

# Dane County Conditional Use Permit Application

<b>Application Date</b>	<b>C.U.P Number</b>
03/16/2026	DCPCUP-2026-02703
<b>Public Hearing Date</b>	
05/26/2026	

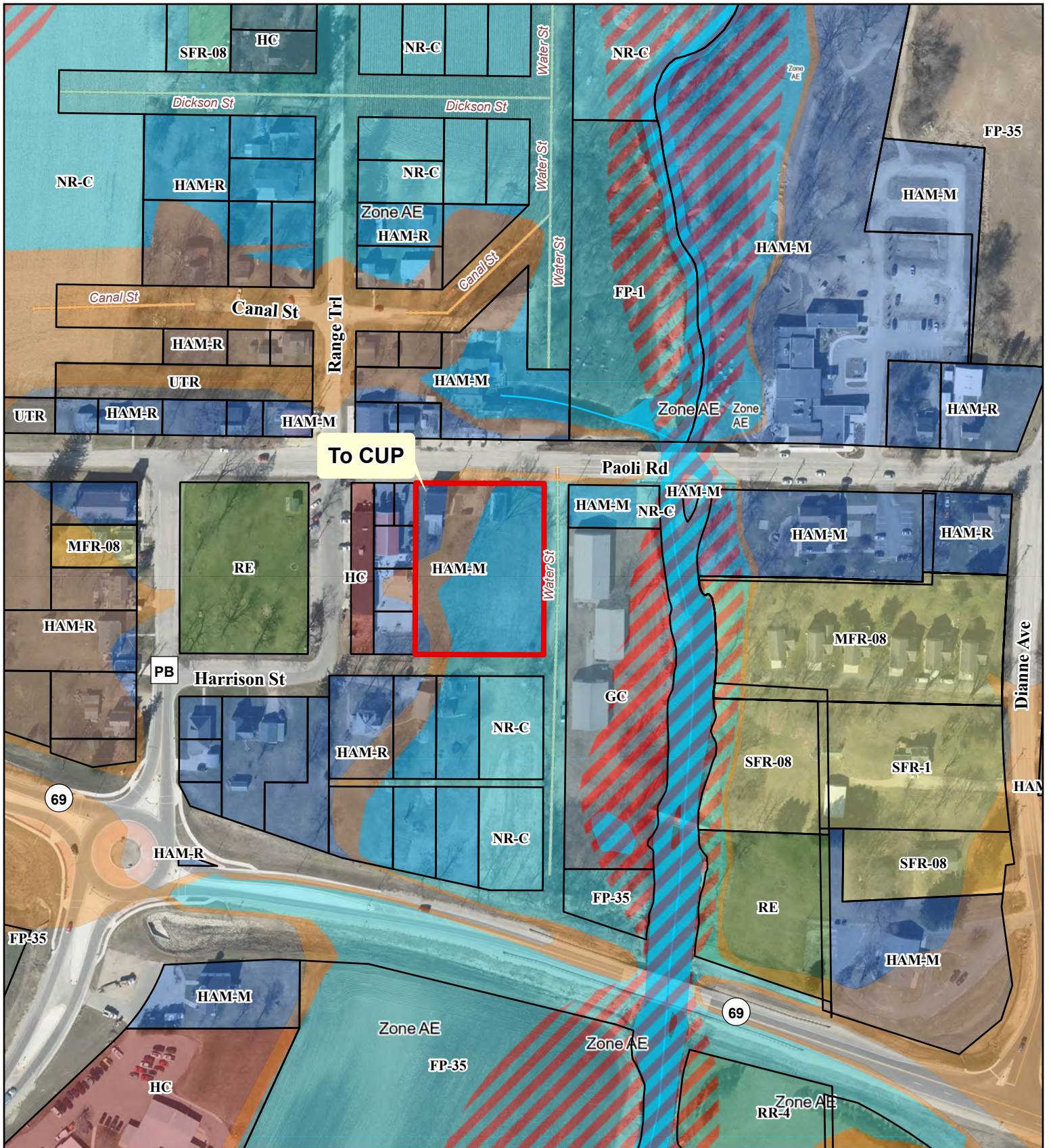
OWNER INFORMATION		AGENT INFORMATION	
OWNER NAME PAOLI WORLD HEADQUARTERS LLC	Phone with Area Code (608) 957-4225	AGENT NAME MICHAEL KLONSINSKI	Phone with Area Code (608) 335-4217
BILLING ADDRESS (Number, Street) K BKCPA 5936 SEMINOLE CENTRE CT UNIT 105		ADDRESS (Number, Street) 1361 DIANNE AVE	
(City, State, Zip) MADISON, WI 53711		(City, State, Zip) Belleville, WI 53508	
E-MAIL ADDRESS		E-MAIL ADDRESS	

ADDRESS/LOCATION 1		ADDRESS/LOCATION 2		ADDRESS/LOCATION 3	
ADDRESS OR LOCATION OF CUP		ADDRESS OR LOCATION OF CUP		ADDRESS OR LOCATION OF CUP	
6885-6891 Paoli Road					
TOWNSHIP MONTROSE	SECTION 10	TOWNSHIP	SECTION	TOWNSHIP	SECTION
PARCEL NUMBERS INVOLVED		PARCEL NUMBERS INVOLVED		PARCEL NUMBERS INVOLVED	
0508-101-0661-0		---		---	

CUP DESCRIPTION
INDOOR AND OUTDOOR ENTERTAINMENT AND ASSEMBLY, OUTDOOR SALES

DANE COUNTY CODE OF ORDINANCE SECTION	ACRES
10.262(3)	1.2

<b>DEED RESTRICTION REQUIRED?</b>  <input type="checkbox"/> Yes <input type="checkbox"/> No  Applicant Initials _____	Inspectors Initials  RUH1	<b>SIGNATURE:(Owner or Agent)</b>   <b>PRINT NAME:</b>   <b>DATE:</b>   
	COMMENTS: PROPOSAL WOULD ADD ADDITIONAL USES ON A HAMLET PROPERTY WITH TWO BUILDINGS AND EXISTING MIX OF COMMERCIAL AND RESIDENTIAL USES	



**CUP 2703**  
**PAOLI WORLD HEADQUARTERS**  
**LLC**



- Proposed Zoning Boundary
- Tax Parcel Boundary

**Flood Hazard Zones**

- 1% Annual Chance Flood Hazard

- Regulatory Floodway
- Special Floodway
- Area of Undetermined Flood Hazard
- 0.2% Annual Chance Flood Hazard
- Future Conditions 1% Annual Chance Flood Hazard

- Area with Reduced Risk Due to Levee
- Area with Risk Due to Levee



**Dane County**  
**Department of Planning and Development**  
 Zoning Division  
 Room 116, City-County Building  
 210 Martin Luther King Jr. Blvd.  
 Madison, Wisconsin 53703  
 (608) 266-4266

Application Fees	
General:	\$495
Mineral Extraction:	\$1145
Communication Tower:	\$1145 (+\$3000 RF eng review fee)
PERMIT FEES DOUBLE FOR VIOLATIONS OR WHEN WORK HAS STARTED PRIOR TO ISSUANCE OF PERMIT	

