

# 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.