

N3010 STATE ROAD 67

LAKE GENEVA, WI 53147

OFFERING MEMORANDUM

119.53 ACRES FOR SALE



CONFIDENTIALITY & DISCLAIMER

NEITHER TRANSWESTERN REAL ESTATE SERVICES ("BROKER") NOR OWNER OF THE PROPERTY MAKES ANY REPRESENTATION OR WARRANTY AS TO THE COMPLETENESS OR ACCURACY OF THE MATERIAL CONTAINED IN THIS OFFERING MEMORANDUM.

THE INFORMATION CONTAINED WITHIN THIS OFFERING MEMORANDUM IS PROPRIETARY AND STRICTLY CONFIDENTIAL AND BY ACCEPTING THE CONTENTS HEREIN, YOU AGREE (I) THAT YOU WILL HOLD AND TREAT THE OFFERING MEMORANDUM AND ITS CONTENTS IN THE STRICTEST CONFIDENCE, (II) THAT YOU WILL NOT DISCLOSE ANY INFORMATION CONTAINED WITHIN THIS OFFERING MEMORANDUM TO ANY OTHER ENTITY WITHOUT THE PRIOR WRITTEN CONSENT OF THE OWNER OR BROKER, (III) THAT YOU WILL NOT USE THE OFFERING MEMORANDUM IN ANY MANNER DETRIMENTAL TO THE INTEREST OF THE OWNER OR BROKER, AND (IV) THAT YOU WILL IMMEDIATELY RETURN ANY INFORMATION CONTAINED HEREIN TO BROKER UPON REQUEST.

THIS OFFERING MEMORANDUM HAS BEEN PREPARED TO PROVIDE A SUMMARY OF INFORMATION TO PROSPECTIVE PURCHASERS AND TO ESTABLISH ONLY A PRELIMINARY INTEREST IN THE SUBJECT PROPERTY. THE INFORMATION CONTAINED HEREIN IS NOT A SUBSTITUTE FOR A THOROUGH DUE DILIGENCE INVESTIGATION. BROKER HAS NOT MADE ANY INVESTIGATION, AND MAKES NO WARRANTY OR REPRESENTATION WITH RESPECT TO THE EXISTING OR POTENTIAL INCOME OR EXPENSES FOR THE SUBJECT PROPERTIES, THE PRESENCE OR ABSENCE OF CONTAMINATING SUBSTANCES OR EXISTING ENVIRONMENTAL CONDITIONS, THE COMPLIANCE WITH STATE AND FEDERAL REGULATIONS, THE PHYSICAL CONDITIONS OF THE PROPERTIES OR THE SIZE AND SQUARE FOOTAGE OF THE PROPERTIES OR ANY IMPROVEMENTS.

THE OWNER AND BROKER RESERVE THE RIGHT, AT THEIR SOLE DISCRETION, TO REJECT ANY OR ALL EXPRESSIONS OF INTEREST TO PURCHASE THE PROPERTY AND EXPRESSLY RESERVES THE RIGHT AT THEIR SOLE DISCRETION TO TERMINATE DISCUSSION WITH ANY ENTITY AT ANY TIME WITH OR WITHOUT NOTICE. THE OWNER SHALL HAVE NO LEGAL COMMITMENT OR OBLIGATIONS TO ANY ENTITY REVIEWING THIS MEMORANDUM OR PROSPECTIVE PURCHASER THAT MAKES AN OFFER ON THE SUBJECT PROPERTY UNLESS AND UNTIL THAT SUCH OFFER FOR THE PROPERTY IS APPROVED BY THE OWNER PURSUANT TO ITS APPROVAL PROCESS AND THE SIGNATURE OF AN AUTHORIZED REPRESENTATIVE OF THE OWNER IS AFFIXED TO A REAL ESTATE PURCHASE AGREEMENT PREPARED BY THE OWNER.