## CONDITIONAL USE PERMIT APPLICATION

### APPLICANT INFORMATION

Property Owner Name:	Agent Name:
Address (Number & Street):	Address (Number & Street):
Address (City, State, Zip):	Address (City, State, Zip):
Email Address:	Email Address:
Phone#:	Phone#:

### SITE INFORMATION

Township:	Parcel Number(s):	
Section:	Property Address or Location:	
Existing Zoning:	Proposed Zoning:	CUP Code Section(s):

### DESCRIPTION OF PROPOSED CONDITIONAL USE

<b>Type of conditional use permit</b> (for example: limited family business, animal boarding, mineral extraction, or any other listed conditional use):	<b>Is this application being submitted to correct a violation?</b> Yes <input type="checkbox"/> No <input type="checkbox"/>
Provide a short but detailed description of the proposed conditional use:	

### GENERAL APPLICATION REQUIREMENTS

**Applications will not be accepted until the applicant has met with department staff to review the application and determined that all necessary information has been provided. Only complete applications will be accepted. All information from the checklist below must be included. Note that additional application submittal requirements apply for particular uses or as may be required by the Zoning Administrator. Applicants for significant and/or potentially controversial conditional uses are strongly encouraged to meet with staff prior to submittal.**

<input type="checkbox"/> Complete attached information sheet for standards	<input type="checkbox"/> Site Plan drawn to scale	<input type="checkbox"/> Detailed operational plan	<input type="checkbox"/> Written legal description of boundaries	<input type="checkbox"/> Detailed written statement of intent	<input type="checkbox"/> Application fee ( <b>non-refundable</b> ), payable to Dane County Treasurer
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I certify by my signature that all information presented herein is true and correct to the best of my knowledge. I hereby give permission for staff of the Dane County Department of Planning and Development to enter my property for the purpose of collecting information to be used as part of the review of this application. I acknowledge that submittal of false or incorrect information may be grounds for denial of this application.

Owner/Agent Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## STANDARDS FOR CONDITIONAL USE PERMITS

Applicants must provide adequate evidence demonstrating to the Town and Dane County Zoning & Land Regulation Committee that the proposed conditional use satisfies the following 8 standards for approval, along with any additional standards specific to the applicable zoning district or particular use found in sections [10.220\(1\)](#) and [10.103](#) of the code.

Please explain how the proposed land use will meet the following standards (attach additional pages, if necessary):

- |   |
|---|
| 1. The establishment maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, comfort or general welfare.  |
| 2. The uses, values, and enjoyment of other property in the neighborhood for purposes already permitted shall be in no foreseeable manner substantially impaired or diminished by establishment, maintenance or operation of the conditional use.   |
| 3. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.  |
| 4. Adequate utilities, access roads, drainage and other necessary site improvements have been or are being made to accommodate the conditional use.   |
| 5. Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.  |
| 6. That the conditional use shall conform to all applicable regulations of the district in which it is located.   |
| 7. The conditional use is consistent with the adopted town and county comprehensive plans.  |
| 8. If the conditional use is located in a Farmland Preservation (FP) Zoning district, the conditional use is subject to the following additional standards found in section 10.220(1). Attach additional pages, if necessary. <ul style="list-style-type: none"><li>• Explain how the use and its location in the Farmland Preservation Zoning District are consistent with the purposes of the district:</li><br/><li>• Explain how the use and its location in the Farmland Preservation Zoning district are reasonable and appropriate, considering alternative locations:</li><br/><li>• Explain how the use is reasonably designed to minimize the conversion of land from agricultural use or open space use:</li><br/><li>• Explain how the use does not substantially impair or limit the current or future agricultural use of surrounding parcels zoned for agricultural use:</li><br/><li>• Explain how construction damage to land remaining in agricultural use is minimized and repaired, to the extent feasible:</li></ul> |

**WRITTEN STATEMENT OF INTENT AND OPERATIONS PLAN**

Applicants must provide a detailed written statement of intent describing the proposed conditional use along with an operational plan that explains how the conditional use will be operated. Please use the form below and provide responses, as applicable, to your proposed conditional use. Attach additional pages, if necessary.

Describe in detail the proposed conditional use. Provide the specific location of the use(s), type of equipment used, planned property improvements, including description / size of existing or proposed new buildings to be used, and any other relevant information. For existing or proposed commercial operations, provide the name of the business and describe the nature and type of business activity.
List the proposed days and hours of operation.
List the number of employees, including both full-time equivalents and maximum number of personnel to be on the premises at any time.
List any anticipated noise, odors, dust, soot, runoff or pollution associated with the conditional use, along with any proposed measures that will be taken to mitigate impacts to neighboring properties.
Describe any materials proposed to be stored outside and any activities, processing or other operations taking place outside an enclosed building.
For proposals involving construction of new facilities and/or infrastructure, describe, as applicable, any measures being taken to ensure compliance with county stormwater and erosion control standards under <a href="#">Chapter 11</a> of <a href="#">Chapter 14</a> , Dane County Code.
List and describe existing or proposed sanitary facilities, including adequate private onsite wastewater treatment systems, associated with the proposed conditional use. For uses involving domestic pets or livestock, list and describe measures taken to address manure storage or management.
List and describe any existing or proposed facilities for managing and removal of trash, solid waste and recyclable materials.
Describe anticipated daily traffic, types and weights of vehicles, and any provisions, intersection or road improvements or other measures proposed to accommodate increased traffic.
Provide a listing of any hazardous, toxic or explosive materials to be stored on site, and any spill containment, safety or pollution prevention measures.
Describe any existing or proposed outdoor lighting along with any measures that will be taken to mitigate light-pollution impacts to neighboring properties. The Zoning Administrator may require submittal of a photometric plan for outdoor lighting if deemed necessary to determine potential impacts to neighbors.
Describe any existing or proposed signage, including size, location, and materials, consistent with the county's sign ordinance found in s. <a href="#">10.800</a> .
Briefly describe the current use(s) of the property on which the conditional use is proposed.
Briefly describe the current uses of surrounding properties in the neighborhood.

## APPLICATION CHECKLIST FOR A CONDITIONAL USE PERMIT

A scaled site plan and detailed operations plan must be submitted with your Conditional Use Permit application. Please use the checklist below to ensure you are submitting all required information applicable to your request. Please attach to your application form the required maps and plans listed below, along with any additional pages.

### **SCALED SITE PLAN. Show sufficient detail on 11" x 17" paper. Include the following information, as applicable:**

- Scale and north arrow.
- Date the site plan was created.
- Existing subject property lot lines and dimensions.
- Existing and proposed wastewater treatment systems and wells.
- All buildings and all outdoor use and/or storage areas, existing and proposed, including provisions for water and sewer.
- All dimension and required setbacks, side yards and rear yards.
- Location and width of all existing and proposed driveway entrances onto public and private roadways, and of all interior roads or driveways.
- Location and dimensions of any existing utilities, easements or rights-of-way.
- Parking lot layout in compliance with s. [10.102\(8\)](#).
- Proposed loading/unloading areas.
- Zoning district boundaries in the immediate area. All districts on the property and on all neighboring properties must be clearly labeled.
- All relevant natural features, including navigable and non-navigable waters, floodplain boundaries, delineated wetland areas, natural drainage patterns, archeological features, and slopes over 12% grade.
- Location and type of proposed screening, landscaping, berms or buffer areas if adjacent to a residential area.
- Any lighting, signs, refuse dumpsters, and possible future expansion areas.

