



**SALE BROCHURE**

# Anchor Bay Bar & Grill

**1259 ANCHOR LANDING DRIVE**

Wisconsin Rapids, WI 54494

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**PRESENTED BY:**

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## PROPERTY SUMMARY



## OFFERING SUMMARY

|                          |   |
|--------------------------|---|
| <b>SALE PRICE:</b>       | \$1,495,000   |
| <b>CAP RATE:</b>         | 19.13%  |
| <b>LOT SIZE:</b>         | 2.144 AC main parcel<br>0.44 AC adj parcel  |
| <b>BUILDING SIZE:</b>    | 5,813 sf main<br>5,000 adj pole shed  |
| <b>LISTING WEBSITE:</b>  | <a href="https://www.northco.com/">https://www.northco.com/</a>                   |
| <b>BUSINESS WEBSITE:</b> | <a href="https://anchorbaybarandgrill.com/">https://anchorbaybarandgrill.com/</a> |
| <b>YEAR BUILT:</b>       | 2006  |

## PROPERTY OVERVIEW

SVN | Northco is pleased to present the listing of Anchor Bay Bar & Grill ("Property"), a popular waterfront restaurant and bar with dedicated boat slips open year-round in Wisconsin Rapids on the Wisconsin River. The Property was built in 2006 and is known for its excellent food including the Friday night fish fry and signature pizzas served by a friendly, efficient staff. The Property has a Northwoods relaxed and casual atmosphere and often welcomes boaters, golfers, snowmobilers, ohv riders, hikers, bikers, cross-country skiers, and fishermen. Anchor Bay has a capacity of 336 individuals and offers ample indoor and outdoor patio seating and event space while frequently having live music for guests to enjoy. The owners have made numerous recent capital improvements and also have an adjacent lot with pole building available for sale, as well, that provides multiple opportunities for growth of the operations.

## PROPERTY HIGHLIGHTS

- 19.13% cap rate - Popular riverside restaurant & bar with dedicated boat slips open year-round
- Located in Central Wisconsin on the Wisconsin River, known for its scenic beauty and recreational opportunities. Offers a Northwoods relaxed & casual atmosphere welcoming locals and vacationers including boaters, golfers, snowmobilers, ohv riders, hikers, bikers, cross-country skiers, and fishermen.
- 5,813 sf building on 2.144 acres of land with a capacity of 336, indoor and outdoor seating and event space, numerous recent capital improvements
- Additionally available, but not included in the sale price, is a 0.44 acre lot with 5,000 sf pole building - providing multiple opportunities for growth





## SALE HIGHLIGHTS

- Well-established restaurant with a strong reputation for quality cuisine and excellent service. The loyal customer base and positive reviews contribute to a solid foundation for continued success
- Turnkey restaurant operation, complete with fully equipped kitchen, dining area furnishings, etc. All equipment owned except lease on the dish washing machines. Solid staff in place with chef that runs the kitchen
- 10 leased boat slips from the marina in front of the restaurant, transient slips also available here. There is also a public boat landing next door with parking
- The restaurant's prime location is in a high-traffic area, ensuring visibility and attracting a steady flow of both local patrons and tourists
- A diverse and appealing menu that caters to a broad audience
- Live music is every weekend throughout the summer months, elevated band stage
- Offers a personalized Anchor Ale, made right in Central Wisconsin and available no where else but at Anchor Bay
- Additional rooms within the restaurant building include a 200 sf office and 3 bathrooms – public men's and women's bathrooms and a third bathroom located in the kitchen area for staff to use
- Boathouse building - enclosed area for guests to stay out of the rain, includes a bar and 400 sf of storage space, used primarily in the summer
- Many annual events including, but not limited to, Shamrock Shuffle, Polar Plunge, Firemen's Ice Golf Classic, Ice Snowmobile Races, Winter Poker Run and holiday parties
- In close proximity to the popular vacation destination of Wisconsin Dells and top-rated Sand Valley Golf Resort. Other area activities include hiking trails, biking trails, golfing, fishing, horseback riding, boating, snowmobile trails, cross-county skiing/snowshoeing trails, OHV trails, and more
- Additionally available, but not included in the sale price, is a 0.44 acre lot with 5,000 sf pole building - providing multiple opportunities for growth
- Further information including financials, etc. can be found in the document vault on the property website: <https://www.northco.com/>

