

Lula's[®]
ON THE POTOMAC



EVENT BROCHURE

julasotp.com | 571.344.9100



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ABOUT US

Experience the exquisite ambiance of Jula's on the Potomac, situated in the heart of Metro DC. Our premier venue boasts stunning views of the Potomac River, providing a breathtaking backdrop for any occasion. Step into our refined and welcoming atmosphere and prepare to be dazzled. With a maximum capacity of 250 guests, Jula's is the ideal choice for events of any size. Our versatile seating options include the elegant dining room, private dining room, outdoor terrace, and waterfront balcony. Whether you're planning a small intimate gathering or a grand celebration, we have the perfect space to accommodate your needs. Conveniently located near Reagan National Airport, King Street, and boutique hotels, Jula's is a highly sought-after destination for events.



At Jula's, we understand that every occasion is special and unique. That's why we treat each event as if it were our own. From menu creation and wine selection to seating charts and more, our dedicated team works closely with each host to ensure a memorable and stress-free event. In addition to standard dining reservations, we offer options for full restaurant buy-outs, semi-private events, and large party bookings. Come and experience the beauty and hospitality of Jula's on the Potomac for your next event.

CONTACT

571.344.9100 | concierge@julasotp.com

EVENT SPACE

Whether you're celebrating a milestone occasion or making memories with friends and family, enjoying an experience at Jula's on the Potomac is a powerful way to connect.

We encourage you to stop by for a tour and initial meeting, so we can share with you the magic of our space. Call or email to make an appointment with our Event Director, or stop by at your convenience for a self-guided tour.

In the meantime, please take the virtual tour on our website. It provides an excellent sense of the space.

(571) 344-9100 | conciierge@julasotp.com



PRIVATE DINING ROOM (PDR)

Breathtaking views abound in the private dining room perfectly suited for a seated event or cocktail reception. The modern, stylish decor creates a relaxed yet refined ambience. Additional features include a private entrance, coat check, private bar, action station, zoned lighting and sound system, and a 65" Smart TV perfect for slideshows and branding. When booking the PDR, you may also book Waterfront Balcony One to enhance the experience.

Seated: 34 | Reception: 50



SEATING ARRANGEMENTS

The guest of honor can hold court at the leather banquette. It seats up to 10 and has a spectacular view of the Potomac River.

The remaining furniture can be configured in multiple ways depending on your event style and preferences. With the exception of the banquette, the tables are 30" x 30" square.



PRIVATE DINING ROOM AMENITIES

When you book the Private Dining Room, you get exclusive access to the private entrance, coat check, and the private bar. Your dedicated bartender/mixologist will focus their time and attention on just you and your guests. If your menu includes a buffet, we feature the bar to the right and the food to the left.



ACTION STATION

The Action Station is an add-on feature for private events.

It is equipped with power and is suitable for a DJ booth, champagne bar, carving station, charcuterie display, mac & cheese bar, and so much more.

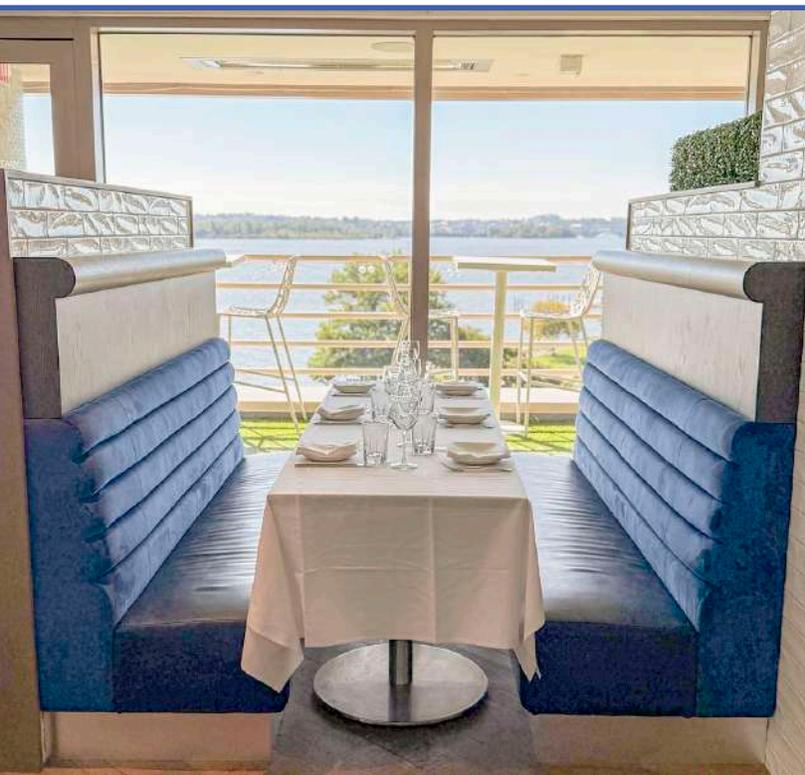
This area is also ideal for registration, swag bags, a gift table, or a host's staging area.



