

EVENT ESSENTIALS BREAKS GROUND ON NEW STATE-OF-THE ART WAREHOUSE

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MADISON, WIS. – **Event Essentials, a premier event planning and rental company, held an official groundbreaking ceremony for their new state-of-the-art warehouse in Madison, Wisconsin.** This exciting milestone will mark the beginning of a transformative 80,000 sqft project that will feature 12 loading docks and expand their current space to better serve the surrounding Madison area more efficiently.

Kevin Hoffman, President of Event Essentials, exclaimed that “This is an exciting next step in the evolution of the family business started by my parents as an equipment rental company in 1954. We have a young team of engaged and passionate leaders, a talented and creative event design and sales staff, and an experienced and knowledgeable operations team to make it happen. Now we will have a first-class launching pad for the great things to come!”

The groundbreaking ceremony took place on May 26, 2023 at 2:00 PM CST, at the site of the upcoming Event Essentials facility located at 6551 Ronald Reagan Ave, Madison, WI. Key stakeholders and team members gathered to celebrate this significant milestone.

Robert Copley, Sales Manager at Event Essentials, shares that “We have been looking forward to the opportunity to expand into a new space for quite some time. This state-of-the-art facility will allow us to be more efficient in operations, thus being able to elevate the experience we provide for our clients. Throughout the design process, Event Essentials’ leadership focused on creating innovative, spacious, and professional work environments for our valuable team members.”

Collaborating closely with Event Essentials, Sketchworks Architecture will use their creativity and expertise to design a facility that not only captivates visually but also optimizes functionally and sustainability. Vogel Bros. Building Co. will bring the Event Essentials facility to life, ensuring it meets the highest standards of quality and craftsmanship.

“It has been great to work with the Event Essentials team over the last two years and see all the planning and preparation come to fruition during a groundbreaking ceremony for their new space,” says Jay Thomsen, Vice President of Vogel Bros. Building Company. “We are honored to be chosen as

better people = better builders®

their construction partner and look forward to bringing their vision to life to help them better serve their clients.”

Vogel Bros. Building Co. (www.vogelbldg.com) is a fifth-generation construction services company with offices in Madison, WI and Lakeland, FL. As an award-winning company, Vogel Bros. has earned recognition for completing large-scale complex projects, encouraging innovation, embracing new technologies, and making a difference in our communities. We owe our success and longevity to the values established by the Vogel family that have been shared through the generations and are embodied in our employees. Vogel Bros. mission is to continually improve our services in order to enhance the lives of the people in the communities we serve.



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Concept Images by SketchWorks Architecture