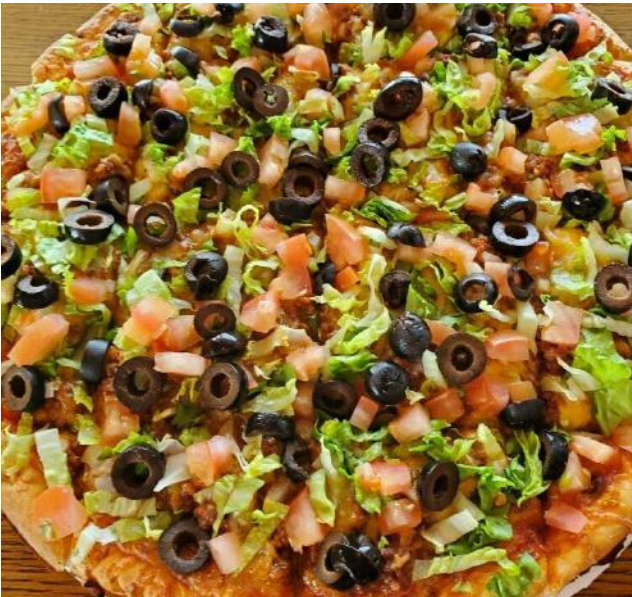


**ADDITIONAL PHOTOS**





ADDITIONAL PHOTOS CONTINUED





## LOCATION OVERVIEW



### WISCONSIN RAPIDS, WI

The Property is located in Wisconsin Rapids, a city located along the Wisconsin River in central Wisconsin. It is the largest city in Wood County and serves as an important regional hub for commerce, industry, and culture. The city is situated on the western bank of the Wisconsin River and is known for its proximity to the surrounding natural beauty, including the river itself and the nearby Cranberry Bogs, which are a significant part of Wisconsin's cranberry industry. Cranberry bogs and marshes are a common sight in the region, and cranberry farming is an important agricultural industry in Wisconsin. The Wisconsin Rapids area plays a role in the state's cranberry production.

Wisconsin Rapids has a diverse economy that historically included paper manufacturing, thanks to the presence of the Wisconsin River. The paper industry has played a significant role in the city's history, with several paper mills operating in the area. While the paper industry has faced challenges over the years, it remains a notable economic factor in the region. Other industries, including manufacturing and healthcare, also contribute to the local economy. The city offers a range of cultural and recreational activities for residents and visitors. There are parks, trails, and outdoor spaces along the river that provide opportunities for outdoor recreation. The Wisconsin Rapids area is also home to cultural events, arts organizations, and historical attractions that showcase the region's heritage.

In addition, the Property is in close proximity to the popular Sand Valley Golf Resort. Known for its tumbling prehistoric sand dunes of central Wisconsin, the Sand Valley Golf Resort features five unique golf courses which is known as America's newest hidden gem. This world-class destination placed number 15 on Golfweek's 2023 Top 100 Resort Courses list. With rolling dunes, expansive greens, and a serene ambiance, Sand Valley promises an unforgettable golfing retreat in the heart of Wisconsin's picturesque terrain. For more information visit <https://sandvalley.com/>.

