

# A Rare Opportunity on the Water



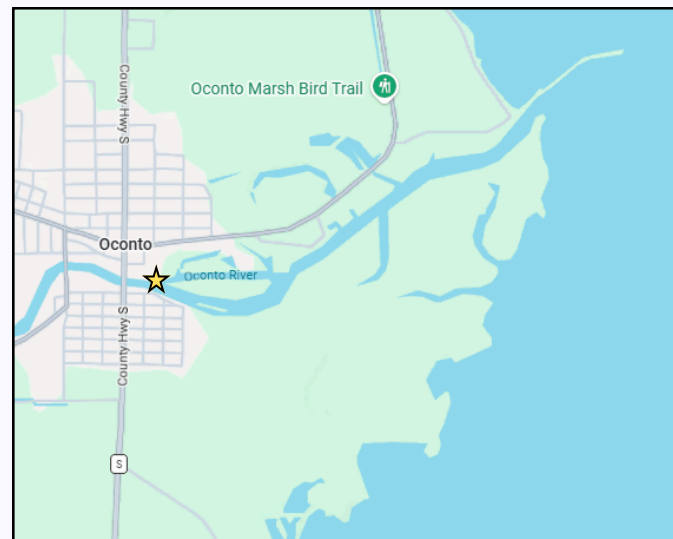
 Oconto, Wisconsin

## THE PROPERTY

A landmark building with a landmark location. This approximately 40,000 square foot property sits on 2.5 acres in the heart of Oconto, Wisconsin — with full river frontage and direct water access to the Bay of Green Bay.

A large parking lot directly across First Street is included, and the city has agreed to close First Street to through traffic, creating a seamless, pedestrian-friendly connection between the building and the water.

Room for 10 boat slips along the river puts this property in a class of its own for waterfront development in Northeast Wisconsin.



# What This Could Be

THE SETTING PRACTICALLY WRITES THE VISION.  
TWO CONCEPTS RISE TO THE TOP:

**A World-Class Fishing Lodge** Oconto is the unofficial Walleye Capitol of the World — and this property sits right in the middle of it. Imagine a mixed-use destination built around that identity: a brew pub, a lounge where anglers swap stories, office and conference space for fishing guides, a bait shop, a coffee shop or bodega, and short-term overnight rooms on the second floor. Guests step off the water and straight into the experience.



**Waterfront Condominiums** With river frontage, Bay access, boat slips, and a walkable downtown just steps away, this site is a natural fit for residential development.



Housing demand in Oconto is strong, and there is nothing else like this on the market.

# History on the Bay

## THE HISTORY

Built in 1872, this building has been a cornerstone of Oconto for over 150 years — first as a county office building, then converted to a hospital in 1907. The bones, the footprint, and the story are all here. What comes next is up to the right developer.



## OCONTO AT A GLANCE

- County Seat of Oconto County
- Population: 4,609\*
- Median Income: \$61,506\*
- Median Home Price: \$249,400\*
- Strategically located between Green Bay (30 miles south) and Marinette (30 miles north) on the western shore of Green Bay
- Major employers include Cruisers Yachts and LeTourneau Plastics
- Strong housing demand with a hardworking, community-rooted population
- Fishing visitors spend an average of \$2,000+ per group per trip, the highest of any outdoor activity in the county\*\*



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\*data.census.gov  
\*\*TEDCOR 2025 Visitor Research Report

# Cast Your Vision Here

## TOURISM & FISHING

- Unofficial Walleye Capitol of the World
- Host to world-class annual fishing tournaments including Bass Pro, Master Walleye, Cabela's, AIM and more
- Full tournament schedule



## DEVELOPMENT PERKS

- The City of Oconto is ready to make a deal
- Property is located within a TIF District, opening the door to significant financing advantages
- City will convey the property for \$1 with an approved development plan
- First Street could be closed to through traffic, creating uninterrupted access between the building and the riverfront

## THIS IS YOUR WINDOW

Properties with this combination of history, footprint, location, and city support do not come along often. The City of Oconto is motivated, the incentives are real, and the waterfront is waiting.

