**WEDDING NOTES - Wedding Site Changes**

The decision many couples make about where they want their wedding held, represents a seismic shift in modern marriages. For centuries, nearly all marriages took place in houses of worship...That tradition has eroded dramatically in just a few decades.

Religious institutions boasted only 22% of weddings by 2017, according to a survey by *the Knot*.

That's a swift decline from 41% in 2009. Barns, ranches and banquet halls are among the top beneficiaries of the shift.

The trend reflects the record-high ranks of young adults with no ties to religious institutions, and the cultural drift from organized religion. It also corresponds with the booming $76 billion a year U.S. wedding industry, which offers stressed-out couples package deals that include everything from fresh venues to catering to wedding officiants. Even couples of faith say that the convenience, and the opportunity for a personalized ceremony, tilted the scales.

Today's couples marry later in life. They often live together, have careers and pay for their wedding. The first question they ask is "Where should we hold the wedding?" And their research would point them to dozens of venues -many linked to full-service wedding planners."

At the same time, we are seeing a growth in the number of "Wedding Centers" - physical locations that provide "home/offices" for a wide range of wedding professionals who specialize in a variety of wedding related services.

An example is CORNERESTONE STUDIOS - a co-working and event space in Minneapolis designed to support wedding-industry-professionals. It began in August 2018 with 6 tenants, but now (June 2019) has 21 tenants who work out of the building. They include wedding planners, caterers, florists, marketers, graphic designers, stationery designers and artisans who specialize in wedding decor. Each merchant runs his/her own business but collaborate.

For more information call us at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_or email us at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_