

# Wise Farm Productions

## Property Use Plan: Jennings Holler

(Kettle Moraine Ranch)

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### **1 Executive summary**

Wise Farm Productions (WFP), LLC was established in 2018 with a focus on music event planning and execution. WFP President, Melissa Weishaar, has an extensive background (18 years) in Strategy, Planning and Operations, serving as a Director in the Strategy, Planning and Administration function of a global pharmaceutical company. Her experience includes budget planning, strategic planning of annual and midterm planning, communications, business continuity planning, resource management, procedure creation and maintenance and management of people from varying backgrounds and ethnicities. Future vision for this property includes renaming the site to Jennings Holler, a way to rebrand the business and create a new outward image of the property for current and future guests. Melissa is an ideal person to lead this business venture along with a team of individuals with specialized skills that will be necessary to grow Jennings Holler to its full potential. Her experience in event planning and conducting provides a competitive advantage in the event planning sphere.

#### **1.1 Vision Statement:**

To be a premier destination for unforgettable public and private gatherings, and unique experiences, fostering a vibrant community and celebrating the beauty of the arts, community and natural landscape of Jennings Holler.

#### **1.2 Mission Statement:**

Wise Farm Productions, LLC is dedicated to creating exceptional and memorable events by leveraging our extensive expertise in strategy, planning, and operations. We aim to provide top-notch services for weddings, music events, and other public or private event hosting. Additional offerings will include community-based events like craft fairs, farmers markets, special event camping, and rental spaces, all while enhancing the natural charm of Jennings Holler and the landscape that the Southern Kettle Moraine forest have to offer. Our commitment to excellence, community engagement, and continuous improvement drives us to deliver unparalleled experiences for our clients and guests.

### **1.3 Company description**

Company: Wise Farm Productions, LLC

Location: Jennings Holler (formerly, Kettle Moraine Ranch)

#### Private Offerings:

- Weddings
- Other Private Events (parties, meetings, classes, etc.)
- Short term lodging for special events.

#### Public Offerings:

- Music events/festivals
- Craft fairs and/or farmers markets
- Retail Space: (rental of retail spaces to artists and other businesses during special events).
- Saloon (operation of Saloon on premise to be open to public during special events)
- Camping for weddings and special events

Due to the location of the Ranch, limited competitors in the area, proximity to Riding Trails, biking trails, Ice Age Trail and other state forest offerings, the Ranch is an ideal location to establish a spot for public and private events.

### **1.4 Company Cornerstones**

Cornerstones of Jennings Holler include:

- Wedding Venue
- Private Event Venue
- Emphasizing arts and culture through special events, craft fairs, markets and music.
- Camping for special events

To further incentivize booking at Jennings Holler, an aggressive marketing push will ensue to encourage more public uses, to share information with customers on what is new with the facilities and offering discounts on new bookings. Our goal is to become a premiere location for events, become a valuable member of the town of Eagle and to serve the local community.

Many events are booked for 2025 and beyond and include:

2025 Bookings:

Date	Event Title	Event Type	Short Description
April 11-12	Sauna Synergy	Public	Site rental for sauna event including workshops, music and camping during event hours.
May 29 - 31, 2025	Feed Your Head Fest	Public	Sponsored by WFP. Music and camping festival. Will be third occurrence of festival at the Ranch.
June 7, 2025	Wedding	Private	
June 23, 2025	Mukwonago Trap Club Banquet	Private	Banquet and Awards show. Space donated to organization.
June 28, 2025	Wedding	Private	To be held in the Buckhorn Barn
July 26, 2025	Wedding	Private	To be held in the Buckhorn Barn
August 1, 2025	Wedding	Private	To be held in the Buckhorn Barn
August 15 - 16, 2025	Biker Organization Hold	Public	Camping, music
September 20, 2025	Wedding	Private	
September 27, 2025	Wedding	Private	
October 2 - 4, 2025	Wise Fest	Public	Sponsored by WFP. Music and camping festival. Will be fourth occurrence of festival at the Ranch.
October 18, 2025	Wedding	Private	To be held in the Buckhorn Barn
November 1, 2025	Holiday Craft Fair	Public	Multiple craft vendors and food vendors onsite for a two-day craft fair with music.
December 6, 2025	Bluegrass German Christmas Market	Public	Sponsored by WFP. Music, art vendors, food offerings. Will be fourth occurrence of event at the Ranch.

