

Executive Summary

Mission Statement

Our mission is to make our home your home on the best day of your life. At the Deansville Ranch, no stone is left unturned in the pursuit of the perfect wedding or event venue. This is done by bringing a beautifully in depth look at the past through nostalgic design and décor while mixing in modern amenities for the perfect compliment to your special day.

Market Opportunity

The Wedding services industry, valued at over \$78 billion, offers a mature market with steady revenues, of which wedding ceremonies and receptions account for 37% on the average. Locally, the share of 25-54-year-olds is growing at an increasing rate, offsetting any declines in the marriage rate and the Deansville Ranch a growing, underserved market.

Offerings

The Deansville Ranch will begin by offering 12 seasonal event packages:

- Weddings
- Meeting space
- Birthday/retirement parties
- Bridal/Baby showers
- Corporate event gatherings

Sales and Marketing Strategy

The core of the Deansville Ranch's success is in its preemptive marketing and sales. All projections are built on the assumption of the Deansville Ranch having a steady book of business from the time it goes live due to its marketing efforts:

- Local industry/trade shows
- Presence on Facebook, Instagram, and Pinterest
- Industry relationships and preferred vendors.

Management Team

Steve and Michelle Nampel will serve as the Founders/Owner. Patrick Nampel will assist in the event operations and Cindy Cook will assist with the marketing and sales operations.

Critical Milestones

- The Deansville Ranch will “go-live” for its first full month of business in June of 2022
- Break even in May of 2023
- Positive Cash Flow by September 2023

Financial Projections and Risks

Due to the low barriers to entry, the Deansville Ranch will be able to establish itself with considerable ease, however, it will have to participate in price competition due to the budgets set by our potential customers. The business will reach \$300,000 in revenue by the third year.

Funding Requirements

The Nampel’s will put forth their own capital through the first year but will also be seeking additional financing for restoration of the home and barn.

Company Overview

Company Description

The Deansville Ranch is a rural venue that offers a personal, intimate experience for those who appreciate the simple beauty of the countryside. Our mission is to make our home your home, especially on the best day of your life.

The Nampel family brings a unique mixture of several years of experience in the business industry as well as history in finance and a cumulative 40 years of experience in the skilled trades. We bring to the table, a very well-balanced team to restore this historic farm to its former glory. The walls of the barn have over 100 years of history embedded in them and this massive piece of history is able to accommodate 150 attendees. At the Deansville Ranch, no stone is left unturned in the pursuit of the perfect wedding and event venue. This will be done by bringing a beautifully in depth look at the past through nostalgic design and décor while mixing in modern amenities for the perfect complement to your special day. Couples will have access to our historical farmhouse to prepare on their special day. Photographers will love the scenic property for perfect picture opportunities. The Deansville Ranch is located just outside of Madison with easy access from Highway 19.

Offerings

The Deansville Ranch will focus on building its book of business as a wedding venue as well as a general event venue space.

- Weekend Weddings
- Corporate and community events
- Birthdays, retirements, and other personal occasions
- Local auctions

Each of these bookings includes the following:

- Access to the property for 10am to 11:30pm
 - Music if applicable, ends at 11pm
- 150 indoor chairs
- Use of the renovated home as a bridal suite
- Complementary, on-site concierge service for the entirety of your time at the Deansville Ranch to ensure a seamless event
- Convenient on-site parking for up to 100 cars along the south side of the property

Although this revenue structure is not entirely unique to the Deansville Ranch, current establishments are not meeting the needs of our surrounding market. From distance to poor service to places being booked out years in advance, those looking for a homey, rural farm wedding/event venue are coming up short when searching for the perfect place to tie the knot. Our business wants to fill that need by offering competitive pricing, superior service, and unique experiences.

Location

1151 Berlin Road

Marshall, Wisconsin 53559

Nestled in the quaint, rural setting of Marshall, the Deansville Ranch is a brief drive from the Madison metro area. The property is easily accessible from the main roads and can be seen for miles.

