

197 E 2ND STREET, POMONA, CA 91766

PREMIER MULTI-LEVEL ENTERTAINMENT VENUE

SPEAKEASY | SPORTS BAR | LOUNGE | NIGHTCLUB



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EXECUTIVE SUMMARY/ FINANCIAL METRICS



We are pleased to exclusively offer for sale 197 E 2nd Street, a premier multi-level entertainment venue located in the heart of Downtown Pomona's Arts Colony. This exceptional property represents a rare opportunity to acquire a fully renovated, turnkey entertainment destination with an established operating business and valuable Type 47 liquor license.

The property has undergone a comprehensive, top-to-bottom transformation completed in 2025, representing over \$1,000,000 invested in upgrades. The venue features four distinct entertainment levels, state-of-the-art audio/visual systems, and premium finishes throughout.

OFFERING PRICE

ASKING PRICE	\$7,250,000
PRICE PER SQUARE FOOT	\$414/SF
BUILDING SIZE	17,500 SF
LOT SIZE	0.57 Acres
2025 RENOVATION INVESTMENT	\$1,000,000+
A/V SYSTEMS INVESTMENT	\$200,000+
YEAR BUILT / RENOVATED	1925 / 2025
OPPORTUNITY ZONE	Yes
TYPE 47 LIQUOR LICENSE	Included (5 Bars)
FF&E INCLUDED	Yes - All Included

INVESTMENT HIGHLIGHTS BUSINESS ASSETS INCLUDED IN SALE

- Completely renovated in 2025 with over \$1,000,000 in capital improvements
- Four distinct entertainment levels: Speakeasy, Sports Bar, Lounge, and Nightclub
- Type 47 liquor license allowing operation of up to five bars
- Established and profitable business with existing customer base and brand recognition
- All FF&E included for a truly turnkey acquisition
- Over \$200,000 in professional-grade audio/visual systems
- 20-foot LED video wall
- Steel-framed performance stage
- 40-tap draft beer system with dedicated cooling
- Full bar refrigeration systems across all five bars
- New HVAC systems on all levels
- Located in a Federal Opportunity Zone offering significant tax benefits
- Prime Downtown Pomona Arts Colony location
- Walking distance to Metrolink station and Western University



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PROPERTY SPECIFICATIONS



BUILDING INFORMATION

PROPERTY ADDRESS	197 E 2ND STREET, POMONA, CA 91766
PROPERTY TYPE	Retail - Bar/Entertainment Venue
PROPERTY SUBTYPE	Bar, Night Club, Sports Bar, Restaurant
BUILDING SIZE	17,500 Square Feet
NUMBER OF STORIES	3 Stories + Basement (4 Levels Total)
YEAR BUILT	1925
YEAR RENOVATED	2025 (\$1,000,000+ renovation)
BUILDING CLASS	C
CEILING HEIGHT	11 feet slab to slab
BUILDING FAR	0.70
LOT SIZE	0.57 ACRES (24,829 SF)
FRONTAGE	180 feet on 2nd St, Locust, 1st St
PARKING	22 Spaces (1.26 saces per 1,000 SF)
APN/PARCEL NUMBER	8335-009-015
ZONING	C3 - Mixed Use Commercial
ZONING NOTES	Conditional Use Permit for Type 47 Liquor, Entertainment

BUILDING LAYOUT & FEATURES

LEVEL 1: BASEMENT - STUDIO 197 / SPEAKEASY

Underground level featuring an intimate, moody atmosphere. Includes full bar with new refrigeration, catering kitchen, office space, and restrooms. Pool tables and beer pong available. Password-required speakeasy concept creates exclusive experience. New luxury flooring and complete repaint in 2025.

LEVEL 2: GROUND FLOOR - COSMO RESTOBAR

Main restaurant and bar with open floor plan. Features 20-foot LED video wall for sports and entertainment, purpose-built steel performance stage, full commercial kitchen, outdoor patio seating, and restrooms. 40 beers on tap with new dedicated cooling system, plus wines and specialty cocktails. Professional sound and lighting systems throughout.