TABLE OF CONTENTS

- 04** EXECUTIVE SUMMARY
- 05** INVESTMENT HIGHLIGHTS
- 06** PROPERTY OVERVIEW
- 08** PROPERTY SURVEY
- 09** PROPERTY PHOTOS
- 14** ZONING MAP ANALYSIS
- 16** REGIONAL MAP
- 18** NEIGHBORHOOD OVERVIEW
- 24** BUSINESS DEVELOPMENT
- 26** EMPLOYMENT DEMOGRAPHICS

SHAUN DEMPSEY

EXECUTIVE VICE PRESIDENT

414.270.4104

SHAUN.DEMPSEY@TRANSWESTERN.COM

KYLE ROBBINS

EXECUTIVE VICE PRESIDENT

312.558.3812

KYLE.ROBBINS@TRANSWESTERN.COM

JOE KARMIN, SIOR

EXECUTIVE VICE PRESIDENT

847.588.5670

JOE.KARMIN@TRANSWESTERN.COM

LARRY SEROTA

EXECUTIVE MANAGING DIRECTOR

312.881.7038

LARRY.SEROTA@TRANSWESTERN.COM

EXECUTIVE SUMMARY

Transwestern is pleased to offer investors the opportunity to acquire 119.53 acres of prime development land in Lake Geneva, Wisconsin. The property, located at N3010 State Road 67, Lake Geneva, WI 53147, represents an outstanding investment opportunity due to its prime location, substantial acreage, and versatile development options.

This undeveloped property rests in Lake Geneva, a popular, year-round destination for tourists and weekend visitors just 50 miles from Milwaukee and 83 miles from Chicago. The robust and well-balanced economy is established and thriving. Due to its proximity to Geneva National, the Mercyhealth Hospital and Medical Center, a busy retail corridor, sought-after residential housing, and financially flourishing business owners and neighbors, this land has a wide range of use cases with a high probability of success.

Superb tourism combines with expanding residential and commercial developments to create a thriving live-work-play environment in Lake Geneva. The area offers nature-focused attractions thanks to the 21-mile Geneva Lake shoreline, and it also benefits from a local government supportive of a wide range of local businesses and industries. Aside from leisure and hospitality, Walworth County has a talented workforce in the manufacturing, health, and education sectors, creating a strong, diverse economy. The nearly 120-acre location sits at the northeast corner of the busy Highway 67 and Highway 50 intersections, boasting excellent visibility and accessibility. Furthermore, the owners are willing to consider a joint venture scenario with a developer whose vision maximizes the potential of the land.

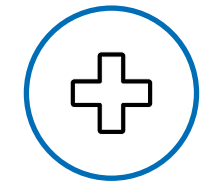


INVESTMENT HIGHLIGHTS



PROXIMITY TO LUXURY RESORTS

Adjacent to several resorts including Geneva National, a premier Wisconsin destination featuring various lodging options, six restaurants—including the award-winning Hunt Club Steakhouse—and 54 holes of championship golf designed by renowned golfers Arnold Palmer, Gary Player, and Lee Trevino.



NEARBY MEDICAL FACILITIES

Located directly across from Mercyhealth Hospital & Medical Center, a key regional healthcare provider for Walworth County.



STRATEGIC ACCESSIBILITY

Less than 2 miles from Williams Bay and positioned at the high-traffic intersection of Highway 67 and Highway 50, ensuring easy access for visitors and residents alike.



DYNAMIC COMMUNITY GROWTH

Lake Geneva offers a balanced live-work-play environment, with expanding residential and commercial developments.

PROPERTY OVERVIEW

ADDRESS:

N3010 STATE ROAD 67,
LAKE GENEVA, WI

PROPERTY TYPE:

Land

PRICE:

Subject to Offer

TOTAL LAND AREA:

119.53 Acres

ZONING:

Commercial, Agriculture,
Agriculture Forest

TAX ID PINS & TAXES

JG 300012 - \$10,494.02

JG 3000012A - \$781.05

JG 3000012B - \$580.50



PROPERTY PHOTOS



I PROPERTY PHOTOS



ZONING MAP ANALYSIS

The Property consists of three parcels with several different zoning categories. The zoning ranges from farming and upland conservation to single-family dwellings, offering buyers the potential to develop the land into several different uses.