### **NEIGHBORHOOD CHARACTERISTICS. Describe existing land uses on the subject and surrounding properties:**

- Provide a brief written statement describing the current use(s) of the property on which the conditional use is proposed.
- Provide a brief written statement documenting the current uses of surrounding properties in the neighborhood.

### **OPERATIONS PLAN AND NARRATIVE. Describe in detail the following characteristics of the operation, as applicable:**

- Hours of operation.
- Number of employees, including both full-time equivalents and maximum number of personnel to be on the premises at any time.
- Anticipated noise, odors, dust, soot, runoff or pollution and measures taken to mitigate impacts to neighboring properties.
- Descriptions of any materials stored outside and any activities, processing or other operations taking place outside an enclosed building.
- Compliance with county stormwater and erosion control standards under [Chapter 11](#) of [Chapter 14](#), Dane County Code.
- Sanitary facilities, including adequate private onsite wastewater treatment systems and any manure storage or management plans approved by the Madison and Dane County Public Health Agency and/or the Dane County Land and Water Resources Department.
- Facilities for managing and removal of trash, solid waste and recyclable materials.
- Anticipated daily traffic, types and weights of vehicles, and any provisions, intersection or road improvements or other measures proposed to accommodate increased traffic.
- A listing of hazardous, toxic or explosive materials stored on site, and any spill containment, safety or pollution prevention measures taken.
- Outdoor lighting and measures taken to mitigate light-pollution impacts to neighboring properties.
- Signage, consistent with section [10.800](#).

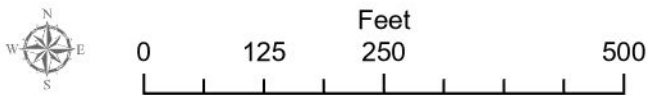
### **ADDITIONAL MATERIALS. Additional information is required for certain conditional uses listed in s. [10.103](#):**

- Agricultural entertainment, special events, or outdoor assembly activities anticipating over 200 attendees must file an [event plan](#).
- [Domestic pet](#) or [large animal boarding](#) must provide additional information in site and operations plans.
- Communication towers must submit additional information as required in s. [10.103\(9\)](#).
- Farm residences proposed in the FP-35 district must submit additional information as required in s. [10.103\(11\)](#).
- Mineral extraction proposals must submit additional information as required in s. [10.103\(15\)](#).



**6885-6891 PAOLI ROAD**

Neighborhood Zoning Map



**BUSINESS PLAN**

*The Reverie at Paoli Barn*

**Prepared By: Cheyanne Blevins**

*Paoli, WI*

*February 3, 2026*

## **I. Executive Summary**

### *Vision Statement:*

*The Reverie at Paoli Barn is a small, intentionally run event space focused on intimate gatherings. Designed by a photographer, the venue prioritizes visual storytelling and ease, offering a thoughtfully designed environment that simplifies planning without the scale of traditional venues.*

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### **What The Reverie Is**

The Reverie at Paoli Barn is a short-duration, low-capacity event venue located in Paoli, Wisconsin. The business specializes in ceremony-focused micro-weddings and elopements, small private gatherings, and weekday creative rentals. Events are intentionally limited in size and scope, typically operating in two- to four-hour booking blocks.

The venue does not host large receptions, late-night events, or high-capacity gatherings. Instead, it offers a visually complete, thoughtfully designed space that allows clients to host intimate events without extensive production, vendor coordination, or long rental requirements. This controlled operating model supports predictable scheduling, reduced overhead, and consistent use of the space.

### **Opening Timeline & Loan Purpose**

The venue is expected to begin operations in **Spring 2026**, following lease commencement, permitting, and initial build-out, with a phased opening that prioritizes smaller bookings during early operations.

**Loan Purpose:** Loan proceeds will be used for initial build-out and furnishings, startup operating reserves, and launch-related expenses necessary to open and stabilize the business.

### **Financial Overview (High-Level)**

Financial projections are intentionally conservative and based on modest utilization across core offerings. Estimated monthly gross revenue ranges from approximately **\$6,900 to \$8,200**, with fixed operating expenses structured to allow coverage at relatively low booking volume. Revenue projections do not rely on peak-season saturation, large-scale events, or infrequent community opportunities, which are treated as supplemental upside rather than baseline assumptions.

## II. Owner Background & Management Experience

Cheyenne Blevins holds a Bachelor of Arts in Visual Media Studies with a concentration in Film from Auburn University. Her academic background provided a strong foundation in visual storytelling, production planning, project coordination, and creative problem-solving, all of which directly support her professional work in the wedding and events industry.

While at Auburn University, Cheyanne served as President of the Auburn University New Media Club, the university's only student-led filmmaking organization. In this role, she led weekly meetings with up to 50 students, coordinated collaborative projects, and organized and directed narrative film shoots involving large teams. This experience required leadership, scheduling, delegation, and clear communication across diverse groups, skills that directly translate to managing event timelines, vendors, and client expectations.

Since 2021, Cheyanne has worked full-time as a wedding and elopement photographer and videographer, operating her own business and managing all aspects of client-facing and operational work. Her experience includes photographing weddings and elopements across the United States and internationally, as well as planning and hosting styled shoots throughout the Southeast. She regularly assists couples with elopement planning, location logistics, timelines, and coordination, giving her hands-on experience with the operational realities of event execution.

Through her photography business, Cheyanne has developed strong competencies in pricing strategy, scheduling, client acquisition, vendor coordination, contract management, and financial planning. Operating in a seasonal industry has required disciplined budgeting, conservative forecasting, and careful workload management. These skills directly inform the operational and financial structure of The Reverie at Paoli Barn, which is designed to be intentionally scaled, efficiently managed, and financially sustainable.

Cheyenne's professional background reflects a combination of creative expertise and practical business management, positioning her well to operate a small, controlled event venue rooted in real industry experience rather than speculation.

### **III. Business**

#### **General Description of the Business**

The Reverie at Paoli Barn is an intimate, short-duration event venue located in Paoli, Wisconsin. The business is designed to host ceremony-focused micro-weddings and elopements, small private gatherings, and weekday creative rentals in a visually curated setting. The venue operates primarily in two- to four-hour booking blocks, supporting consistent scheduling and controlled use of the space.

The business is intentionally structured as a low-capacity venue and does not operate as a traditional full-scale wedding venue. The Reverie does not host large receptions, late-night events, or high-volume gatherings. Instead, it offers clients a streamlined, aesthetically complete environment that reduces planning complexity while allowing the business to maintain predictable operations and stable overhead.

#### **Business Goals and Objectives**

##### *2026 - Launch & Stabilize*

- Open The Reverie at Paoli Barn in Spring 2026 following lease commencement, permitting, and initial build-out.
- Establish consistent monthly bookings while operating within a controlled, low-capacity event model.
- Achieve stable baseline revenue sufficient to cover fixed operating costs and ongoing expenses.