## 2 Organization and management

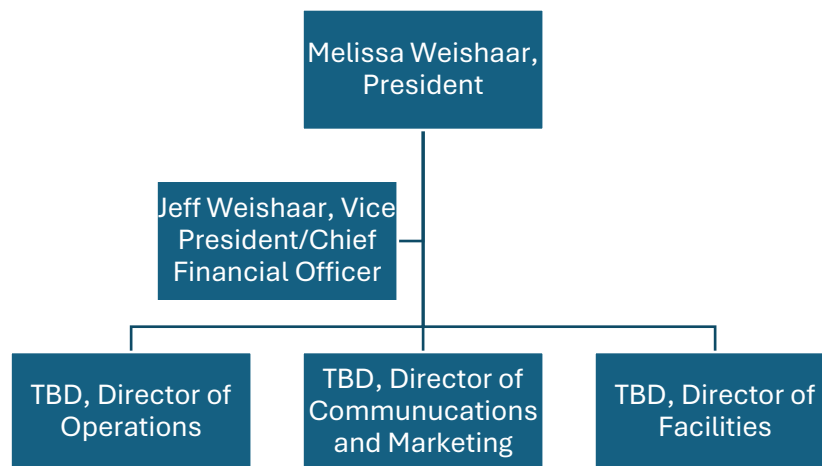
Wise Farm Productions, LLC

President: Melissa Weishaar

Vice President: Jeff Weishaar

### 2.1 Organization Details

<b>President</b>	Melissa Weishaar
<b>Vice President/Chief Financial Officer</b>	Jeff Weishaar
<b>Director of Operations</b>	TBD
<b>Director of Communications and Marketing</b>	TBD
<b>Director of Facilities</b>	TBD



### 2.2 Key Role Descriptions:

#### **President:**

The president holds overall accountability for the performance of the venue, ensuring that all operations run smoothly and efficiently. This role involves overseeing all staff, creating and overseeing marketing strategies and plans for business growth, enacting the mission and vision of the organization, negotiating contracts, and ensuring legal compliance. The president is responsible for leading the team, fostering a positive work environment, and driving the business towards achieving its goals and objectives.



**Vice President/Chief Financial Officer:**

The Vice President supports the President in all tasks and is responsible for overseeing the financial aspects of the business. This includes managing the budget, forecasting, financial reporting, and financial planning. Additionally, the Vice President oversees payroll, taxes, and day-to-day banking operations. This role is crucial in ensuring the financial health and stability of the organization, allowing the President to focus on broader strategic goals and overall business performance.

**Director of Operations:**

The Director of Operations reports directly to the President and is responsible for event planning, hiring, and overseeing employees. This role involves assisting the President and Vice President with strategic planning and overseeing the implementation of the strategic plan. Additionally, the Director of Operations is tasked with creating and implementing processes and procedures to ensure the smooth and efficient operation of the venue. This position is crucial for maintaining high standards of service and operational excellence.

**Director of Communications and Marketing:**

The Director of Communications and Marketing is responsible for managing relationships and creating content for press, social media, the website, and other communication channels. This role provides counsel to senior leadership on communication strategies and issues, assists the President with the creation of a brand, and oversees brand management to ensure brand consistency. Additionally, the Director of Communications and Marketing research market trends to keep the organization informed and competitive. This position is crucial for maintaining a positive public image and effectively communicating the organization's mission and vision.

**Director of Facilities:**

The Director of Facilities is responsible for property maintenance and overseeing property improvement projects, including liaising with external contractors. This role involves providing leadership with guidance on improvement projects, setting priorities, and determining the budget needed to complete these projects. The Director of Facilities also oversees safety and security, ensuring that all facilities are compliant with laws and regulations. Additionally, this role includes managing emergency repairs and engaging in long-range planning for renovations, additions, or new buildings. This position is crucial for maintaining the operational integrity and safety of the venue.

Future Roles to be determined and are likely to include hospitality manager, bar manager, and event staff.