LEVEL 3: SECOND FLOOR - LOUNGE/PRIVATE EVENTS

Versatile space that can function as a closed private event venue or open lounge area. Full bar service with new refrigeration. Ideal for corporate events, parties, and VIP gatherings. Complete 2025 renovation with new flooring and finishes.

LEVEL 4: THIRD FLOOR - GRAND EVENT SPACE

Premier event venue with capacity for up to 350 guests. Dining and banquet space with full bar service and new refrigeration systems. Integrated with professional A/V systems. Perfect for weddings, large celebrations, and corporate functions.



2025 PROPERTY & VENUE UPGRADES



COMPLETE INTERIOR RENOVATION

All four levels feature new luxury flooring throughout, delivering a cohesive, modern aesthetic and a premium feel from entry to rooftop. Each floor has been fully repainted, with no original finishes remaining, resulting in a clean, contemporary look across the entire building.

PERFORMANCE STAGE

A steel-framed performance stage has been purpose-built to support live music, DJs, and featured performances, integrating seamlessly with the upgraded sound, lighting, and visual systems.

EVENT CAPABILITIES

- Weddings and receptions (up to 350 guests)
- Corporate events and meetings
- Live music and DJ events with professional stage
- Sports viewing on 20-foot LED video wall
- Private dining experiences
- Concerts and performances

NEW HVAC SYSTEMS

The building is equipped with new HVAC systems on all levels, providing improved climate control, energy efficiency, and consistent comfort throughout the property.

BAR INFRASTRUCTURE

Bar infrastructure has been fully upgraded, including:

- New dedicated cooling system supporting a 40-tap draft beer system
- All new refrigeration at all five interior bars
- Reliability, efficiency, and optimal beverage service during peak operations

FOOD & BEVERAGE

- Full commercial kitchen
- 40 beers on tap with dedicated cooling system
- Wine selection
- Specialty cocktails
- Full catering capabilities

PROFESSIONAL AUDIO & VISUAL SYSTEMS (\$200,000+ INVESTMENT)

The venue includes advanced audio and visual systems, with over \$200,000 invested in professional-grade sound and lighting, designed to support nightlife, live performances, and large-scale events.

- 20-foot LED video wall anchoring the main entertainment space
- High-impact visuals for concerts, DJs, sports broadcasts, and private productions
- Professional-grade sound system throughout all levels
- State-of-the-art lighting systems for entertainment and events



METRO
LINK

THOMAS PLAZA

CHASE

197 E 2ND STREET

E 2ND STREET



PROPERTY PICTURES - FIRST FLOOR



PROPERTY PICTURES - TOP FLOORS





W. 1ST STREET

197 E 2ND STREET

S. GAREY

E 2ND STREET

LOCATION ANALYSIS



DOWNTOWN POMONA ARTS COLONY

The property is located in the heart of the Pomona Arts Colony, a historic neighborhood dedicated to creative arts, commerce, education, and urban living. The Arts Colony is recognized as one of the most vibrant cultural districts in the Inland Empire.

- Monthly Second Saturday Art Walk - one of California's oldest and largest art walks
- Over a dozen galleries showcasing local and international artists
- Latino Art Museum and American Museum of Ceramic Arts
- Historic Fox Theater and Glass House concert venue
- Antique Row stretching two blocks along 2nd Street
- Diverse restaurants, cafes, and nightlife establishments



FEDERAL OPPORTUNITY ZONE BENEFITS

The property is located within a designated Federal Opportunity Zone, offering significant tax benefits for qualified investors:

- Temporary deferral of capital gains taxes until December 31, 2026
- Potential for 10-15% step-up in basis for gains held 5-7 years
- Elimination of capital gains on appreciation if held 10+ years
- Pomona has 4 designated Opportunity Zones covering approximately 10% of the city's population.

