

The Barn at Raccoon Creek

Colorado Wedding Venue



Venue Design, Marketing & Launch

\$4.4 M design project, profitable in Year Two.

Flourish was hired to design a wedding venue that would be well received in the Colorado wedding market. Initial budget was less than \$500K, and final design totaled \$4.4M. Once the owners approved the additional spend and design, Flourish finalized the business plan, cash projections, interior design, and marketing and venue launch. Pre-construction, CAD renderings, industry launch, and marketing plan led to the sale of almost 70 weddings before the venue was complete!

1

MAKE A PLAN

The Business and Marketing Plan was essential to the investors.

2

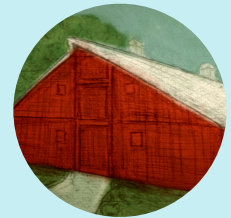
DESIGN THE SPACE

Flourish designed four new event spaces at one property.

3

LAUNCH & SELL

Designing tools to sell the venue, creating a brand, assembling a stellar sales team.



Industry Launch

Over 400 Industry leaders and press attended the launch event, planned by Flourish.



Understanding the Market

Colorado couples needed a historic barn venue with modern amenities.



Logo & Brand Design

Flourish was excited to create a unique name and brand for the venue.