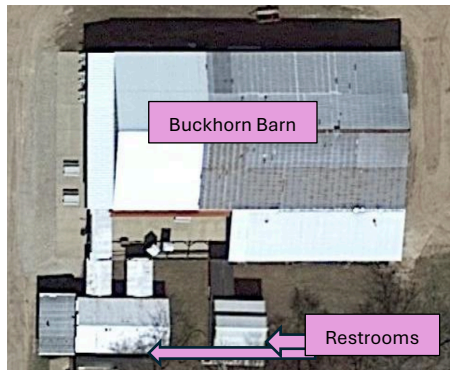
### 3 Marketing and sales

The initial marketing plan will be an aggressive approach to increase visibility and reach to potential customers using social media, email marketing, etc. For this, a marketing agency will be hired to spearhead these efforts and ensure that the correct approaches are taken for each of the cornerstones of the business. Anticipated changes include:

- Website enhancement
- Maximize social media presence for Wise Farm Productions and replacing the current Kettle Moraine Ranch website with a new website for Jennings Holler, this also includes creation of social media pages as deemed appropriate.
- Targeted advertisements in appropriate print and web publications, i.e. popular wedding related websites.
- Enhancement of email marketing.

### 4 Improvement Plans:

#### 4.1 Buckhorn Barn

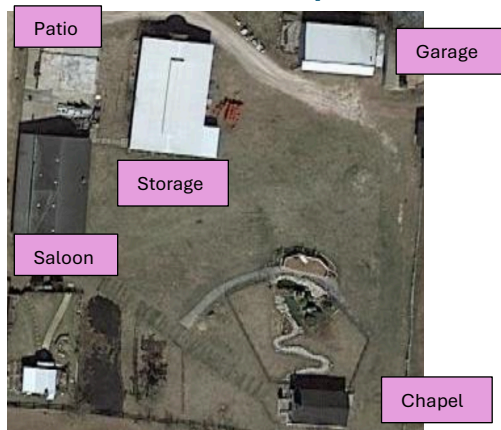


**See appendix 1 for detailed view of entire property and placement of the Buckhorn Barn structure.**

The Buckhorn Barn is the primary event space on the Ranch. Its current uses are for weddings and special events. The Barn contains a stage, two separate event areas, two bar areas and a catering prep area as well as storage. The current structure does not offer permanent bathrooms attached to the structure. Restrooms are in the adjacent structures and consist of port-a-potties and pit toilets. The following actions (including target start dates) are planned for this structure:

- Installation of fit for size septic system (April 2026)
- Inspection of current well and potential installation of new well as determined to be best fit for structure. (August 2025)
- Installation of new, attached restroom facilities with plumbing. (October 2026)
- Installation of running water to the prep area and bar area. (July 2025)
- Insulate and install improved heating system (October 2025)
- Inspect and improve electrical throughout (July 2025)
- Upgrade of temporary restroom structures. (June 2025)
- Repair roof where necessary. (October 2026)

## 4.2 Saloon and Chapel Area



**See appendix 1 for detailed view of entire property and placement of the Saloon and Chapel area.**

Future vision for the Saloon and Chapel area is to improve upon the green space and convert the current storage structure into an open-air pavilion for use during events. The saloon structure is currently fit for purpose however, the current structure does not have restroom facilities attached to the building. There are operational men's and women's restrooms detached and adjacent to the Saloon, however this is not ideal in the long term. To solve this issue an analysis of possible solutions will be conducted with the assistance of a licensed plumber and general contractor to identify the best approach to installing permanent restroom facilities in or attached to the Saloon. Current location of working restrooms is equidistant between the Saloon and the Red Barn. The following actions (including target start dates) are planned to improve the Saloon and Chapel area

- Analysis of potential to add restrooms to the saloon. (May 2026)
- Installation of running water to saloon. (May 2026)
- Replacement of entire saloon roof. (September 2025)
- Convert current storage building into an open air pavilion. (July 2025)
- Improve the grading of the green area below the chapel and adjacent to the saloon and future pavilion. (July 2025)
- Make improvements to the patio area if necessary. (July 2025)