PROXIMITY TO KEY DESTINATIONS

POMONA DOWNTOWN METROLINK STATION	0.2 MILES (3-MINUTE WALK)
WESTERN UNIVERSITY OF HEALTH SCIENCESPARKING	0.1 miles (1-minute walk)
POMONA CITY HALL	0.3 miles
FOX THEATER POMONA	0.2 miles
SR-60 FREEWAY	0.5 miles
SR-71 FREEWAY	1.0 mile
LOS ANGELES	30 miles west
CAL POLY POMONA	3.5 miles
FAIRPLEX (LA COUNTY FAIR)	2 miles



MAJOR EMPLOYERS & ECONOMIC DRIVERS



EDUCATIONAL INSTITUTIONS

Cal Poly Pomona - California State Polytechnic University, Pomona is a major economic driver supporting over 11,000 jobs and generating \$1.5 billion in economic activity in the LA region. The university enrolls approximately 30,000 students and is ranked #1 polytechnic university for diversity and economic mobility.

Western University of Health Sciences - Located directly on 2nd Street adjacent to the subject property. Private medical university with enrollment of 3,724 students offering 20+ academic programs in healthcare professions. Students and faculty represent a significant customer base for the venue.

FAIRPLEX / LA COUNTY FAIR

Fairplex is a 487-acre campus hosting approximately 300 events annually including the LA County Fair - the largest county fair in the country welcoming over 1 million guests annually. Employs 300 year-round and 1,700+ during the Fair.

KEY ECONOMIC SECTORS

Manufacturing - Diverse production from electronics to food processing

Healthcare - Pomona Valley Hospital Medical Center

Education - Higher education and public schools

Government - County and city services

Retail and Entertainment - Growing downtown district



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COMMERCIAL REAL ESTATE MARKET



34°05'08"N | 117°44'06"W

POMONA
CALIFORNIA

POMONA MARKET OVERVIEW

TOTAL COMMERCIAL SPACE	1,450,660 SF IN 49 PROPERTIES
OFFICE SPACE INVENTORY	438,358 SF IN 9 BUILDINGS
RETAIL SPACE INVENTORY	296,910 SF
INDUSTRIAL SPACE INVENTORY	1,767,617 SF
ACTIVE CRE LISTINGS	93 PROPERTIES FOR SALE
AVERAGE ASKING PRICE/SF	\$681/SF
AVERAGE CAP RATE	5.59%

AVERAGE LEASE RATES

OVERALL AVERAGE	\$20.40/SF/YEAR
OFFICE SPACE	\$28.58/SF/YEAR
INDUSTRIAL SPACE	\$15.17/SF/YEAR

ZONING & LAND USE

CURRENT ZONING: C3 - COMMERCIAL MIXED USE

The C3 zoning designation in Pomona allows for a wide range of commercial uses including retail, restaurant, entertainment, and service businesses. The property has an existing Conditional Use Permit for Type 47 liquor license and entertainment operations.

PERMITTED USES UNDER C3 ZONING

- Retail stores and shops
- Restaurants and bars
- Entertainment venues (with CUP)
- Professional offices
- Service businesses
- Mixed-use development

POMONA ZONING UPDATES

The City of Pomona updated its Zoning and Development Code effective July 31, 2024, with sign regulations updated May 7, 2025. Downtown areas support high-density, transit-oriented development.

DEMOGRAPHICS & MARKET DATA



City of Pomona Demographics (2024)

Population	147,966
Population Density	6,478 per square mile
Median Age	35.4 years
Median Household Income	\$78,869 (2023)
Per Capita Income	\$29,187 (2023)
Median Home Value	\$614,600 (2023)
Median Gross Rent	\$1,816 (2023)
Total Households	41,827
Average Household Size	3.0 persons
Land Area	22.8 square miles

