

venue sales kit

lovely day





Just over a year ago **Lovely Day** was only a weekend pop-up, now we have grown into something of which I am quite proud.

We wanted a place where you could dance with your best friend to that one song from college. A place where you could light sparklers while shooting off confetti cannons. A charming space to spend time with people, have some great food and tasty cocktails.

Fancy six course dinners eaten in pajamas are encouraged here, because we know a fine dining experience doesn't have to be snooty or uncomfortable—it just needs to be good.

Now that we have built this incredible restaurant and venue, we hope that it feels as comfortable and welcoming as home—there's just no dishes to do.

We can't wait to celebrate with you,



**Jen McKay**  
President,  
The Groak Group







# food

Lovely Day offers a number of options suitable for any occasion or event. Select from our pre-fixe menu packages or let us create a personalized menu just for you.

We can provide the option of in-house catering for your private event and are happy to work with you to find a menu that fits your budget, taste, and style. We offer served dinner service, buffet stations, or passed hors d'oeuvres service.





# menus

## prix fixe

### K.I.S.S. (keep it simple sexy)

#### apps

Brown Butter Sage Popcorn

Seasonal Crudite - dirty ranch dressing

#### main

Caesar Salad - romaine hearts, shaved parmigiano reggiano, crouton, fried boquerones

Chipperbec Fries - garlic aioli, ketchup

Polenta Bites - sundried tomato jam

Heritage Chicken Breast - sauce vert

Summer Veg Ragu - Maitake mushroom, english peas, patty pan squash, tomato broth, nut & cheese free herb pesto

#### dessert

Brownie Sundae - bourbon caramel, whipped cream, almonds, sprinkles

\$45/person

### a bit bougie

#### apps

Seasonal Crudite - dirty ranch dressing

Local Cheeses & Salumis Platter - flatbreads, seasoned nuts, pickles and baguette

Latin Bites - guacamole, pico de gallo, chips, cheesy pupusa

#### salads & veg (choose 2)

Caesar Salad - romaine hearts, shaved parmigiano reggiano, crouton

Grilled White Peach and Little Gems - shaved asiago cheese, citrus vinaigrette

Caprese Salad - heirloom tomato, burrata, basil

Chipperbec Fries - roast garlic aioli

Local Farms Steamed and Roasted Veggies - sprouting cauliflower, green beans, patty pan squash & corn

#### proteins (choose 2)

Niman Pork Shoulder - chile pork broth, conical cabbage slaw

Sliders - Impossible, Flannery Beef, aioli, mustard lettuce, sweet pickle

Local King Salmon - remoulade

#### dessert

Sundae Bar - brownie, chocolate chip cookie, bourbon caramel, chocolate sauce, almonds, whipped cream, sprinkles

\$60/person

### fancypants

#### apps

Amuse Bouche with a flute of J Brut

From the Grill - oysters, seasoned shrimp, smoked sausages, summer vegetables, crostini, sweet chili dipping sauce

Local Cheeses & Salumis Platter - flatbreads, seasoned nuts, pickles and baguette

#### main

Grilled Pear & Little Gems - shaved asiago cheese, citrus vinaigrette

Caprese Salad - heirloom tomato, burrata, basil

Flannery Hanger Steak - chimichurri

Mt. Lassen Trout - french lentils, roast beets, sauce vert

Smashed Potatoes

Local Farms Steamed and Roasted Veggies - sprouting cauliflower, green beans, patty pan squash & corn

#### dessert

Shortbread Cookies, Berries & Whip Cream

Granddad's Vanilla Ice Cream

Stone Fruit Crumble

\$75/person

custom menus available





# drinks

We also offer pricing of all beverages based on a consumption basis.

## beer and wine bar

### Wine

Dry Creek Sauvignon Blanc or J Chardonnay  
Pavette Pinot Noir or Boomtown Cabernet Sauvignon

### Beer (draft or bottles)

Painted Gold Pale Ale, Fieldworks Brewing (draft)  
Cool Kids Juicy IPA, Calicraft Brewing (draft)  
Sierra Nevada Pale Ale ( bottle)  
Scrimshaw Pilsner (bottle)

### Non-alcoholic

Pellegrino, Coke, Diet Coke, Sprite

\$46 for 4 hrs.

