

Rental Event Online Marketing Options

Annual Costs

Wedding Guide Chicago - \$600.00 – Currently advertising (Uncle Bub's)

Website ad, 10 photos, descriptions, testimonials, social media links, leads

<http://www.weddingguidechicago.com/receptions-pre-list/item/ellis-house-and-equestrian-center#offcanvas>

The Knot – \$3000.00 – Standard Storefront Showcase

Direct inquiries from couples, Stats, Badges for website, Social Media Links, Photos, Video's and Logo's, Listed on www.davidsbridal.com optimized for mobile devices,

<https://partners.theknot.com/Profiles/Details/ContactInfo>

Rustic Wedding Guide - \$1200.00 – Showcase Listing

Photo image and contact information on home page, Image gallery of 6 pictures, Featured Vendors listed on side bar of website, Description and map, top of the page placement, listing in three additional states, Social Media links, Testimonials, No other ads on our page

<http://guide.rusticweddingchic.com/illinois/wedding-venues-il>

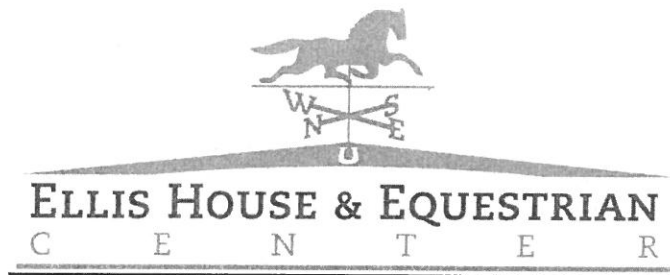
<http://guide.rusticweddingchic.com/ellis-house-equestrian-center>

[AUTUMN COUNTRY WEDDING: JONNIE + JUSTIN](#)

Wedding Wire – \$4200.00 (\$3360.00 – Not for profit) – Professional Package

Custom Storefront, Listings rotate at bottom of website page, ability to collect reviews

<https://www.weddingwire.com/>



Board Updates March, 2016

House Bookings:

- March 6, 2016 – Birthday Party
- March 12, 2016 – Wedding at Meadowhawk
- March 19, 2016 – Baby shower
- April 16, 2016 – Baby Shower
- April 17, 2016 – Bridal Shower
- April 23, 2016 – Baby Shower
- April 30, 2016 – Wedding
- May 1, 2016 – Bridal Shower
- May 13, 2016 – Conservation Foundation
- May 21, 2016 – Wedding – Joliet. Well the first time we heard about it was my sister saying that her high school class was thinking about having their reunion there. But then we basically googled outside wedding venues. When we saw that there was going to be a bridal expo there it was a no brainer that we should go and see! Booked: 4/10/15
- May 28, 2016 – Wedding – Minooka – I went to a wedding there for Kyle McKenna Booked: 6/26/15
- May 29, 2016 – Wedding – Plano – The knot. Booked: 7/17/2015
- June 11, 2016 – Wedding – Michael has been to two different wedding, and my future mother-in-law found a wedding expo flyer online. Shorewood – Booked: 5/24/15
- June 25, 2016 – Wedding – Plainfield. We went to the event that you held a little while ago and got information that way. It was the expo if I recall! Booked: 3/7/15
- July 2, 2016 – Wedding – Oswego – I think I found it on the knot or rustic weddings site and Mark from Uncle Bubs brought it up later. Booked: 11/22/2015
- July 9, 2016 – Wedding – Tinley Park – Dan found your venue from searching the internet. He thinks he saw it listed on rustic bride. Booked: 6/6/2015
- August 20, 2016 – Wedding – Worth – The Bridal expo! :) Booked: 7/1/15
- August 27, 2016 – Wedding – Morris – Dollinger Pumpkin Farm referred me after I had contacted them on a possible venue with them. Booked: 8/19/15

