Victor Emporium

Business & Real Estate Opportunity Downtown Victor, Idaho



COMPASS REAL ESTATE





Historic Landmark Business & Property Successful Business with Main Street Frontage

The Victor Emporium, a historic landmark founded in 1950 is offered for sale! This award-winning business has received accolades from publications like Outside Magazine and US newspapers. Located on Main Street in downtown Victor, this property is in the heart of one of the most scenic areas of the American West. The Emporium's world-famous huckleberry shakes and ice cream are a draw for visitors from all over the world. The business also sells outdoor clothing, souvenirs, and gifts. The current owners have successfully operated this business and are ready to pass on the legacy to new owners. The property includes a charming retail store with a welcoming atmosphere and an outdoor seating area. This is a rare opportunity to own a piece of history and a successful business in a prime location.

**Store Merchandise & Soda Fountain perishable goods not included in purchase price. Value to be provided to Buyer.

MLS 23-940 1,709sqft Full Unfinished Basement Main Street Frontage \$1,699,000



Fall Line Realty Group fallline@compass.com

Paul Kelly Associate Broker 307.690.7057

Andrea Loban Associate Broker 208.201.3467 **Chloë Pierce** Sales Associate 307.690.9340

Sporting Goods & Old Fashioned Soda Fountain

Brice Nelson Sales Associate 208.313.5269



Provided as a courtesy of Fall Line Realty Group

Compass Real Estate 65 South Main Street Driggs, ID 83422

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fallline@compass.com

http://jacksonholebrokers.com



Non-Public:		Start Showing Date:			
Category: Business Op w/RE		Business Type:	Retail	Acres:	0.10
Land SqFt:	4137	Building Total SqFt:	1,709	Space Avail. SqFt:	1,709
Stories:	1	Horses Allowed:	No		***************************************
Common Name:	Victor Emporium	County:	Teton	Area:	16 - Victor Area
Subdivision:	None	Zoning:	Mixed Use	Flood Zone:	
Flood Class:		Ann. Assn Fee \$:	0	Taxes:	1,387
Tax Year:	2022	Possession:	Negotiable	Latitude:	43.603526
Longitude:	-111.111734		Properties Control of the Control of		

In-House Listing #:

Legal Description: TAX #2286 BLK 6 Victor Townsite SEC 11 T3NR45E See Documents Tab for Exhibit A - Survey

Public Remarks: The Victor Emporium, a historic landmark founded in 1950 is offered for sale! This award-winning business has received accolades from publications like Outside Magazine and US newspapers. Located on Main Street in downtown Victor, this property is in the heart of one of the most scenic areas of the American West. The Emporium's world-famous huckleberry shakes and ice cream are a draw visitors from all over the world. The business also sells outdoor clothing, souvenirs, and gifts. The current owners have successfully operated this business and are ready to pass on the legacy to new owners. The property includes a charming retail store with a welcoming atmosphere and an outdoor seating area. This is a rare opportunity to own a piece of history and a successful business in a prime location

Water: Public Sewer: Public Comm/Loc Details: Inventory Inc.; Outside Seating; Street Frontage Construction: Concrete	Exterior: Block; Brick; Combo; Wood Roof: Built-Up Air Conditioning: Wall Air Unit Heat: Forced Air Ducts	Propane Tank: Owned Financial Data Avail: P&L Statement; Operating Expenses Building Details: Security System
Agent Owned: N	Buyer Agent: Y	Buyer Agent % or \$: 3

_			177	
Sal	or	Car	cocci	ions:
261	101	COL	6633	ions.

Listing Price: 1,699,000

LO: Compass Real Estate

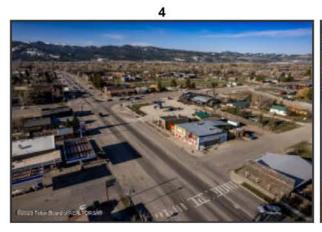
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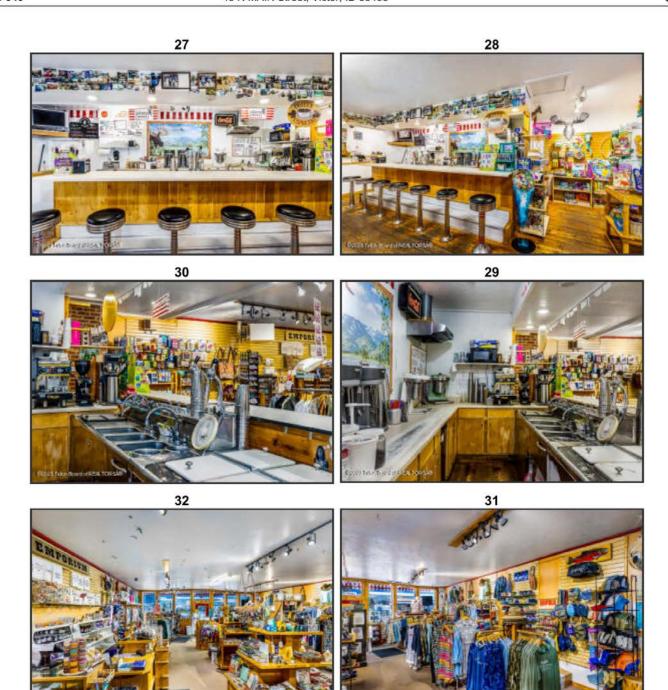


