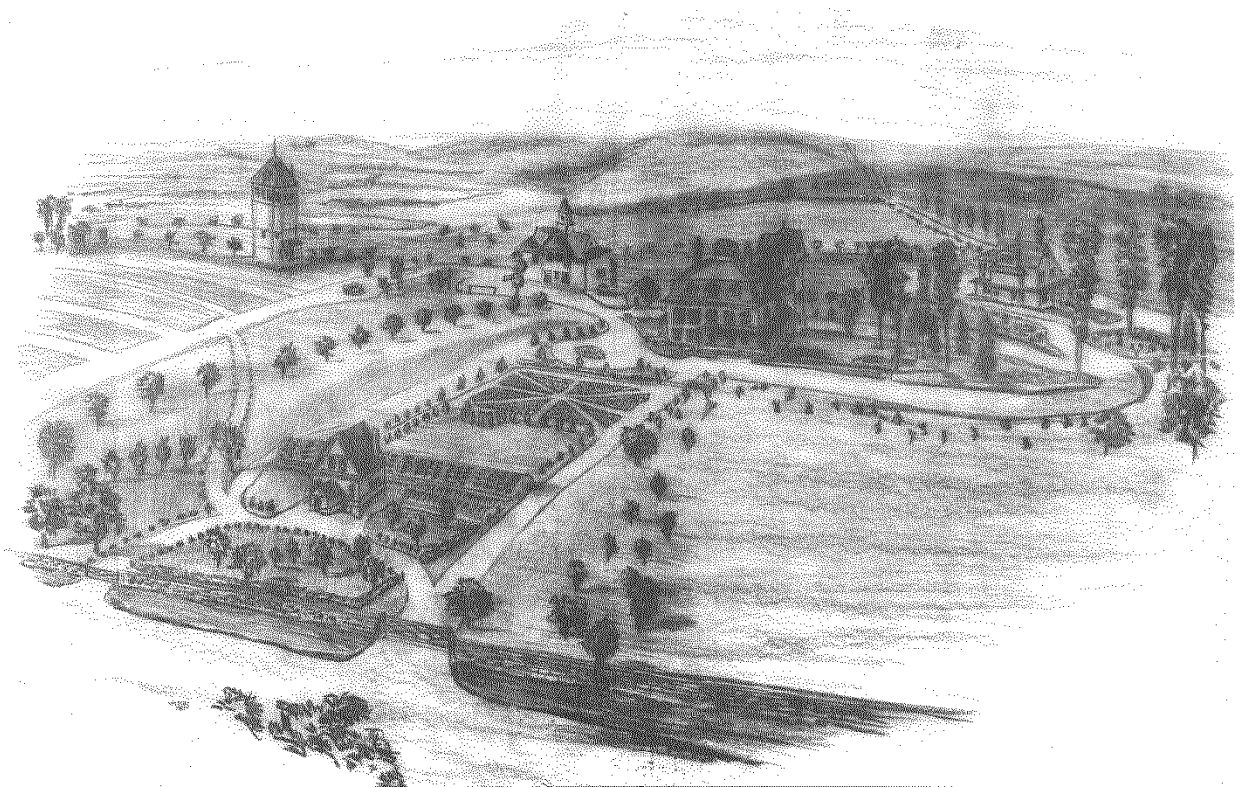


*Peirce*  *Farm*  
*at Witch Hill*

Presents:

**A Guide to Peirce Farm  
Weddings**



**Peirce Farm at Witch Hill**

116 Boston Street

Topsfield, MA 01983

(978) 867-1355

[sean.ward@peircefarm.com](mailto:sean.ward@peircefarm.com)

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## II. Welcome Guests

Welcome to Peirce Farm at Witch Hill and thank you for choosing to share your very special day with us. This Victorian Era Gentleman's Farm has a combination of history, charm and rustic elegance that will guarantee an unforgettable wedding day. The unique setting of nineteenth century landscapes, architecture, décor and bucolic charm will enchant you and your guests and be remembered for many years to come.

Magic! Peirce Farm at Witch Hill transports guests through time to an elegant and romantic Victorian period Gentleman's Farm. Our mission is for every guest to have a one-of-a-kind experience to talk about for years.

To help ensure that your wedding is as special as it can be we have accumulated this guide based on our experience here at Peirce Farm and elsewhere and drawing from the advice of others that we have met along the way.