## just the facts

### Spirits

New Amsterdam Vodka    New Amsterdam Gin  
El Jimador Silver Tequila    Cortez White Rum  
Four Roses Bourbon

### Wine

Dry Creek Sauvignon Blanc or J Chardonnay  
Pavette Pinot Noir or Boomtown Cabernet Sauvignon

### Beer (draft or bottles)

Painted Gold Pale Ale, Fieldworks Brewing (draft)  
Cool Kids Juicy IPA, Calicraft Brewing (draft)  
Sierra Nevada Pale Ale ( bottle)  
Scrimshaw Pilsner (bottle)

### Non-alcoholic

Pellegrino, Coke, Diet Coke,  
Sprite, Bar Mixers

\$56 for 4 hrs.

## gracefully done

### Spirits

Tito's Vodka    Benham's Gin

Arette Blanco Tequila  
Mount Gay Black Barrel Rum  
Redwood Empire Pipe Dream Bourbon

### Wine

Dry Creek Sauvignon Blanc or J Chardonnay  
Pavette Pinot Noir or Boomtown Cabernet Sauvignon

### Beer (draft or bottles)

Painted Gold Pale Ale, Fieldworks Brewing (draft)  
Cool Kids Juicy IPA, Calicraft Brewing (draft)  
Sierra Nevada Pale Ale ( bottle)  
Scrimshaw Pilsner (bottle)

### Non-alcoholic

Pellegrino, Coke, Diet Coke,  
Sprite, Bar Mixers

\$66 for 4 hrs.

## because you're special

### Spirits

Hangar One Vodka    St. George Terroir  
Herradura Tequila    Banhez Mezcal  
Flor de Cana Rum    Redwood Bourbon  
Glenlivet Scotch    Hennessy

### Wine

Cadre Sea Queen Albarino or J Chardonnay  
Bouchaine Pinot Noir or Eberle Cabernet Sauvignon

### Beer (draft or bottles)

Painted Gold Pale Ale, Fieldworks Brewing (draft)  
Cool Kids Juicy IPA, Calicraft Brewing (draft)  
Sierra Nevada Pale Ale ( bottle)  
Scrimshaw Pilsner (bottle)

### Non-alcoholic

Pellegrino, Coke, Diet Coke,  
Sprite, Bar Mixers

\$76 for 4 hrs.





# faq's / pricing

**Lovely Day is happy to accommodate groups of all sizes.**

## **Private Event -vs- Large Dinner Party**

If your celebration includes more than 20 guests you will need to rent one of our venue spaces. If you have between 8-20 guests you will need to make a reservation directly with the General Manager.

## **Venue Rental Fee**

- **Monday/Tuesday** - \$1500 with no minimum for food and beverages
- **Thursday** - \$2000 (half venue) \$3500 (entire venue)
- **Friday/Saturday** - \$3000 (half venue) \$5000 (entire venue)
- **Sunday/Wednesday** - \$1500 (half venue) \$2500 (entire venue)

## **What is the bar service policy at Lovely Day?**

Lovely Day must handle all bar service. Please see our Beverage packages section for detailed information.

## **What is included in the venue rental fee?**

7 hours venue rental, 2 hours set-up, 4 hours event, 1 hour break down.

## **cancellations**

Private Event cancellations within one week of the reservation are charged 50% of the goods and services for which you have contracted.

## **additional services**

Deejay Ammbush starts at \$100/hour, with a \$300 minimum. You are welcome to use any deejay.

Florals by Sharpstick Studio start at \$250. You are welcome to use any floral designer.





# furnishings

Included with your rental, you have the option of using our furnishings.



round table  
(30in, 36in, 48in,  
60in, 72in)



banquet table  
(4ft, 6ft, 8ft)



metal table-large  
(seats 4)



walnut bistro  
table  
(36in)



kiosk table  
(36in)



metal table-small  
(seats 2)