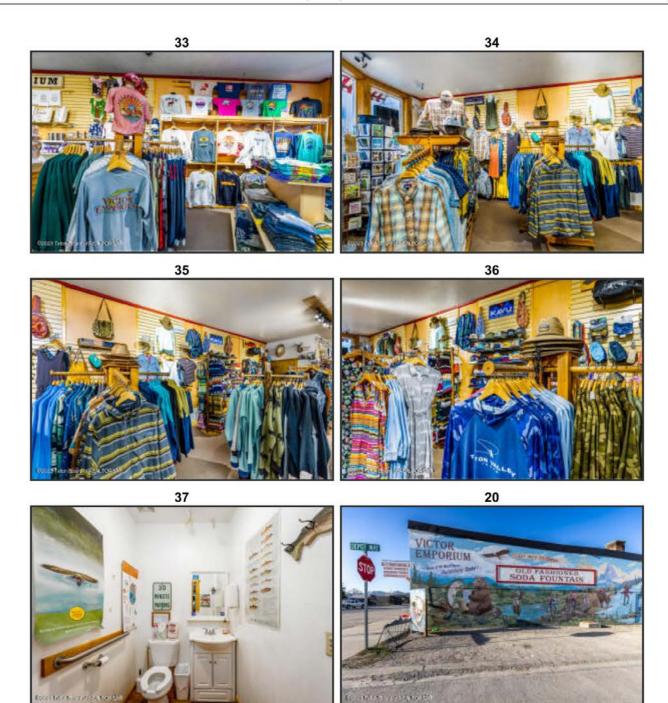














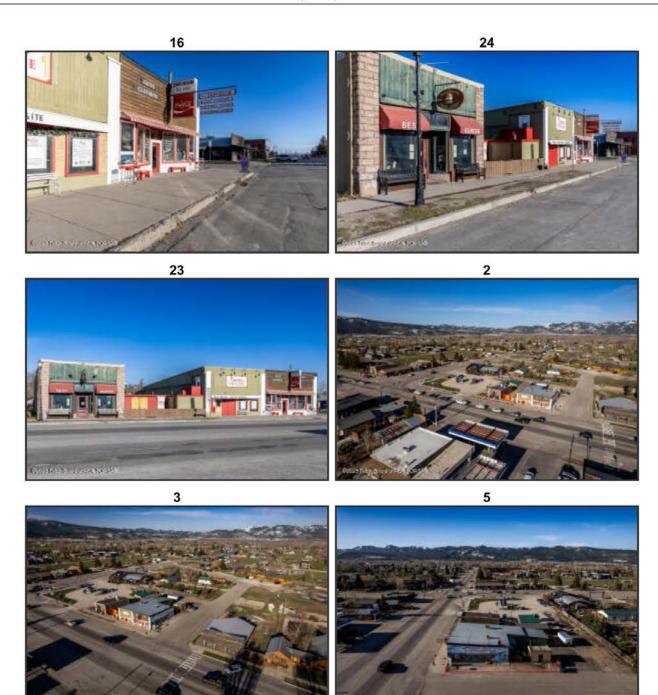














- 1. Victor Emporium
- 2. Pierre's Playhouse
- 3. Brakeman Grill
- 4. West Side Yard
- 5. Victor Valley Market
- 6. Festive Living
- 7. Butter
- 8. Cobblestone Hotel
- 9. Alpine Aire Coffee Hut
- 10. Big Hole BBQ
- 11. Post Office

- 12. Knotty Pine
- 13. Crossroads Building
- 14. Kotler Ice Areana
- 15. Sherman Park
- 16. Victor Elementary School
- 17. LDS Church
- 18. Pompanos
- 19. Phillips 66 Gas Station
- 20. Valley of the Tetons, Library
- 21. Teton Pass

The Emporium in the Press

The Emporium has been featured in many publications, Including:

Men's Journal
Sunset Magazine
Outside Magazine
Chicago Sun Times
Via Magazine
Title Nine Catalog
Idaho Statesman
Teton Valley News
JH Weekly
Planet JH
Jackson Hole News & Guide

Mahjong and the West Filmed a scene at the Emporium

Countless online blogs and websites

Reviews:

Google - 4.6 out of 5 Stars
Yelp - 4.5 out of 5 Stars
Food Network - 5 out of 5 Stars
Trip Advisor - 4.5 out of 5 Stars
Local Favorite and #1 Dessert in Idaho

The Victor Emporium

Has established long standing relationships with numerous high quality and well respected brands



Current inventory Includes Merchandise From:

Patagonia Smith

Teva Sun Cloud

Kavu Hatley Aventura Blue Q

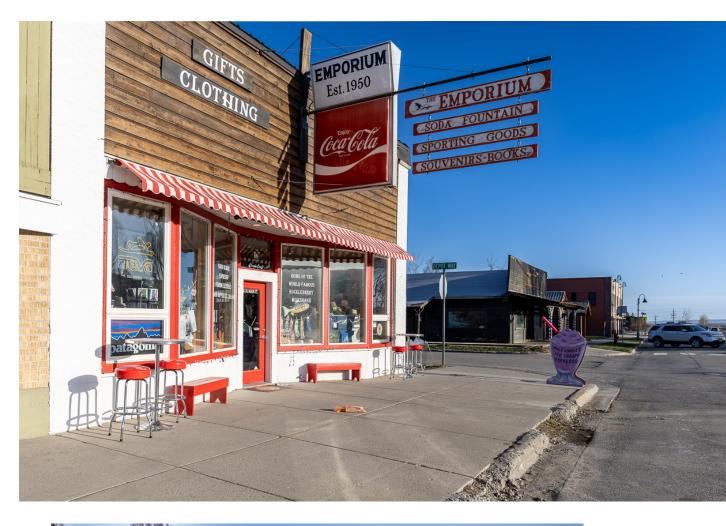
Smartwool Lazy One

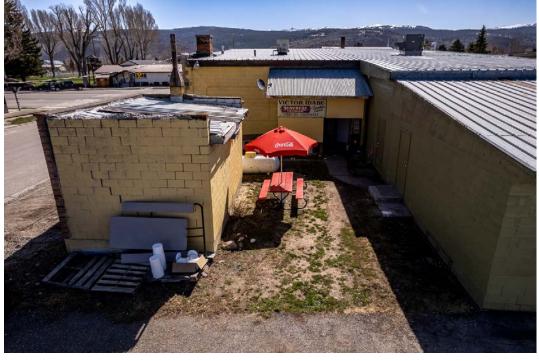
Pistil

^{**}Store Merchandise & Soda Fountain perishable goods not included in purchase price. Value to be provided to Buyer.

Outdoor Seating

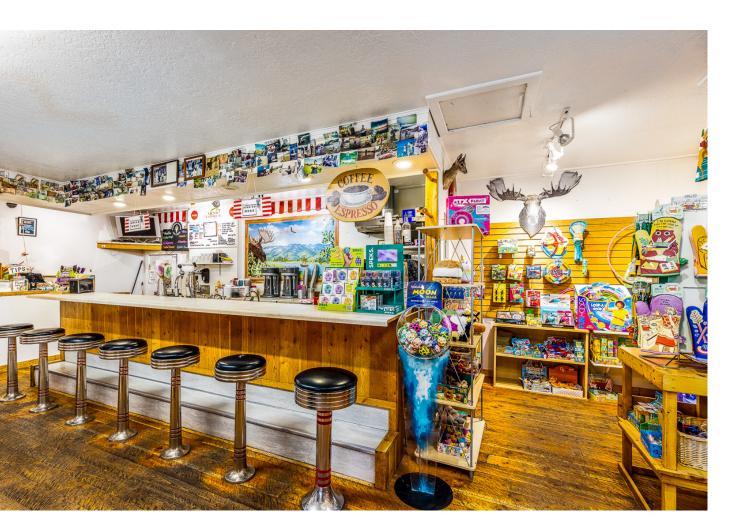
Additional Undeveloped Acreage Along Western & Northern Boundaries





Welcoming Atmosphere

Old Fashioned Soda Fountain, Indoor Seating, and Cozy Gift Shop





The History

AROUNDE



ing through 5

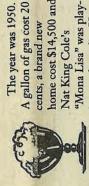


Emporium owners Bob (left) and Marilyn Meyer (right) stand in front of the fountain with original owner Harold Holmes.

By Georgia Smies

made two runs daily from St. Anthony. Holmes began building on a vacant

nus for the local train service that



home cost \$14,500 and A gallon of gas cost 20 cents, a brand new Nat King Cole's

ing on the radio. Here in Teton Valley, Harold Holmes was preparing for the grand opening of a

were closed. After the first big storm, Almost everyone in the Valley was 'No traffic in the wintertime. Roads people would just park their cars."

involved in agriculture and each small

since "grain had a blacksmith shop town still was still

Holmes said. wagons and hauled by teams,"

memories of Victor Drug running the Favorite

p.m. in winter) worked six days a week from 1949- 1963 included "getting to ductions given the long hours (8 a.m. He had ample opportunity for introto 10 p.m. in summer and 8 a.m. to 9 meet a lot of people," Holmes said. rear-round. Company lot in 1949 and by February of 1950 he

After 13 years in business, Holmes decided to sell his shop in 1963.

1963 - 1978

store that opened under the name of

the Victor Drug Company.

completed construction on his new

because, according to Holmes, "my

The store was opened in Victor

bought the store in 1963, the post war had been replaced by the cold war, When Peggy and Tom Egbert Kennedy was in office and uncle, John Harper, had the drug store

community. Locals and tourists alike come back year after year to either view or participate in the perforThe first two plays put on at the

Financial supgenerated by melodramas written by a professor at port for the theater was University. Utah State

"selling adverdrop curtain in tising on the shows clearly the old fountain at bottom right and the wooden window box still in use today. his picture, on loan from Holmes, is undated, but

explained Egbert, as well as through front,"

Peggy Egbert can still remember when rest of the nation. On Nov. 22, 1963, from the tumult about to sweep the store, Teton Valley was still mostly agricultural and somewhat isolated When the Egberts bought the President Kennedy was shot and she first heard the news.