### III. The Venue

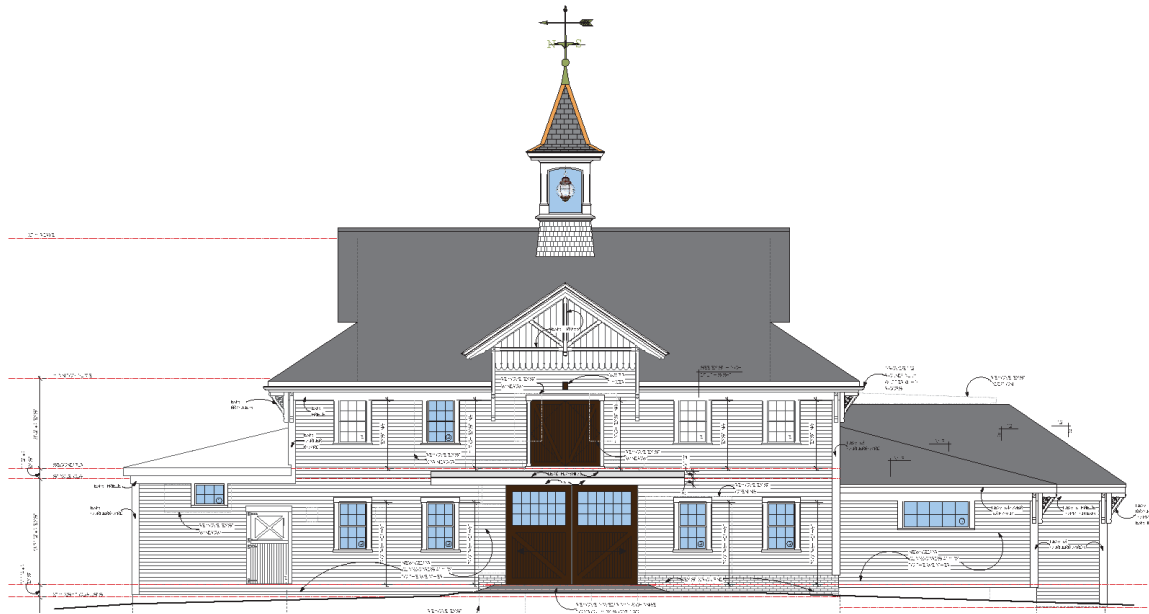
Peirce Farm at Witch Hill is a unique venue. The mansion, the barn, the grounds are like no other venue anywhere.

#### The Barn

The centerpiece of our event space is the 1873 barn and stables of Thomas Wentworth Peirce. This meticulously restored barn will accommodate up to 150 guests in a climate controlled single open space with two fireplaces, two bathrooms, a large deck overlooking the field and a kitchen. This transformed Victorian era carriage house is absolutely stunning!



We started with a vision put to pen by a talented architect and made reality by a team of very dedicated craftsmen. In April of 2015 we started the renovation by disassembling the upstairs apartment. Then in May of 2016 we opened the doors to this spectacular new venue and began hosting magical events.



## The Mansion

The mansion was originally a Georgian style home built in 1821 but was later transformed into a Second Empire Victorian by Colonel Thomas Wentworth Peirce. There are 14 beautiful rooms, 7 bathrooms, 5 working fireplaces, 5 flights of stairs including the beautifully crafted grand staircase in the great room, and a kitchen. The house can accommodate up to 50 guests (40 for a seated dinner).



## IV. Directory

Peirce Farm at Witch Hill is a conference and event facility in Topsfield, Massachusetts, owned and operated by Sean T. Ward and Michael J. Gutman.