DINING AREA ONE (DA1)

Dining Area One provides an amazing view for all guests. It may be booked as a stand-alone dining area or added to an adjacent space. The tables are 30" x 30" square and can be pushed together to create two tables of 10 or separated into two tables for 6 and two tables for 4. When booking DA1, you may also book Waterfront Balcony Two to enhance the experience.

Seated: 20



HIDEAWAY BOOTH H5

Hideaway Booth H5 may be booked with the Private Dining Room (PDR) or Dining Area One (DA1). It has a water view and provides an additional six seats.

Seated: 6



DINING AREA TWO (DA2)

Dining Area Two has a spectacular view and is the one area where we can accommodate a long table of 14. It may be booked as a stand-alone dining area or added to an adjacent space. The tables are 30" x 30" square and can be joined to create a variety of seating options. When booking DA2, you may also book Waterfront Balcony Three to enhance the view.

Total Seats: 26



A SENSE OF PRIVACY

Events and large party bookings come in many different sizes! In order to provide multiple options and simultaneous bookings, we divide the restaurant into several areas.

We utilize moveable hedges, signage and rope & stanchions to block off space and create a sense of privacy.

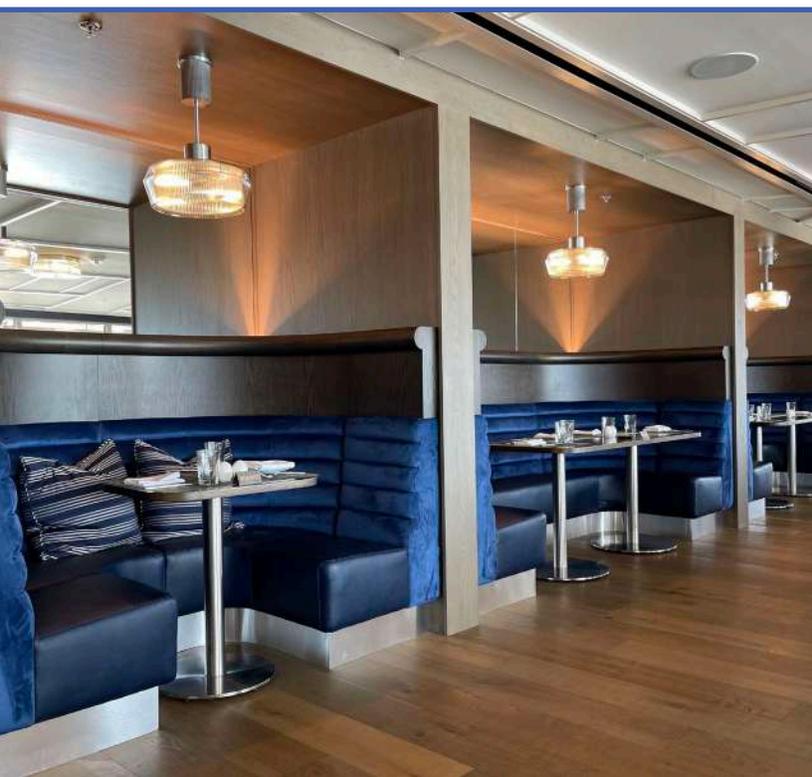
If privacy is of great importance, we highly recommend you book the private dining room. It offers the most privacy of all the dining areas.