##### *2027 - Optimize & Support*

- Increase weekday utilization through creative rentals and small private gatherings.
- Refine pricing, scheduling, and operating processes to improve margins and efficiency.
- Evaluate the addition of part-time or contract event support as booking volume increases

##### *2028 - Sustain Performance & Strategically Review*

- Maintain consistent annual bookings and predictable cash flow through disciplined operations.
- Strengthen relationships within the Paoli community by supporting complementary vendors and events.

- Assess long-term opportunities for growth or replication only after the initial venue demonstrates sustained profitability.

### **Background of the Industry**

The wedding and events industry has shifted in recent years toward smaller, more intentional celebrations. Many couples are choosing micro-weddings and elopements in place of large, full-day events, prioritizing meaningful experiences, flexibility, and reduced complexity. This shift has increased demand for venues that support shorter bookings, lower guest counts, and streamlined event structures rather than traditional, high-capacity reception-focused spaces.

At the same time, clients increasingly value visually complete venues that reduce the need for extensive rentals, décor, and vendor coordination. Event professionals and creatives also seek short-term rental spaces for photography sessions and small gatherings outside of peak weekend demand. These trends support the viability of a controlled, low-capacity venue model that emphasizes efficient use of space, predictable operations, and consistent demand across both weekends and weekdays.

The Reverie at Paoli Barn operates within the U.S. event venue and wedding services industry, commonly classified under NAICS codes 531120 (Lessors of Nonresidential Buildings) and 812990 (All Other Personal Services), depending on classification. The wedding and event services industry represents a large and established market nationwide, consisting of tens of thousands of venues and related service providers. Industry activity has remained stable over time, with continued demand supported by consistent life-event milestones such as weddings, private celebrations, and community gatherings. Recent shifts in consumer preferences toward smaller-scale events and flexible venue use have further supported niche venue models like The Reverie at Paoli Barn.

## **IV. Business Organization**

### **Ownership Structure**

The Reverie at Paoli Barn will operate as a limited liability company (LLC) and will be solely owned and managed by Cheyanne Blevins. The business will be owner-operated, with strategic use of independent contractors as needed. This structure allows for efficient decision-making, low overhead, and direct operational oversight.

### **Management & Staffing**

The Reverie at Paoli Barn will be owner-operated, with Cheyanne Blevins overseeing daily operations, scheduling, client communication, and on-site coordination. Drawing on her experience as a wedding vendor, she understands the importance of clear timelines, respectful working conditions, and efficient event flow. On event days, expectations will be communicated in advance, access to the space will be clearly defined, and vendor load-in and breakdown will be structured to minimize friction and delays.

As booking volume grows, the business plans to build relationships with local event coordinators and trusted contract support who are familiar with wedding-day operations. These professionals may assist with on-site coordination, space oversight, and vendor communication as needed. By working with experienced local vendors and maintaining consistent operating standards, the business aims to create a reliable, respectful working environment that supports both event execution and long-term professional relationships.

### **Recordkeeping & Financial Management**

The Reverie at Paoli Barn will track sales, expenses, and cash flow using established bookkeeping software such as QuickBooks or a comparable accounting platform. This system will be used to monitor income by booking type, manage operating expenses, and maintain accurate financial records throughout the year. Regular financial review will support budgeting, forecasting, and responsible cash management.

A certified public accountant (CPA) will be engaged to assist with annual business tax filings, compliance, and financial reporting as needed. Professional accounting support will help ensure accurate recordkeeping, timely tax filings, and adherence to applicable state and federal requirements, allowing the business to maintain financial transparency and stability as it grows.

## **V. The Marketing Plan**

### **Products/Services Description**

The Reverie at Paoli Barn offers short-duration, low-capacity venue rentals designed for intimate events and creative use. Core offerings include the following:

#### *Ceremony-Focused Micro-Weddings & Elopements*

The primary offering consists of ceremony-centered micro-weddings and elopements structured in two- to four-hour booking blocks, with limited optional extensions when scheduling allows. These events are designed for intimate gatherings and light celebration only, without full receptions, catering, or late-night activity.

#### *Private Events & Gatherings*

The venue hosts select small private events such as bridal showers, holiday gatherings, and creative or corporate meetings. These bookings follow the same short-duration structure and are scheduled to avoid overlap with peak wedding demand.

#### *Photo & Creative Space Rentals (Weekday Priority)*

During weekdays, the space is available for hourly photo and creative rentals. This offering supports consistent weekday utilization without interfering with event bookings.

#### *Styled Shoot Buyouts*

Private styled shoot buyouts are offered on a half-day or full-day basis, primarily on weekdays. These sessions are limited in scope and participation and are intended for professional creative use only.

#### *Owner-Hosted Styled Shoots (Limited)*

Occasional owner-hosted styled shoots may be offered during off-season periods. These are not a primary revenue source but provide supplemental income and support engagement within the creative community.

#### *Community-Centered Events & Pop-Ups (Limited & Seasonal)*

On a limited basis, the venue may support curated community events and vendor pop-ups that align with the venue's scale and operating parameters. During select weekends tied to established community events, such as the annual Paoli Christkindlmarket, the barn may be opened for approved pop-up use, allowing local vendors to rent space within the venue. These opportunities provide supplemental revenue and increased visibility while remaining consistent with the venue's low-impact, non-party operating model.

## **Customer Analysis**

Primary customers of The Reverie at Paoli Barn include creative professionals, adult couples planning intimate weddings or elopements, and clients hosting small private gatherings. Creative customers such as photographers and videographers are working professionals, typically between the ages of 25–45, representing a range of racial and cultural backgrounds. These clients are often college-educated and regularly invest in curated spaces to support client work, branding sessions, and styled shoots. Wedding and elopement clients are generally between 25–40, include both heterosexual and LGBTQ+ couples, and fall within middle to upper-middle income brackets.

Creative professionals typically rent the venue multiple times per year, making them a key source of repeat business. Wedding and elopement clients use the venue directly for their own ceremonies, representing one-time or once-in-a-lifetime purchases. Additional customers include individuals or organizations hosting small private events, such as holiday gatherings, showers, or professional meetings, which are booked on an as-needed basis. This combination of recurring creative rentals, milestone-based event bookings, and supplemental private gatherings supports consistent venue utilization and diversified revenue throughout the year.

## **Competitive Analysis**

### ***Competitor 1: The Lageret (Stoughton, WI)***

The Lageret is a historic wedding venue located in Stoughton, Wisconsin, approximately 25 miles from Paoli. It has been operating for several years and primarily serves couples hosting traditional, full-day weddings with guest counts typically larger than those accommodated by micro-venues.

A key strength of The Lageret is its established reputation and ability to host full-scale weddings with receptions, catering, and extended timelines. However, this structure also presents a limitation for couples seeking smaller, ceremony-focused gatherings. Events typically require

# THE REVERIE at Paoli Barn

full-day rentals, higher overall costs, and extensive coordination, even when the couple's priorities are minimal.

The Reverie at Paoli Barn differs by offering short-duration, ceremony-centered bookings in a visually complete space. Rather than competing directly with full-service venues like The Lageret, The Reverie serves couples who want an intentional, calm experience without committing to full-day rentals, large guest counts, or complex logistics.