Distances from larger cities include:

Wisconsin Dells, WI - 55 miles north of the Wisconsin Dells  
Madison, WI - 108 miles north of Madison  
Green Bay, WI - 115 miles west of Green Bay  
Milwaukee, WI - 160 miles northwest of Milwaukee  
Minneapolis, MN - 190 miles southeast of Minneapolis  
Chicago, IL - 250 miles northwest of Chicago

Local airports include Mosinee, WI (33 miles) and Appleton, WI (77 miles). Nearby International airports include Austin Straubel International Airport, Green Bay (115 miles), General Mitchell International Airport, Milwaukee (160 miles), and Chicago O'Hare International Airport, Chicago (250 miles).

# WISCONSIN DELLS, WI

## WISCONSIN DELLS HIGHLIGHTS

The Wisconsin Dells is a popular tourist destination located along the Wisconsin River in south-central Wisconsin, USA. It is renowned for its unique rock formations, scenic beauty, and a variety of entertainment options.

**Natural Attractions:** The Wisconsin Dells area is characterized by striking sandstone rock formations and gorge formations that were shaped by the erosion of the Wisconsin River over millions of years. The natural beauty of the area attracts visitors from around the country.

**Tourism and Entertainment:** The Wisconsin Dells is often referred to as the "Waterpark Capital of the World" due to its numerous indoor and outdoor waterparks. These waterparks, along with other attractions like amusement parks, boat tours, and live entertainment shows, make the Dells a family-friendly destination with a wide range of activities for all ages.

**Dells Boat Tours:** One of the most popular attractions is taking a boat tour on the Wisconsin River through the picturesque rock formations. The Dells Boat Tours provide visitors with a unique perspective of the natural beauty and geological history of the area.

**Cave Tours:** The Dells is also home to several cave systems, including Witches Gulch and Cave of the Mounds, which offer guided tours through underground passageways and chambers adorned with unique formations.

**Outdoor Activities:** Beyond the waterparks and tourist attractions, the Wisconsin Dells area offers outdoor activities such as hiking, camping, zip-lining, and golfing. The natural surroundings provide opportunities for exploring and enjoying the outdoors.

**Dining and Shopping:** The area is dotted with restaurants, cafes, and shops offering a variety of dining options and souvenirs. Visitors can explore a range of cuisines and find unique items to take home.

**Seasonal Events:** The Wisconsin Dells hosts various seasonal events, such as festivals, holiday celebrations, and special entertainment shows, which contribute to the vibrant atmosphere of the area.