DINING AREA THREE (DA3)

Dining Area Three overlooks the terrace, as well as the Potomac River. It is available as an add-on to the adjacent dining areas for large events such as wedding receptions and corporate dinners. The tables are 30" x 30" and 42" x 42" square. Like sizes can be joined to create three tables of six and one table of eight. When booking DA3, you may also book Waterfront Balcony Four to enhance the view. DA3 is not available as a stand-alone space. It may only be booked as an add-on space.

Seated: 30



HIDEAWAY BOOTHS H1-H4

The Hideaway Booths are perfect for the guest of honor and key members of the party. They provide a bit of privacy with just enough accessibility to guests. Our Bride & Grooms and bridal parties simply adore this space. Booths H1-H4 are included with Dining Area Three (DA3).

Seated: 14



WATERFRONT BALCONY

Our heated waterfront balcony is available as an add-on space for private and semi-private events. The view is simply amazing and something you and your guests will always remember. You may book individual sections or the entire balcony, depending on your indoor booking. It's quite the draw during welcome receptions and for after dinner cocktails.

Seated: 28



HEAT LAMPS

There are 13 recessed heat lamps lining the balcony and terrace. They're zoned, so we're able to control the level of heat emitting from each section. Because after all, some like it hot, and some like it cold!

MUSIC & LIGHTING

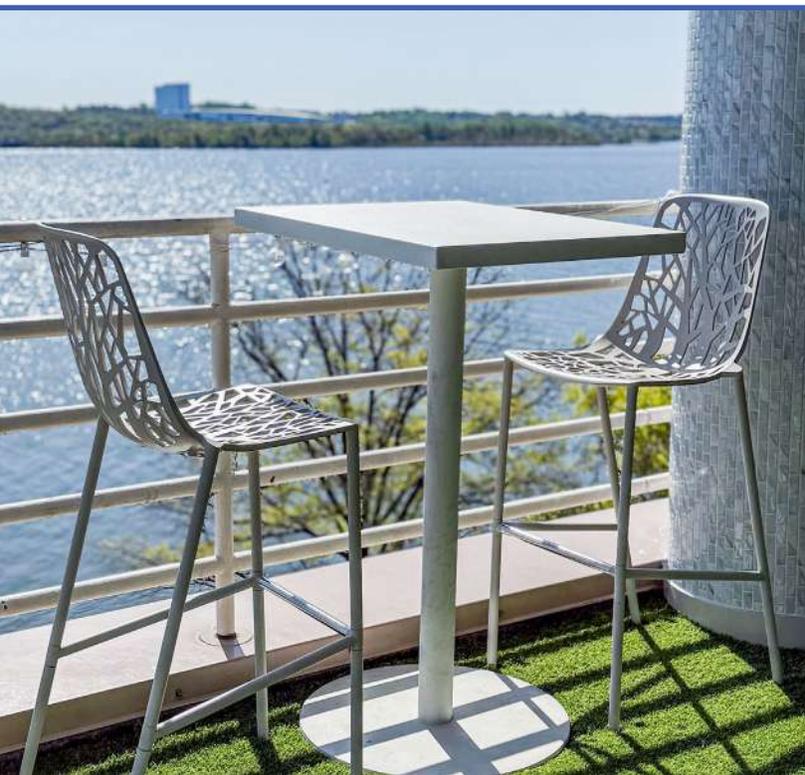
Our sound system is zoned, so we're able to adjust the volume on the balcony, as well as on the terrace. The recessed lighting is dimmable, allowing for just the right ambience.



JULA'S TERRACE

Welcome to Jula's Terrace. An unexpected oasis along the waterfront providing a place to escape the ordinary, celebrate, and unwind. You may book the terrace for a seated experience or a reception-style event. Kindly note, when you book the terrace, you must also book the private dining room in case of inclement weather.

