

INDIVIDUALIZED SERVICES

Best Event Planner

Gold Kacie Rattigan (The Claridge Hotel)

STORY BY MARIA WOLF

From the time she was a kid, Kacie Rattigan knew she wanted to be a wedding planner.

“As a child, I planned the family parties and proms,” she says. “I always joke that I was putting on shows for my family when I was just 3 years old.”

Rattigan no longer works for her family, but instead makes her living as the wedding and social sales manager at Atlantic City’s Claridge Hotel, a job she loves.



JOHN BELLENIS PHOTOGRAPHY

“I’m filled with so much gratitude that I am able to work in a field I always dreamed of working in. I am humbled to be such a big part in people’s lives. I get to be part of their ‘happily ever afters,’” she says.

She is further humbled by being voted Best of the Press in the Individualized Services category.

“To be nominated for this during COVID is truly an honor,” she says. “I always say we make plans, and God laughs. I feel like I’ve worked harder this year than ever (even though most weddings were cancelled). I’ve been a therapist to all of my clients. No one saw this coming, and it’s not anything anyone has experienced in their lifetimes.”

Under normal circumstances, Rattigan plans weddings — as well as other celebrations — from start to finish. She books the space and oversees the many details leading to the big day.

On the wedding day, Rattigan is there to “make sure everything is set up the way it should be.” Then she turns it over to the Claridge’s Banquet Manager Lance Labarre.

“He’s my other half,” she adds. “I’m the planner, and he executes.”

Certain skills are necessary for events planning; among them are an ability to multitask and to be organized. To keep on target, Rattigan works from a timeline to get the wedding on its feet. But that timeline is flexible.

“I may have the intention to work on something in the room, but then the vendors might come,” she says. “I have to focus on whatever needs my attention at the time.”

Other skills are necessary as well.



“It’s your presence and staying calm, no matter what the circumstances,” Rattigan says. “It’s your personality and how you make others feel, which is all about hospitality.”

Rattigan has had to postpone many weddings her clients had booked for the year.

“We have no control over (COVID), so I want to do everything I can to make it better. I’ve rescheduled weddings, postponed them, lowered the guest count. I’ve tried to be super flexible,” she says. “When you have to postpone a wedding or cancel it, the stress of it can be exhausting.”

Fortunately, the Claridge has a rooftop, and some weddings were held outdoors. But most couples decided to say “I do” about a year out from their original date, says Rattigan.

On the bright side, Rattigan sees a busy year for weddings in 2021.

“The fall is normally the busiest time of year for us,” she notes. “But we’re full throughout all four seasons next year.”

When 2021 comes around, you can be sure Rattigan will be ready, with a smile on her face.