## Competitor 2: Garver Feed Mill (Madison, WI)

Garver Feed Mill is a large-scale event and wedding venue located in Madison, Wisconsin, within close proximity to Paoli. The venue hosts a wide range of events, including weddings, corporate functions, and public gatherings, and is known for its size and multi-use layout.

Garver Feed Mill's primary strength is its capacity and flexibility for large events. However, the venue operates at a scale that often requires extensive vendor coordination, permits, rentals, and longer event timelines. This structure can make smaller events feel disproportionate in cost and complexity.

The Reverie at Paoli Barn addresses a different segment of the market by focusing exclusively on intimate events, micro-weddings, and creative rentals. Its offerings are intentionally limited in size and duration, allowing clients to book only what they need while still receiving a curated, design-forward experience. Unlike larger venues that require clients to source extensive rentals and décor, The Reverie at Paoli Barn offers a visually complete space that reduces setup requirements, coordination time, and overall event complexity.

### **Pricing Structure**

The Reverie at Paoli Barn offers transparent, flat-rate pricing based on booking duration and use type. Example retail pricing includes: (1) **Micro-Wedding or Elopement Ceremony Rental (2 hours)** at approximately **\$2,000**; (2) **Extended Ceremony Rental (4 hours)** at approximately **\$3,000**; (3) **Private Event or Gathering Rental (2–3 hours)** at approximately **\$1,200–\$1,800**, depending on timing; (4) **Weekday Photo or Creative Rental (hourly)** at approximately **\$150 per hour**; and (5) **Half-Day Styled Shoot Buyout** at approximately **\$750–\$1,000**. Pricing is structured to remain competitive within the local market while reflecting the curated nature of the space and the operational efficiencies of short-duration bookings.

The primary costs associated with delivering these services include utilities, routine cleaning, maintenance, insurance, administrative expenses, and occasional contract labor for event oversight. For example, the estimated cost to host a two-hour ceremony rental includes cleaning and reset costs of approximately **\$150–\$200**, utilities and wear-and-tear allocation of approximately **\$50**, and administrative time and overhead averaging **\$75–\$100**, resulting in an estimated cost of goods sold (COGS) of **\$275–\$350 per event**. Hourly creative rentals carry lower variable costs, primarily limited to utilities, cleaning, and administrative oversight. This cost structure supports healthy margins while maintaining predictable and controlled operating expenses.

### **Promotional Strategies**

The Reverie at Paoli Barn will rely primarily on low-cost, relationship-based marketing strategies to promote the venue within the local community. The owner maintains established professional relationships with photographers, videographers, and other creative vendors in the region, allowing for direct outreach and referral-based promotion without reliance on paid advertising. These relationships

will support early visibility among professionals who are likely to become repeat renters and referral sources.

In addition, the owner will independently produce the venue's marketing photography and video content, reducing outsourced marketing costs. Promotional efforts may also include hosting occasional open-house events for local creatives and vendors, encouraging organic social sharing and word-of-mouth exposure. Paoli already functions as a regional weekend destination with established community events and locally supported businesses, allowing the venue to benefit from existing foot traffic and collaborative promotion rather than relying solely on paid advertising. Combined with an informative website and consistent social media presence, these strategies allow the business to build awareness efficiently while keeping marketing expenses minimal and predictable.

### **Customer Service and Sales**

Customer service at The Reverie at Paoli Barn will be owner-led, allowing for direct communication, consistent standards, and prompt response throughout the booking process. From initial inquiry through event completion, clients will receive clear information regarding availability, pricing, venue guidelines, and timelines. Drawing on over five years of professional experience in the wedding and events industry, the owner is able to provide practical guidance on timelines, vendor coordination, and space use, helping clients make informed decisions and avoid common planning challenges. This hands-on approach helps set expectations early, reduce confusion, and ensure smooth coordination for each booking.

Sales and booking management will focus on clarity, efficiency, and responsiveness. Inquiries will be handled directly by the owner, with standardized booking agreements and straightforward scheduling to minimize friction. On event days, the owner or designated on-site support will be available to oversee venue use and assist as needed. This approach prioritizes reliability, professionalism, and positive client experience while maintaining controlled operations and consistent service quality.

## **Parking Management Plan**

Parking availability is a known concern within the Paoli area, and The Reverie is committed to operating in a way that does not contribute to or worsen existing parking challenges. A key operational priority of the venue is to integrate thoughtfully into the Paoli community and support the surrounding local ecosystem.

To help accomplish this, The Reverie plans to encourage event guests to utilize nearby lodging and facilities that already provide dedicated private parking. This includes locations such as Seven Acre Dairy Company, as well as local bed-and-breakfasts, vacation rentals, and Airbnbs within the Paoli area. Many of these accommodations offer designated guest parking, allowing visitors to leave their vehicles at their lodging and travel to the venue without increasing parking demand within the village center. This approach not only helps reduce parking pressure but also encourages guests to support other local businesses and spend time within the Paoli community.

In addition, The Reverie plans to proactively communicate parking limitations to clients and their guests well in advance of each event. Event hosts will be encouraged to organize carpooling among guests whenever possible, and guests will also be encouraged to utilize rideshare services where available. For events where guests are staying at hotel blocks in nearby cities such as Madison, hotel shuttle services may provide an additional transportation option for moving guests to and from the venue.

The Reverie also plans to provide clients with informational materials that include recommended lodging options, transportation services, and guidance on minimizing individual vehicle traffic. This may include regional transportation providers such as limousine services, private shuttle companies, or small group transportation services that can transport guests between lodging locations and the venue.

Most events hosted at The Reverie are expected to be small gatherings. The majority of weddings and events will not exceed approximately 50 guests, which naturally limits the total number of vehicles arriving at the venue. In addition, many group transportation services such as party buses and shuttles operate with limited passenger capacity, which often results in staggered arrival and departure times. This further reduces the likelihood of a large number of vehicles arriving simultaneously.

By setting clear expectations early in the event planning process and offering transportation alternatives, The Reverie aims to minimize the number of individual vehicles arriving at events and reduce potential impacts on local parking resources. The venue is committed to remaining proactive and responsive to the needs of the Paoli community and will continue to work collaboratively with local businesses and the town to ensure events are managed responsibly and respectfully.







Existing Building "Paoli House"  
 2BR Residence,  
 1200 sq.ft. Retail Store  
 1 Employee  
 361.5 GPD

Future 1800 sq.ft.  
 Retail Store  
 3 Employees  
 121.5 GPD

Existing "Paoli Barn"  
 Coffee Shop  
 30 Seats  
 4 Employees  
 708 GPD

Paoli Road (County Highway PB)

Existing Septic Tank  
 & Pump Tank To Be  
 Properly Abandoned

361.5  
 GPD

121.5  
 GPD

708  
 GPD

Proposed  
 Patio

BM=Finished Floor  
 in Shed  
 El.=900.5'

Proposed  
 Addition

New Well Location

Existing Well To Be  
 Properly Abandoned

264.00'

262.5  
 GPD

Proposed Pavilion  
 With Bathroom  
 50 People  
 262.5 GPD

2000 Gallon Septic Tank

1000 Gallon Septic Tank  
 With Filter

1000 Gallon Pump Tank  
 With Duplex Pumps &  
 Control Panel

Existing 12' x 62.5'  
 I.G.P. Drainfield To  
 Be Abandoned

No A+4 @  
 B-2, B-3, B-4

This Area Is  
 Not Suitable  
 For Onsite  
 Wastewater  
 Treatment  
 Systems

Note: Mound Basal Area & 15'  
 Downslope To Be Protected From  
 Surface Disturbance, Compaction, Etc.  
 Vehicular Traffic Is Prohibited.

