



Wausau's Multi-Season Adventure Destination

Prime leasing opportunities
on 1,000 feet of river frontage



301 West Military Road
Rothschild, WI

A year round hub for Indoor + Outdoor Recreation

The Current anchors Wausau's recreation scene with:

- 1,000 feet of Wisconsin River frontage on the Great Pinery Heritage Waterway
- Direct trail access for cyclists, runners, and hikers
- High-volume year-round outdoor activity
- Two minutes from I-29, easy access from Business HWY 51

“At any given time, 43–60% of visitors are enjoying the outdoors—and most take part in more than one activity,” said Visit Wausau Executive Director Tim White. A recent survey also revealed that 65% of Wausau residents regularly participate in outdoor recreation.

With this demand in mind, new trail systems—ranging from paved paths to mountain biking routes—are being developed on Rib Mountain, positioning us to become the fifth gold-rated location in the nation.





Leasing Opportunities

ROCK CLIMBING GYM

17,190 SF

SHOOTING OR ARCHERY RANGE

7,500 SF

DEVELOPMENT OPPORTUNITY

TBD

SPORTS FACILITY

21,426

OUTFITTERS, A, B, C

1000 - 25,558 SF

SPACE D

500 SF

the current

Flexible, High-Capacity Spaces to Support Recreation and Retail Operators

Recreation-Ready Features:

- Up to **37 foot ceiling heights**
- Open, unobstructed layouts
- **2,700–140,000 SF** options
- Efficient operating costs:
 - Taxes \$0.80/SF | CAM/Ins \$0.95/SF