Seated: 38 | Reception: 75



FURNISHINGS

The Terrace has a total of 52 seats, which includes 38 seats at standard height tables and 14 seats at high top tables. We book seated events for up to 38 guests.

18 of the standard height seats are located under the structural awning with recessed heat lamps.

The four Tucci umbrellas have 200 lb. steel plates and are designed for high winds of up to 20 mph. Due to their weight, we do not relocate them under any condition. The furniture arrangements are limited due to the umbrella bases.



THE WINE ROOM

Known as the place to "be and be seen", the highly coveted wine room is the place you go to impress your friends. Offering a unique and intimate experience for up to 10 guests, it's ideal for any special occasion. The Wine Room may be booked as an Experience via OpenTable or directly through our event team.

Seated: 10



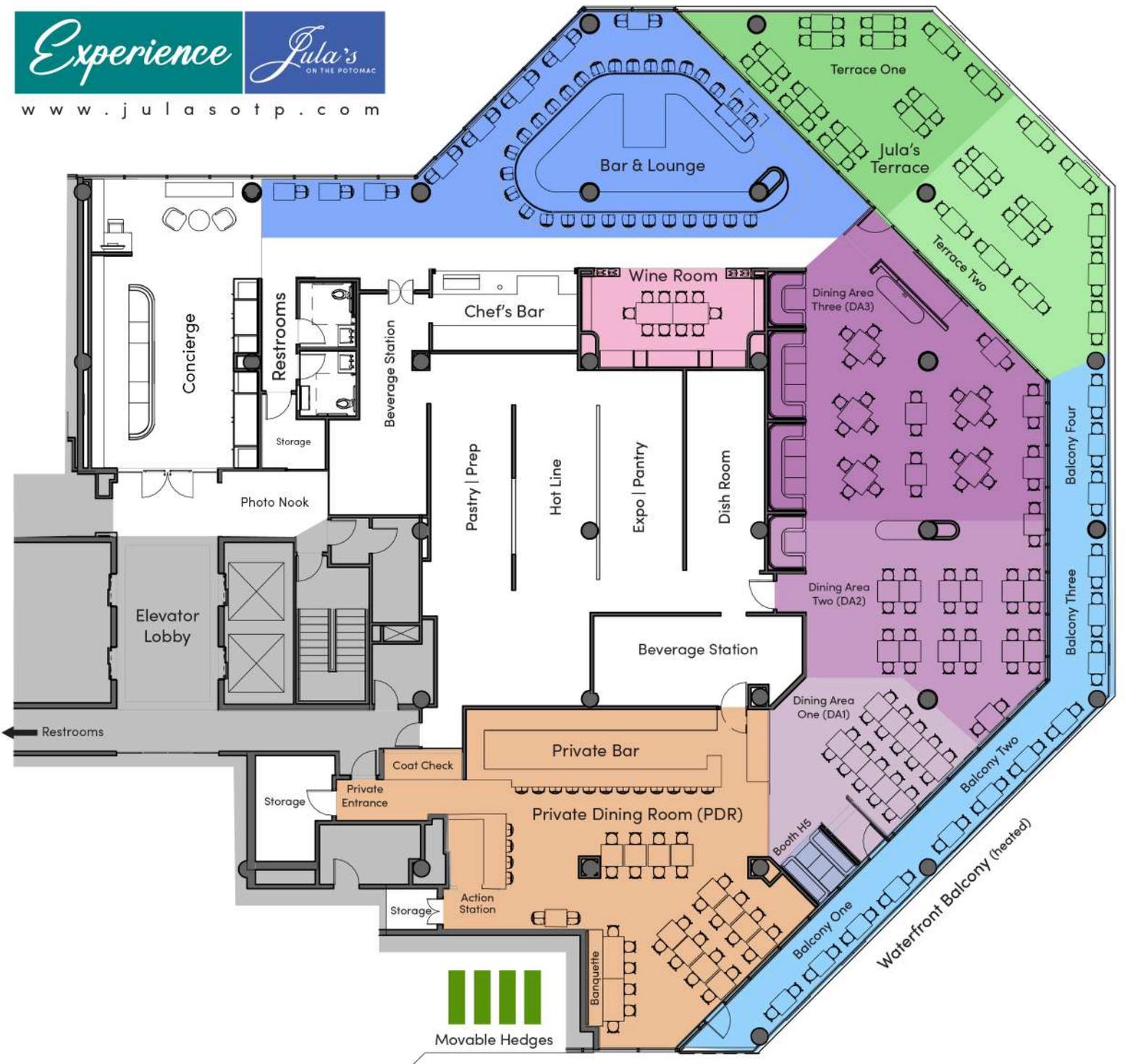
BAR & LOUNGE

With sweeping views of the Potomac River and the Capitol, the Bar & Lounge is ideal for informal gatherings designed to impress.

Offering exquisitely crafted cocktails, an ever-evolving wine list, and an impressive array of alcohol-free options, you can be sure to find something to fit your taste.

Pre-order a seafood tower and chef's charcuterie to wow your guests upon arrival.

Seated: 40 | Reception: 25



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|--|---|--|
| <p>Full Buyout</p> <p>Capacity: 130 Seated 250 Reception</p> | <p>Private Dining Room</p> <p>Capacity: 34 Seated 50 Reception</p> | <p>Wine Room</p> <p>Capacity: 10 Seated</p> |
| <p>Dining Area One</p> <p>Capacity: 20 Seated</p> | <p>Dining Area Two</p> <p>Capacity: 26 Seated</p> | <p>Dining Area Three</p> <p>Capacity: 44 Seated</p> |
