HSC
BUSINESS BROKERS

# SCALABLE EVENT VENUE WITH STRONG GROWTH UPSIDE

FOR SALE



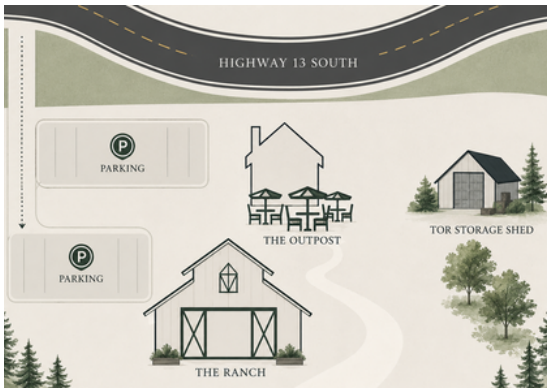
9331 State Highway 13 South
Wisconsin Rapids, Wisconsin 54494

**ERIC CHRISTENSON**
Sales Executive
608-576-5565
eric@hscbrokers.com



# BUSINESS OVERVIEW

## HIGHLIGHTS




Positioned on 5 acres of prime highway-front land, The Outpost Ranch is a turnkey, high-performing, multi-use, modern event destination with strong existing revenue streams and significant expansion potential. Designed with a blend of rustic charm and contemporary amenities, this versatile property supports weddings, corporate events, public gatherings, and year-round entertainment.

- **THE RANCH –** A fully equipped event hall at the heart of the property with a 300-guest capacity. This premier venue features a full liquor license, dedicated bar service, catering prep facilities, indoor/outdoor entertainment zones, and a private bridal suite. Beautifully finished and consistently booked, The Ranch has become a sought-after regional setting for unforgettable weddings and large-scale celebrations.
- **THE OUTPOST –** A spacious secondary building that complements the main hall, ideally suited for a daily sports bar or entertainment-driven concept. Its strong highway visibility, generous indoor footprint, and outdoor space—paired with an existing mini-golf attraction—create a unique opportunity for a high-traffic hospitality business.
- **ADJACENT 18-ACRE PARCEL –** Available for sale or lease and offers expansion potential for seasonal attractions, parking, lodging, or additional event amenities.

| | |
|---|---|
| **Asking Price** | $879,000, Signed Non-Disclosure Agreement Required to View Additional Details |