- September 3, 2016 – Wedding – Channahon – I think it was the knot online! Booked: 6/4/15
- Saturday, September 10, 2016 – Wedding - Channahon – A friend's sister is getting married there this spring. Booked: 10/14/2015
- September 17, 2016 – Wedding – Plainfield – We found out about Ellis through a Google search! Booked: 10/27/14
- September 24, 2016 – Wedding – Chicago – We actually heard about it from Taryn Krippel and Darren Hancock, who will be having their wedding at the Ellis house in 2016 as well! Thanks! Booked: 7/22/15
- October 1, 2016 – Wedding – Plano – Booked: 2/6/16
- October 7, 2016 – Wedding – Elwood – I heard about the facility from Amanda Millers wedding and also got info from Tarissa Phillips, who got married there as well. Booked: 12/14/14
- October 8, 2016 – Wedding – Winfield – Brittany and Tim Sullivan. Booked: 11/30/2015
- Saturday, May 13, 2017 – Wedding - Channahon – From Kaytee (I have work with her sister Melissa) Booked: 10/14/2015
- May 13, 2017 - Wedding
- June 3, 2017 – Wedding – Minooka. We heard about Ellis House through weddingwire.com and theknot.com. After meeting with you and seeing how beautiful the property is, it was easy to decide Ellis is where we want to have our wedding. Booked: 4/11/2015
- June 10, 2017 – Wedding – Booked: 3/19/16
- June 17, 2016 – Wedding – Booked: 3/19/16
- June 24, 2017 - Wedding

Total Bookings:

2017 –
 Weddings = 6

2016 –
 Birthday Parties = 3
 Baby Showers – 4
 Bridal Showers – 2
 Corporate – 1
 Weddings at MHL - 1
 Weddings = 16 / \$57,600.00

2015 –
 Birthday Parties = 1
 Bridal Showers = 2
 Graduation Parties = 1
 Weddings = 14 / \$46,200.00

2014 –

Baby Showers = 1
Bridal Showers = 1
Weddings = 15

2013 –

Baby Showers = 1
Bridal Showers = 2
Church Retreats = 1
Weddings = 21

2012 –

Anniversary Parties = 1
Baby Showers = 3
Church Retreats = 1
Graduation Parties = 2
Weddings = 9

House/Property Tours:

- 8 – EHEC

Maple Syrup Program

March 19- 9:30-11:30 am

- 18 participants/5 families
- Silver Dollar donated pancakes for the program and the Kendall County Forest Foundation donated funds for the supplies of the program.
- Program lasted about 2 hours.
 - First hour was an interpretive hike that taught participants how to identify Maple Trees and the maple sugaring process.
 - The second hour was enjoying real maple syrup on pancakes!

Supply Cost (food, program supplies)	\$140
Staff Cost (3 staff members)	\$158
Revenue (18 participants- \$5 each)	\$90
Forest Foundation Donation	\$300
Profit	\$92

