GREAT WOLF RETAIL

Trophy Retail In WI Dells' #1 Tourist Corridor

Shadow-Anchored by Great Wolf Lodge and Outlets at the Dells

OFFERING MEMORANDUM

1300 GREAT WOLF DRIVE
LAKE DELTON, WI

FOUNDERS 3
REAL ESTATE SERVICES

Drone Footage

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$3,150,000
LIST PRICE

7.68%
CAP RATE

4.43
WALT

$241,976
NET OPERATING INCOME

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PROPERTY OVERVIEW

ACCESS
- Two access points off of Great Wolf Drive

YEAR BUILT
- 2015

TRAFFIC COUNTS
- I-90/94: 40,700
- Highway 12: 16,500

PARCEL
Approximately 1.95 Acres

PARKING
- 50 Parking Spots
- Additional parking via cross-access/parking easement with neighboring property

ZONING
- Commercial

Prominent visibility from Highway 12 provides exposure to consistent local and tourist traffic

AREA DEMOGRAPHICS

2026 Demographics

	1 MILE	3 MILE	5 MILE
Population	1,005	5,940	12,208
AVG HH Income	$75,106	$88,282	$96,763
Total Employees	955	4,460	8,741

OVER $96K AVERAGE HOUSEHOLD INCOMES IN A 1,3, AND 5-MILE RADIUS OF THE SUBJECT PROPERTY

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OFFERING HIGHLIGHTS

OFFERING

Pricing	$3,150,000
Cap Rate	7.68%
Net Operating Income	$241,976
Lease Types	NNN
Landlord Responsibilities	Contact Broker

PROPERTY SPECIFICATIONS

Rentable Area	9,700 SF
Year Built/Remodeled	2015
Ownership	Fee Simple (Land and Building)

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TENANT OVERVIEW

Jersey Mike's Subs is a U.S.-based fast-casual restaurant chain specializing in submarine sandwiches. Founded originally as Mike's Submarines in 1956 in Point Pleasant, New Jersey, the company was acquired in 1975 by then-17-year-old Peter Cancro, who later transformed the single sandwich shop into one of the fastest-growing franchise brands in the restaurant industry.

Today, Jersey Mike's operates more than 3,200-3,500 locations across the United States and internationally, including Canada and Mexico. The company is headquartered in Manasquan, New Jersey, and is known for its "Mike's Way" sandwich preparation style, featuring freshly sliced meats and cheeses prepared in front of customers.

Jersey Mike's business model is heavily franchise-driven, with strong emphasis on operational consistency, community involvement, and high unit-level sales performance. The brand has experienced rapid expansion over the past decade, supported by strong franchise economics and increasing consumer demand for premium sandwich concepts. Industry reports estimate systemwide-sales exceeding $3 billion annually.

Dave's Hot Chicken is a rapidly growing fast-casual restaurant chain specializing in Nashville-style hot chicken tenders and sliders. Founded in 2017 in Los Angeles, California, the brand began as a small parking-lot pop-up created by four childhood friends, with an initial investment of just $900.

The company is headquartered in Pasadena, California, and has become one of the fastest-growing restaurant franchise concepts in North America. Dave's Hot Chicken is known for its streamlined menu, bold spice levels, strong social media presence, and youthful brand identity. Its signature offerings include chicken tenders, sliders, fries, mac & cheese, and seven heat levels ranging from "No Spice" to the extremely hot "Reaper."

Growth accelerated after the company partnered in 2019 with an investor group led by former Wetzel's Pretzels CEO Bill Phelps, who helped professionalize operations and expand the franchise model nationally.

As of 2025, Dave's Hot Chicken operates more than 300 locations globally acorss the United States, Canada, the Middle East, and the United Kingdom, with franchise rights sold for over 1,000 future locations. The company has expanded aggressively through franchising and international development agreements, including major growth plans across Europe and the Middle East.

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TENANT OVERVIEW

Dells Panaderia is a family-owned bakery, cafe, and restaurant located in the Wisconsin Dells/Baraboo area of Wisconsin. Founded in 2024, the company specializes in traditional Mexican baked goods, custom cakes, coffee beverages, and freshly prepared breakfast, lunch, and dinner offerings.