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# PROPERTY FEATURES

**SQUARE FEET**

Ranch: 1,500
Outpost: 4,950
Patios: 900; 2,500



**CAPACITY**

Approximately 500

**LOT SIZE**

Approximately 5.0 Acres

**PARKING**

150 spaces

# BUILT FOR EVENTS AND POSITIONED FOR GROWTH



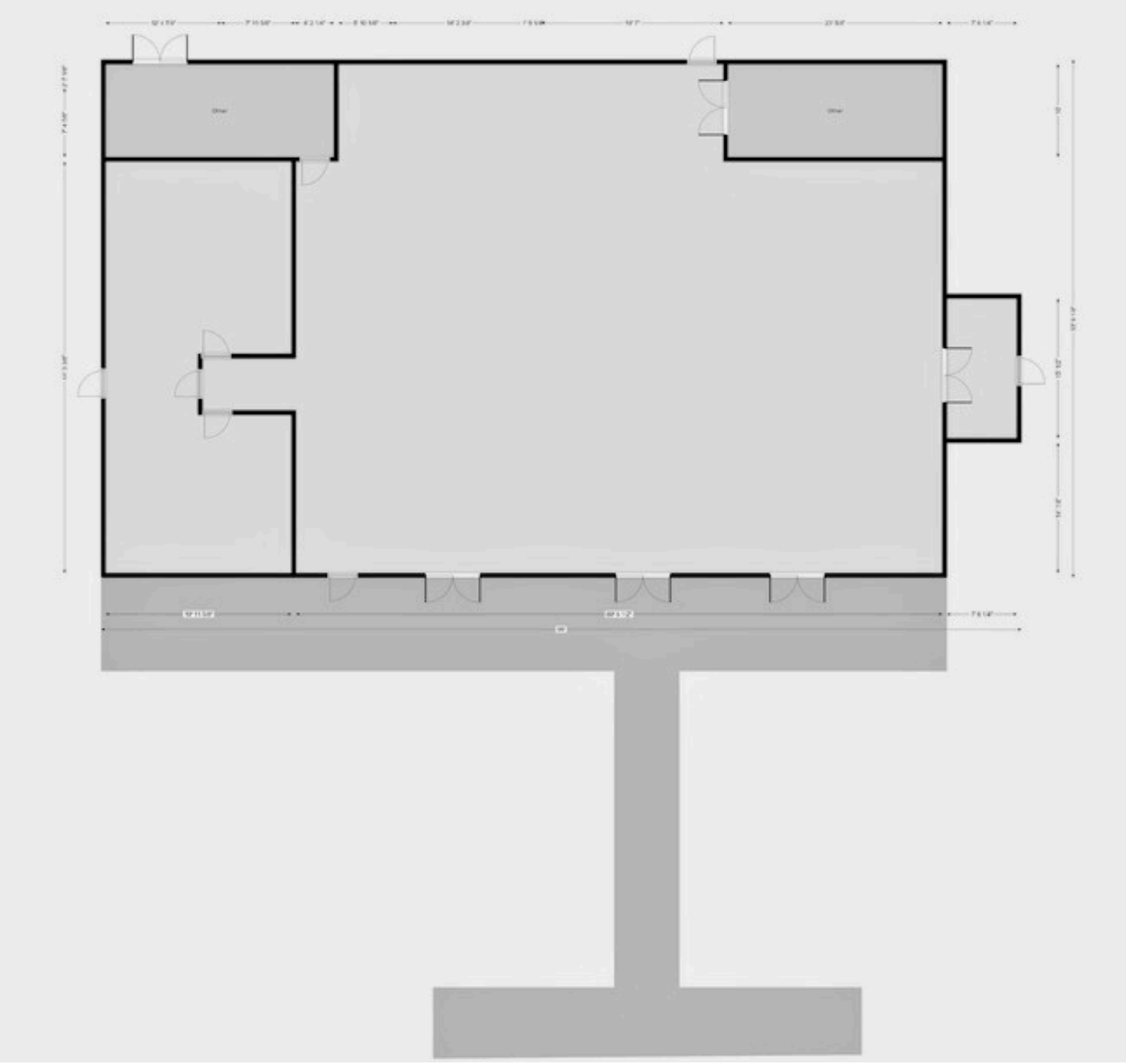
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# FLOOR PLAN

The Ranch



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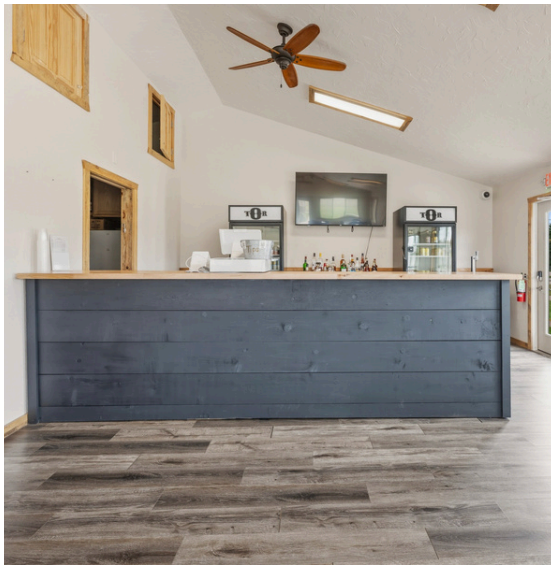
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# PHOTOS