### Location

116 Boston Street  
Topsfield, Massachusetts, 01983  
(978) 867-1355

### Owner

Sean T. Ward  
(978) 766-8953  
[Sean.Ward@PeirceFarm.com](mailto:Sean.Ward@PeirceFarm.com)

### Owner/General Manager

Candice Ward  
(978) 729-7707  
[Candice.Ward@PeirceFarm.com](mailto:Candice.Ward@PeirceFarm.com)

### Venue Manager

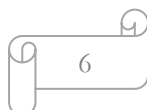
Bill Cole  
(978) 994-0245  
[Bill.Cole@PeirceFarm.com](mailto:Bill.Cole@PeirceFarm.com)

### Event Coordinator

Leslie Quigley  
(978) 882-5235  
[Leslie.Quigley@PeirceFarm.com](mailto:Leslie.Quigley@PeirceFarm.com)

### Internet

Our Website: [www.PeirceFarm.com](http://www.PeirceFarm.com)  
Our Facebook Page: [www.Facebook.com/PeirceFarm](http://www.Facebook.com/PeirceFarm)  
Our Instagram: [www.instagram.com/peircefarm](http://www.instagram.com/peircefarm)  
Tags: #peircefarm, #peircefarmatwitchhill



## V. Catering

We have proudly partnered with Vinwood Caterers for Food & Beverage service at Peirce Farm. Vinwood Caterers is proud to be consistently recognized as the North Shore's favored catering company, and for good reason. Vinwood's Signature Style and polished service have been behind all of their sensational events, from simple to lavish, for over 40 years. Their philosophy is simple; offer fresh, seasonal food at its finest and serve it with style and unparalleled attention to detail.

Vinwood custom designs every event and with menus tailored to your tastes and vision. The menu suggestions and themes are just the beginning to create your own personalized occasion. Food preferences and any food allergies are easily accommodated. Vinwood's flawless execution, gorgeous presentation and unequalled value will ensure that your day will be spectacular.

## VI. Bar

Peirce Farm at Witch Hill and Vinwood Caterers have partnered to offer you a full range of bar services.

- Fully licensed and insured
- Certified Bartending Staff
- Five Hour Bar Service
  - Cash Bar
  - Consumption Bar
  - Open Bar
- Customizable Signature Cocktails

## VII. Photography and Video

### Photographers

<b>26 North Studios</b> <a href="https://26northstudios.com">https://26northstudios.com</a> <a href="mailto:cc@26NorthStudios.com">cc@26NorthStudios.com</a> (781) 605-8090	<b>Benoit &amp; McCarthy Photography</b> <a href="https://www.benoit-mccarthy.com">https://www.benoit-mccarthy.com</a> <a href="mailto:studio@benoit-mccarthy.com">studio@benoit-mccarthy.com</a> (978) 774-4133
<b>Christian Napolitano Photography</b> <a href="http://www.christiannapolitanophoto.com">www.christiannapolitanophoto.com</a> <a href="mailto:christiannapolitanophotography@gmail.com">christiannapolitanophotography@gmail.com</a> (781) 568-9620	<b>Somerby Jones Photography</b> <a href="http://www.somerbyjones.com">http://www.somerbyjones.com</a> <a href="mailto:Hello@SomerbyJones.com">Hello@SomerbyJones.com</a> (978) 660-3849
<b>Shannon O'Neil Photography</b> <a href="http://www.shannononeilphotography.com">www.shannononeilphotography.com</a> <a href="mailto:shannon@shannononeilphotography.com">shannon@shannononeilphotography.com</a> (978) 500-1432	<b>Metzger Studios</b> <a href="https://metzgerstudios.com">https://metzgerstudios.com</a> <a href="mailto:scott@metzgerstudios.com">scott@metzgerstudios.com</a> (781) 652-0342
<b>Mark Spooner Photography</b> <a href="http://www.markspoonerphoto.com">www.markspoonerphoto.com</a> <a href="mailto:mark@markspoonerphoto.com">mark@markspoonerphoto.com</a> (267) 275-7799	<b>David Rizzo Photography</b> <a href="http://www.davidrizzophotography.com">www.davidrizzophotography.com</a> (781) 932-8837
<b>Deborah Zoe Photography</b> <a href="http://deborahzoephoto.com">http://deborahzoephoto.com</a> <a href="mailto:deborah@deborahzoephoto.com">deborah@deborahzoephoto.com</a>	<b>Alicia Petitti Photography</b> <a href="http://www.aliciapetitti.com">www.aliciapetitti.com</a> (774 )392-0546
<b>The Ewings Photography Studio</b> <a href="https://the-ewings.com/">https://the-ewings.com/</a> <a href="mailto:hello@the-ewings.com">hello@the-ewings.com</a> (508) 471-7988	<b>(Once Like a Spark) Photography</b> <a href="http://oncelikeaspark.com/">http://oncelikeaspark.com/</a> <a href="mailto:letschat@oncelikeaspark.com">letschat@oncelikeaspark.com</a>