| <p>Waterfront Balcony</p> <p>Optional Add-On Space</p> | <p>Terrace One</p> <p>Capacity: 24 Seated 30 Reception</p> | <p>Terrace Two</p> <p>Optional Add-On Space</p> |
| <p>Bar & Lounge</p> <p>Capacity: 40 Seated 25 Reception</p> | <p>Jula's Terrace</p> <p>Capacity: 38 Seated 75 Reception</p> | |

2025 PRICE LIST

FOOD & BEVERAGE MINIMUM (F&B) PER DINING AREA

In order to book a specific dining area for your large party or event, you must meet a minimum spend on food and beverage (F&B) before sales tax and service charge are added. If your F&B spend falls short of the required amount, the difference will be charged as a space rental fee. *Set-up and break-down will need to occur within your booked timeframe.*

PRIVATE DINING ROOM (PDR)

- Peak | \$1,500 F&B per hour
- Off-Peak | \$1,000 F&B per hour
- 3-hour minimum
- Balcony One add-on \$1,000 F&B
- Booth H5 add-on \$300 F&B

DINING AREA ONE (DA1)

- Peak | \$800 F&B per hour
- Off-Peak | \$500 F&B per hour
- 3-hour minimum
- Balcony Two add-on \$1,000 F&B
- Booth H5 add-on \$300 F&B

DINING AREA TWO (DA2)

- Peak | \$1,000 F&B per hour
- Off-Peak | \$650 F&B per hour
- 3-hour minimum
- Balcony Three add-on \$750 F&B

DINING AREA THREE (DA3)

- Peak | \$1,000 F&B per hour
- Off-Peak | \$650 F&B per hour
- 3-hour minimum
- Balcony Four add-on \$750 F&B

PEAK VS OFF-PEAK

Peak and off-peak timeframes vary based on time of year, availability, and other rotating factors. Our busiest times are Fridays, Saturdays, Sundays, and Holidays. Final pricing is determined at the time of booking.

TERRACE BOOKING INFORMATION

When booking the terrace, you must also book the private dining room as a back-up plan for inclement weather. Final determination of whether the event will remain outside or be moved inside is made by the restaurant 6 hours prior to your event start time based on the forecast.

