

Bartlett Venue Requirements Document

This is a website for a venue business in the remote but historic town of Bartlett, Texas. The company name is **Bartlett Venue**. Anyone interested in booking a venue for a party, celebration, lecture, business or non-profit meeting, wedding, or similar is welcome to book one of the halls.

There are two halls and a garden available for booking through Bartlett Venue. Anyone interested in renting room for their event should be provided a list of options with pricing. The Garden will only be available for those interested in booking both the Pesky Rabbit and Mockingbird Market.

Pesky Rabbit offers a more casual setting with exposed brick, 20-foot ceilings, vintage fixtures, a bar and catering kitchen. Wooden tables and chairs are available. Bluetooth ready sound system is available. 16 square foot dance area is available. Limit 75 for sit-down dinner. Limit 100-120 for cocktail style events with minimal seating. 2 restrooms. 1800 square feet. Street access with ample room to park on brick street.

Mockingbird Market offers a more formal setting, ideal for weddings, bridal or baby showers, tea parties, and the likes. The 40-foot built-in display may be customized to showcase your items to help personalize the event. Two street view display may also be utilized and personalized for you. For those desiring elegant, live music, a piano may be made available. 1500 square feet of available space. 1 restroom. Street access. Street access with ample room to park on brick street. Accommodates 100 theater, 50-70 seated.

Behind the Pesky Rabbit and Mockingbird Market is a **Garden** area enclosed in 8-foot walls to ensure privacy. Tables and chairs are available. Ceiling fans hang for added comfort. The option to stream music is an option. Most of the area is hardscaped with lots of trees and shade so it is always pleasant even in the heat of the summer. This is a relaxing place to gather and relax. Adirondack chairs, two tables with chairs. Patio seating for 22+. Accent lighting at night. Access to rear entry into the Pesky Rabbit and alley.

Many movies have been shot in Bartlett, TX. They find the brick streets lined with early 1900 buildings is an ideal backdrop. The Lost Husband, True Grit, Walking Dead, Stars of Henrietta are just a few of the movies shot in this historic town. This is also home to the first generator in the United States.

In addition, the town of Bartlett offers an exceedingly popular backdrop for photographers. Many photographers have expressed interest in using the interior of these historic buildings for their photoshoot. Photographers or their customers are welcome to book a 2-hour **photoshoot** which grants them access to the entire property. It will be important for the website to warn them their reservation is subject to availability to ensure venue bookings have access as a priority.

IMAGES



Mockingbird Market



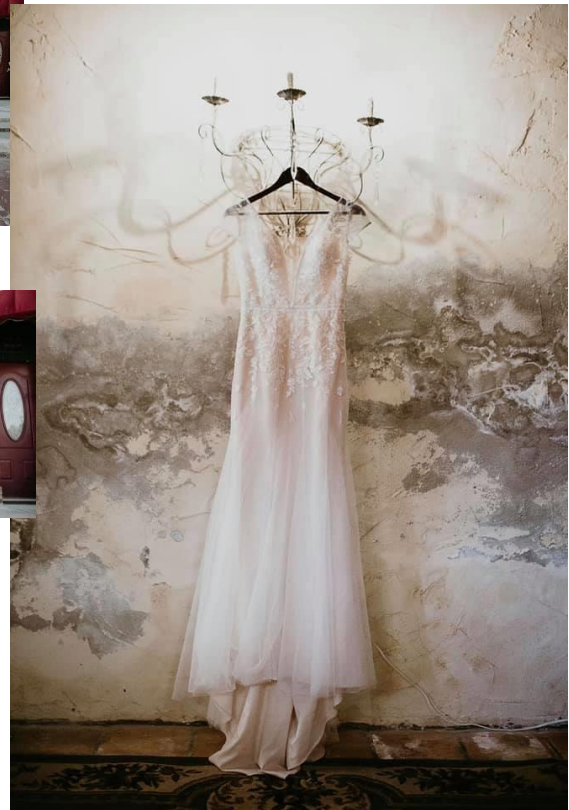
Pesky Rabbit



Garden



Photoshoot



TARGET AUDIENCE

Primary: Anyone looking to for a place to host an event. Most users will be shoppers looking for the right “deal” for their event. They will compare the options Bartlett Venue offers by price, size, ease of doing business, and guest convenience.

