

Worshipful Master
Willie A. Agee, III KT, 33°

Senior Warden
Dorian F. Porter KT

Treasurer
Lawrence Jeter KT, 32°



Junior Warden
Eric Ware KT, 32°

Secretary
Alexander S. Groves KT

Tuesday, September 2, 2025

RE: Jazz Brunch 2025 Committee Report

Committee:	Jazz Brunch 2025
Project Scope:	Planning and executing inaugural Jazz Brunch fundraising event for TSU Scholarship
Date of Project:	August 2 2025
Project Status:	Completed

Good evening Worshipful Master, Wardens, and Brothers

We the committee would like to first and foremost extend our heartfelt gratitude for your undying support to ensure the success of our 2nd annual Tennessee State University scholarship Jazz Brunch. For your information and the records of the Lodge we have provided the report below:

Venue:

Smyrna Event Center

- ◆ Venue has in-house catering,
- ◆ Liquor is allowed to be brought in and served by a licensed bartender for a fee (fee is listed in itemized costs below)
 - Although liquor could be served, the sale of alcohol is prohibited at this venue; drink tickets can be sold prior to the event, but not at the event center; SW Porter presented and implemented the idea of selling open bar wristbands prior to entry at a cost of \$25 each.
- **The itemized costs go as follows:**
 - **Stage Fee for the band : \$375**
 - **Room Rental: \$1150**
 - **18% Production Charge: \$1088.82**
 - **Sales Tax: \$695.94**
 - **Food and Beverage (\$32.95 per person for 120 guests): \$3954**
 - **Bartender portable bar fee \$570**
 - ❖ **Approximate total costs \$7833.76**
- Contract has been signed, but to reserve this date officially with the venue, a deposit of \$1150 will need to be made no later than 2/17
- As of 2/13 , the venue deposit of \$1150 has been made, securing the venue for the date of 8/2/25.

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Food

- Prices per plate are **\$32.95**
- A Contract and Banquet Event Order (BEO) will be issued to all parties after menu selections and details are made. These forms need to be completed not less than 30 days before your event.
- Head counts and estimates are due to the catering office 7 days prior to the vent.
- Serving will be buffet style that will remain open for 1.5 hours once the dining begins; 40 people minimum required
- **The following Menu Items will be available**
 - ◆ Buttermilk Biscuits
 - ◆ Bacon
 - ◆ Sausage (patties or links)
 - ◆ Homemade Grits
 - ◆ Sausage Gravy
 - ◆ Scrambled Eggs
 - ◆ Fried Potatoes
 - ◆ Fried Chicken and Waffles

Condiments:

Butter

Jelly

Beverages:

- ◆ Coffee
- ◆ Fruit juices
- ◆ Ice water

Libations/Bartending

- As stated above in the venue section, Full mixed portable bar has a charge of \$4.75 per person (accounting for 120 guest that will be a fee of **\$570**) includes portable bar rental, ice, juices, sodas, cups, napkins straws and garnishes.

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Live Music/DJ

- SW Porter contacted Bro. Norcross, and he has agreed to provide live music; Based on last year's performance, it was suggested that we have quartet perform for the amount of \$900, At the RSC of 7/17, it was voted upon and a check was cut for that amount to cover the live band.
- SW Porter contacted Markaveous Leake (DJ KVO) who is also TSU alumni an agreed to DJ free of charge– DJ has been booked.

Decorations

SW Porter collaborated with Ms. Shari Hollins who is a TSU alumni and volunteered to assist in decorating and planning the brunch in any capacity needed. Through discussions and agreement, with the venue, They were able to agree upon and provide the following:

- Floral Photo area
- Table decorations and centerpieces
- Welcome sign

Smyrna Event Center agreed to allow us access to the building at 7AM on 8/2 to decorate, however Ms. Hollins had time on 8/1 to collaborate with the venue staff on the room layout and decorate the tables. SW Porter arrived on 8/2 at 7AM to assist with finishing touches and set up check in station along with Chaplin Holland.

Ticket/Table Costs:

Ticket Costs Suggestions

\$100 for a single ticket (open bar included)

\$75 for a single ticket (no bar, free mimosa included)

\$150 for couples (open bar included) ; \$100 (non-alcohol for couples)

\$600 per table - includes 8 people (endless mimosas while supplies last)

Ticket type indicators suggested will be wristbands by color:

- Yellow - table seat: unlimited mimosas, no bar

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- Green - unlimited bar
- Red - no alcohol completely

- To date, grand total costs are approximately \$9633.76
- Excluding libations that will be donated, the grand total costs will be \$10205
- To meet a break-even margin(with the libations being donated) we could sell tickets at \$75 per person, \$600 for a table, which seats 8 ppl; 136 tickets, would need to be sold to break even
-

Advertising/Marketing

- Flyer was purchased and provided by Marshall Gresham through his personal contacts
- \$200 recurring Social Media ad has been taken out on behalf of the Lodge by WM Agee.

Sponsorship

By utilizing personal and in-house connections we were able to gain sponsorship in the form of the following silent auction gifts:

- Triple D's Bakery provided us with a \$100 gift card (SW Porter)
- Reverence Whiskey donated a bottle of small batch premium whiskey signed by the founder and CEO

Silent Auction

The following items were donated to the lodge in support of the Jazz Brunch in the form of silent auction items

Flat screen tv – WM Agee

Triple D's Bakery \$100 gift card – SW Porter

Premium Nicaraguan Cigars - JW Ware

Rangemasters USA \$100 gift card - WM Agee

Decanter and rocks glass set – SW Porter

Reverence Small batch premium whiskey - Bro. C Robinson

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Ticket-Table Sells Cost/Revenue Breakdown

Through in-Lodge, district and Chapter outreach as well as Social Media ads the lodge was able to obtain the following in revenue and profit from the Jazz Brunch

Budget:	
Venue/Food:	\$ 7,052.58
Bartender:	\$ 100.00
Live Band:	\$ 900.00
Total Spend:	\$ 8,052.58

Ticket Sales:	\$ 2,075.00
Table Sales:	\$ 5,400.00
Silent Auction:	\$ 775.00
Donations:	\$ 1,894.00
Drink Packages:	\$ 200.00
Total Revenue:	\$ 10,344.00
Total Profit:	\$ 2,291.42

Revenue breakdown:

- To garner more in Lodge support, SW Porter regularly called and texted every brother on role; from that the Lodge was reciprocated with either ticket purchases, table purchases, or donations to the cause in lieu of being able to attend.
- We were also able to obtain a table purchase via the recurring Social Media ad that was purchased by WM Agee.
- Each silent auction item was sold to the highest bidder respectively and generated us a total of \$775.
- By implementing the drink package that could be purchased on site if a non-alcohol or table patron chose to opt to open bar we were able generate an additional \$200 in revenue

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After Subtracting the expenses from the budget which also included the venue, food and bar fees, as well as entertainment, it is calculated that the event made an approximate profit of \$ 2,291.42.

Recommendations:

Timely Marketing – Social Media ads and marketing should begin ASAP. Preferably beginning 120 days from the event with a Save the Date memo until all details are final. We can announce and bring that to the attention of our personal networks as well as the District sooner than later and provide full details once obtained.

Implementation of other sources of outreach - speaking with local community boards, and other organizations asking for support as soon as possible

Humbly Submitted,

SW Dorian Porter - Chair
JW Eric Ware
Chaplain Dominick Holland
Bro. Cedric Robinson
Marshall James Gresham
Bro. Clinton Shaw

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