RESTAURANT BUY-OUT

- Peak | \$30,000 F&B
- Off-Peak | \$25,000 F&B
- Buy-out is for a 5-hour timeframe

DINING ROOM BUY-OUT

(Includes DA1, DA2, DA3 & the PDR)

- Peak | \$15,000 F&B
- Off-Peak | \$10,000 F&B
- Buy-out is for a 5-hour timeframe
- Balcony add-on \$3,500 F&B

TERRACE ONE

- Peak | \$2,000 F&B per hour
- Off-Peak | \$1,300 F&B per hour
- 3-hour minimum

TERRACE TWO

(available as an add-on to Terrace One)

- Peak | \$2,000 F&B per hour
- Off-Peak | \$1,300 F&B per hour
- 3-hour minimum

WINE ROOM (up to 10)

- 3 Hours | Dinner \$750 F&B
- 3 Hours | Brunch \$500 F&B

2025 PRICE LIST

EVENT DIRECTOR

From start to finish, our Event Directors play a crucial role in creating memorable, well-orchestrated, stress-free events. In addition to consultations, tours, menu planning and proposal writing, they assist with coordinating party rentals, floral and cake deliveries, DJ and musician set-up, seating charts, guest registration, and so much more. Fees vary based on services provided.

BOOKING FEE \$100 (required with all event bookings)

Includes initial emails and phone conversations during the booking process, one in-person tour and/or meeting, basic menu planning, written proposal with up to two revisions, contract execution, and payment handling.

EVENT COORDINATION PACKAGE \$200 (required with all event bookings)

Once your event is booked, the Event Director will assist with the final menu selection process (food & beverage) and then create and send a guest version of the menu to you. If you choose a three-course pre fixe menu, you will be provided with an excel spreadsheet for you to use to provide us with your guests' names, menu selections, and any dietary notes. The Event Director will update the contract to reflect the menu selections and then meet with the chef to review everything, ensuring dietary needs and requests are handled with care. On the day of your event, the Event Director will work with the team to go over your event details to ensure everything is executed to your specifications and will be available throughout your event as your direct Point of Contact.

ADD-ON RATE \$100 per hour | applies to custom menu planning; meetings and walk-throughs; basic assistance with seating charts, playlists and slideshows; conducting site-visits with your outside vendors; providing oversight to your set-up and break-down, plus other tasks.

SERVICE CHARGE, TAXES & FEES

Events are subject to a 25% service charge, 6% state tax and 5% city tax. Credit card charges/credits will incur a 4% processing fee.

GUEST PARKING

There is street parking surrounding the property, plus an on-site parking garage. The parking garage rates are \$8-10 on weekdays before 5 pm, \$5 after 5 pm on weekdays and \$5 all day on weekends. Validation tickets may be purchased in advance through us for \$10 each. The parking garage is managed by Colonial Parking. We are not responsible for rate changes, validation tickets not working, or incidents happening within the garage.

OUTSIDE DESSERT FEE

You are welcome to bring in a cake, cupcakes, or other specialty dessert. We charge \$5-10 per person, depending on size/quantity of dessert. The fee includes us receiving and serving.

CORKAGE FEE

You are welcome to bring a special bottle of wine or champagne to your event. We charge a \$50 corkage fee per 750 ml bottle and allow a maximum of two bottles per event. Kindly note, it cannot be on our wine list and does not count towards the F&B minimum. We are happy to pop and pour it for you, but we do not accept responsibility for spillage, broken corks or damage.

BOOKING INFO

There's nothing quite as spectacular as partying on the Potomac, so let's go over the important details now, so you can fully enjoy the party! Prior to booking your event, please carefully review the Booking Information below, much of which is included in our contract.

DEPOSIT

To confirm your date, an event booking agreement must be signed and a 50% deposit of the estimated cost must be received. The remaining balance is due 10 days prior to your event. Acceptable methods of payment are cash, check, credit card or ACH. Processing fees may apply. If your event is less than two weeks away, payment will be due in full at the time of booking.

CANCELLATION POLICY

Deposits are refundable up to 45 days prior to the event date (minus processing fees). If your guest count reduces, you may remove previously booked dining areas up to 45 days prior to your event date. After the 45-day time period, the deposit would be forfeited in the event of cancellation or modification. Final payment is due 10 days prior to the event date and is non-refundable. Please note, when we reserve space for your event, we turn away other event requests and may not be able to rebook the space should you cancel or reschedule.

