



Oklahoma Bed & Breakfast Association

Aspiring Innkeeper Tools

Opening a B&B Workshop

Program overview

Experience what it's like to operate a Bed & Breakfast/Inn through small group discussion with an experienced Inn Keeper via a 7-hour discussion. Focus of workshop is to gain insight on 10 broad topics involved with running a B&B and being an Innkeeper.

Price: \$120 per person, **\$50** extra person from same inn

Includes: \$75 Facilitator fee, \$20 Materials/meeting space, \$20 Lunch and \$5 OKBBA fee.

Participant Preparation: (4 to 6 participants per session)

- Review and execute the "Thinking about Opening a B&B" checklist.
- Attend the "Spend a Day with an Innkeeper" visit and review notes.

Innkeeper/Facilitator Preparation:

- Review course content, set-up meeting space, finalize resource binder, determine lunch, snacks & breaks.

Session Topics

1. Building requirements (ideal)		6. How are you going to do breakfast?	
How many rooms/units	Individual heat/air	Common Dining Room	Continental
In suite bathrooms	Closets	Buffet	In Suite Dining
Sitting area	Common rooms	Family style	Made to order
Commercial kitchen	Public restroom	Breakfast hours	Special diets
ADA compliant	Parking	Budget for breakfast	Signature dishes
Outdoor space	Meets Fire codes	Cooking classes	
2. Location Requirements		7. Policies	
Zoning	Neighbors	Forms of payment	Deposit
Fire and Health		Cancellation	Refund
		Policies regarding stay	Hiring help
3. Who do you want your market to be?		8. Fun Stuff	
Corporate	Family friendly	Décor	Bedding
Romance	Pet friendly	Room Names	Take-aways
Foodie	Destination (lake, river, local attraction)	Packages	Amenities, toiletries, robes
4. How are you going to finance this?		9. Yucky Stuff	
Your investment	Outside job	Dirty Laundry	Dishes
Partners		Landscaping	Maintenance/Repairs
		Cleaning tubs/toilets	Tax requirements; Business license, Tax ID#, IRS requirements, Licenses
5. What do guests want in their room		10. Marketing – it's not going to just happen with this	
Amenities	Fireplace	Branding	Website
Tub/showers	Whirlpool/Hot tub	Social Media	Print
Technology/Electronics (e.g. TV, WIFI, DVD)	Appliances (e.g. coffee maker, microwave)	Advertising	Search Engine Optimization (SEO)