



## International Caterers Association

International Caterers Association - 3601 East Joppa Road  
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### Peer to Peer Learning – ICA Roundtable

*How can I capture the same sex marriage market?*

Enjolik R Oree-Bailey –June 26, 2015

**Q: What are your thoughts on how this will impact and or increase your businesses? According the statistics I heard today it's approximately a \$2billion opportunity for the Wedding and Event Industry. How to we capture this new segment?**

**A: Danni Rae Rodriguez Becker-** I am in Key West. The state of Florida became legal months ago. I can't say I have seen any different impact. I have always catered to commitment ceremonies and see no influx of gay marriages. It is not that everyone will rush out and get married, it is more about they can just like any other couple. It all works the same. Love is Love.

**Carl Clemetson-** It will have zero impact on our business whatsoever. The percentage of population that is gay is so minimal that it barely registers on the census.

**Enjolik R Oree-Bailey-** Interesting. Here in Dallas a whole news segment was dedicated to how much revenue it will bring to the industry. On our local Industry FB page, that's all my fellow vendors were talking about. I didn't join in the conversation because I could wrap my head around how it could increase my business. That's why I asked the question here.

**Jerry Edwards-** In Maryland, we have done about 20 same sex marriages in 2014-2015. Not a radical change, but our marketing has been a bit more dedicated toward the LGBT community.

**Brittney Melnick-** Our law passed last year. Last weekend was our first. Went great minus it bring in their backyard and it was 115 degrees. Nice guys, very easy to work with, cared a lot about the food.

**Timothy Richard-** From a marketing perspective, I think we are going to adjust our approach. We currently have a same sex weddings landing page on our website to rank for keywords in the Boston market. <http://bgeventsandcatering.com/same-sex-weddings-boston/> . While this has been successful, I think it will eventually become passé to use terminology like "same sex weddings". A wedding is a wedding. It will become more important to simply include a groom and groom photo, or a bride and bride case study on your website. Companies like Target, Tiffany & Co., and Orbtiz have been doing this for years and are setting a great example of smart marketing.



[Same-Sex Weddings Boston · BG Events and Catering](#)

The catering will obviously be an important (and large)...

[bgeventsandcatering.com](http://bgeventsandcatering.com)

**Lynn Schwartzberg**- We have always catered same sex weddings. I think we are known as an open company. We are open to all.