FORCE MAJEURE

Neither party shall be liable by reason of any failure or delay in performance of its obligations due to strikes, riots, fire, explosions, acts of God, war, terrorism, declared pandemic, outbreak of a serious communicable disease, or other material disruptions to commercial travel, governmental action or any other cause adversely impacting the Supplier or the Group that is beyond the reasonable control of such parties. The performance of such party shall be excused for such reasonable time as may be required to resume performance following cessation of such cause.

GUEST COUNT

Your final guest count must be received no later than 4pm, 10 days prior to your event. This number will be considered a guarantee and is not subject to reduction. You will be charged for this number of guests, regardless of how many guests actually attend. If the number increases on the day of your event, we will do everything possible to accommodate the additional guests. Charges will apply. If you have an open bar or buffet, we require a guest list for check-in so we may properly account for all guests.

MENU SELECTIONS

Final host and guest menu selections are due no later than 10 days prior to your event. You will be provided with an excel spreadsheet to use to provide us with your guests' names, menu selections, and dietary notes. Any changes to the menu or guest selections after the 10-day mark will incur a \$25 processing fee per occurrence. If you elect to have your guests order at the table, there will be a \$20 per person surcharge. This option is available to parties of 20 or less.

EVENT DAY EXPENSES

At the conclusion of the event, any additional expenses will be charged to the credit card on file, unless otherwise directed. Kindly note, the minimum spend amount must be met on a single tab. Individual guest's checks do not apply toward the food & beverage minimum. Upon request, we will divide the final tab between up to three (3) credit cards.

BOOKING INFO

EVENT TIMING

An established duration of time for your event is noted on your event agreement. This includes any set-up and break-down. We will gently remind the host when their event is scheduled to conclude. If your event exceeds the time noted, a \$100 space rental fee per 15-minutes/per dining area will apply. If we have another event booked, your event must conclude on time.

DELIVERIES

Packages may be delivered to the restaurant up to 24 hours prior to the Event. All packages, boxes and/or materials received by the Restaurant will be assessed a \$10.00 handling fee, per item, that will be billed to your Final Bill. Due to space constraints, we regret that we cannot store your décor or florals more than 24 hours before your event.

FLORALS, LINENS, DÉCOR & MORE

All set-up and break-down must occur within your booked timeframe. We do not allow glitter, confetti, or anything that can damage the property, such as thumbtacks or tape. All florals, linens & decor must be removed within your event timeframe.

OUTSIDE VENDORS & ENTERTAINMENT

All outside vendors contracted for the event (florists, rentals, décor, entertainment) must be approved by the Venue no later than 10 days prior to your event. We require pre-site visits for outside vendors to determine their set-up needs. The Venue is not responsible for organizing or confirming arrangements with outside vendors or event planners unless contracted to do so. Coordination charges may apply.

FURNITURE ARRANGEMENTS

We are happy to rearrange our furniture to your specifications within the constraints of the restaurant space. If porter service is required, then charges will apply at a rate of \$50 per person per hour. We cannot remove furniture from the restaurant space.

CHILDREN

Children are most welcome so long as they are not disturbing the experience of our other guests. We require minor children to be accompanied by a responsible adult at all times. They are not allowed to run, climb on the furnishings or window ledges, and under no circumstances are they allowed on the outdoor balcony or terrace.

DAMAGES & THEFT / SMOKING

The host is responsible for any damages or theft caused by their guests. Video footage will be reviewed if validation is requested. This is a non-smoking property, and therefore smoking or vaping is not permitted inside or outside.

TERRACE

When booking the terrace, you must also book the private dining room as a back-up plan for inclement weather. Final determination of whether the event will remain outside or be moved inside is made by the restaurant 6 hours prior to your event start time based on the forecast. You will be notified by email and we will call you.

Jula's ON THE POTOMAC



CONTACT

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events@julasotp.com | 571.344.9100