As the civil rights movement erupt-"I remember that day. I was in the store listening to the radio," she said.

the 1960s progressed, the Egberts coned in the South and the revolution of

ing on the radio. Here in Teton Valley, Harold Holmes was new store in Victor that 50 years later preparing for the grand opening of a would be known Valley-wide as the Victor Emporium.

1950-1963

Victor emerged as a hub of activity stores, and livery stables, along with a downtown. The Cheese Factory, two plants provided goods and services to time, Victor also served as the termiresidents of the community. At that bank and high school were located service stations and three gasoline in the Valley during the post war years. Two large hotels, grocers'

uncle, John Harper, had the drug store because, according to Holmes, "my in Driggs."

zines and flowers or amble over to the selection of candy, gift items, maga-Company could browse through a Customers to the Victor Drug fountain to enjoy

vet supplies were also Hunting, fishing and repair services to his even provided watch sodas and ice cream. carried and Holmes clientele.

In 1952 Holmes

opened the first motion picture theater in Victor on the lot next door to the

waves, customers quit coming to the theater. Honeymooners," and because of the advent of a newfangled form "The Howdy Doody Company. The theater was closed two episodes of "I Love Show" hit the airof entertainmenttelevision. When short years later .ucv," "The Victor Drug

Egbert said. "We hoped

Peggy

Holmes description sharp contrast to the owned and operated of Victor when he his store provides town today.

The idea

of a small

"There were only

to work every day.

had been replaced by the cold war, "Beatlemania" was about to sweep Kennedy was in office and across the U.S.

more souvenirs, gifts and variety items. Egbert Trading Post and continued to The Egberts renamed the store the The Egberts also continued to capitalhunting by selling licenses and gear. ize on the Valley's fine fishing and operate the fountain while adding

Egberts' opening of Pierre's Playhouse Egberts who had seven children when ship. Keeping their children occupied was the major motivation behind the the same year they opened the store. the business opened and added two more during their period of owner-

etchings advertising Coca-Cola and the many items available in the store. Most of the window border has since been scraped off, but the word "cosmetics" at far left can still be seen on the building. By December of 1951 the store boasted window

participate in

and attract

tourists."

for the kids

they could

something

to have

she said. But as

could get toys,

Driggs. You

shopping in

Christmas

all your

discount stores

opened in Idaho Falls, the busistore in 1978 following a decision to nesses started The Egberts decided to sell the leaving. community theater was initially viewed "A lot of people didn't think it'd go with skepticism among the locals.

"We just decided to sell rather than

bought the store in 1963, the post war

the 1960s progressed, the Egberts con-

ed in the South and the revolution of

As the civil rights movement erupt-

donuts and delivered

them to area busi-

nesses in Driggs.

ness. The Egberts

started making

expand their busi-

11.7

tinued to run and

When Grand Targhee Resort opened

the day after Christmas in 1969, the

Egberts were there to supply skiiers

with homemade donuts.

Family was a central theme for the "A group

donuts," Egbert said. "We were up all "The resort ordered 150 dozen The Egberts watched the local business landscape of Victor and night."

Driggs change during the early to mid seventies.

"Back then,

of five cou-

ples got it

started,"

you could do

everything," appliances,

anywhere," Egbert said. However, 36 proved to be an important part of the years later, Pierre's Playhouse has 300 people [in town then," Holmes said. Harold Holmes and his son Garth pose in front of the fountain at the White Hotel some time before the Emporium was built in 1949. Holmes was well known for wearing a white shirt and tie

start a community theater business in Arizona. see **EMPORIUM** B8

Continued

emporium

continued from B1

run the store on a seasonal basis," explained Egbert.

1978-1985

White House dealing with fuel shortages and peace accords. Disco was on its way out, 8-track tape players were still standard equipment in new cars and an unknown director named George Lucas was just beginning to be recognized for a film called Star Wars. Here in Teton Valley, Ted and

Shona Kasper just bought a variety store from Peggy and Tom Egbert and were searching for a new name. "We expanded the variety store into sporting goods and fishing gear so it was more like an Emporium,"

according to Ted Kasper.
And thus the name that the store

still bears was conceived.

"We had clothing, souvenirs, jewelty, soda pop, beer, fishing licenses and ammunition," said Kasper. Shona Kasper remembers selling "tons and tons of candy as well as health food."

The Kaspers continued to operate the fountain and "advertised the heck out of the milkshakes," Kasper said. The advertising must have paid off since Ted remembers dipping 100-150 gallons of ice cream a week during the summer time.

"We'd build milkshakes 'til you'd

drop," he added.

During the Kaspers' ownership,
Teton Valley began to capture the
attention of Hollywood. Portions of
the film Continental Divide starring
John Belushi were filmed in Victor.
An empty building in Victor was converted into a film set and the producers bought "haskers and baskers of

chat with many old friends while making milkshakes at the fountain. She recalls those memories as being some of her fondest at the Emporium.

"I knew about anybody that came in there. It was fun just meeting people," she said.

There were a lot more people to meet shortly before Woolstenhulme sold the business. Sales of real estate began to increase in Teton Valley as agricultural properties were subdivided into residential lots.