PARCEL# J G 3000012

Zoning: A-1, ETZ (80.0 Acres)
 Zoning: A-2, ETZ (31.00 Acres)
 Zoning: C-2, ETZ (5.0 Acres)

PARCEL# J G 3000012A

Zoning: P-1, ETZ (1.92 Acres)

PARCEL# J G 3000012B

Zoning: A-2, ETZ (1.61 Acres)

A-1, ETZ – Prime Agricultural Land District- Primary purpose is to maintain, preserve, and enhance agricultural lands. All structures and improvements must be consistent with agricultural use.

PRINCIPAL USES: Single-family dwelling, beekeeping, dairying, grazing, livestock, orchards, plant nurseries and greenhouses, stables, poultry raising, crops, nature trails, forest and game management

CONDITIONAL USES: Vet services for farm animals, utilities, schools and churches, composting, governmental and cultural uses, two single-family farm dwellings, the separation of farm structures from farmland

A-2, ETZ (31.00 ACRES) AGRICULTURAL LAND DISTRICT – Primary purpose is to maintain, preserve, and enhance agricultural lands but which are not included within the A-1 zoning.

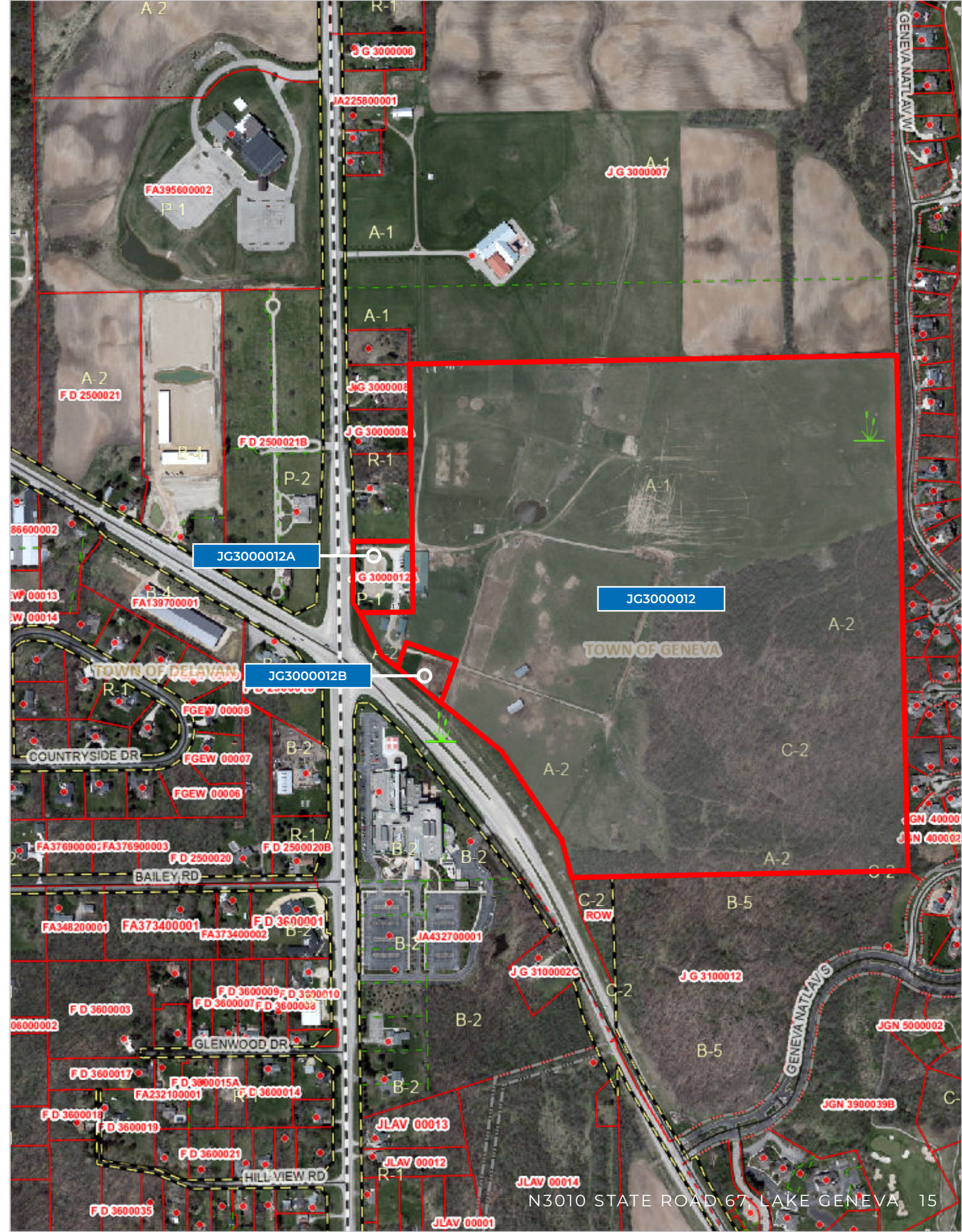
POTENTIAL USES: Includes all principal uses as A-1, as well as small farms including truck farming, horse farming, and hobby farming. Also includes orchards, animal hospitals, shelters, or kennels, vet services, schools and churches, composting, land restoration, governmental and cultural uses