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# PHOTOS









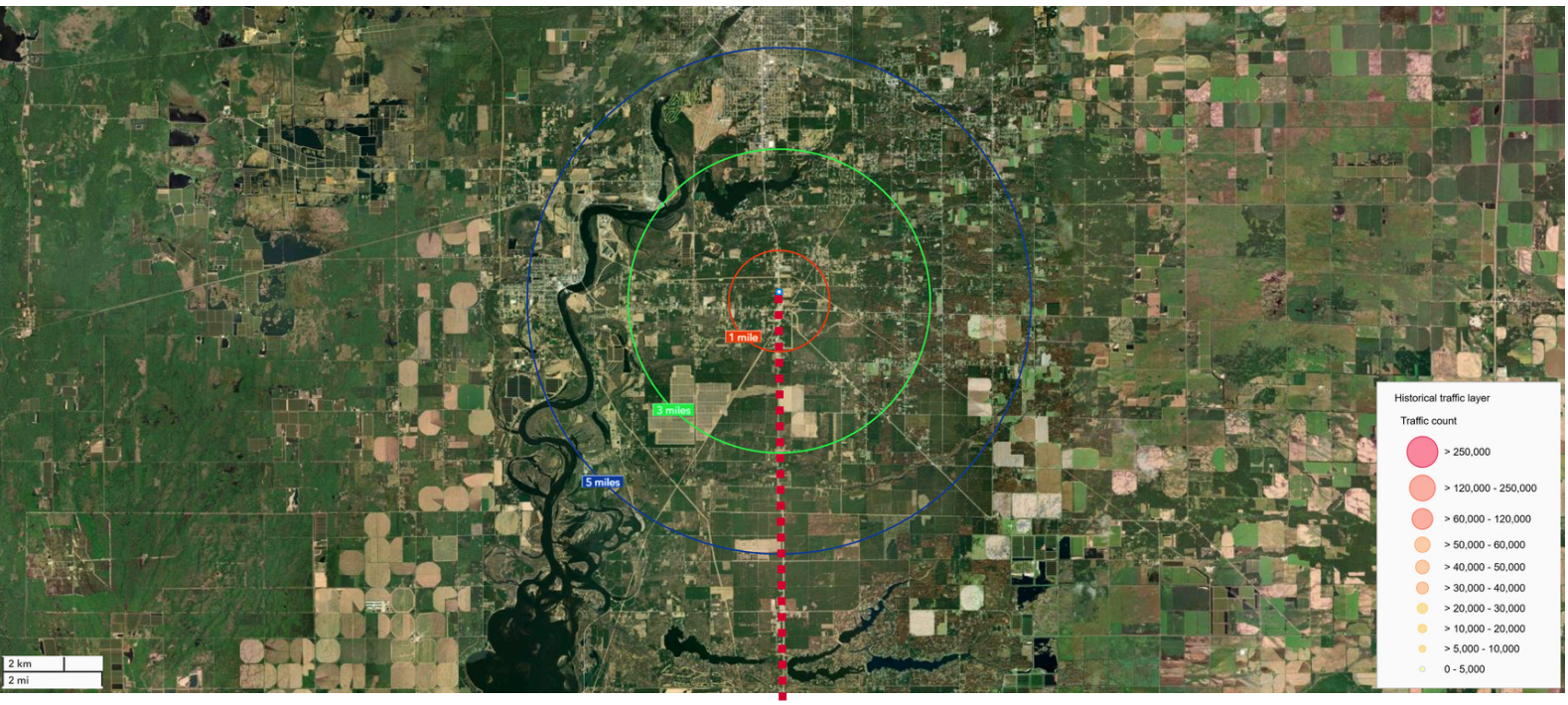


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# LOCATION HIGHLIGHTS






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# DEMOGRAPHICS

Figures prepared from esri

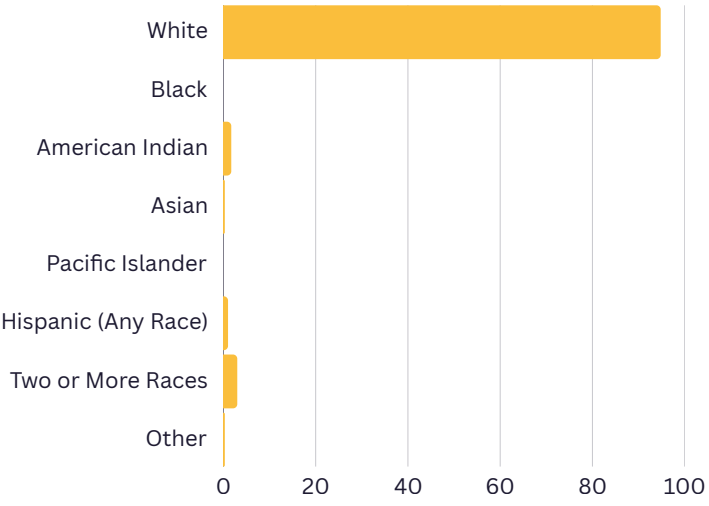
**TRAFFIC COUNT:** 5,500 Vehicles per Day

| | 5 Mile Radius | 10 Mile Radius | 15 Mile Radius |
|---|---|---|---|
| **Population** | 20,281 | 44,283 | 51,488 |
| **Median Age** | 48.3 | 46.3 | 46.7 |
| **College or Advanced Degree** | 56.7% | 55.5% | 55.3% |
| **Median Household Income** | $68,568 | $64,833 | $66,100 |
| **Average Household Income** | $99,849 | $89,110 | $89,662 |
| **Owner Occupied** | 64.6% | 65.3% | 67.1% |

## AREA BUSINESSES

Branding Iron Supper Club
The Junkyard Bar
Lake Country RV
Roux's Roadhouse
Country Sports
Kunes RV
Rapids Home Furnishings
Wausau Homes Wis. Rapids
Ferkey Builders
Mammoth Dunes
Lakes Golf Course/Shop
Bullseye Golf Club

## 2022 RACE AND ETHNICITY




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# AGENCY DISCLOSURE



**WISCONSIN REALTORS® ASSOCIATION**
4801 Forest Run Road, Madison, WI 53704

**Hospitality Services Corp.**
Effective July 1, 2016

**DISCLOSURE TO CUSTOMERS**

Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement:

DISCLOSURE TO CUSTOMERS You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the customer, the following duties:

(a) The duty to provide brokerage services to you fairly and honestly.
(b) The duty to exercise reasonable skill and care in providing brokerage services to you.
(c) The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
(d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law (see lines 57-66).
(e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties (see lines 24-40).
(f) The duty to safeguard trust funds and other property held by the Firm or its Agents.
(g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.

Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector.

This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