"There were very few people I knew. A lot of strangers came in," Woolstenhulme observed.

Eventually, all of the work and long hours began to take their toll and Woolstenhulme decided to sell the business in 1989.

"I was just wore out. I was getting older," Woolstenhulme explained.

1989 - PRESENT

When Bob and Marilyn Meyer bought the Emporium in September 1989, the store had been in continuous operation for 39 years. In that time, the innocence of the 1950s had changed into skepticism as the current generation was exposed to the threat of AIDS, starvation in Africa and an arms race with Russia. But all of that had been tempered with hope as Communism fell with the Berlin wall.

Walls weren't the only thing falling. Big hair was on its way out, CDs were on the way in and a few faithful viewers were still tuning in to watch the weekly catfights on Dynassy.

In Teton Valley, the Victor High School was closed, train service to the Valley had stopped and the building boom was underway.

As new people poured into the Valley, the Meyers poured their efforts into their new husiness Starting with

An empty building in Victor was converted into a film set and the producers bought "baskets and baskets of stuff from me to use for backdrops,"

Kasper said.

When filming was completed, they gave it all back, making the film a lucrative adventure for the Kaspers.

Ted Kasper recalls that Beushi appreciated the fact that the locals did not treat him like a star. Belushi and his bodyguard worked out in the Victor High School gym during local men's basketball league games. Kasper remembers Belushi asking him if it would be all right if he ran laps while the team played.

"Sure, just stay out of our way," Kasper replied. Belushi later wrote Kasper thanking him for treating him like an ordinary guy.

In 1985 the Kaspers decided it was time for a change and the Emporium was once again transferred to a new owner — Rosalee Woolstenhulme.

85-1989

When Woolstenhulme bought the store, Reagan was in the White House, cassette tapes had replaced 8-tracks and controversy involving hostages in Iran had been exchanged for the scandal of Iran contra.

Woolstenhulme decided to keep the name Victor Emporium and sold items similar to what are currently found in the store. Hunting and fishing gear continued to be in demand and the Woolstenhulmes "did have guns for sale] for a while," she said.

guis for sare for a wine, she said.
While Rosalee Woolstenhulme's family helped with the business, she said it was mostly just her running the business year-round.

Like the Kaspers, Woolstenhulme spent a lot of time scooping ice cream.

"I used my shoulder quite a bit—used i'til it wore out," Woolstenhul-

She got to meet a lot of people and

boom was underway.

As new people poured into the Valley, the Meyers poured their efforts

ley, the Meyers poured their efforts into their new business. Starting with just the fountain, the Meyers added hunting and fishing equipment, souvenirs, gift items, t-shirts and books.

Because of the famous Huckleber-

because of the famous Huckleberry shakes, the Victor Emporium began to be a destination for folks driving over the need from Tollog.

ing over the pass from Jackson.
Today, much of the business revolves around fishing.

"Fishing has outstripped the fountain—that's amazing," Marilyn Meyer said. The Emporium is "a logical stop between Jackson and the South Fork. We've really pushed that."

The huge popularity of fly fishing has brought people into the Valley from all over the world.

"We've had people fish from every state and all over the globe —

Japan, South America, France, Australia," Meyer said.

Blue ribbon trout streams and the spectacular Teton views have drawn several notables to the Valley and into the Emporium. Former President Ronald Reagan, Supreme Court Justice Sandra Day O'Connor, George Bush, Jr., and actor Don Johnson have all made their way into the store.

"In summer when the fishing is at its peak big names come in. They're lowkey, just here to fish," Meyer said.

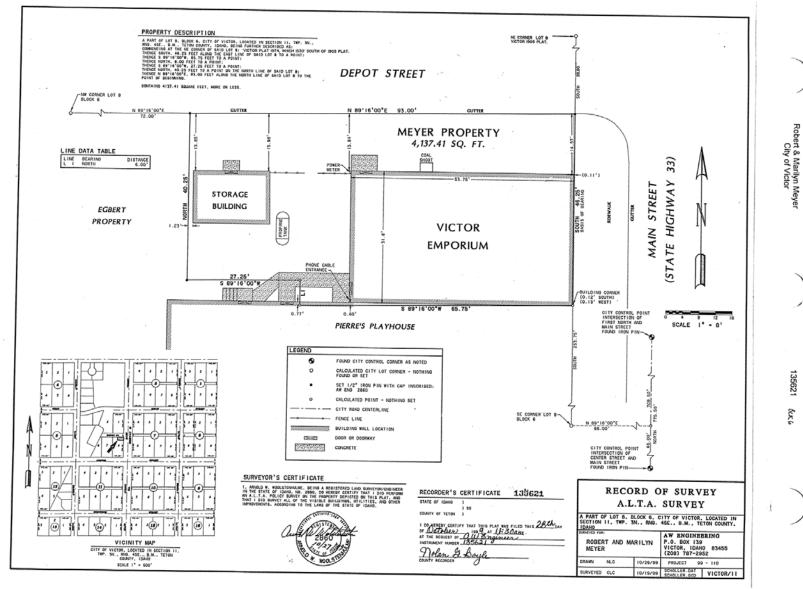
Meyer describes raising two sons while running the store as the "best and hardestpart" of the business. The Meyers bought the store two weeks after the boys started kindergarten. She recalls running the business while her children were sick as some of the toughest times. Yet, helping their children learn about business and develop a strong work ethic has been the source of the Meyers fondest recollections at the Emporium.