### Videographers

617 Weddings  
[info@617weddings.com](mailto:info@617weddings.com)  
 (617) 765-0005

### Photo Booths

Photobooth Planet  
[Ben@photoboothplanet.com](mailto:Ben@photoboothplanet.com)  
[PhotoBoothPlanet.com](http://PhotoBoothPlanet.com) [RubyThePhotoBus.com](http://RubyThePhotoBus.com)  
 (603) 280-4128



## VIII. Music

### Disc Jockeys & Entertainment

#### **C-Zone Entertainment**

Greg Capozzi

<https://czonemusic.com>

[djczone@gmail.com](mailto:djczone@gmail.com)

(617) 320-0723

#### **Cover Story Entertainment**

Chris Troxell

<http://www.coverstoryentertainment.com/>

[TheCoverStoryBand@gmail.com](mailto:TheCoverStoryBand@gmail.com)

(954) 494-4438

#### **First Class Weddings**

Josh Wiseman

<https://fcweddings.com>

[info@fcweddings.com](mailto:info@fcweddings.com)

(781) 587-1472

#### **Good Times Unlimited**

Dave Solimine

<http://www.goodtimesunlimited.net>

[dave@goodtimesunlimited.net](mailto:dave@goodtimesunlimited.net)

(781) 794-1440

#### **617 Weddings**

Jimmie Espo

<http://617weddings.com>

[info@617weddings.com](mailto:info@617weddings.com)

(617) 765-0005

#### **Executive Disc Jockey**

Lou Auciello

[info@executivediscjockey.com](mailto:info@executivediscjockey.com)

[www.executivediscjockey.com](http://www.executivediscjockey.com)

## IX. Furniture, Equipment & Decoration

### Tables

Peirce Farm provides the following tables at no charge:

- (26) 60" Diameter Round x 30" High Wood folding tables (Seats 8 comfortably)
- (10) 30" Diameter Round x 30" or 42" High Wood tables
- (10) 36" Diameter Round x 30" or 42" High Wood tables
- (8) 8' Long x 30" Wide Wood Banquet tables
- (2) 6' Long x 30" Wide Plastic Banquet tables
- (2) 5' Long x 30" Wide Wood Banquet tables

### Chairs

One set of 150 dark wood Chiavari chairs and one set of 150 white folding chairs are included in the rental fee.

### Candles

Candles are permitted if they are contained in glass or lantern.

### Sparklers

Sparklers are not permitted on the property, as they are classified as fireworks and therefore illegal in Massachusetts.

### Confetti

Confetti, Silk Petals, and any other non-organic material are not permitted to be thrown on the lawn or in the barn. This includes bio-degradable tissue petals. Real flower petals are allowed.

### Tents

If you plan on putting a tent on the property here are the dimensions of the space.

The terrace to the right of the house is approximately 41' wide by 74' long.

**NOTE!:** Tents exceeding 400 SqFt with sides or 700 SqFt without sides require a building permit from the Town of Topsfield.

## Recommended Rental Companies

### Events for Rent

<http://www.eventsforrent.com>

(978) 535-5035

Located 10 minutes away from the venue and always willing to do whatever they can to handle last minute requests and emergencies. Also rents Tents.

### Peak Event Services

<http://www.petersonpartycenter.com>

(781) 729-4000

[Sales@ppcinc.com](mailto:Sales@ppcinc.com)

### Party Rental Ltd.

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

(800) GO-HIPPO

[inquiries@partyrentalltd.com](mailto:inquiries@partyrentalltd.com)

### Seacoast Events

<https://seacoastevents.net/>

(978)462-6877

[info@seacoastevents.net](mailto:info@seacoastevents.net)

### Sperry Tent Rentals

<http://www.sperrytentsseacoast.com>

(603) 570-4857 ext. 204

[mparkin@sperryt.com](mailto:mparkin@sperryt.com)

## X. Accommodations

Looking for a place to stay nearby? Here are some local lodging options and some in Boston. Tell them Peirce Farm sent you to get our group rate.

