



The Red Barn, a property of Red Barn Events, was opened in 2014 and has been the home of hundreds of weddings and events. With a capacity of up to 200 people, this event venue brings *Country Elegance* to Denton County. RedBarn.events

Whether planning a wedding, a corporate meeting or a fabulous party, Red Barn Events understands the need to customize each area of the event, allowing the customer to choose their own unique vendors.

Averaging over 25 weddings per year, and with over 100 5-STAR reviews, the Red Barn has a net Google satisfaction score of 4.8, amongst the highest level of satisfaction for a venue in Denton County.

Assets included with the purchase of Red Barn Events.

- All Name rights to Red Barn and Red Barn Events
- Website including over 100 5-star reviews
- Current bookings beyond closing date. This includes all deposits received for these reservations. A smooth and uniform transition will be communicated to all parties.
- Inventory for weddings and events
 - Red Barn furniture (grooms couches, rocking chairs, stools, art, etc)
 - Round tables 60" (20)
 - Rectangular tables 8' (3)
 - 320 White Folding Plastic Chairs
 - White or ivory linens (23)
 - Portable Bar unit with sink
 - Picnic Tables (20)
 - Split cedar benches to seat over 200
 - Outdoor arbors (large and small)
 - Ice chest freezer
 - Fire pit
 - Office supplies
- Turn-key operational management of the following items as desired (or selective items). Fees based services.
 - Phone calls and interested leads
 - Website and Social Media management
 - Wedding Show Representation
 - Tours of Venue
 - Followup of leads
 - Contract signings
 - Financial management (including accounting services, credit card services and payment of contractors)
 - Support staff management (attendants, parking assistants, pre-wedding meetings, etc)
 - Preferred vendor relationships (caterers, florists, DJs, bartenders, security, valet services, etc)
 - Cleaning services
 - Facility maintenance
- Training on all aspects of operation with continued support for 6 months. Includes Sales and Marketing orientation, Facility and Event orientation and one-on-one training on operations management.

- Rental support form 5 Star Rental. Use of their showroom to meet with clients. View hundreds of linen colors, table décor, dishes, and much more. Seamlessly add hundreds of other items to an event with a potential referral royalty/ free delivery.

Rates 2024

The Red Barn

Friday, Saturday or Sunday \$4,000

Monday thru Thursday \$2,500

The Wedding in the Woods \$3,500

The Lodge \$1,200 per night (2 night min)

Red Barn Corporate Rate \$500 per hour

<u>Revenue and Profitability</u>	2019	2020*	2021*	2022	2023**
Revenue	\$83k	\$54	\$141	\$79	\$65
Profit	\$67k	\$22	\$96	\$49	\$53
# of events	21	12	33	30	15

Excludes 5 Star's Management fee

**covid significantly affected wedding bookings in these years.*

***marketing stopped for anticipated venue shift*

<u>Projections</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Revenue (<i>Conservative projections</i>)	\$80K	\$135k	\$200	\$250k
Rate	\$4k	\$4.5k	\$5k	\$5k
# of events	20	30	40	50

Additional Revenue Sources

Lodge Rental for family of the wedding party. We rented the home VERY selectively. Could easily charge \$1,200+ per night and rent the house 25+ weekends per year generating an additional \$60,000. Could rent through VRBO 8-10 times per month and increase revenues to \$300k+ if not owner occupied.

Wedding in the Woods is the Natural Wooded area below the house. We charge \$3,500 for this site. When rented, it often rents with the house and the Red Barn(as rain contingency). Boosts weekend income to \$9k+.. Can be rented simultaneously to Red Barn if weddings are smaller in size (<100 people).