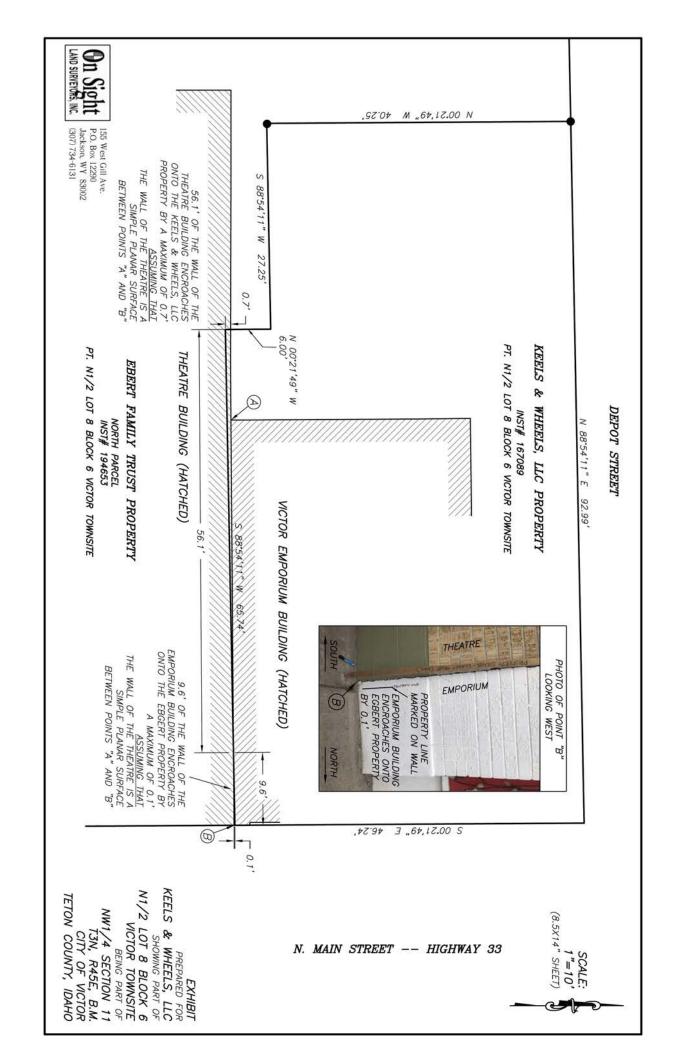
The Meyers plan to celebrate the 50th anniversary of the Victor Emporium this fall.

Teton County, Idaho









5.3.1. Intent

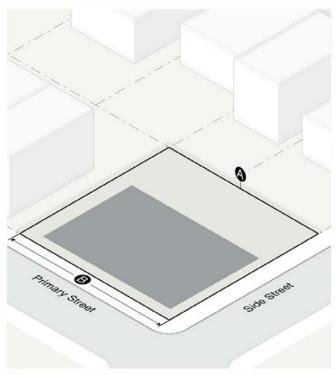


Description

DX is intended to provide for mixed use, pedestrianoriented development in downtown. To promote walkability and to encourage street level retail activity, auto-oriented and ground floor residential uses are restricted. Building type options include live work, single-story shopfront, mixed use shopfront, and general building. DX should be applied in areas where the existing or proposed land use pattern promotes the highest levels of pedestrian and mixed use activity in the community.

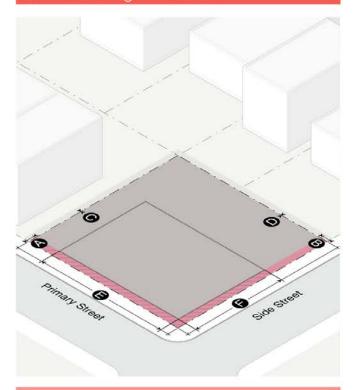
Building Types Allowe	d
Live work	See also Div. 8.11
Single-story shopfront	See also Div. 8.13
Mixed use shopfront	See also Div. 8.14
General Building	See also Div. 8.15
Accessory building	See also Div. 8.17

5.3.2. Lot Dimensions



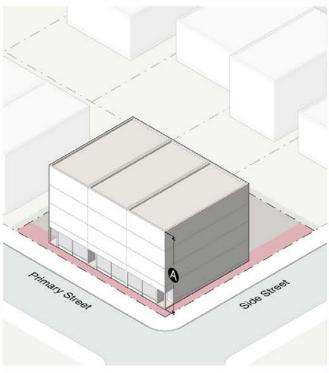
Lot	A Area	B Width
Live work	:== ::::::::::::::::::::::::::::::::::	6 22
Single-story shopfront		
Mixed use shopfront		
General building		
Accessory building		
Coverage		
Lot coverage		90% max