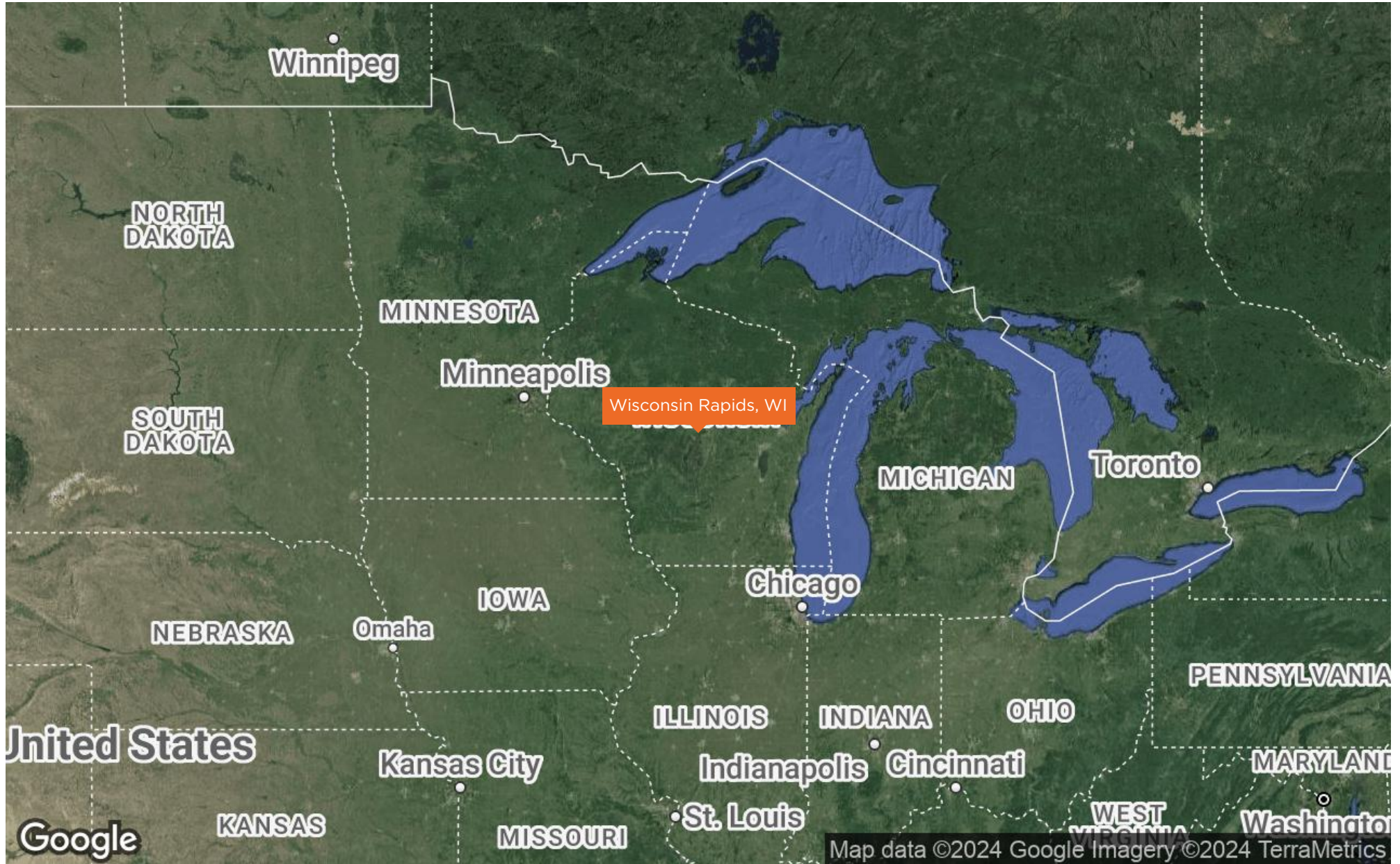
The Wisconsin Dells area is a popular vacation destination that offers a mix of natural wonders, family-friendly attractions, and outdoor adventures. Its unique geological features and wide range of entertainment options make it a popular choice for visitors seeking both relaxation and excitement.

For more information visit <https://www.wisdells.com/>





# REGIONAL MAP





LOCATION MAP





**AERIAL MAP**





**PARCEL MAP - 2400002**  
**ADDITIONALLY AVAILABLE PARCEL - 2400002A**





# DEMOGRAPHICS MAP & REPORT

## POPULATION

|                             | 30 MILES | 60 MILES | 120 MILES |
|-----------------------------|----------|----------|-----------|
| <b>TOTAL POPULATION</b>     | 189,707  | 617,484  | 3,604,891 |
| <b>AVERAGE AGE</b>          | 43.4     | 43.5     | 41.4      |
| <b>AVERAGE AGE (MALE)</b>   | 42.7     | 42.8     | 40.5      |
| <b>AVERAGE AGE (FEMALE)</b> | 44.1     | 44.3     | 42.5      |

## HOUSEHOLDS & INCOME

|                            | 30 MILES  | 60 MILES  | 120 MILES |
|----------------------------|-----------|-----------|-----------|
| <b>TOTAL HOUSEHOLDS</b>    | 92,664    | 306,377   | 1,697,535 |
| <b># OF PERSONS PER HH</b> | 2.0       | 2.0       | 2.1       |
| <b>AVERAGE HH INCOME</b>   | \$67,394  | \$63,448  | \$73,261  |
| <b>AVERAGE HOUSE VALUE</b> | \$163,979 | \$158,067 | \$200,691 |

2020 American Community Survey (ACS)