### **DoubleTree**

Ramona Rodriguez, Group Sales Manager

Direct (978) 750-7961

[Ramonda.Rodriguezh@hilton.com](mailto:Ramonda.Rodriguezh@hilton.com)

### **Marriot**

Kyle Fuller - Sales Executive

[Kyle.Fuller@Marriott.com](mailto:Kyle.Fuller@Marriott.com)

(781) 333-1048

### **Holiday Inn & Suites**

Newbury Street

Peabody, MA 01960

(978) 536-3550

## XI. Transportation

Peirce Farm has limited parking. We can fit about 55 cars total - 30 cars on pavement (25 if you want to keep cars away from the front of the buildings for photos), and an additional 20-25 in our lower parking lots. We request and **strongly recommend** that you consider using a shuttle or a bus to transport some of your guests. This has the added benefit of increasing the safety and enjoyment of your guests. Without a shuttle, we cannot guarantee that cars will not be parked in the circle by the fountain.

**Guest counts of over 120 will require some form of alternate transportation.**

**Coach Buses are unable to navigate the tight turns in our driveway and are therefore not recommended.**

### Recommended Transportation Vendors

Salem Trolley  
<http://www.salemtrolley.com>  
(978) 744-5469

Town Livery  
[TownLivery@hotmail.com](mailto:TownLivery@hotmail.com)  
(978) 476-7193

Black Tie Limousine  
[info@blacktielimo.com](mailto:info@blacktielimo.com)  
(800) 624-9990

Rock Star Limo  
[weddings@rockstarlimo.net](mailto:weddings@rockstarlimo.net)  
(888) 725-7871

Salter Transportation  
[LLamkin@saltertrans.com](mailto:LLamkin@saltertrans.com)  
(978) 462-6433

## XII. Wedding Planning and Coordination

Peirce Farm provides a “Venue Coordinator” for the day of your wedding. The venue coordinator is not the same as a wedding coordinator or a wedding planner. The venue coordinator’s responsibility is to make sure the venue operates to its fullest on your wedding day. A wedding planner/coordinator on the other hand is there to focus on all aspects of your wedding day including communicating needs and requests to the venue coordinator. Below we have provided a list of the primary responsibilities of the Peirce Farm Venue Coordinator. We have also included a list of typical Wedding Coordinator responsibilities and highlighted in green some of the areas where these two roles overlap.

### Peirce Farm Venue Coordinator

The venue coordinator and staff provided by Peirce Farm can assist with the following:

- Discuss the facility, scheduling, and specifics of the wedding day with your other vendors in advance of the wedding.
- Meet with vendors to give site tours to assist them with their planning.
- Receive and store any deliveries for your event.
- Rearrange furnishing and equipment in barn to specifications.
- Assist with setting up floorplan to specifications.
- Direct parking of guests and vendors.
- Greet vendors and instruct them as to where to set up i.e. wedding band, florist, and caterer, etc.
- Direct loading and unloading of vendor’s equipment.
- Assist with setting up rented furniture and equipment if time permits.
- Meet with catering staff to confirm food timeline.
- Ensure that tent lighting and other equipment are set up properly and troubleshoot as needed.
- Welcome guests and assist with parking, coats, directions to seating, bathrooms, their table, etc.
- Prevent or fix any problems that may arise during your event.
- Remain easily accessible through the entire event in case there are any details you would like attended to.
- Assist all vendors with facilities related questions or issues during the wedding
- Assist with cleaning spaces (Note: All personal items should be removed by the bridal party/family after the event. Peirce Farm staff will clean surfaces and remove trash from the mansion after the event.)
- Assist vendor with pickup of equipment and items after the event.

## Wedding Coordinator

The following is an outline of some of the tasks that a Wedding Coordinator handles leading up to and on the day of your wedding. The highlighted items are areas where the Wedding Coordinator and the Peirce Farm Venue Coordinator overlap.

### Two Weeks Prior to Wedding Day

- Meet with bride and groom to present timeline. Go over any arrangements the couple have previously made with vendors, and update timeline accordingly.

### One Week Prior to Wedding Day

- Send vendors a copy of the final timeline and make sure they have directions to the ceremony and reception locations.