### 4.3 Red Barn, Stables, and Workshop Area

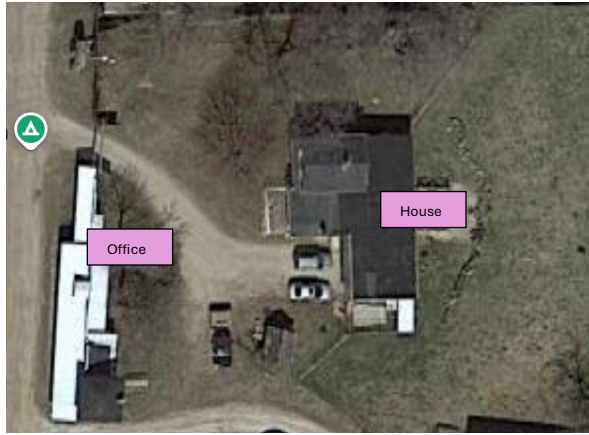


**See appendix 1 for detailed view of entire property and placement of the Red Barn, Workshop and Stable structures.**

The Red Barn is currently being utilized as a storage space. The intent for this space is to return it to an event space. The workshop area will remain as-is. The stable adjacent to the workshop will be converted to a market space, with stalls being used by art vendors during special events. The restrooms will be improved and all plumbing inspected in that building. The upper-level apartment will be renovated and may be used as long-term housing for an onsite facilitates manager or for temporary use during special events. The small stable will be either torn down or relocated to a different location. We have yet to determine the best use for this small structure. The following actions (including target start dates) are planned to improve/fortify this area:

- Replacement of entire roof on Red Barn (May 2026)
- Replacement of broken windows in Red Barn (May 2025)
- Repairing all areas of water damage in the Red Barn (May 2025)
- Analysis of potential to add restrooms to the Red Barn structure. (May 2026)
- Inspect and improve current heating system in the Red Barn (October 2025)
- Renovate upper-level apartment (July 2025)
- Make improvements to restroom facilities (May 2025)
- Remove or relocate the small animal stable (June 2025)
- Repurpose the large stable to an indoor market facility that can be used by art vendors during special events. (April 2026)

#### 4.4 House and Offices Area



**See appendix 1 for detailed view of entire property and placement of the House and Office structures.**

The house is currently being used as the primary residence of the current Ranch owner. Once current owner moves off the property, demolition of the house will take place. It has been determined that the house is not structurally sound and we intend to place a modular home in that space as a living space for our family, utilizing the existing well, septic and electrical. The house has a well and septic system attached that may be used for Buckhorn Barn improvements, if able. The current Western Front houses the ranch offices and greeting area for guests. Vision is to keep these spaces as a welcome space including a small store for offering venue merchandise and prepackaged goods for guests. The following actions are planned to improve/fortify this area:

- Demolition of house (June 2025)
- Install new foundation, and modular home in the area where house once stood (August 2025)
- General maintenance and enhancement of Office structure (June 2025)

## 4.5 Parcel 2 – Outdoor Spaces



**See appendix 1 for detailed view of entire property and placement of Parcel 2.**

Parcel 2 is currently used for overflow parking, outdoor wedding site and wagon rides for guests. Future vision for this area includes creation of walking trails in the natural area, continued use of outdoor wedding site and overflow parking areas as well as expansion of the use for camping during special events. The following actions are planned to improve/fortify this area:

- Clean up and general landscaping in green areas. (May 2025)
- Creation and maintenance of walking trails through wooded areas (May 2025)
- Maintenance and improvements to outdoor wedding location (May 2025)
- Potential creation of additional outdoor wedding location in wooded area (April 2026)



