



Willow Lake Event Center

16-Acre Turnkey Event Venue & Business | For Sale
North Vernon, Indiana



Investment Highlights

- **Established Turnkey Business** – Fully operational and income-generating event venue with a strong brand presence and forward bookings.
- **Includes 16 Acres of Real Estate** – Beautifully maintained grounds with multiple structures, outdoor ceremony sites, and room for future expansion.
- **Multiple Distinct Venue Spaces:**
 - **The Hall** (~5,800 SF): Seats up to 300 guests; fully furnished with tables, chairs, dressing rooms, AV, kitchen, and fireplace backdrop.
 - **The Barn** (~6,800 SF): Seats up to 400 guests; includes indoor chapel, outdoor pergola, overnight accommodations, kitchen, and more.

- **Comprehensive High-end Amenities:** AV systems, climate control, fire pits, Wi-Fi, kitchen facilities, dressing rooms, and ceremony furniture all included.

Business Performance

- **Strong Financials** – Proven and consistent revenue performance. Detailed financial statements may be available upon request with an executed Confidentiality Agreement.
- **High Booking Volume** – Year-round usage for weddings, proms, fundraisers, corporate functions, and more.
- **Low Operating Complexity** – Clean operational structure with flexible vendor policies, creating high client satisfaction and repeat business.
- **Dominant Market Presence** – Willow Lake Event Center holds a **high market share** in the local event industry, with a **strong reputation in North Vernon and Jennings County**. Its **consistent bookings and regional draw** from surrounding cities—including Seymour, Columbus, and beyond—position it as the **go-to venue** in the area for weddings and special events.

Online Presence & Brand Assets

- **Website:** Professionally developed, optimized for conversions, and features clean, modern design:
www.willowlakeeventcenter.net
- **Social Media:**
 - Facebook: 6,000+ followers | 77 reviews | 98% recommendation rate
 - Google: 136 reviews | 4.8-star rating
 - Instagram & TikTok: Active accounts with community engagement
- **The Knot:** 5-star rated

Future Growth Potential

- **Expansion Opportunities** – 16-acre footprint allows for additions to venue structures, lodging, RV hook-ups, or outdoor features.

- **Scalable Business Model** – Ideal for owner-operators or investors looking to expand their hospitality portfolio.

Location

Located in **North Vernon, Indiana**, a growing city in southern Indiana that offers the ideal blend of small-town charm and regional accessibility. Strategically positioned in Jennings County, North Vernon serves as a commercial hub for the surrounding rural communities, while offering direct access to larger metropolitan markets:

- **20 minutes to Seymour, IN**
- **30 minutes to Columbus, IN**
- **1 hour to Indianapolis, IN**
- **1.5 hours to Louisville, KY**
- **1.5 hours to Cincinnati, OH**

Its central location and proximity to key highways (including US-50 and I-65) make North Vernon a **prime location for investment in the special-purpose event industry**. The Venue's immediate location is easily accessible yet private enough to offer a scenic, exclusive event experience.

Offered as a bundled sale: Business and real estate included. Certain furniture, fixtures, and equipment (FF&E) may also be included.

Property tours may require proof of funds—confidentiality agreement required for review of financial disclosures.

Also Available for Review...

- Floorplans Available for review
- Extensive Photo Gallery of the property
- High-Resolution Drone Video Flythrough Available
- Bookings of scheduled events
- YTD and Trailing Financials

Listing Brokers – Contact Info

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Site visits and tours may be available by appointment.



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