propane heaters



metal chair

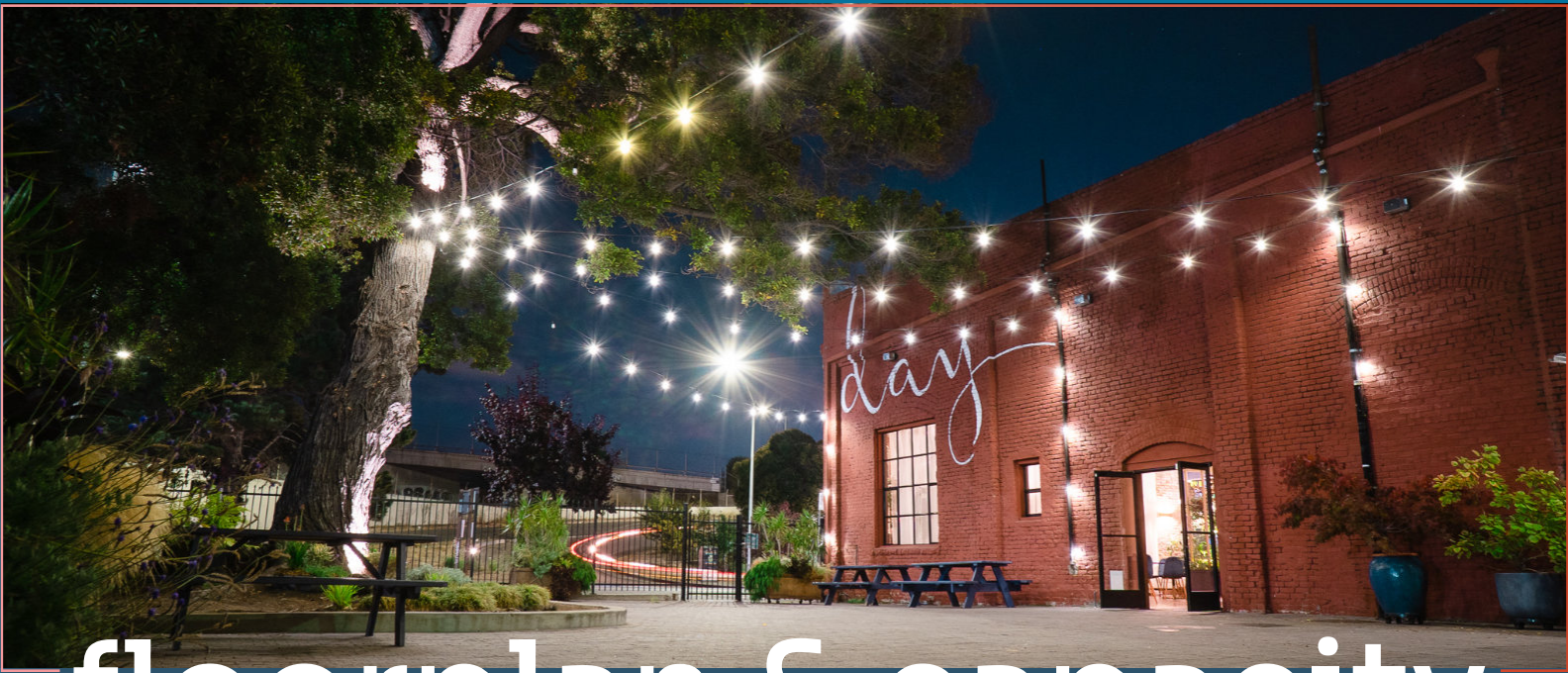


blue velvet chair

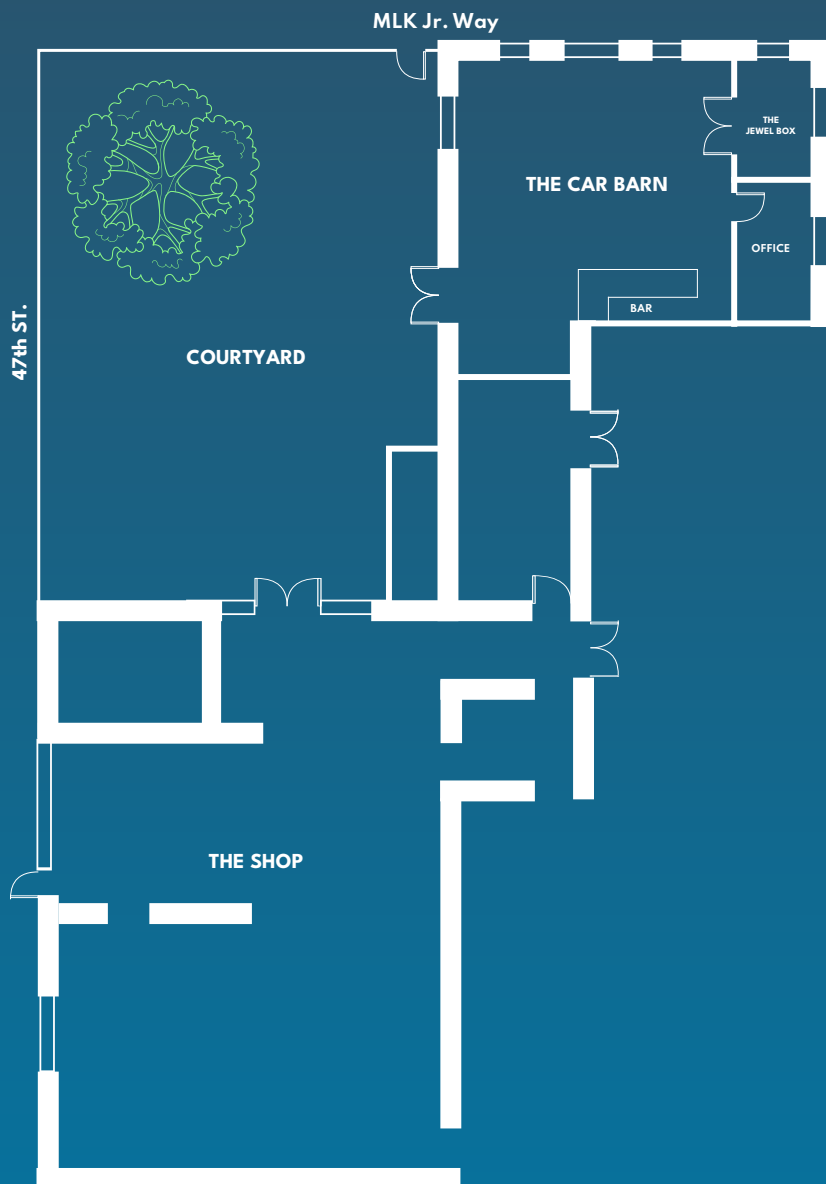


white vegan  
leather couch  
with ottoman





# floorplan & capacity



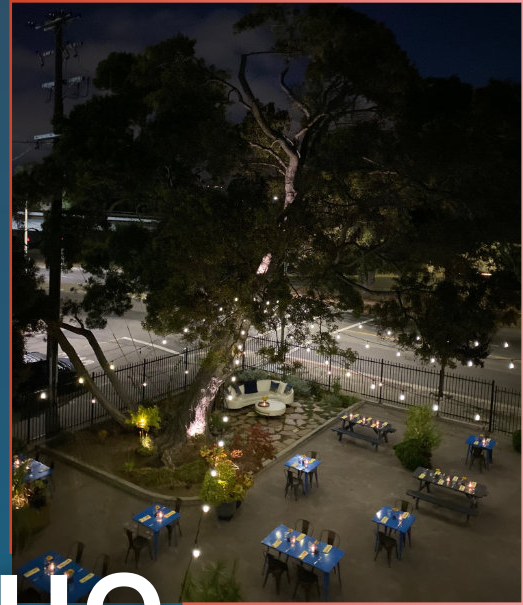
**entire venue**  
standing: 500  
seated: 390

**the car barn**  
standing: 100  
seated: 80

**the shop**  
standing: 200  
seated: 150

**courtyard**  
standing: 200  
seated: 160





# about the venue

Lovely Day is hidden in the 140-year-old Key Route Railway car barn in the Longfellow neighborhood of North Oakland. Featuring an exposed brick structure with an open and flexible interior with three distinctive spaces.

**The Car Barn** is 2,000 sq ft with 25-ft floor-to-ceiling windows and a beautiful wood topped bar.

**The Shop** is 2,400 sq ft with open floor plan featuring a hanging island garden and muraled wall.

**The Courtyard** centers around a 90-year-old Black Acacia tree surrounded by a stone patio and freshly renovated garden.

## A little history

Built in 1891, the railway barn was used for maintaining electric train cars of the Grove St. line (now MLK jr way) which was operated by the Oakland Consolidated Street Railway Co.

The building, including the steel-clad portion, are all part of the original structure and is one of the earliest and most substantial examples of Oakland's electric railway system in existence.

After the consolidation of Oakland's rail systems in 1906, the Grove St. hub would join the 51st and Telegraph hub, leaving the building vacant.

The building was then purchased by Yosemite Laundry with only minor changes to the structure and the addition of a deep well sunk into the northeast corner of the property (where the Acacia tree now stands).

After a fire destroyed the interior of the building in 1914 it was rebuilt and it was at that time the exterior was extended down 47th st. as it is now.

The building has seen a lot of tenants over the years, but in 2006 the building was purchased and renovated as the new home of Grace Street Catering and now, Lovely Day.



The top half of the image features a decorative background consisting of alternating horizontal stripes in dark blue, medium blue, and white. Scattered across these stripes are numerous circles of varying sizes in white and a muted red color.

# thank you

## contact info

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