Market Analysis:

The Wedding Services Industry

The wedding industry in America is flourishing. While many speculations can be made about forecasts and trends, the numbers show that this industry remains steady. A study done by the IBIS World defined the wedding industry to include wedding day service providers, apparel retailers, and venues. Within that definition, the industry saw revenues of \$78 billion, 37% of which was accounted for by ceremony and reception venues. That puts the value of the niche market of ceremony and reception at roughly \$28 billion dollars. The average spent on ceremony and reception venues is approximately \$24,000.

Customers

The Deansville Ranch will focus on establishing itself as a rural event venue at a competitive price. With this goal in mind, we have defined three primary market segments that we will target through different marketing strategies.

- The Country Girls
- The DIYers and Trend Setters
- Hipsters and Laid-Back Ladies

The country girls are our bread and butter. They understand our love for our property and will enjoy the atmosphere. They do not need much convincing because we are exactly what they are looking for.

The DIYers and trend setters are all about making their wedding as an Instagram and Pinterest worthy as possible. With Michelle's style and crafty solutions, she is sure to offer them the perfect location to construct their picture-perfect day.

The hipsters and laid-back ladies are dreading all the work that comes with a wedding and just want simplicity. The Deansville Ranch is the perfect solution. The natural beauty of our property requires minimal effort on their end, and it offers a serene, country getaway where they can simply focus on the love of their life.

Sales and Marketing

Leveraging our unique, picture-perfect venue and customer service-focused guest services, we will appeal to an unmarried wedding guest who may want a similar experience. We plan to drive website traffic with online PPC advertising on Google as well as visual-oriented social media channels like Pinterest, Instagram, Facebook, and Twitter to grow our presence in the southern Wisconsin area.

Strategic Goals

Overview

The majority of the first year will be spent bringing the business to market. During this time, the Deansville Ranch will incur large start-up costs. This is also when the business will be establishing a presence in the wedding/event industry, both locally and online. By June of 2022, the Deansville Ranch plans to be completely established, operation and ready for its first full month of business.

Our second year will be spent building the book of business, executing events, running marketing campaigns and increasing a physical and digital presence in the local wedding/event industry. By our third year, we should be in the green and have a full book of business.



13 & 26 Watt Straight Shade LED Gooseneck Luminaire designed to match the architecture of Main Street storefronts and building perimeters. LED Gooseneck Straight Shade with 35" Goose Arm Style 2.

Color: Black

Weight: 14.0 lbs

Project:

Type:

Prepared By:

Date:

Driver Info

Type	Constant Current
120V	0.25A
208V	0.16A
240V	0.14A
277V	0.12A
Input Watts	28.5W

LED Info

Watts	26W
Color Temp	4000K (Neutral)
Color Accuracy	85 CRI
L70 Lifespan	100,000 Hours
Lumens	1,319
Efficacy	46.3 lm/W

Technical Specifications

Compliance

UL Listed:

Suitable for wet locations. Suitable for mounting within 1.2m (4ft) of the ground.

IESNA LM-79 & IESNA LM-80 Testing:

RAB LED luminaires and LED components have been tested by an independent laboratory in accordance with IESNA LM-79 and LM-80.

Performance

Lifespan:

100,000-Hour LED lifespan based on IES LM-80 results and TM-21 calculations

Construction

Fixture:

The GN2LED26NSTB comes with the GOOSE2B arm

Housing:

Precision die-cast aluminum housing, lens frame and mounting plate

Gaskets:

High-temperature Silicone

Mounting:

Heavy-duty mounting arm with "O" ring seal and stainless steel screw

Cold Weather Starting:

Minimum starting temperature is -40°C (-40°F)

Shades:

15" Straight Shade offered

Finish:

Formulated for high durability and long-lasting color

Green Technology:

Mercury and UV free. RoHS-compliant components.

LED Characteristics

LED:

Single multi-chip, 26W high-output, long-life LED

Color Stability:

LED color temperature is warranted to shift no more than 200K in color temperature over a 5-year period

Color Uniformity:

RAB's range of Correlated Color Temperature follows the guidelines of the American National Standard for Specifications for the Chromaticity of Solid State Lighting (SSL) Products, ANSI C78.377-2017.

Technical Specifications (continued)

Electrical

Driver:

Constant Current, Class 2, 100-277V, 50/60 Hz, 0.48 A, THD≤20%, PF 97.9%.