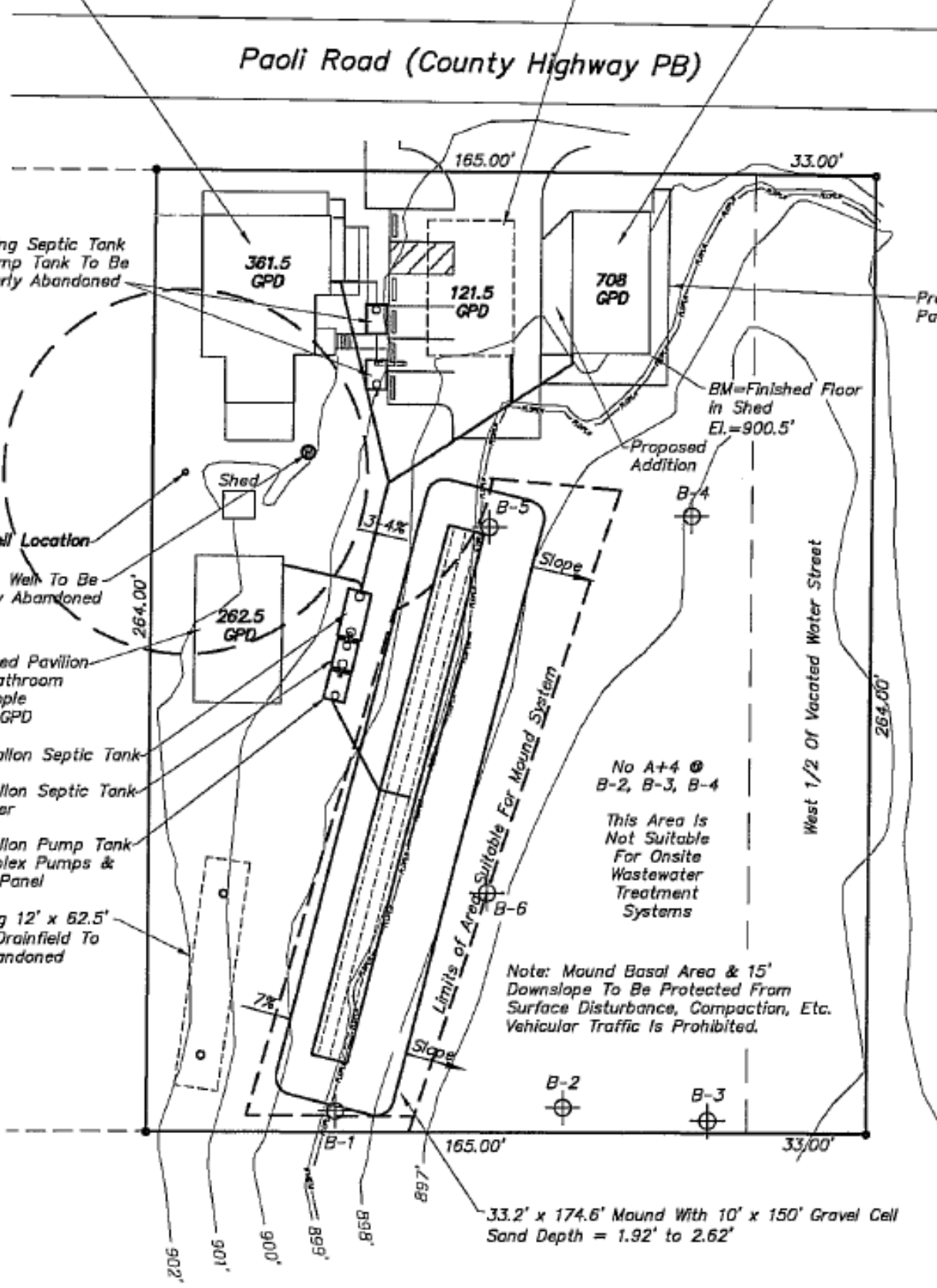
West 1/2 Of Vacated Water Street

264.00'

B-2

B-3

33.2' x 174.6' Mound With 10' x 150' Gravel Cell  
 Sand Depth = 1.92' to 2.62'



## **HAM-M (Hamlet Mixed-Use) Zoning District**

Zoning district for traditional business and residential uses in unincorporated hamlets – CH. 10 - Zoning Section [10.262](#)

### **Permitted Uses 10.262(2)**

- Single-family or duplex residences
- Attached accessory dwelling units
- Incidental room rental
- Home occupations
- Transient or tourist lodging
- Foster homes for less than 5 children
- Community living arrangements for less than 9 persons
- Residential accessory buildings
- Office uses
- Personal or professional services
- Indoor sales.
- Governmental, institutional, religious or nonprofit community uses
- Active or passive recreational uses
- Cemeteries
- Undeveloped natural resource and open space areas
- Utility services associated with a permitted use
- Transportation, utility, communication or other uses required by law

### **Conditional Uses: 10.262(3)**

- Detached accessory dwelling units
- Multiple family dwellings and condominiums
- Institutional residential
- Automotive services
- Indoor entertainment or assembly
- Outdoor entertainment
- Limited family business
- Buildings with more than 4 stories or more than 10,000 sq. ft. devoted to commercial use
- Reduction of side yard setback to less than 10 feet total
- Residential accessory buildings between 12 and 16 feet in height
- Commercial indoor lodging
- Outdoor sales events
- Day care centers
- Community living arrangements for 9 or more people
- Transportation, utility, communication or other uses not required by law

### **Setbacks and Height requirements 10.262(5) & (6)**

**Front setback for all structures from highway centerline / right-of-way line (whichever is greater)**  
**In existing platted lots, where existing development is on 30% of block:**

- Existing building line or 5 feet minimum

**For new lots, or if no existing development pattern:**

- 20 feet minimum

**Maximum Height:**

**Commercial / mixed-use buildings (without CUP):** 70 feet or 4 ½ stories maximum, whichever is less. Taller buildings permitted with a CUP.

**Principal residences:** 35 feet or 2 ½ stories maximum, whichever is less.

**Accessory buildings (without a CUP):** 12 feet maximum

**Accessory buildings (with a CUP):** 16 feet maximum.

**Side yard:**

**Without a CUP:** Minimum of 10 feet total from both side lot lines.. A zero side setback is permitted on one side of a building, provided setback from the opposite side is at least 10 feet.