School Programs January – May 2016

School Name	Date	Program	Cost per Student	# of Students	Revenue
Southbury Elementary	25-Jan	Animals in Winter	\$3	161	\$483
Newark Grade School	27-Jan	Animals in Winter	\$3	32	\$96
East View Kindergarten Center	23-Feb	Animals in Winter	\$3	503	\$1,509
Fox Chase Elementary	3-Mar	Fossils of Illinois	\$4	106	\$424
Cross Lutheran	4-Mar	Animals in Winter	\$3	12	\$36
Churchill Elementary	17-Mar	Bird Beaks	\$4	131	\$524
Southbury Elementary	18-Mar	Fossils of Illinois	\$4	95	\$380
Churchill Elementary	1-Apr	Wetlands	\$4	116	\$464
Churchill Elementary	4-Apr	Bio-mimicry	\$4	100	\$400
Adventures in Learning	6-Apr	Insects	\$5	30	\$150
Homestead Elementary	13-Apr	Native American	\$6	125	\$750
Wolf's Crossing	15-Apr	Bugfest	\$6	125	\$750
Hunt Club	18-Apr	Bugfest	\$6	125	\$750
Lighthouse Academy	20-Apr	Bugfest	\$6	125	\$875
Churchill Elementary	21-Apr	Ecology and Ecosystems	\$6	116	\$696
Newark Grade School	22-Apr	Bugfest	\$6	45	\$315
Jones Elementary	25-Apr	Zoochory	\$6	125	\$875
Long Beach	26-Apr	Bug Fest	\$6	105	\$630
Fox Chase Elementary	27-Apr	Ecology and Ecosystems	\$6	120	\$720
Wolf's Crossing	28-Apr	Ecology and Ecosystems	\$6	100	\$600
Grande Park	29-Apr	Ecology and Ecosystems	\$6	125	\$750
Churchill Elementary	3-May	Bug Fest	\$6	100	\$700
Grande Park	4-May	Bug Fest	\$6	120	\$840
Southbury Elementary	5-May	Bug Fest	\$6	105	\$630
Lakewood Creek	6-May	Bug Fest	\$6	124	\$744
Wheatland's	9-May	Bug Fest	\$6	100	\$700
Walker's Grove	10-May	Bug Fest	\$6	75	\$525
Fox Chase Elementary	11-May	Bug Fest	\$6	96	\$576
Old Post	12-May	Bug Fest	\$6	68	\$408
Prairie Point	16-May	Bug Fest	\$6	75	\$450
Thomas Jefferson	17-May	Bug Fest	\$6	90	\$630
Homestead Elementary	18-May	Bug Fest	\$6	100	\$600
Boulder Hill	19-May	Ecology and Ecosystems	\$6	85	\$510
Owen Elementary	20-May	Water Quality	\$5	89	\$445
		Total:		3,749	\$19,935

School Programs January – May 2015

School Name	Date	Program	Cost of Programs	# of Students	Revenue
Prairie Point Elementary	15-Jan	K- Animals in Winter	\$1	19	\$19
Lakewood Creek	21-Jan	K- Animals in Winter	\$1	26	\$26
Boulder Hill Elementary	22-Jan	K- Animals in Winter	\$1	108	\$108
East View Kindergarten Center	23-Jan	K- Animals in Winter	\$1	567	\$567
Boulder Hill Elementary	28-Jan	1st- Biomimicry	\$2	117	\$236
Southbury Elementary	3-Feb	K- Animals in Winter	\$1	175	\$175
Circle Center Grade School	20-Feb	K- Animals in Winter	\$1	100	\$100
Southbury Elementary	24-Feb	K- Reptiles vs. Amphibians	\$1	175	\$175
Wheatland's Elementary	25-Feb	4th- Fossils of Illinois	\$2	139	\$278
Churchill Elementary	3-Mar	1st- Biomimicry	\$2	105	\$210
Southbury Elementary	4-Mar	1st- Biomimicry	\$2	87	\$174
Churchill Elementary	6-Mar	3rd- Animal Adaptations	\$2	116	\$232
Southbury Elementary	10-Mar	4th- Fossils of Illinois	\$2	100	\$200
Old Post Elementary	16-Mar	5th- Wetland Study	\$2	84	\$168
Grande Park Elementary	19-Mar	3rd- Animal Adaptations	\$2	126	\$252
Wolf's Crossing Elementary	20-Mar	1st- Biomimicry	\$2	100	\$200
Emily G Johns Intermediate School	23-Mar	4th- Teeth of Herbivores	\$2	163	\$326
Homestead Elementary	24-Mar	2nd- Zoochory	\$2	140	\$280
Fox Chase Elementary	26-Mar	4th- Fossils of Illinois	\$2	140	\$280
Churchill Elementary	27-Mar	5th- Wetland Study	\$2	128	\$256
Southbury Elementary	16-Apr	K- Teeth of Herbivores	\$1	175	\$175
Old Post Elementary	17-Apr	4th- Native Americans	\$5	53	\$265
Southbury Elementary	20-Apr	5th- Ecology and Ecosystems	\$4	84	\$336
Fox Chase Elementary	22-Apr	2nd- Zoochory	\$2	127	\$254
Grande Park Elementary	23-Apr	5th- Ecology and Ecosystems	\$4	111	\$444
Boulder Hill Elementary	27-Apr	5th- Ecology and Ecosystems	\$4	85	\$340
Lakewood Creek	28-Apr	5th- Ecology and Ecosystems	\$4	170	\$689
The Wheatland's Elementary	29-Apr	5th- Ecology and Ecosystems	\$4	120	\$480
Wolf's Crossing Elementary	30-Apr	5th- Ecology and Ecosystems	\$4	97	\$388