Age Distribution

Under 15	19.4%
15-24	14.8%
25-44	28.9%
45-64	24.4%
65+	12.6%

Employment

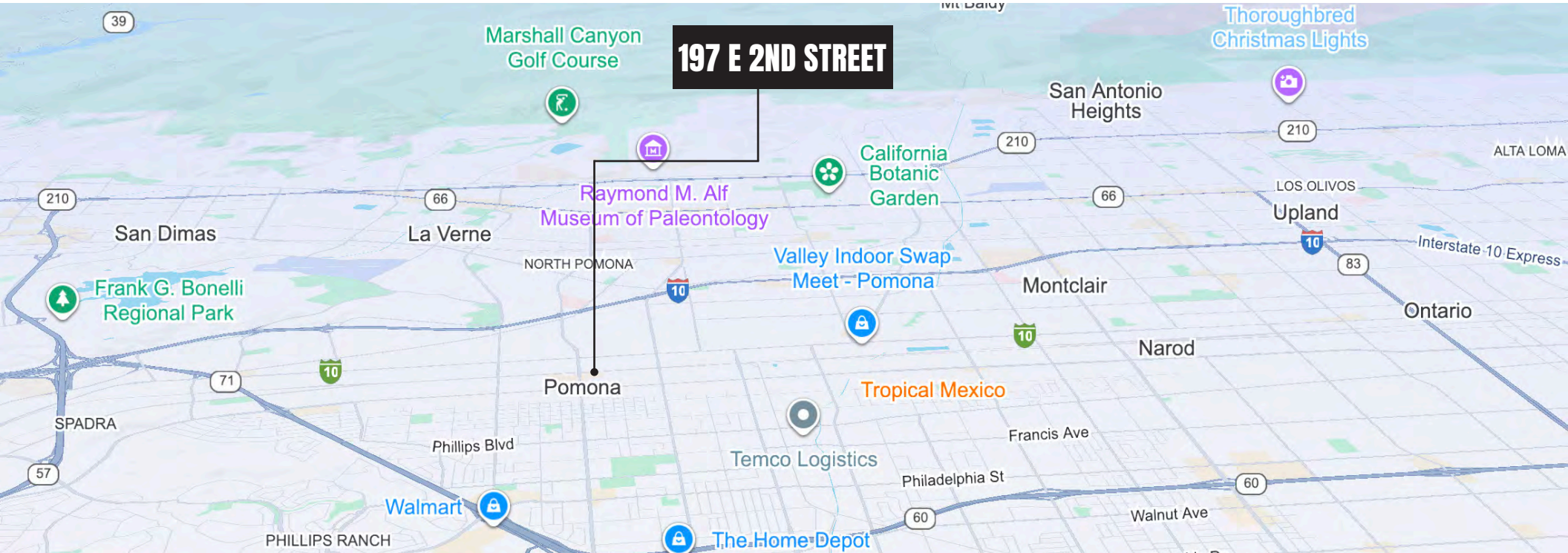
Employment Rate	93.7%
Workforce	69,602 residents

Ethnic Composition

Hispanic/Latino	71.4%
Asian	10.9%
White (Non-Hispanic)	10.0%
African American	5.3%
Two or More Races	19.8%

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KARL MARKARIAN

SENIOR ADVISOR AND VICE-PRESIDENT OF SALES

PROFESSIONAL BACKGROUND

Founder – One West Group at eXp Commercial Commercial Real Estate Advisor | 30+ Years of Industry Experience

With over three decades in the real estate industry, Karl Markarian brings a wealth of experience, market insight, and a proven track record of success. Having closed more than \$200 million in commercial transactions, Karl has built a reputation for delivering results across multifamily, retail, office, and development properties. As the founder of One West Group, Karl leads a dynamic team of commercial advisors dedicated to excellence, collaboration, and client-focused solutions. Backed by the national platform of eXp Commercial, One West Group combines local market expertise with a national reach, offering strategic opportunities to investors, developers, and property owners. Karl's approach is hands-on and relationship-driven, with a deep focus on growth, leadership, and long-term success, for his clients, his team, and the communities they serve.