## 4.6 Pastures



**See appendix 1 for detailed view of entire property and placement of the Pastures.**

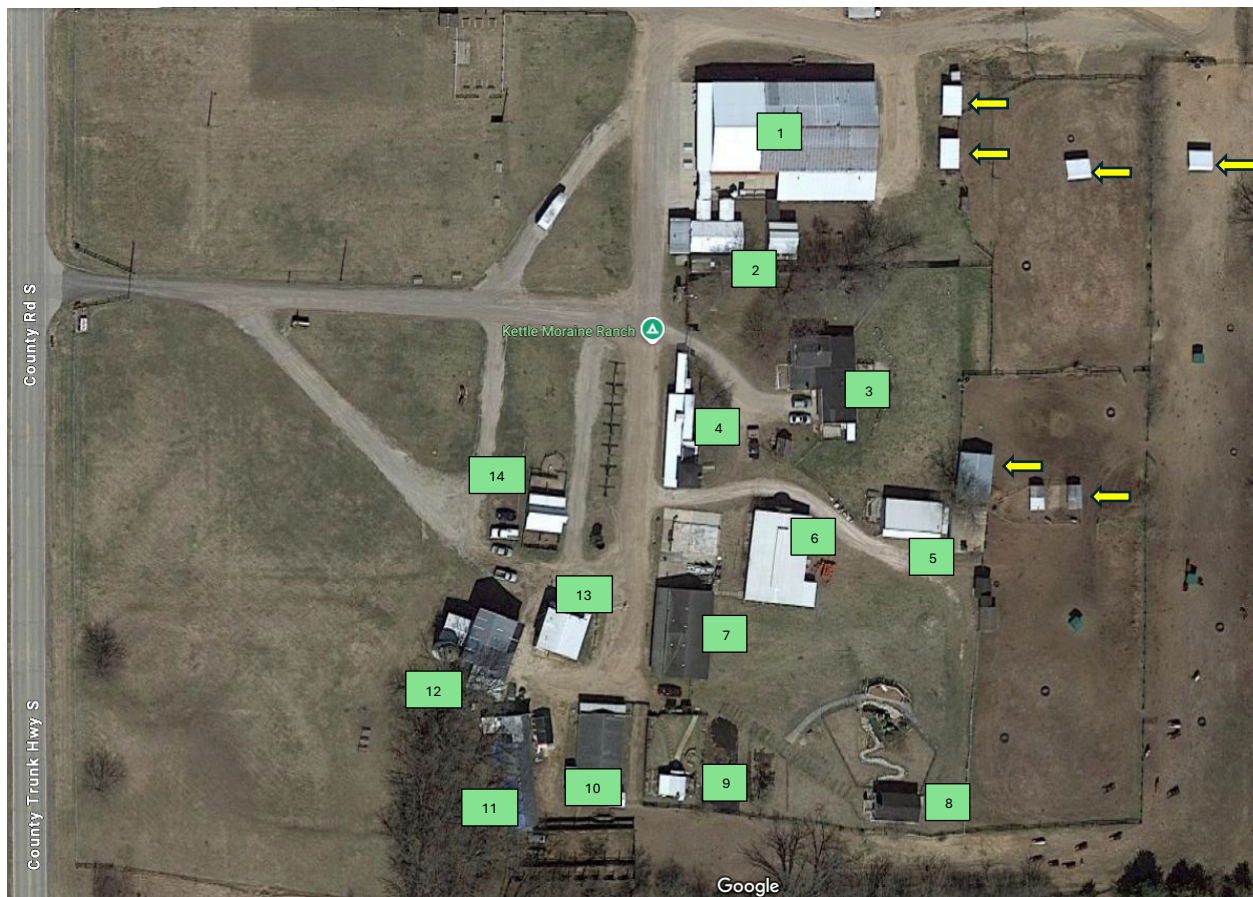
The pastures are currently being used for horses. The vision for these spaces is to reclaim the land and create green/natural space for the guests to enjoy. Potential uses for this area include creation of additional outdoor wedding locations and to provide additional areas for special event camping. In addition to camping, we would like to offer primitive, bunk house structures that can be used/rented for overnight stays during special events (no electricity or plumbing). These structures will be created using repurposed materials and structures on the property. Guests would use the existing restroom facilities adjacent to the Buckhorn Barn and Saloon. The following actions (including target start dates) are planned to improve/fortify this area:

- Clean up and Regrading of pastures (June 2025)
- General landscaping including planting grass, trees, flowers, etc. (July 2025)
- Moving existing storage and/or horse structures and conversion into primitive bunk house units. (July 2025)
- Creation of new outdoor wedding location (April 2026)

## 5 Appendix

### 5.1 Appendix 1: Property Maps

Detailed View: Parcel 1



#### **Legend**

- |                                |   |
|--------------------------------|---|
| 1. Buckhorn Barn               | 10. Horse Stable  |
| 2. Restroom facilities         | 11. Workshop  |
| 3. House                       | 12. Red Barn  |
| 4. Western front, ranch office | 13. Restrooms and Upper level apartment   |
| 5. Garage                      | 14. Small animal stable   |
| 6. Enclosed storage area       | 15. All structures indicated with ← are being used as horse shelters, feeding areas or storage. |
| 7. Saloon                      |   |
| 8. Chapel                      |   |
| 9. Cabin                       |   |



Detailed View: Parcel 2