5.3.3. Building Placement



Building and Structure Setbacks	3	
Primary street	0' min / 5' max	(
Side street	0' min / 5' max	ⅎ
Side interior	0 or 5' min	•
Rear	0 or 5' min	0
Rear, abutting alley	4' or 20' min	0
Build-to Zone (BTZ)		
Building facade in primary street BTZ (% of lot width)	80% min	9
Building facade in side street BTZ (% of lot width)	40% min	0
Parking Location		
Front yard	Not Allowed	
Corner yard	Not Allowed	
Side yard	Allowed	
Rear yard	Allowed	

5.3.4. Building Height



Height		
All buildings	42.5' max	Ø

Victor Emporium Included List

Walk-In Freezer

Espresso Machine

Espresso Bean Grinder

Milkshake Machines

2 Hamilton Beach

3 Multi Mixa

Dipping cabinet (for ice cream, New 6/2024)

3 Bay Sink

Small Refrigerator

Small Ice Machine (New 7/2024)

Brand New CO2 Carbonator

Air Conditioner

Coffee Maker

Microwave

Security Camera & DVR

2 - I Pads

2 – Receipt Printers

2 - Cash drawers

2 – Safe Boxes

1 – Label Printer

Shopping Bags

Gift Boxes

Tagging Supplies

Guns & Labels

All Clothing Racks

4 - 4 Way

Hangers

Wall Racks and Hooks

All Display Tables

All Hat Racks

All Mannequins

Card Racks

Toy Shelves

Register Counter/Displays

All Office Furniture

Dell Printer

Brand/Logo Signs

Ice cream/ Coca Cola Signs

Victor Emporium Excluded List

Coke Coolers
Mountain Goat
Pampano – Mounted Fish
Hello Kitty Guitar and Amp
Fly Shop Sign
Fish Department Sign
Wine Racks
Wine
Scale
Huckleberries

**Store Merchandise & Soda Fountain perishable goods not included in purchase price. Value to be provided to Buyer.

WHY TETON VALLEY, IDAHO

A FLOURISHING MOUNTAIN COMMUNITY

Teton Valley's unique beauty and dramatic landscape create a premier destination for all seasons and is renowned for its endless recreation. Located within the **GREATER YELLOWSTONE ECOSYSTEM**, Teton Valley is surrounded on three sides by close to 3

Million protected acres of National Forest, National Parks, and Wilderness.

Become a part of a unique community of Western heritage, local artists, farmers, and world class athletes. Enjoy activities such as world class fishing, rafting, canoeing and boating, skiing, mountain climbing, hiking, camping, horseback riding, hunting, and even world class golfing just to name a few.



GRAND TETON NATIONAL PARK & YELLOWSTONE NATIONAL PARK where recreational opportunities include hiking, incredible wildlife viewing, biking, camping, boating, horseback riding, and a geyser viewing experience of a lifetime.

YELLOWSTONE-GRAND TETON LOOP is the most complete road tour of the Yellowstone-Grand Teton region. The 262 mile loop goes through Teton Valley and incorporates part of the Teton Scenic Byway and Mesa Falls Scenic Byway. It heads northeast to West Yellowstone, MT, through the National Park, into Grand Teton National Park, and through Jackson Hole

GRAND TARGHEE RESORT boasting over 500" of annual snowfall, Summer music festivals, and 70+ miles of multi use trails, Grand Targhee is an all season resort.

JACKSON HOLE MOUNTAIN RESORT

is consistently ranked the #1 ski resort in the country. With more than 450" average snowfall, 12 lifts, 133 trails and 4,000+ ft. of vertical drop, it's not hard to see why. Located 34 miles from Teton Valley



JACKSON HOLE WYOMING also known as the Gateway to Yellowstone, is world renowned and home to the National Elk Refuge.

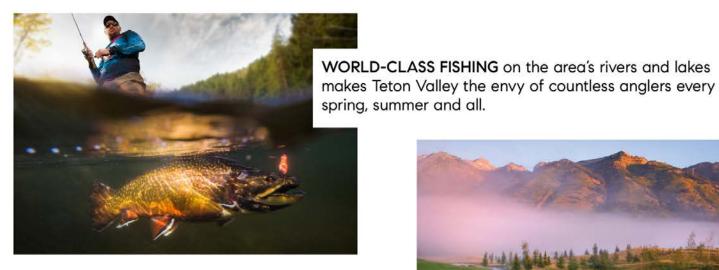




HOT AIR BALLOON RALLY A yearly event launched from the Teton Valley Fairground in Driggs Idaho, features several mornings of air balloon launches.



Experience some of Idaho's best snowmobile trails. With miles of groomed trails or access to back country powder, this is snowmobile heaven.



ART GALLERIES & MUSEUMS feature works from great western, to contemporary, too abstract artists.