The company's concept blends a traditional Mexican panaderia with a modern cafe and casual dining experience. Its menu includes authentic pastries and breads such as Cuernos, Bolillos, Polvorones, Besos , Pan de queso, and more. In addition to bakery items,Dells Panaderia offers specialty coffee drinks, breakfast plates, tacos, quesadillas, sandwiches, and made-to-order custom cakes for celebrations and catering events.

Dells Panaderia positions itself as an emerging regional hospitality and food-service brand focused on delivering authentic Latin bakery products alongside an approachable dine-in experience. The company's branding centers on family tradition, handcrafted baking, and creating a welcoming atmosphere "where every bite feels like home".

3rd Street nutrition is a locally owned health-focused cafe and nutrition club. The business was founded by Beth and Kyle Kirby and officially opened in July 2020. The Kirbys established 3rd Street Nutrition with the goal of providing convenient nutritional products while creating a community-oriented environment focused on healtheir lifestyles.

3rd Street Nutrition has established itself as a destination for breakfast, lunch, post-workout nutrition, and grab-and-go beverages. The original concept centers on meal-replacement and protein shakes, energizing teas, aloe drinks and nutritional supplements. The offering has subsequently broadened to incude protein coffee, immunity shots, gut-health products, protein balls, cake pops and other protein-based snacks. The company also promotes vegan, vegetarian, gluten-free and dairy-free alternatives as part of its customizable approach.

Beyond food and beverages, the Kirbys developed 3rd Street Nutition around a broader wellness and community model. The business offers one-on-one coaching, weight-loss challenges and workouts, while its physical location is designed to function as both a quick-service cafe and a place where customers can stay and socialize. The company describes its positioning as essentially quick food for health-conscious customers and people working toward healthier lifestyles.

Over time, 3rd Street Nutrition appears to have developed a significant repeat-customer following. Current restaurant listings categorize the operation as a health-food restaurant, cafe, breakfast restaurant and lunch restaurant. Customer feedback contines to emphasize the community atmosphere and staff interaction in addition to the shakes and teas themselves.

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LOCATION & MARKET OVERVIEW

The Village of Lake Delton, located in Sauk County, Wisconsin, serves as the commercial and tourism heart of the greater Wisconsin Dells region - one of the Midwest's most recognied family vacation destinations. Positioned along Interstate 90/94 and U.S. Highway 12, Lake Delton benefits from exceptional regional access and year-round visitor traffic driven by hospitality, recreation, and entertainment.

Lake Delton has an estimated 2025 population of approximatley 3,905 residents with an average household income of $79,419 and a median age of 39.5, reflecting a younger and service-oriented population compared to many Wisconsin communities. The average household size is 2.1 people, and the village supports approximately 389 businesses employing more than 8,000 people, far exceeding its resident population due to its tourism economy. Employment is heavily concentrated in hospitality, entertainment, and service sectors, with 30% of jobs in services and an exceptionally low unemployment rate of just 0.8%.

The broader Sauk County market strengthens the area's economic base, with over 67,000 residents, 3,257 businesses, and more than 41,700 employees, along with an average household income of $101,643. The Wisconsin Dells/Lake Delton trade area also continues to show growth, with nearby household and population increases supporting long-term retail and commercial demand.

Tourism is the defining economic driver of the region. Wisconsin Dells is widely known as the "Waterpark Capital of the World", home to more waterparks than any community on earth, including over 20 waterpark facilities and more than 200 waterslides, according to WisDells.com. Major attractions include Great Wolf Lodge Wisconsin Dells, Kalahari Resorts & Conventions Wisconsin Dells, Noah's Ark Waterpark, Mt. Olympus Water & Theme Park, and the iconic Dells Boat Tours along the Wisconsin River sandstone cliffs. The official tourism bureau highlights over 100 attractions, scenic river tours, golf, shopping, dining, entertainment venues, and extensive resort lodging options exemplifying one of America's premier drive-to-resort markets.

Overall, Lake Delton offers a unique combination of tourism-driven economics, strong visitor traffic, and regional growth. Its location at the center of the Wisconsin Dells market makes it one of Wisconsin's strongest destinations for hospitality, retail investment, and entertainment-focused development.

