refreshments to members on meeting nights and other designated times. There would be a small area for rent to a restricted group of the general public. The restriction would be that they would need to be recommended by a member

Marketing & Sales

Communicate with the Members

The association will communicate with its members(customers) by:

- Providing an email newsletter with association news and event schedules as well as general times the club is open.
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as Twitter, YouTube, Facebook, LinkedIn, Pintrest and TumbIr.
- Providing contact information on the association website.

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How to Sell

Besides the cost of refreshments served, there would be related costs such as supplies and insurance. The following is a brief analysis of operations if the activity would like to generate a profit of \$5,000 to be returned to the general fund.

Gross sales	43,900 annual	Aprox. 3,600 a month
Cost of goods 25,900		
Insurance	5,000	
Cable	2,000	
Snacks	3,000	
Fees	2,000	
Supplies	1,000	
Net	5,000	