### Rehearsal

- Work with wedding officiator to choreograph wedding ceremony, processional and recessional
- Alert wedding party as to where they need to be the following day, and at what time

### Pre-Ceremony

- At brides “getting dressed” location:
- Facilitate on-time arrival of hair and make-up stylists
- Instruct hair and make-up stylists as to where to set up hair dryers, brushes and any other equipment they have with them.
- Coordinate hair and make-up schedule with bridal party and stylists and ensure that hair and make-up is completed in a timely fashion
- Coordinate any food deliveries
- Make sure personal flowers i.e. bridal bouquet, bridesmaid’s flowers and father of the bride’s boutonniere arrive on time
- Direct flower deliveries to their destination (if at venue)
- Blot personal flowers with paper towels and distribute to wedding party
- Direct photographer to parking and shooting locations.
- Gather bride, bridal party and immediate family for photos
- Call out names on “must shoot” list for photographer
- Ensure that transportation arrives on time.
- Direct transportation to waiting and pickup area
- Instruct wedding party as to when to depart for ceremony
- Communicate with best man to make sure groom is getting dressed and on-time
- Make wedding party aware of any last minute details
- Communicate with transportation driver and maid-of-honor/best man while bridal party is on the way to the ceremony location

### Ceremony

- Set up programs and other ceremony items i.e. guest book, unity candles, kiddush cups, wine or yarmulkes
- Ensure that ushers/groomsmen arrive on time and are ready to pass out programs

- Ensure that personal flowers i.e. flower girl bouquet and groomsmen boutonnieres have arrived at ceremony location
- Alert ushers/groomsmen as to when to begin escorting guests to their seats and remind them as to how to be a “proper” usher
- Ensure that ceremony musicians have arrived
- **Direct ceremony musicians as to where to set up (if at venue)**
- Confirm the music that ceremony musicians will play during the ceremony, as well as start times for each piece of music. Determine what hand signals will be used to cue musicians
- Act as a liaison with the ceremony officiator and decide what cue will be used to signal the start of the ceremony
- Communicate with bride and groom so that they know how much time remains before the start of the ceremony
- **Handle any emergencies that may arise**
- Line up the bridal party for their entrances down the aisle
- Cue ceremony musicians when bridal party is ready to begin processional
- Gather family and friends for after ceremony photos

#### **Prior to Reception**

- **Greet vendors and instruct them as to where to set up i.e. wedding band, florist, and caterer**
- Arrange escort cards
- Make sure reception flowers/décor is set up according to flower order
- **Ensure that tent and lighting are set up properly and troubleshoot as needed**
- Meet with catering staff to confirm food timeline
- Set up guest book and pen, champagne flutes, cake cutting utensils
- Set up table numbers/names and menu cards
- **Set up amenities baskets, hand towels, candles etc. in bathrooms**

#### **Reception**

- Ensure proper flow of cocktail hour food
- **Look over dining tables and make sure they are set up properly**
- Along with catering staff, encourage guests to join bride and groom for dinner at the end of cocktail hour
- **Help guests locate their escort cards and dining tables**
- Locate bride and groom and instruct them to stay to the side of main dining room until they receive cue for their introduction and first dance
- Cue band when the majority of guests have found their tables and bride and groom are ready to be introduced
- Cue band, photographer, and videographer when important events take place at reception i.e. first dance, cake cutting, toasts and parent dances
- Cue best man and father of the bride when they are about to be announced for toasts
- Alert catering staff to pour champagne just before the toasts



- Be aware of timing of catering service and make sure people are served promptly
- Prevent & fix any problems that may arise during your event
- Remain easily accessible through the entire event in case there are any details you would like attended to
- Set up favor table towards the end of the evening
- Pack up gifts/cards, miscellaneous ceremony and reception items and have them ready to be taken to a family members car at the end of the night
- Coordinate reception departure transportation

## Recommended Wedding Planners and Coordinators

Here are some wedding planners and coordinators that can help you put together an amazing wedding day:

<p><b>EAH Events</b>            Elizabeth Anne            (978) 204-8052  <a href="http://www.eahevents.com">www.eahevents.com</a>  <a href="mailto:beth@eahevents.com">beth@eahevents.com</a></p>	<p><b>Harken Events</b>            Shay Egan            (617) 982-3887  <a href="http://www.harkenevents.com">www.harkenevents.com</a>  <a href="mailto:hello@harkenevents.com">hello@harkenevents.com</a></p>
<p><b>Detailed Engagements</b>            Tiffany J. Learned            (978) 380-4162  <a href="http://www.DetailedEngagements.com">www.DetailedEngagements.com</a>  <a href="mailto:hello@DetailedEngagements.com">hello@DetailedEngagements.com</a></p>	<p><b>Perfectly Coordinated</b>            Patty Fratto            (508) 308--0307  <a href="http://www.perfectlycoordinated.com">www.perfectlycoordinated.com</a>  <a href="mailto:perfectlycoordinated@gmail.com">perfectlycoordinated@gmail.com</a></p>