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LOCATION & MARKET OVERVIEW

SERVES THE BARABOO - WISCONSIN DELLS REGION

- Baraboo/West Baraboo - 14,720 residents
- Lake Delton/Wisconsin Dells - 6,674 residents

AREA TOURISM

- Devil's Lake State Park (Baraboo) - 2.4 million
- Wisconsin Dells - 4.5 million
- **On average there are 132,500 visitors on any given weekend**
  *This exceeds the entire population of Sauk County (57,000), making the region the 4th most populated "city" in Wisconsin.

VITAL TO WISCONSIN'S ECONOMY

- #2 in Direct Visitor Impact behind Milwaukee County ($1,652.3M)
- #3 in Total Economic Impact behind Milwaukee and Dane County ($1,964M)
- #3 in State and Local Tax Generation, equal to nearly 10% of all taxes generated ($150.7M) out of 72 counties

AIRPORT GROWTH AND EXPANSION

- Two new corporations will base at Baraboo-Wisconsin Dells Regional Airport (DLL) in 2026
- Master Plan is to add 1,000 feet of runway (6,000 feet) with an objective of bringing tourists and other corporations directly into the region

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LOCATION & MARKET OVERVIEW - LAKE DELTON

KEY FACTS

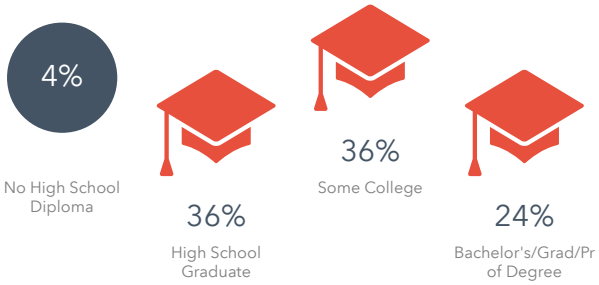
3,905
2025 Total Population (Esri)

39.5
Median Age

2.1
Average Household Size

$79,419
Average Household Income

EDUCATION

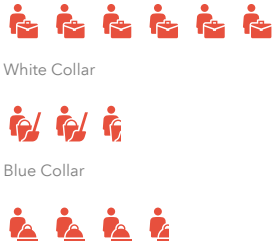


BUSINESS

389
Total Businesses

8,092
Total Employees

EMPLOYMENT



49%
White Collar

21%
Blue Collar

30%
Services

0.8%
Unemployment Rate

INCOME

$79,419
Average Household Income

$36,620
Per Capita Income

$103,278
Median Net Worth

2025 Households by income (Esri)

The largest group: $75,000 - $99,999 (18.7%)
The smallest group: $150,000 - $199,999 (3.8%)

Indicator	Value	Diff
<$15,000	11.2%	+5.0%
$15,000 - $24,999	6.5%	+1.6%
$25,000 - $34,999	9.0%	+4.1%
$35,000 - $49,999	15.2%	+5.9%
$50,000 - $74,999	13.9%	-3.3%
$75,000 - $99,999	18.7%	+2.4%
$100,000 - $149,999	17.6%	-4.7%
$150,000 - $199,999	3.8%	-9.0%
$200,000+	4.1%	-2.0%

Bars show deviation from Sauk County

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LOCATION & MARKET OVERVIEW - SAUK COUNTY

KEY FACTS

67,070
2025 Total Population (Esri)

42.5
Median Age

2.4
Average Household Size

$101,643
Average Household Income

EDUCATION

6%
No High School Diploma

33%
High School Graduate

33%
Some College

28%
Bachelor's/Grad/Pr of Degree

BUSINESS

3,257
Total Businesses

41,769
Total Employees

EMPLOYMENT

59%
White Collar

27%
Blue Collar

14%
Services

1.2%
Unemployment Rate

INCOME

$101,643
Average Household Income

$42,587
Per Capita Income

$261,265
Median Net Worth

2025 Households by income (Esri)

The largest group: $100,000 - $149,999 (22.3%)

The smallest group: $15,000 - $24,999 (4.9%)

Indicator	Value	Diff
<$15,000	6.2%	-1.2%
$15,000 - $24,999	4.9%	-1.0%
$25,000 - $34,999	4.9%	-1.4%
$35,000 - $49,999	9.3%	-1.5%
$50,000 - $74,999	17.2%	+0.1%
$75,000 - $99,999	16.3%	+2.7%
$100,000 - $149,999	22.3%	+2.8%
$150,000 - $199,999	12.8%	+3.0%
$200,000+	6.1%	-3.6%

Bars show deviation from Wisconsin

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