EDUCATION

York University, Toronto, Canada
Master's in International Business

Seneca College, Toronto, Canada
Diploma in Business & Commerce



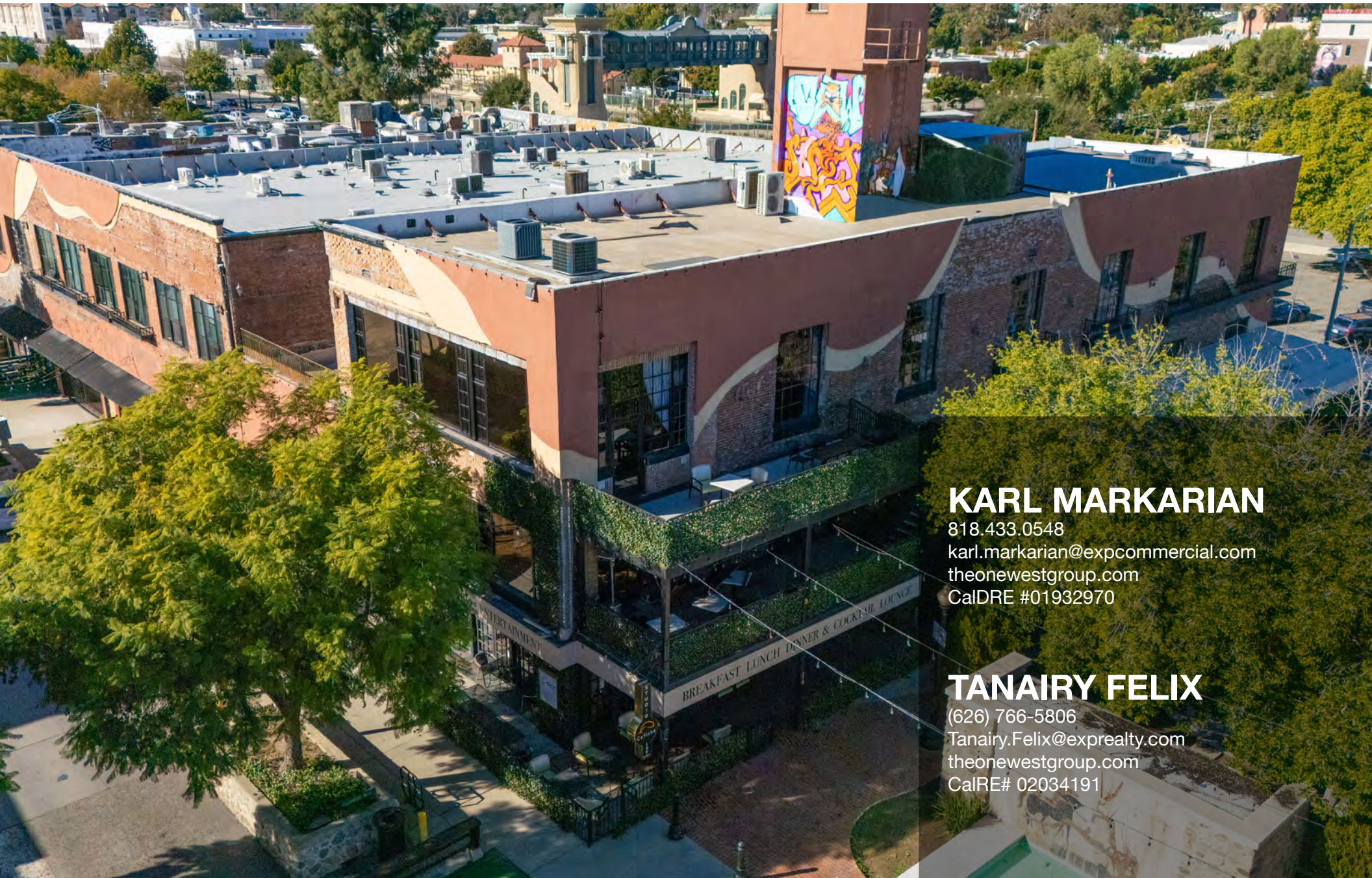
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TANAIRY FELIX

ADVISOR

Tanairy Felix epitomizes integrity, energy, hard work, and creative service in every single detail of your real estate transaction. Tanairy born and raised in the Los Angeles area, started her sales habit at the age of 11 selling chocolate bars to the LA neighborhoods. She has continued rising early and has built a successful career in marketing and sales for over 8 years in the Los Angeles community. She has worked every aspect of the industry representing sellers, buyers, and investors in the residential market.

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