



SLABY & ASSOCIATES

Luxury Wedding Venue & Event Center

Fort Atkinson, WI

Riverstone Premier - Luxury Wedding Venue & Event Center

Address: 1905 Central Coast Ln, Fort Atkinson, WI 53538

Menu: riverstonepremier.com

Turnkey Opportunity



EXECUTIVE SUMMARY

An exceptional opportunity to acquire a **fully operational luxury event center** with a strong reputation, proven financial performance, and immediate upside potential.

Strategically located within a high-demand regional corridor, this property has positioned itself as a **premier destination for weddings and upscale events**, while offering multiple expansion avenues for future ownership.

ASKING PRICE: \$1,650,000

- **Annual Revenue:** ~\$1,000,000
 - **Net Operating Income:** ~\$146,000
 - **Turnkey Operation:** Includes all FF&E (Fixture, Furniture, & Equipment)
 - **Experienced Team in Place:** GM + staff willing to remain
 - **Reputation:** Established brand with strong reviews
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THE PROPERTY

Total Land: 11 Acres (One Parcel)

- **Parcel 1:** 11 Acres
 - 17,500 SF Luxury Event Center
 - Expanded parking to support future growth
 - 2nd (5 acre) Parcel adjacent to the property is available after purchase of 11 Acre property

Additional Features:

- **3,200 SF Commercial Kitchen** (supports large-scale events + full service restaurant at the same time)
 - **High-End Restaurant Space (Vacant)** – ready for activation
 - Fully built infrastructure to support high-volume operations
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BUSINESS MODEL & REVENUE STREAMS



Primary Revenue Driver

- Weddings (core business and highest margin segment)

Complementary Revenue Streams (not currently marketing towards...)

- Corporate Events & Retreats
- Live Music & Entertainment Events
- Local Brunches & Community Programming

Built-In Expansion Opportunities

- Activate restaurant concept (currently vacant space)
 - Purchase adjacent parcel for limitless options (5 acres - \$200,000)
 - Increase weekday utilization (corporate + social events)
 - Premium pricing and revenue strategy aligned with luxury positioning
 - Outside catering opportunities
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TURNKEY OFFERING

- All **Furniture, Fixtures & Equipment (FF&E)** included:
 - Tables, Chiavari chairs, highboys, outdoor seating
 - Full restaurant inventory and service ware
 - Premium commercial kitchen equipment
 - Upgraded Audio Video Systems
 - Operational systems and workflows already established
 - Parking and infrastructure already scaled for growth
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LOCATION & ACCESSIBILITY



- **< 45 Minutes to Madison**
- **~25 Minutes to Janesville**
- **~1 Hour to Milwaukee**

Ideal positioning to capture demand from multiple metropolitan markets while offering a **destination-style experience.**

INVESTMENT HIGHLIGHTS

- **✓ Proven \$1M+ revenue operation**
 - **✓ Stable NOI** with disciplined expense management
 - **✓ Significant value-add opportunities**
 - **✓ Rare large-scale land + event asset combination**
 - **✓ Experienced team in place** for seamless transition
 - **✓ Expansion-ready** with adjacent parcel
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POSITIONING STATEMENT

This asset represents a **rare blend of stabilized cash flow and development upside**, ideal for an investor or operator seeking entry into the **luxury hospitality and events space**.

CONFIDENTIALITY

Additional financial information available upon execution of a Non-Disclosure Agreement (NDA).

NEXT STEPS

For more information, financials, or to schedule a tour:

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