C-2, ETZ (5.0 ACRES) UPLAND RESOURCE CONSERVATION DISTRICT – Primary purpose is to maintain, preserve, protect, enhance, and restore all significant woodlands, related scenic areas, submarginal farmlands, and abandoned mineral extraction lands. All uses in this district are conditional uses and must be approved.

CONDITIONAL USES: Farming and related agricultural uses, forest preservation, forest and game management, parks and recreation areas, single-family detached dwellings, animal hospital, shelter, or kennel, land restoration, golf courses, governmental and cultural uses

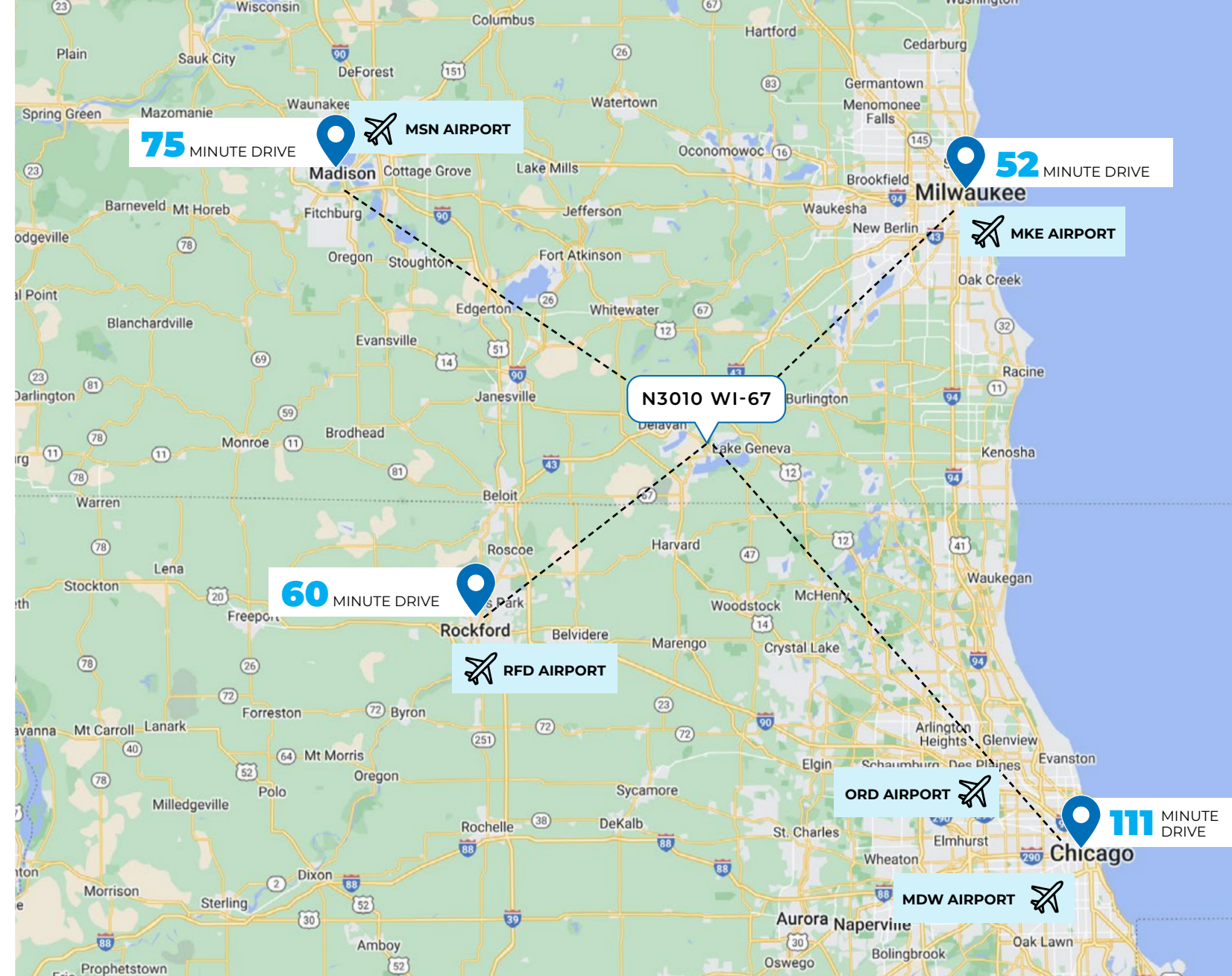
P-1, ETZ (1.92 ACRES) RECREATIONAL PARK DISTRICT – All uses in this district are conditional uses and must be approved.