### XIII. Other Specialty Vendors

#### Recommended Bakeries

<p><b>The Topsfield Bake Shop</b>          (978) 887-0795  <a href="mailto:mary@topsfieldbakeshop.com">mary@topsfieldbakeshop.com</a></p>	<p><b>Flour(ish) Bake Shoppe</b>          (978) 969-1136  <a href="mailto:info@flourishbakeshoppe.com">info@flourishbakeshoppe.com</a></p>
<p><b>Cake Ann</b>          (978) 865-4100  <a href="mailto:info@cakeann.com">info@cakeann.com</a></p>	<p><b>Kane's Donuts</b>          (781) 558-5179</p>

#### Recommended Florists

<p><b>Wards Florist</b>          (978) 922-0032  <a href="http://www.wardsflorist.com">www.wardsflorist.com</a>  <a href="mailto:WardsFlorist@gmail.com">WardsFlorist@gmail.com</a></p>	<p><b>Fleur &amp; Stitch</b>          (339)927-1288  <a href="mailto:devin@fleurandstitch.com">devin@fleurandstitch.com</a></p>
<p><b>Karla Cassidy Designs</b>          (781) 771-6510  <a href="mailto:karlacassidy@gmail.com">karlacassidy@gmail.com</a></p>	<p><b>Blooms of Boston</b>          617-201-7807  <a href="http://www.bloomsofboston.com">www.bloomsofboston.com</a></p>
<p><b>The Flower Shoppe of Eric's</b>          (781) 944-0547  <a href="mailto:hello@racheloneilevent.com">hello@racheloneilevent.com</a></p>	<p><b>Nunan Florist &amp; Greenhouse</b>          (978) 352-8172  <a href="mailto:info@Nunans.com">info@Nunans.com</a></p>

## Officiants

Justice Elizabeth B Gemelli

781-935-7081

[elizabeth@justiceelizabeth.com](mailto:elizabeth@justiceelizabeth.com)

[www.justiceelizabeth.com](http://www.justiceelizabeth.com)

Priscilla Geaney – Justice of the Peace

(781) 598-4228 hm (781) 357-1650 cell

[marriedbypriscilla@gmail.com](mailto:marriedbypriscilla@gmail.com)

[www.marriedbypriscilla.com](http://www.marriedbypriscilla.com)

Cheryl McIntosh – Justice of the Peace

(978) 882-1893

[Bostonnorthshorenuptuals@yahoo.com](mailto:Bostonnorthshorenuptuals@yahoo.com)

[www.bostonnorthshorenuptuals.com](http://www.bostonnorthshorenuptuals.com)

## Letterpress Services

Callidora Design

[www.callidoradesign.com](http://www.callidoradesign.com)