**With a CUP:** Total side yard setbacks may be reduced to less than 10 feet.

**Rear yard:**

**Principal residences:** 16 feet minimum

**Uncovered decks attached to residence:** 8 feet minimum

**Accessory structures:** 6 feet minimum

### **Lot Width & Area: 10.262(4)**

**Lots on public sewer:** 5,000 – 10,000 square feet, 50 feet wide minimum

**Lots not on public sewer:** 20,000 -43,560 square feet, 100 feet wide minimum

### **Lot Coverage 10.262(7)**

60% maximum

## **HAM-M (Hamlet Mixed-Use) Zoning District**

Zoning district for traditional business and residential uses in unincorporated hamlets – CH. 10 - Zoning Section [10.262](#)

### **Livestock 10.262(2)**

Not Permitted

### **Incidental Room Rental 10.004(73)**

Rental or leasing of rooms within a single-family residence is permitted provided all of the following are met:

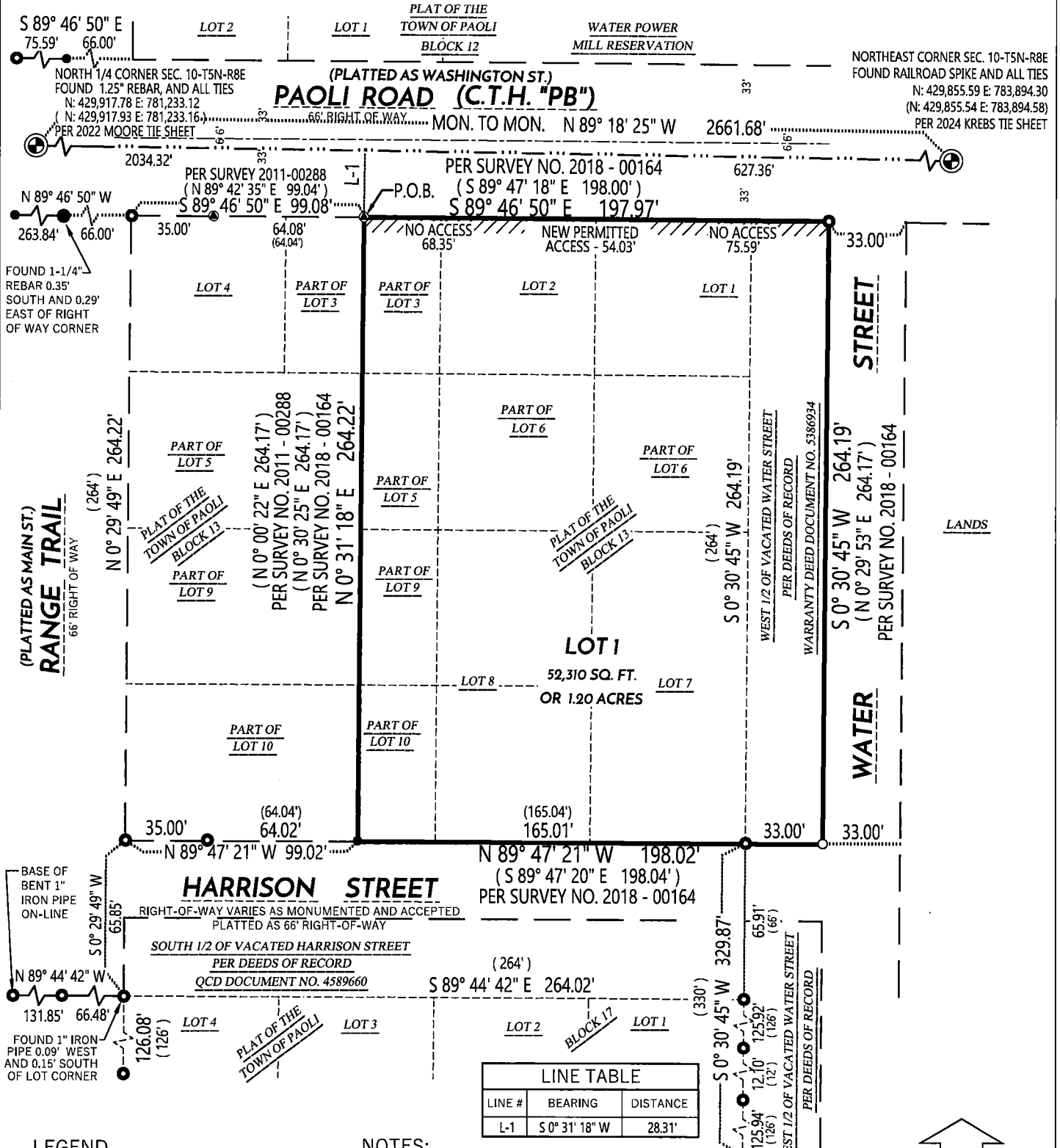
- ✓ All rooms offered for rent are within the landowner's principal residence
- ✓ No room has its own kitchen facility
- ✓ No more than two rooms are offered for rent
- ✓ One off-street parking space is provided for each rental room.

### **Limited Family Business 10.004(84)**

A small family-run commercial operation, accessory to a permitted principle use that takes place entirely within an accessory building. All employees, except up to four or four full-time equivalents, must be a member of the family residing on the premises.

# CERTIFIED SURVEY MAP NO. 16569

A CONSOLIDATION OF PARCEL A & PARCEL B, AS DESCRIBED IN WARRANTY DEED RECORDED ON JANUARY 30, 2018 AS DOCUMENT NO. 5386934, BEING ALL OF LOTS 1, 2, 6-8, AND PART OF LOTS 3, 5, 9, & 10 OF BLOCK 13, AND THE VACATED WEST HALF OF WATER STREET ADJACENT TO SAID BLOCK 13, PLAT OF THE TOWN OF PAOLI, BEING A PART OF THE NORTHEAST QUARTER OF THE NORTHEAST QUARTER, OF SECTION 10 TOWN 5 NORTH, RANGE 8 EAST, ALL IN THE TOWN OF MONTROSE, DANE COUNTY, WISCONSIN.



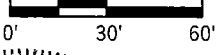
LINE TABLE		
LINE #	BEARING	DISTANCE
L-1	S 0° 31' 18" W	28.31'

**LEGEND**

- SECTION CORNER FOUND / RECOVERED
- 3/4" REBAR FOUND
- 1 1/4" REBAR FOUND
- 1" IRON PIPE FOUND
- SURVEY NAIL FOUND
- 3/4" REBAR SET 1.50 LB/FT
- CSM BOUNDARY
- RIGHT-OF-WAY LINE
- CENTERLINE
- SECTION/QUARTER LINE
- PLATTED LINE
- RECORDED INFORMATION PER PLAT OF THE TOWN OF PAOLI, UNLESS NOTED

**NOTES:**

1. FIELD WORK PERFORMED BY WYSER ENGINEERING, LLC. ON THE WEEKS OF MARCH 11TH, 2024.
2. NORTH REFERENCE FOR THIS CERTIFIED SURVEY AND MAP ARE BASED ON THE WISCONSIN COORDINATE REFERENCE SYSTEM, WISCRS DANE, NAD 83 (2011), GRID NORTH. THE NORTH LINE OF THE NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SECTION 10, T5N, R8E, BEARS N 89°18' 25" W.
3. THIS PARCEL IS SUBJECT TO ALL EASEMENTS AND AGREEMENTS, BOTH RECORDED AND UNRECORDED.
4. SEE SHEETS 2 OF 4 FOR EXISTING IMPROVEMENTS, AND FLOOD PLAIN LIMITS.
5. REFER TO BUILDING SITE INFORMATION CONTAINED IN THE DANE COUNTY SOILS SURVEY.