CONDITIONAL USES: Parks, forest preserves, gymnasiums and athletic clubs, picnic grounds, ice skating, forest and game management, cultural activities, amusement activities, golf driving ranges, sports fields



REGIONAL MAP

Lake Geneva's appeal to tourists is also a corporate boon—it remains accessible to other major metro areas' business districts. Nearby drives to Chicago, Milwaukee, Madison, and Rockford provide access to four airports, and the plot of land at N3010 State Road 67 is nestled between Highways 50 and 67, which lead to major Interstates 90 and 94.



DRIVE TIMES



52 MINUTES
DRIVE TO **MILWAUKEE**



75 MINUTES
DRIVE TO **MADISON**



60 MINUTES
DRIVE TO **ROCKFORD**



111 MINUTES
DRIVE TO **CHICAGO**

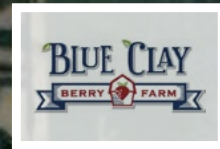


NEIGHBORHOOD OVERVIEW

DELVAN LAKE



N3010 STATE RD 67



EXODUS FITNESS CENTER

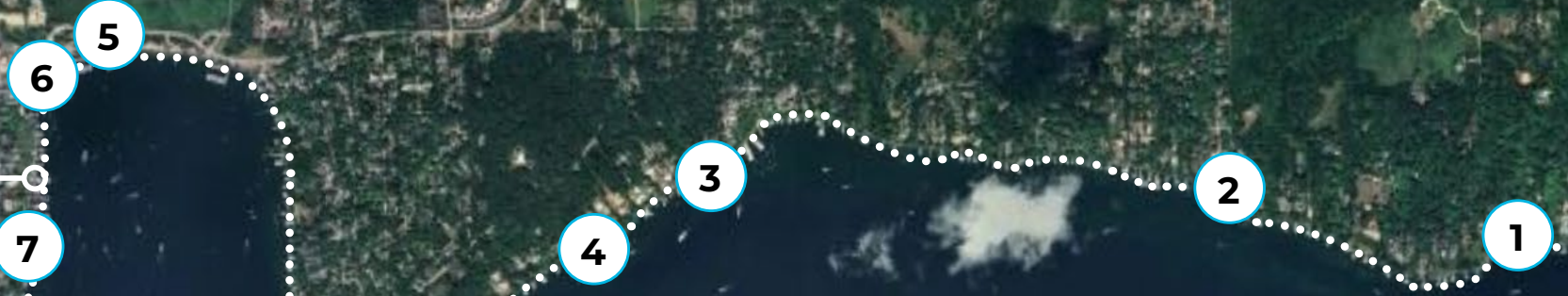


LAKE COMO

THE SHORE PATH

1. Flowerside Inn	5. Williams Bay Beach
2. Chapin Road	6. Edgewater Park
3. Glen Annie	7. Congress Club
4. Cedar Point Park	8. Yerkes Observatory

