



Beyond the Meridian Wedding & Event Center

Letter of Intent

Proposed Rezoning

We, Katrina and Kjell Reid, are in the process of applying to have our current property at 26127 SH 633 rezoned as AG2 with the aspiration of running *Beyond the Meridian*; the intention of the business we wish to open would be to create a grass-roots and farming-inspired wedding venue and event centre for the purposes of hosting small weddings, family gatherings, company meetings and celebrations. The family barn on our property was first erected in 1955 and feel that it would be incredible to renovate this structure in a way that allows others the joy of marking major life events in such an iconic building.

Business Utilization

The major focus of *Beyond the Meridian* will be as a wedding venue; our secondary business plan includes the opportunity to utilize the space for other family-friendly bookings such as anniversaries, company Christmas parties, workplace training or meetings, and would even branch out into hosting conferences.

We hope to keep the venue with a small and family type atmosphere and so would cap our events to 150 people, all inclusive of the hosts, their guests, and support staff. For example, for a wedding booking, that 150 would include everything from the couple to their invited guests, photographer, musician, officiant, and catering.

Ultimately, whomever books at *Beyond the Meridian*, it is our fundamental commitment to ensure that the space is welcoming, inclusive, and a place where people feel at home. We hope that our clients will appreciate the intimacy of the property that is enclosed by trees, fences, and everything country. We hope to create a wedding venue and event centre that is sought after for its elegance, yet simplistic nature.

Venue Details

Bookings: We plan to offer rental opportunities for larger, main events through the weekend calendar with smaller scale events (rehearsals, business trainings, meetings, photoshoots) through the weekdays. It would be our anticipation that while our weekend booking would host up to the 150 capacity, the weekday bookings would carry a smaller registry of clients per booking. While it is challenging to anticipate, our target number of weekend bookings would be 40/annum and our target number of weekday bookings would be 60/annum.

Hours: There would again be a difference likely for weekend clients in their hours of access in comparison to a weekday booking; the venue will host a quaint bridal suite to allow the main guest and their wedding party to arrive and begin their preparations as early as 0600h with the majority of traffic flow being between 1200-1400h. Once the guests arrive, it would be our anticipation that there would be limited in and out movement until the booking closed at 2400h, with an option to extend up to 0100h and no later.

Buildings Utilized: Currently, the main feature of the booking would be the barn that is currently onsite and a central focus of the property; with renovations to occur, the plan would be to create additional space onto this original structure on both the east and west sides of the barn on ground level. The wedding couple would be shown the large grass area that they would utilize for the ceremony in front of the barn and it would be our dream to create a small outside cocktail-gathering courtyard to the south and west of the barn. The reception and dance floor would be built into the barn renovation.

Parking: In the site plans attached, we intend to have the parking on the east side of the current driveway. It will be a lot that is well-delineated from the rest of the property, surrounded by trees so that guests do not feel compelled to park at will in an area that is not meant for doing so. All the parking that would be available will be for event booking only and there will be no overnight parking capacity provided. The clients who rent the venue will be responsible for informing their guests that all private vehicles will need to be off the property when the gates close at 2400h or 0100h. In our package to the potential clients, we hope to provide information on booking a shuttle from their hotel of choice.

Services: As this property has been a home and family farm since the mid-1950's, it has all the services already present and functional. Our property is currently serviced with water, natural gas, and power; there are plans to upgrade the power into the barn as well as putting in a venue-specific septic holding tank and cistern.

Value Added to Sturgeon County

Our county is built on the hopes and dreams of so many hard workers before us; as a lifetime family of our gorgeous and breath-taking county, it goes without saying that it is our hope that we can share this incredible locale with others. On a very basic front, this venue makes sense for Sturgeon County as it will increase tax revenue, promote small business endeavours, and offer support to other small businesses in the county as they look to host events of their own: in our own space rather than having to go to another county over or into the city to find a venue. For us, we value investing at home first so we would be intentional about promoting other family-run businesses in the county as first choice options. Utilizing local septic services, caterers, photographers, videographers, garbage disposal, landscaping, musicians, tailors, carpenters, and flower shops.

We have done research on noise bylaws, traffic flow, and emergency preparedness so it would be our genuine hope that the disruption to neighbours be extremely minimal; recognizing that there is always impacts that we cannot anticipate, we are open to ongoing discussions as we embark upon this journey.

Our family barn has been a part of so many incredible memories and is a gathering place of family and friends alike. It is our hope that with *Beyond the Meridian* getting up and running, it will continue to be just that: an inspiration to those who walk through it and a sturdy foundation on which many couples can start out on journeys of their own: right here at the barn.