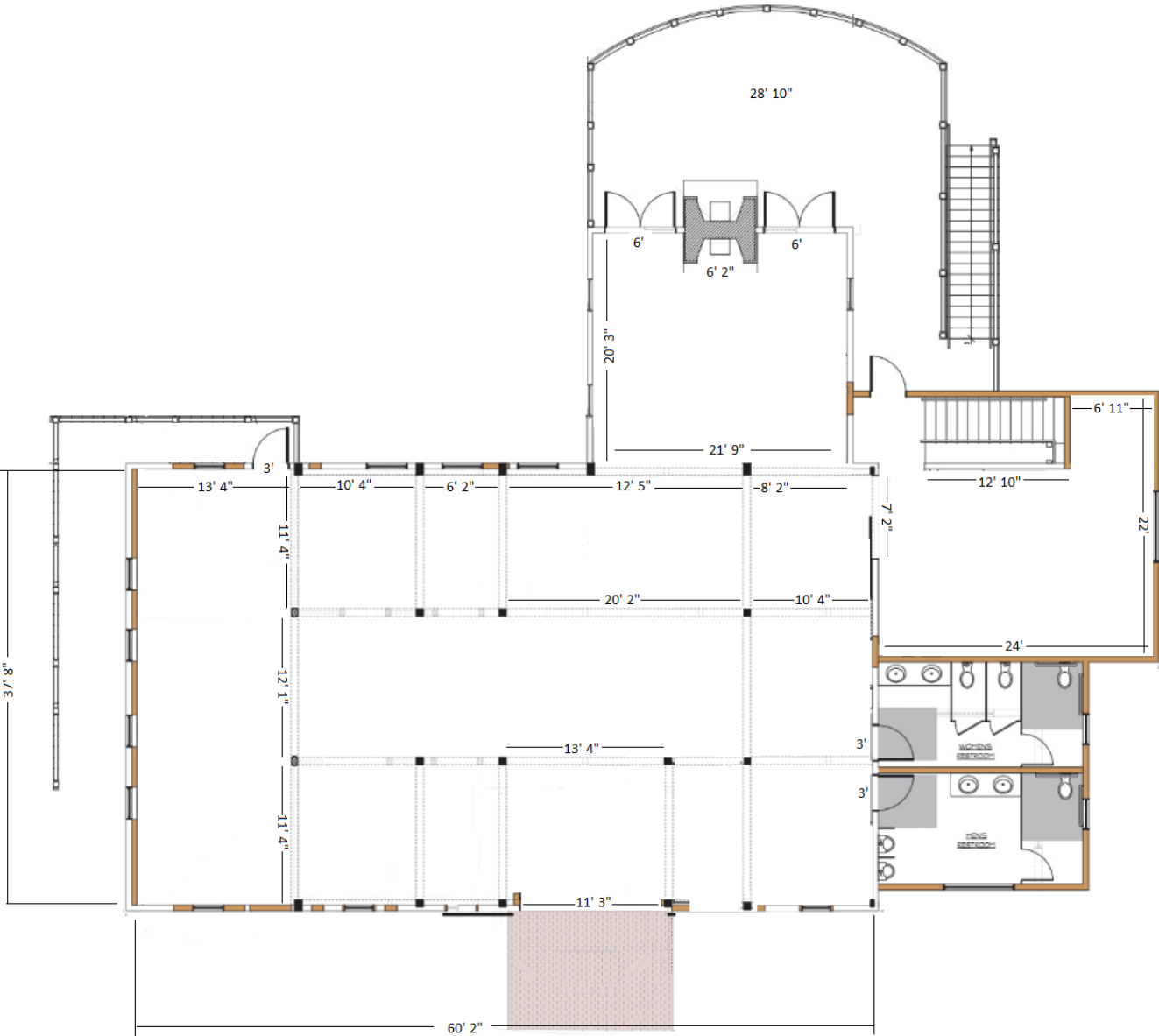
hello@callidoradesign.com

## XIV. Inclement Weather

If you are planning to have any portion of your wedding outdoors at Peirce Farm, you should have a backup plan in case of bad weather. Some options include:

- You could rent a tent for the yard or the terrace – the terrace can hold a 30-foot by 50-foot tent.
- We can accommodate approximately 100 guests seated for a ceremony in the fireplace area of the barn. Other guests can stand behind the seated guests. Once the ceremony is over, chairs are quickly moved to convert this area into your cocktail hour location.
- NOTE: The mansion has a maximum capacity of 50 occupants and is not a suitable backup plan for more than 40 guests at the ceremony or cocktail hour, as staff is included in the 50 person maximum.

# XV. Floorplans



## **XVI. Miscellaneous Details**

The terrace is approximately 41' wide by 74' long.

The ceremony area of the front lawn is approximately 40' wide x 80' long.

The Whiskey Barrels are 22 inches across.

The Mantel in the Barn is 5' wide and 8" deep.

The Beams at the entrance to the Barn are approximately 10' high and 13'4" apart.

The bottom ring of the chandelier is 20" around, the middle ring is 40", and the top ring is 60". (Although most ladders won't reach the top ring!)

## **XVII. Insurance**

We strongly recommend obtaining an insurance policy for your event. This can be added to a homeowner's policy or by contacting the agency below. A basic policy costs around a dollar per person and is well worth the peace of mind.

David M. Johnson  
D-Johnson Insurance Agency  
7 Grove Street Suite #201  
Topsfield, MA 01983  
Phone (978) 887-8304  
Fax (978) 887-5517