FOR MORE PATH LOCATIONS: [CLICK HERE](#)



GENEVA LAKE

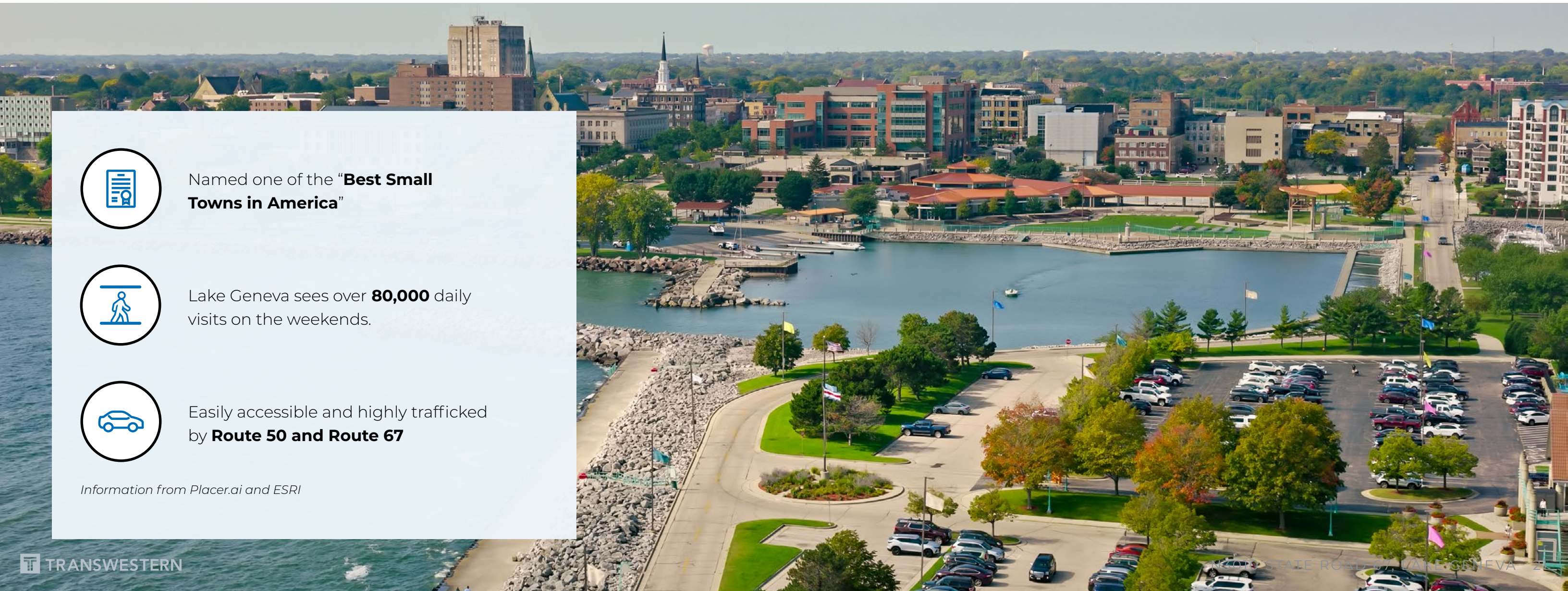
AN IDYLIC PLACE TO VISIT

Lake Geneva is a year-round destination for tourists and weekenders alike. Its proximity to Chicago and Milwaukee makes it the perfect weekend or long-term getaway. There is an abundance of attractions, including the 21-mile Geneva Lake Shore Path, several golf courses, spas, fine dining, wineries, museums, and theaters. Additionally, there are many outdoor activities, such as boating, fishing, ziplining, skiing, and hiking. Home to several premier resorts, including Grand Geneva Resort & Spa and Geneva National, Lake Geneva offers attractions for those looking for an adventure or a peaceful retreat. It has a long history of attracting visitors from Chicago, with many purchasing summer homes in the area, leading to an increase in vacation population, particularly on the weekends. The consistent, year-round tourists ensure a steady demand for hospitality services, retail spaces, and entertainment venues, and its proximity to major cities makes it an accessible destination for all those interested.