Surge Protection:

4kV

Other

Patents:

The design of the Gooseneck is protected by patents pending in US, Canada, China and Taiwan

Warranty:

RAB warrants that our LED products will be free from defects in materials and workmanship for a period of five (5) years from the date of delivery to the end user, including coverage of light output, color stability, driver performance and fixture finish. RAB's warranty is subject to all terms and conditions found at rablighting.com/warranty.

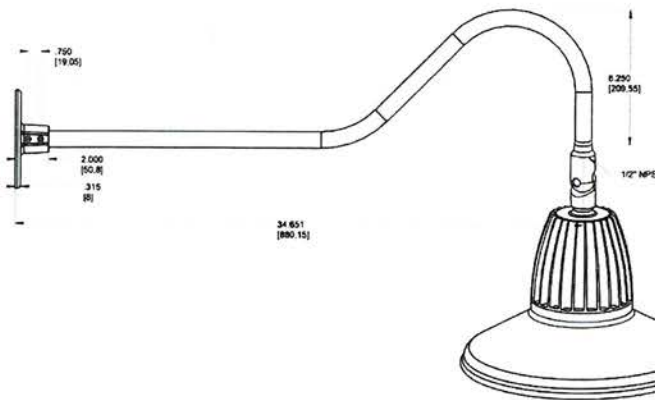
Equivalency:

Equivalent 120W Incandescent, 75W Metal Halide or 42W CFL

Buy American Act Compliance:

RAB values USA manufacturing! Upon request, RAB may be able to manufacture this product to be compliant with the Buy American Act (BAA). Please contact customer service to request a quote for the product to be made BAA compliant.

Dimensions



Features

- Adjustable 45° swivel joint
- Superior heat sink
- Die-cast aluminum housing
- 5-Year, No-Compromise Warranty

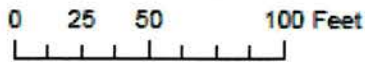
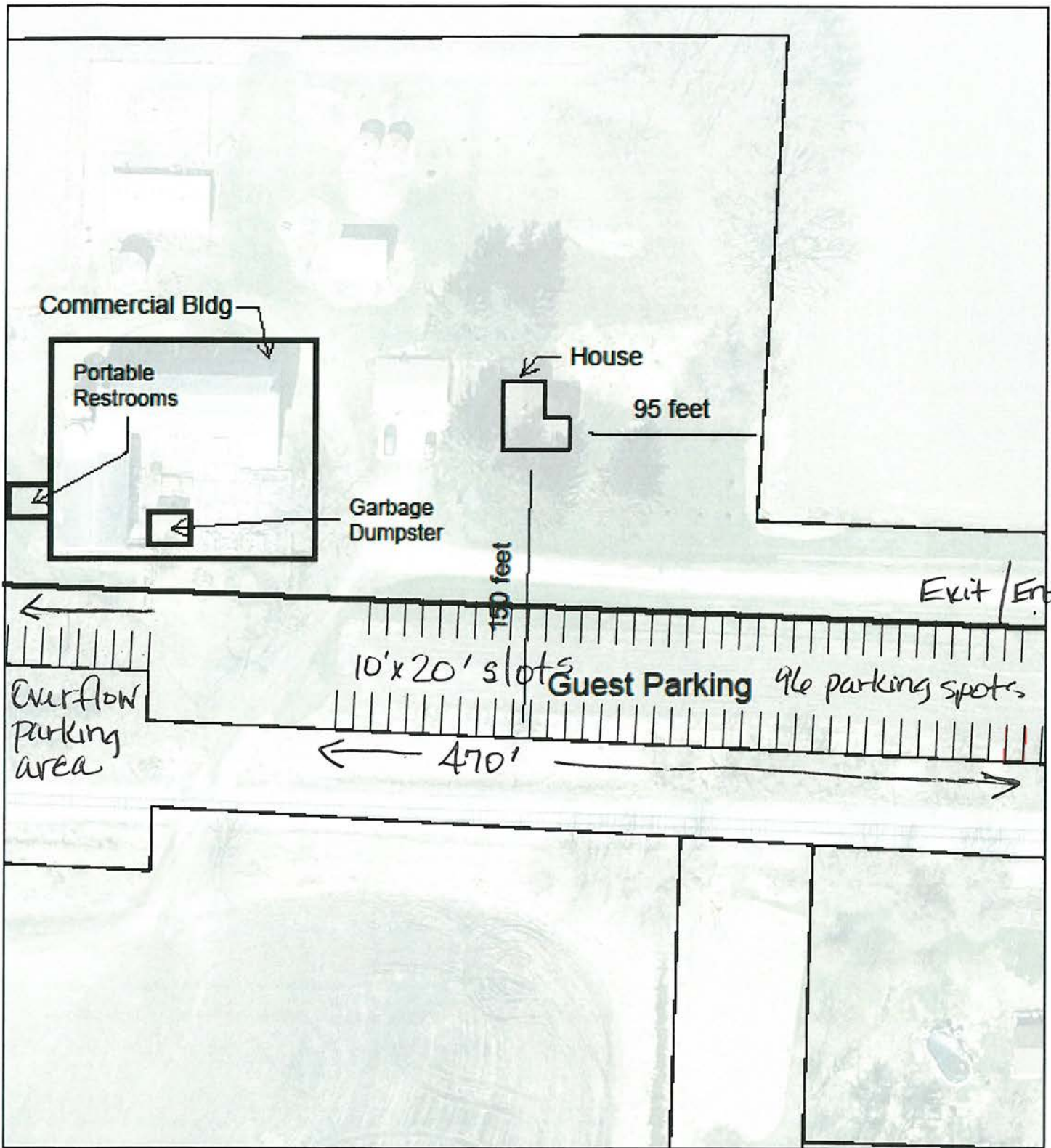
Ordering Matrix