CONFIDENTIALITY NOTICE TO CUSTOMERS The Firm and its Agents will keep confidential any information given to the Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you.

The following information is required to be disclosed by law:

1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 57-66).
2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list that information below (see lines 36-40). At a later time, you may also provide the Firm or its Agents with other Information you consider to be confidential.

CONFIDENTIAL INFORMATION: _____

_____

NON-CONFIDENTIAL INFORMATION (the following information may be disclosed by the Firm and its Agents): _____

_____

_____ (Insert information you authorize to be disclosed, such as financial qualification information.)

By signing and dating below I /we acknowledge receipt of a copy of this disclosure and that

_____ and _____ are
Agent's Name Firm's Name
working as: (Owner's/Listing Broker's Agent) (Buyer's/Tenant's Agent or Buyer's Broker's Agent) STRIKE ONE

**THIS IS A DISCLOSURE AND NOT A CONTRACT. Wisconsin law required the Firm to request the customer's signed acknowledgment that the customer has received a copy of this written disclosure statement if the Firm will provide brokerage services related to real estate primarily intended for use as a residential property containing one to four dwelling units. SIGNING THIS FORM TO ACKNOWLEDGE RECEIPT DOES NOT CREATE ANY CONTRACTUAL OBLIGATIONS BY EITHER THE CUSTOMER OR THE FIRM.**

**See the reverse side for definitions and sex offender registry information.**

_____ _____
Customer Signature Date Customer Signature Date
Customer's Name: _____ Customer's Name: _____

No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.
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NOTICE ABOUT SEX OFFENDER REGISTRY

You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at http://www.doc.wi.gov or by telephone at 608-240-5830.

DEFINITION OF MATERIAL ADVERSE FACTS

A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement.

An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

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