Churchill Elementary	1-May	5th- Ecology and Ecosystems	\$4	128	\$512
Hunt Club Elementary	4-May	1st- Bugfest	\$3	75	\$225
Churchill Elementary	5-May	1st- Bugfest	\$3	104	\$312
Owen Elementary	6-May	4th- Native Americans	\$5	82	\$246
Grande Park Elementary	7-May	1st- Bugfest	\$3	111	\$333
Long Beach Elementary	7-May	1st- Bugfest	\$3	83	\$249
Wolf's Crossing Elementary	8-May	1st- Bugfest	\$3	99	\$297
The Wheatland's Elementary	8-May	1st- Bugfest	\$3	120	\$360
Lakewood Creek	11-May	1st- Bugfest	\$3	132	\$396
Old Post Elementary	12-May	1st- Bugfest	\$3	50	\$150
Boulder Hill Elementary	12-May	1st- Bugfest	\$3	113	\$339
Prairie Point Elementary	13-May	1st- Bugfest	\$3	92	\$276
Southbury Elementary	13-May	1st- Bugfest	\$3	85	\$255
Walkers Grove Elementary	15-May	1st- Bugfest	\$3	87	\$261
Homestead Elementary	18-May	1st- Bugfest	\$3	108	\$324
Fox Chase Elementary	19-May	1st- Bugfest	\$3	100	\$300
Thomas Jefferson Elementary	20-May	1st- Bugfest	\$3	100	\$300
			Total	5406	\$12,768

Social Media Success

In August we had a little less than 400 likes on our Facebook Page. As of April 6th, we have **648** likes. Our posts usually reach between 400-3,000 people. The new website will feature our most recent Facebook posting so this should help us gain more “likes”. At our recent public programs we asked where people had heard about our programs and around half had read about them on our facebook page.

This is the posting chart we like to stick to for our Facebook account. We try to post around 3 times a week.

Monday	Summer camps
Tuesday	Laws of Nature
Wednesday	Public Programs
Thursday	Fun Fact
Friday	School Program

Vendor **Nature of Business** **Price** **Event Program** **Sponsorship**

Mary Kay	Cosmetics	\$50.00	\$25.00	
We R One Weddings	Officiant	\$40.00	\$25.00	
BigBash Caterers	Caterer	\$40.00	\$25.00	
SoPrime Entertainment	DJ	\$40.00		
Uncle Bub's BBQ	Catering	\$40.00		
United Talent Coordinators	Entertainment Booking Salon Services Hair and makeup	\$50.00	\$25.00	\$250.00
Eclipse Salon		\$50.00		
Grand Rental Station	Rental Store	\$40.00	\$25.00	
Hampton Inn & Suites	Hotel	\$50.00	\$25.00	
UpperCrust Catering	Caterer	\$40.00		
Eclipse Media Group, Inc.	Video Production	\$50.00		
Origami Owl Jewelry	Jewelry	\$50.00		
Sense of Samadhi	Yoga Studio & Meditation Healing Market	\$50.00		
Pure Romance by Chrisi	In-home Parties	\$50.00		
Petals Custom Wedding Flowers	Florist	\$50.00	\$25.00	
Fotos by Felicia	Photography	\$50.00		
Younique	Make-up and Skin Care	\$50.00		
Hampton Inn	Hotel	\$40.00		
Total		\$830.00	\$175.00	\$250.00
	Received / Income	\$1,255.00		
	Paid / Expenses	\$150.00		
	Profit	\$1,105.00		