



Business Plan
For the
Manjarrez Family Farm
Event Venue



Located at 12No11 Waughon Road, Hampshire, Illinois 60140

WHO WE ARE

My name is Jay Manjarrez, the owner of this property since June of 2020. Growing up in a small town in Washington State, horses were an integral part of my family life. For as long as I can remember, the love of farm life has been etched in my memories of childhood. Gratefully, I feel blessed to have experienced the love and compassion that comes with having horses, but it has also taught and instilled in me the great responsibility and hard work it takes. Horses, cattle and chickens were always a step away on our farm in Washington. My siblings and I were raised in this setting and my hope is to continue to allow my two children, Layla and PJ, the opportunity to experience the small town, community oriented, farm way of life. We've started them both with ponies and the joy this brings to not only me, but the entire family is immeasurable.

I am part of a large multi-generational family; our farm is a unique place that allows my family the opportunity to gather and celebrate all of our traditions and life events in a setting that is reminiscent of our childhoods. At these gatherings, our family and friends always comment on how nostalgic it feels to be at a place that feels like home and how beautiful it is. We take pride in being afforded this opportunity and maintain the property to the highest standards as it is a reflection of myself and my family. Most recently, my father retired and has been able to fully enjoy all the bits and pieces this farm has to offer. Personally, it's been so fulfilling to be able to see my father take such pride and joy in this.

Our business background comes from the Glazing industry. My family and I have been in this industry for close to 20 years and our company is based in Schaumburg. We understand the hard work, dedication and perseverance it takes to own and maintain a business. We are committed to this community and farm just as we have been to our family business. We all work together on the farm; it's become our new tradition to gather there on weekends with our children. The animals belong to our family, and we care for them ourselves. We eat what we can produce on our farm. We truly love every aspect that comes with this way of life.



WHAT IS RANCHO LA MUÑECA?

Rancho La Muñeca is a place for celebrating culture, heritage, community, a way of life, and, most of all, to celebrate family. In English, La Muñeca translates as “the doll”. We have chosen this name for our venue in honor of my daughter. Given the opportunity, we’d love to share this beautiful place with others. As visitors approach the venue through the rural countryside, they will initially see that the property is surrounded by existing trees. As they enter through our gate the signage and logo welcome them to the farm and the venue building is directly in front of them. A short walk through the enclosed working horse stable immerses the visitors in our passionate way of life. They will see our beautiful horses and ornate, hand-made saddles from Mexico. This unique entrance sets the tone for our guests to realize the true purpose of Rancho La Muñeca.



CELEBRATIONS AT RANCHO LA MUÑECA

A memorable gathering place for up to 200 people for special events such as:

- Quinceañeras
- Weddings
- Sweet 16s
- Birthdays
- Baptisms
- Anniversaries
- Community Gatherings
- School Events
- Fundraisers
- Scouting



HOURS OF OPERATION

Seasonal Mid-March through October (weather dependent)

Events scheduled Fridays and Saturdays from 5 p.m. to 12 a.m.

Rehearsals on Wednesday-Thursday, 5 p.m. to 8 p.m. (no music)

Delivery Schedule

Event related deliveries on same day between 8 a.m. and 3 p.m.

Farm related deliveries Monday-Thursday



OPERATION MANAGEMENT

Jay Manjarrez, Owner/Operator will be on site during events

EVENT STAFFING

Manjarrez family members will staff events.
Additional employees will be hired as needed.

MUSIC

Music for events will be provided inside of the main venue by live bands and/or DJs.

A raised stage is available at the North side of the main venue space. Soundproofing will soon be applied to the walls and ceiling of the main event space to limit the sound. A decibel limit will be set during events and will be monitored at property lines and by a limiter.



FOOD SERVICE

Food for events will be supplied and served by caterers. There is no kitchen in the venue and farm staff will not handle any foods.



LIQUOR

Liquor will be served per the Liquor Code.
We have a dry bar available for event use.



RESTROOM FACILITIES

Restrooms are located in the same building as the main event space. Women's restroom has three toilet stalls, including one ADA compliant and a baby changing table. Men's restroom includes two urinals and one ADA compliant toilet stall. Both restrooms offer sinks as well.



PARKING

To serve a maximum event capacity of 200 persons, on site parking for 100 vehicles (one space per 2 attendees) will be available. The majority of spaces are comprised of compacted gravel. Detention for the gravel parking will be provided in the north-west portion of the property. The balance of the spaces will be located in a mown turf area. Parking attendants and directional signage will be provided for traffic circulation assistance.

MARKETING PLAN

Social media and word of mouth are the main methods of marketing that we plan to use.

