



McQuillen Meadows
Wedding Venue



The McQuillen Story

Over 40 years ago, Sheryl and Dale McQuillen embarked on a journey, not just of marriage but of shared dreams, nurturing their love alongside their thriving horticultural business. Rooted in mutual respect and a passion for the earth's bounty, they cultivated a life where love and blooms flourished under their care. In this home, they raised four happy and energetic children, and from the adjacent property, they grew plants and trees, some of which continue to grow to this day. Their days, filled with soil and sunshine, mirrored the seasons of their relationship—each challenge weathered, a testament to their resilience. Together, they created a sanctuary, a place of growth and beauty, symbolizing their enduring commitment to each other and the life they tenderly built. Now, they hope to share their personal sanctuary with others in hope their partnership and harmony will flourish and last just as their love.

Vision Statement

McQuillen Meadows will aim to provide an unforgettable and luxurious wedding experience. With a clear understanding of the target market, financial planning, and a strategic approach to marketing and operations, the venue is well-positioned to achieve its revenue goals and become a sought-after destination for upscale weddings.

The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



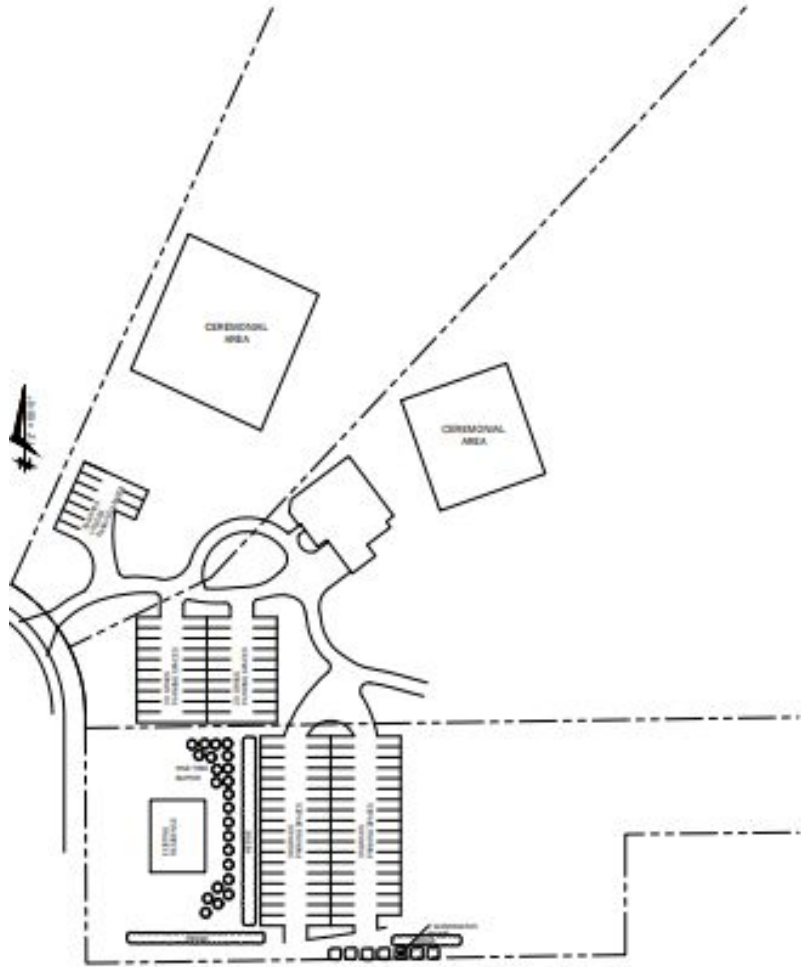
The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



The following images for for concept and inspiration. The final designs will be similar but not the same as shown.



Unique Consumer Offerings

- **Preferred/ Suggested Vendor List:**
 - Full-Service Event Planners
 - Catering and Bar Services
 - DJ, Photographers, and Videographers
 - Decor and Floral Services
 - Audio-visual Equipment
- **Guest Accommodations**
 - Bridal Suite
 - Grooms Suite
 - On-site Guest Accommodations (Limited)

Unique Consumer Offerings Continued

- **Access to Horticulture Business:**
 - On-Site Gardens for Small Bouquets
 - Large and Small Potted Plants
- **Initial Consultation to Discuss Client Needs and Preferences**
- **On-Site Groundskeeper**

Financial Overview

- **Primary Revenue:**
 - Rental Fees (\$5,000- \$7,000 per event)
- **Secondary Revenue:**
 - Partnerships with Vendors
 - Hosting other events (corporate events, parties, etc) during off-peak wedding seasons
- **Financial Projections:**
 - **Annual Venue Rental Revenue:** $\$6,000 \times 25 \text{ events/year} = \$150,000$
 - **Operating Expenses:**
 - Marketing and Advertising Costs (\$10,000)
 - Maintenance and Utility Costs (\$20,000)
 - Insurance, License, and Permits (\$5,000)

Wedding Trends

Wedding trends for 2024 that are expected to stay are ones that highlight a movement towards more personalized, memorable, and sustainable wedding experiences, with couples and venues alike focusing on creating unique and meaningful celebrations:

- Sustainable Wedding - Go Green!
- Experimental Entertainment - Think Fun & Unique
- Multi-Day Celebrations - Ceremony Friday, Party Saturday
- Alfresco Dining

Competition

- Harmony Hills
- Wishing Well Barn
- Still Creek Farm
- Hollis Gardens & Magnolia Room
- Sackett Ranch
- Venue 650
- Haus 820
- Adams Estate
- Towne Manor

Target Market - Demographics

- **Age:**
 - Primarily couples aged between 25-45 years
 - May include older couples for 2nd marriages and vow renewals
- **Income:**
 - High-income earners with significant disposable income
 - Dual income combined over \$100k
- **Occupation:**
 - Professionals, executives, business owners, & individuals in high-earning fields such as finance, law, medicine, & technology
- **Education:**
 - Well-educated, often holding at least a BA

Target Market - Psychology

- **Lifestyle:**
 - Appreciates luxury, exclusivity, & high-quality experiences
 - Values personalized & customized services
- **Values:**
 - Emphasizes the importance of aesthetics, elegance, & sophistication
 - Prioritizes excellent customer service & Attention to detail
- **Behavior Traits:**
 - Often seeks recommendations from social networks, event planners, & online reviews

Strategies

- **Online Presence:**

- A sophisticated website with virtual tours, high-quality images, testimonials, and online booking system with availability calendar
- Active social media engagement showcasing past events, behind-the-scenes preparations, and client stories.
- Paid Online for Target Market
- Print ads

- **Partnerships:**

- Collaborations with luxury brands, wedding planners, and event coordinators.
- Featuring in high-end wedding magazines and blogs.

- **Exclusive Events:**

- Hosting open houses, bridal fairs, and exclusive showcases.
- Offering personalized tours and consultations