

# Enhancing weddings, functions at Glen Magna

## Historical Society makes improvement in hopes of drawing more parties to historic home

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As wedding season approaches, Glen Magna Farms — one of Danvers' hottest spots for tying the knot — can expect to see some changes.

Last month, the Danvers Historical Society membership approved a proposal to apply for a line of credit that would allow it to upgrade its wedding rental package at Glen Magna Farms.

"We'll basically end up tripling our income in the long run... and [having] a much better venue for a bridal party or other events," said Dave McKenna, vice president of

the society.

The line of credit, which members voted to approve on March 14, allowed the society to get the \$145,000 in up-front cash needed to purchase a tent, dance floor, new tables and chairs — items not previously included in the price of the wedding rental package at Glen Magna Farms. Wedding parties were expected to find their own such dining and dancing accommodations.

The final payments for these items were made last week, according to Thomas Page, president of the society. He expects to have everything installed by the first week of May.

The society is also considering the purchase of a "posh potty" in place of the one the society

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Line of credit allows Danvers Historical Society to upgrade its wedding package at Glen Magna Farms with permanent fixtures for the venue.

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currently rents out at a price of about \$4,000 per month.

After the induction of several new trustees this past year, Page said, the society started to look at ways it could move forward financially.

"We were looking at ways in which to settle many issues as...to financing — how we were going to

be able to renovate certain buildings that needed renovation, and how to bring the Historical Society to a level where it could sustain itself over a long period of time," he said.

One trustee suggested the society apply for a line of credit at MountainOne Bank.

"The proposal was more than just applying for the line of credit," said McKenna. "The society was having a very difficult time sustaining itself and covering its expenses. We needed to reformat how we were doing wedding expenses."

That included the idea to purchase permanent fixtures for the venue on Ingersoll Street, eliminating the need for the wedding party to find its own rentals.

According to an information sheet provided to members at the March 14 meeting, income from weddings held at Glen Magna Farms in 2017 came to about \$166,000.

Projected income from wedding rentals in 2018, with the new fixtures, is about \$296,000, or a \$130,000 difference over the previous year. So far, there are

46 weddings scheduled for the upcoming wedding season, in addition to other events.

Members initially expressed concern for the fact Glen Magna mansion would be put up as collateral for the loan, but the society said the upgraded wedding package would generate enough income to cover the repayment of the line of credit as well as other potential expenses.

Ultimately, the vote was near unanimous, Page said, with just one vote against the proposal.

McKenna added the

income would eventually help to benefit other society projects.

"It takes a lot of money to keep things up," McKenna said. "This will put us in a foot where we can do that."

Though the financial committee plans to meet to discuss prioritization of how the money will be used, Page said it would benefit restoration and maintenance of the society's multiple properties.

"All this business planning and everything we've done over the last year and half is now starting to bear fruit," he said.