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 DOC. NO. 5980229  
 C.S.M. NO. 16569

File: W:\2021\210872\_Paoli World Headquarters - 6891 Paoli RD\dwg\210872\_CSM.dwg Layout: CSM 1 OF 4 User: Zach Plotted: Jul 01, 2024 - 4:33pm



PREPARED BY:  
 WYSER ENGINEERING  
 300 EAST FRONT STREET  
 MOUNT HOREB, WI 53572  
 www.wyserengineering.com

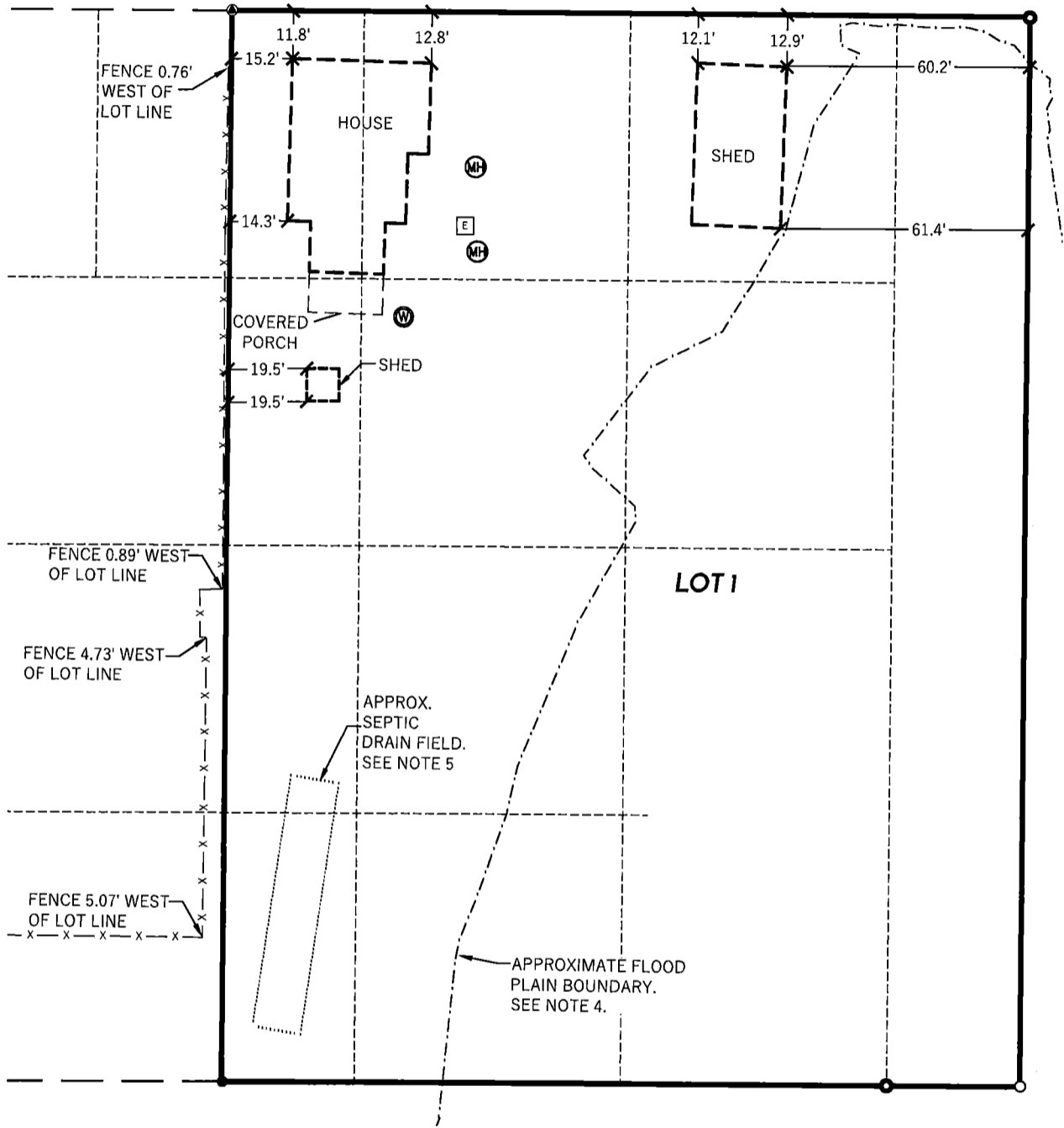
PREPARED FOR:  
 PAOLI WORLD HEADQUARTERS  
 1534 SUNSET CT  
 MIDDLETON, WI 53562

SURVEYED BY: MAL/DZ  
 DRAWN BY: AMS  
 CHECKED BY: ZMR  
 APPROVED BY: ZMR

PROJECT NO: 210872  
 SHEET NO: 1 of 4

# CERTIFIED SURVEY MAP NO. 16569

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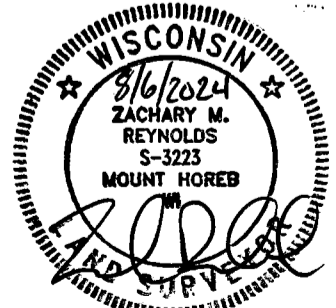
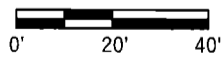


### LEGEND

- 3/4" REBAR FOUND
- IRON PIPE FOUND (SIZE NOTED)
- SURVEY NAIL FOUND
- 3/4" REBAR SET 1.50 LB/FT
- Ⓜ SEPTIC MANHOLE
- Ⓦ WELL/HAND PUMP
- ⓔ SEPTIC PUMP ELEC. BOX
- CSM BOUNDARY
- - - RIGHT-OF-WAY LINE
- - - BUILDING
- - - PLATTED LINE
- ..... APPROX. SEPTIC DRAINAGE FIELD
- - - FLOOD PLAIN BOUNDARY

### NOTES:

1. FIELD WORK PERFORMED BY WYSER ENGINEERING, LLC. ON THE WEEKS OF MARCH 11TH, 2024.
2. ELEVATIONS ARE BASED ON THE NORTH AMERICAN VERTICAL DATUM OF 1988 (NAVD88).
3. THIS PARCEL IS SUBJECT TO ALL EASEMENTS AND AGREEMENTS, BOTH RECORDED AND UNRECORDED.
4. A PORTION OF THE SUBJECT PARCEL IS IN ZONE AE, WITH A VARIABLE BASE FLOOD ELEVATION BETWEEN 898.89 - 898.50 PER FIRM MAP PANEL 55025C0567G. APPROXIMATE FLOOD PLAIN LIMITS ARE BASED ON TOPOGRAPHIC DATA COLLECTED BY WYSER ENGINEERING, LLC.
5. APPROXIMATE 12' X 62.5' SEPTIC DRAIN FIELD LOCATION PER POWTS SOIL TEST DOC. 11838.



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SHEET NO: 2 of 4

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