

# NYC Venue Pricing Checklist - Tagvenue (2026)

A practical, NYC-specific checklist to help venue owners price event space confidently, protect margins, and convert enquiries faster.

## 1. Know Your Financial Baseline

- Fixed monthly costs are clearly calculated (rent, insurance, salaried staff, utilities).
- Variable per-event costs are documented (cleaning, security, event staff, utilities, equipment).
- Minimum acceptable profit per booking is defined.

## 2. Identify Your Revenue Model

- Spend-driven (bars, restaurants): minimum spend or hybrid pricing used.
- Time-driven (meetings, studios): hourly or day rates applied.
- Experience-driven (weddings, milestones): flat fees or packages in place.

## 3. Factor in NYC Opportunity Cost

- Peak dates reflect displaced walk-in or service revenue.
- Weekday vs weekend pricing is clearly separated.
- Evening rates are higher than daytime where applicable.

## 4. Benchmark Against the NYC Market

- Rates compared to venues in the same borough.
- Pricing reviewed against venues with similar capacity and event types.
- Package inclusions evaluated against competitors.

## 5. Build a Clear Pricing Structure

- Pricing model is clearly stated (hire fee, minimum spend, per-person, hybrid).
- Minimum hours and overtime rates are visible.
- Peak vs off-peak rules are easy to understand.

## 6. List Inclusions & Add-Ons Transparently

- What's included in the base price is clearly listed.
- Add-ons (AV, security, staffing) have fixed prices.
- No hidden service charges or surprise fees.

## 7. Use Dynamic Pricing Intentionally

- Seasonal demand reflected in pricing.
- Saturday and peak holiday pricing adjusted accordingly.
- Last-minute availability priced strategically, not reactively.

## 8. Review Performance Regularly

- Booking patterns reviewed at least quarterly.
- High-demand dates checked for underpricing.
- Pricing adjusted based on performance, not instinct.

Tip: NYC venues that combine clear pricing with strong visibility convert faster and protect margins more effectively.