Family	Wattage	Color Temp	Reflector	Shade	ShadeSize	Finish
GN2LED	26	N		ST		B
	13 = 13W 26 = 26W	Y = 3000K (Warm) N = 4000K (Neutral)	Blank = Flood R = Rectangular S = Spot	ST = Straight Shade	11 = 11" Blank = 15"	B = Black W = White A = Bronze S = Silver G = Hunter Green YL = Yellow LB = Light Blue BL = Royal Blue BWN = Brown I = Ivory R = Red

Parking area:

470' along the southeast lot line has been allotted for parking. There will be an entrance and exit off the existing drive. Each parking spot will be 10'x20' and run along the perimeter of the parking area; overflow parking is located just to the west of this area. Fill will be brought in to raise the height of the lot and repurposed asphalt will cover the lot surface. Asphalt recycling is good for the environment. If not recycled, old asphalt will stay in a landfill forever.

Not only is recycled asphalt better for the environment, it's also very durable - as much, if not more, than new asphalt.



Site Plan
1151 Berlin Road

The landscaping along the north of side of our property for visual screening and noise reduction.

Each sect will consist of the following:

6 Evergreen shrubs, Junipers (Mountbatten)

3 Evergreen trees, *Picea glauca* 'Densata

3 Shade Trees, *Quercus rubra*



EXISTING VEGETATION
PROPOSED VEGETATION

EXISTING VEGETATION
PROPOSED VEGETATION

VEGETATION FOR VISUAL SCREENING
AND NOISE REDUCTION

Scale: 1/8" = 1'-0"
NORTH

FE Management LLC
1151 Berlin Road
Marshall, WI 53559



EARTHSCAPES, Inc.
PO Box 683
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Marshall 608.655.3981
www.earthscapes.org
Madison 608.221.8773
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designed for Earthscapes, Inc. by:
Charles Williams, Rooted Landscapes, LLC
ROOTED LANDSCAPES LLC
PO Box 26
Sun Prairie, WI 53590
608.225.4615 www.rootedlandscapes.com

Date	Remarks
8-13-21	site plan

Example of the fencing which will surround the property. We want to keep it as natural as possible so it will flow with the feel of the property and be secure within our property lines.



Decibel testing

We had decibel level testing done on the property. To give you a comparison, highway noise at 50 feet equates to 82 decibels; our barn is approximately 200' from both homes, putting this at about 20-22 dB. A whisper is about 30 dB and normal conversation is about 60 dB.



Example of restroom facilities which are ADA compliant.

