



**The Burrow: A Multi-Use Event Space in Kaukauna, WI**

# The Burrow: A Multi-Use Event Space in Kaukauna, WI

Address: 205 Dodge St, Kaukauna, WI

## Concept

The Burrow is an innovative, flexible event space designed to accommodate a wide range of gatherings—from weddings, birthday parties, and corporate events to business pop-up shops and unique dinner shows. Located at 205 Dodge St., in the heart of Kaukauna, this space aims to capture the demand for versatile venues in the growing Fox Valley region. By adapting to various event types and adjusting offerings based on market trends, The Burrow will remain relevant year-round.

## Executive Summary

**Business Name:** The Burrow

**Location:** 205 Dodge St, Kaukauna, WI

**Target Market:** Residents and businesses in Kaukauna and the greater Fox Valley area

**Primary Services:** Event space rental, pop-up shop space, and dinner-show venue

**Revenue Model:** Space rentals, ticketed events, partnerships with local businesses

**Market Opportunity:** Serving the expanding Fox Valley population (approx. 250,000) with flexible event space to meet varied social, corporate, and entertainment needs.

## Business Model

### 1. Event Space Rental

**Target:** Weddings, birthday parties, corporate gatherings, reunions, and community events.

**Rental Structure:** Hourly or full-day rates with customizable packages (e.g., sound, lighting, tables/chairs, decoration).

**Value Proposition:** Flexible layouts and themed options to suit a variety of events.

### 2. Pop-Up Shops

**Target:** Local businesses and entrepreneurs seeking short-term retail space.

**Structure:** Offer daily/weekly rental options to businesses, particularly those looking to test products or engage directly with the local market.

**Value Proposition:** Affordable, high-traffic area for local businesses to showcase products in a real-world setting.

### 3. Dinner Shows

**Target:** General public, couples, families, tourists.

**Structure:** Partner with local chefs and performers to create ticketed dining and entertainment events.

**Value Proposition:** Unique dining experiences, themed to draw regular attendance and build a following.



## Market Analysis

### **Fox Valley Region Overview:**

Population: Approximately 250,000

Target Demographics: Adults aged 25–65, median household income \$60,000+

Growth Potential: The area is experiencing population growth, with increased demand for versatile event spaces and unique entertainment options.

### **Competitive Analysis:**

Direct Competitors: Other event spaces in Fox Valley, including traditional banquet halls and community centers.

Indirect Competitors: Restaurants, outdoor venues, private rental homes.

Competitive Edge: The Burrow's unique combination of flexibility, theming, and accessibility makes it more adaptable than traditional venues.

## Marketing Strategy

Online Presence: Establish a strong social media presence on Instagram, Facebook, and LinkedIn. Use professional photos of past events, testimonials, and promos.

Community Engagement: Partner with local businesses for mutual promotions (e.g., catering services, florists). Offer pop-up shops for these partners.

Collaborative Events: Host open-house events, allowing potential clients to experience the space and envision their own events there.

Direct Targeting: Utilize online ads targeting newly engaged couples, small businesses, and local event planners.

## Digital Strategy and Revenue Sharing Program

### Website Excellence

The Burrow's website will be a state-of-the-art platform with easy navigation, dynamic booking capabilities, and high-quality visual content, setting a new standard in user experience among event spaces. Features will include virtual tours, live availability for bookings, a blog with event tips, and dedicated sections for each service (event space rentals, pop-up shops, and dinner shows). The website will serve as both a booking tool and a branding asset, helping potential clients envision their events within our space.

### Revenue Sharing and Referral Program

To further drive bookings and enhance community engagement, The Burrow will implement a referral-based revenue-sharing program. Customers can refer friends, family, or other businesses, earning a 2% cash rebate on any bookings made through their referral. This system incentivizes word-of-mouth promotion, turning satisfied clients into active marketers. Rebates will be paid in cash following completed bookings, providing a tangible and immediate benefit to referrers.



### 12-Month Calendar Sample Layout

Month	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
January				Event Rental	Event Rental	Event space	Event Rental
February				Event Rental	Event Rental	Event space	Event Rental
March				Event Rental	Event Rental	Pop-Up Shop	Event Rental
April				Event Rental	Event Rental	Event space	Event Rental
May				Event Rental	Event Rental	Event space	Event Rental
June				Event Rental	Event Rental	Event space	Event Rental
July				Event Rental	Event Rental	Pop-Up Shop	Event Rental
August				Event Rental	Event Rental	Event space	Event Rental
September				Event Rental	Event Rental	Pop-Up Shop	Event Rental
October				Event Rental	Event Rental	Dinner Show	Event Rental
November				Event Rental	Event Rental	Pop-Up Shop	Event Rental
December				Event Rental	Event Rental	Pop-Up Shop	Event Rental

### Parking:

100 Parking spaces are available for all events