DEMOGRAPHICS

	5 MILES	10 MILES	20 MILES
Population	9,448	23,089	62,976
Employment (White Collar)	61.10%	60.40%	53.60%
Employment (Blue Collar)	23.50%	25.80%	30.70%
Employment (Services)	15.40%	13.80%	15.70%
Unemployment	3.30%	2.90%	3.00%
Education (College Degree)	41%	41%	33%
Median Household Income	\$85,592	\$85,145	\$79,112
Median Net Worth	\$464,622	\$417,698	\$298,977

This does not include vacation population figures.



Named one of the “**Best Small Towns in America**”



Lake Geneva sees over **80,000** daily visits on the weekends.



Easily accessible and highly trafficked by **Route 50 and Route 67**

Information from Placer.ai and ESRI









A TALENTED WORKFORCE

Although it was already a popular summer camp destination, Lake Geneva's reputation as a vacation paradise grew significantly due to wealthy Chicagoans building luxurious homes along the lake after the Great Chicago Fire. Much has changed over the last century, and local business groups have preserved its well-earned vacation reputation while encouraging other business sectors, too.

The population of Lake Geneva may only be about 8,000, but its offerings and resources appeal to the 105,000 in Walworth County and millions in nearby metro areas. Fueled by other nearby cities and local colleges, the area has a talented workforce in several top industries. The local government, along with the Lake Geneva Chamber of Commerce and Lake Geneva Economic Development Corporation, actively focuses on communitywide economic development so that incoming and existing businesses can flourish.

WALWORTH COUNTY TOP INDUSTRIES

	MANUFACTURING		LEISURE & HOSPITALITY
	TRADE, TRANSPORTATION, UTILITIES		PROFESSIONAL & BUSINESS SERVICES
	HEALTH		EDUCATION

Information from Placer.ai and ESRI

BUSINESS DEVELOPMENT

With its ideal location central to Chicago, Milwaukee, Madison, and Rockford, Lake Geneva and its surrounding areas is in the midst of one of the fastest-growing regions in the Midwest. Lake Geneva is an anchor point in Walworth County, WI and contributes significantly to the expanded area's economy, which includes the counties of Racine and Kenosha. Outside of the robust tourism and thriving retail and restaurant industries adjacent to it, the area economy is also stoked by the higher education, manufacturing, and distribution industries.

Many Lake Geneva residents work at University of Wisconsin-Whitewater and Pentair Flow and Filtration Solutions, a global supplier and manufacturer of water filtration systems. Within the larger area of Walworth, Racine, and Kenosha Counties, the largest employers include multinational pharmaceutical company Johnson & Johnson, Amazon fulfillment centers, and the Froedtert & the Medical College of Wisconsin health network.

MAJOR COMPANIES IN WALWORTH, RACINE, AND KENOSHA COUNTIES



EMPLOYMENT DEMOGRAPHICS

WALWORTH COUNTY, WI

INCOME



\$46,521
Per Capita Income



\$79,441
Median Household Income



\$307,828
Median Net Worth

EDUCATION



6.9%
No High School Diploma



26.4%
High School Diploma



29.5%
Associate's Degree



33.1%
Bachelor's/Grad/Prof Degree

BUSINESS



4,209
Total Businesses



50,771
Total Employees

KEY FACTS



105,876
Population



42.1
Median Age



43,292
Households



\$64,324
Median Disposable Income

COMMUTERS



13.7%
Spend 7+ hours commuting to and from work per week



77.8%
Drive Alone to Work

EMPLOYMENT



53.8%
White Collar



28.5%
Blue Collar



17.7%
Services



2.9%
Unemployment Rate





JOE KARMIN, SIOR

EXECUTIVE VICE PRESIDENT

847.588.5670

JOE.KARMIN@TRANSWESTERN.COM

SHAUN DEMPSEY

EXECUTIVE VICE PRESIDENT

414.270.4104

SHAUN.DEMPSEY@TRANSWESTERN.COM

KYLE ROBBINS

EXECUTIVE VICE PRESIDENT

312.558.3812

KYLE.ROBBINS@TRANSWESTERN.COM

LARRY SEROTA

EXECUTIVE MANAGING DIRECTOR

312.881.7038

LARRY.SEROTA@TRANSWESTERN.COM