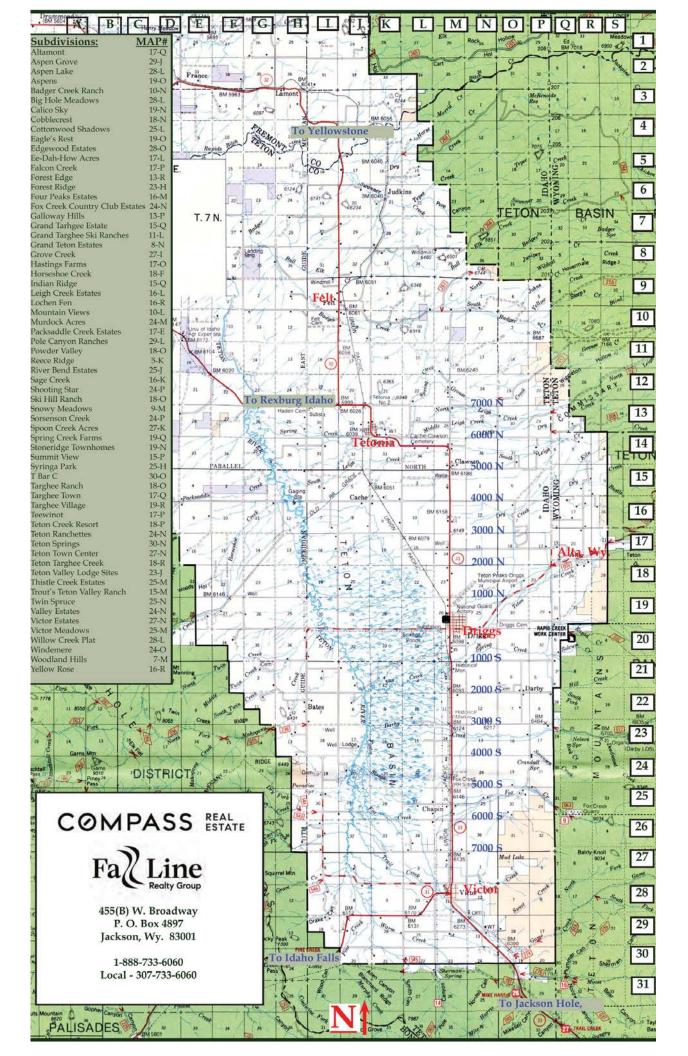


GOLF Hit the links in Teton Valley for a relaxing way to spend time in the mountains. With 5 courses in close proximity, Teton Springs Resort & Club, Headwaters Golf Club, Teton Reserve, Tributary, Targhee Village, & Links at Teton Peaks your golf choices are diverse and easy to access.



Aviation enthusiasts dream. Located at the DRIGGS-REED MEMORIAL AIRPORT, Teton Avigtion Center offers full service FBO, Scenic flights in the Teton Mountain Range, and a flight school. After a day floating amongst the clouds enjoy a bite at the Warbirds Café.

COMPASS REAL





Why Fall Line Realty Group

SERVICE AND EXPERIENCE:

- Fall Line Realty Group has been awarded for excellence 12 years running, most recently the 2022 & 2023 RealTrends America's Top Real Estate Professionals, 2017–2023 Teton Valley Top Producers, and 2020-2023 #1 Sales Volume.
- Fall Line Realty Group offers a team approach which means that someone is always available.
- Our team offers over 60 years of collective experience in Jackson Hole, WY, Star Valley, WY, and Teton Valley, ID real estate; providing superior service, attention, and communication.
- We develop a custom, personalized strategy for every Buyer and Seller.
- We are knowledgeable in all markets including residential, resort properties, investment properties, vacant land and commercial/real estate development opportunities.

Listing Service, we are able to show you all available properties in our area that meet your criteria.

We offer access to the valley's eldest and

· As members of the Teton County Multiple

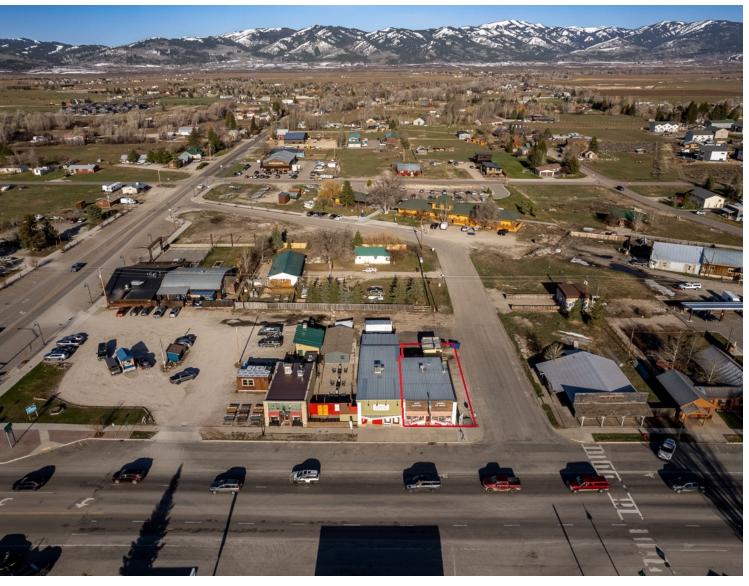
- We offer access to the valley's oldest and most established appraisal company and the most comprehensive real estate database in the region.
- Fall Line Realty Group is an exclusive member of REALM, the first and only globally connected luxury real estate community.
 REALM leverages the collaborative insight of elite real estate professionals globally to match qualified buyers to properties.
- Fall Line Realty Group donates to multiple local non profit organizations and community events. Our Brokerage, Compass, reinvests in our local community regularly by supporting local non profits as well.

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