Secondary: Event planning professionals looking for a unique option for their events. Others may represent non-profit organizations or business owners looking to host a private event.

TYPES OF EVENTS

Parties: Birthday, retirement, company, holiday, graduation, wedding or baby showers, anniversary, etc.

Events: Weddings and/or wedding receptions, meetings, trainings, photoshoots, launches, etc.

Photoshoots: Wedding party, bridal, graduation, Christmas photos, product/ design, etc.

Scenario

#1: Wedding with 75 guests. Wedding held in Mockingbird Market. Reception catered with casual sit-down dinner in Pesky Rabbit. Dancing following dinner. Guests mingle inside the music filled Pesky Rabbit or in the quieter Garden with children playing corn hole, washers, or similar.

#2: Corporation or non-profit hosts their annual appreciation and awards gala. 100 guests are invites to enjoy catered food at scattered tables. Room left to mingle around the bar. Awards are presented from an elevated platform in the front of the room.



#3: Small business or large company departments hosts their quarterly outing. Up to 50 attend a catered event. Tables are arranged to allow room for team building. Larger groups may elect to rent the entire space and host team building or activities in Mockingbird Market with dining and room to mingle in the Pesky Rabbit and Garden.

#4: Named and advertised events or tournaments. For example, a Nationally sanctioned 42 tournament could be hosted or an art exhibit could rent one of more rooms. The Jane Austen Society or Ladies Club could host their monthly lecture and luncheon. These events may include a small area of theater style seating for lectures/presentations and cocktail tables or small tables for food and beverages.

#5: Cultural celebrations like Quinceaneras are popular in Central Texas. Usually this is a lengthy party with catered food and DJ dancing. Likely the entire property will be rented and a stage for the DJ set-up in Mockingbird Market with food and beverage provided in the Pesky Rabbit and outdoor space in the Garden for smokers and quiet conversations.

GEO -TARGET

Advertising is planned for residents of Central Texas which is defined between Waco to South Austin and Lake Travis to Rockdale. Expect more interest to come from Georgetown to Temple and Liberty Hill to Rockdale.



WEBSITE USERS

Expect most will find the website through browser search or word of mouth. Laptop/desktop use will be far more common than handheld devices. Users will be familiar with shopping websites. Photos will be critical to keep them on the site. Navigation should be simple and get to the logistics quickly.



WHAT IS IMPORTANT TO THE USER?

1. Availability
2. Price
3. Capacity
4. Convenience
5. Uniqueness
6. Amenities
7. Terms and Conditions
8. Parking
- 9.

SIMILAR VENUES

- <http://www.pearlsnaphall.com/>
- <https://cedarparktx.sugarplumparties.com/>
- <https://www.theuniononeighth.com/>
- <https://www.bing.com/maps?q=Venue%20georgetown%2C%20tx&pc=cosp&ptag=G6C20N3001AF00660317F&form=CONBDF&conlogo=CT3210127>
- <https://www.angelspringevents.com/>

WEBSITE MANAGEMENT and CUSTOMER REQUESTS

Currently the proprietor will self-manage the website and customer requests. As business grows, a planning consultant will be hired to manage events, calls requests but website management will remain with the proprietor.

Phase two plans should include a simple banner with room for photos that can be made available for non-web developers to update weekly.

WEBSITE CRITERIA

This website should be able to stand alone. Adding features and content should be easily managed for even a developer who was not a member of the original design team. Code should offer pseudo code guidelines and components should be easily contained using MVC file structures.

Website should utilize MERN.

Loading and navigating through the website should be efficient, with minimal clicks required.

Users should find content easily and the website attractive. Images must be abundant.

Part of the charm of this business will require highlighting the unique history of the City of Bartlett. Providing links to local attractions and images of the area will need required.

LOGISTICS

Domain name rights secured for BartlettVenue.com

Venue email is BartlettVenue@gmail.com

Hosting planned on _____ site? (not planning to use GoDaddy)

Proprietor has registered the business name of Bartlett Venue as well as Mockingbird Market and Pesky Rabbit in Williamson and Bell Counties.

LAUNCH

Expected immediate upon availability of application once ready and secure for public exposure and usage.