Market Strength

A community that prioritizes recreation — and consistently spends on it



DAILY CARS

10,000+ VEHICLES on US 51



22 MILE RADIUS
POPULATION

127,600 RESIDENTS



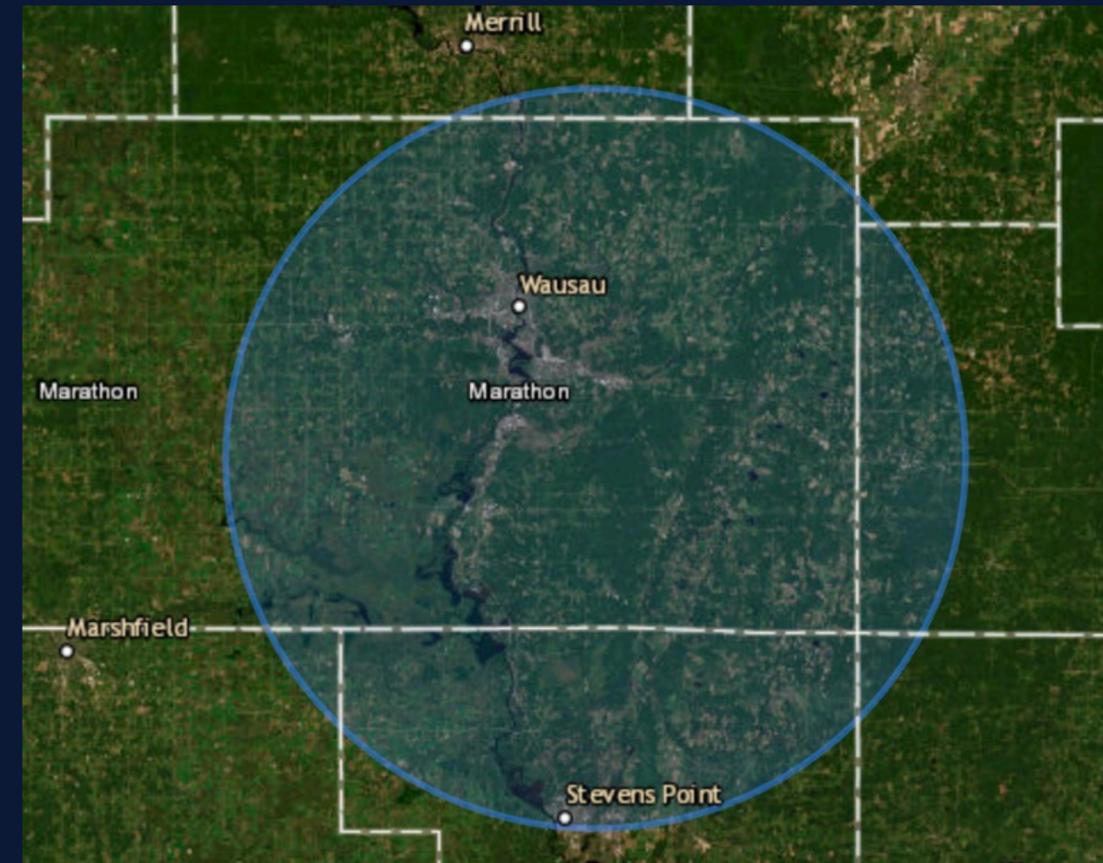
MARATHON COUNTY
HOUSEHOLDS

56,900 WITHIN 22 MILES



METRO AREA AVG.
HOUSEHOLD INCOME

\$76,200



22 MILE RADIUS

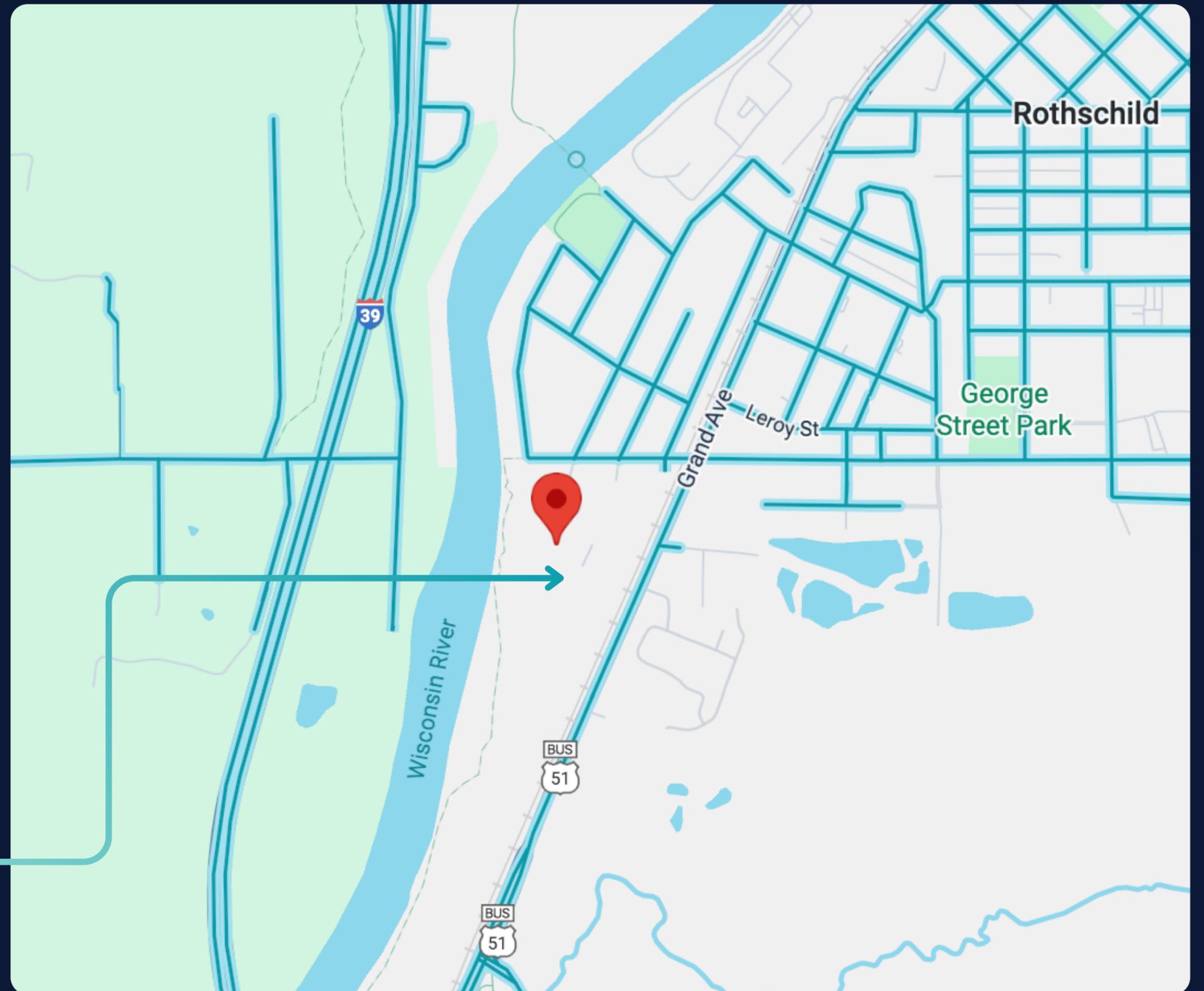
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Location Advantage

River, trail, and highway access — all in one connected location.

**301 West Military Road
Rothschild, WI**





CONTACT US

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TOUR AVAILABLE SPACES,
EXPLORE BUILD-OUTS, AND
POSITION YOUR BUSINESS
AT THE CURRENT